



Website Copy Pat Down

Make your website copy stand out and sell more

by Jacq Fisch

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what is this thing?

You know you're a pretty decent writer, but you really need to know—is it any good?

Is your story compelling? Are you rambling?

You know your website is an important part of your professional branding strategy, but you can't keep pouring more hours and energy into writing copy.

Besides, you've got clients to serve or stuff to sell, and you need to get out there and start making money.

This little guide will help you write your website from start to finish.

Whether you're just getting started or you're already on your tenth rewrite.

This simple little booklet contains all the advice I share with private ghostwriting and coaching clients.

Yes, you CAN write your website!

Let's go!

your website isn't about you



Well, it *is* technically about you. But your potential client only cares about your story how it relates to them. People are selfish. This isn't bad. We all just like reading about ourselves.

The trick with your website copy is to clearly communicate what you do in your client's exact words. You're going to talk about what you can do for your reader by speaking directly to them.

Before we dive into what needs to go on each of the main pages of your website, first you need to speak your people's language.

How to do it:

1. Pull up a blank document and call it "client words."
2. Next, write down every word prospects and ideal clients say to you. These are the words they say when they're complaining about their problems to their friends, what they say they want, and what keeps them staring at the clock at 2:00 am.
3. Review and update these words every time you have a client interaction.
4. Then use these words and expressions every time you write anything for your website or social media.

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your home page has one job

And that's to let readers know they're in the right place.

Unless readers land on your website from a blog post or one of your offers, the homepage is going to be what they see first.

Your home page or landing page is the curb appeal for the rest of your website. If your door handle is hanging off, your grass is overgrown with weeds, and you have a Halloween welcome mat in July, visitors will leave thinking, "This must be the wrong place."

Tell them they're in the right place to encourage them to stay a while.

Your home page should include:

- Your opt-in for your email newsletter (if you have one) with a compelling invitation to sign up that's not, "Hey, join my list!" No one cares about being on your list. They care about what they get.
- Tell them what they'll get, how often, and how their life will be better for handing over their email address
- What you do, who you help, how you help them, and the results they'll get from working with you
- Tell them what to do! Don't leave them awkwardly hanging out in your foyer. Tell them to read your blog, grab a freebie, send you an email, learn about how to work with you, or whatever else you want them to do.

your about page

Your next most popular page on your website is your about page. Once your reader decides they're in the right place, they want to know who you are.

The goal of your about page: Build trust by telling your story.

If you're writing your website from scratch, write this page FIRST. You'll get some great word nuggets that you'll use on your landing page saving you from tears of frustration splashing on your keyboard.

Before diving into your story, write about your reader. Do this by crafting a few "you" statements based on how your reader is feeling right now.

"You're sick of writing and you just wish someone would do it for you."

"You just wish someone would tell you what to write."

"Writing about yourself is so freaking hard!"

You want your About Page to stand out



When you read a business owner's bio, sometimes you're impressed—maybe they made you giggle, spit out your coffee, or even offended you slightly.

This is a good thing. Their writing caused a reaction. And when it comes to your writing, your goal is to get a reaction out of your readers—you just need to figure out what kind you want.

These are the writing prompts I use with my clients to help them shape their about pages into works of art that they can't wait to show off.

Use these questions to help you brainstorm:

1. What did you use to believe to be true about your industry?
2. What do you believe today?
3. Why do you do this work?
4. What lights you up?
5. What makes you angry about your industry?
6. How do you feel when you sit down to work each day?
7. Did you have a sh*tty moment, low point, or A-HA moment that brought you to where you are today?
8. What experiences do you have that make you incredible at your job?
9. What do clients constantly compliment you on?
10. What are people always asking you for advice on?
11. What's your theme song for your life right now?
12. What would people be surprised to know about you?

With your brainstorm ready, you can take the highlights and consider what pieces of your story apply to your audience and how that relates to how you help clients in your business.

Take them on a journey through your A-HA moments.

You only need to tell the stories that are relevant to how you came to do what you do today and why it matters.

Sometimes clients ask me why their readers need to know details about their lives. Well first, know that they don't. Only write about the particulars you're

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comfortable sharing. Sharing pieces of your journey with your readers helps them spark a connection with you and is an important step in learning to trust you as an authority in your industry.

Your about page is a way for you to stand out in a sea of third-person, acronym and jargon-filled bios and a fun way to show off who you are and what you stand for.

End your story with another call to action.

What should your reader do now that they just read your story? Just like your landing page, tell them precisely what to do. You could ask them to sign up for your newsletter, read your top blog posts, buy your stuff, or pencil their name in your calendar.

Tell them exactly what you want them to do.

Optional stuff you can include on your About Page

A [manifesto](#) is a fun way to share a bunch of random facts and highlight what you believe.

Professional bio if you'll be on other blogs or podcasts. This will be a few short paragraphs, written in the third person that someone can easily cut and paste from your website. Saving the question, "Can you send me your bio?"

Depending on your industry you may need to prove that you have some credentials. List your certifications if your clients care about these. Usually, you can compile them in a bulleted list near the end of your About Page.

sell your stuff

Now you get to sell your thing!

While your landing page and about page are important, your sales page is the last step before bringing dollars into your bank account. This means you'll spend the most time writing and editing your offer copy.

You know that what you have to offer your clients is pretty kickass. You pour your heart and guts into serving every client. Or maybe you know your digital product, soap, natural deodorant, or live speaking changes lives.

As you slide up to your laptop to try to find the right words to describe whatever it is you're offering to get it to stand out, you're lost for the right words.

How do you describe this thing?

Uh, I'm really smart, and I've created this amazing thing, so um... buy it, okay?

Those might not be the actual words you'd use, but maybe it feels that way in your head.

Selling your services or your products doesn't need to feel salesy or slimy.

Think about your offer as you serving your audience. Selling is helping.

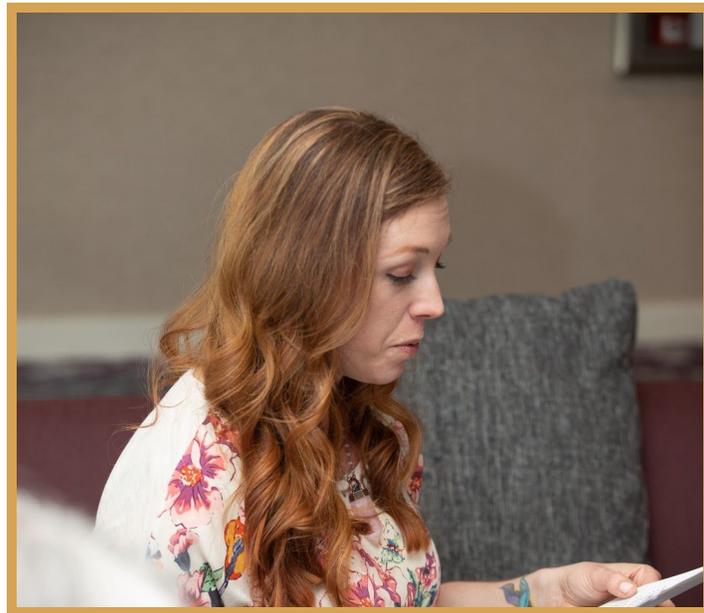
Once you understand what goes into a sales page and tap into your customer's language, it gets so much easier. And dare I say, fun?

Most importantly, they sell!

And I'm guessing that's what you want, too.

Your sales page needs 4 components:

1. Pain - what's their big problem?
2. Pleasure - what do they secretly crave?
3. Why you're the one to help them - who are you and who do you help?
4. What they get - Why working with you is the bomb.com.



Writing prompts for your sales page

1. Pain

Here you'll describe how your prospects feel using the *exact words* they use to describe their problem at the point when they're ready to look for help. Remember that file of client language you were going to create in the first section? Refer back to that.

1. How is your prospect feeling right now?
2. What do they Google when they're looking for solutions to their problem?
3. What do they say to their friends after two and a half glasses of wine to describe their problem?

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4. How does the problem make them feel?
5. Are other parts of their lives are affected now? How much does it suck?
6. What sucks about this problem?
7. How do they feel when they're in the middle of their problem?

2. Pleasure

Now that you've described your prospect's pain in all its glory, pretend they no longer have the problem. Poof! The problem is gone!

1. What does their life look like without their problem?
2. How do they feel without their problem?
3. What can they look forward to now?
4. What feels amazing with this problem totally gone?
5. What other areas of their lives are better now?
6. Looking back on all of the pain they were feeling earlier, how does each part feel now?

3. Why you're the one to help them

Keep this to a just a few sentences and relevant to your prospect where they are when they're spinning in the cyclone of their problem.

1. Why should they listen to you? Have you been there before?
2. How can you show them that you understand their shit sandwich?
3. Who do you work with? These are your favorite people that you can also deliver amazing results to.

4. What they get

Now that you've described their personal brand of pain, what pleasure could look and feel like, and why you're the one to trust, tell them what they get. Leave out your 12-step process here unless they're specifically shopping for a 12-step process.

1. WIIFM? What's in it for me?
2. What will your customers get?
3. What tactical components do your clients get?
4. How will their lives be improved?
5. What can they do now?
6. In their words, what do they say they want? Show them how they get it.

What to do with your sales page brainstorm

With your brainstorm ready, you can arrange the best of each area into a sales page. You'll also add essential offer components like a great name, the price (generally if less than \$10,000), and what steps they'll take when they're ready to work with you.

Just like on all the other pages of your website, tell them the steps they need to take next to work with you or buy your product. You might think it's obvious (and it probably is). Pretend they need hand-holding. Making their life easier will make them grateful to you. Make it easy for customers to give you money!

This is also a great place to feature testimonials of people who have bought your thing. Feature those stories right here on the page!

who wrote this thing?



Hi! It's me, **Jacqueline Fisch**! Call me Jacq. (Sounds like "Jack.")

Did you like these unborning ways to give your entire website a friendly pat down?

I'm a copywriter, strategist, and writing coach for kickass entrepreneurs who want to sound human and sell more (because humans buy from humans).

I help them ditch the jargon so they can relate to and connect with their perfect clients using engaging online copy that sells.

Before launching my writing and coaching business, I spent 13 years working in corporate communications and management consulting.

Today, I've collaborated with 200+ clients ranging from Fortune 500 companies, the US government, tech startups, life and business coaches, medical professionals, therapists, sports coaches, and creative solopreneurs.

I get excited about helping entrepreneurs drop the fussy writing and jargon and instead communicate authentically, letting their personality shine through, and always in the simplest way possible.

I live near Chicago, (though Canada is my home and native land) with my husband, two spirited little kids, a dog, no houseplants, and most of my sanity.

Learn more at jacquelinefisch.com or say hello at hi@jacquelinefisch.com!

what to do next

If you enjoyed this little book, share it with someone who needs a little website copy pat-down of their own. Or keep it all to yourself. Or go outside. Or write a letter. Or [sign up for fun updates](#) (like this one!) from me. Or learn about the private [Write Like A MOFO Community](#) where you can take part in 3-hour writing marathons (they're so fun) and get on-demand feedback on your writing to keep you moving.

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