

# Your Home Page Worksheet

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

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## 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???

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## 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.