

Fast Start Copywriting Guide | Homepage

Prior to starting your copy...

- 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:

- You do not have to use every section the template provides. Without text or images in a populating a particular section of a WordPress theme it will become "invisible."

Now go forth, and write!

Section 1 - HERO Area

Type of copy: Make a strong opening statement that touches on your prospect's 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?

Approximate word counts:

- Headline: 3-10 words
 - Subhead: 5-20 words
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Section 2 - SINGLE-COLUMN SECTION

Type of copy: Begin to touch upon the advantages of solving their problem. *Ask yourself:* How will their lives be different after their problem is solved? What's the change you seek to make, and how is that tied to the desired results your visitors want?

Approximate word counts:

- 40-75 words
 - Button Option: 1-4 words
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Section 3 - OPT-IN

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: 4-9 words
 - Two field boxes (Such as Name and Email Address)
 - Button Option: 1-5 words
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Section 4 - THREE-COLUMN SECTION ("Feature #1, Feature #2, Feature #3.")

Type of copy: Give your visitors a preview of *how* you work. Briefly outline your philosophy, method, training plan, or services here. *Ask yourself:* How do I talk about what I do? What are three benefits I can share behind my philosophy, or how I work, as it relates to my visitors? If applicable, what are the three offerings or ways to work with me for a potential client?

Approximate word counts:

- Headline: 3-10 words
 - Subhead: 5-20 words
 - Columns:
 - Lead-in: 3-6 words
 - Supporting copy: 20-40 words
 - Text links (to interior pages such as "read more"): 2-3 words
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Section 5 - QUOTE/STATEMENT

Type of copy: This is the opportunity for you to turn visitors into followers. *Ask yourself:* What bold statement do I want to make? This could be an inspirational quote, an encouraging statement from you to your potential client or a value based statement - share what you and your business stand for. Allow your viewer to get a taste of your personality.

Approximate word counts:

- Headline: 4-15 words
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Section 6 - PORTFOLIO

Type of copy: Use this space and grid to show off your work - think gallery, portfolio, credibility points (where you've been featured) or brands (of past clients). *Ask yourself:* What are the top pieces you'd like to showcase in a grid-style gallery? What are the most compelling pieces you have that get potential clients excited.

Approximate word counts:

- Headline: 3-6 words
 - Subhead: 10-18 words
 - Grid Option: 3, 6 or 9 images/icons
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Section 7 - TESTIMONIALS / SOCIAL PROOF

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 an image, name, title, website or company name. 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 8 - BLOG PEEK-A-BOO

Type of copy: If you’re a frequent blogger it’s great to provide a peek at your most recent post or posts right on the homepage. It gives site visitors a quick view of what you’re all about. If you use this section 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

- Blog title: 5-10 words
 - Blog snippet: 40-50 words
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*Section 9 - FOOTER Widget
("Contact")*

Approximate word count:

- Headline: 1-3 words
- Phone number
- Email address
- Directions (if applicable)
- Button Option: 2-3 words

*Section 10 - FOOTER Widget
("Connect With Us" / Social)*

Approximate word count:

- Headline: 3-5 words
- Include any applicable, populated social channels with the "Simple Social Icons" plugin.

*Section 11 - FOOTER Widget ("Last Chance
Opt-In" / 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:

- Headline: 1-5 words
 - Subhead: 5-10 words
 - Two field boxes (Such as Name and Email Address)
 - Button Option: 2-3 words
-

Section 12 - FOOTER

Include:

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