

Coaching Pro Copy Guide | About Page

[brand logo]

Home

About

Services

Contact

Section 1 - Image

Section 2 - Copy

Type of copy: This is your chance to introduce you and/or your company to your visitor. With that said, this page is more about your visitor than you!

Approximate word count: 300-500 words

Ask yourself:

- What's the change you're seeking to make, and why does it matter for your visitors?
- What exactly does your business do and how did it come to be?
- Describe a little bit about you / your brand's personality.
- Do you have a particular methodology, tool set or unique qualities?
- Can you share a cool story or anecdote that describes your brand / business and how it separates it from the competition?
- What's one specific aspect of the business that's personal to you and why do you love it?
- What existing business / company "milestones" might be relevant to your visitors?
- Do you have any favorite quotes you'd like to share that inspire you / relate to your business?

Section 3 - Sidebar

Potential modules (choose 2-4):

- CTA (i.e. request a free consultation)
- Opt-in
- Featured posts
- Search bar

Tips:

- Write conversationally.
- If bios are included on the page, don't be afraid to include personal anecdotes that readers may connect with.
- Remember who the page is really about! Always approach everything from the viewpoint of the problems you solve, and why your readers might be interested.

Potential additions:

- Social proof (accolades, testimonials, "featured on" logos)
-

Section 4 - SOCIAL area ("Connect With Us")

- Headline: 3-5 words
- Include any applicable, populated social channels

Section 5 - FOOTER area ("Contact")

- Address
- Phone number
- Email address

Section 6 - CTA area ("Request a Free Consultation")

Type of copy: Make it very clear what your visitors' next best step is. *Ask yourself:* What action do I want them to take? What do they/we need to know to make it happen? What will happen when they take that next best step?

Approximate word count: 3-5 words