



Website Copy 101

Write the words that draw people in and convert lookers to buyers.



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Pre-writing tips

This is a tough concept to grasp for some, but your website really isn't about you. Your ideal clients are coming to your website because they want to know how their problem can be solved. They want to know that you understand them and can help them.

How do you do that? Market Research. It's time-consuming and tedious, and not super sexy, but it works. Take the time and put in the effort - it will pay off massively later on. Do a minimum of 15-20 interviews with people that could be your ideal client. What are their pain points, biggest challenges, frustrations, how do they feel, what's the deeper issue keeping them awake at night, how do they describe their problem, what is it that they want? These kinds of questions will help you understand the problem from their perspective. Make sure you write down or record exactly what they say so that you can create a "copy bank" to use when you start writing your website. Your goal is to get them to think, "*is she in my head?*"

Your Website Isn't About You



Everything you write for your website should be from the perspective of thinking about your ideal client, what she wants, and how you are the answer to her prayer. If it helps, post a picture of your ideal client next to your screen and write everything to her. Outlined below are layouts of your three main pages. You'll notice that each basically starts the same way.

You always want to start with an attention getter.

This should be a headline. You can use the AMI headline analyzer to find something that scores at least above 40. You'll want to make sure you're describing her situation using her words, ie "Struggling to book clients consistently?" or "Wish you could finally figure out how to make passive income?" or "Trying to figure out how to monetize your online course?" Again, this is where your copy bank from your market research is vital.

Don't skip this step.

Home Page Copy

Attention getter - how can you grab her attention right away?

Example: Are you struggling desperately to get clients?

Reassurance - let her know she's in the right spot. *Example:* Me too. I tried everything - FB ads, YT channel, podcast, Pinterest - but nothing gained traction until...



Intro/Credibility - briefly introduce yourself (one sentence that sums up who you help and how)

Example: I help online entrepreneurs automate leads and sales so that they're generating consistent income using the funnel that fits their business needs.

Invitation - what do you want her to do next? (ie provide 3 clear options for her to take to guide her to the next step like booking a call or listening to a podcast episode). *Example:* How can I help you? Grab a copy of my free cheat sheet, learn my best copy hacks on my blog, or book a free strategy session to learn what funnel best fits your biz.



About Me Page Copy

Attention getter - how can you let her know you "get" her?

Reassurance - know you have the solution she's looking for

Intro/Credibility - what do you do, how did you get here, what makes you an expert/why should she trust you?

What's it like to work with you - where you can show a sneak peak of your program & your framework (this isn't detailed; save that for the work with me page).

Call to action - what do you want her to do, ie book a call?

Just for fun - (optional) you can do a section with fun facts about you or things people don't know about you, etc

Work With Me Page Copy:

Attention grabber - how does she describe the problem you solve?

Reassurance - make sure she knows you can solve her problem with your offer and your experience

Offer - briefly describe the offer in a few sentences

Benefits - what do they get from working with you (create a bullet list like headlines that peak curiosity and make them want it)

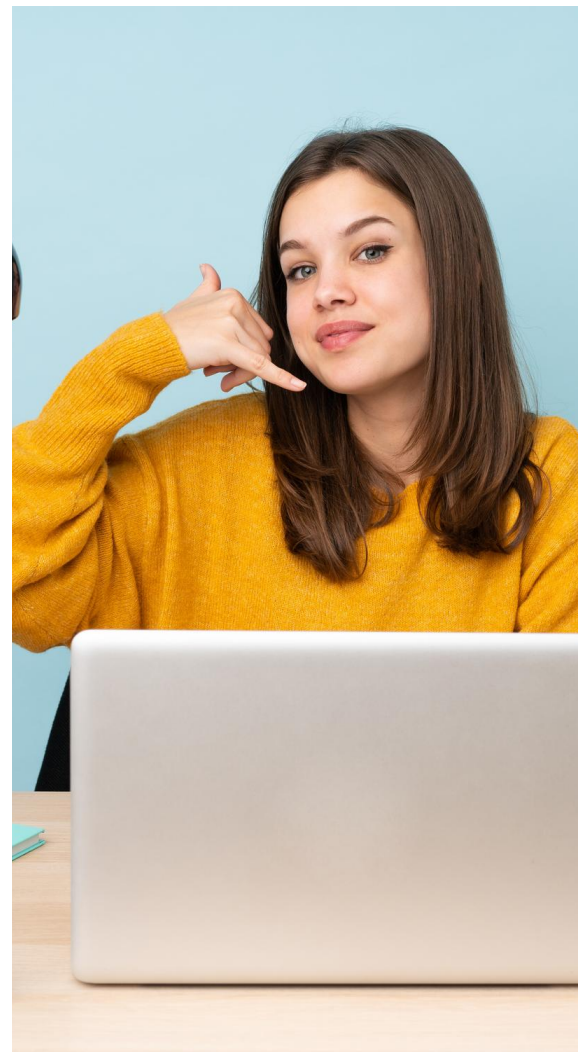
How it works - here's where you can get detailed about what it's like to work with you (can do a before/during/after)

Value - clearly and concisely state the value (in terms of saved time, money, frustration) of working with you, including dollar amount. (Be confident!)

Work with you - Outline exactly what she does next to work with you.

Erase any Doubts - this is where you can include a frequently asked questions section

Final CTA - one last nudge to take the next step, ie book a call



Hey Im Dawn!

I'm a copywriter and funnel strategist that helps female coaches sell out their most expensive offers with a top to bottom high ticket funnel that brilliantly captures their voice and messaging to attract dream clients - without costing them time and energy creating it.

Here are some ways I can help you:

- Check out my blog for regular content on copy writing and funnel strategy at www.dawnapuan.com/blog.
- If you're trying to figure out how funnels can work for your business, download a copy of my free Sales Copy Cheat Sheet at www.dawnapuan.com/cheatsheet
- If you want to talk through what lead gen & sales strategy is best for *your* business, book a free strategy session at www.dawnapuan.com/book

BOOK NOW



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