Digital Nomad Copy Guide | Homepage

Theme Demo Site For Reference

Prior to starting your copy…
- Make a copy of this guide so you can write directly in the blue areas! Go to File > Make A Copy and store that safely in your Google Drive.
- We highly recommend watching Simon Sinek's legendary TED Talk, *"Start With Why"*. Find the talk here!

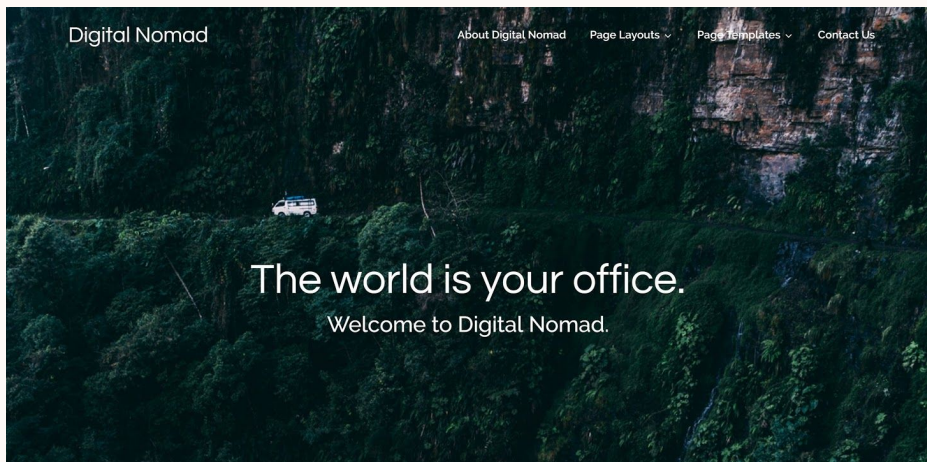**Consider the following useful framework for putting this guide to work:**
1. Problem (What is the problem your key visitors are experiencing? Connect with them here.)
2. Advantages of solving the problem (How will their lives be different after the problem is solved?)
3. Proof (How do you help, and how has it worked for others before?)
4. Action (What's the best next step for your visitor to take?)

Please note:
- If you don't have copy to populate each section of your new theme, don't worry! Sections left without text or images will simply disappear from the front end. Poof -- no programming needed!

Now go forth, and write!

Section 1 - HERO Area ("The world is your office.")

Type of image: You'll want to select an image that speaks to your ideal client and resonates with them. An image that makes them feel welcome and at home. *Warning*: this is the *hardest* image to identify for your website 😊 but once you find it your website will sing!

Type of copy: Make a strong opening statement that touches on your visitor/readers'/potential customers' greatest pain point (problem). *Ask yourself*: What problems do I solve? What breakthroughs do I help people with? How do they talk about their problems and desired solutions, and how are those problems showing up for them on a daily basis? Why work with or follow me? (This <u>video</u> can also help you get into the right mindset to write this copy.)

Approximate word counts:
- Headline: 3-10 words
- Subhead: 5-20 words

Headline:

Subhead:

thebrandiD.com
brandiD LLC 2020

Section 2 - THREE-COLUMN SECTION ("Long live the pioneers.")

Type of copy: Begin to touch upon the advantages of solving their problem. *Ask yourself*: How will their lives be different after the problem is solved? What's the change you seek to make, and how is that tied to the desired results your visitors *want*? Then, use the columns to begin introducing your services, products, or powerful statements you stand for.

Approximate word counts:
- Headline: 3-10 words
- Subhead: 5-20 words
- Columns:
  - Lead-in: 3-6 words
  - Supporting copy: 30-40 words
  - Button: 2-3 words

Headline: *Example:* Long live the pioneers.

Supporting: *Example:* Living like we're renegades.

Column 1: *Headline Example:* Hospitality Comes in Every Form
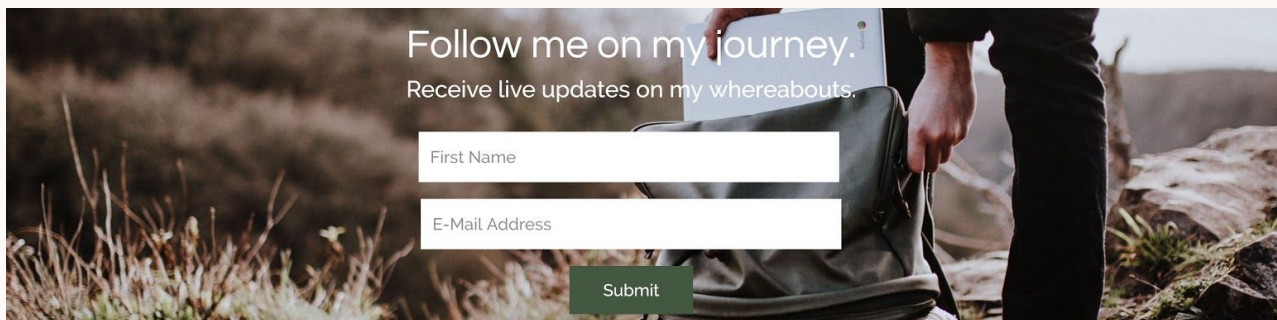*Supporting Copy Example:* Filler text

Column 2: *Headline Example:* Nature is the Best Medicine
Supporting Copy Example: Filler text

Column 3: *Headline Example:* Two-Wheel Discoveries
Supporting Copy Example: Filler text

Section 3 - OPT-IN ("Follow me on my journey.")

Type of copy: Give your visitors a quick win with an instant download of something useful, or a reason to join your general newsletter that doesn't require a download. *Ask yourself:* What will they be able to do once they've received my freebie or read my newsletter? (i.e. Not "Download our free testimonial template", but "Get epic testimonials with the 7 questions you never thought to ask your clients." OR Not "Join the newsletter", but "Get weekly tips for taking action in your own location-independent journey.")

Approximate word counts:
- Headline: 3-7 words
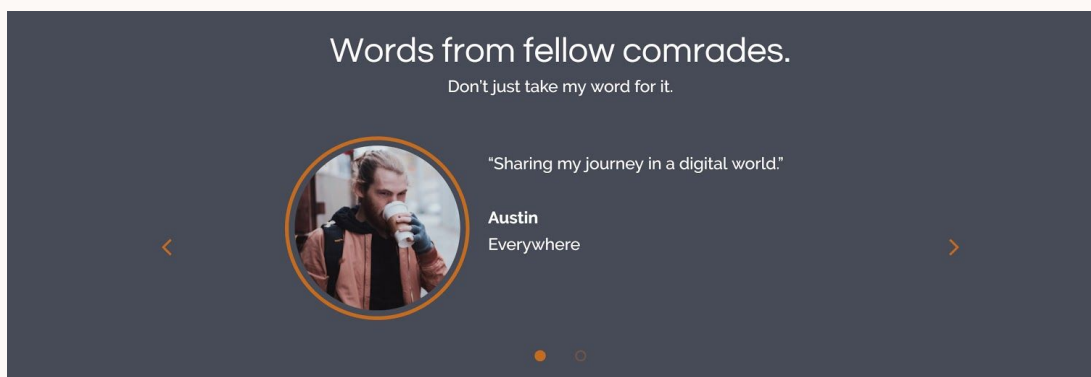- Supporting copy: 5-15 words
- Button copy: 1-5 words

Headline: *Example:* Follow me on my journey.
Supporting Copy: *Example:* Receive live updates on my whereabouts.
Button Copy: *Example:* Submit

Section 4 - TESTIMONIALS / SOCIAL PROOF ("Words from fellow comrades.")

Testimonials: Load at least **3 testimonials with headshots or logos and names or company names.** This section will rotate and reinforce your credibility.

Type of copy: Social proof to reinforce credibility and substantiate your offerings, straight from your clients/customers/readers. *Ask them:* What were you experiencing in your life/business when you reached out/bought from me/consumed my resources? What made you decide to work with me? How would you describe the process -- and what were your favorite parts? What sorts of results have you seen?

Approximate word counts:
- Each testimonial: 8-30 words

Note: Include at least 3 testimonials with headshots or logos and names or company names. Try to have each testimonial touch upon a different benefit of working with/learning from you.

Alternative approach:

- Use this section as an "As seen in…" module, featuring logos of recognizable press outlets that have covered you or your work, or places you've written for or been featured

Section 5 - BLOG ("Tales from Afar.")

Type of copy: Introduce what your blog's all about. *Ask yourself:* What kind of content will I be sharing on my blog? What can readers expect to learn from my posts? What will they walk away being able to do? What might I inspire in them? *Note:* Choose a photo for each that reinforces your post's title.
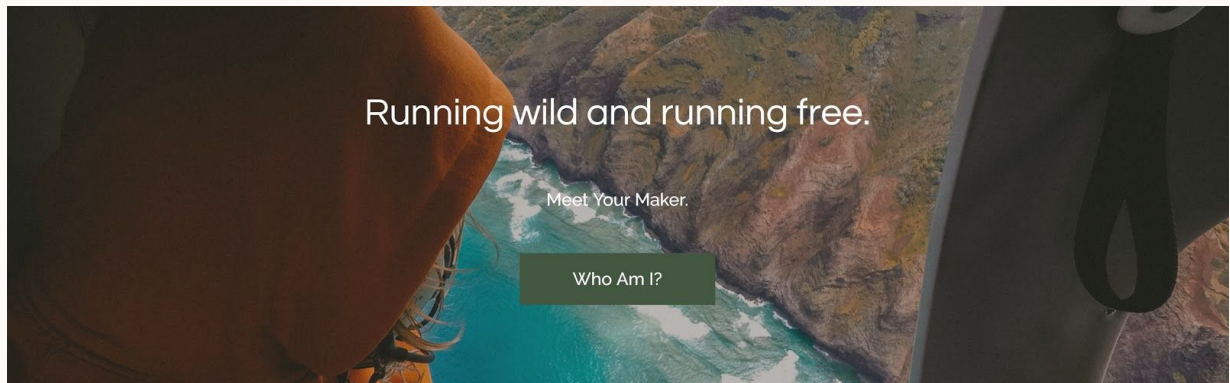
Approximate word counts:

- Headline: 3-5 words
- Subhead: 10-20 words
- Blog title: 5-10 words

- Blog snippet: 40-50 words

Headline: *Example:* Tales from Afar.
Subhead: *Example:* Stories, Tips, and Adventures

Section 6 - ABOUT ("Running wild and running free.")

Type of copy: Introduce the person/team behind the site. *Ask yourself:* What is your why? What's going to instantly connect you to your visitors/readers? What's the change both you and your reader are attempting to make? *Then:* Invite them to learn more.

Approximate word counts:
- Headline: 3-5 words
- Subhead: 10-20 words
- Button copy: 3-5 words

Headline: *Example:* Running wild and running free.
Supporting Copy: *Example:* Meet Your Maker.
Button Copy: *Example:* Who Am I?

Anything can go here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim consequat.

Button

Share your world.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim consequat.

Button

Section 7 - OPEN area ("Anything can go here.")

Ideas:
- Write a CTA for what you want them to do next (i.e. "Get in touch to get started.")
- Share logos of clients/brands you've worked with
- Share logos of places you've been featured
- Share statistics such as number of lives changed
- Repeat your above opt-in

Section 8 - OPEN area ("Share your world.")

Ideas:
- Write a CTA for what you want them to do next (i.e. "Get in touch to get started.")
- Share logos of clients/brands you've worked with
- Share logos of places you've been featured
- Share statistics such as number of lives changed
- Repeat your above opt-in

- Preview/promote other multimedia, such as a video or a podcast

Approximate word counts:
- Headline: 3-5 words
- Subhead: 5-10 words
- Button copy: 3-5 words

Headline: *Example:* Anything can go here
Supporting Copy: *Example:* Filler Text
Button Copy: *Example:* Button

- Preview/promote other multimedia, such as a video or a podcast

Approximate word counts:
- Headline: 3-5 words
- Subhead: 5-10 words
- Button copy: 3-5 words

Headline: *Example:* Share your world.
Supporting Copy: *Example:* Filler Text
Button Copy: *Example:* Button

Section 9 - FOOTER

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Include:
- Social media links
- Copyright (keep year updated)
- Site credits
- Legal links (Privacy Policy, Terms & Condition)

Social Links: *Example:* Twitter URL, Facebook Page URL, Pinterest URL, Instagram URL, Google+ URL, LinkedIn URL
Copyright: *Example:* Copyright © 2018
Legal Links Copy: *Example:* Share your Privacy Policy or Terms & Conditions below.