

W.E.R.K. YOUR WEBSITE

WERKWEEK #1 – PIERCIN' HEARTS



W.E.R.K.
YOUR WEBSITE

A 7-WEEK "WERK"SHOP TO WRITE INCREDIBLE
WEBSITE COPY THAT CONVERTS

WWW.WERKYOURWEBSITE.CO

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PIERCIN' HEARTS

“A good first impression can work wonders.” – J.K. Rowling

Ever been to a job interview? I bet during that interview you put your best foot forward.

You got a fresh hairdo, slipped into your “knock-‘em-dead” power suit, made sure you didn’t have broccoli stuck in your teeth – bottom line is you worked hard to make the best possible first impression.

Welp, guess what? Every time a new browser stumbles upon your website’s home and about pages, your business goes through a “job interview.” Folks are critiquing what they see in writing and design, establishing an opinion about your overall vibe and determining if getting to know more about you and your offering is a good use of their time and money.

Are your home and about pages making the right first impression?

In this lesson, you’ll get the guidance you need to make sure they do.

HOMEPAGE HOLLA

Before we get into what to write for your website's homepage, let's first discuss the purpose behind your homepage. You see, the homepage is the most important page on a website, yet it's also the most misunderstood.

So, I'm here to clear up some confusion.

Here's the thing:

Most folks think the homepage's purpose is to achieve the top goal of your website – sell a product or attract a smokin' hot lead. This is like greeting a guest at your *real* home with a stack of Mary Kay books or Girl Scout cookies at the door. Pretty tacky, huh?!

The true purpose of a homepage is to:

1. Start a conversation
2. Direct the browser

Let me break these two objectives down for you.

START A CONVERSATION

So how do you start a conversation on your website when you're the only one "talking"? You serve up a captivating "promise statement" and body copy that answers these 4 core questions:

1. Where am I?
2. What can I get from here?
3. What can I do here?
4. Why should I do it?

This is where you put yourself in your ideal client's shoes and converse with him/her by answering the questions you know are swirling in his/her head. The bottom line is this:

You want to address the main questions they need clarified to kick back, stay awhile AND take action on your website.

Now, to address the 4 core questions above, you need to tell your visitors:

1. You understand their main struggles and problem (address this in your "promise statement")
2. Clearly communicate the aspects of your products and services that address those struggles and problem (share this information in your body copy)
3. What makes your products and services the "perfect" solution over other options (share this information in your body copy)
4. How their lives/businesses will improve after purchasing or working with you

And that's how you start a conversation in writing. Let's move on to directing the browser.

DIRECT THE BROWSER

The second goal of your homepage is to direct the browser to the area of your website that delivers answers to your browser's burning questions. Now, this can be challenging, because often you have numerous products and services to showcase, actions you want folks to take, social media platforms you want them to connect with you on, events you want them to register for ... OMGeeee!

The key here is to prioritize your goals – and make your homepage reflect those goals. Let's look at my website as a simple example. I provide proposal writing and copywriting services. Now, the link between both of these services that their purpose is to persuade people to take action or smack the buy button. So, in my body copy, I tell folks how they can “get started” by linking to my “Hire Me” page.

You'll also notice, I do not offer a FREE lead magnet on my homepage like most gurus say you must. Why? Because, while I do periodically offer FREE challenges and masterclasses, using my website to dangle a free offer to get folks on my email list is not the best move for me. Instead, I place links to my books on my homepage. Inside those books, readers get FREE offers to get on my email list.

I already know what you're asking, *“but ain't that like shoving Mary Kay or Girl Scout cookies in folks' faces?”*

Nope and here's why:

You see, I open my homepage with a specific, concise promise statement that tells visitors I understand their struggles. And then I link to my testimonials page to show how I've resolved those same struggles for other people.

From there, I use my body copy to have a conversation on my ideal clients' core desires before serving up my street cred on how I'm qualified to address my ideal clients' needs. And on the sidebar, sitting like intriguing reading material on a friend's coffee table, are links to my books.

The bottom line is this:

I'm not shoving a pricey service or product in my browsers' faces, I'm offering an inexpensive way to address some of their most immediate needs. There's a difference.

Now, am I telling you to ditch the freebie offers? Nope. Heck, I had freebie offers before I wrote my books because you need to encourage visitors to initiate some type of transaction – be it handing over their email addresses or investing in an inexpensive product.

**I simply want you to see you don't have to
take every word of the “marketing Gods” as gospel.**

Remember, the true purpose of your website's homepage is NOT to generate smokin' hot leads or sales. That comes after you've initiated an intriguing conversation with the visitor by

answering the 4 key questions they have – where am I, what can I get from here, what can I do here, and why should I do it. Then directing them to information on your website that answers those burning questions.

Now that you know the purpose of your homepage, let's dig into the writing.

HOW TO WRITE YOUR HOMEPAGE

Write your homepage in a way that serves your audience and achieves your core business goals. You see, while I'll give you templates and guidance on how to write your homepage, you first must know what superpowers you offer and how your genius best serves your ideal client.

Now, if you completed the WERKWEED #0 WRITE IT NOW (WIN) TASK, you're ready to rock and roll. If not, please go back and do that. You see, that self-study lesson lays the foundation for everything we'll do from here on out.

Alright, back to writing your homepage. So, I talk a lot about approaching your writing in steps or sections and the homepage is no different. Here's how it breaks down:

PROMISE STATEMENT

The "promise statement" is what I call a powerful, forehead-smacking statement that greets your website visitor by clearly communicating how you serve your peeps so the visitor knows they're in the right place.

This is NOT welcoming your visitors with "Hi, I'm _____." Or worse yet, "Welcome to my website."

While extremely polite, phrases such as these waste valuable real estate. You see, why waste time saying, "welcome to my website," when you can hit folks in the heart by telling them how you can serve them?

Here are a few examples:

EXAMPLE #1 – PROVIDER OF DESIGN SERVICES AND ONLINE BUSINESS SOLUTIONS

Establish a web presence that makes you more money with less hustle.™

I wrote this for a company that delivers web design, content creation and social media services. We followed up the statement with a secondary statement:

At _____, we deliver web design, content creation and social media services that position entrepreneurs and small business owners to do exactly that.™

EXAMPLE #2 – MANUFACTURER OF PRECISION PARTS

Made in the USA still matters.

I wrote this for a manufacturer that produces precision parts for numerous industries including automotive, private arms, defense and security, and medical. My client is one of just a few manufacturers who produces every single piece of metal in their own U.S.-based factory.

We anchored the promise statement with this:

Copen Machine proudly manufactures precision parts— serving customers worldwide. From our modern, Ohio-based facilities, we machine stainless steel, carbon and alloy steel, aluminum, brass, copper, tool steels, exotic materials, and a variety of durable plastics.

EXAMPLE #3 – A BLOW DRY BAR

Where elegance greets you and fabulous becomes you. ™

I wrote this for a blow dry bar that primarily services professional women on the go who want step inside luxury when they visit the salon.

The key is to make sure your promise statement is short and sweet – 12 words or less. If you need to add a secondary statement to back it up, do it. But make sure that statement is also clear, concise and powerful.

WRITING GUIDANCE: HOW TO CRAFT YOUR PROMISE STATEMENT

Here are two scripts to guide you on crafting your promise statement:

PROMISE STATEMENT SCRIPT #1

I [insert 3 to 5 powerful words describing the heart of what you do] that [insert the core benefit to your ideal client/customer].

Keep this to a maximum of 12 words.

Ex: I write words that make you money.

PROMISE STATEMENT SCRIPT #2

[Start with a powerful action word describing what you do] that [insert the core benefit to your ideal client/customer].

Keep both of these scripts to a maximum of 12 words.

Ex: Establish a web presence that makes you more money with less hustle.™

W.E.R.K. IT NOW (WIN) TASK #3

Use one of the scripts above to craft your homepage promise statement. If you've never written a promise statement before, I suggest playing around with both scripts to see which one works best for you.

Remember to keep it to a maximum of 12 words. When you're comfortable and excited about what you wrote, drop it in the Facebook group under WERK WEEK #2 for some feedback.

NOTE: Depending on the layout of your homepage, you might stop at the Promise Statement and Anchor Content that backs up the Promise Statement. You'll need to decide that for

yourself. Typically, if this is the case, your anchor text will essentially be your “body copy.” In this case, always make sure you have a call to action. Check out 2017 W.E.R.K. Your Website participant, Brie Moore of Breezy Tee, for a sample of this version: <https://breezytee.com/>.

Have questions about your specific situation? Ask.

BODY COPY (OPTIONAL)

When writing body copy for your homepage, you always want to talk directly to your ideal website visitor. You want to imagine yourself sitting on the couch, talking to your “perfect” client – what is she secretly telling you are her struggles? That place right there is where your body copy begins.

You see, a lot of people start with “I’m _____ and I help _____.” Yes, folks want to hear that, but not right out the gate. They first need to know you understand their issues. And then you can introduce yourself as the solution.

As mentioned earlier, your homepage body copy should back up your promise statement by clearly communicating the aspects of your products and services that address your ideal client’s main struggles and problem. From there, you want to include details on your street cred and what makes your products and services the “perfect” solution over other options.

Let’s take a look at some examples:

EXAMPLE #1 – WEBSITE DESIGN FIRM (COPY IS COPYRIGHT PROTECTED – DO NOT DUPLICATE)

Want a great website that’s easy-to-use, attracts more customers and doesn’t drain your bank account? You’re in the right spot...

Whether you want to build a new website from scratch, or just want someone to keep your existing website up to date and fresh so it grabs browsers’ attention and their wallets, our web design and management team will help you do exactly that.

(Have a “little” glitch on your website driving you nuts? We can take care of that too.)

We provide web design and website management help for a variety of small business owners. This includes service professionals like: property managers, cleaning services and medical professionals or offline businesses like: restaurants, spas, and self-storage facilities.

It doesn’t matter if you’re a solopreneur or if you have 100 employees, we’ll design a new website or turn your existing site into a revenue-generating machine without cleaning out your bank account.

But don’t take our word for it...

“Having a good website makes a difference. I boosted my client base by X% thanks to my newly designed website.” – CLIENT TESTIMONIAL

When you're ready to get more out of your website click "Let's get started" to schedule a free no-strings-attached, 20-minute consultation. We'll chat about your current site or your ideas for your new site, how it's performing and what you can do to get more customers and dramatically increase your website's effectiveness. <<<<button>>>> Let's get started.

EXAMPLE #2 – MULTIMILLION-DOLLAR RECYCLING COMPANY (COPY IS COPYRIGHT PROTECTED – DO NOT DUPLICATE)

Consider the financial ramifications of throwing away your plastic waste. Each time you haul your polyvinyl chloride (PVC) scrap to the landfill, you potentially throw away thousands of dollars with it. At ABC Plastics, we make it easy for companies to save money with our comprehensive plastic recycling services.

We do much more than recycle PVC scrap. We provide bailing, grinding, bulk blending, compounding and granulation services from our 120,000 square-foot processing center located in Cleveland, Ohio. We guarantee that from start to finish, our experienced staff will oversee all your recycling needs.

With ABC Plastics, you can instantly reap the financial benefits of reusing your own PVC materials. We guarantee you will receive only the finest PVC rolls and sheets, as well as other products that match in every way the quality of new plastic resources.

See for yourself the difference that recycling your plastic waste can make to your bottom line. Complete the form on the right to receive additional information about our easy and cost-effective plastic recycling services.

EXAMPLE #3 – HOLISTIC HEALTH AND NUTRITION COACH (COPY IS COPYRIGHT PROTECTED – DO NOT DUPLICATE)

Confession time: Life hasn't been the field of roses you imagined, so you turn to your best friend when the chips are down ...

Food.

You start mindlessly devouring high-carb junk food as if every bite will wash away your despair. Binging on cupcakes like they made Dr. Oz's list of favorite superfoods.

Right now, you feel amazing. But when the cupboard is empty and you're exhausted from frantically searching for another box of chocolates or that last bag of chips ...

You find that your bestie has once again left you all alone to fend for yourself.

Here's the thing:

Drowning your sorrows with food isn't a "solution" you want to rinse and repeat. Frankly, it's not a solution at all. It's a temporary ray of sunshine that once it wears off, leaves you bloated and empty.

But in case you didn't know, you don't have to live with the temporary happiness this whole story brings. You can love life and enjoy food (without the guilt) ... I'm here to show you how.

I'm Jennifer, a holistic health and nutrition coach. I teach women how to embrace their fabulousness, dance through the pain, and win the battle with food so they can love their bodies again.

Ready to love the skin you're in, connect with your gorgeous self and get the support you need to jump off the diet and food binging rollercoaster once and for all?

It's all on the other side of this click. [LINK TO WORK WITH ME PAGE]

See how each of these examples initiated the conversation with the focus on their ideal client? When you talk directly to people about their struggles, you intrigue them. And when you intrigue them, you tell them you care about their issues. And when you show you care about their issues, they're more likely to see your services as a way to address those issues.

FINAL GROUND RULES FOR WRITING BODY COPY

Here are a few ground rules for writing body copy for your homepage:

- Keep your body copy to 250 words or less
- Include one to two testimonials (if you have them)
- Incorporate subheadings, bulleted lists or other formatting elements (bold phrases, italics) to highlight key text and add flava
- Add a call to action

STEP-BY-STEP BREAKDOWN ON WRITING YOUR HOMEPAGE

While, I want you to feel free to flow with this, here are a few suggestions on how to break up the copy in a way that pierces hearts and propels people to take action:

STEP #1: Focus on your visitor

Do this by either using questions or powerful statements to let your browser know you understand his/her struggles. Start your body copy with one to three questions/statements here.

Remember, the goal is not to send your reader into a deep, dark depression, but to let him/her know you can relate to the pain their experiencing right now. Check out Examples #1 and #3 above to see how this works.

EXAMPLE #1:

Want a great website that's easy-to-use, attracts more customers and doesn't drain your bank account?

Alternatively, you can start with a “pain description” – what it feels like to have to deal with the issue. This option works really well for folks who sell tangible products. Review Example #2 above to see how this works.

EXAMPLE #2:

Confession time: Life hasn't been the field of roses you imagined, so you turn to your best friend when the chips are down ...

Food.

You start mindlessly devouring high-carb junk food as if every bite will wash away your despair. Binging on cupcakes like they made Dr. Oz's list of favorite superfoods.

Right now, you feel amazing.

But when the cupboard is empty and you're exhausted from frantically searching for another box of chocolates or that last bag of chips ...

You find that your bestie has once again left you all alone to fend for yourself.

STEP #2: Transition into the solution

Now, how you start your body copy will determine how you transition into the solution. However, no matter how you start, you must transition away from the pain into a glimpse into the promised land – the place where the browser overcomes his/her struggles.

Your transition can be a short phrase or a few sentences. Here are a few key transitional phrases:

- You're in the right spot ...
- Here's the thing:

- Let me bottom line this for you:
- Let me break this down ...
- Now, here's what I want you to know:

Using transitional phrases is an easy way to smoothly move your reader into the promised land and keep him/her excited to find out what's coming next. Check out the homepage body copy examples above to see this in action.

STEP #3: Serve up that street cred

Yesss, everybody LOVES this step ... it's time to serve you your street cred, boo! Hold up, wait a minute ... now, let's not drown folks in your special sauce, but please do hit them with a teaser on why they can't live without you.

Check out the examples above and here are two more you can use for inspiration:

... I'm Sam Smith, certified wedding and event planner, "wow" deliverer and lover of all things elegant and classy. I'm all about creating OMG-inducing events and infusing my clients' personalities into every element of their special day.

... I'm Sue – 6-figure business owner, mum and biz coach for fitness, health and wellness entrepreneurs. Consider me your devoted kick-in-the-behind giver – the one divinely sent to design a business strategy that fits every curve of your business like a sexy little black dress. Leaving you with a business that feeds your soul (and your family).

WRITING GUIDANCE: HOW TO WRITE YOUR STREET CRED

Follow up your Step #2 with another transition so you transition smoothly into your street cred. Here are a few phrases you can use:

- You're in the right spot
- I'm here to show you _____
- Before I go any further, let me tell you who I am ...
- Before I tell you how you can _____, let me introduce myself ...

After the transition, go straight into your fun, informative and conversational intro. Check out the examples above and here are a few more:

STREET CRED SCRIPT

I'm Angie, lover of all things fabulous, glam igniter and soon-to-be your hair bestie. I'm here to _____ so you can _____.

[Insert relevant, intriguing aspects of your backstory – just a sentence or two. Save the rest for your About Page.]

STEP #4: Tell them what to do

Lastly, you want to give your browsers an action. Now, you don't have to wait until the end to incorporate the desired action, but it needs to be references in the body copy either in the middle or the end – in a place where it makes sense.

Here are some easy phrases to let folks know you want them to do something:

- Get started here (be sure the words are a different color and underlined so folks know it's linked content)
- Take the first step now
- Click here

Now, you also want to surround the “action phrase” with words that ooze confidence.

For example:

Ready to love the skin you're in, connect with your gorgeous self and get the support you need to jump off the diet and food binging rollercoaster once and for all?

Click here and let's do this. [LINK TO WORK WITH ME PAGE]

See how the words around the action phrase set wonderful, exciting expectations for the browser? Now, let's flip it into what NOT to do:

If you want me to help you love the skin you're in, click here to schedule a consultation to see if we're a good fit for each other.

Now, I've seen statements like this on a LOT of websites. Would the second version propel you to click?

You see, folks don't care about the words on the page. We care how the words make us FEEL. And it's your job to put folks in the appropriate mood as they scan your webpages.

W.E.R.K. IT NOW (WIN) TASK #4

Use all the information and scripts above to write body copy for your homepage. Remember to keep your body copy (if you include it) to more than 250 words. And most of all, HAVE FUN!

When you're comfortable and excited about what you wrote, drop it in the Facebook group under WERKWEED #1 for some feedback.

ABOUT PAGE ANECDOTE

“It ain’t all about you, boo.” – Apryl Beverly

Now before we get into this week’s lesson, I want to say that there is no wrong or right way to write an About Page. There’s no magical formula to writing awesome About Pages, but there is an art to turning website browsers into buyers and that’s what we’re going to cover this week.

Before you start writing, you need to iron out two critical details:

1. What are your visitors looking for when they click on your About Page?
2. What goal do you want to accomplish with your About Page?

Now, you may say, “Well Apryl, it’s obvious folks are clicking to my About Page to learn more about me.”

But, you see, that ain’t really the case. Your ideal client clicks on your About Page to see if you have what it takes to solve her problem. Plain and simple.

She doesn’t really care how many degrees you have (unless they give you the knowledge to solve her problem). She doesn’t want to know that you have two beautiful kids (unless they can relate because their also mothers) and she doesn’t care how many three-syllable words you use.

She just wants to know if you can get the monkey off her back – whatever that may be.

And we’re going to talk in just a bit exactly how to tell her she doesn’t need to look any further cause you’ve got her back.

Now, before you sit down to write your About Page, you gotta figure out what you want to achieve from this page. Do you want more subscribers? Do you want people to sign up for your offer from your About Page? You’ve gotta be crystal clear on the action you want her to take on this page.

In WERKWEEK #1, we identified your ideal client’s desires and struggles and what you bring to the table to resolve those issues. All that will be super helpful this week when we write your About Page.

Soooo, let’s dig into the four main parts of your About Me Page.

STEP-BY-STEP BREAKDOWN ON WRITING YOUR ABOUT PAGE

While, I want you to feel free to flow with this, here are a few suggestions on how to break up the copy in a way that pierces hearts and propels people to take action:

STEP #1: RELATE TO THE PAIN

You can start your About Me Page with a relatable story (I get your struggles), a brief overview of her pain points (this can be a bulleted list letting her know you get what she's going through) or you can choose to give her a peek inside the promised land.

To keep this super easy, I want you to choose one intro type:

1. Do you want to tell a relatable story?
2. Do you want to let her know right away that you understand her struggles?
3. Do you want to show her what life could be like if she addresses her problem?

WRITING GUIDANCE: HOW TO RELATE TO YOUR READERS' PAIN

When writing your story, be sure to focus on the needs of your ideal client. For example, if she's struggling with weight loss, your story may start out like this:

RELATABLE STORY

Losing weight is tough. I spent 6 long years popping diet pills, trying out ridiculously expensive weight loss programs and throwing sweat around my living room as I attempted to run off my belly bulge on the treadmill. But nothing worked. That's until I ...

See how this story leads your reader through a time when you went through exactly what she's going through? And up to a solution?

NOTE: YOU DON'T HAVE TO HIT ON EVERY SINGLE THING THEY'RE EXPERIENCING, JUST THE PRIMARY PAIN POINTS

PAIN POINTS

When identifying your ideal client's pain points, you want to tread lightly. We don't want to send her spiraling into self-doubt and depression. We want to let her know we understand what she's going through and will help her solve the problem.

So, the easiest way to do this is to write questions:

- Are you struggling with ...?
- Feeling frustrated about ...?
- Been trying to ... but ...?

PROMISED LAND

This type of intro is all about showing your ideal client the end first. This means shining a light on the results of working with you.

You'll write this in story form focusing on the results your ideal client hopes to achieve. The easiest way to lead your reader into her promised land story is by starting with one of these words/phrases:

- Imagine
- Picture this
- Just think

STEP #2: BE THE SOLUTION

Now that you've shown her you understand her pain, it's time to move her down the page and let her know you got the street cred she needs. Here's what this could look like:

You've come to the right place. I'm Susan Story and I mentor women just like you on overcoming your fears of rejection. Here, you'll go into your years of experience, relevant education, relatable journey (if you didn't choose that as your intro).

I get it! I'm Sarah Beach, founder of CrushYourCompetitors.com where I create social media marketing strategies designed to help service-based business owners boost their visibility, land more clients and blow their competitors out the water. I understand your fears and struggles and know I have a program that's just right for you. Here you'll go into your years of experience, relevant education and other info to show her you can solve her problem.

You'll also want to work in some testimonials here (if you have them). If not, don't sweat it ... you'll have some glowing reviews to share soon enough ... promise.

WRITING GUIDANCE: HOW TO POSITION YOUR BRAND AS THE SOLUTION

Now street cred is all about showing and proving that you have what it takes to do what you say you'll do. Here you want to highlight your experience, education and credentials that make you the right person to work with.

To move from your intro to this section, you'll want to choose a strong transition statement. The easiest ones to use are:

- Well, you're in the right place.
- You've landed on the right site.
- I've got just what you need.
- XX worked for me, and I'm certain you'll get similar or better results from it. (This is an option if you chose the relatable story)

SHOW YOUR CREDENTIALS

In this section, you also want to show your credentials – talk about yourself. This is usually the easiest part of writing the About Page because it comes natural to talk about yourself on this page.

You want to make sure you tell enough to show that you're qualified, but don't overdo it here. You don't want to spiral into a selfish conversation all about you. You want to tell her the things that confirm your ability to help her.

Here's an example:

I'm Suzy Smith, a weight loss management coach. I've been right where you are – sick and tired of being sick and tired. But then I got smart and started focusing on the inside ... instead of the outside. And that was 6 years ago.

Today, I help women all over the world just like you who want to say bye-bye to the bulge, but just don't know how. I have a bachelor's degree in cardiovascular fitness, but the real reason I've been able to introduce hundreds of women to their new, sexy self is because I understand what it feels like to not like yourself.

See how I don't brag about degrees and experience? I present each sentence in a way that shows her I understand and will help her reach her goals.

SHOW PROOF

Okay, okay ... now, this has got to be the easiest part of your About Page to write ... because your clients write this section.

Here you'll just include some testimonials from happy clients. Three is the max here – if you have more include a link to your Testimonials Page.

Let's take a look at this:

I'm Suzy Smith, a weight loss management coach. I've been right where you are – sick and tired of being sick and tired. But then I got smart and started focusing on the inside ... instead of the outside. And that was 6 years ago.

Today, I help women all over the world just like you who want to say bye-bye to the bulge, but just don't know how. I have a bachelor's degree in cardiovascular fitness. Yet, the real reason I've been able to introduce hundreds of women to their new, sexy self is because I understand what it feels like to not like yourself.

Here's what a few of my sexy clients had to say about working with me:

[Insert testimonials with pictures and full names – don't forget to get your clients' permission.]

Or you can send them to your Praise Page, by saying this:

“But don't take my word for it. Go here to find out what clients say about me.”

STEP #3: TAKE HER (OR HIM) BY THE HAND

This is where your goal comes in. Do you want her to subscribe to your list? Do you want to reveal your offer? Whatever your goal, this is the time to add it to your page.

When you have the answer, take her by the virtual hand and lovingly guide her to the action.

WRITING GUIDANCE: HOW TO REVEAL THE GOODS WITHOUT BEING SALESY

Here, you're gonna talk about your genius and how you use your superpowers to help people like your reader. You'll reveal your program, product or even your community if you're just looking to grow your list from this page.

The key is to have a clear and concise goal for this page and use words to drive your readers to that specific action.

Going back to the weight loss example, let's see how this might flow:

It's time to meet the sexy new you. You ready? Let's do this.

In my Sexy You Program, I'll help you love yourself again. We'll spend 4 weeks transforming you from the inside out, moving you from dreading the mirror to can't-get-enough of it. I'll teach you how to:

- *Stop focusing on the scale so you can look and feel sexy from head-to-toe.*
- *Eat what you want and still get rid of that belly bulge.*
- *Say bye-bye to phony miracles in a bottle and hello to the new gorgeous you in less than 30 days.*

STEP #4: BE HUMAN

This is where you'll let her into your world. You'll tell her about you and your family, maybe where you're from, your personal journey (different from what you wrote in the intro) and she her why she should trust and like you.

People are afraid of people who are all uptight and secretive ... especially online. The secret to sharing just enough is thinking about how whatever you want to share enhances your ability to solve her problem. It always goes back to that. If what you're sharing doesn't connect with your ability, passion and desire to solve her problem ... leave it out.

WRITING GUIDANCE: HOW TO BE YOUR WONDERFUL SELF AND STILL MAKE MONEY

We're on to our final step. This is the fun part, too. Here you'll get to give your reader a look inside your world. Paint the picture of your personality.

Remember, it's all about her so share the things that let her see how wonderful it would be to work with you.

I'm going to let you freestyle here – so no advice on how to craft this section except this:

SHOW YOUR WORLD

If you want to show your world and give folks a look into who you are, you can do so with a relatable story or a bulleted list. If you want to give a bulleted list, stick to no more than 7 to 10 bullet points. Also, add a subheading so you transition smoothly into it.

Something like one of these:

- A little more about me
- My wild and crazy childhood
- M dancing days

Think about what you want to share and turn the most exciting, intriguing, outlandish piece into a headline.

W.E.R.K. IT NOW (WIN) TASK #5

Use all the information and scripts above to write your About Page.

When you're comfortable and excited about what you wrote, drop it in the Facebook group under WERKWEED #1 for some feedback.

WERKWEET #1 WRAP UP

And WERKweek #1 is in the history books, love! Be sure to join the [WERKplace online community here](#). This is where you can ask questions and get your weekly feedback.

Remember, my team and I will not answer questions via email, Facebook messenger, rolled up piece of paper in a bottle ... none of that. You must post your questions inside the group.

Email all written work to werktasks@gmail.com with the WERKWEET # in the subject line. Please send editable Word docs or links to Google docs only. We cannot review or modify PDFs.

ANY ASSIGNMENTS NOT SENT TO THE EMAIL ADDRESS LISTED ABOVE WILL BE COUNTED AS NOT RECEIVED.

THIS WEEK'S WIN TASKS ARE DUE BY NOON EDT FRIDAY. YOU WILL RECEIVE WRITTEN REVIEWS INSIDE THE FACEBOOK GROUP BY 5 P.M. FRIDAY, FEBRUARY 23.

NEXT WEEK'S ASSIGNMENTS ARE SHORTER AND WILL BE DUE BY 6 P.M. EDT WEDNESDAY, FEBRUARY 21 AS MENTIONED IN THE SYLLABUS.

W.E.R.K. IT NOW (WIN) TASKS

W.E.R.K. IT NOW (WIN) TASK #3

Use one of the scripts above to craft your homepage promise statement. If you've never written a promise statement before, I suggest playing around with both scripts to see which one works best for you.

Remember to keep it to a maximum of 12 words. When you're comfortable and excited about what you wrote, drop it in the Facebook group under WERKWEET #1 for some feedback.

W.E.R.K. IT NOW (WIN) TASK #4 (OPTIONAL)

Use all the information and scripts above to write body copy for your homepage. Remember to keep it to no more than 250 words. And most of all, HAVE FUN!

When you're comfortable and excited about what you wrote, drop it in the Facebook group under WERKWEET #1 for some feedback.

If you haven't completed WERKWEET #0 WIN TASKS, please do so ASAP. Those tasks form

the foundation of everything we'll discuss from here on out.

W.E.R.K. IT NOW (WIN) TASK #5

Use all the information and scripts above to write your About Page.

When you're comfortable and excited about what you wrote, drop it in the Facebook group under WERK WEEK #1 for some feedback.

WRITING RESOURCES

Grammarly: <https://app.grammarly.com/>

Headline Analyzer: <http://www.aminstitute.com/headline/>

Portent Content Generator: <https://www.portent.com/tools/title-maker>

Word Hippo: <http://www.wordhippo.com/>