

COPY WRITING GUIDE

MARLEYCREATIVESTUDIOS.COM

WELCOME!

I'm so glad you downloaded my workbook. Hopefully, I can help you come up with some great copy for your website!

Before you even start to design your website, you need to start with the copy. Copy first design is how you won't spend months going back and forth redesigning your website. Once you have the words, the process is a lot simpler.

Things you'll need before you get started:

- Your ideal client
- Your brand voice
- Your mission, your vision, and your values
- A good cup of coffee or tea

I suggest whenever you feel stuck go back to your page goals and put yourself in the shoes of your ideal client. Write what they need to read not what you want to write.

Take breaks when you need to and ask a friend to help you read through your work. Writing is ultimately marketing your business. Make sure it's interesting and on-brand!

BEST OF LUCK,

Maria Gonzalez

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WEBSITE OUTLINE:

List all the pages you need.

	HOME	

MAIN GOALS:

Example: Get people to book your services

HOMEPAGE COPY

HERO SECTION:

Who are you & What do you do (or your business)?

Strong Call to Action

OPT-IN:

What are you offering in exchange for their emails? Why should they open your emails, what are the benefits?

ABOUT SECTION:

What is your clients biggest problem? What is your offer/service? How will your offer/service transform your clients problem?

HOMEPAGE COPY

TESTIMONIALS:

Here is your time to pull out your best reviews and your favorite client feedback! If you don't have any testimonials, consider sending some past clients a little questionnaire to gather feedback.

THE BENEFITS:

What benefits do your clients receive from working with you? Why is it valuable? How is it unique? Think about how your process helps them achieve their goals

CONTACT INFO & SOCIAL PROOF

Link and list your contact information

Add your instagram, Facebook, Pinterest and whatever else you use

Pro tip: Embed your instagram so the feed shows up on your page.

ABOUT PAGE COPY

PAGE GOALS:

Example: Make yourself appear as an expert or relatable

HERO SECTION:

Your mission. We (I) believe ...

ABOUT SECTION:

Long Body copy:

What did you do in the past?

What are you doing now?

What are your clients pain points?

How can you solve them?

What are your core beliefs?

ABOUT PAGE COPY

ABOUT SECTION:

You can also include personal things to show that you are human after all.

List your favorite things

Show pictures of you and your family

Include a video of your process

ABOUT PAGE COPY

CALL TO ACTION:

Finish call to action that leads your reader to another section of your website.

Example: Explore my services

SOCIAL PROOF:

PORTFOLIO PAGE

PAGE GOALS:

HERO SECTION:

Make an enticing headline

PRESENT YOUR CASE STUDIES:

On the same page or subpages

What did you do?

How did you do it?

What was the transformation?

Include images or links to show your work.

PORTFOLIO PAGE

TESTIMONIALS:

CALL TO ACTION:

SERVICES PAGE

PAGE GOALS:

HERO SECTION:

What is your offer and how will it change your clients lives

LIST YOUR SERVICES

Have 2-3 options to choose from and list their details

SERVICES PAGE

CONTACT INFORMATION:

Offer a freebie to encourage them to contact you

CALL TO ACTION:

THANK YOU

Thank you for making it this far! I hope you got some good ideas out of this guide.

Here is a little tip for you. No matter how many workbooks you do or how many programs you join, the writing isn't going to do itself. You need to put in the work and be honest with yourself about your efforts.

Write it. Revise it. Put it away. Write it again. and revise it 100 more times. I won't ever feel perfect but it will get easier and easier to write in your authentic voice.

Good luck with your writing! Send an email to let me know how it went at maria@marleycreativestudios.com or find me on Instagram [@marleycreativestudios](https://www.instagram.com/marleycreativestudios).

Once you finish your copywriting if you need help with your design and build, shoot me a message and we can start on your website right away!



KIND REGARDS,

Maria Gonzalez