



## Build My brandiD Copy Guide | Services Page

### 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!](#)

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### Section 1 - Image - this is called the HEADER image on interior pages.

**Type of image:** For each interior page you'll want to pick an image that reinforces the type of copy they will be reading about below. EX: for your services page look for an image that shows people doing what it is you do or clients working in their field or industry.

### Section 2 - Intro copy

**Type of copy:** Share why you do what you do.

**Approximate word count:** 100-200 words

### Ask yourself:

- What sparked your company and the services you offer?
- What change do you incite for your visitors?

- What makes you + how you work different than the other options your visitors have?

## Section 3 - Your offerings

**Type of copy:** This is where you'll tell people exactly how they can work with you. Depending on how many services you offer, you will want to rinse and repeat on the following:

### Section 3.1 - How you work (Offering #1)

**Type of copy:** The specifics (benefits + features) of your first offering.

**Approximate word count:** 50-150 words

#### Ask yourself:

- What will my visitor be able to achieve after they've taken advantage of this offering?
- How is it delivered?
- What's required of my visitor to take advantage of it?

**Please note:** If you have one signature offering, word counts will increase here. If you have more, continue on.

## Section 3.2 - How you work (Offering #2, if applicable)

**Type of copy:** The specifics (benefits + features) of your second offering.

**Approximate word count:** 50-150 words

### Ask yourself:

- What will my visitor be able to achieve after they've taken advantage of this offering?
- How is it delivered?
- What's required of my visitor to take advantage of it?

### Section 3.3 - How you work (Offering #3, if applicable)

**Type of copy:** The specifics (benefits + features) of your third offering.

**Approximate word count:** 50-150 words

**Ask yourself:**

- What will my visitor be able to achieve after they've taken advantage of this offering?
- How is it delivered?
- What's required of my visitor to take advantage of it?

## Section 4: Call to Action (CTA)

**Type of copy:** Make it very clear what your visitors' next best step is. *Ask yourself:* What action do I want them to take? What do they/we need to know to make it happen? What will happen when they take that next best step?

**Approximate word count:**

- CTA: 3-5 words
- Optional subtext: 5-8 words
- Button copy: 2-3 words