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THE SIMPLE GUIDE

to your

Homepage Copy





So, You decided to launch your own website, but you don't have anyone to write your homepage copy for you... What do you actually put in there? What do you supposed to talk about and in what order?

This simple guide will show you what to talk about on your page, what order to put all the element, so your website visitors are maximally likely to express interest in your services, and take the first step towards working with you.

SECTION 1 (HEADER)

Unique Value Proposition & Call to Action

OBJECTIVE: Get your hottest audience to take action (Book a call, download a recourse, opt-in to your list).

Here's how to do it:

- 1. Headline with Unique Value Proposition.** Share your key benefit or promise to the audience. Focus on the result you produce. A good example: *I'll build you a cold email machine that books 5-10 appointments per week without you lifting a finger or paying an agency.*
- 2. Sub-headline with a proof point.** Case study and/or your unique mechanism or feature that showcases why you're the best person to provide the promised result.
- 3. (Optional) Video Sales Letter.**
- 4. Call to Action** is the next step for visitors to access your value proposition. It could be something like "Book a (Free) Consultation," "Download a Free Guide," or "Sign Up for a Webinar."

SECTION 2

The Problem and Opportunity

OBJECTIVE: Clearly define the main problem your audience faces and opportunity they have for better results.

The main points to touch on:

1. What is the problem.
2. What negative impacts does this problem cause.
3. What happens if the problem is ignored.
4. What solutions have people tried and found ineffective.

SECTION 3

Solution Framework

OBJECTIVE: Showcase your deep knowledge and unique solution to your audience's problem.

It's not yet your product, it's the framework, the approach your product uses that makes it effective.

Consider including:

1. The name of your process
2. The steps (3 or more)
3. Any unique/proprietary techniques, tools, or technology that sets your solution apart

SECTION 4

Proof

OBJECTIVE: Offer evidence that your solution works.

Your strongest proof is the results you got for your clients, preferably quantifiable. But think of anything you can use:

- Client testimonials (text, screenshots, video)
- Case studies
- Recognitions or awards
- Media mentions or expert endorsements

SECTION 5

Your Offer

OBJECTIVE: Introduce your product or service — your offer to help.

You'll want to:

1. Reiterate your value proposition
2. Make a Call to action (book a call or similar)
3. Give your reader a reason to act now
4. Include your guarantee/risk reversal if you have one

THE FINAL

Call to Action

OBJECTIVE: Encourage a decisive step towards purchase or engagement.

THAT'S IT!

Ready for design!

Reach out to me, so I can start designing your website.

[Email me](#)

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Good luck!

