

Your Home Page Worksheet

This is where your key messages homework comes in. Use the sections below to start mapping out your compelling content

Top section

This is your high impact area, use your primary benefit as your core statement, followed up by a subheadline to help your ideal clients understand the value of what you offer.

Source some good images or photos from [Unsplash.com](https://unsplash.com) or [Pixabay.com](https://pixabay.com)

Headline:

Sub Headline:

Call to action:

Intro section

Big Bold Statement

What will I get working with you???

Intro your business

In a way, that talks about the problems your clients face and what you do to solve those problems.

Call to action:

Testimonial 1.

Why you

Intro section - 3 - 5 sentence - what your problems your clients face and what you do to solve those problems.

It's an intro section but really you are spelling out what success looks like

What you offer

Service 1: key service and how you deliver results

Service 2: key service and how you deliver results

Service 3: key service and how you deliver results

Testimonial 2.

Social Proof.

Blog, affiliations, logos, awards.

Final Call to Action

Special offer, free download, an invitation to connect.