

W.E.R.K.

YOUR LANDING PAGE





WERKWEEK #4 – POWER UP YOUR PRODUCT/SERVICES PAGE

WERKWEEK #3 RECAP

POWER UP YOUR PRODUCT/SERVICES PAGE

PLAN BEFORE YOU PROMOTE

YOUR OFFERING OUTLINE TEMPLATE

CRAFTING THE DESCRIPTION

THE PRODUCT/SERVICE DESCRIPTION PAGE TEMPLATE

A DEEP-DIVE INTO THE TEMPLATE ELEMENTS

WERKWEEK #4 WRAP UP



WERKWEEK #3 RECAP

WEEKLY SUPPORT + FEEDBACK

WERKBOOKS + LOGIN DETAILS

NEW CLASS TIME FOR NEXT WEEK:

WEDNESDAY, SEPT. 13 AT 7:30 PM EDT

OFFICE HOURS (9 A.M. – 3 P.M. EDT)

REPLAYS AND COURSE CONTENT



POWER UP YOUR PRODUCT/SERVICES PAGE

SELL BEFORE YOU CREATE
PLAN BEFORE YOU PROMOTE



YOUR OFFERING OUTLINE TEMPLATE

6 CORE PIECES OF INFORMATION TO OUTLINE
THIS WILL NOT ALL GO ON YOUR PAGE



CRAFTING THE DESCRIPTION

TANGIBLE PRODUCT DESCRIPTION

DIGITAL PRODUCT DESCRIPTION

PAID/COMPLIMENTARY COACHING CONSULTATION CALL



YOUR PRODUCT DESCRIPTION TEMPLATE

HEADLINE

STRUGGLE IDENTIFICATION

OFFER BENEFIT

SET EXPECTATIONS

CALL TO ACTION BUTTON



WERKWEEK #4

WRAP UP

Q&A

WIN TASK RECAP



QUESTION TIME ...