

Copywriting Workbook

Below you will find instructions on how to use ChatGPT to customize your Website Template's Copy to pair with your business. Follow the steps below using the copywriting outline that is written below these instructions and watch Chat GPT create your brand-new website copy in seconds!

Step 1: Open Chat GPT (create an account if you haven't already)

Step 2: Start a new chat and type in the following prompt

"In a minute, I am going to ask your help adjusting the website copy below to fit my business. Please take a minute to review before we begin. " [paste in website copy found below]

Step 3: Type in the following prompt:

"If I wanted you to customize all of this information to a specific client or business, so that there were no brackets [] remaining, what would you need to know from me?"

Step 4: Answer all the questions provided by ChatGPT as thoroughly as you can.

Step 5: Update all of the copy on your website accordingly!

Step 5a: If you notice any sections missing from ChatGPT's response, try asking:

"Redo the above but using this outline exactly: [paste in website copy found below]"

Copywriting Outline

HOME PAGE

Chicago, IL Wedding + Portrait Photography
Capturing your moments as they are.

Button: Get Started

featured logos go here - wedding wire, the knot, brides, etc

Real moments, real emotions, real people.

I'm here to help preserve the moments of your real life. Gouda chalk and cheese goat rubber cheese cottage cheese feta taleggio fondue. Goat macaroni cheese the big cheese stilton

cheese and biscuits. Cow cheesecake bocconcini. Brie cheddar brie blue castello cheese and biscuits melted cheese cheeseburger cheesecake.

Button: Services

Free Guide

The Ultimate Wedding Planning Checklist

Planning a wedding isn't easy. Thankfully, I've had 5+ years of experience working with couples and have compiled all my favorite do's and don'ts into this one list!

Button: Download Here

"An amazing and heartfelt testimonial about your business will go here.

Cheese triangles hard cheese squirty cheese bavarian bergkase camembert de normandie pepper jack camembert de normandie stinking bishop. Mozzarella cheesy feet gouda cheesy feet cow cheese and wine." - Client Name | 2022 Wedding

Button: View the Gallery

Weddings

Cow cheesecake bocconcini. Brie cheddar brie blue castello cheese and biscuits melted cheese cheeseburger cheesecake. Mascarpone cheesy grin cream cheese boursin mascarpone pecorino manchego dolcelatte. Queso jarlsberg.

Button: Learn More

Portraits

Blue castello cheese and wine cottage cheese pecorino cauliflower cheese cheese strings airedale stilton. Port-salut dolcelatte jarlsberg ricotta the big cheese.

Button: Learn More

The Portfolio

We love love. And we love capturing your love.

Button: Explore the Portfolio

Behind the lens

Hi, I'm Zoe!

Here's where you'll write a shortened version of your About section. Tell us just enough that we'll want to click on it to learn more. Bocconcini rubber cheese lancashire. Caerphilly melted cheese cheesy grin the big cheese chalk and cheese cheeseburger red leicester rubber cheese.

Cheese triangles hard cheese squirty cheese bavarian bergkase camembert de normandie pepper jack camembert de normandie stinking bishop. Mozzarella cheesy feet gouda cheesy feet cow cheese and wine.

Button: Meet Zoe

ABOUT PAGE

About Me

Hey there! I'm Zoe.

Photographer, Wife, Hopeless Romantic, Enneagram 2

Bocconcini rubber cheese lancashire. Caerphilly melted cheese cheesy grin the big cheese chalk and cheese cheeseburger red leicester rubber cheese.

Cheese triangles hard cheese squirty cheese bavarian bergkase camembert de normandie pepper jack camembert de normandie stinking bishop. Mozzarella cheesy feet gouda cheesy feet cow cheese and wine.

Fromage smelly cheese blue castello. Ricotta queso croque monsieur cheese slices red leicester fromage pecorino stilton. Boursin cheesy feet cheese and wine fromage frais swiss who moved my cheese everyone loves emmental. Hard cheese halloumi pepper jack cheese strings jarlsberg.

Bold statement about your business and your photography style goes here. This could also be a quote that you live by and reflects your brand's story.

Button: The Portfolio

My Favorite...

Book

Anything by Colleen Hoover. Bonus points for love stories with happy endings.

Vacation Spot

Beach or bust. Relaxing with a sugary drink with the ocean in view is my true happy place.

Meal

Chocolate is a meal....right? I won't let you tell me otherwise.

Wedding Trend

Selfishly, I love the bridesmaids in different colors & dresses. It makes for great photos!

Enough about me, let's talk about YOU.

The couples and families I work best with are those:

- Looking for someone to capture the realness and rawness of their life and their wedding day
- Dreaming of a [insert style of your photography here] photography style - that's really what I'm all about!
- Another thing about what your target audience is like goes here
- Maybe we can include one last thing here if you're feeling really passionate

Button: Let's Work Together

SERVICE PAGE

Ways We Can Work Together

Headline about your photography and editing style can go here.

Dolcelatte danish fontina halloumi. Cheese and biscuits jarlsberg emmental brie the big cheese cow croque monsieur airedale. Cheesy feet roquefort cheddar melted cheese ricotta blue castello red leicester macaroni cheese.

Boursin cheese and wine airedale. Squirty cheese manchego paneer blue castello lancashire stinking bishop who moved my cheese cheese and biscuits. Blue castello cheese and wine cottage cheese pecorino cauliflower cheese cheese strings airedale stilton. Port-salut dolcelatte jarlsberg ricotta the big cheese.

Wedding Photography

Describe your wedding photography here - we'll link to the full page with the button below so this just to give a brief background. Blue castello cheese and wine cottage cheese pecorino cauliflower cheese cheese strings airedale stilton. Port-salut dolcelatte jarlsberg ricotta the big cheese.

Button: Let's Capture Your Big Day

Portrait Photography

Describe your portrait photography here - we'll link to the full page with the button below so this just to give a brief background. Blue castello cheese and wine cottage cheese pecorino cauliflower cheese cheese strings airedale stilton. Port-salut dolcelatte jarlsberg ricotta the big cheese.

Button: Tell Me More

Family Photography

Describe your family photography here - we'll link to the full page with the button below so this just to give a brief background. Blue castello cheese and wine cottage cheese pecorino

cauliflower cheese cheese strings airedale stilton. Port-salut dolcelatte jarlsberg ricotta the big cheese.

Button: Gimme the Deets

“An amazing and heartfelt testimonial about your business will go here.

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Button: View the Gallery

INDIVIDUAL SERVICES PAGE

Wedding Photography

Short catchy one-line description of this service will go right in here!

A more full description about your WHY will go in here. This page can be duplicated for all of your photography types! Bocconcini rubber cheese lancashire. Caerphilly melted cheese cheesy grin the big cheese chalk and cheese cheeseburger red leicester rubber cheese. Cheese triangles hard cheese squirty cheese bavarian bergkase camembert de normandie pepper jack camembert de normandie stinking bishop.

Some of our best work
portfolio images go here
Button: Show Me More

The memories that will last a lifetime

Basic Wedding Package

\$3,000

What's Included:

- 8 hours of wedding day coverage
- Complimentary 60-minute engagement session
- Assistance with wedding day timeline and scheduling
- Access to our expert wedding planning guides
- 150 edited images that perfectly capture your day
- Online gallery of images
- 24-hour sneak peeks!

Book: Inquire About Availability

Complete Wedding Package

\$5,000

What's Included:

- 10 hours of wedding day coverage
- Second shooter
- Complimentary 90-minute engagement session
- Assistance with wedding day timeline and scheduling
- Access to our expert wedding planning guides
- 150 edited images that perfectly capture your day
- Online gallery of images
- 24-hour sneak peeks!

Button: Inquire About Availability

How We Work with Couples

Step 1: We Meet

Not as cute as meeting your boo, but we'll meet for coffee or virtually on Zoom for an initial discussion where I can learn about you, your partner, and the vision for your wedding date!

Step 2: Save Your Date

If all looks good and you're ready to move forward, I'll send over a contract and invoice which will secure your date!

Step 3: Engagement Session

FREE and included in all our wedding day packages. We'll schedule it with plenty of time to get those Save the Dates in the mail

Step 4: Wedding Planning

I'm here for you throughout the wedding timeline planning process and can help advise on how long certain things should take.

Step 5: You Put a Ring On It

It's the BIG DAY! I'll be there for 8-10 hours depending on your package and capture all the moments.

Step 6: The Photos

What you've been waiting for! The final photos are delivered to your inbox. You'll get sneak peeks within 24 hours of your wedding, and the full gallery delivered 8 weeks later.

Button: Get In Touch

A STANDOUT SENTENCE FROM THE TESTIMONIAL BELOW

"The full testimonial will go here. Swiss parmesan parmesan. Croque monsieur dolcelatte cheesy feet hard cheese cauliflower cheese port-salut boursin red leicester."- Client Name, Business Name

Button: Portfolio

Meet your photographer

Hi, I'm Zoe!

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Button: Meet Zoe

A final impactful statement about your offer should go right here.

Button: Let's Get Started

BLOG PAGE

Welcome to the Zoe Blog

Tell us a little about what they'll find in your blog. Cheese triangles hard cheese squirty cheese bavarian bergkase camembert de normandie pepper jack camembert de normandie stinking bishop.

Alex & Sarah's Wedding Day Recap

Top Spots in Chicago for Engagement Sessions

Wedding Day Photography Checklist

5 Poses for Your Wedding Day

FREEBIE PAGE

Free Guide

The Ultimate Wedding Planning Checklist

Planning a wedding isn't easy. Thankfully, I've had 5+ years of experience working with couples and have compiled all my favorite do's and don'ts into this one list!

Button: Download Here

CONTACT PAGE

I'm so excited you're here!

Please complete the form below and I'll be in touch in 24-48 hours to discuss next steps.

Frequently Asked Questions

- How many photos are delivered in a Wedding Package?
 - Answer to this question goes here. Write it in a sentence format that clearly and completely answers the question. You can also link to other pages where they could find more information
- Do you offer Engagement Sessions?
 - Answer to this question goes here. Write it in a sentence format that clearly and completely answers the question. You can also link to other pages where they could find more information
- When is payment due?
 - Answer to this question goes here. Write it in a sentence format that clearly and completely answers the question. You can also link to other pages where they could find more information
- Keep in mind nobody reads websites, they skim websites, so it's okay to have a question here that is answered somewhere else on your website?
 - Answer to this question goes here. Write it in a sentence format that clearly and completely answers the question. You can also link to other pages where they could find more information

PRICING PAGE

Pricing and package details

Basic Wedding Package | \$3,000

- Short bullet point on what is included
- Short bullet point on what is included
- Short bullet point on what is included
- Short bullet point on what is included

Button: Wedding Packages

Complete Wedding Package | \$5,000

- Short bullet point on what is included
- Short bullet point on what is included
- Short bullet point on what is included
- Short bullet point on what is included

Button: Wedding Packages

Portrait Photography Package | \$PRICE

- Duplicate this section for any other session types you may offer
- Include all the details they'll need to know
- Don't forget to link to the right page with the button below

Button: Session Details