

INFLUEX COPY GUIDE

CONGRATULATIONS!

Thank you for trusting us to build your personal brand site. We're excited and can't wait to get started!

Since we plan to use your website as part of our portfolio, you can rest assured that it's gonna be - well, in a word: EPIC. ;)

So here are the things we would need from you:

- 1. INSIGHT QUESTIONNAIRE** - you should have already received instructions about this in your email. If not, contact your Project Manager about this.
- 2. IMAGES** - high resolution, professional quality images that you want to appear on your website.
- 3. WEBSITE COPY** - the text that you want to appear on your site.
- 4. FEEDBACK** - we would need your ongoing input and feedback as we go through the design and development processes.

CRAFTING YOUR WEBSITE COPY

One of the top challenges in crafting websites that convert well is the web copy.

The design follows copy – not the other way around. That’s why we’d need you to craft your compelling message first. Only then will we be able to produce the page design that will convey your message powerfully.

So the sooner you submit your website copy to us, the sooner we could get started designing and developing your epic website right away! ;)

We would need the copy for every web page you want done:

- Home Page
- About Page
- Opt-in Page
- Portfolio Page
- Services Page
- Products Page
- Contact Page
- Other Pages
(Author Page, Speaking Page, etc)

Now we recognize how challenging it is to produce your own website copy. That’s why we have created this guide to help you.

OUR TOP TIPS ON HOW TO WRITE YOUR WEBSITE COPY

DO A BRAIN DUMP FIRST

The key to accomplishing any task is to get started.

Don't fall into the trap of believing that you need to write everything perfectly the first time. Any professional writer will tell you that their best pieces have undergone multiple rounds of revisions.

START WITH THE BIG PICTURE

You'll find it easier to write your web copy if you first nail down your best answers to these questions:

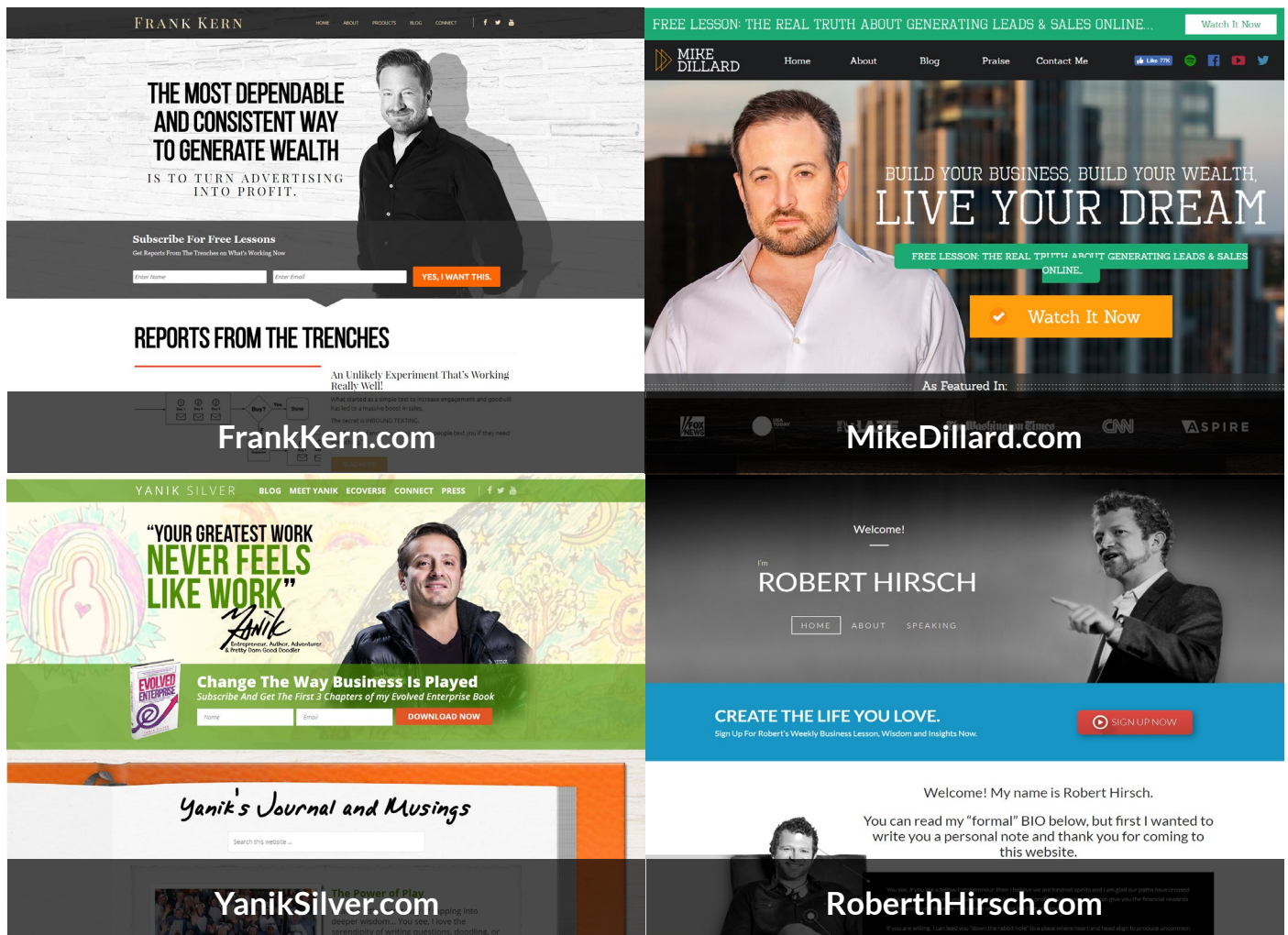
- What is the core message of my site going to be?
- Who am I? What's my personal brand?
- Who am I trying to serve? (describe them in detail: age, gender, location, occupation, what their problems are, their deeper fears, hopes, aspirations, values, why they need you, etc)
- What do I want my website to say to the world?
- What's my Personal Branding Statement?
- What direct value do I provide? And what is unique about the way I provide this value?

This step is important because it lays the foundation for everything else that you're going to write (including things outside of your website!).

It will influence how you position your copy and therefore influence the design, as well.

It's the difference between a scattered, uninspiring site—and a clear, compelling one. So put in the time and effort to do this step.

You could study the following influencers' websites. Observe how they crafted theirs:



Need more help? We found an awesome workbook from [Price Waterhouse Coopers](#) to help you figure out your personal brand. You can download it [here](#).

WHEN YOU WRITE, START WITH THE END GOAL IN MIND

Your website copy needs to be highly effective and targeted, as it plays a huge role in getting your viewers to convert.

Ask yourself what the goal (a.k.a. “conversion goal”) of the page is and then craft your words accordingly, to make sure you deliver.

What you want is to get people to take action, whether that’s a purchase, sign-up, read another related article, attend one of your upcoming webinars, download a material, book a strategy session, etc.

KNOW YOUR TARGET AUDIENCE WELL

To get readers to take your desired action, figure out what motivates your customers and what turns them off.

Figure out why your customers buy your product (or hire you), what would make them buy it again, and what their top objections are.

By nailing down these concepts first, you’ll ensure your copy appeals strongly to your customers’ wants and needs.

USE THE LANGUAGE YOUR IDEAL PROSPECTS USE

Study the language your ideal prospects use then use their language on your website. This will make them feel you understand them and you’ll create more emotional connection with them.

Take special note of the adjectives your customers use to describe their problems and the features of your product/service. This way you can describe your prospects’ problems and provide a solution.

Speak your prospects' language. For example, if you're a coach who works with high-level executives, do your prospects call what you do "career coaching"? Or do they call it "peak performance coaching"? They'll feel more emotional connection with you if you use the same terminology.

KEEP THE FOCUS ON YOUR TARGET AUDIENCE

While it's tempting to be self-indulgent (it is your personal brand website after all), write with the interests of your target audience in mind. Make everything about them, their concerns, their problems, and how you can solve them.

Expect your readers to be preoccupied with their selfish concerns. So unless you're writing the copy for your About Page, using "I" or "we" much more often than using "you" is not recommended. Reframe your sentences to be "you-centered" and benefit-oriented.

DON'T:



“ I've been in this business since 1958. I love helping people. I have a foot fetish and I abhor people with no concept of personal hygiene that's why I invented this magical product...”

DO:



“ Do you often end up in embarrassing situations because of your sweaty smelly feet? Do you suffer from low self-esteem as a result? Stink no more, I can help! And you can have the cure in your hands within the next 12 hours. Just call 0800 450 9999.”

Not exactly mind-blowing copy, but you get the point.

USE A CONVERSATIONAL TONE AND SIMPLE VOCABULARY

Avoid jargon unless that's how your target customers speak when talking about your niche topic.

Avoid big words and complicated ideas that use long sentences.

Using clear, benefit-focused copy will convert more visitors into buyers.

WRITE BENEFIT-ORIENTED CALL-TO-ACTION (CTA) COPY.

For example, rather than writing "Submit" for the button copy, you can write (depending on the nature of what you're trying to persuade them to do):

I'M READY TO STEP UP!

YES, LET'S BOOK A STRATEGY SESSION!

YES SHOW ME HOW TO AUTOMATE MY BUSINESS!

Those are our top tips for writing your website copy.

OUR TOP TIPS ON WRITING AN ENGAGING HOME PAGE COPY

Your Home Page must give your visitors an immediate sense of relevance. That is, you must communicate straight away who you are, what value you can add to their lives and why it's in their best interests to click through and enter your world.

Decide what elements you want to feature on your home page, then write a concise but curiosity-inducing description for each element. The goal is to make the reader click through and explore the inner pages of your website.

Here are the top elements you could include on your Home page:

- Your Personal Brand Statement
- Social Proof (this could be awards you've won, testimonials, press appearances)
- Opt-in (feature a freebie you're giving away in exchange for their email address)
- Your best works
- Your offer(s): services/products/upcoming events or programs
- Latest content from your blog

You might have specific elements you want to emphasize more than the others. It depends on what your business goals are.

For best results, we try to design home pages so that it answers the following questions immediately:

- What problems do you fix or the end benefits you offer?
- Who do you do it for?
- Why should they believe/trust you (present plenty of social proof)?
- Why should they buy from you and not from someone else (what makes you different or what's the unique value you offer)?

So keep the above idea in mind when you write your Home Page copy. The reader should get all the above information without a need for them to scroll further down the Home Page.

CONVEY YOUR PERSONAL BRAND STATEMENT RIGHT AWAY

Your Personal Brand Statement is a statement that explains the value and benefit customers can expect to get from you or your service/product. Communicate your promise and value quickly and clearly. Ideally, the headline (or your tagline) on your Home Page should drive home this message.

According to TheUndercoverRecruiter.com, “your statement is 1-2 sentences answering what you are the best at (value), who you serve (audience) and how you do it uniquely (USP). It sums up your unique promise of value. You could liken it with a tagline, strapline or even a catchphrase that product brands will have.”

Before writing your brand statement, first understand what your visitors are looking for, or what their top problem is. Then craft a message that pushes that button.

Need more instructions on how to solidify your personal branding? [Here's a Cheat Sheet from Dummies.com](#)

HOME PAGE CHECKLIST

Before you submit your Home Page copy to us, we recommend you go through this checklist first:

Does the copy stir up the curiosity of your target market?

Is the language simple enough to be easily understood?

Does the copy trigger the emotions you want to evoke in the prospects?

Is it You-oriented, as opposed to being I-oriented?

Are there enough social proof and trust-inducing elements in your Home Page?

Have you got all the high-quality images for your Home Page ready?

Does it communicate your personal brand statement in a clear way?

Does it feature the important elements that you'd want the reader to explore more of?

Are your calls to action clear and benefit-oriented?

You might want to let a friend (or two) read it first for feedback and quality control purposes

HOW TO WRITE AN ABOUT PAGE THAT MAKES A LASTING IMPRESSION

For your About Page, we recommend writing in the first person tense because it sounds more friendly and engaging. Let your authentic personality shine through!

You might want to include on your About page:

- Your vision, mission, and philosophy
- Your values
- A description of your career path
- Who are the top clients/companies you've worked with and who you're currently working with
- Social proof elements: awards, recognitions, testimonials
- Professional quality picture(s) of you

We believe that you don't have to make the About Page completely about you. While it's always good to include your story, you'll engage your readers more if you focus your storytelling on how you solve problems for your readers.

RECOMMENDED ABOUT PAGE TEMPLATE

Here's a template from Alexandra Franzen that you might find useful:

“It all began with ...

Allow me to explain:

When I was ...

And in that moment, I learned/discovered/realized ...

{Insert career-shaping epiphany here}

I've been ____ ever since.

And from ____ to ____ to _____, _____ has always been my work.”

HERE IT IS IN ACTION:

“It all began with a raging sugar addiction.

Allow me to explain:

When I was a wee tot, my parents trundled me over to the local coffee shop.

They asked me what I wanted to drink – and, being responsible, health-conscious adults, they were hoping I'd say “wheatgrass!” or “rice milk!” or “chilled water with a slice of lemon, please!”

But despite the fact that I was too young to read, I'd learned how to recognize two very important words: “hot” and “chocolate.”

So, I told my parents, “I want hot chocolate.”

They smiled and said, “Oh sorry, sweetie, they don't have that here.”

But I pointed to the sign and said, quite calmly, “Yes, they do.” My parents were stunned. (I had untangled their web of deception!) I got my frothy treat.

And in that moment, I learned a valuable lesson:

When you use the right words with the right people at the right time, you (usually) get what you want.

I've been fascinated by the power of language ever since.”

In case you prefer a bio-style About Page, then writing in third person might be more your cup of tea.

HERE'S ANOTHER TEMPLATE FOR WRITING YOUR SHORT BIO FROM ALEXANDRA FRANZEN:

{Your name here} wants to live in a world where {describe the kind of world you want to live in}.

As a {your job title here}, {he's / she's} been {spotlighted / featured / showcased / honored / applauded} on {list of blogs / websites / podcasts / theaters / art galleries / places that have recognized or shared your work}.

When {he's / she's} not {describe whatever you normally do}, you can find {him / her} {describe whatever you do when you're not doing ... that}.

{His / Her} {first / next / latest / recently-released} {book / program / project / collaboration} — {title of your new and cool thing} — hits {the shelves / airwaves / silver screen / internet / an inbox near you} on {date}.

HERE IS THE TEMPLATE IN ACTION:

Alexandra Franzen wants to live in a world where emails are short, love letters are brave and every “thank you” note is scribbled by hand.

A sought-after writing instructor and communication specialist, she's been spotlighted on The Daily Love, The Daily Muse, MindBodyGreen, Fast Company, Forbes and The Huffington Post.

When she's not scribbling up a storm, you can find her re-reading the collected works of Oscar Wilde, watching obscene amounts of television without a trace of shame, and optimistically checking her mailbox for brown-paper packages tied up with string.

Her first book — 50 Ways To Say You're Awesome — hits the shelves in October 2013.

Piece o' cake, eh?

You don't have to stick to any template 100%. Feel free to include weird or interesting personal trivia about you. After all, some people go to About pages specifically for that information.

Need more inspiration? Check these out:

- <http://neilpatel.com/blog/how-to-write-the-perfect-about-page-that-drives-leads/>
- <http://bestaboutpages.com/>

ABOUT PAGE CHECKLIST:

We suggest you go through this Checklist before submitting your About Page copy to us:

Does it answer the reader's question: "what can you do for me?"

Does it answer the reader's question: "who are you and what exactly makes you the best person to help solve my problem?" in clear and simple terms?

Does it communicate your values, personality, and unique character traits?

Does it tell your story in a way that creates rapport, emotional connection, and trust between you and the reader?

Does it answer the question: "why should the prospect buy from YOU and not from someone else?"

Does it contain elements that will give the reader reasons to trust you?

Have you provided links to your Social Media accounts?

You might want to let a friend (or two) read it first for feedback and quality control purposes

HOW TO WRITE AN OPT-IN PAGE THAT CONVERTS

The main goal of your Opt-in Page is to generate leads.

This normally involves giving away some form of content in exchange for people's email addresses.

Let's call it your "lead magnet". It could be in the form of an e-book, a video (or two), a "starter kit" of some sort, an audio interview with an expert, a series of tutorials... whatever works for your target market.

Use a lead magnet with a very high perceived value. Create free content based on what your target prospects really value and what their top problems are.

Need help creating your lead magnet? [Here's a good guide for that.](#)

For us to set-up your Opt-in page, we'd need the following:

- Headline
- Subheadline (optional)
- Body copy and/or bullet points if applicable
- High-resolution image of your lead magnet
- Input fields you require (we suggest keeping this to the most critical info only)
- The lead magnet itself
- Your autoresponder log-in details
- Social Proof elements (optional)
- Call to Action

BODY COPY/BULLETS

Your bullets should effectively describe what exactly your prospects will receive. Keep it concise but informational. Refine your bullets so that they're short but still meaningful and expressive.

Don't use vague copy. Your bullets should convey the transformation you're promising.

INPUT FIELDS

Most people hate filling out forms. The fewer fields you require, the higher likelihood of conversion.

For most purposes, asking for name and email address should suffice. This relieves friction for people who are hesitant to share too much personal information about themselves over the web.

CALL TO ACTION

Don't use generic sounding calls to action like "download", "submit", "sign up" or "get access".

Use more creative and benefit-oriented phrases like:

- “ Yes, I want to Work with You! ”
- “ Yes, Show me how! ”
- “ Get my Free Guide >> ”
- “ Get My Free Audit Now ”

OPT-IN PAGE CHECKLIST:

We suggest you go through this Checklist before submitting your Opt-in Page copy to us:

Are the headline and sub-headline clear and benefit-oriented? Does it effectively target your prospects' main motivations?

Does your lead magnet address major pain points your prospects have?

Does the opt-in form only ask for critical information?

Have you got a high-quality image of your lead magnet?

Is the Call to Action strong, benefit-oriented, and written from the prospect's point of view?

Have you got Social proof elements we could use?

Have you got your autoresponder log-in details there?

You might want to let a friend (or two) read it first for feedback and quality control purposes

HOW TO WRITE A SERVICES OR PRODUCT PAGE THAT SELLS

In this guide we'll be sharing our top tips for writing your Services Page. You can also use this guide for writing your Products or Programs Page or other pages like Author or Speaker's Page.

TRUST IS KEY!

One thing about buying services (as opposed to buying a product) is that there are higher perceived risks in the mind of the prospect.

While a faulty product can be returned, reversing the consequences of buying from the wrong service provider is not as straightforward.

So on top of selling the benefits of working with you, building trust should be one of the main aims of your Services Page. Showcase your qualifications, skills, unique strengths and experience. Mention your most impressive clients from the past and who you're working with now.

DON'T OVERWHELM

When writing service descriptions, stick to the details that are relevant at that stage of the sales process. Don't overwhelm visitors with information they don't yet need; you can always include a link to a page with more information if you need to.

BE SPECIFIC ABOUT THE BENEFITS

Craft benefits specific to your buyer persona's specific needs, preferences, and pain points. In some industries, this will include measurable benefits like reduced cost, increased revenue, time saved, increased productivity levels, or better ROI.

In others, benefits may include peace of mind, clarity of conviction, increased personal confidence, better health, or more time with family. These things are difficult to measure, but you can still be specific.

GET SOCIAL PROOF FROM THOSE WITH SIMILAR BACKGROUNDS AS YOUR TARGET PROSPECT

People are more likely to buy when they see that other people have had a positive experience, particularly when those people have something in common with them.

Ideally, you have testimonials from people that have the same profile as that of your target buyer persona.

OFFER A STRONG GUARANTEE

Make it as risk-free as possible for your prospects. Demonstrate that you have systems firmly in place to protect their best interests if they are not happy with the results they get.

WEED OUT THOSE WHOM YOU DON'T WANT TO WORK WITH

It would save you time, energy and effort if your copy not only describes who you are looking to serve but also those whom you are not looking to cater to. For example, if you're a performance coach, you might want to state that you only accept 7plus-figure business owners or high-level executives involved in high-stakes deals. This filters out potential enquiries from those who are not a good match to you.

EXPLAIN THE PROCESS SO YOU SET THE RIGHT EXPECTATIONS

Explain how you work. Mention the process you'll be taking them through, what's involved, what they could and couldn't expect, what the scope and limitations that apply, and provide a link to important terms and conditions. Sometimes a FAQs section could be useful.

MAKE CASE STUDIES WORK FOR YOU

Sometimes the best way to communicate the value you bring is by telling a story. Even better, let your best clients/customers tell their "transformation story". Tell the story of how you (or your product/service) helped them overcome their problems and achieve their desired results.

CRAFT APPROPRIATE CALLS TO ACTION

Decide what you want your visitors to do next after reading your Services Page. Do you want them to read another page, subscribe, contact you, or make an appointment?

The next action you want them to take is your conversion goal. Be realistic about what action this is; while would be great if they purchased your top tier offer, that's an unrealistic step for most people.

If your services are affordable and getting people to book a session is easy, go ahead and ask them to schedule an appointment. If it takes a little longer to nurture your potential customers, you might want them to make a smaller commitment first like downloading a premium content, getting a free consultation, receiving a coupon, or subscribing to your blog updates.

You'll get more business by building a relationship over time than you ever could with one single page, no matter how well-written.

SERVICES/PRODUCT PAGE CHECKLIST:

Does it evoke a strong sense of trust in your prospects?

Does it have enough Social Proof?

Is there anything else you could add to make it more compelling?

Does it state clear benefits specific to your buyer persona?

Does it have Social Proof from people with backgrounds similar to your target prospects?

Are your risk-reversal strategies strong enough? How could you solidify your guarantees even more?

Have you included the high quality images/product images you'd need on this page?

Have you included the high quality images/product images you'd need on this page?

Does your Services Page filter out prospects who do not fit your ideal client's profile?

Does your copy explain the process involved when it comes to working with you?

Are your calls to action logical/ appropriate?

USEFUL TOOLS

After you have written your copy, we recommend you use these tools before submitting your final web copy to us:



Grammarly is a beautifully designed web app that accurately highlights any grammar, spelling and punctuation errors in your text.



Adopt the understated economic prose of Hemingway himself with the Hemingway app, which helpfully highlights all of the unnecessary garbage in your text.

READY TO SUBMIT YOUR COPY?

Well done!

How to Share Files With Us

To make sure all files are organized, please do not email us any attachments.

There are 3 ways you can send us files: via Basecamp, Dropbox or Google Drive.

How to share files via Basecamp:

- Simply add a comment to the Basecamp threads requesting copy or photography with the link to the shared folder. Make sure to re-assign the task to your Influx Project Manager after you do so.

How to share files via Dropbox

- Please share files with management@visiontechteam.com

How to Share Folders in Google Drive

- Please share files with notifications@influx.com