

Home Page Structure

- **Top section (the space that the user sees as soon as they land on your website)**

- 1) A Question that speaks about the critical problem in your ideal client's life that you wish to help him/her solve.
- 2) Then a sub-headline that's talking about their desire and giving them a solution
- 3) CTA button - all above the fold on mobile and on desktop

- **Is this you?**

List your ideal clients pains that your product/service can solve. Make them feel like you get them. You know exactly how they feel.

- **Perhaps inspiring quote that is relevant?**

- **Solution**

Short introduction to an owner (could be a video).

How I can help you. Show that you know how to achieve their biggest desires. Tell your story in essence (keep it concise) thinking through each sentence asking a question: what is in there for them? Why would they care? + CTA button

- **Objections**

What objections they might be thinking of that stop them from taking the first step? What's wrong with their objections? Their limiting beliefs uncovered. Educate them in 1/2 sentences for each objection. + CTA button

- **Testimonials**

Choose relatable testimonials for your ideal client to feel more confident that they can do this too.

- **CTA**

Ask a question again. This can be a bit more straight forward one. Speak in their language. Give them the solution and Call to Action.



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Home Page Examples

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About Page Structure

- **Top section**

Hi, I'm Name and I believe you are worthy/deserve/can...(about the ideal client) maybe biggest desire.

- **I stand for...**

Share all that you stand for in your business. Again think about your ideal client. What do they need to know in order to want to work with you?

- **Mission**

What impact and difference do you wish to make in this world - inspire the client to be powerful too, lead by example, be a leader who is guiding them to achieving what they truly desire in their life.

- **Values**

Why should they work with you? Allow your ideal client to understand your values so that you attract the right people to work with.

- **Short Story/Video About You**

Tell the story that relates directly to your ideal client's journey. How you discovered the solution and what were you feeling before you found it. What did you do to solve it?

- **CTA**

Question if they are ready to achieve their desire. A subheadline reassuring that they can + button CTA)



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About Page Examples



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