



THE HOMEPAGE COPYWRITING *toolkit*

A step by step guide to write your homepage
(even if writing isn't your thing)

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THE FINAL WORD



Introduction

You've officially entered the "ohhh ... so
that's how good copy works" zone.
Pour the coffee—things are about to click.

Welcome to The Homepage Copywriting Toolkit – where your words start working as hard as you do.

Before you dive in, take a screenshot of your current homepage. Not for vanity – but for the satisfaction of looking back later and saying, “Wow ... look how far I’ve come.” Trust me, future you will thank you.

Marketing isn’t just about sleek logos, curated color palettes, or those "look how perfect my life is" photos.
It’s about connection.

And the truth is—when you're not standing there in person to passionately explain what you do, your words have to carry the weight.

Every sentence on your website has a job to do.

Because yes, you might be amazing at what you do.
You might carry the best products, offer top-tier service, or change lives on the daily...

But if your website doesn’t say that in a way people can feel—you’re going to miss them.

And no, lowering your price isn't going to fix it.
Most people don't walk away because it's too expensive.
They walk away because they don't understand the value.
They didn't *feel* it.

This isn't about turning you into a writer.
It's about helping you communicate what you already know and do in a way
your audience finally gets.

You're about to write a homepage that doesn't just "work."
You're about to write one that wins hearts, books clients, and becomes your
hardest-working employee.

Welcome To Your Unfair Advantage



Before we jump in ...

This isn't just a bunch of fluff before you "get to the good part."

Sections 1 and 2 are the setup for your website home run.

They're here to help you figure out what your dream clients actually care about — so when it's time to write your homepage, the words will flow.

There are a few of exercises, and I know it could leave you thinking, 'What's the point of all this?' And that's totally okay. You might even question if you're on the right track.

Fun fact:

A website that converts isn't just about clever words or fancy design. It's about truly understanding your audience. And that's what you're about to nail.

Now yes — there are a lot of pages.

But don't let that scare you.

This process is packed with examples, plug-and-play formulas, and clear prompts.

You can knock this out in an afternoon (with snacks, of course).

And when you're done?

You'll have a homepage that's clear, compelling, and totally you.

So trust the process.

Each step tees you up to write words that connect — and sell.

Let's get to it!



SECTION

One

In this section, you'll uncover what's happening in those first crucial seconds when someone lands on your website— how they scan, what they're silently asking, and why most websites lose the sale before the scroll even begins

Your Website Is a Make-or-Break Moment— Is Yours Sealing the Deal or Sending People Away?

Think about the last time something stopped your scroll on Instagram, TikTok, or Facebook.

A product, a service, maybe a course or a candle that made you go: hmm, interesting...

What's the very first thing you did?
You checked the comments.

Is it a scam?
Does it actually work?
Are people loving it?

We've all been burned online, so now we're digital detectives by default.

If the comments passed the vibe check, what's next?
You clicked over to their website.

Not just out of curiosity—but to confirm.
To find out if this is really something worth your time, trust, and money.

Here's what they're scanning the moment they land on your site:

Is this legit?

"Is this real or just more internet smoke and mirrors?"

A sleek social feed is one thing. A website shows you're *serious*.

They want to know:

- Are you trustworthy?
- Do you look professional?
- Can I trust you with my time, money, or problem?

What do you actually offer?

"Is this for me? Will it solve my problem?"

A clever bio or reel isn't enough. They're hunting for:

- What's the offer?
- How does it work?
- Is this for someone like me?

Does this work?

"Can you back it up?"

They're looking for proof—testimonials, transformations, receipts.

Not hype. Results.

Do I like this person?

“Would I actually want to work with them?”

This is the vibe check. The gut feeling.

They’re asking:

- Do I like how they write?
- Does this brand feel like me?
- Can I picture myself saying yes?



What’s next?

“How do I take the next step?”

People are lazy and busy. If your path isn’t clear, they’ll leave.

That moment between curiosity and commitment is where websites either *seal the deal* ... or silently lose it.

Same thing happens when you Google a local hair stylist, massage therapist, bakery—you land on their website, and your brain instantly scans for the same cues.

Is this for me?

Can I trust them?

Does this feel right?

Boom, you either click deeper or click away.

Your clients are doing that exact same thing with your site.

They're not reading every word.

They're not obsessing over your credentials.

They're not checking how long you've been in business.

They're scanning for one thing: connection.

A sense of "Yes. This is what I've been looking for."

Your words either build that bridge...

Or they don't.

And your website is where that connection starts—or ends.

The Silent Killers of Your Website: Copy Mistakes That Cost You Clients

You've got seconds, literally, to grab someone's attention when they land on your website.

Most solopreneurs waste that moment with copy that sounds fine but silently kills connection, trust, and conversion.

Here's what's lurking on most sites:

- Fluff that sounds pretty but says nothing.

- Jargon that sounds smart but confuses your reader.

- Buzzwords that sparkle—and fall flat.

These are the phrases that make eyes glaze over.

The ones that feel “professional” but secretly push people away.

You've seen them:

- “Empowering solutions for modern visionaries”

- “A holistic, client-centered approach to unlocking potential”

- “We help you thrive with next-level strategies for growth”

Um... okay, but what do you actually do?

Who is this for?

Why should anyone care?

If your website doesn't say that clearly, quickly, and with soul—people leave.

While you're trying to sound polished, passionate, and oh-so-credible ... your dream clients are clicking away, searching for something that feels more real.

Your copy's job isn't to impress.

It's to connect.

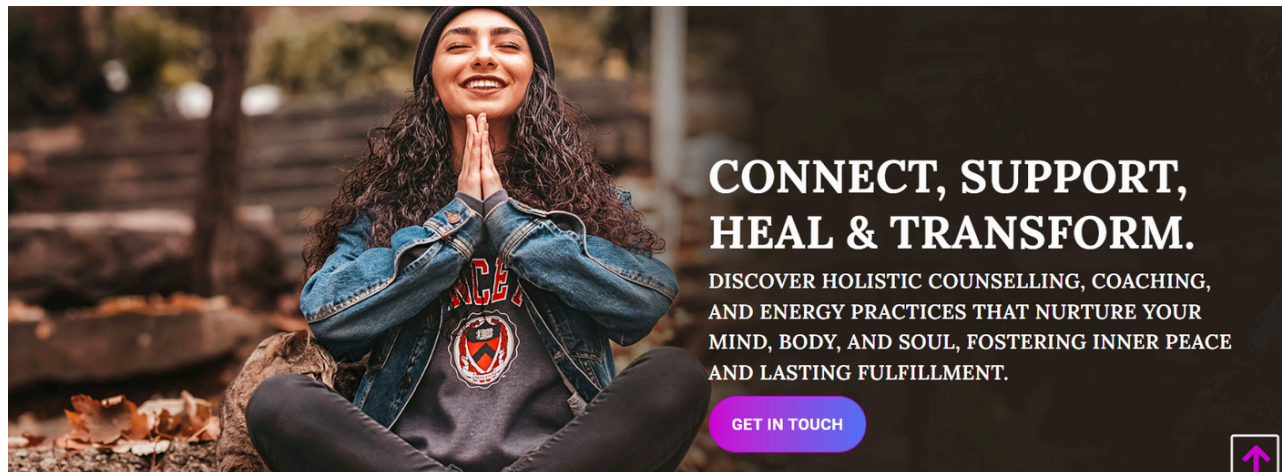
To clarify.

To convert.

And when you do it right? It's like flipping a switch from "meh" to magnetic.

Let's break it down with real-world examples so you can see what to avoid... and exactly how to do it better.

Website 1 – Overloaded with generic phrases like “We’re passionate about serving our clients. (Okay... but what does that actually mean?)



This lack of clarity leaves visitors uncertain about what the business actually does and how it can address their needs.



“Align All Aspects” is too vague to grab attention. It doesn’t tell the reader what’s being aligned, why it matters, or what they’ll gain. Without clarity or emotion, it feels like a concept, not a compelling invitation.

Website 2 – Tries to sound professional but ends up robotic. (“Our mission is to provide top-tier solutions for businesses.” Snooze.)

Using confusing or fluffy language

Words like “innovative solutions,” “paradigm-shifting,” or “bespoke frameworks” sound smart... but they usually just confuse.

Fix it: Write like a real human. If a 12-year-old can’t understand it, it’s probably too complex.

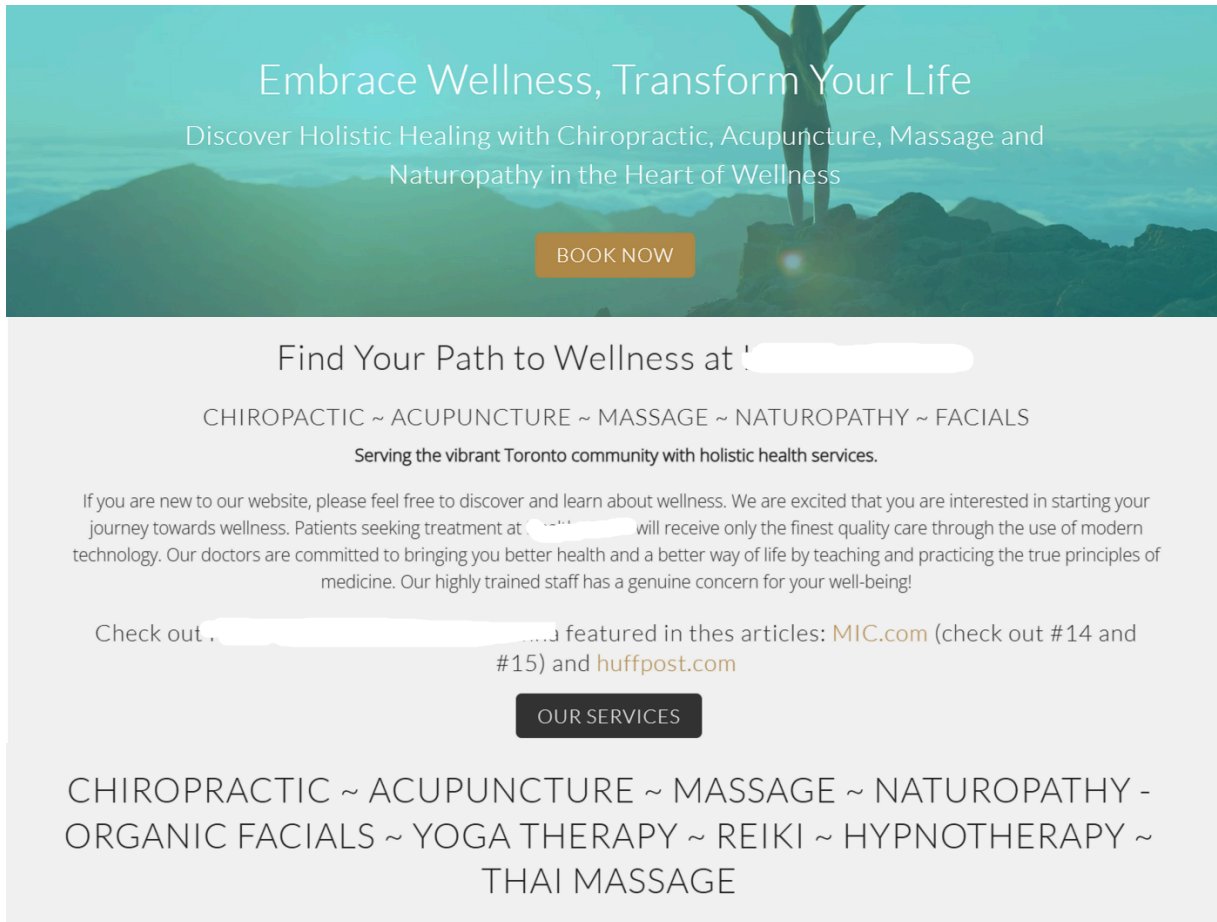


..... Clinic offers evidence-based **Assessment, Treatment, Coaching,** and **Academic** services to individuals across the lifespan. We are specialists with expertise in neurodiversity. We strive to create exciting, inspiring, and sustainable possibilities for you and your family.

A [REDACTED] Health Club & Fitness Centres, we provide a holistic, multi-disciplinary approach to taking care of your health, creating a complete circle of care for our clients and members. Our circle of care places your health, performance, and overall wellness at its core, leading to efficient and effective outcomes through the coordinated efforts of our skilled providers.

We want to make your whole life better, improving your health in multiple dimensions. In our wellness clinics, our experienced practitioners address a variety of health and wellness concerns including injury prevention & management, weight loss, functional movement & mobility, athletic performance enhancement, and nutrition. Through our personal training and **Pilates programs**, gym membership offerings, and **group fitness classes** we empower clients to enhance their physical fitness in a supportive, community-focused atmosphere.

**Website 3 – A scattered mess with no clear path for the visitor.
(Too many calls to action, clunky design, and zero emotional pull.)**



There's valuable information here, but without a clear flow or hierarchy, it feels disjointed and overwhelming for the reader

Website 4: Making It About You



This website focuses too much on themselves—their services, values, and approach—without clearly showing how it helps the visitor. It’s heavy on “we” statements and light on what the client actually gains

Hello. My name is [REDACTED] & I am a Transformational High-Performance Growth Coach, Business Growth Strategist, and Dynamic Speaker.

I help high-achieving entrepreneurs and executives who privately struggle with anxiety, burnout, and loneliness create authentic personal and professional lives overflowing with abundance, alignment, and fulfillment they truly love.

Starts like a résumé, not a conversation.

People don’t hire titles—they hire connection. Leading with what you do puts distance between you and the person you’re trying to reach.



SECTION

Two

Before you write a single word, you need to understand who you're writing for. In this section, you'll use focused exercises to uncover what your ideal customer wants, avoids, and truly cares about so your homepage speaks directly to them and actually connects

So now you know what's not working.

You've seen how jargon, fluff, and trying-too-hard "professional" copy quietly repels the very people you're trying to reach—even when your offer is powerful.

It's not that they weren't ready.

It's that they didn't feel anything.

No spark.

No pull.

No reason to stay.

Now it's time to flip the script.

We're moving from confusion to clarity.

From "Here's why I'm great" to "Here's why this matters to you."

From generic noise to language that lands—deeply, instantly, and emotionally.

The truth most marketers won't tell you:

They don't buy because you're impressive.

They buy because something in your words makes them feel seen, safe, and excited to move.

This next section is where you find your message magic—the real stuff that makes your brand unforgettable.

Not to you. To them. The ones already looking for you.

We're going to translate your brilliance into copy that feels like a cosmic green light.

Not pushy. Not polished. Just powerful.

Let's write words that open hearts, move minds, and turn browsers into believers.

You in?

Let's go.



Step 1: Uncover What Makes You Awesome (So We Can Flip It)

Before we can write copy that connects, we've got to start with the raw material — your magic.

Because your message is your North Star.

It guides everything: from your homepage to your sales page, Instagram bio, product descriptions, emails, etc.



Action Steps

Take the next several minutes and make these three lists:

The top 3 reasons you are amazing at what you do

The top 3 things that make your product or service a standout

The top 3 things people love about your business? And if you're just getting started—what do you hope they'll love?

Yes, I want you to brag. Go full Beyoncé.

Get clear on what makes you special, skilled, and worth paying for — because we're going to flip every one of those statements into a benefit that actually makes people care.

Top 3 reasons you are amazing at what you do

Top 3 things that make your product or service a standout

Top 3 things people love about your business? And if you're just getting started—what do you hope they'll love?



Now take a breath ...

Because here's what most people don't tell you:

Step 2: Why No One Cares That You're Amazing

Alright... you've made your list.

But here's a twist that might sting a little:

You're not going to use it the way you think.

Because when it comes to writing homepage copy that actually works, **there's one mistake that trips up even the smartest solopreneurs (over and over again):**

Talking about yourself.

I get it. You want people to know you're legit.

That you care. That you're qualified. That you've put in the time.

The truth your ego won't love (but your bank account will):

Your dream clients don't care about your passion, your credentials, or how many certifications you've collected... like Pokémon. 😊

They care about how working with you will **change their life.**

They care about results. Relief. Clarity. Confidence.

They care about becoming the version of themselves they know they're capable of being—with your help.

This isn't about proving how great you are. It's about showing them what's possible because of you.

That's the shift.

The one that turns "nice" words into ***need-to-work-with-you*** messaging.

And the key to unlocking it? Three little letters: **Y-O-U**.

Everything changes when your copy stops saying "Here's why I'm amazing" and starts saying "Here's how ***you*** win,"

Let's flip your "Why I'm amazing" list into messaging that makes your dream clients feel like you just reached into their soul and handed them what they've been searching for.

You ready?



Step 3: Flip “Why I’m Amazing” Into Why It Actually Matters

You’ve made your list. What makes you amazing. What you’ve built. What you bring.

Awesome.

Your dream client doesn’t care about your brilliance—until they understand how it benefits them.

That’s where the shift happens. That’s where words turn into sales.

So here’s what we’re about to do:

We’re going to flip the “I/me/my” statements into client-centered promises that spark desire, relief, clarity, and a full-body yes.

Because that’s what makes people stop scrolling, pay attention, and whisper, “Wait... this is exactly what I’ve been looking for.”

You’re taking a fact about what you do and turning it into the outcome they get. So instead of saying: “My consulting is data-driven.” (which is about you and how you work)

Instead, you say: “You’ll make bold, confident business moves backed by numbers, not guesswork.” (which is about them and how their life or business will improve)

Here Are Some Examples

I specialize in podcasting.

→ **You'll** launch a binge-worthy podcast that people can't stop sharing, saving, and sending to their best friend at 2am.

My consulting is data-driven.

→ **You'll** make bold, confident business moves backed by numbers, not guesswork.

My coffee is sustainably sourced.

→ **You'll** gift the kind of coffee that makes people think you journeyed deep into the jungle just to find it.

My jewelry is unique.

→ **You'll** turn heads, start conversations, and wear something no one else at the party owns.

My rain boots are high-quality.

→ **You'll** stop buying boots that flake out after one season—these survive downpours and compliments.

I help clients lose stubborn belly fat.

→ **You'll** finally zip up those jeans and feel like yourself again, without crazy diets.

.



My photography captures real moments

→**You'll** see the real, radiant you in every frame—no stiff poses, no fake smiles.

My skincare is handmade and organic.

→**You'll** feel like you left a luxury spa—just by washing your face.

I built my business from scratch.

→**You'll** skip the guesswork and get real strategies from someone who's been in the trenches—not just watched from the sidelines.

I create custom meal plans for women with PCOS.

→**You'll** know exactly what to eat to balance your hormones—without giving up the foods you love (yes, including tacos).

I offer intuitive energy readings.

→**You'll** get goosebumps, clarity, and that deep, grounded knowing that your next move is the right one.



Instructions

:

Let's make your message impossible to ignore.

Follow These Steps:

1. **Start with what you do.**

→ "My consulting is data-driven."

2. **Ask: Why does that matter?** What does it help them do?

→ It helps them make smarter decisions.

3. **Now say that benefit in their words—what they would want.**

→ "Make bold, confident decisions without second-guessing."

4. **Add a little contrast or emotion.**

→ "...backed by numbers, not guesswork."

[illegible]



Step 4: What Your Clients Fear, Want and Hate

This is where we stop guessing and start connecting.

Because great copy isn't about clever wordplay.

It's about emotional accuracy.

Forget age, job title, or how many kids they have.

We're talking about what keeps them up at night, what they secretly want most, and what they'd do anything to avoid.

It's not about demographics, it's about desire.

It's about the feeling they want to escape...

And the future they can't stop imagining—if only someone could help them get there.

Because:

They're not looking for features.

They're looking for relief.

They're looking for hope.

They're looking for themselves on the other side of the page.

Because when you can name the thing they haven't even said out loud yet? You've got them.

Not just their attention, but their trust.

So if you want your message to land?

Stop speaking to their brain.

Start speaking to their gut.

Let's dig into the stuff that actually drives decisions and makes your copy unforgettable.

Take A Look At These For A Bit Of Inspiration Before You Begin

If you're a **photographer**, your dream client might...

Fears:

- Feeling awkward or not knowing how to pose
- Not looking good in the final photos
- Wasting money on photos they'll never want to share

Wants:

- Gorgeous photos they're proud to use on their website, social media and promos
- To feel confident and comfortable with their photographer - clear guidance on how to pose
- Natural editing that flatters them, but still looks like them

Hates:

- Waiting weeks to get their photos
- Only getting 10 images after all that effort
- Spending a lot of money and not loving the final photos



Life Coach's Dream Client:

Fears:

- Wasting money on another program that doesn't work
- Being judged for not having it all together
- Making a big change and still feeling stuck

Wants:

- Clarity, confidence and the courage to finally take action
- To feel seen, supported and safe in the process
- Real, lasting change. not just hype

Hates:

- Generic advice
- Coaches who talk more than they listen
- Overly complicated frameworks that don't fit real life



Hair Stylist

Fears:

- Fear of getting a cut that's too short or doesn't suit them
- Fear of being upsold or pressured into extra services
- Fear of leaving the salon looking worse, not better

Wants:

- A stylist who listens to what they actually want
- A style that's easy to maintain at home
- Honest advice about what will work best for their hair type and lifestyle

Hates:

- Long wait times even with an appointment
- Leaving the salon having to go home to fix their hair
- Feeling rushed or like just another number in the chair





Action Steps

Take the next several minutes and make these three lists:

- 1 What are 3 things your clients fear?
- 2 What are 3 things your clients want (like *really* want)?
- 3 What are 3 things they hate or dread?

These are gold. Your homepage, sales page, and IG captions should all be addressing at least one of these three emotional triggers.
Every. Single. Time.

What are 3 things your clients fear?

What are 3 things your clients want (like *really* want)?

What are 3 things they hate or dread?



Step 5: Turn Fears, Wants & Hates Into Copy That Hits Home

You've uncovered what your dream clients secretly want, quietly fear and just can't stand. **Now it's time to translate those insights into words that stop the scroll and spark a real connection.**

The kind of copy that makes someone pause and say:

"Okay, this is exactly what I've been looking for."

This isn't about hype.

It's not about sounding impressive.

It's about showing your people you get them—before they've even said a word.

When your message reflects their hopes and frustrations with clarity and warmth, something powerful happens:

They feel seen.

They feel safe.

They trust you to help them get where they want to go.

Whether you're selling pottery, coaching, candles, consulting, design, wellness, or dog training—it's the same core truth: **People don't buy because of features.**

They buy because your words made them feel understood.

So don't speak in generalities.

Don't hold back.

Don't try to sound like everyone else.

Use the same language they'd use if they were venting to a friend:

What they're tired of.

What they dream of.

What they want to feel more of (or never again).

Because when your copy reflects their reality?

They lean in.

They remember you.

And they're ready to buy.



To illustrate this, let's revisit that photographer's dream client.

Here's how you take the fears, wants and hates you listed earlier—and turn them into client-attracting gold.

Fear: "I'll look awkward on camera"

Flip: You'll look natural, relaxed, and totally like yourself—no stiff poses, no fake smiles.

Fear: "I don't know what to wear or how to look good on camera"

Flip: You'll get personalized tips on what to wear, how to prep, and how to show up feeling confident and camera-ready.

Want: "Photos I'm proud to use everywhere"

Flip: You'll walk away with scroll-stopping, save-worthy images you can't wait to share on your website, social media and as your Duolingo avatar.

Want: "To be told how to pose"

Flip: You'll be gently guided through every pose so you never wonder what to do with your hands or how to smile.

Want: "To feel comfortable with the photographer"

Flip: You'll feel like you're hanging out with a trusted friend who just happens to be capturing your best angles.

Want: "Photos that look professional but still like me"

Flip: Your images will be polished, flattering, and magazine-worthy—without looking overly retouched or filtered.

Hate: “Waiting weeks for my photos”

Flip: You’ll get your final gallery delivered in just a few days. Fast, fabulous, and worth every second.

Hate: “Paying hundreds and only getting 10 photos”

Flip: You’ll get access to every beautiful moment we capture. No surprise fees, no holding your best shots hostage.

Hate: “Looking too posed or unnatural”

Flip: You’ll get a mix of candid, real, joy-filled moments that feel like you—not a Sears portrait. 😊



And more examples to **really** paint the picture:

Let's say you're a financial planner. Here's what your ideal client might be thinking (even if she never says it out loud), and how we flip that into copy that lands.

Fear: "What if I've waited too long to get my finances in order?"

Flip: It's never too late to take control. We meet you exactly where you are and help you move forward with clarity and confidence.

Fear: "I feel embarrassed by how little I know about money."

Flip: No shame, just smart steps. We break things down simply so you can feel empowered, not overwhelmed.

Fear: "What if I make the wrong decision and lose everything?"

Flip: You won't be doing this alone. Every move is guided, thoughtful, and aligned with your goals—not guesswork.

Want: "To feel secure and in control of my financial future."

Flip: You'll walk away with a personalized plan that gives you direction, peace of mind, and room to breathe.

Want: "To finally understand where my money's going and how to grow it."

Flip: We'll help you make sense of the numbers so you can spend smarter, save better, and build real wealth.

Want: "To make progress without sacrificing the life I enjoy now."

Flip: Your plan will fit your lifestyle—not fight against it. Because your finances should support your life, not limit it.

Hate: “Financial planners who talk over my head.”

Flip: No jargon, no lectures. Just honest, down-to-earth conversations that make things finally click.

Hate: “One-size-fits-all advice that doesn’t fit my situation.”

Flip: Your life isn’t generic ... and neither is your plan. Everything we do is tailored to your goals, values, and vision.

Hate: “Feeling judged for past financial decisions.”

Flip: We don’t judge—we help. This is a fresh start, built on clarity, not guilt.

Hairstylist Example

Whether you're behind the chair or building your beauty brand online, you're not just offering a haircut—you're offering an experience. And that experience starts **before** they ever meet you.

It starts with your words.

When you speak to what your dream client is secretly worried about, what they're really hoping for and what they're flat-out done tolerating—you stop sounding like every other stylist out there.

You start sounding like **the one** they've been hoping to find.

Take those emotional insights—their fears, desires, and deal-breakers—and turn them into copy that calms nerves, builds trust, and gets them clicking “Book Now” without hesitation.



Let's say your dream client is a busy, style-conscious woman who's had a few hair traumas and is nervous about trying someone new.

Here's what she's thinking ... and how you speak to it.

Fear: "What if I hate it and cry on the way home?"

Flip: You'll leave feeling more like yourself—but upgraded. No surprises, no regrets, just hair you're obsessed with.

Fear: "They won't give me what I actually want."

Flip: I don't just hear what you're asking for—I get it. Your hair, your texture, your lifestyle—it all matters here.

Fear: "It'll be awkward, rushed, or I'll leave feeling invisible."

Flip: From the moment you sit down, it's about you. Your vibe, your vision, your time to feel seen and celebrated.

Want: "To feel confident walking out the door"

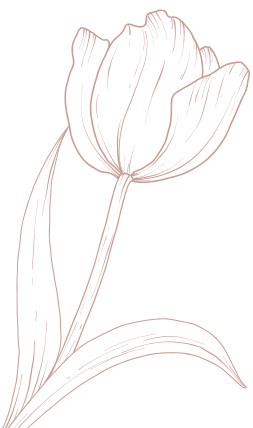
Flip: You'll walk out with that 'just left the salon' energy that turns heads and keeps your selfie game strong.

Want: "To find someone I can stick with"

Flip: You won't just get great hair, you'll get a stylist who remembers your preferences, your goals, and your name.

Want: "Low-maintenance hair that still looks high-end"

Flip: You'll get a style that fits your real life—not one that requires an hour of styling or a glam squad on call.



Hate: “Feeling pushed into a look I didn’t ask for”

Flip: No ego, no pressure—just collaboration. You’re in control, and I’m here to bring your vision to life.

Hate: “Overpaying for a cut that lasts two weeks”

Flip: Your style will hold its shape, grow out beautifully, and have you looking good way past the two-week mark.

Hate: “Having to redo it the second I get home”

Flip: You’ll leave with hair you actually know how to style. Plus tips, tricks, and recommendations tailored just for you.



What We Want to Do:

We want to take the basic desire and paint a vivid, real-life outcome that shows what it actually looks like in their world.

Here's How to Break It Down:

Let's use the following example: "Low-maintenance hair that still looks high-end." (This is what the client wants.)

Step 1: Identify the Core Want → What does "low-maintenance + high-end" really mean to the client?

It means they want to look good without spending a ton of time, tools, or products every morning. They want salon-level style that doesn't stress them out.

Step 2: Ask: What's the frustration they're trying to avoid?

"I don't have time to curl, spray, style and pray every day."

"I don't want to feel like I need to hire a glam squad just to leave the house."

"I want to look polished, not high-maintenance."

Step 3: Flip it into a real-world result statement

“You’ll get a style that fits your real life—not one that requires an hour of styling or a glam squad on call.”

This hits both the want (effortless style) and the fear (high effort, high maintenance). The reader can see and feel the ease and relief.

Don’t just say what they want. Say what that actually means for them on a regular Tuesday morning. Show how it looks, feels, or solves a problem they’re tired of dealing with.

Now It's Your Turn

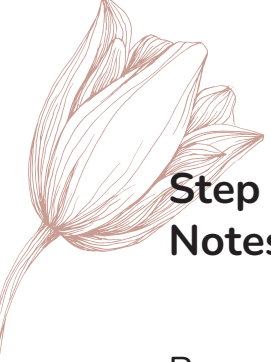
Go back to your dream client’s Fears, Wants, and Hates lists and flip each one into a feel-good, trust-building promise.

Because when you can name what they’re secretly worried about—and offer the solution with warmth and confidence—you don’t just book more clients you build **loyalty, referrals, and buzz**.

[illegible]

[illegible]

[illegible]



Step 6: Let's See If Your Message Is Actually Hitting the Right Notes

By now, you've done the work:

You've written down what your dream client wants, hates, and fears — the emotional drivers that influence their decisions.

And you've also written the “flips” to create messaging to speak to those things.

Now it's time to compare. Because this is where we check for alignment.

Here's what to do:

Grab a fresh sheet of paper and draw a line down the middle.

On the left, write the top wants, fears, and frustrations your ideal client has (from the exercises you already completed).

On the right, list the ways your current messaging tries to address those things — the flips you've written.

Now scan both sides.

->Do they match?

->Are the things your client cares most about actually being spoken to in your messaging?

->Are you clearly addressing their fears?

->Are your words reflecting the outcomes they want — or just what you do?

If you're seeing strong matches, amazing. That means your message is on point.

If you're not seeing many matches, that's not a mistake — it's a map. Now you know exactly what to shift, strengthen, or clarify.

This is how your copy becomes more precise.

More powerful.

And more profitable.

Let's make sure the words you've written are the words your client needs to hear.

Need a visual?

Check out the visual example on the next page.

It shows you exactly how to set up your list — left side: client wants/fears /hates, right side: your messaging.

What Your Client Wants

- Wants to look beautiful, confident & natural in photos
- Want to look like a pro
- Want to wears outfits and make up that is flattering in front of the camera
- Wants to feel proud sharing photos everywhere
- Wants their photos quickly
- Wants a professional photographer
- Wants all the photos
- Wants to look magazine worthy
- Want to be told how to pose
- Want to feel comfortable with the photographer
- Want the photos to look professional but still like them

What You're Offering

- You'll feel like you're hanging out with a trusted friend who just happens to be capturing your best angles.
- Your images will be polished, flattering, and magazine-worthy —without looking overly retouched or filtered.
- You'll get your final gallery delivered in just a few days. Fast, fabulous, and worth every second.
- You'll get access to every beautiful moment we capture. No surprise fees, no holding your best shots hostage.
- You'll get a mix of candid, real, joy-filled moments that feel like you—not a Sears portrait.
- Look natural, relaxed and totally like yourself
- personalized tips on what to wear, how to prep and feel confident and camera ready
- You'll walk away with scroll stopping, save worthy images you can't wait to share on your website and the socials
- You'll be gently guided through every pose so you never wonder what to do with your hands or how to smile



Step 7: Make Them Want What You Offer

Now it's time to bring everything together.

You've uncovered what your dream clients want. You've flipped their fears and frustrations into empowering outcomes. You've done the digging — now we shape the gold.

This step is about turning all those insights into messaging that moves people — the kind of benefits-focused copy you'll use on your homepage, service pages, Instagram captions, emails, and anywhere your words do the selling.

Think: Emotion meets action.

Here's how to do it:

1. Look back at the flipped statements you created — the ones that speak to what life looks like after working with you.
2. Edit, combine, and tighten them. Make every word count.
3. Focus on how your work makes people feel, what it helps them overcome, and the outcomes they actually care about.

You're not just listing features or tasks.

You're painting a vivid before-and-after. You're helping your dream client see themselves in the story — transformed, empowered, and ready to say yes.

Examples ahead

Photographer Example

Fear: I'll look awkward or stiff on camera

Want: To feel natural and look amazing

Hate: Photos that look overly posed

Final Brand Benefit:

"You'll look effortlessly confident and completely like yourself—no awkward poses, no fake smiles, just natural, radiant moments you'll love."

Fear: I'll look awkward or stiff on camera

Want: To feel natural and look amazing

Hate: Photos that look overly posed

Final Brand Benefit:

"You'll look effortlessly confident and completely like yourself—no awkward poses, no fake smiles, just natural, radiant moments you'll love."

Fear: I won't know how to pose or what to wear

Want: To feel guided and supported

Final Brand Benefit:

"You'll feel like you're shooting for Vogue with expert posing tips, wardrobe guidance, and a calm, empowering vibe every step of the way."

Hate: Waiting weeks for my photos

Want: A fast turnaround and full access

Final Brand Benefit:

"You'll get every beautiful image edited and delivered in just a few days. No extra fees. No waiting games."

Financial Advisor Example

Fear: I'll feel overwhelmed or embarrassed about my finances

Want: To feel safe, respected, and in control

Hate: Being judged or talked down to

Final Brand Benefit:

"You'll finally be able to take a deep breath. No shame. No lectures. Just a judgment-free zone where we tackle the messy stuff together and turn confusion into confidence. You'll walk away knowing exactly where you stand and how to build the future you want."

Fear: I won't understand all the financial lingo or paperwork

Want: To feel guided and informed

Hate: Feeling confused or out of the loop

Final Brand Benefit:

"You'll never be left guessing. Every dollar, every decision broken down in plain language that makes sense to **you**. Think of it like having a smart, patient friend in your corner, walking you through every step until it clicks and you feel totally in control."

Fear: I'll pay for a plan and still feel stuck

Want: To actually see progress and results

Hate: Fluffy advice that goes nowhere

Final Brand Benefit:

"You'll get more than a binder full of charts—you'll get a practical, doable game plan that moves the needle. We're talking real progress, tailored to your life, with ongoing support to help you actually follow through and see results, not just ideas."

Want: “To make progress without sacrificing the life I love now.”

Hate: Feeling restricted by a rigid budget

Final Brand Benefit:

“We build a plan that supports your lifestyle—not one that punishes it.

Because money should give you freedom, not take it away.”

Want: Feel empowered, not ashamed, with money

Hate: Feeling guilty about past financial decisions.

Final Brand Benefit:

“No lectures. No shame. Just a fresh start that focuses on what’s next—not what happened before.”

Hairstylist Example

Fear: I'll leave the salon hating my hair

Want: A stylist who actually listens

Final Brand Benefit:

"You'll leave the chair feeling like the main character—because your cut won't just look good, it'll feel like you. Personal, powerful, and nothing you'll want to "fix" later."

Hate: Overpaying and getting rushed through

Want: An experience that feels personal

Final Brand Benefit:

"You'll feel like the only person in the room. No rushing, no assembly-line vibes. Just focused attention, great conversation, and a cut that fits your real life."

Hate: Spending 45 minutes trying to make it look salon-worthy

Want: A cut that practically styles itself

Final Brand Benefit:

"You'll leave with hair that's easy to manage and pro tips to keep it looking fresh, no matter how packed your morning is."





Step 8: The Sneaky Edit That Instantly Elevates Your Copy (Hint: It's just one word)

Here's a simple trick to instantly elevate your messaging and make your copy feel more powerful, polished, and persuasive:

Remove “you” and/or “you’ll” from the beginning of your benefit statements.

Why?

Because strong copy doesn't predict what will happen — it declares it.

Think of it like the difference between:

“You’ll feel confident in front of the camera...”

vs.

“Feel confident in front of the camera.”

The second is cleaner, bolder, and creates immediate energy.

This one tweak transforms your copy from promising results to embodying them.



Let's Take Those Same Brand Benefits and Turn Up the Heat

You'll look natural and at ease — never posed. (No Glamour Shots from 1988 here.)

You'll feel like you're shooting for Vogue, with your own personal art director Beyoncifying every shot.

You'll own the hottest, most confident version of yourself.

You'll have fun and feel like the star of the show.

You'll be proud to post photos that actually look and feel like you.

You'll have magazine-worthy, custom-edited photos that light up your brand.

You'll get your full gallery in 72 hours. No waiting. No stress.

You'll keep every photo we take — no holding your favorites hostage.

Try This With Your Own Copy

Take your newly refined benefit-driven statements from Step 7 **And go down the list and remove you and you'll from the beginning.**

Once you're done, ask yourself:

- Can I make it more direct?
- Can I say it in a way that lands in the now, not some vague future?

Then strip the fluff and sharpen the edge.

Result? Your words become clear, bold, and high-conviction. The kind of copy that doesn't tiptoe.

It leads.

And when your copy leads? Your dream clients follow.



Step 9: Be Known for Something — or Be Invisible (Because “jack-of-all-trades” isn’t a selling point. Clarity is.)

If someone lands on your website or hears your name in a convo and can’t instantly tell what you’re known for, they’re not sticking around.

In a world full of options, specificity wins. People don’t have time to figure out what you might be able to do for them. They want a clear yes or no.

So here's your goal in this step:

Define the one BIG thing you want to be known for (the promise)

Your signature. Your lane. Your “this-is-why-people-hire-me.”

Why A Promise Matters

Without a promise, your message sounds vague, your offers get overlooked, and your brand blends into the background.

But a strong promise does this:

- Sets expectations
- Positions you as the go-to expert
- Makes word-of-mouth easier (you’re now “the one who does ____”)
- Helps clients self-identify that you’re for them
- Creates trust before the first conversation

Real-World Examples:

Let's look at how clear brand promises work in the wild:

Death Wish Coffee – “The world’s strongest coffee.”

Not “premium,” not “artisanal.” Just strong AF. That clear promise has built cult-like loyalty.

Dove: –“Real Beauty.”

Dove's promise is more about self-esteem than soap.

They lead with inclusivity, body positivity, and the message that beauty isn't about perfection.

Bath & Body Works – Known for their strongest-smelling candles and soaps. You don't buy one—you hoard them. If you've ever walked past a Bath & Body Works at the mall you know it hits your nose before your eyes even see the store.

Ben & Jerry's: “Peace, love & ice cream.”

More than just funky flavors. Their promise is activism-meets-indulgence, with a scoop of social justice. Chunky Monkey and Cherry Garcia come with a side of values.

Starbucks: “Your third place.”

Home. Work. Then Starbucks. Their promise goes beyond coffee—it's about creating a cozy, consistent space where you belong. Whether you're in Tokyo or Tucson, your latte is familiar.

These brands chose a lane, and because of that, they attract loyal customers, charge more, and build buzz.

The Power of Specificity

Here's the trick: Make your promise as specific as possible.

When you're clear on your promise, people immediately know what they're getting.

They don't have to guess.

They don't have to debate.

They don't have to wonder if they'll find what they're looking for elsewhere. You've made it crystal clear.

For example:

A bakery = The most delicious nut-free donuts that taste like childhood —without the stress or label reading.

A yoga instructor = Yoga for busy professionals to de-stress, recharge, and find calm in under 30 minutes a day.

A dog groomer = Stress-free grooming for anxious dogs. Gentle handling, quiet tools, and one-on-one attention so your pup actually enjoys their spa day.

Own Your Lane (Or Risk Getting Lost in the Scroll)

Trying to be everything to everyone? Fastest way to blend in and burn out.

The brands that win don't aim to be for everyone—they're undeniably one thing.

So ask yourself:

What do you want to be known for?

What should people think of when they hear your name?

What do you want to be interviewed about again and again?

That's your lane. Own it.

Because when you stand for something specific, your dream clients feel it and they stop scrolling.

- You don't need everyone.
- You need the right ones to say, "Finally. This is what I've been looking for."
- Pick your lane.
- Plant your flag.
- Let your message do the magnetizing.

More Examples of Brand Promise

Holistic Nutritionist

Custom meal plans that balance hormones and blood sugar—without cutting carbs or joy

Hairstylist

Low-maintenance, high-vibe hair that looks just as good on day 25 as it does on day one.

Jewelry Brand

Statement pieces designed to spark conversation and elevate every outfit—even sweatpants.

Tutoring Service

Helping high school students master math in just 10 minutes a day

Creative Business Coach

Helping artists turn their passion into a profitable brand—without selling their soul.

Your turn. No generalities allowed. (Sorry “great customer service” and “high quality”... those don’t count.)

Answer these prompts to zero in on your promise:

What do your best clients say about you when recommending you?

“You HAVE to work with her because she’s amazing at ____.”

What specific result do you deliver better than anyone else? What don’t you do—and proudly so?

If you were invited to speak at an event, what topic would you OWN?

Templates to Play With:

Use these to shape your promise:

“The go-to **[profession]** for **[audience]** who want **[transformation]**.”

Example: “The go-to stylist for curly-haired women who want frizz-free, bombshell hair.”

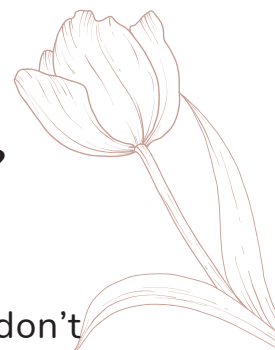
“Helping **[audience]** **[achieve this result]** without **[this pain point]**.”

Example: “Helping busy moms get photo-ready brows without the daily pencil.”

“Known for **[the standout feature]**.”

Example: “Known for ridiculously comfortable custom-made shoes.”

Examples on the next page:



Don't be afraid to go narrow.
Because when you specialize, you magnetize.
You don't need to please everyone.
You just need to be unforgettable to the right ones.

Now...

What's your brand promise?

Write it down. Test it. Tweak it.

Then say it out loud until it feels like second nature.

This is how you become known for the right reasons, to the right people.



The Big Promise Checklist

☐

Be Clear

Say exactly what you do. No filler. No “about me” detours.

☐

Be Specific

Niche down so hard your dream client says, “Finally.”

☐

Be Bold

Make the promise only you can make. If it feels a little scary, you’re doing it right.

☐

Be Consistent

One promise. Everywhere. Homepage, Insta bio, DMs, and that awkward networking event. Own it.

Make it bold. Make it clear. Make it impossible to ignore.





Step 10: Define Your Brand's "This is for the ones who crave..."

This is more than a tagline. It's a beacon.

You're not just offering a product or a service—you're creating a home for the people who are quietly (or desperately) craving what you deliver.

You're not here to convince. You're here to call them in.

This phrase filters out the 'meh' and pulls in the magic. It tells your dream clients: "You belong here. This was made for you."

So don't be generic.

Be poetic.

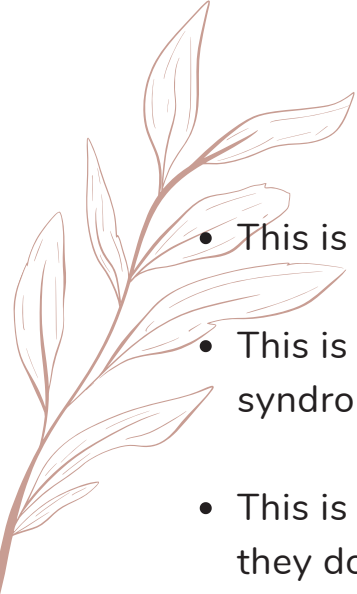
Be precise.

Be unapologetically specific.

Make someone reading it feel like they just got seen for the very first time.

This Is for the Ones Who Crave (Examples)

- This is for the ones who crave peace that doesn't come in a pill bottle.
- This is for the ones who've outgrown their old stories and want new language for who they're becoming.
- This is for the ones who are done hiding their magic behind polite small talk.
- This is for the ones who've done the mindset work... and still feel stuck.
- This is for the ones who crave words that sell without sounding like a bro in a backwards hat.
- This is for the ones who know their story matters—and want to tell it like a damn anthem.
- This is for the ones who are sick of sounding “professional” and ready to sound like themselves.
- This is for the ones who can't separate their business from their heart—and wouldn't want to.
- This is for the ones who build slow, deep, and rooted—not fast and shallow.
- This is for the ones who send voice notes instead of texts, because emotion needs room.



- This is for the ones who want clients to say “I felt that in my chest.”
- This is for the ones who crave a brand that’s louder than their imposter syndrome.
- This is for the ones who want their vibe to walk into the room before they do.
- This is for the ones who are done DIYing their aesthetic—and ready to be iconic.
- This is for the ones who want their visuals to feel like a spell, not a template.
- This is for the ones who crave rest that actually restores.
- This is for the ones who want to feel safe in their bodies again.
- This is for the ones who want nourishment, not punishment.
- This is for the ones who are done with “wellness” that’s just rebranded self-loathing.
- This is for the ones who believe rescue dogs rescue us, too.

Your Turn

This is for the ones who crave ...

What?

What are they aching for—but rarely say out loud?

What do they wish someone would finally understand about them?

That's your signal. That's your story. That's your sentence.

Everything you post, create, and sell should tell one cohesive story.

This is for the ones who crave _____



Step 11: Sell the Snapshot, Not the Concept

Why Vague Words Kill Sales and What to Write Instead

Let's have a moment of honesty:

Your audience doesn't care if you're "better."

They've heard it all before.

"Best in class."

"World-renowned."

"Top-rated."

Yawn.

You're not competing with mediocrity. You're competing with overwhelm—and the only way to win is to be clear, specific, and different.

Different beats better. Always.

Let's Talk About Fluff Words (A.K.A. The Copy Killers)

You've seen them. You've probably used them. We all have.

Words like:

- Healthy
- Wealthy
- Happy
- Stylish
- Peaceful
- Free
- Healed
- Transformed
- Energized
- Luxurious
- Amazing
- The Best

They sound nice, sure. But what do they actually mean to your audience?
Not much—**unless you give them something to see, feel, or live through.**

These are abstract ideals. Airy promises. They float.
And people don't buy what floats.

They buy what lands.

They connect with snapshots—not slogans.

They want to picture the moment their jeans fit without the struggle.

They want to imagine waking up without dread.

They want to feel what it's like to look in the mirror and not flinch.

They want to see themselves canceling a client call. Not because they're sick, but because they're successful enough to reschedule.

That's the power of great copy.

It doesn't just sound pretty.

It shows the reader the life they want and exactly how you help them get it.

So ditch the fluff.

Get vivid.

Be brave enough to show them what it actually looks like to work with you.

Because people don't buy adjectives.

They buy outcomes they can picture.

Show It, Don't Say It

Your job isn't about selling a fancy idea—it's about making someone feel like they're already part of it.

Think of it like this: You're not writing essays, you're snapping pictures with your words.

You want to create the moment. Describe the scene. Add some flavor and details that make it real. Let them see it, feel it, and almost taste it.

Instead of: "We offer a 5-star spa experience."

Try: "Sink into a heated massage bed while lavender oil steams through the air—and yes, guests do ask to stay an extra 10 minutes."

Instead of: "Our trampoline is the strongest on the market."

Try: "Jump with high heels, with your St. Bernard and all his friends from doggy daycare – you won't be able to break it"

Now, that paints a picture.

Specificity Is a Shortcut to Belief

This isn't just about writing better words. It's about reshaping how people see, feel, and connect with your offer.

You're not just writing copy.
You're building belief.

And when you do that right?
They don't just buy.
They see themselves in your story.
They remember you.
And they tell everyone else.

Your Reader Needs a Story, Not a Mission Statement

We don't connect with:

- “Empowering women worldwide.”
- “Helping people live their best lives.”
- “Delivering optimal health and wellness.”

But we do connect with:

- “Your jeans zipping up without a second thought.”
- “Laughing at a joke without worrying if your smile looks crooked.”
- “Having enough energy at 4 PM to race your kid to the ice cream truck.”

See the difference?

Alright, this is it.

This is where all your hard work, research, and insight finally comes together.

You've laid the foundation.

You've created the clarity.

And now? You're stepping into the spotlight.

This is what you came for.

The pieces you've put in place are about to transform into a homepage that speaks to your ideal client and gets them to take action.

You're no longer just gathering information — you're creating words that convert, engage, and resonate.

Ready to turn your dream clients into raving fans?

SECTION

Three

Writing High-Converting Website Copy
(AKA: How to Make Your Website Hustle Harder Than You Do—
Even While You're in Your Pajamas)

The Unsung Hero of Your Business: Your Website

Most solopreneurs treat it like a fancy online business card.

You know the one:

“Hi, I’m Jess! I do... stuff! Here’s a photo of me holding a latte and looking approachable.” 🧑‍🍳♀️

Your website isn’t here to introduce you. It’s here to work.

It should make your dream client feel like they’ve just stumbled into the exact corner of the internet they didn’t even know they were searching for.

And that doesn't happen by accident.

It happens through words that are less “Look at me!”, and more, “This is for you.”

Which brings us to the real goal:

To make your dream client land on the page and say:

“Omg. This is exactly what I’ve been looking for.”

Not cute. Not clever. Not even impressive.

Just clear. And convincing.

The kind of copy that works overtime while you’re out walking the dog or binge-watching true crime.

To make it happen, you only need three things.

And nope—one of them isn't a photo of your dog (though, bless). 🐕

1 A Knockout Headline

This is the golden gate.

If your headline doesn't hit, nothing else gets read. Period.

Think of it like the hook of your favorite song—
If it doesn't grab them in the first 3 seconds, they're tuning out.

But when it lands? It stops the scroll, pierces the noise, and makes them whisper, "Wait... what's this?"

This is your first impression.
Make it impossible to ignore.

2 A Story That Screams “I Get You”

Forget bios. Forget humble brags. Forget “I started my business in 2017...”

Your homepage isn’t a timeline—it’s a mirror.

It should reflect your reader’s fears, dreams, and secret thoughts back to them with eerie precision.

When they feel seen, they trust.

When they trust, they stay.

When they stay, they convert.

This is where you connect the dots between their pain and your solution so clearly, they’re halfway reaching for their wallet before they hit the next line.

Not fluff. Not filler.

Just the kind of truth that makes them go,

“Take my money already.”

3 An Irresistible Opt-In

This isn't just a freebie.

It's the beginning of a beautiful, profitable relationship.

Your email list?

That's your revenue runway—and it flies higher than any social media post ever could.

Fact: Email is 40x more effective than Facebook when it comes to turning curiosity into cash.

So your opt-in?

It better be juicy. Specific. Crave-worthy.

The kind of offer that makes them hand over their email like, "I don't even care what inbox it lands in—give it to me."

Get these right?

You won't just get clicks.

You'll get clients.

Grab your coffee—we're going in.



The Formula for a Scroll-Stopping, Client-Converting Headline

Your headline is the first door.

If it doesn't open with energy, no one walks through it.

Here's how to write one that pulls people in, lights up their desire, and makes them think: "Tell me more, I need this."

1. Start with a Strong Verb

Action creates energy.

It makes your reader lean in, not skim past.

Words like: Write. Heal. Build. Escape. Stop. Start. Clear. Create. Own. Unlock.

Skip the vague. Bring the doing.

2. State the Desired Outcome

People don't care what you **do**—they care what they **get**.

Make the transformation obvious. Make the benefit juicy.

Instead of: "Mindset coaching for women."

Try: "Break Free from Self-Doubt & Actually Finish What You Start."

3. Tap Into Emotion or Relief

Don't just say what they get—make them feel it.

What are they running toward?

What are they desperate to leave behind?

Think:

- "Feel confident walking into any room."
- "Clear the chaos in your head—without journaling for hours."
- "Say goodbye to people-pleasing. For good."

4. Add Urgency or a Time Frame (Bonus Magic)

Give them a sense of speed or possibility.

Fast = powerful. Clear = believable.

Examples:

- “Create a binge-worthy podcast in 30 days.”
- “Feel at home in your body by next month.”
- “Rewrite your website in a weekend.”

Just Remember:

You’re not writing headlines to sound clever.

You’re writing headlines to make people feel:

“Finally. This is what I’ve been looking for.”

Let your headline do the heavy lifting—so your client doesn’t have to guess what’s in it for them.



Weak vs Wow Headlines

These 21 headline upgrades turn “meh” into magnetic.

Each one replaces vague filler with sharp, emotional language that shows real change, sparks curiosity, and makes your visitors feel instantly seen.

No fluff. Just scroll-stopping lines that make people click, connect, and say, “I need this.”

W E A K

W O W

Therapy for trauma healing.



Talk Therapy Didn't Work? Good. This Isn't That. Clear Decades of Emotional Weight—No Retraumatizing Required

I offer intuitive readings.



Decode the Weird Vibes in Your Life. Get an Intuitive Reading That Feels Like a Cosmic Pep Talk and a Wake-Up Call in One

Custom meal plans available.”



Tired of Googling ‘What Should I Eat?’ Get a Plant-Powered Plan That Actually Tastes Good AND Balances Your Blood Sugar

W E A K

W O W

Career coaching for millennials	→	Unlock Your Career Potential—No Pep Talk from Your Mom's Friend Carol, Just Real Strategies for Real Progress.
Digital decluttering services	→	Achieve Inbox Zero. Enjoy Calendar Peace. Navigate File Folders That Don't Trigger You. Welcome to Digital Sanity
SEO strategy for small businesses	→	Get Found on Google While You Sleep—SEO That Works Harder Than Your Morning Coffee
Virtual assistant services for entrepreneurs	→	Meet Your Behind-The-Scene Biz BFF—Because You Deserve a Day Off Without Everything Falling Apart
Life coaching for men	→	Skip the Therapy. Ditch the Bro Advice. Get Real Coaching to Level Up Without Selling Out.
Freelance writing services	→	Hire Words That Work—Because You Deserve More Than a Robot or a Cousin Who's 'Good at English.

W E A K

W O W

Photography for couples



Forget Stiff Poses. Let's Capture the Laughs, Glances, and Inside Jokes You'll Want to Frame Forever

Empowerment coaching
for women



Burn the Rulebook. Rewrite Your Life. Coaching for Women Who Are Done Dimming Their Light

Massage therapy for relaxation →

Melt into the Table, Forget Your Ex's Name, and Wake Up Feeling Like a New Human—This is Not Your Average Massage

Custom jewelry for women



Own Jewelry That Whispers Power. One-of-a-Kind Pieces for Women Who Don't Do Generic Anything

Creative writing workshops



Write the Stuff That Gives People Goosebumps—Even If You Haven't Touched a Journal Since 2009

Website copywriting services →

Make People Stop Judging—Turn Your Website into a 'Hell Yes,' Not a 'Meh.'

W E A K

W O W

Brand design for
entrepreneurs



Stop Looking Like a Canva Template—
Your Brand Deserves to Be as Bold and
Brilliant as You Are

Prenatal yoga classes



Stretch, Soothe, and Feel Human Again.
Prenatal Yoga That Makes Space for
Baby and Your Sanity

Productivity coaching



Say Goodbye to Procrastination & Post-
It Purgatory. Let's Get You Unstuck and
Unstoppable

Online breathwork sessions



Clear Your Head, Cry If You Need To,
and Finally Sleep—All From Your
Couch, No Zoom Cam Required

Dog training for all breeds



Turn Your Wild Pup Into a Chill Sidekick
—Without Treat Bribery or Alpha Dog
Vibes

Coaching for burnout recovery →

Put Down the Iced Coffee. Pick Up Your
Life. Burnout Recovery That Doesn't
Involve a Month in Bali

Sub-Headlines That Seal the Deal

Your headline grabs attention.

Your sub-headline turns that attention into interest.

This is where your reader shifts from: “Okay, I’m listening” to “This might be exactly what I’ve been looking for.”

A strong sub-headline doesn’t just explain—it creates a bridge:

- Between what they want and how you help.
- Between their challenge and your solution.

It’s not about sounding clever.

It’s about being clear, specific, and emotionally on point.



Sub Headline Formula

For **[your ideal client]** who want to **[specific outcome]**, **[your business or offer]** is the **[category]** that helps them **[specific result]**.

It's short. It's sharp. It works.

Because when your words reflect what matters most to your clients they're more likely to trust you—and take the next step.

Or you can try this plug-and-play formula:

For **[your ideal client]** who want(s) to **[craving/result]**, **[your brand/business]** is the **[industry/category]** that **[core benefit in plain English]**.

Example: “For small business owners who want to boost sales, Sales Boosters Agency is the marketing firm that drives high-quality leads and converts them into loyal customers.”

Think of it like your elevator pitch... after a shot of espresso and a shot of tequila.

Over the next few pages, you'll find plenty of examples that demonstrate exactly how strong headlines and sub-headlines can instantly grab attention and draw visitors in.

Decode the Weird Vibes in Your Life—Get an Intuitive Reading That Feels Like a Cosmic Pep Talk and a Wake-Up Call in One.

For soul-searchers who want clarity without the cliché, my readings serve truth with a side of sass and a cosmic mic drop.

Tired of Googling ‘What Should I Eat?’ Let Me Build You a Plant-Powered Plan That Actually Tastes Good AND Balances Your Blood Sugar

For snackers, grazers, and midnight fridge-raiders who want energy without the crash and meals that feel like a hug.

Talk Therapy Didn’t Work? Good. This Isn’t That. Clear Decades of Emotional Weight— No Retraumatizing Required

For the over-it survivors who want results, not a play-by-play of what already happened. We get in, get deep, get free

Achieve Inbox Zero. Enjoy Calendar Peace. Navigate File Folders That Don’t Trigger You. Welcome to Digital Sanity

For the digitally fried and file-fatigued—this is tech decluttering that feels like mental feng shui.

Get Found on Google While You Sleep—SEO That Works Harder Than Your Morning Coffee

For business owners who'd rather make money than mess with meta tags. This is set-it-and-slay-it visibility

Meet Your Behind-The-Scene Biz BFF —Because You Deserve a Day Off Without Everything Falling Apart

For overbooked solopreneurs who want “handled” to be their new default setting.

Hire Words That Work—Because You Deserve More Than a Robot or a Cousin Who's 'Good at English.'

For service providers who want their website to sell without sounding salesy, this is pro-level copywriting with a pulse.

Make People Stop Judging—Turn Your Website into a 'Hell Yes,' Not a 'Meh.'

For service providers with a killer offer but a homepage that's quieter than a library on Sunday

Burn the Rulebook. Rewrite Your Life. Coaching for Women Who Are
Done Dimming Their Light

**For the bold-but-exhausted woman ready to stop performing
and start living on her own damn terms.**

Melt into the Table, Forget Your Ex's Name, and Wake Up Feeling Like a
New Human—
This is Not Your Average Massage

**For people who carry their stress like a second skin—expect fewer knots,
more naps, and zero small talk.**

Stop Looking Like a Canva Template—Your Brand Deserves to Be as Bold
and Brilliant as You Are

**For creatives and coaches ready to look like the go-to,
not just the “good enough.”**

Forget Stiff Poses—Let's Capture the Laughs, Glances, and Inside Jokes
You'll Want to Frame Forever

**For couples who'd rather relive their love story than pose for it—
your photos will feel like you, only better lit.**

Stretch, Soothe, and Feel Human Again—Prenatal Yoga That Makes Space for Baby and Your Sanity

For growing humans who want to breathe, bend, and reclaim their body without muting their strength.

Turn Your Wild Pup Into a Chill Sidekick—Without Treat Bribery or Alpha Dog Vibes

For pet parents who want their dog to stop acting like a raccoon on espresso without losing their spirit.

Put Down the Iced Coffee. Pick Up Your Life. Burnout Recovery That Doesn't Involve a Month in Bali

For the secretly-fried high achievers who need more than a bubble bath and a gratitude list.

Clear Your Head, Cry If You Need To, and Finally Sleep—All From Your Couch, No Zoom Cam Required

For overthinkers, tension-holders, and anxious breathers—this is nervous system repair in your favorite hoodie.

Unlock Your Career Potential—No Pep Talk from Your Mom's Friend Carol, Just Real Strategies for Real Progress.

For ambitious professionals who want results that show up in your paycheck and your posture, this is the clarity you've been craving.

Say Goodbye to Procrastination & Post-It Purgatory—Let's Get You
Unstuck and Unstoppable

**For ambitious brains with 47 tabs open—this is clarity, momentum,
and systems that don't suck.**

Write the Stuff That Gives People Goosebumps—Even If You Haven't
Touched a Journal Since 2009

**For closet writers and story hoarders ready to unleash what's been
trapped in the Notes app.**

Own Jewelry That Whispers Power. One-of-a-Kind Pieces for Women
Who Don't Do Generic Anything

**For the woman who collects stares, not trends—and prefers her sparkle
with a little edge.**

Skip the Therapy. Ditch the Bro Advice. Get Real Coaching to Level Up
Without Selling Out.

**For driven men who want more depth, less ego, and a place to unpack
the pressure without pretending.**

Next up: Writing Four Mini-Hooks (*But, first—What exactly is a mini-hook?*)

Mini-hooks are short headers you place above different sections of your homepage. They help break up your content so it's easier to read and skim.

Here's what mini-hooks do:

- Make your homepage feel less overwhelming
- Keep people moving down the page
- Highlight key benefits
- Build trust faster

Think of it like chapter titles in a book—they keep things organized, make the content easier to skim, and help people quickly spot the sections that matter most to them.





How to Write Mini-Hooks That Grab Attention, Stir Emotion and Spark Action

Mini-Hook #1: The Result They Want, Without The Pain

This first mini-hook is where you show your reader the outcome/result they want—minus the discomfort and frustration.

That contrast of “I can have this without that?” is what gets the brain to lean in and say, “Tell me more.”

The following are examples to demonstrate this:

- Make Confident Decisions **Without Second-Guessing Yourself For Days.**
- Land Dream Clients **Without Selling Your Soul On Social Media.**
- Feel Good In Your Body **Without Obsessing Over Food or Workouts**
- Eat Real Food **Without A Side Of Guilt (Or A Spreadsheet)**
- Unblock Your Creativity **Without Forcing ‘Discipline’**
- Create Offers That Sell **Without Turning Into a Marketing Robot**
- Make Your Pricing Feel Like A Confident Wink, **Not An Apology**

You'll notice a pattern.

[Desirable outcome] without [pain point]

- Feel Confident on Camera Without Fake Smiles or Stiff Poses
- Attract Your Dream Clients Without Sounding Like A Walking Sales Pitch
- Lose Belly Bloat Without Living Off Smoothies and Sadness
- Build A Brand People Binge Without Spending 24/7 On Instagram
- Show Up Online Like a Pro Without Selling Out or Dumbing Yourself Down
- Create Offers That Sell Without Turning Into a Marketing Robot
- Feel Grounded Without Giving Up Your Ambition
- Run Your Business Like a CEO Without Losing Your Softness
- Sleep Like a Rock Without Doom-Scrolling Yourself Into Anxiety
- Hit Publish Without Second-Guessing Every. Single. Word.
- Ditch People-Pleasing Without Burning Bridges Or Feeling Like A B*tch

- Heal Deep-Rooted Patterns Without Reliving Your Worst Memories
- Write Your Website In A Weekend Without Hating Every Second Of It
- Look Expensive Without Maxing Out Your Visa
- Enjoy Social Media Again Without the “What do I Even Say?” Spiral
- Have Clear Skin Without Dropping \$300 On Serums That Smell Like Regret
- Get Visible Without Burning Out or Going Live Every Damn Day
- Finally Feel in Control of Your Time Without Waking Up at 5am

Ready to write yours?

Take a moment and think: What does your client deeply want? What don't they want to deal with in order to get it?

Now connect the dots and watch the magic happen.

Plug your answers into this easy formula:

[Desirable outcome] without [painful effort, frustration, or fear]

Tip: If you've ever caught yourself saying, “I just wish people knew they could get ___ without having to ___,” that's the line to use here. Boldly and Clearly.



Writing A Paragraph For Mini-Hook #1

Under the first mini-hook, you'll write a short, vivid paragraph that expands the message.

Paint a picture of what life looks and feels like after using your product or service.

This is where you reassure them: "Yes, it's really possible. And yes, this is for you."

Think about:

What shifts?

What becomes easier?

What are they finally free from?

Be Recognized And Rewarded For The Photo That Helps Raise Awareness

Regardless which competition you enter, and no matter the reason – whether it's the chance to **see your photo on the cover of our magazine, the prize valued at \$500 or perhaps it's the opportunity to try something new** – it's more than a chance to win, it's a chance at feeling proud knowing you did something good.



More Paragraph Examples

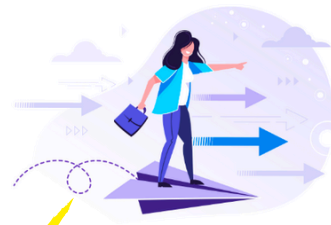
Be (Way) More Fearless, Consistent & Energized With Pursuing Your Ideal Life

Want to feel like you're doing more with your life than just working to pay your bills? To stop fear dictating the course of your life? Want to never second guess your decisions again? With just a few tweaks, you'll ditch the uncertainty and begin to make some serious moves – even if you don't consider yourself a mover and a shaker.



Make Clear, Confident Decisions Without Overthinking Everything *You* Do.

Want to flip the switch on your business? Do the things that will turn your business into a cash cow and have you giggling like a kid on Christmas morning? Want to add credibility, customer confidence, and become the 'go-to' in your industry? Your (**epsilon**) results will have you ditch the doubt, and transform your decisions into actions.



Notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Mini-Hook #2: Describe the Service in Action

This mini-hook is where you show your offer in action—whether it’s a product or a service.

It gives your reader a glimpse of what it’s like to actually use it or work with you. Think of it as: “Here’s what starts happening once they say yes.”

What will they experience, create, feel, or achieve once they start using your product or working with you?

This is where you move from selling a concept to showing the experience.



Formulas For You To Choose From:

- **[Adjective]** support for your **[core transformation]**
- Upgrade your **[frustrating thing]** with **[desirable outcome]**
- **[Action]** your **[blank]**, **[tone or feeling]**
- Supercharge your **[blank]**, **[adjective]**
- **[Adjective]** support for your **[blank]**
- Upgrade your **[blank]** with **[something they crave]**

Examples to Inspire You:

- Supercharge Your ‘I’ve Got This’ Energy, One Decision At a Time
- Recalibrate Your Nervous System With a Playlist, Not a Prescription
- Revamp Your About Page So It Doesn’t Read Like LinkedIn With Glitter
- Polish Your Pitch So It Lands Like Beyoncé In a Wind Machine
- Turn Your “Meh” Brand Into a “Shut Up and Take My Money” Moment
- Reclaim Your Calendar, Unapologetically
- Sharpen Your Sales Copy Like It’s Got A Deadline and A Vendetta
- Upgrade Your Email Sequence To Read Like Love Letters, Not Lectures

Writing A Paragraph For This Mini Hook #2

To write the paragraph, focus on how your service feels and what shifts your client will experience. Describe the emotional, practical, or energetic change they'll feel.

Keep it short and impactful. Help them instantly recognize that your offer is exactly what they need.



Shoot What You Love, Love What You Shoot



Just like the rules of Fight Club, there are no rules ... when it comes to shooting what you love! Capture the new-day-new-start moments, seize-the-moment moments, let's celebrate moments, let's stay-for-dessert moments, where-do-I-even-start moments, there-are-no-words moments, makes-hearts-smile moments. **Beauty is in the eye of the beholder. And we want to see what your eyes behold.**



Supercharge Your Strategic Thinking, and Bring Your Ideas to Life.

We mastermind the world's best goal creating, problem solving, and love-my-business-again game plan, and map it all out for you - because you can't put together a 500 piece puzzle unless you see the big picture first, right? It's a jolt of 'thinking big' that gets those creative juices flowing and spawns some big ideas!

Notes

[illegible]

Mini-Hook #3: Future Pacing



This hook gives your reader a glimpse of what's possible after they say yes.

It's not about what your product or service is—it's about what life feels like after it works. You're painting a picture of relief, joy, ease, or confidence—whatever your client is really craving underneath the surface.

Example:

"Say Goodbye to the Bloated, Tired, 'WTF Is Wrong With Me' Feeling & Hello to Glowing, Clear-Headed You"

This isn't just about health—it's about feeling like yourself again. It taps into the exhaustion and frustration they're living with now, and contrasts it with the version of them they're dying to get back to.

Use this hook to show your reader what it's like to be on the other side of their struggle—with language that feels exciting, emotional, or even unexpected. If they can feel the future they're already halfway to yes.

Think:

- You wake up without the weight of overthinking.
- You open your laptop and know exactly what to say.
- You stop second-guessing and start moving—clear, steady, aligned.

You're not pitching. You're inviting.

You're handing them the keys to a future that no longer feels out of reach—but inevitable.

Formula Ideas:

- Get Your _____ Back
- Relax, Knowing _____
- Relax, While _____
- Imagine Waking Up & Finally Feeling _____
- Say Goodbye to _____ & Hello to _____
- This Time Next Month, You Could Be _____

10 Future-Pacing Mini-Hook Examples

- Imagine Waking Up & Actually Liking What's on Your Calendar
- This Time Next Month, You Could Be Booking Clients From Your Inbox Instead of Chasing Them on Social
- Get Your Mojo Back—No Juice Cleanse Required
- Relax While Your Systems Handle the Boring Stuff You Secretly Hate
- Say Goodbye to Second-Guessing Every Sentence & Hello to Copy That Sells While You Sleep
- This Time Next Month, You'll Be That Person Who's Calm at Checkout Because You're Fully Booked

- Imagine waking up and finally feeling like the main character—no price panic, no website shame, just vibes.
- Say Goodbye to Cringe Intros & Hello to Bios That Book You On the Spot
- Imagine Feeling So Clear, You Could Explain Your Offer in an Elevator Ride
- This Time Next Month, You Could Be Getting Paid for What Used to Be a Hobby—and Loving Every Second of It

These mini-hooks make your reader feel like change is already happening. They help them emotionally rehearse success. And that's when they lean in.



Notes

[illegible]

Writing A Paragraph For Mini-Hook #3

To write this, focus on showing what their life looks like after the change. Use present tense to make it feel real.

Describe specific actions or moments they'll experience, like how they'll feel clearer, more confident, or less stressed.

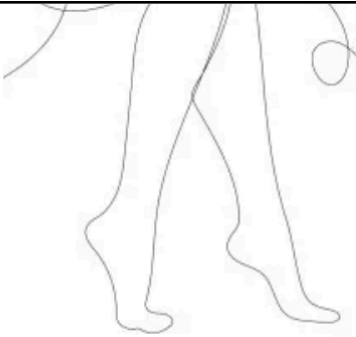
Keep it simple and relatable—show them what's different in their daily routine or mindset. The goal is to make them see and feel how things have shifted for the better—and that it's already happening

Get Your Mojo Back - And Add More Fun In Your Life

Picture this, it's the end of 2023 and as you look back you smile knowing you took a chance, made a move and you're pretty freaking proud of yourself (and winning a prize valued at 500 smackers wasn't bad either). By submitting a photo today, you'll start to view the world through a more confident lens. **The future version of you will be thanking the decision you made today.** Just you wait and see.



More Paragraph Hooks



Whether it's to: Do work that feels good. Take yourself to Greece, Kenya or a cozy cabin in the Smoky Mountains. Sign up for tap-dancing lessons. Create a plan to open your animal sanctuary. Write the book. Buy the camera. Whatever it is, Thrill Gulp will give you the inspiration *and* the means to create a life where you find yourself wide-eyed, fulfilled and happy.

Relax, Knowing Everything *You've*
Learned, Keeps *You* 3 Steps
Ahead of Everyone Else.

You won't have to worry about feeling anxious, uncertain, or even rejected. When you sign up with **epsilon's 3-Step Solution™**, you'll know everything you need to know to form well-planned moves to make 'business' happen. And that CLIMB TO THE TOP?
...it's a heck of a view.



Notes

[illegible]

Mini-Hook #4: Crush Objections Before They Stop the Sale

To write mini-hook #4, address your reader's doubts head-on. No formula - just handle the resistance head-on.

But, if you're REEEEEALLY stuck, try this on for size:

Formula:

1. Address the fear/objection
2. Reassure and counter the fear
3. Present a positive outcome or benefit

Key Elements:

- Empathy: Show you understand their struggles.
- Reassurance: Let them know they can still succeed.
- Encouragement: Motivate them that success is possible.

Check out the following examples:



Examples of Objection Mini-Hooks

Feel Behind? You're Right on Time—and I Built This With You in Mind

Hate Being on Camera? Great. We'll Make You Look Like You Actually Like It

You Don't Need a Bigger Following—Just a Better Message

Worried You'll Start and Not Finish? I Built This for Brains Like Yours

No Tech Skills? You Don't Even Need a Canva Login to Win Here

Feel Like It's Too Late? It's Not. That Voice in Your Head Is Just Scared of Starting Over

What If This Time... It Actually Works? (Because It Can)

Pro Tip: Write the line you'd say if your reader looked you in the eye and said, "I want this... but I'm scared."

That's your mini-hook. That's your moment.

Writing A Paragraph For Mini-Hook #4

This is your chance to meet hesitation with compassion—and confidence.

Call out the doubt your reader might be feeling, then ease it with a fresh perspective that makes your offer feel safe, doable, and different from anything they've tried before.

Wrap it up with a proof point or promise that replaces uncertainty with trust. You're not pushing—they're already interested. You're just removing the last reason to walk away.



We're Pretty Sure You've Been Waiting All Year For A Stranger To Ask You To Enter A Photo Competition

Okay, so maybe you weren't ...BUT, we have to tell you about it because who doesn't love being part of something cool? We know there are a million fraudsters out there and that what we're asking of you is to take two chances. One is the chance at winning and the other is trusting yourself to know whether this is a scam or not. Because, you'll either be the type of person who jumps on board ahead of the trend or wishes they had jumped on board sooner. You choose.



More Paragraph Hooks

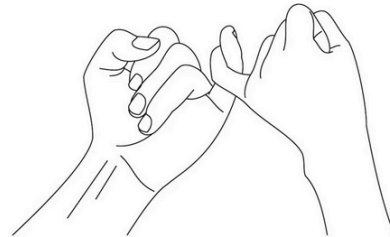
Your Business Diagnosis Is Accurate, Easy To Read And Helps *You* Create An Effective "Take Action" Plan

Sometimes it's hard to figure out what will save your business. There's tons of stuff out there, but how do you know whether your business needs it? or will it work? That's why we included a **"built in business diagnosis"**. The answer to your entrepreneur's prayer. See what's working and not working in 'black and white'. Taking action just got a whole lot easier!



You Don't Have To Be A Go-Getter, A Risk-Taker or David Goggins

There will be no instruction to push or force yourself to do something. And there will certainly not be any talk about needing more discipline.



The Email Opt-In

An email opt-in isn't just a nice-to-have—
it's your business safety net

While social media scrolls on, your email list sticks around.
It gives you a direct line to the people who actually want to
hear from you—and it's 40x more effective at converting
than social media.



“Subscribe Now” Isn’t a Strategy— It’s a Missed Opportunity

Here’s a stat you need to tattoo on your brain:

92% of visitors won’t buy today.

Not because they don’t like you.

But because life is full of distractions. (Like... actual crime. Or a kid screaming for grapes.)

Your opt-in should do more than ask. It should entice, intrigue, and instantly show value—because people don’t hand over their email for nothing.

How to Write an Irresistible Email Opt-In (And Why “Subscribe to My Newsletter” Isn’t Cutting It)

No one wakes up thinking, “You know what I need today? More emails.” That’s why your opt-in needs to do more than just ask—it needs to offer. A clear, tangible win.

A fast result.

A reason to click that feels too good to scroll past.

So... What Is an Email Opt-In?

It’s the tiny box (usually on your homepage, in your blog sidebar, or as a pop-up) where someone enters their name and email in exchange for something valuable—a lead magnet. Think cheat sheets, mini-trainings, swipe files, checklists, guides, etc.

Your email opt-in is one of the most important parts of your website. Why?

Because it turns curious browsers into subscribers... and eventually, into buyers.

So your website's real job?

Engaging visitors.

Get them on your email list so you can nurture them until they're ready to throw their wallet at you—next week, next month, or when Mercury's finally out of retrograde.

But none of that happens unless your copy makes them feel something.

We're talking:

- Curiosity ("Wait, what is this?")
- Relief ("Someone finally gets me.")
- Urgency ("I can't afford to wait.")
- Trust ("This person knows their stuff.")

If your homepage doesn't spark one of those, guess what? They're gone.

And with bounce rates higher than your caffeine intake, you've got about 3 seconds to make an impression.

What Makes an Email Opt-In Work?

The same stuff that makes great copy work:

- It's specific — “The Best 5 Hidden Gems in Europe You've Never Heard Of” > “Subscribe for Travel Tips.”
- It's fast — People want inspiration now, not a generic newsletter they'll never read.
- It's emotional — Speak to the why. What relief or result will they feel after using it?
- It solves a problem — Don't just educate. Eliminate something that's annoying, confusing, or frustrating.

The Formula for a Great Opt-In Offer:

[Valuable outcome] without [common frustration or pain point]

Examples:

“5 Website Mistakes That Are Killing Your Sales—And How to Fix Them Fast”

“The 10-Minute Morning Routine to Clear Brain Fog and Start Fresh”

“Lose the Jargon, Land the Client: Copy Templates for Coaches Who Hate Writing”

What Not to Do:

- “Subscribe to my newsletter” – This is the fastest way to be ignored. It’s vague, boring, and implies “more stuff you don’t want in your inbox.”
- Overpromise – If your opt-in promises a life overhaul but only delivers a one-page checklist, that mismatch kills trust.
- Ask for too much – First name and email is usually enough. Asking for their phone number, home address, and business size before you’ve even given them value? Yikes.
- Be generic – “Free guide” means nothing unless you clarify the transformation it delivers.

Want It to Work Even Harder?

Here’s how to level up:

Use a headline that hooks: “Get the Toolkit I Used to Book 10 Clients in 10 Days”

Add a benefit-driven description: “Enter your email to get the exact script + swipe file that turned my inbox into a booking machine.”

Use a high-converting CTA button: Swap “Submit” for “Send Me the Goods” or “I’m In!”

Bottom Line?

- Your opt-in isn't just about growing a list.
- It's about building trust.
- Give them something good, and they'll want more.
- Deliver value fast, and they'll remember you.
- Make it feel personal, and they'll actually open your emails.
- Write your opt-in like it's a mini-sales pitch—because in a way, it is.
- Only instead of selling a product, you're selling the start of a relationship.



The Final Step:

Cue the Confetti!! 🥂

Want a **FREE website audit**? It's simple—
just take a screenshot of your website and send us your before and after shots!

We can't wait to see your transformation come to life.



The Final Word

You don't need to be a copywriter.

You just need to sound like you—lit up, locked in, and on a mission.

Your dream clients aren't looking for flawless.

They're looking for felt.

They want words that see them.

Stories that crack them open.

A voice that feels like a mirror, finally reflecting what they've been aching to hear.

And that voice? It's yours.

When your message is dialed in, you become magnetic.

Not just memorable—undeniable.

When your copy lands, it's not just a page—it's a portal.

To clarity. To connection.

To that “holy sh*t, where has this been?” moment that flips curiosity into commitment.

Your website isn't just a pitch.

It's a spell.

A flare in the sky.

A love letter for the ones already searching for you—they just didn't know how to find the words.

So pull up your drafts.

Add more you.

Play, and hit publish.

You're not here to sound polished.
You're here to sound like a damn revelation.
Because now? You know exactly what to say.
Say it loud. Say it real. Say it like: "Come closer. You've found what you didn't know you needed."
Because if your own words don't move you first...
They won't move anyone else.
This is your voice. Unfiltered. Unforgettable.
Make your homepage a heartbeat.
Mic? Not just dropped. Obliterated.

Stay unstoppable,

Demi & Marianne

demigoddess.store

epsilonyourbusinesssevaluator.com

Thank-you!



Thank you for saying yes—to this program, to your growth, and most importantly, to yourself.

It means the world that you trusted us with your time and energy. We don't take that lightly.

We hope these words serve as a spark, a nudge, and a powerful tool as you bring your magic to the world.

Let this be your reminder: you're capable, you're ready, and your voice matters more than you know.

And hey — if you ever want a fresh pair of eyes or more strategy magic, you know where to find us.

With so much gratitude.

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Please respect the time, energy, and creativity that went into making this—you wouldn't want your brilliance stolen either. ♥

