

Coaching Pro Copy Guide | Services Page

[brand logo]

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Section 1 - Image

Section 2 - Intro copy

Type of copy: Share why you do what you do.

Approximate word count: 100-200 words

Ask yourself:

- What sparked your company and the services you offer?
 - What change do you incite for your visitors?
 - What makes you + how you work different than the other options your visitors have?
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Section 3 - Your offerings

Type of copy: This is where you'll tell people exactly how they can work with you. Depending on how many services you offer, you will want to rinse and repeat on the following:

Section 3.1 - How you work (Offering #1)

Type of copy: The specifics (benefits + features) of your first offering.

Approximate word count: 50-150 words

Ask yourself:

- What will my visitor be able to achieve after they've taken advantage of this offering?
- How is it delivered?
- What's required of my visitor to take advantage of it?

Please note: If you have one signature offering, word counts will increase here. If you have more, continue on.

Section 3.2 - How you work (Offering #2, if applicable)

Type of copy: The specifics (benefits + features) of your second offering.

Approximate word count: 50-150 words

Ask yourself:

- What will my visitor be able to achieve after they've taken advantage of this offering?
- How is it delivered?
- What's required of my visitor to take advantage of it?

Section 3.3 - How you work (Offering #3, if applicable)

Type of copy: The specifics (benefits + features) of your third offering.

Approximate word count: 50-150 words

Ask yourself:

- What will my visitor be able to achieve after they've taken advantage of this offering?
 - How is it delivered?
 - What's required of my visitor to take advantage of it?
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Section 4: Call to Action (CTA)

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:

- CTA: 3-5 words
 - Optional subtext: 5-8 words
 - Button copy: 2-3 words
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Section 5 - SOCIAL area
(“Connect With Us”)

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

Section 6 - FOOTER area
(“Contact”)

- Address
- Phone number
- Email address

Section 7 - 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