



Website Copy Templates

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Headline:

I Help [Name of Target Market] Write [What You Do] That Helps Them [Benefit]

Body Copy:

[Target Market] struggles with [challenge related to finding a great writer]. Finding a writer who understands the nuances of [something related to this market] is a challenge. Even harder is finding a writer who can [something else you bring to the table].

That's where I can help. My name is [your name], and I help [target market] write marketing copy and content that [benefit you stated in the headline].

Unlike most other writers, I [your core differentiator]. Which means I can [why your core differentiator matters].

Learn more about how I could help you. Or contact me to discuss your next project.

(See next page for Home page copy example)

Headline Example:

**I Help Healthcare Companies Write Marketing Materials
That Connect with Patients and Healthcare Providers**

Body Copy Example:

Healthcare marketers often struggle to find dependable writers who already have relevant healthcare experience. Finding a writer who understands the nuances of the ever-changing healthcare landscape is difficult. Even harder is finding one who also has real-world experience with healthcare delivery technology and electronic health records.

That's where I can help. My name is John Smith, and I help healthcare companies write marketing copy and content that enables you to connect with patients and healthcare providers.

Unlike most other writers, I have 21 years of experience as a nurse and nurse educator. I understand the intricacies of healthcare delivery, patient experience and electronic health records. This means I can hit the ground running and produce copy and content that will resonate with your intended audience.

Some good examples:

www.robynkurdek.com

www.trcwilson.com

www.catchcustomers.com

Home

**Why Me/
About Me**

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Testimonials

Headline:

Start with a straightforward headline such as “Why Should You Work With Me?” or a headline that distills your core difference in an elegant way. Or two or three sentences of problem/solution copy that positions you as the ideal choice.

Body Copy:

Next, in two or three sentences, set the stage for the differentiators you’re about to touch on. You can do this by summarizing the overall advantage of working with you as opposed to working with a generalist writer.

Differentiator #1 Sub-headline

Copy explaining this differentiator...

Differentiator #2 Sub-headline

Copy explaining this differentiator...

Differentiator #3 Sub-headline

Copy explaining this differentiator...

Differentiator #4 Sub-headline

Copy explaining this differentiator...

Some good examples:

www.jmb-communications.com/index.php/why-me-again

www.jeannenoorman.com/about

www.jeremymcabee.com/whyme

www.copymehappy.com/why-me

www.dondicicco.com/index.php/about-me

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Testimonials

Headline:

Keep it simple. “Services” works just fine as a headline.

Body Copy:

Start off by introducing your services briefly and reminding the prospect what makes you different. (That’s something you’ll want to continue to do throughout the site, not just on the Home page and Why Me page.)

List the basic services you provide and, if needed, a brief description of each. By “brief” I’m talking about one or two sentences. That’s it.

Ultimately, you’re trying to speak to a prospect who already understands the value of these services. So don’t go into long explanations of what these marketing pieces are and why they’re so valuable.

Some good examples:

www.trcwilson.com/services

www.copymehappy.com/services

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Testimonials

Headline:

“Writing Samples” or “Portfolio” are good choices for a headline on this page.

Body Copy:

Re-emphasize what makes you different and/or the target market you focus on. Then invite the reader to check out some of your samples below.

[**Sample #1** Thumbnail Image or Hyperlink]

[**Sample #2** Thumbnail Image or Hyperlink]

[**Sample #3** Thumbnail Image or Hyperlink]

You may also want to add a very brief (two or three sentences) description underneath each thumbnail image. Providing this kind of context can help the reader understand whom you wrote it for and how it was used (or how well it worked, if appropriate).

Some good examples:

www.dondicicco.com/index.php/samples

www.jeremymcabee.com/work

www.trcwilson.com/samples

www.jmb-communications.com/index.php/samples

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Testimonials

Headline:

“About Bill” or “About Me” are good choices. But so could something like “Industry Experience” or “Professional Background.”

Body Copy:

Next, in two or three sentences, highlight your experience or track record, emphasizing the overall advantage of working with you (as opposed to working with a writer who doesn't have your experience in this target market).

Then launch into either one or two anecdotes that prove this, or list your experience and achievements, adding some commentary as appropriate.

Some good examples:

www.jeremymcabee.com/bio

www.catchcustomers.com/about

www.trcwilson.com/about

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Testimonials

Headline:

You can keep it simple and use “Testimonials” as your headline. Or you could go with “What Clients Are Saying.” Or “What Others Have to Say” (a good choice if your testimonials are recommendations you’ve received on LinkedIn).

Some good examples:

www.jeremymcabee.com/testimonials

www.jeannenorman.com/testimonials

www.dondicicco.com/index.php/testimonials