

💡 Pssst. Head to **File > Make a copy** so you can edit this doc, use the copy prompts, and add this doc to your own Google Docs.

📌 A note from us:

Welcome to the Page Layout Library! 🎉📐

The purpose of this resource is to help you avoid "blank page paralysis" when it comes to spinning up new pages for your website! We've designed for you 10 different page layouts across four categories: Home Pages, About Pages, Landing Pages, and Sales Pages.

Please note: These layouts are NOT meant to be design files.

They are static images with examples of what sections of content and copy to include on each page. We've thought through the strategic placement of the sections, but you should feel free to only use these as *suggestions*. **You can add more sections, take some away, and remix them however you see fit.** They are just meant to give you a place to start! You'll see each layout also comes with a "branded" version of the layout so you can see how the wireframes come to life when you add your images and brand elements.

Along with every layout image, **we've given you copywriting prompts as well** with each section so if writing copy is not your forte, this should give you a massive leg up!











Hope you enjoy it, and feel free to share with us any completed website pages based on these layouts over in Slack!

- Jason and Caroline 👤👤

Table of Contents

You can use the Table of Contents links here to jump to each page layout. We break down the layout by section and offer up copy prompts so you can adapt the design to your own business and write your own copy!

Look for the “Your copy here! 📝” sections throughout the doc—that’s where you can type your own copy!

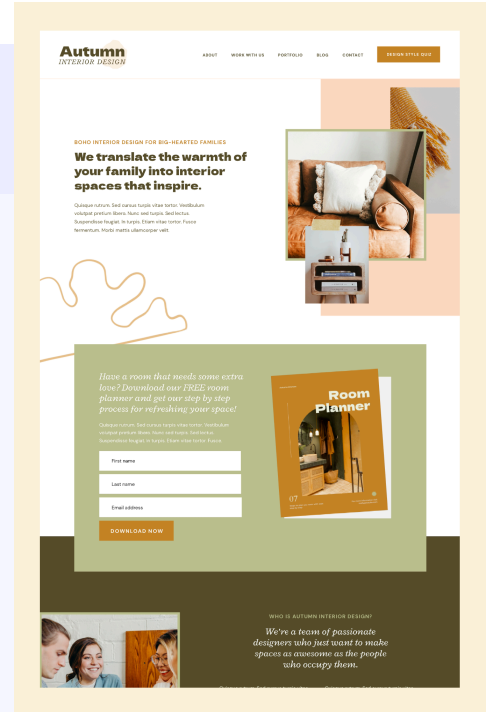
	<u>Home Page #1 - Shorter</u>
	<u>Home Page #2 - Longer</u>
	<u>About Page #1 - Solo Biz</u>
	<u>About Page #2 - Team Biz</u>
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Home Page #1 – Short Marketing Bridge Focus

WHO IT'S FOR:

This home page layout is ideal for your business **if your primary objective is trying to get email signups**. It is designed to have just enough information to give your visitor a clear idea of what your business does, but the focus is on getting them to your marketing bridge—whatever that may be. Your email signup could be a lead magnet PDF, a free video workshop, a private free Teachery course... the possibilities are endless. Just be sure to make it extremely clear what the problem is that your free offer is solving!

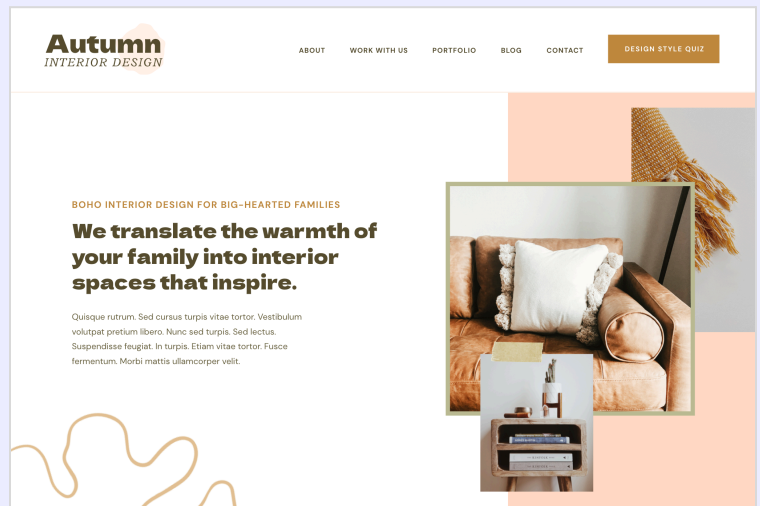


Home Page #1 - Marketing Bridge Focus

BY SECTION:

Headline + Hero Graphic

This first section is all about grabbing your visitor's attention and communicating to them they are in the right place. Below is the template copy if you want to use that as a starting point to write your own.



Copy Template:

[Your Two-Word Tango] for [Your Audience]

A benefit statement or quick headline to grab your audience's attention.

(You can also add a few sentences of paragraph text if you feel like you need more context for what you do or how you help your audience.)

Your copy here! 🖋️

Example ➡

Boho Interior Design for
Big-Hearted Families

**We translate the warmth of
your family into interior
spaces that inspire**

Example ➡

Online Courses for Yoga
Instructors

**Helping you get more yoga
students using digital
marketing**

Marketing Bridge Callout

The marketing bridge section is the focal point of this layout. You really want to write copy that compels someone to get on your email list. Think about what free resource you can offer to your visitor and what problem it solves. Then you want to make that problem & solution clear in your headline and body copy. You also want a visual or mockup of whatever free resources they'll be getting when they opt-in.

Have a room that needs some extra love? Download our **FREE room planner** and get our step by step process for refreshing your space!

Quisque rutrum. Sed cursus turpis vitae tortor. Vestibulum volutpat pretium libero. Nunc sed turpis. Sed lectus. Suspendisse feugiat. In turpis. Etiam vitae tortor. Fusce.

First name

Last name

Email address

DOWNLOAD NOW

Room Planner

07

Copy template:

What's a quick problem your marketing bridge solves?

Write a compelling headline that expresses that here.

Use the corresponding paragraph text to explain what happens when they sign up. They'll receive your free resource and then be added to your email newsletter. How often can they expect to hear from you and what does your newsletter talk about?

Your copy here! ✍️

For the interior design agency example ➡️:

Have a room that needs some extra love? Download our FREE room planner and get our step-by-step process for refreshing your space!

When you sign up, you'll get our 10-page Room Planner PDF which will help you completely re-imagine a room in your space that needs an overhaul. You'll also be signed up for our Tuesday newsletter, *Homes With Heart*, where we share interior inspiration and quick ways for you to bring more personality and warmth to your space.

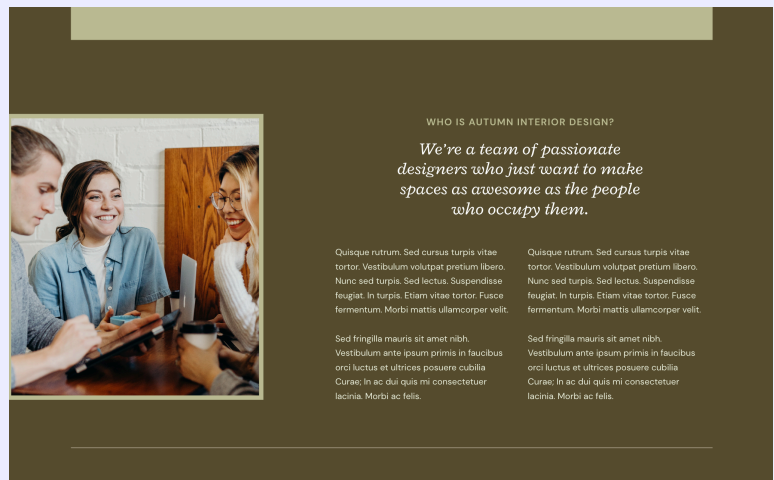
Example ➡

Are you an online yoga instructor who is having trouble filling your virtual classes? Get my free guide: 30 Online Marketing Ideas for Virtual Yoga Instructors!

This guide will give you 30 different ideas for finding new virtual students. You'll also be subscribed to my weekly email newsletter every Sunday called *Digitally Centered* where I offer digital marketing tips for running a virtual yoga studio.

More Context About You

Finally, this section is optional, but if you're feeling limited by the short length of the marketing bridge-focused layout, you can use this section to add more context about you and the humans behind the business. You could talk about your mission as a business, your backstory, or why you want to help your audience. The purpose of this section is to connect with a website visitor and allow them to get more context around what you're about, making them all the more likely to sign up for that marketing bridge.



Copy template:

WANT TO KNOW MORE ABOUT US?

[Write something here that makes it clear

Your copy here! 📝

what you'll be talking about in this section.]

We're a team of passionate [blanks] that just care about... [Write a headline about what you're passionate

Use the corresponding paragraph text to tell your story, share about your business or explain why you are passionate about helping your audience.

For the interior design agency example →:

WHO IS AUTUMN INTERIOR DESIGN?

We're a team of passionate designers who just want to make spaces as awesome as the people who occupy them.

We believe design is not just frivolous or for aesthetic purposes. We know first-hand how much your environment plays a role in the way you feel every day and the memories you make. As life gets busy, we know that many other tasks and priorities start to take precedence over cultivating an interior you love. But our agency aims to solve that problem for you! We want to make gorgeous design EASY for you and turn your interior daydreams into a reality—minus the headaches. Decor, furniture, paint colors... these are the things we deal in each day, but it's never about those things deep down. Instead, it's about the *people* and the families we get to help. When we can translate the warmth and richness of your family unit into a design that feels just as full and beautiful, that's when we know we've done our job well.

And another simple example for a digital marketing consultant who helps yoga instructors →:

WHY DO I LOVE DIGITAL MARKETING?

I'm passionate about using the latest online tools to expose yoga to more people because yoga changed my life.

I worked for many years as a digital strategist for several marketing agencies. I loved my job, but I found myself overworked and burnt out. It wasn't until I started practicing yoga that I found a deep peace and more balance in my life. Now I want to take everything I know about marketing businesses online and help the people that have made a profound impact on my life: yoga instructors like you!

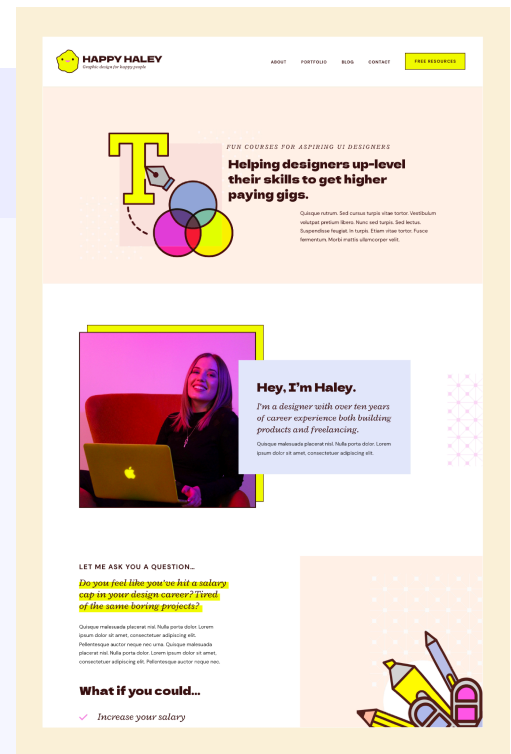


Home Page #2 – Longer with Offers & a Marketing Bridge

WHO IT'S FOR:

This home page layout is ideal for you if **you're a newer business and you want more real estate to communicate who you are and what you can do to help your audience.** This layout works for a products-based business who wants to highlight their offers right on the home page OR it can work for a service-based business who wants to highlight their services directly on the home page.

Remember, with a longer home page you want to tell a story to your visitor. You want to make it clear what benefit your business offers and how you deliver that benefit (online courses, products, services, etc.)



The image displays two versions of a landing page for 'Happy Haley', a design coach. The left version is a vibrant, colorful design, while the right version is a minimalist, grayscale design. Both versions follow a similar layout structure, including a header with navigation links, a main headline, a sub-headline, a list of benefits, a section for expanding design skillset, a video series sign-up form, and a footer with social media links.

Left Design (Colorful):

- Header:** 'HAPPY HALEY' logo, navigation links (ABOUT, TESTIMONIALS, SERVICES, CONTACT), and a 'FREE RESOURCES' button.
- Main Section:** A large headline 'Helping designers up-level their skills to get higher paying gigs.' with a sub-headline 'I'm a designer with over ten years of career experience both building products and freelancing.' and a list of benefits (Increase your salary, Get promoted to cooler projects, Have fun while honing up your skills).
- Section 2:** 'Let me help you by expanding your design skillset.' with two options: 'DESIGNER' (UI Design 302 Course) and 'ADVANCED' (Illustrating Advanced Concepts Course).
- Section 3:** 'Want to get started for FREE? Get my free 3 video series, 12 Career Smoothies by dropping your email!' with a sign-up form.
- Footer:** 'FOLLOW ME ON WHATSAPP/INSTAGRAM!' with social media links and a 'Copyright © 2019 Happy Haley' notice.

Right Design (Grayscale):

- Header:** 'Page Layout Library' logo, navigation links (ABOUT, SERVICES, BLOG, CONTACT), and a 'FREE RESOURCES' button.
- Main Section:** A large headline 'Helping my target audience to do this to get this benefit.' with a sub-headline 'I'm a blank with some experience you should know about.' and a list of benefits (Increase your salary, Get promoted to cooler projects, Have fun while honing up your skills).
- Section 2:** 'Let me help you gain this benefit by doing this thing I do.' with two options: 'DESIGNER' (UI Design 302 Course) and 'ADVANCED' (Illustrating Advanced Concepts Course).
- Section 3:** 'Want to get started for FREE? Get my free 3 video series, 12 Career Smoothies by dropping your email!' with a sign-up form.
- Footer:** 'FOLLOW ME ON WHATSAPP/INSTAGRAM!' with social media links and a 'Copyright © 2019 Happy Haley' notice.

The image displays a series of 15 grayscale wireframe designs for a landing page, arranged in a grid-like fashion. Each wireframe represents a different stage or concept in the design process, showing the layout of text, images, and interactive elements.

Wireframe 1 (Top Left): Shows a header with a logo, navigation links (HOME, ABOUT, BLOG, CONTACT), and a main headline: "Helping my target audience to do this to get this benefit". Below the headline is a sub-headline: "I'm Blank." and a call-to-action: "I'm a blank with some experience you should know about."

Wireframe 2 (Top Right): Similar to Wireframe 1, but with a different layout for the sub-headline and call-to-action.

Wireframe 3 (Middle Left): Features a section titled "LET ME ASK YOU A QUESTION..." followed by a paragraph: "Is this a problem you know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 4 (Middle Right): Similar to Wireframe 3, but with a different layout for the bullet points.

Wireframe 5 (Bottom Left): Features a section titled "ALL THAT IS POSSIBLE, THAT'S WHERE I COME IN!" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 6 (Bottom Right): Features a section titled "Let me help you gain this benefit by doing this thing I do." followed by a paragraph: "CHOOSE THE OPTION BELOW THAT SUITS YOU BEST!". Below this are two large rectangular boxes, each containing a placeholder image and a caption: "LORDS IPSON" and "LORDS IPSON".

Wireframe 7 (Bottom Center): Features a section titled "Winners get started for FREE!" followed by a paragraph: "Get my free 3 video series (value of \$999), by dropping your email!". Below this is a form with fields for "First Name", "Last Name", "Email Address", and a "SIGN UP" button.

Wireframe 8 (Bottom Right): Features a section titled "This is another service or offer if I have more than one" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 9 (Bottom Left): Features a section titled "FOLLOW ME" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 10 (Bottom Right): Features a section titled "FOLLOW ME" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 11 (Bottom Center): Features a section titled "FOLLOW ME" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 12 (Bottom Right): Features a section titled "FOLLOW ME" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 13 (Bottom Left): Features a section titled "FOLLOW ME" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Wireframe 14 (Bottom Right): Features a section titled "FOLLOW ME" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

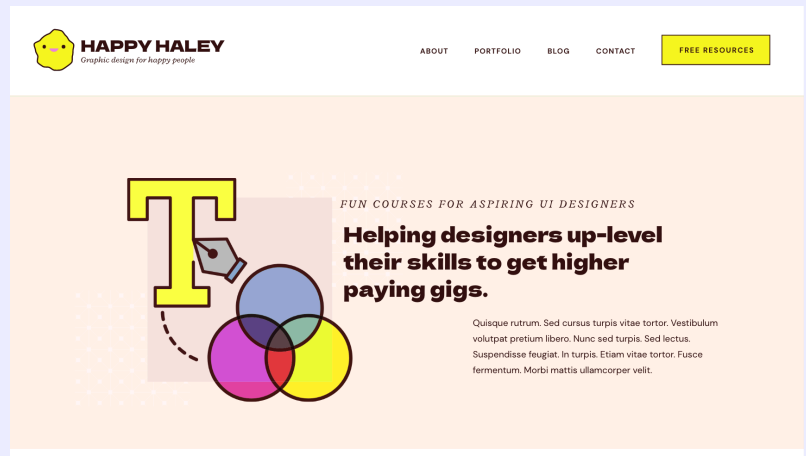
Wireframe 15 (Bottom Center): Features a section titled "FOLLOW ME" followed by a paragraph: "I'm a blank with some experience you should know about you've been bothered by? What about this?". Below this is a list of three bullet points: "This is Benefit #1", "This is Benefit #2 of working with you", and "This is Benefit #3".

Home Page #2 - Longer, with Offers and a Marketing Bridge

BY SECTION:

Headline + Hero Graphic

This first section is all about grabbing your visitor's attention and communicating to them they are in the right place. Below is the template copy if you want to use that as a starting point to write your own.



Copy Template:

[Your Two-Word Tango] for [Your Audience]

A benefit statement or quick headline to grab your audience's attention. Try:
Helping [your target audience] [do this thing] [to get this benefit]

(You can also add a few sentences of paragraph text if you feel like you need more context for what you do or how you help your audience.)

Your copy here! 🖋️

Example →

Fun courses for aspiring UI designers

Helping designers up-level their skills to get higher paying gigs.

If you are an entry level designer who has big dreams of working on rad projects at well-paying companies, I'm your gal! Let me use my years of experience to help you polish your skills and navigate your career with confidence.

Example →

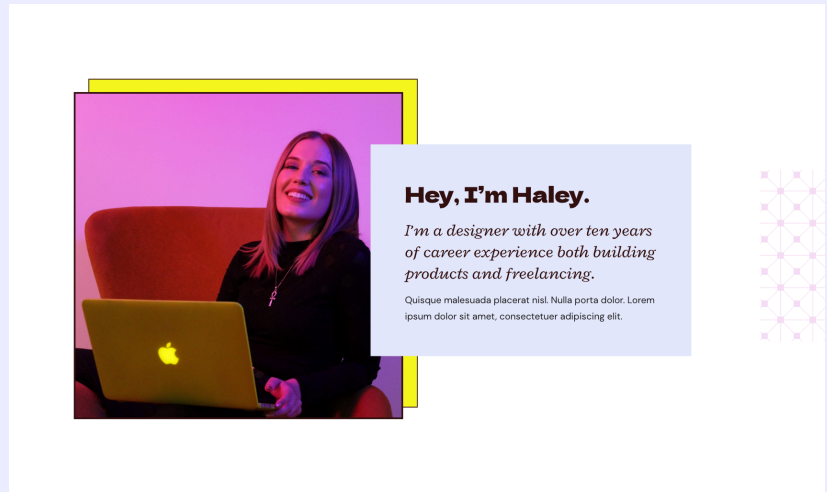
Copywriting courses that get results

Helping online course creators clarify their messaging so they can connect with their customers and sell more courses

Are you passionate about sharing your knowledge, but struggle when it comes to concisely communicating the benefit of your online course? If you have a million things to say but no idea how to say them, I can help! I bring my years of conversion copywriting experience to the table and walk you through my process so that by your next launch you know exactly what your most compelling sales message is.

Introduce Yourself

Now you want to add more context to that first intro section by humanizing yourself. Introduce who you are, a bit about your experience, and lead with what strengths make you a good fit to solve this problem your business solves.



Copy template:

I'm [your name here.]

I'm a [what do you do] with [some experience you should know about].

(You can also add a sentence of paragraph text to add a little personality and brand voice.)

Your copy here! ✍️

Example ➡️

Hey, I'm Haley.

I'm a designer with over ten years of career experience both building products and freelancing.

Not gonna lie, the UI design world can be kinda lame sometimes, but I'm trying to change that by creating design courses that are actually fun

to take.

Example ➡

Hey, I'm Tara.

I'm a conversion copywriter who has helped dozens of course creators boost their sales with better messaging.

They say words can be weapons, but I say words can be wings—wings to make your profits soar! Online courses are an amazing way to deliver life-changing value to the world, but only if your audience connects with what you're offering. That's where I come in!

Problems + Pain Points, plus Benefits

Now you want to start acknowledging the problems and pain points your audience is facing that you know your business can help with.

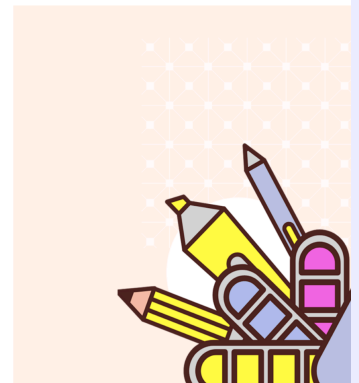
LET ME ASK YOU A QUESTION...

Do you feel like you've hit a salary cap in your design career? Tired of the same boring projects?

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec.

What if you could...

- ✓ Increase your salary
- ✓ Get promoted to cooler projects
- ✓ Have fun while leveling up your skills



Copy template:

Your copy here! ✍️

LET ME ASK YOU A QUESTION... [Use a conversational tone here to setup the fact you're about to speak to their problems]

Is [this] a problem you have that you've been bothered by? What about [this]?

(You can also add a few sentences of paragraph text to really paint the picture of your audience's current reality so they know you understand their struggles.)

What if you could...

- [This is Benefit #1]
- [This is Benefit #2 of working with you]
- [This is Benefit #3]

(This "benefits" section is really where you want to offer up an alternative to these pain points they're experiencing. What transformation are they hoping to undergo with your help?)

For example →

LET ME ASK YOU A QUESTION...

Do you feel like you've hit a salary cap in your design career? Tired of the same boring projects?

I get it because I've been there. I remember being five years into my design career and realizing I wasn't growing or being challenged anymore. It felt like everyone around me was moving up in their career, but I felt stuck. I knew I didn't want another year to go by without exploring the potential I knew I had within me. That's when I started

intentionally growing my UI design skillset with the purpose of excelling in my career. And you can too.

What if you could...

- Increase your salary
- Get promoted to cooler projects
- Have fun while leveling up your skills

Example →

LET ME ASK YOU A QUESTION...

Do you feel like you have something important to share with the world but no idea how to say it? Are your course sales suffering because your message feels unclear?

Distilling all your ideas and passion into a few short paragraphs of sales copy is no easy feat, so I totally get it. You KNOW your online course can improve someone's life, but you're feeling frustrated with how to communicate that confidence in a way that is clear and compelling.

What if you could...

- Write sales pages and emails with ease
- Effortlessly connect with your customers through your copy
- Boost your course sales & attract happier customers

Transition to Solution

Now that you've identified the problem and your visitor knows you get it, remind them that YOU have the solution in your offers.



Copy template:

ALL THAT IS POSSIBLE. THAT'S WHERE I COME IN!

With my [what you offer], I can bring you [what specific skills or benefits your offers add to their lives] which will help you [ultimate outcome you want for them.]

Your copy here! 📝

Example ➡

ALL THAT IS POSSIBLE. THAT'S WHERE I COME IN!

My fun UI courses will not only teach you the most valuable skills that companies are looking for when hiring senior level designers, but I'll share with you how to think like a senior UI designer and bring that strategy thinking into your interviews. You'll be able to seek out more satisfying roles (and higher paying ones too!)

Example ➡

You absolutely can, and I'm here to help you!

My copywriting courses are designed specifically for you—an online course creator! I teach you my simple formulas and processes for coming up with your unique selling proposition that will carry into all your sales collateral. You'll feel confident and absolutely clear in the way you communicate to your potential customers, and this translates to more sales and more satisfied buyers!


Offers (as Solution)

Introduce your offers as the solution to your customer's pain points! You've told them WHAT you can do for them, now tell them HOW you deliver this benefit. We recommend only showing 3 offers MAX, but probably best to stick to two or even one core offer to reduce overwhelm.

Let me help you by expanding your design skillset.

CHOOSE THE OPTION BELOW THAT SUITS YOU BEST!

1



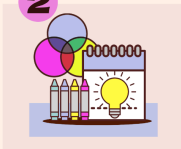
BEGINNER

UI Design 101 Course

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.

[LEARN MORE](#)

2



ADVANCED

Illustrating Advanced Concepts Course

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.

[LEARN MORE](#)

Copy template:

Let me help you gain [this benefit] by doing [this thing I do].

Your copy here! ✍️

CHOOSE THE OPTION BELOW THAT SUITS YOU BEST!

[Optional Descriptor]

[Name of your service or offer #1]

A sentence or two explaining what this offer is.

Button: LEARN MORE

[Optional Descriptor]

[Name of your service or offer #2]

A sentence or two explaining what this offer is.

Button: LEARN MORE

Example 

Let me help you by expanding your design skillset.

CHOOSE THE OPTION BELOW THAT SUITS YOU BEST!

Beginner

UI Design 101 Course

Get the basics of the latest best practices in UI design. This is a great place to start if you're new to UI design.

Button: LEARN MORE

Advanced

Illustrating Advanced Concepts Course

Learn how to design screens for advanced use cases. This course is right for you if you've been in UI design for a few years but want to level up.

Button: LEARN MORE

Example 

You absolutely can, and I'm here to help you!

Let me help you sell more courses by teaching you copywriting that converts!

CHOOSE THE OPTION BELOW THAT SUITS YOU BEST!

DO IT YOURSELF

Copywriting For Course Sales

This self-paced course is for you if you want to write your own sales page copy and sales emails leading up to your next launch.

Button: LEARN MORE

DO IT TOGETHER

Sales Copywriting Package

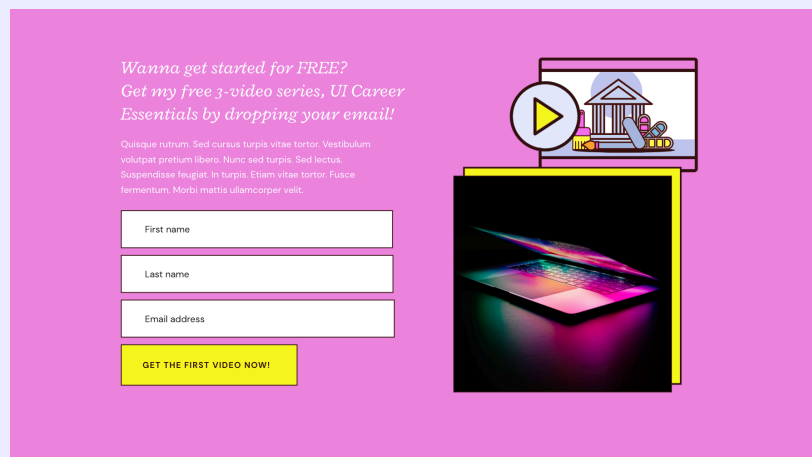
This is a 1-on-1 service I offer where we'll work together to craft your sales page and emails. I'll deliver the copy to you but you'll get an inside look at my process so you can do it yourself in the future.

Button: LEARN MORE

Marketing Bridge

Many of your visitors won't be ready to take advantage of your offers (especially if they're a new visitor) so you want to offer a risk-free way for them to stay connected to you if you've piqued their interest. Think about what free resource you can offer to your visitor and what problem it solves. Then you want to make that problem & solution clear in your headline and body copy. You also want a visual or mockup of whatever free resources they'll be getting when they opt in.

Finally, in case your visitor is not ready to dive into one of your offers (it's likely they will not if they're a cold visitor) you want to have a way to stay connected if you've piqued their interest. This is where you want to have a clear callout to your marketing bridge (email opt-in).



Wanna get started for FREE?
Get my free 3-video series, UI Career
Essentials by dropping your email!

Quisque rutrum. Sed cursus turpis vitae tortor. Vestibulum
volutpat pretium libero. Nunc sed turpis. Sed lectus.
suspendisse feugiat. In turpis. Etiam vitae tortor. Fusce
fermentum. Morbi mattis ullamcorper velit.

First name

Last name

Email address

GET THE FIRST VIDEO NOW!

Copy template:

**Wanna get started for FREE? Get my free
[3-video series, name of series], by
dropping your email!**

Your copy here! 📝

(Notice the copy is speaking to the customer's thoughts...they're interested in your offers but want to get a taste for free because they're not quite ready.)

Include more text about what they can expect when they sign up and how often they'll hear from you.

Also include some kind of visual or image that further entices them and makes it clear what the lead magnet is, whether it's a PDF, a video, a checklist, etc.

Example 

Wanna get started for FREE? Get my free 3-video series, UI Career Essentials, by dropping your email!

You'll get one video each day for 3 days, and at the end you'll know exactly what skills you need to cultivate to substantially increase your designer salary and advance your career. After that you'll get my weekly newsletter, UI Rocket, with career tips for UI designers. Don't worry, you can opt out whenever you want.

Example 

Wanna get started for FREE? Get my free 3-video series, Stress-Free Sales Emails, by dropping your email!

Over the course of three days, I'll share with you my process for writing any sales email that gets opened and that actually converts to sales—without stressing at a blank Google Doc in the process. You'll also be signed up for my

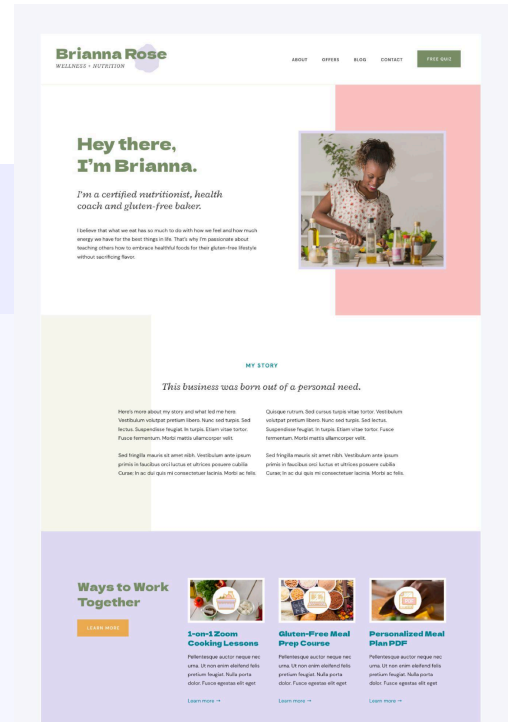
	<p>weekly newsletter, Of Course Copy, where I'll share with you my best messaging tips for course creators.</p>
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About Page #1 – Solo Biz

WHO IT'S FOR:

This about page is great for you **if you are a solopreneur and it's just one human running your business!** The purpose of this page is really to give more information about what makes you stand out in your field and to connect with your potential customer. Don't be afraid to add more images and build on this layout with more sections that provide a window into who you are.



The image displays two side-by-side wireframe designs for personal websites.

The left wireframe is for 'Brianna Rose', a certified nutritionist, health coach, and gluten-free baker. It features a hero section with a photo of Brianna, a 'My Story' section, a 'Ways to Work Together' section with three service cards (1-on-1 Zoom Cooking Lessons, Gluten-Free Meal Prep Coaching, and Personalized Meal Plan Design), a 'Ready for some fun facts?' section with three fun facts about her, and a 'Ready to see if we're a good fit?' section with a 'GET STARTED' button. Below this is a 'FREE RECIPES BOOK' download form and a 'FOLLOW US @GARDENINGMILLY' section with social media links.

The right wireframe is for 'Page Layout Library'. It features a hero section with a headline 'Hey there, I'm So-And-So.' and a sub-headline 'This is a little more about my two most fangs as you know what I do.' Below this is a 'My Story' section, a 'My expertise' section with three service cards, a 'Ready for some fun facts?' section with three fun facts about her, and a 'Ready to see if we're a good fit?' section with a 'GET STARTED' button. Below this is a 'FREE EBOOK' download form and a 'FOLLOW US @GARDENINGMILLY' section with social media links.

The image displays 15 distinct web design mockups, each representing a different website layout and aesthetic. The designs are arranged in a grid-like fashion, showcasing a variety of styles from clean and modern to more complex and colorful.

- Mockup 1 (Top Left):** A minimalist design with a white background, a dark header, and a large, bold headline "Hey there, I'm So-And-So." Below the headline is a sub-headline and a paragraph of text. A small "MY STORY" button is visible.
- Mockup 2 (Top Right):** A dark-themed design with a black background and white text. It features a large, bold headline and a sub-headline. A small "MY STORY" button is visible.
- Mockup 3 (Middle Left):** A design with a white background and a dark header. It features a large, bold headline "My expertise" and a sub-headline. Below the headline are three columns of text, each with a small image placeholder.
- Mockup 4 (Middle Right):** A design with a white background and a dark header. It features a large, bold headline "Ready for some fun facts?" and a sub-headline. Below the headline are three columns of text, each with a small image placeholder.
- Mockup 5 (Bottom Left):** A design with a white background and a dark header. It features a large, bold headline "Ready to see if we're a good fit?" and a sub-headline. Below the headline are three columns of text, each with a small image placeholder.
- Mockup 6 (Bottom Right):** A design with a white background and a dark header. It features a large, bold headline "Here's a freebie for you - here's a bonus of downloading this thing and why you should sign up!" and a sub-headline. Below the headline are three columns of text, each with a small image placeholder.

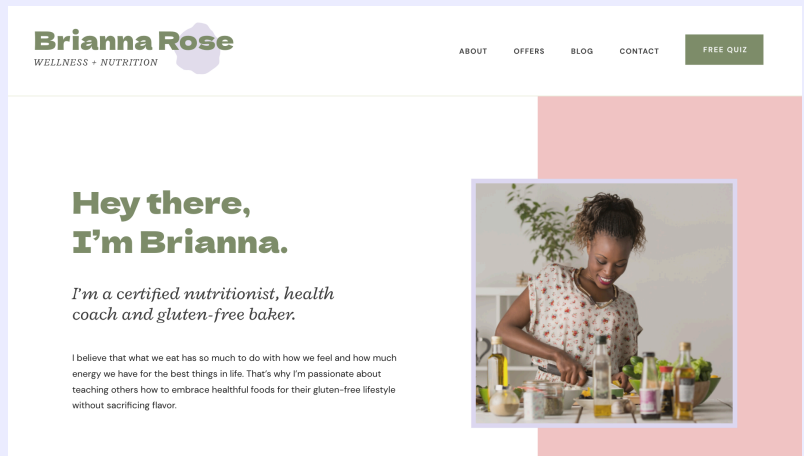
Each mockup includes various elements such as headers, footers, navigation bars, and content areas with text, images, and interactive elements like buttons and forms. The designs are presented in a way that highlights their unique features and layouts.

About Page #1 - Solo Biz

BY SECTION:

Introduction + Photo of You

Start off by introducing yourself and the quick hits version of who you are. This is an About page after all! Even though this page is meant to allow your visitor to get to know you, remember it's still a chance for you to communicate how you solve your audience's problems, so remember that when writing copy for this page. You'll be talking about yourself, but you still want to make sure the focus of your message is on how you help your ideal customer.



Copy template:

Hey there, I'm [your name here.]

Write a sentence here about your "two-word tango" aka a 2-3 word description of what you do. This provides context immediately for your visitor and lets them know what mental bucket to put you in.

You can also write another intro paragraph to further hit home the problem you solve as a business.

Your copy here! ✍️

(Also include a nice photo of you here at the top so they can mentally connect the words with the person behind them!)

Example ➡

Hey there, I'm Brianna.

I'm a certified nutritionist, health coach and gluten-free baker.

My greatest passion is in helping people feel stronger and more energized in their daily lives through nutrition science. "Healthy food" often gets a bad rap for being tasteless, so I make it my mission to transform whole food ingredients into tasty and convenient recipes to make healthy living as easy and enjoyable as possible!

Example ➡

Hey, I'm Brad.

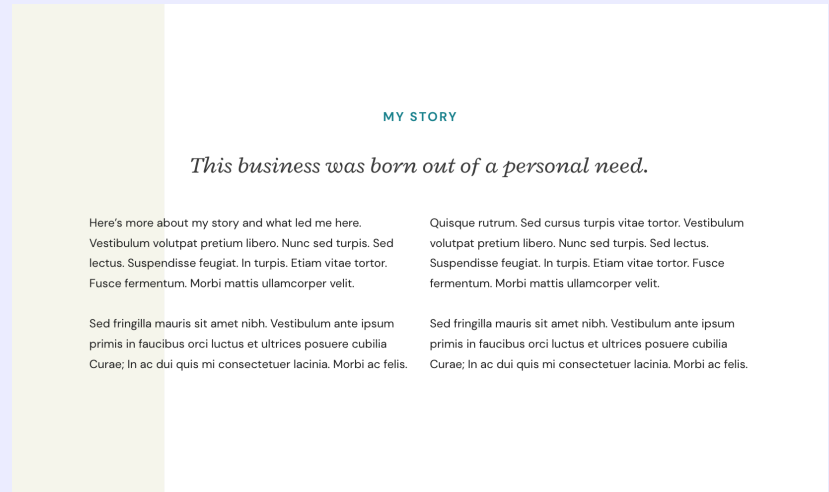
I'm a Wordpress developer obsessed with Ted Lasso and making your website load faster... in that order.



The faster your website loads, the greater the chance you'll connect with your customer, and that's what gets me excited. Let me put my skills to work on your site! Also, FUTBOL IS LIIIIIFE!

Your Back Story

Think of this section as your "origin story." Tell your visitor a little bit about what led you to where you are today in your business. Each of us has little bread crumbs or turning points that impacted the path we ultimately took. Each of those twists and turns makes you unique, so give your website visitor a chance to learn about those things here.



Copy template:

MY STORY

Think of a snappy headline sentence that might draw someone into your past and your back story. Is there a moment or statement that might intrigue someone to learn more?

Include a few paragraphs giving the abridged version of what led you to where you are now.

Your copy here! 📝

For example (using our gluten-free baker and nutritionist, Brianna Rose) ➡

MY STORY

This business was born out of a personal need.

Five years ago I was experiencing debilitating physical symptoms, none of which my doctor could explain.

	<p>Testing finally led me to the conclusion that my body was intolerant to gluten, and this news was heart-breaking to my pasta-and-bread-basket loving heart!</p> <p>Over the course of a few months, I tried shifting my diet to completely grain-free, nutrient-dense foods. My health improved for the better, but I found most recipes to be boring and time consuming. My brother worked as a sous chef in a local restaurant, and after work he would teach me the techniques he was learning in the kitchen. This sparked a new curiosity and passion in me to develop recipes.</p> <p>Cut to a few years later, I now have my certification in applied nutrition and I combine the science of food with my love for creative cooking. I want to make gluten-free, nutritious meals delicious and fun to make so that people with gluten-intolerance can feel their best without sacrificing the food they love!</p> <p>Or here's another real example from Caroline's old Made Vibrant business About page. Instead of a headline at the beginning of the My Story section, she used a headline in the middle of the story as the most important thing she wanted someone to take away that related to the brand mission of Made Vibrant.</p>
Example ➡	<p>MY STORY</p> <p>Over the years, I've made a lot of decisions that have left my friends and family slightly befuddled -- quitting my</p>

first job ever in advertising at a nationally-acclaimed agency just six months in; ending one long-term relationship to start anew with the true love of my life; leaving the 9-to-5 world altogether to work at his side on a startup business; leaving said startup business to create a design and art business with no formal training in either...

Throughout this period of discovery, I thought what I was doing was following my gut and my happiness wherever they led me, but now I know it wasn't just happiness I was constantly chasing...

I was searching for my truest sense of self.

I was becoming the person I was meant to be, and I refused to settle for anything less. And sure, that quest is never really over, but because I committed fully to that endeavor, I continue to evolve into the most vibrant and authentic version of myself that I could ever imagine.

You can hear more about my quest for authenticity in my TEDx talk. I hope it inspires you in some small way to undertake the same quest in your own life. I want you to dig deep to uncover what makes you one-of-a-kind, and then I want you to design a life that allows you to live those gifts and colors fully, truly and PROUDLY.

When I'm not painting, writing, or drawing pretty letters, you can probably find me at the movies with my partner in crime, Jason, or trying to pick up a new skill or a good book.

(And by good book, I mean an entire

season of something on Netflix.
Either/or. 😊)

Expertise or Services

Now that your visitor has gotten to know you a little, this is your chance to clearly state your expertise, offers, or services. Think of this section as an answer to the question "What do you offer." You may think it's redundant if you already have this information on a services page, but remember, someone is likely deciding while they're on this page if your personality and business resonates with them or not. If the answer is YES, you want to remind them how they can work with you right then and there!

Ways to Work Together

LEARN MORE



1-on-1 Zoom Cooking Lessons

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget

[Learn more →](#)



Gluten-Free Meal Prep Course

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget

[Learn more →](#)



Personalized Meal Plan PDF

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget

[Learn more →](#)

Copy template:

Ways to Work Together

Button: LEARN MORE (Link to your Services or Offer Page)

[Expertise or Service #1]

Short paragraph explaining this capability. "Learn more" link to direct sales page to sell that service offering if you have one (otherwise just let the main Learn More button go to your main Services page.)


Your copy here! 🍴

[Expertise or Service #2]

Short paragraph explaining this capability. "Learn more" link to direct sales page to sell that service offering if you have one (otherwise just let the main Learn More button go to your main Services page.)

[Expertise or Service #3]

Short paragraph explaining this capability. "Learn more" link to direct sales page to sell that service offering if you have one (otherwise just let the main Learn More button go to your main Services page.)

For example 

Ways to Work Together

Button: LEARN MORE (Link to your Services Page)

1-on-1 Zoom Cooking Lessons

Ever wish you had someone to just SHOW you how to make your favorite recipes step for step? This is for you! I walk you through five core gluten-free recipes that will become household staples.

Learn more >

Gluten-Free Meal Prep Course

Where informed science meets delicious creativity and convenience! Get all my best info packed into this


self-paced online course. You'll walk away with a process for shopping, prepping and cooking delicious, healthful recipes for yourself or your whole family.

[Learn more >](#)

Personalized Meal Plan PDF

Feel confident about the cooking process but don't know what to cook to make you feel your best? Let me put my nutrition background to work for you and come up with a customized meal plan guide to fit your unique body and lifestyle.

[Learn more >](#)

Or here's another example, with each listing as an area of expertise not necessarily an individual service. This could be for a freelance business operations manager 

My expertise

Button: SEE PACKAGES (Link to Services Page)

Launch Management

Want someone alongside you to take the stress out of your next launch? Let me manage your tasks, deadlines and the million tiny to-do's that pile up so you can do what you do best: serving your customers.

[Learn more >](#)

Email Automation Setup + Management

Let me guess: your email automations are getting more complex by the day!?

Tags, automations, lead magnets, custom segments... it's enough to drive you mad. Let me reduce the overwhelm by organizing your tags, scheduling your email campaigns, and making sure your automations run smoothly.

[Learn more >](#)

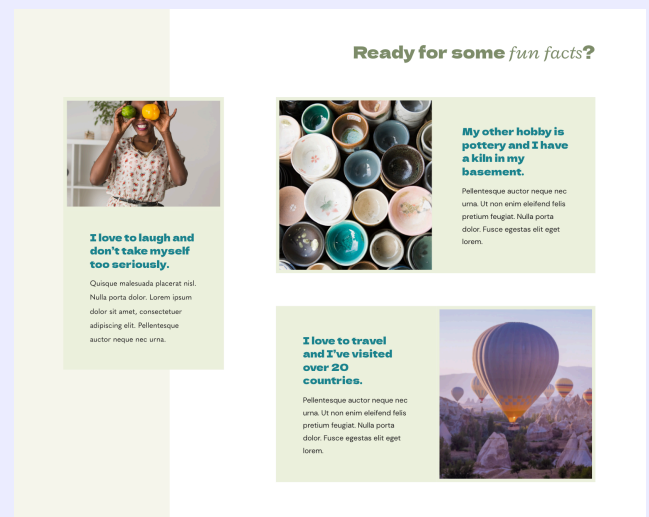
Content Management

Your time is best spent creating content, not focusing on every nitty-gritty detail of publishing it. I come in and format your blog posts, optimize them for search terms, add imagery, and make sure they're Pinterest-worthy to give you that amazing SEO juice!

[Learn more >](#)

Fun Facts or Core Values

Here comes the personality train! CHOO-CHOO 🚂! Now that you've peppered in the core info on this page (what you do, who you do it for), we can start adding those bits of personality and interests that make you memorable. You can use this section to offer up "fun facts" about you, OR if you want to take a deeper approach, you can use this space to share your core values and add as many image blocks as you see necessary to communicate that. After reading this section, you really want someone to feel a "hell yeah" or "hell no" to working with you.



Copy template:

Your copy here! ✂️

Ready for some fun facts? (Section headline)

[Fun Fact #1] Some paragraph text that adds context.

[Fun Fact #2] Some paragraph text that adds context.

[Fun Fact #3] Some paragraph text that adds context.

Example 

Ready for some fun facts?

I love to laugh and don't take myself too seriously.

I know I'm supposed to be all serious because SCIENCE, but come on, I love a good poop joke just as well as the next person. Body functions are funny, okay!



My other hobby is pottery and I have a kiln in my basement.

Call me a pandemic cliché, but I needed a new interest to pass the time so I got into pottery thanks to YouTube videos. We found an old kiln up for auction online and took the plunge so I can make pottery as a side project any time I want.

I love to travel, and I've visited over 20 countries.

Finding good gluten-free food options when I travel is a whole other story, but I love the adventure of visiting a new destination and immersing myself in a new culture. Next on my list: Estonia!

Example ➡

My core values

Generosity

I was raised with the belief that you give to others what you want to receive and you always ask how you can be of service. That's why I try to be as generous of spirit and time as possible, while still maintaining my own boundaries.

Authenticity

I don't ever want to be someone who says one thing and does another. What you see is all me, baby! I show up as my most authentic self, even if that means showing my imperfections because I believe it allows others to do the same.

Fun

Life is hard sometimes! Laughter makes it just the tiniest bit easier. Health, cooking, business...these are all things that should be taken seriously, but that doesn't mean we have to be SERIOUS all the time!

Primary Call To Action

Now that you've properly introduced yourself, your visitor should have a good idea if you are their cup of tea or not! If you're a good match, you want to present them with that next action they should take now. This could be any main call to action that you think will get someone on a marketing bridge or to the next step in hiring you for your services. It could be a



LET'S GET TO WORK!

**Ready to see if
we're a good fit?**

Quisque rutrum. Sed cursus turpis vitae tortor. Vestibulum volutpat pretium libero. Nunc sed turpis. Sed lectus. Suspendisse feugiat. In turpis. Etiam vitae tortor. Fusce fermentum. Morbi mattis ullamcorper velit.

GET STARTED

consultation call, contact form, free offer, quiz, whatever you think is best for your unique marketing strategy.

If you just want to use your lead magnet as your main marketing bridge, you can omit this section or use it again as a button to your services or offers page.

Copy template:

Let's get to work!

Ready to see if we're a good fit?

Include some paragraph text clarifying and explaining what this next step in the process is and why they should take it!

Button: Get Started

Your copy here! 🖋️

Example ➡️

Let's get to work!

Ready to see if we're a good fit?

Head over to my Offers page to see the various ways we can work together. I'd love to start helping you with a personalized meal plan to see if my process aligns with your needs.

Button: Get Started (link to personalized meal plan on the Offers page)

Example ➡️

Want to work together?

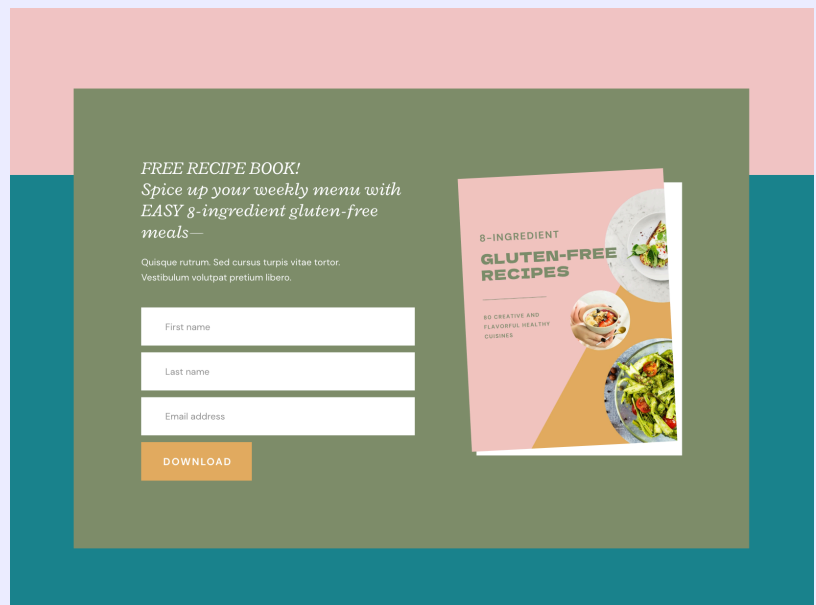
Let's set up an introductory call to see if your business is a good fit for my branding packages.

Click the button below to fill out a contact form and we'll respond with times to set up a quick 30-minute free consultation. No pressure to get started, we'll just learn more about what you're looking for and tell you more about our custom package.

Button: Get Started (link to contact form)

Marketing Bridge

Here's another place for your marketing bridge or primary lead magnet. Again, if someone isn't ready to hire you for your services, you still want a way to capture their attention so they can stay connected to you until the need arises for your services.



Copy template:

Here's a headline letting someone know you have something for free and it's awesome and solves a problem for them!

Include more text about what they can expect when they sign up and how often they'll hear from you.

Your copy here! 📋


Also include some kind of visual or image that further entices them and makes it clear what the lead magnet is, whether it's a PDF, a video, a checklist, etc.

Example 

FREE RECIPE BOOK! Spice up your weekly menu with EASY 8-ingredient gluten-free meals.

If you want to get a taste (pun intended!) for how I teach and for the types of recipes I offer, get this free mini-cookbook with my gluten-free staples! You'll also get my weekly recipes, the Drool-Worthy Digest, every Monday in your inbox!

Button: Get it now!

Or another example, for a social media management business 

A free gift for you!

Watch my free class: Social Secrets: 3 Underused Social Platforms to Help You Find New Customers.

We all know Instagram is the big person on campus, but what about less popular social platforms where the real estate isn't so crowded?! There's a huge opportunity to grow an audience beyond the big platforms that have gone mainstream. Let us show you the possibilities! Sign up and you'll get a link to watch the free workshop, plus we'll send you our weekly newsletter, Socially Grown, with social media tips to grow your small business.

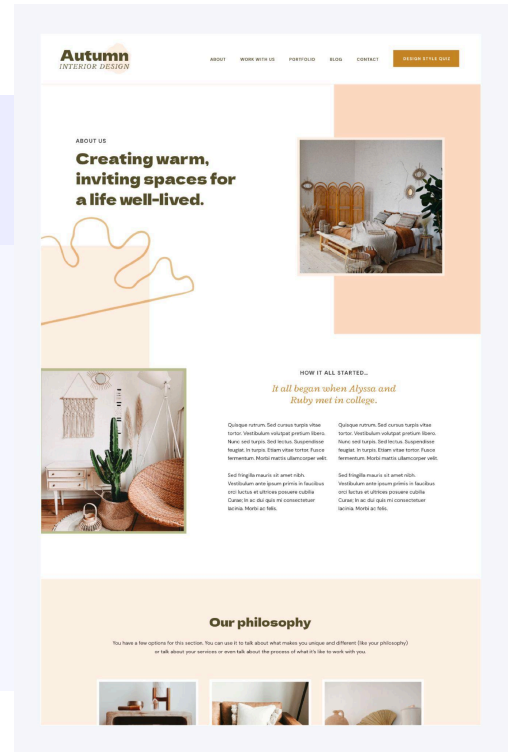
	Button: Watch now!
--	--------------------



About Page #2 – Team Biz

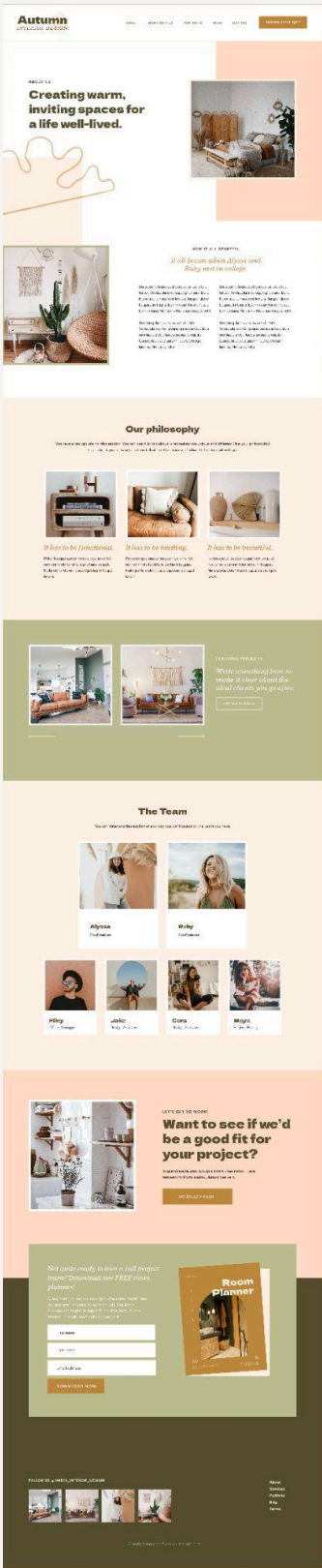
WHO IT'S FOR:

This about page is great for you **if you are a team business and want to highlight everyone behind the scenes that makes the operation work!** There are just a few key differences from the Solo Biz layout option which feel more appropriate for a business that has multiple team members and a more established brand culture that naturally comes with more than one employee.

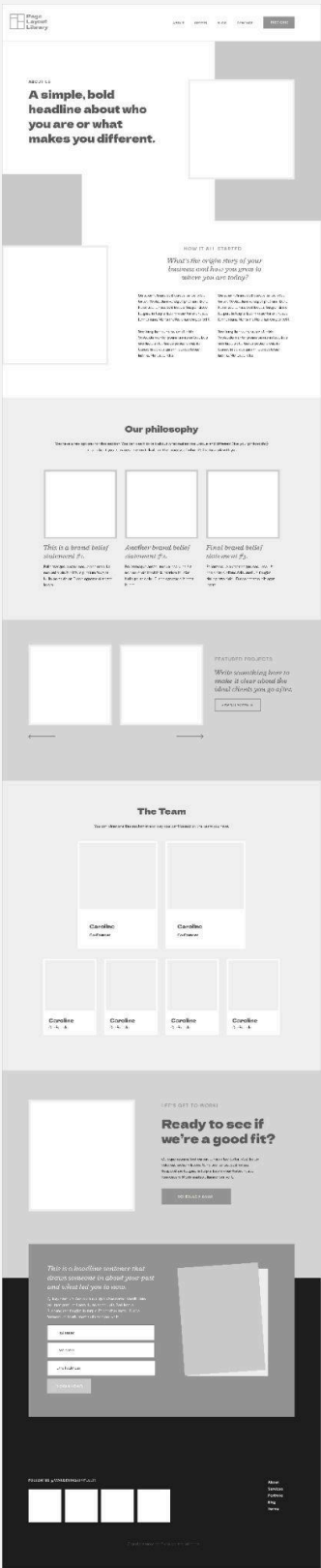


About Page #2 – See it in Action:

[Click here to view high res image](#)



[Click here to view high res image](#)

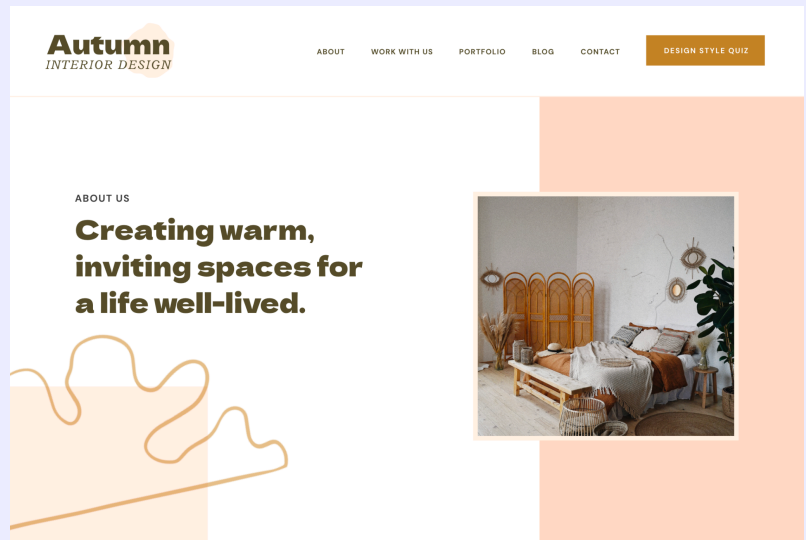


About Page #2 - Team Biz

BY SECTION:

Introduction + Photo of the Team

Start off by introducing your business and a concise sentence that describes what you offer people. Remember, even though this page is technically about YOU and your business, it's still your opportunity to communicate to your potential customer why they should hire you or buy from you.



Copy template:

About us

Write a quick, memorable sentence here that introduces what you do and the solution your business offers people.

The purpose of this headline is just to grab attention and set up the rest of the page. This isn't in the layout example, but remember you can remix this layout and add text or images wherever you feel you need a little more context!

Your copy here! ✍️

For example, for an interior design agency



ABOUT US

Creating warm, inviting spaces for a life well-lived.

Or another example for a design agency that specializes in offering a one-week website refresh package



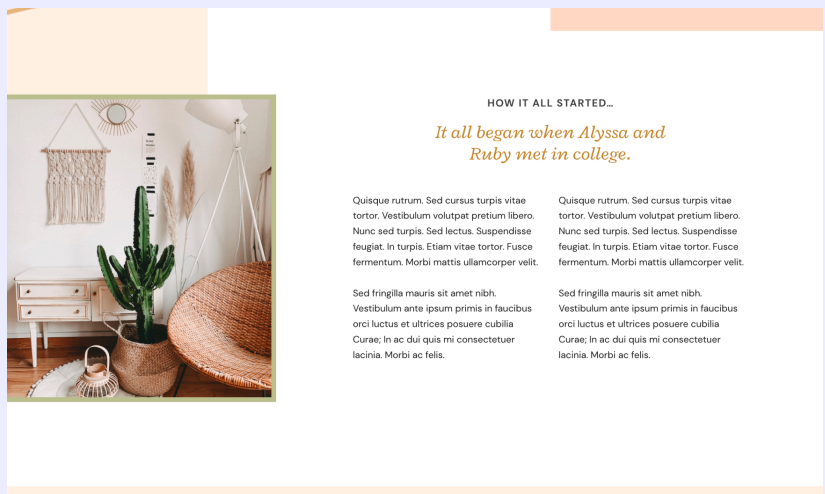
ABOUT US

Launch your website in less than a week.

We're a team that gets it done! We're passionate about pairing gorgeous design with streamlined processes so your business dreams can stop roaming around your head and start living out in the real world FAST!

Your Back Story

Think of this section as your business's "origin story" or the timeline of how your business came to be. What were the big moments when you grew and evolved to the version of the business your visitor sees today?



Copy template:

HOW IT ALL STARTED

Pull out an intro sentence to intrigue someone into your back story and your business origins. You can set the stage for the journey you're about to describe or you can try to encapsulate the evolution in one summary sentence.

Then write a few paragraphs giving the abridged version of your business journey. You could even think of four or five pivotal "chapters" and separate your back story by groups of years if that helps you tell your story.

Your copy here! ✍️

For example (using our gluten-free baker and nutritionist, Brianna Rose) ➡️

MY STORY

It all began when Alyssa and Ruby met in college.

We were both studying interior design, but our real passion wasn't inside the classroom, it was in actually transforming real people's spaces. After transforming a few friends' dorm rooms, word got around and we began charging for their Room Refresh services.

Many throw pillows and Target returns later, we finished our degrees with over 50 room transformations under our belts. After graduation, we decided to take our love of boho-inspired, casual design and serve families who wanted beautiful spaces on a dorm-room budget. That's when Autumn Interior

Design was officially born in 2018!

Or here's another example from our
WAIM About page: [→](#)

OUR STORY

Hello again! It's us, Jason and Caroline.

We're creative business owners 🧐,
best friends 👯, and oh yeah, as of
March 2017, we're also married or
whatever 🥂.

Since we got together in 2010, we've
made things in a slew of different
ways, both together and apart. Caroline
was first employed by Jason's crazy
t-shirt marketing company, getting her
first taste of work-from-home-life (AKA:
wearing a robe to work). After that we
had separate businesses for a few
years. Caroline created Made Vibrant,
which started off as a client business
doing brand design and transitioned
into a digital product business. Jason
got even weirder by selling his last
name, writing a fully-sponsored book,
and then selling his future. We've also
built software products and sold
physical goods.

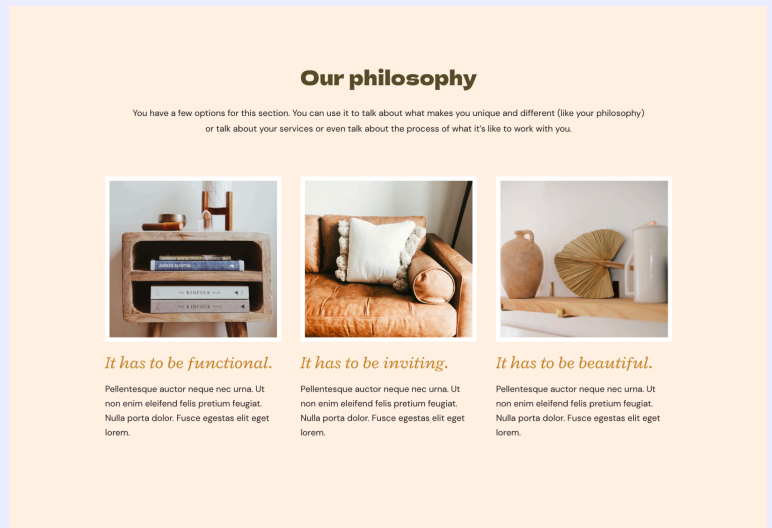
**BETWEEN THE TWO OF US, WE'VE
JUST ABOUT DONE 🙌 IT 🙌 ALL 🙌.**

Now we've teamed up again to create
Wandering Aimfully, an un-boring
coach program that embodies what we
hope to bring to the world. We want to
encourage more people to create
meaningful work they love, earn a good
living doing it, and live a life that feels
successful on THEIR terms, not the
terms laid out by society.

Through every twist and turn though, the thing that has stayed constant is our desire to evolve our businesses to fit our personal values, rather than compromise our values to chase “success” with our businesses.

Your Philosophy, Process, or What Makes You Different

There are all kinds of ways you can use this section, but we like to think of it as the "Our Philosophy" section. What you're really trying to communicate here is how you're different than other businesses in your industry. You could list out the tenets of your brand beliefs (we like to call these your "co-brand-ments" 🤖), your core values, or the steps in your unique process and how someone works with you.



Copy template:

Our Philosophy

Use a sentence to introduce this section and explain what you're listing out here whether it's your process, your brand beliefs or your brand values.

[Brand Belief statement #1]

Your copy here! ✍️

Short paragraph explaining your statement.

[Brand Belief statement #2]

Short paragraph explaining your statement.

[Brand Belief statement #3]

Short paragraph explaining your statement.

For example, using our interior design business: ➡

Our Philosophy

These are the three core tenets that guide our design philosophy.

It has to be functional.

First and foremost, we know your space has to be livable and work seamlessly with your everyday activities. If you need storage for the kids' toys, we'll work with those requirements to come up with a solution. Your new space should make your life easier, not harder!


It has to be inviting.

No stuffy furniture pieces or fabrics that can't be washed. We aim to make every space feel welcoming and approachable. The warmth that you feel

around a big family gathering dinner table is the warmth we aim to reflect in our designs.

It has to be beautiful.

Beauty is defined differently by each client we work with, and we work hard to understand your unique point of view and what you think is beautiful. We want our spaces to delight you and bring you joy.

Or here's another example, for a branding agency 

What We Care About

We never let ourselves forget that behind the work we are humans first. And here are the things that bind us together as humans.

Honesty.

Telling the truth to each other, telling the truth about the work, and telling the truth about what changes we want to see in the world.

Heart.

We care about our work and we care about each other. We put our whole hearts into everything we do and we think it shows.

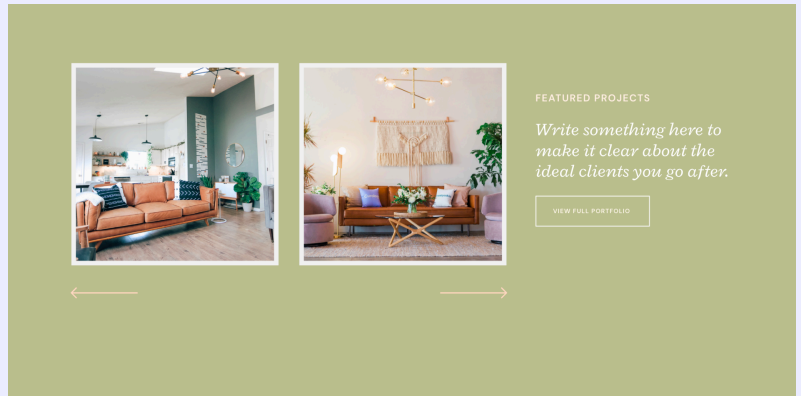
Curiosity.

We never want to stop learning and

growing. We're not afraid to explore new creative terrain or try an unexpected idea, all to arrive at the best possible solution for you, our clients.

Portfolio

Now that you've introduced a bit about what your business stands for, get to the "show don't tell" section. Consider using this space to offer up portfolio projects if you have a client service business. If you don't have a portfolio and you sell products, you could still use this as a testimonial carousel to bring some social proof to your page. Think of this section as saying to your visitor: "Don't just take our word for it, the proof is in the pudding!"



Copy template:

FEATURED PROJECTS

Write something here to make it clear about the ideal clients you go after.

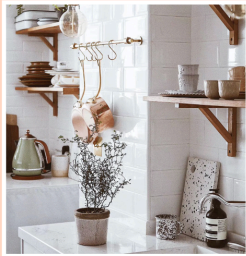
[Gallery images from your portfolio. This doesn't have to be a click-through carousel...it could be thumbnails or any other layout you want for the images.]

BUTTON: View Full Portfolio (Consider linking to your full portfolio page)

Your copy here! 🛠️

For our interior design example: ➡️

FEATURED PROJECTS

	<p>Here are a few of our recent projects and the spaces we're brought our Autumn magic to.</p> <p>BUTTON: View All Projects</p>
<p>Or another example, for a virtual assistant agency ➡</p>	<p>FEATURED CLIENTS</p> <p>Click through a few of our happy clients and the results we were able to get for them.</p> <p>BUTTON: Read the Case Studies</p>
<div> <div> <h2>Primary Call To Action</h2> <p>Now that you've properly introduced yourself, your visitor should have a good idea if you are their cup of tea 🍵 or not! If you're a good match, you want to present them with that next action they should take now. This could be any main call to action that you think will get someone on a marketing bridge or to the next step in hiring you for your services. It could be a consultation call, contact form, free offer, quiz, whatever you think is best for your unique marketing strategy.</p> <p>If you just want to use your lead magnet as your main marketing bridge, you can omit this section or use it again as a button to your services or offers page.</p> </div> <div>  <div> <p>LET'S GET TO WORK!</p> <p>Want to see if we'd be a good fit for your project?</p> <p><small>Suspendisse feugiat. In turpis. Etiam vitae tortor. Fusce fermentum. Morbi mattis ullamcorper velit.</small></p> <p>SCHEDULE A CALL!</p> </div> </div> </div>	
<p>Copy template:</p>	<p>Your copy here! 📝</p>

Let's get to work!

Ready to see if we're a good fit?

Include some paragraph text clarifying and explaining what this next step in the process is and why they should take it!

Button: Get Started

Example →

Let's get to work!

Want to see if we'd be a good fit for your project?

Click the button below to fill out our contact form and we'll get back to you within 48 hours to set up an introductory phone call to get started!

Button: Schedule Call

Or another example. Maybe you're a pop-up events company and you want someone to watch your sizzle reel to see the work you do: →

See what we can do!

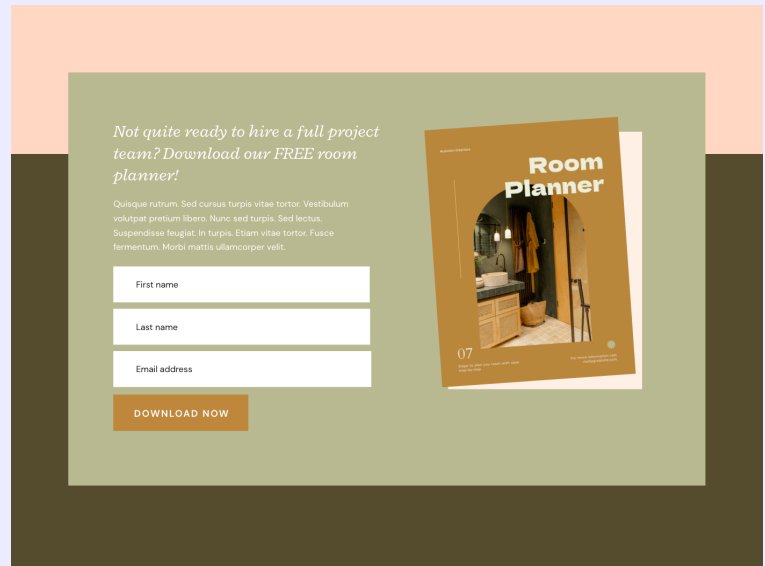
Got 3 minutes to experience a pop-up party?

Watch our quick video to see the best of what we can design for your next event!

Button: Get Started (link to contact form)

Marketing Bridge

Here's another place for your marketing bridge or primary lead magnet. Again, if someone isn't ready to hire you for your services or buy your offer(s) just yet, you still want a way to capture their attention so they can stay connected to you until the need arises for your services.



Copy template:

Here's a headline letting someone know you have something for free and it's awesome and solves a problem for them!

Include more text about what they can expect when they sign up and how often they'll hear from you.

Also include some kind of visual or image that further entices them and makes it clear what the lead magnet is, whether it's a PDF, a video, a checklist, etc.

Your copy here! 📝

Example ➡

Not quite ready to hire a full project team? Download our FREE Room Planner workbook!

If you're still in the DIY-zone and not ready to hire our team just yet, we still want to help! Our Room Planner workbook will walk you through our

	<p>process for refreshing your space. Learn exact steps for pulling together a mood board, setting a budget, shopping for key items, and reworking a floor plan that makes your space feel brand new!</p> <p>Button: Download now!</p>
<p>Or another example, for a sports medicine business →</p>	<p>Looking for immediate relief for your joint pain so you can get back to the activities that make you feel ALIVE?</p> <p>Take our free 3-day email course: Best Habits for Relieving Joint Pain. You'll learn easy at-home techniques to pinpoint your problem areas so you can start experiencing relief this week. You'll also get our weekly newsletter with tips on how to keep your body in peak performance shape.</p> <p>Button: Get it now!</p>

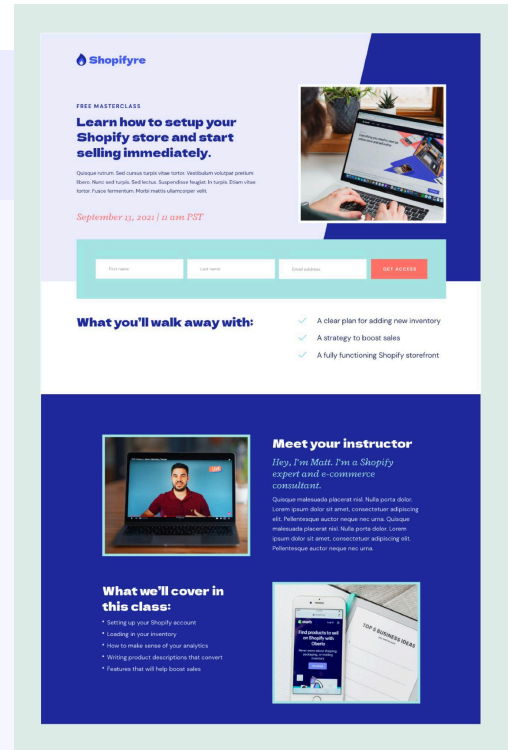


Landing Page #1 – Workshop Signup

WHO IT'S FOR:


This landing page layout is for you **if you're hosting a live workshop**. This general layout could be created on your website or using a landing page software (like Teachery.) And remember, your design could look totally different than this; these are just suggestions of the elements to include on the page and in what order.

"Above the fold" you want to make sure you clearly state the benefit of attending this workshop, the date and time (if it's live), and a very obvious email signup. Then, later down the page you can add supporting info like who you are, what you'll cover in the class specifically, as well as some social proof.



Landing Page #1 – See it in Action:

[Click here to view high res image](#)

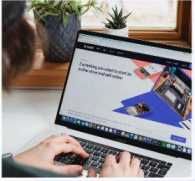


FREE MASTERCLASS

Learn how to setup your Shopify store and start selling immediately.

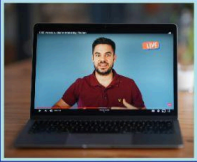
Quisque rutrum. Sed cursus turpis vitae tortor. Vestibulum volutpat pretium libero. Nunc sed turpis. Sed lectus. Suspendisse feugiat. In turpis. Etiam vitae tortor. Fusce fermentum. Morbi mattis ullamcorper velit.

September 13, 2021 | 11 am PST



What you'll walk away with:

- ✓ A clear plan for adding new inventory
- ✓ A strategy to boost sales
- ✓ A fully functioning Shopify storefront



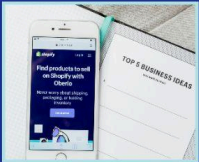
Meet your instructor


Hey, I'm Matt. I'm a Shopify expert and e-commerce consultant.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

What we'll cover in this class:


- * Setting up your Shopify account
- * Loading in your inventory
- * How to make sense of your analytics
- * Writing product descriptions that convert
- * Features that will help boost sales





"This is a testimonial that vouches for your credibility so the person signing up knows they can trust you!"


TESTIMONIAL #1



"This is someone talking about the awesome results they got with the info you taught them!"

TESTIMONIAL #2


FOLLOW US @SHOPIFYRE!



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© Shopify

[Click here to view high res image](#)

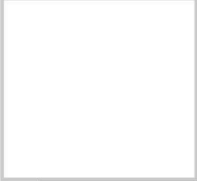


FREE MASTERCLASS

This is a headline that clearly states the outcome of the masterclass.


Quisque rutrum. Sed cursus turpis vitae tortor. Vestibulum volutpat pretium libero. Nunc sed turpis. Sed lectus. Suspendisse feugiat. In turpis. Etiam vitae tortor. Fusce fermentum. Morbi mattis ullamcorper velit.

Time and date of workshop



What you'll walk away with:

- ✓ Nunc interdum lacus sit amet orci.
- ✓ Nunc interdum lacus sit amet orci.
- ✓ Nunc interdum lacus sit amet orci.




Meet your instructor


Hey, I'm So-And-So. I'm a blankety blank blank which relates to what I'm teaching.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

What we'll cover in this class:


- * Quisque malesuada placerat nisl
- * Malesuada placerat nisl
- * Pellentesque auctor neque nec urna
- * Lorem ipsum dolor sit amet
- * Consectetur adipiscing elit





"This is a testimonial that vouches for your credibility so the person signing up knows they can trust you!"


TESTIMONIAL #1



"This is someone talking about the awesome results they got with the info you taught them!"

TESTIMONIAL #1

FOLLOW US @WANDERINGFULLY!



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© Copyright message if you want to add that

Landing Page #1 - Workshop Signup

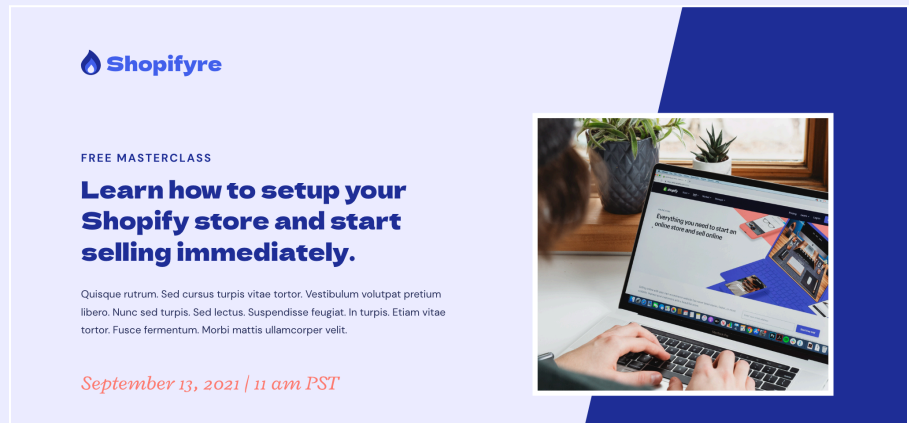
BY SECTION:

Outcome of the Workshop

Right off the bat, you want to make sure you communicate what the benefit is of signing up for the workshop. Why would someone take time out of their schedule to show up? What will they be able to do once they've taken this

workshop that they can't do now? You might want to include the name of the workshop but only make it the headline if the name of the workshop clearly states the benefit. Otherwise, you can include the name of the workshop in the image or the paragraph text.

You can call it a live workshop, webinar, masterclass...whatever feels good to you!



Copy template:

Free Masterclass

Write a headline that clearly states the outcome of your masterclass.

In the paragraph text, clearly state whether this workshop is live or recorded and mentioned a few things about who this workshop is for and what they'll learn.

Your copy here! 📝

For example →

Free Masterclass

Learn how to setup your Shopify store and start selling immediately.

Join us for "Setting Up A Shopify Store that Sells"—my free masterclass that simplifies the setup process for using Shopify's powerful e-commerce platform. I'll show you click-for-click how to get your store accepting transactions quickly!

For example →

Free Workshop

Learn how to maximize your time and energy so you can create more with this one-hour workshop: Productivity for Artists!

I'll share with you my systems and processes for managing the tiny to-do's of your art business so you can have bigger chunks of uninterrupted time to get into that flow state and create when you feel inspired!

Date & Time

You want the date, time, and timezone to be prominent and obvious! Remember, only include

September 13, 2021 | 11 am PST



First name

Last name

Email address

GET ACCESS

this if the workshop is LIVE. If it's recorded, clearly state that it's a workshop recording.

Copy template:

Date, Time, and Timezone of your workshop

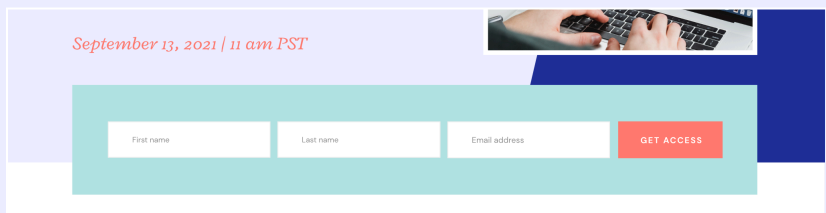
Your copy here! 📝

For example ➡

September 13, 2021 at 11am PST

Email Signup

Make sure the email form where someone registers for your workshop is prominent. You can use an accent color behind the form if you want it to stand out and call the attention of your visitor. If you are using a separate registration page, just make sure your "sign up" button that clicks off to the signup page is obvious and stands out..

A screenshot of an email signup form. At the top, it says "September 13, 2021 / 11 am PST" in red. Below this is a teal-colored form with three input fields: "First name", "Last name", and "Email address". To the right of these fields is a red button that says "GET ACCESS". The form is set against a dark blue background with a keyboard image in the top right corner.

Reiterate Specific Benefits of Attending

In the area "below the fold" (meaning someone has to scroll to see it) you want to add more context and information about the workshop in case someone is not convinced yet that they want to attend. You want to reiterate the benefits or outcomes of attending in quick, scannable bullet points.

What you'll walk away with:

- ✓ A clear plan for adding new inventory
- ✓ A strategy to boost sales
- ✓ A fully functioning Shopify storefront

Copy template:

What you'll walk away with:

- Benefit/Outcome #1 of attending
- Benefit/Outcome #2 of attending
- Benefit/Outcome #3 of attending

Your copy here! 📝

For example ➡

What you'll walk away with:

- A clear plan for adding new inventory
- A strategy to boost sales
- A fully functioning Shopify storefront

Or another example for the "Productivity for Artists" workshop ➡

What you'll walk away with:

- A time-blocking strategy for more uninterrupted art time
- A clear process for completing commissions ahead of schedule
- A productivity approach that matches your energy cycles and peak creative times

Introduce Yourself

Someone who finds this workshop sign-up page may not actually know who you are yet! Be sure to include a little bit about you, what makes you qualified to teach this topic, and any other personality bits that might hook your attendee!



Meet your instructor

Hey, I'm Matt. I'm a Shopify expert and e-commerce consultant.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

Copy template:

Meet your instructor

Say your name, your "two-word tango" (aka what you do), and any other quick hits that add credibility to your experience.

Then use the paragraph copy to further explain your experience, your back story, or anything that might instill trust in your attendee so they know you're going to come to the table with awesome information that can help them!

Your copy here! 📝

Example ➡

Meet your instructor

Hey, I'm Matt. I'm a Shopify expert and e-commerce consultant.

Since 2010 I've been building Shopify websites for businesses looking to go digital. Along the way, I noticed my design clients would ask me to explain how to use Shopify's features and explain them in a way that wasn't overwhelming. Eventually, I combined those questions into an easy-to-follow program teaching Shopify so more small businesses could take advantage of this powerful platform. Now I want to help YOU get started, and this workshop is a great place to begin!

Or another example ➡

Meet your instructor

My name is Erin, and I'll be leading this workshop!

I'm a watercolor artist who is truthfully very disorganized by nature! It wasn't until I had my two kids that I finally had the motivation to build a productivity system that would allow me to take advantage of the sporadic and limited hours I had and organize my art commissions so that I could earn money and deliver my projects on time. Now I'm extremely passionate about helping creative people like you manage their time so they can do what they do best – make beautiful things!

Preview the Workshop Content

This section is simple! You just want to include a bulleted list of some of the topics you'll cover in the workshop. What do you think are the most enticing bits and topics that will solve your attendees problems or questions? Pull those out and put them here!

What we'll cover in this class:

- Setting up your Shopify account
- Loading in your inventory
- How to make sense of your analytics
- Writing product descriptions that convert
- Features that will help boost sales



Copy template:

Your copy here! ✍️

What we'll cover in this class:

- Topic #1
- Topic #2
- Topic #3
- Topic #4

Example 

What we'll cover in this Shopify workshop:

- Setting up your Shopify account
- Loading in your inventory
- How to make sense of your analytics
- Writing product descriptions that convert
- Features that will help boost sales

Testimonials

Lastly, you want to add any testimonials or social proof here to further bolster that trust.

Remember, your potential attendee may not totally know you yet so any kind words your clients or customers have to say

about you—even if it's general—could help instill that trust. Bonus points if what they have to say directly relates to the results you're promising from this workshop though!



"This is a testimonial that vouches for your credibility so the person signing up knows they can trust you!"

TESTIMONIAL #1



"This is someone talking about the awesome results they got with the info you taught them!"

TESTIMONIAL #2

Copy template:

Your copy here! 

["Nice words customers or clients have to say about you."]

Name of person who said this nice thing

["Nice words customers or clients have to say about you."]

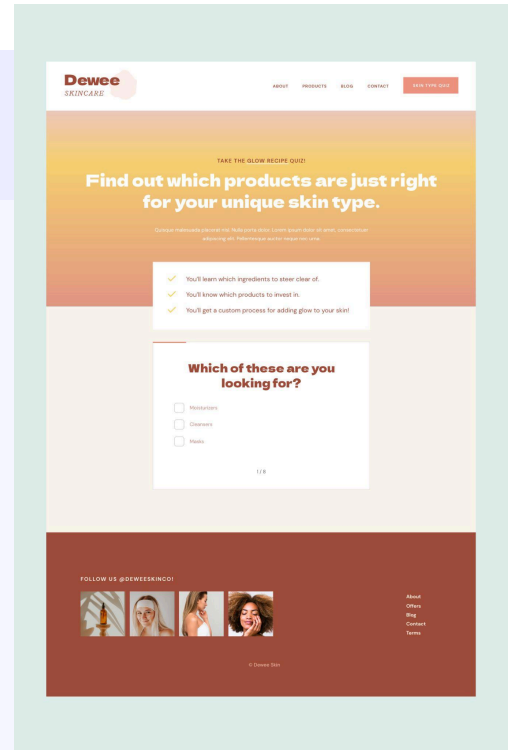
Name of person who said this nice thing



Landing Page #2 – Quiz Sign Up

WHO IT'S FOR:

This landing page layout is for you **if you want to offer a quiz on your website as a marketing bridge**. You may want to embed your quiz on different pages of your site, but you probably want one main landing page with a clear URL that you can send people to. The key here is to have a headline and introduction to the quiz that clearly states the outcome of taking the quiz and WHY someone would want to spend time taking it in the first place. Be clear about the benefits of taking your specific quiz and what they'll be able to do with the results.



Landing Page #2 – See it in Action:

[Click here to view high res image](#)

Page Layout Library

ABOUTOFFERSBLOGCONTACTFREE QUIZ

NAME OF YOUR QUIZ

This is a headline that describes the outcome of taking the quiz.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque acutur neque nisl urna.

✓

You'll learn which ingredients to steer clear of.

✓

You'll know which products to invest in.

✓

You'll get a custom process for adding glow to your skin!

Which of these are you looking for?





☐ Moisturizers

☐ Cleansers

☐ Masks

1 / 8

FOLLOW US @DEWEE SKINCO!



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© Dewee Skin

[Click here to view high res image](#)

Page Layout Library

ABOUTOFFERSBLOGCONTACTFREE QUIZ

NAME OF YOUR QUIZ

This is a headline that describes the outcome of taking the quiz.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque acutur neque nisl urna.

✓

These are a few benefits of taking the quiz.

✓

What will your quiz taker learn that will help them.

✓

This is your chance to give them a reason to take the time

What do you struggle with most?

☐ I struggle to manage my time and know what to work on

☐ I struggle to focus on one thing and stick with it

☐ I struggle to feel confident when I'm selling things

1 / 8

FOLLOW US @WANDERINGAIMFULLY!



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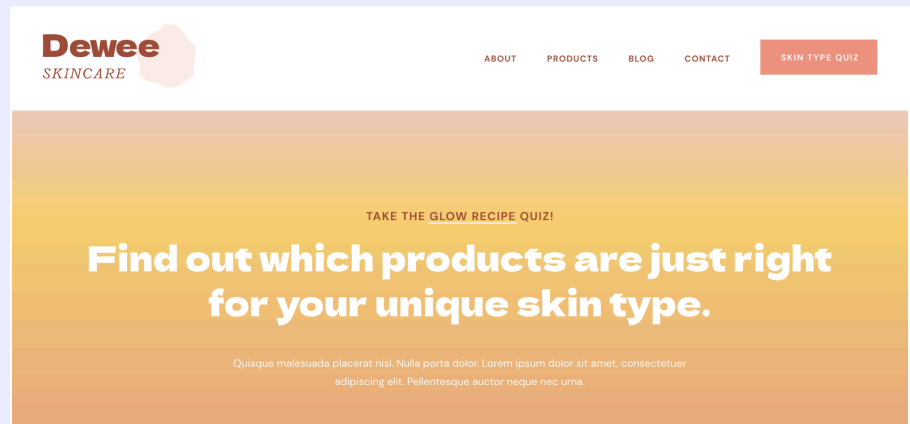
Copyright message if you want to add that!

Landing Page #2 - Quiz Signup

BY SECTION:

Name of Quiz and Quiz Outcome

You probably know where this is headed but... you want to lead with the outcome this quiz offers! Why would someone take their time to fill it out? Write that here.



Copy template:

Free Quiz

A headline describing the outcome of taking the quiz or what someone will learn by going through it.

Add a few additional sentences if you need to further clarify or if you want to set the expectation for how the long quiz is, what someone will get at the end, etc.

Your copy here! 🖋️

For example, a skincare brand website might say ➡️

Take the Glow Recipe quiz!

Find out which products are just right for your skin type.

Answer these 5 questions and we'll point you to the products and ingredients best suited for your unique needs.

Or another example, for an operations manager who helps course creators launch: ➡

What's your launch style? Take the quiz!

Learn the launch strategy that aligns with your personality so your next course launch feels completely aligned with your zone of genius!

Do you find yourself completely on the edge of burnout every time you go to launch your online course? It could be because you're following a blueprint that doesn't match the energy and pace you desire. This quiz will tell you the best way to launch for YOU, not someone else's idea of what works.

Benefits of Taking Quiz

For the scanners out there, you want to clearly identify a few quick things that your quiz taker

- ✓ You'll learn which ingredients to steer clear of.
- ✓ You'll know which products to invest in.
- ✓ You'll get a custom process for adding glow to your skin!

will walk away with. Your headline might be the broad outcome, but these bullet points should be a little more specific.

Copy template:

- Quiz benefit #1
- Quiz benefit #2
- Quiz benefit #3

Your copy here! 📝

For our skincare company example



- You'll learn which ingredients to steer clear of.
- You'll know which products to invest in.
- You'll get a custom process for adding glow to your skin!

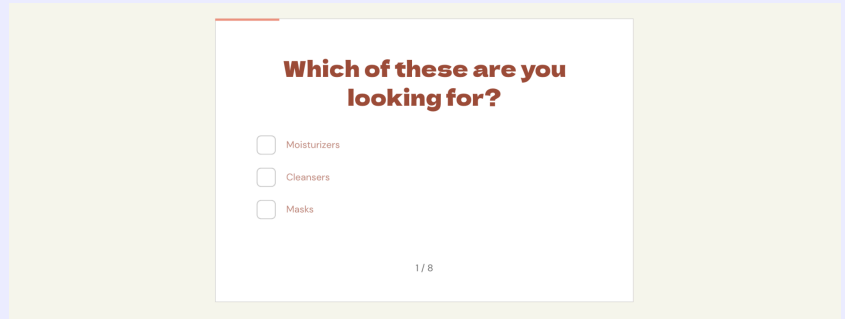
Or the launch manager example



- Do you prefer "performance mode" like live workshops or "private mode" like email and DM conversations
- Should you lean more on content or connection
- Are you data-driven or intuition driven, and where should you invest resources in each

Quiz Embed

Then you just want to embed your quiz right on the page so it's quick and easy to fill out. Bonus points for styling your quiz embed so it fits seamlessly with the design of your page.



Which of these are you looking for?

- ☐ Moisturizers
- ☐ Cleansers
- ☐ Masks

1 / 8

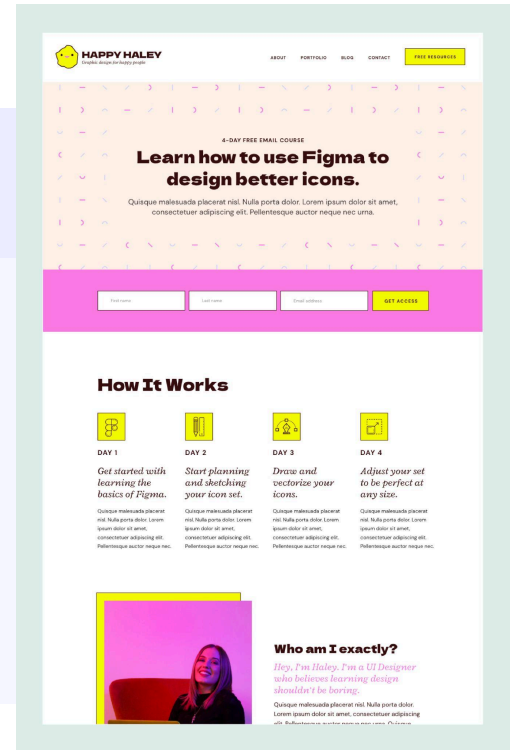
FYI: We use Interact (aff link) for our Business Bottleneck quiz on WAIM 👍



Landing Page #3 – Email Course Signup

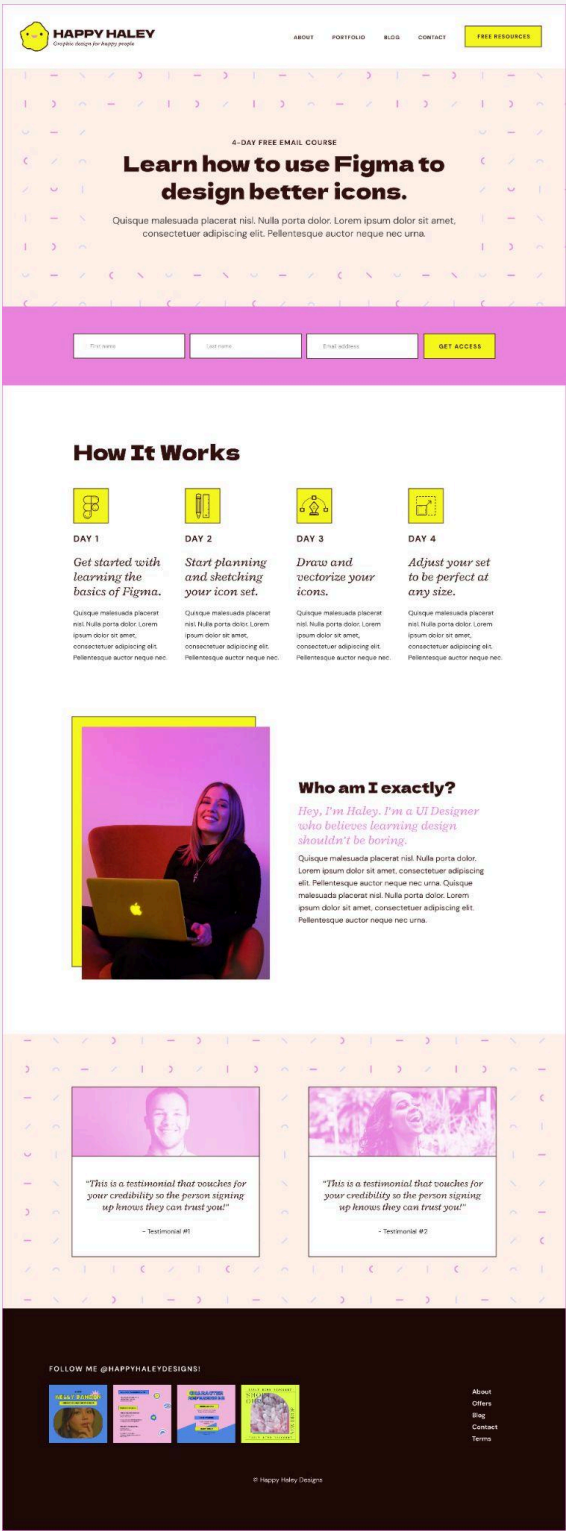
WHO IT'S FOR:

This landing page layout is for you **if you want to use an email course as a marketing bridge to your email list**. You want to focus on the outcome that your visitor will have by signing up for this course. What will they learn? Why should they sign up? There is also room for you to lay out the days of the course and give a little preview of what each day's content will entail.

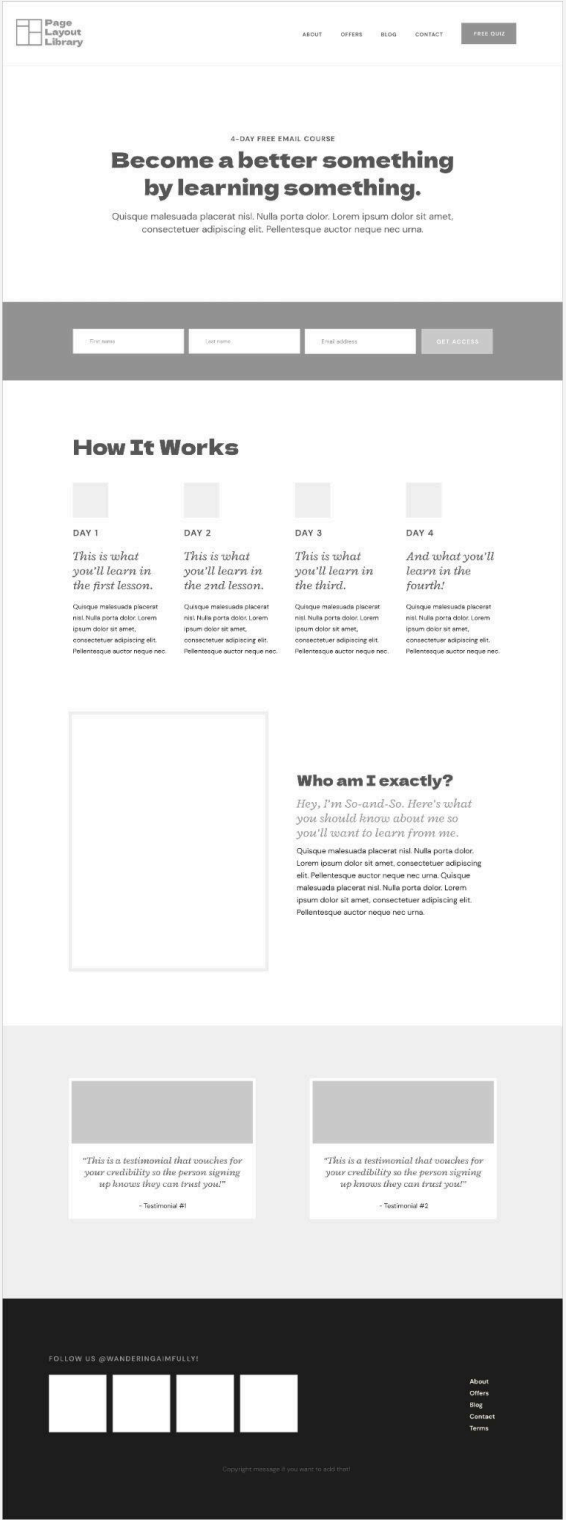


Landing Page #3 – See it in Action:

[Click here to view high res image](#)



[Click here to view high res image](#)

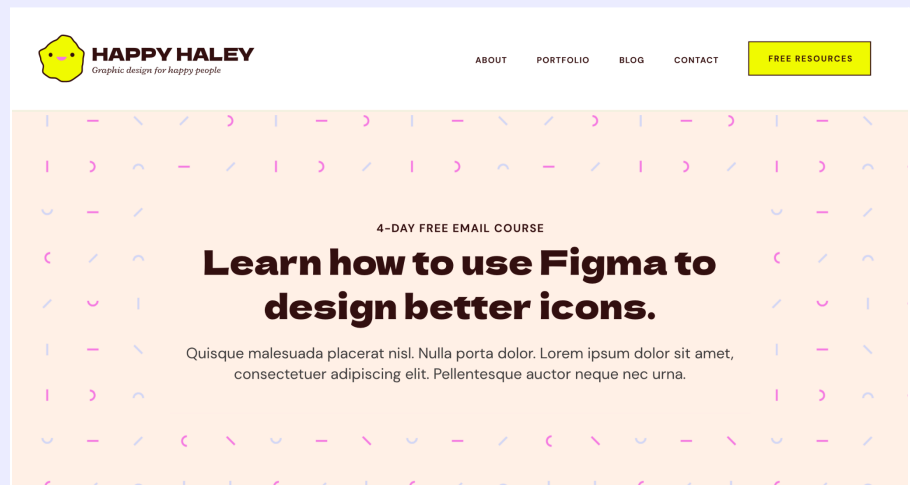


Landing Page #3 - Email Course Signup

BY SECTION:

Headline + Course Promise

What will someone get out of your email course? You want to make that outcome very prominent as a headline so someone quickly understands why this course is worth their time.



Copy template:

X-DAY FREE EMAIL COURSE

Try using this formula: Become a better [something] by learning [something].

Add a sentence or two that talks about what you're teaching and why your email course is awesome and worth signing up for!

Your copy here! 🛠️

For example →

4-DAY FREE EMAIL COURSE

Learn how to use Figma to design better icons.

Make your next UI project stand out from the crowd with customized icons that you created! Great icons are recognizable and consistent. In this free email course, I'm going to teach you how to design a beautiful, scalable icon set in a flash using Figma.

Or another example →

FREE 3-DAY EMAIL COURSE

Sell more online courses by becoming a more persuasive copywriter.

Not sure how to connect with your customers in a powerful and concise way? Let me help! In just three days, you'll walk away with a clear formula for writing compelling sales copy that converts!

Email Opt In

This is where you want to have your prominent signup form

where someone can enter their email address to get that first lesson. 👍

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="GET ACCESS"/>
First name	Last name	Email address	

Outline of Lessons

People will want a general idea of the lessons in each of your emails so offer up a preview here. Outline each day and the general topic of the email. Add a little image or icon if you can for easy scanning.

How It Works



DAY 1

Get started with learning the basics of Figma.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec.



DAY 2

Start planning and sketching your icon set.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec.



DAY 3

Draw and vectorize your icons.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec.



DAY 4

Adjust your set to be perfect at any size.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec.

Copy template:

Day 1

Lesson Topic #1

Optional paragraph text further intriguing them about the lesson content.

Day 2

Lesson Topic #2

Optional paragraph text further intriguing them about the lesson content.

Day 3

Lesson Topic #1

Optional paragraph text further intriguing them about the lesson content.

Your copy here! 🖋️

Continue for as many lessons as you want!

For example →

Day 1

Get started with learning the basics of Figma.

I'll give you a quick tour of Figma so you're familiar with the tools we'll be using.

Day 2

Start planning and sketching your icon set.

I'll show you my process for coming up with icon ideas and take you through my concept phase before we start designing.

Day 3

Draw and vectorize your icons.

Learn to use the pen tool with ease and tips for tracing your sketches.

Day 4

Adjust your set to be perfect at any size.

I'll give you best practices for making your icons consistent and scalable to the most functional sizes.

Or another example, from "Discover Your Differentiator" the email course that leads into Better Branding Course [!\[\]\(2e897e890e69d81eae4503a8342c36b0_img.jpg\)](#)

Lesson 1

Why your brand needs a differentiator

Let's kick things off by understanding the power behind identifying a clear differentiator in your brand and how this can super-charge your visibility.

Lesson 2

Why trying to be "professional" is actually a big mistake for your business

I offer you some counterintuitive advice about why personal is the new professional and give you some tips for infusing more YOU into every touchpoint of your brand.

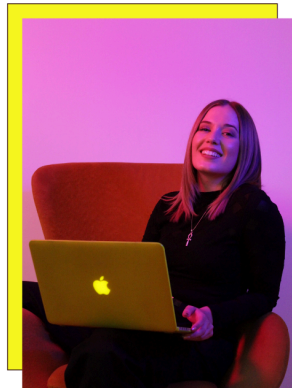
Lesson 3

Three ingredients that form your Brand DNA

Your Brand DNA is a three-part formula completely unique to you that can act as a guiding checklist when you create anything in your business.

Introduce Yourself

Someone may not know who you are when they arrive on this landing page! Introduce yourself and offer some information about why you're qualified to be teaching this email course. Try to add a few bits about your style of teaching or what differentiates you from the various other courses on this same subject out there.



Who am I exactly?

Hey, I'm Haley. I'm a UI Designer who believes learning design shouldn't be boring.

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

Copy template:

Who am I exactly?

Say your name, your "two-word tango" (aka what you do) and any other quick hits that add credibility to your experience.

Then use the paragraph copy to further explain your experience, your back story, or anything that might instill trust in your attendee so they know you're going to

Your copy here! ✍️

come to the table with awesome information that can help them!

For example →

Who am I exactly?

Hey, I'm Haley. I'm a UI Designer who believes learning design shouldn't be boring.

I love teaching people new design skills and ways to improve their existing design workflow. I started designing icons years ago, and my designs are currently being used by software products, apps, and startups. I want to teach you all the tricks I wish I knew when I started designing icons!

Or another example from Discover Your Differentiator branding email course →

Who's teaching here?!

Well that would be me! Hi, I'm Caroline Kelso Zook -- artist, writer, and brand designer behind the online learning hub for soulful creatives, Made Vibrant.

I started my business as a brand design studio helping solo entrepreneurs and big companies alike create unique, memorable brand identities to connect with their ideal customers. Now I want to bottle my process and teach you to do the same thing.

My passion is not only in helping you uncover what makes you truly

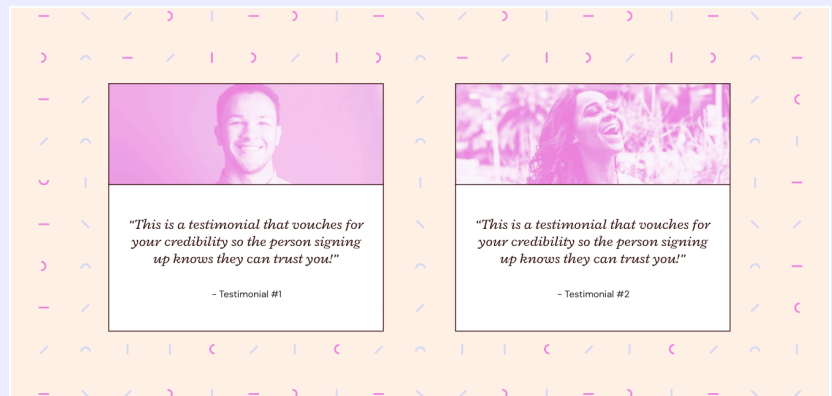
special, but it's also in helping you turn that essence into a brand that feels 100% authentic to who you are at your core.

Testimonials

Lastly, you want to add any testimonials or social proof here to further bolster the trust your potential subscriber has in you. Remember, the person on this page may not totally know you yet so any kind words your clients or customers have to say about you—even if it's

general—could help instill that trust. Bonus points if what they have to say directly relates to the results you're promising from this email course!

One trick for this is to add a line to the last email in your course asking for a reply with one thing your course student learned or loved from the email series. This will get you some great testimonials to add to your sign up page!



Copy template:

["Nice words customers or clients have to say about your email course."]

Name of the person who said this nice thing

["Nice words customers or clients have to say about your email course."]

Name of the person who said this nice thing

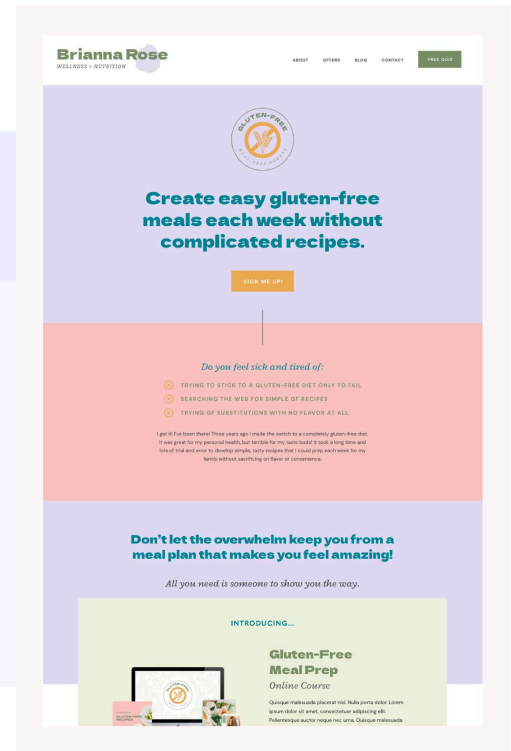
Your copy here! 📝



Sales Page #1 – Online Course

WHO IT'S FOR:

This sales page is specifically for you **if you're selling an online course!** It's the same basic layout we've used to sell just about all our courses. The key to this longer sales page is really about letting your potential student know you understand their pain points and positioning the information inside your course as a solution you know will alleviate those pain points.



Sales Page #1 – See it in Action:

[Click here to view high res image](#)

[illegible][illegible]

[Click here to view high res image](#)

[illegible]

With the techniques in this course, you'll go...

THE PAST

- 1. Make sentences in the Past Simple tense (e.g. I **was** at the party last night)
- 2. Make sentences in the Past Continuous tense (e.g. I **was sitting** at the party when she **came**)
- 3. Make sentences in the Past Perfect tense (e.g. I **hadn't seen** her before she **came**)

THE FUTURE

- 4. Make sentences in the Future Simple tense (e.g. I **will be** at the party next night)
- 5. Make sentences in the Future Continuous tense (e.g. I **will be sitting** at the party when she **comes**)
- 6. Make sentences in the Future Perfect tense (e.g. I **will have seen** her before she **comes**)

Ready to get started?

[Sign up now to start your first lesson](#)
[Sign up now to start your first lesson](#)

Online Course Only

- 1. Make sentences in the Past Simple tense (e.g. I **was** at the party last night)
- 2. Make sentences in the Past Continuous tense (e.g. I **was sitting** at the party when she **came**)
- 3. Make sentences in the Past Perfect tense (e.g. I **hadn't seen** her before she **came**)

\$1XX

Payment Plan 1

Online Course + Bonus Option

- 4. Make sentences in the Future Simple tense (e.g. I **will be** at the party next night)
- 5. Make sentences in the Future Continuous tense (e.g. I **will be sitting** at the party when she **comes**)
- 6. Make sentences in the Future Perfect tense (e.g. I **will have seen** her before she **comes**)

\$1XX

Payment Plan 2

"This is a beautiful sentence that describes something in about your past and what led you to now."

123456789010

"This is a beautiful sentence that describes something in about your past and what led you to now."

123456789010

"This is a beautiful sentence that describes something in about your past and what led you to now."

123456789010

"This is a beautiful sentence that describes something in about your past and what led you to now."

123456789010

Hey, I'm Mel!

[Sign up now to start your first lesson](#)

[Sign up now to start your first lesson](#)

Frequently Asked Questions

QUESTION 1

[Sign up now to start your first lesson](#)

QUESTION 2

[Sign up now to start your first lesson](#)

QUESTION 3

[Sign up now to start your first lesson](#)

QUESTION 4

[Sign up now to start your first lesson](#)

QUESTION 5

[Sign up now to start your first lesson](#)

QUESTION 6

[Sign up now to start your first lesson](#)

How do I get started?

[Sign up now to start your first lesson](#)

How do I get started?

[Sign up now to start your first lesson](#)

How do I get started?

[Sign up now to start your first lesson](#)

How do I get started?

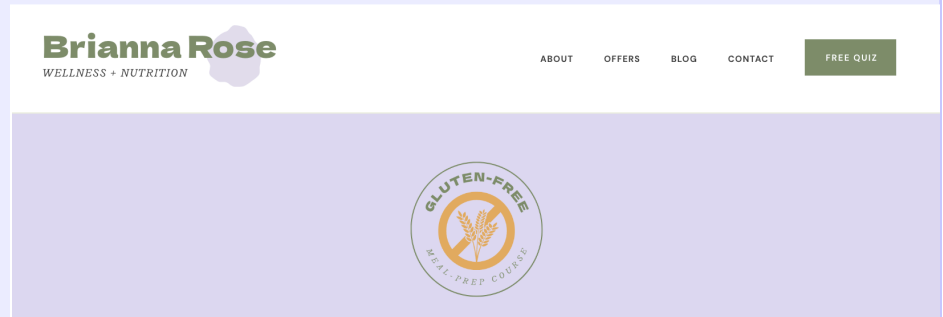
[Sign up now to start your first lesson](#)

Sales Page #1 - Online Course

BY SECTION:

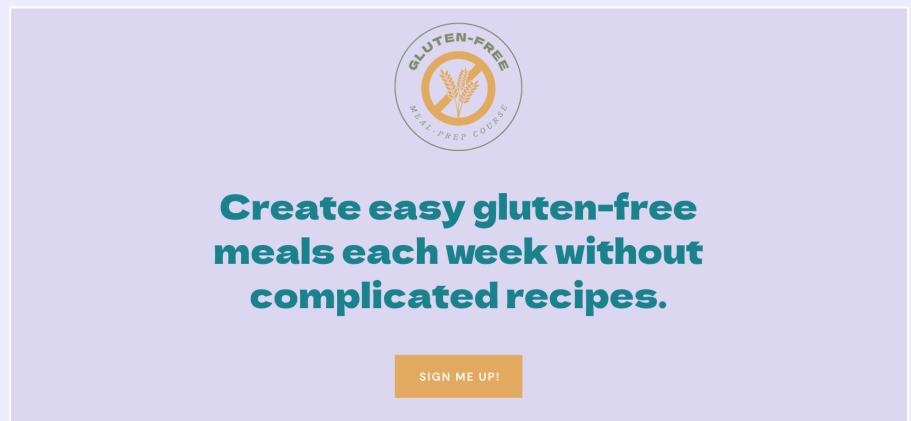
Course Logo or Main Graphic

We always recommend creating a mini-brand for your course within your larger brand. Create a logo for your course and make sure it's front and center so your potential customer immediately recognizes they are on a sales page for this course.



Benefit Headline + Buy Button

What main benefit does your course deliver? Lead with that benefit here in a bold headline that grabs the attention of your target customer.



Copy template:

Your copy here! ✍️

It's time to [have this benefit or result] and [stop doing this other thing.]

Button: SIGN ME UP! (We usually include a button with an anchor link down to the buying section of the page for anyone revisiting the sales page so they can quickly jump to the checkout.)

For our gluten-free meal prep course example →

Gluten-free Meal Prep Course

Create easy gluten-free meals each week without complicated recipes.

SIGN ME UP!

For example →

Notion Command Center

Take back your time with a productivity system that is custom-built for your life.

Sign me up!

Problems + Pain Points

Speak to your customer's pain points so they know that you understand their struggles. If you can speak their language,



this helps instill trust that your course will actually alleviate their problems.

Copy template:

Do any of these describe your situation right now:

- Problem #1
- Problem #2
- Problem #3

I get it! I want something different for you! [Here is how we can offer you a different way OR here is a hint about my personal experience with this problem.]

Your copy here! 📝

For example ➡

Do you feel sick and tired of:

- Trying to stick to a gluten-free diet only to fail
- Searching the web for easy gluten-free recipes
- Trying gluten-free substitutions with no flavor at all

I get it! I've been there! Three years ago I made the switch to a completely gluten-free diet. It was great for my personal health but terrible for my taste buds! It took a long time and lots of trial and error to develop simple, tasty recipes that I could prep each week for my family without sacrificing flavor or convenience.

Introducing Your Course

Now that you've acknowledged the pain points, it's time to introduce your online course as the solution to those problems!

Don't let the overwhelm keep you from a meal plan that makes you feel amazing!

All you need is someone to show you the way.

INTRODUCING...



Gluten-Free Meal Prep

Online Course

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl.

- ⊕ My 5-step process for planning a full week of meals
- ⊕ 80+ Recipe Book PDF, all with 8 ingredients or less
- ⊕ Weekly Grocery Shopping Strategy Guide printable

Copy template:

[Include a transition sentence about how you don't want your customer to continue bumping up against those pain points any longer.]

All you need is someone to show you the way!

INTRODUCING...

[NAME OF YOUR COURSE]

Write a few sentences explaining what your course is and what it teaches someone to further clarify what your topic is and how it will help someone.

(List a few quick "features" of the course just to introduce what someone gets when they purchase):

Your copy here! 📝

- Quick feature #1
- Quick feature #2
- Quick feature #3

For example →

Don't let the overwhelm keep you from a meal plan that makes you feel amazing! All you need is someone to show you the way.

INTRODUCING...

Gluten-Free Meal Prep Online Course

A self-paced course to help you build a gluten-free meal plan that will delight your taste buds. Stop searching Google only to be left disappointed, this course will give you:

- My 5-step process for planning a full week of meals
- 80+ Recipe Book PDF, all with 8 ingredients or less
- Weekly Grocery Shopping Strategy Guide printable

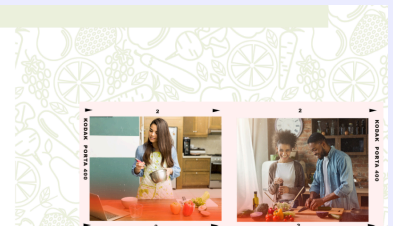
Course Outcomes + Buy Button

Paint a quick picture of what someone will experience AFTER they've gone through your course. How will their life be different?

By the end of this program, you'll know exactly how to:

- ✓ Grocery shop with ease
- ✓ Plan out a week's worth of tasty gluten-free meals
- ✓ Navigate substitution flours and ingredients

I'M READY TO JOIN!



Copy template:

By the end of this program, you'll know exactly how to:

- Outcome statement #1
- Outcome statement #2
- Outcome statement #3

Button: I'M READY TO JOIN! (Another anchor button to the purchase option section)

Your copy here! 📌

Example ➡

By the end of this program, you'll know exactly how to:

- Grocery shop with ease
- Plan out a week's worth of tasty gluten-free meals
- Navigate substitution flours and ingredients

Button: I'M READY TO JOIN!

Testimonials

Right after you've stated the outcomes in the course, this is another great time to share testimonials with students who've had great results and actually achieved those

"Praesent nec nisl a purus blandit viverra. Quisque ut nisi. Fusce a quam. Quisque id odio."

TESTIMONIAL #1

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam commodo suscipit quam. Cras ultricies mi eu turpis hendrerit fringilla. Curabitur ullamcorper ultricies nisi."

TESTIMONIAL #2

outcomes that you know your course delivers.

Copy template:

["Compelling results your previous course students have had."]

Name of person who said this nice thing

["Compelling results your previous course students have had."]

Name of person who said this nice thing

Your copy here! 📝

Modules + What's Inside

You want to include a section that more specifically explains the content of your course. People want to know exactly what they're going to learn.

What's Inside:



LESSON 1

Getting Started: Why not wheat?!

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor.



LESSON 4

Gluten-free cooking fundamentals

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor.



LESSON 2

Health benefits of going gluten-free

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor.



LESSON 5

Meal prepping without the overwhelm

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor.



LESSON 3

Gluten-free baking techniques

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor.



LESSON 6

Strategic grocery shopping

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor.

Copy template:

Your copy here! 📝

LESSON 1 [TITLE of LESSON or MODULE]

What will someone learn and how will it benefit them or contribute to the ultimate outcome they're looking for?

Repeat for as many lessons or modules as you have!

Example →

LESSON 1

Getting Started: Why not wheat?!

Learn the difference between Wild & Modern Wheat, plus the science behind gluten and some of the health conditions that can be affected.

LESSON 2

Health benefits of going gluten-free

Using nutrition science, we'll talk about some of the physiological benefits of cutting out gluten.

LESSON 3

Gluten-free baking techniques

Now that we know the science, time for the fun stuff! In this lesson, I'll share my years of experimenting with gluten-free baking to give you some basic techniques for easy, delicious baked treats

LESSON 4

Gluten-free cooking fundamentals

Moving on from baked goods, we'll go over some traditional recipes that require gluten and discuss alternatives plus the best methods of cooking.

LESSON 5

Meal prepping without the overwhelm

With some techniques and recipes under our belt, I'll share with you how I plan meals for the week and how to prep ingredients for quick and convenient meals.

LESSON 6

Strategic grocery shopping

Finally, we'll conclude with how I organize my shopping list so you can get in and get out with the best fresh ingredients and WITHOUT the overwhelm!

Transformation

You're coming off a section that's probably a lot of information (what's included in the course) so now you want to connect back to the heart of your potential customer and reiterate the

With the techniques in this course, you'll go...

FROM THIS:

- ⊗ Overwhelmed every time you see a gluten-free recipe with a million complicated steps
- ⊗ Disappointed by every gluten-free bread and ingredient substitute, ending up with flavorless meals
- ⊗ Eating the same five things over and over again because they're simple and convenient

TO THIS:

- ✓ Confidence in being able to whip up tasty, healthful meals without a lot of steps
- ✓ Satisfied and amazed by the depth of flavor you can get with ingredients you've never tried
- ✓ A vibrant, diverse range of delicious meals on your weekly rotation and an excitement for cooking again—even gluten-free!

transformation you're aiding them in with your course.

Copy template:

With the techniques in this course, you'll go...

FROM THIS:

- Current pain point #1
- Current pain point #2
- Current pain point #3

TO THIS:

- Future awesome outcome #1
- Future awesome outcome #2
- Future awesome outcome #3

Your copy here! 📝

Example ➡

With the techniques in this course, you'll go...

FROM THIS:

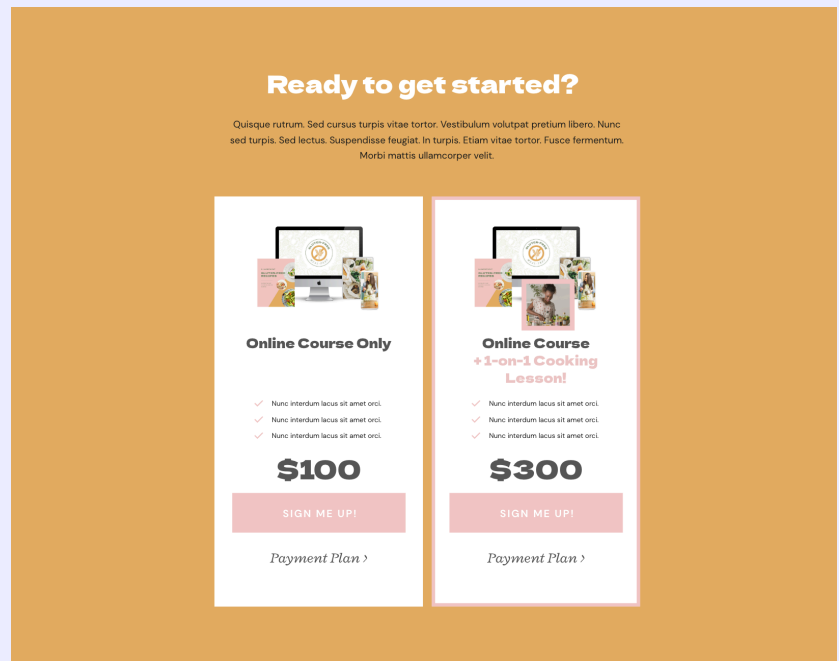
- Overwhelmed every time you see a gluten-free recipe with a million complicated steps
- Disappointed by every gluten-free bread and ingredient substitute, ending up with flavorless meals
- Eating the same five things over and over again because they're simple and convenient

TO THIS:

- Confidence in being able to whip up tasty, healthful meals without a lot of steps
- Satisfied and amazed by the depth of flavor you can get with ingredients you've never tried
- A vibrant, diverse range of delicious meals on your weekly rotation and an excitement for cooking again-even gluten-free!

Buying Options

Now it's time to offer your payment options. You want to reiterate the value and list off the features that are included. This would also be a great place to add an image with a mockup of all the goodies included in the course. If you only have one payment option, that's cool too, just make sure that buy button is nice and obvious!



Copy template:

[Name of Buying Option #1]

- List a feature of your course here
- List another feature here
- And one more feature here

PRICE

Your copy here! 📋

Button: SIGN ME UP!

Payment Plan >

[Name of Buying Option #2]

- List a feature of your course here
- List another feature here
- And one more feature here

PRICE

Button: SIGN ME UP!

Payment Plan >

Example 

Online Course Only

- 6 Pre-Recorded Lesson Modules
- 80+ Recipe Book PDF
- Weekly Grocery Shopping Strategy Guide printable

\$100 Button: SIGN ME UP!

Payment Plan >

Online Course PLUS 1-on-1 Cooking Lesson

- 6 Pre-Recorded Lesson Modules
- 80+ Recipe Book PDF
- Weekly Grocery Shopping Strategy Guide printable
- PLUS: 60-minute 1-on-1 Zoom cooking class with me!

\$300 Button: SIGN ME UP!

Testimonials

Yes, more testimonials! This is another chance for you to "show not tell" using results that other students have gotten with your course. Haven't offered your course yet? That's okay! Consider getting a few early beta testers at a deep discount so you can get some of those testimonials.

"This is a headline sentence that draws someone in about your past and what led you to now."

TESTIMONIAL #1

"This is a headline sentence that draws someone in about your past and what led you to now."

TESTIMONIAL #2

"This is a headline sentence that draws someone in about your past and what led you to now."

TESTIMONIAL #3

"This is a headline sentence that draws someone in about your past and what led you to now."

TESTIMONIAL #4

Copy template:

["Compelling results your previous course students have had."]

Name of person who said this nice thing

["Compelling results your previous course students have had."]

Name of person who said this nice thing

Your copy here! 📝

Reintroduce Yourself

Finally, you want to remind someone who the human is behind the course. They're going to be learning from you, after all! Share a short intro and what



Hey, I'm Brianna.

I'll be your instructor!

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec.

your experience is with the topic you're teaching.

Copy template:

Who am I exactly?

Say your name, your "two-word tango" (aka what you do), and any other quick hits that add credibility to your experience.

Then use the paragraph copy to further explain your experience, your back story, or anything that might instill trust in your potential customer so they know you're going to come to the table with awesome information that can help them!

Your copy here! 📝

Example ➡

Hey, I'm Brianna.

I'll be your instructor!

I'm a certified nutritionist, health coach and gluten-free baker. I had to give up gluten a few years ago, but didn't want to sacrifice meals I love! My greatest passion is in helping people feel stronger and more energized in their daily lives through nutrition science. "Healthy food" often gets a bad rap for being tasteless, so I make it my mission to transform whole food ingredients into tasty and convenient recipes to make healthy living as easy and enjoyable as possible!

FAQs

Always include an FAQs section with common questions or objections you get from potential customers. This will help clarify any lingering doubts. We also love to throw in a fun question or something unexpected to add a little personality!

Frequently Asked Questions

QUESTION 1

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

QUESTION 2

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QUESTION 3

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QUESTION 4

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QUESTION 5

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QUESTION 6

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

(No need for a template on this one... only you know what questions your customer will have about your course!)

Your copy here! 📌



Sales Page #2 – Membership Program

WHO IT'S FOR:

This sales page layout is perfect for you **if you're selling a membership program or group program of some kind**. The emphasis is not just on what's included in the membership (though there is an area for you to list the features), it's primarily about the outcome and benefits your membership can bring your customer.

The mockup shows a sales page for 'Shopifyre Inner Circle'. The header features the logo and a blue background with the text: 'A community for e-commerce store owners looking to grow with Shopify'. Below this, a sub-headline reads: 'Get the knowledge, support and expert training you need to leverage Shopify's features and get your inventory selling like hotcakes'. A section titled 'DO ANY OF THESE DESCRIBE YOU RIGHT NOW?' lists three pain points: 'Overwhelmed by the Shopify platform and its features', 'Struggling to move inventory in your e-commerce store', and 'Frustrated with your lack of technical know-how to use Shopify to its full capacity'. A call-to-action box says: 'Don't worry, my friend! Help is on the way!'. The bottom section, titled 'WHO WEREN'T INTERESTED IN:', shows three negative examples: 'Using sleazy growth hacks and tactics', 'Competing & comparing with one another', and 'Boring and hard to comprehend tutorials'.

Shopifyre
INNER CIRCLE

A community for e-commerce store owners looking to grow with Shopify

Get the knowledge, support and expert training you need to leverage Shopify's features and get your inventory selling like hotcakes

DO ANY OF THESE DESCRIBE YOU RIGHT NOW?

- Overwhelmed by the Shopify platform and its features
- Struggling to move inventory in your e-commerce store
- Frustrated with your lack of technical know-how to use Shopify to its full capacity

Don't worry, my friend! Help is on the way!

Consequet mollusca phasellus erat. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ac tortor neque nec urna.

We created Shopifyre Inner Circle because we wanted a community of e-commerce professionals

WHO WEREN'T INTERESTED IN:

- Using sleazy growth hacks and tactics
- Competing & comparing with one another
- Boring and hard to comprehend tutorials

The image displays a wireframe for a landing page for 'Shopify Zenar Circle'. It is presented in two versions: a vibrant blue version on the left and a grayscale version on the right. The layout includes a top navigation bar, a hero section with a large headline 'A community for e-commerce store owners looking to grow with Shopify', a 'What's exactly included?' section, a 'Ready to get started?' section with pricing options (\$30 and \$300), a 'Frequently Asked Questions' section, and a 'What people are saying' section with testimonials. The wireframe uses placeholder text and images to show the structure and flow of the page.

Sales Page #2 - Membership

BY SECTION:

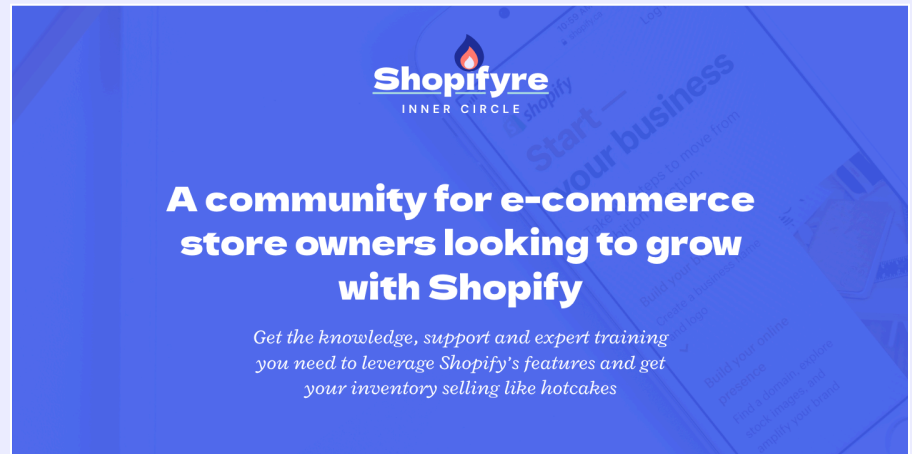
Membership Logo and "Hero Image"



We always recommend creating a "mini-brand" for your membership program that is recognizable within your larger brand. Create a simple logo and make sure it's front and center so your potential customer immediately recognizes they are on a sales page for this program!

Benefit Headline + Preview of Benefits

What main benefit does your program deliver? Lead with that benefit here at the top in a bold headline that grabs the attention of your target member.



Copy template:

A community for [these people] looking to gain [this benefit.] (This is just an example of how you could structure this

Your copy here! ✍️

headline, but it could be any sentence that clearly states your benefit!)

Get the [list your membership benefits here] you need to [write the outcome you're promising here.]

For our Shopify membership example →

A community for e-commerce store owners looking to grow with Shopify

Get the knowledge, support and expert training you need to leverage Shopify's features and get your inventory selling like hotcakes

Or another example, for a social media content subscription →

More followers, more engagement, more sales.

Get monthly resources and caption templates to make content creation a breeze for your online business so you can gain visibility and boost your revenue.

Problems + Pain Points

Speak to your customer's pain points so they know that you understand their struggles. If you can speak their language, this helps instill trust that your

DO ANY OF THESE DESCRIBE YOU RIGHT NOW?

- 🔥 Overwhelmed by the Shopify platform and its features
- 🔥 Struggling to move inventory in your e-commerce store
- 🔥 Frustrated with your lack of technical know-how to use Shopify to its full capacity

Don't worry, my friend! Help is on the way!

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

program can actually alleviate their problems.

Copy template:

Do any of these describe you right now:

- Problem #1
- Problem #2
- Problem #3

Don't worry, my friend! Help is on the way!

You can include an optional sentence here about what prompted you to start this membership or how you can relate to their problems.

Your copy here! 🛠️

For example ➡️

Do any of these describe you right now:

- Overwhelmed by the Shopify platform and its features
- Struggling to move inventory in your e-commerce store
- Frustrated with your lack of technical know-how to use Shopify to its full capacity

Don't worry, my friend! Help is on the way!

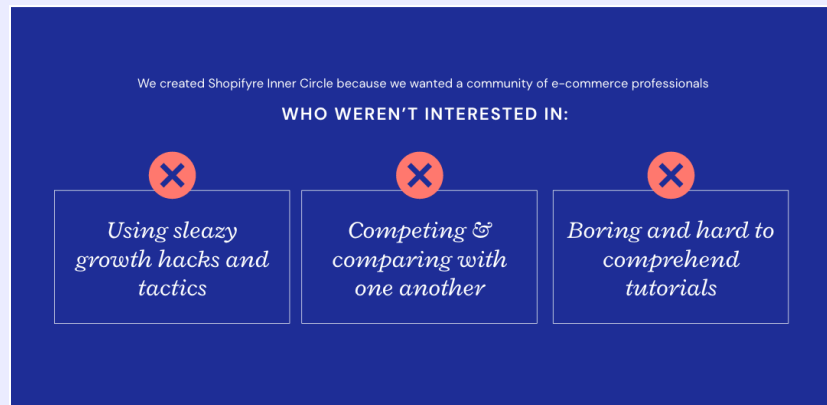
I remember discovering Shopify many years ago and being blown away by all the platform could do, but I was overwhelmed by how to

use all of the features to their fullest potential. And Shopify has only gotten MORE powerful and complex since then!

How You're Different

In this section, you can subtly communicate how your membership is different from other memberships in the same category by stating the things that are not in your membership or values you don't stand by.

This is a great section for qualifying your potential member and making sure someone is a good fit for your membership culture.



Copy template:

We created [name of your membership] because we wanted a community of [your audience] WHO WEREN'T INTERESTED IN:

- Thing you don't stand for or how you're different #1
- Thing you don't stand for or how you're different #2
- Thing you don't stand for or how you're different #3

Your copy here! 📝

For example ➡

We created Shopifyre Inner Circle because we wanted a community of

e-commerce professionals WHO
WEREN'T INTERESTED IN:

- Using sleazy growth hacks and tactics
- Competing and comparing with one another
- Boring and hard to comprehend tutorials

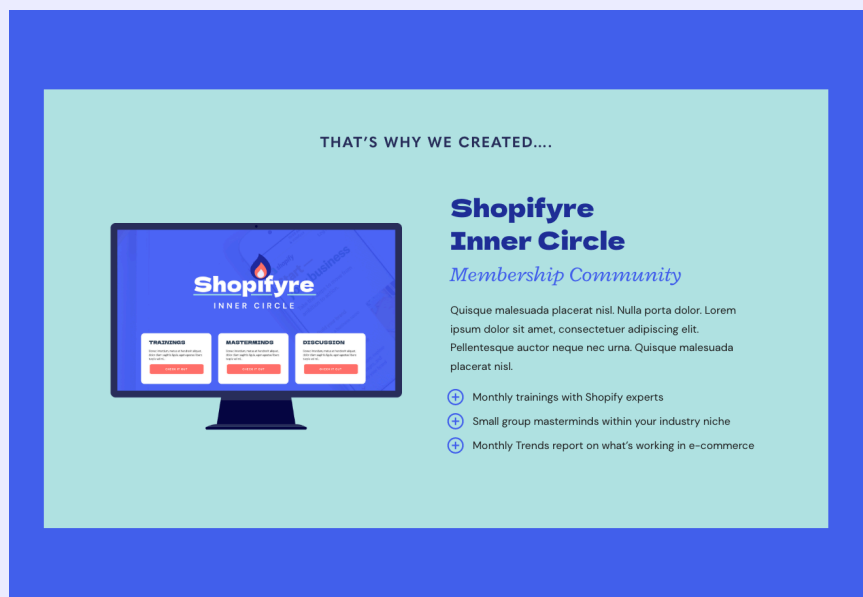
Or another example for a social media managers membership: ➡

We started The Social Crew community because we wanted a place where social media managers wouldn't have to:

- Act like they have everything figured out (we're a community of learners!)
- Feel pressure to stay up to date on the latest updates from every platform (we do that for you!)
- Spend countless hours hunting down social content inspiration (we curate inspiration for you!)

Introducing Your Membership

Time to formally introduce the name of your membership and give a short overview of the benefits.



Copy template:

That's why we created...

[NAME OF YOUR MEMBERSHIP]

Write a few sentences explaining what your membership is and what value it provides to its members.

Then list a few quick benefits or top-level features of joining to really emphasize why someone would want to join:

- Quick feature or benefit #1
- Quick feature or benefit #2
- Quick feature or benefit #3

Your copy here! 📝

For our Shopify example ➡

That's why we created...

Shopifyre Inner Circle Membership Community

This is your chance to grow your Shopify expertise every month from leading experts and learn what's working across a variety of niches from fellow e-commerce store owners. You'll get:

- Monthly trainings with Shopify experts
- Small group masterminds within your industry niche
- Monthly Trends report on what's working in e-commerce

Outcomes

After you've introduced your membership, give them a snapshot of the ultimate outcome your membership will help them achieve.

With this membership, one year from now you could:

- » *Be watching your sales consistently come through daily*
- » *Have a circle of trusted e-commerce peers to bounce ideas off of*
- » *Feel in control of your shop and its success*

Copy template:

With this membership, one year from now you could:

- Outcome statement #1
- Outcome statement #2
- Outcome statement #3

Your copy here! 📝

Example ➡

With this membership, one year from now you could:

- Be watching your sales consistently come through daily
- Have a circle of trusted e-commerce peers to bounce ideas off of
- Feel in control of your shop and its success

Benefits

What are the more intangible things someone gets with your membership? Not the "stuff" someone gets, as in the features, but the feelings and values someone will experience because of what you offer. This is your chance to speak to your potential member on a deeper level.

YOU'RE NOT JUST GETTING "STUFF"—YOU'RE GETTING:



Connection

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl.



Confidence

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Convenience

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl.



Clarity

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Copy template:

You're not just getting [the "stuff" in your membership], you're getting:

Benefit #1 Write a sentence to bring more context to your benefit.

Benefit #2 Write a sentence to bring more context to your benefit.

Benefit #3 Write a sentence to bring more context to your benefit.

Benefit #4 Write a sentence to bring more context to your benefit.

Your copy here! 📋

Example ➡

You're not just getting lessons about improving your Shopify store, you're getting:

Connection

You don't have to go it alone! When you're feeling stuck or unmotivated to grow your online store, there's a community of peers cheering you on and sharing their challenges too.

Confidence

No longer will you experience that helpless feeling of not being in control of your store. You'll know the ins and outs of this platform and feel like the expert you want to be.

Convenience

Hunting down tutorials and getting answers to your questions at different corners of the internet takes up your precious resources. With this membership, the information comes TO YOU!

Clarity

You won't have to wonder what tactics will improve sales conversions or how to best grow your store because our trainings will give you a hyper-focused idea on where to put your effort.

Testimonials

Share some testimonials from your members and try to find some that have concrete results OR quotes that speak to the benefits you just outlined.

What people are saying

"Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl."

- TESTIMONIAL #1

"Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Pellentesque auctor neque nec urna. Quisque malesuada."

- TESTIMONIAL #2

"Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl."

- TESTIMONIAL #3

Copy template:

["Compelling results your members have had and what they love about your membership."]

Name of person who said this nice thing

["Compelling results your members have had and what they love about your membership."]

Name of person who said this nice thing

Your copy here! 📌

In-Depth Features + What's Included

Time to really get specific about what someone gets access to inside your program or membership. The more specific you can be, the better. Try to add images that give an inside look at what the membership experience is like!

What's exactly is included?



Monthly Live Trainings

Learn the latest advanced features and be one of the first to apply them to your shop strategy

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Group Masterminds

Get paired with other shop owners in your vertical to brainstorm and stay accountable

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Copy template:

Feature #1

State the benefit someone gets from this particular feature

Include a short paragraph that explains how this feature is delivered, any details about how often it's updated etc.

Repeat for as many features as you have inside your membership!

Your copy here! 📝

Example ➡

Monthly live trainings

Learn the latest advanced features and be one of the first to apply them to your shop strategy On the first Tuesday of every month, we go live for 90 minutes to dive deep on one specific feature and how you can leverage it to boost sales of your store.

Group small masterminds

Get paired with other shop owners in your vertical to brainstorm and stay accountable. Want to know what is working within your industry? When you join, we match you up with small groups of 5 people or less so you can bounce around ideas in a more intimate environment and see what tactics are working best.

Monthly trends reports

Stay ahead of the curve and implement

the latest updates from the platform ahead of your competition

We gather all the latest trends and consumer data so you don't have to! We deliver a new PDF to your inbox on the first of the month with the most up-to-date info on what buyers are doing on the platform.

Custom dashboard

Access your membership easily and save your favorite resources to one convenient place

Access all the member content from our easy-to-use custom dashboard. You can go back and rewatch trainings any time you like and even save your favorite clips to your library!

More Testimonials

Yes, more testimonials! This is another chance for you to "show not tell" using results that other members have achieved because of your membership.



"Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit."

- TESTIMONIAL SOURCE

"Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit."

- TESTIMONIAL SOURCE



Copy template:

Your copy here! 📋

["Compelling results I've had with this membership."]

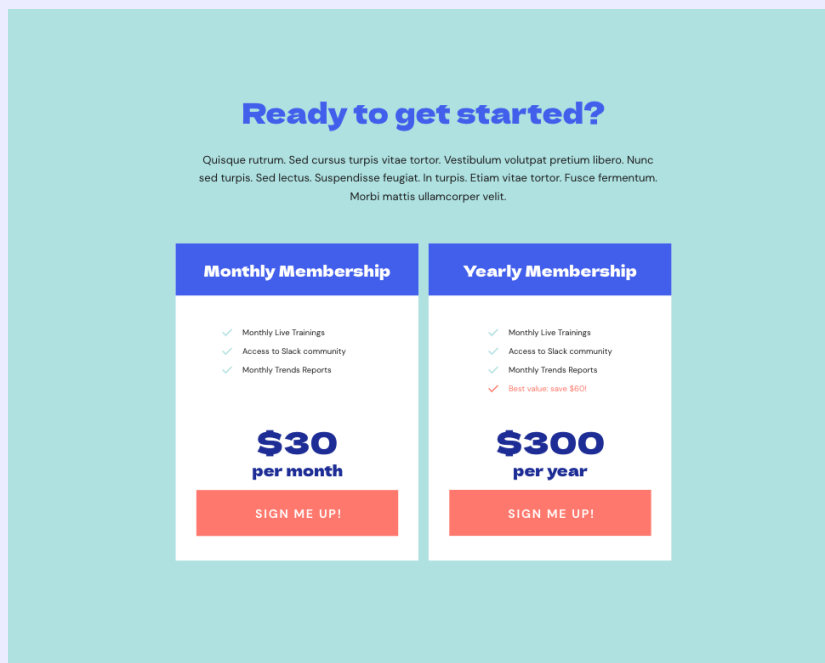
Name of person who said this nice thing

["Ways this membership has made my life easier."]

Name of person who said this nice thing

Buying Options

Now it's time to offer your payment options. You might offer a monthly rate or a yearly rate, for example. You want to clearly list out what is included with each option.



Copy template:

[Name of Buying Option #1]

Your copy here! 📋

- Feature included #1
- Feature included #2
- Feature included #3

PRICE

Button: SIGN ME UP!

[Name of Buying Option #2]

- Feature included #1
- Feature included #2
- Feature included #3

Feature included #4 ("Bonus")

PRICE

Button: SIGN ME UP!

Example 

Monthly Membership

- Monthly Live Trainings
- Access to Slack community
- Monthly Trends Reports

\$30/month

Button: SIGN ME UP

Yearly Membership

- Monthly Live Trainings
- Access Slack community
- Monthly Trends Reports
- Best value: save \$601!

\$100/year

Button: SIGN ME UP

Audience Qualifying

You can include this section anywhere on the page, but if you really want to keep your membership narrowly focused on your target audience, you can include a qualifying checklist here.

Shopifyre Inner Circle is for you if:

- ☒ You already have an e-commerce business
- ☒ You're curious and enjoy expanding your knowledge
- ☒ You get value from collaborating with others

Shopifyre Inner Circle is NOT for you if:

- ☒ You are not familiar with the Shopify platform
- ☒ You only want to promote your business, rather than learn
- ☒ You only want quick fixes and hacks

Copy template:

This membership is for you if:

- Characteristic you want in a member
- Characteristic you want in a member
- Characteristic you want in a member

This membership is NOT for you if:

- Characteristic you DO NOT want in a member
- Characteristic you DO NOT want in a member
- Characteristic you DO NOT want in a member

Your copy here! ✍️

Example →

The Shopify Inner Circle membership is for you if:

- You already have an e-commerce business
- You're curious and enjoy expanding your knowledge
- You get value from collaborating with others

The Shopify Inner Circle membership is NOT for you if:

- You are not already familiar with the Shopify platform
- You only want to promote your business, rather than learn
- You only want quick fixes and hacks

FAQs

Always include an FAQs section with common questions or objections you get from potential customers. This will help clarify any lingering doubts. We also love to throw in a fun question or something unexpected to add a little personality!

Frequently Asked Questions

QUESTION 1

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

QUESTION 3

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

QUESTION 5

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QUESTION 2

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

QUESTION 4

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QUESTION 6

Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna. Quisque malesuada placerat nisl. Nulla porta dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque auctor neque nec urna.

(No need for a template on this one... only you know what questions your customer will have about your membership!)

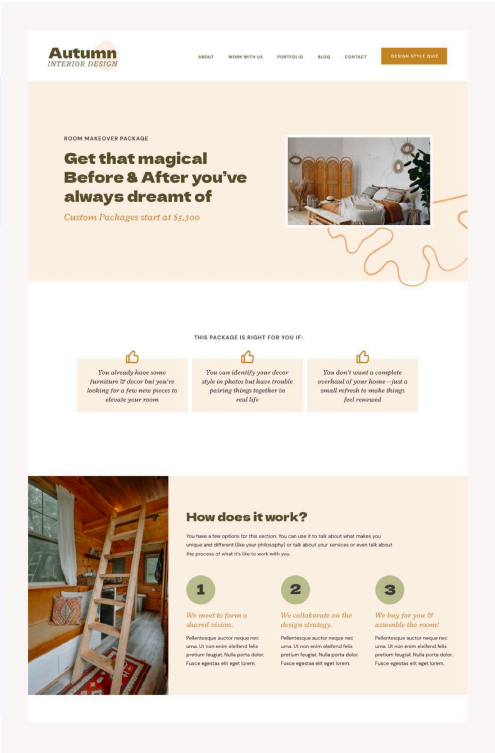
Your copy here! 📎



Sales Page #3 – Service Package

WHO IT’S FOR:

This sales page layout is for you **if you offer one-on-one services**. The best advice we can give for more people to hire you is make it **EASY** for them. This means positioning your services as products. Take your skills and "productize" them by packaging together deliverables into a clear offer someone can take you up on. By taking the guesswork out of it for them, people are much more likely to hire you. The layout of this page is strategically designed to sell a package like this.



The image displays 12 wireframe designs for a room makeover service website, organized into a 3x4 grid. Each wireframe represents a different page or section of the website, showing the layout, typography, and placeholder content.

- Top Row (Left to Right):**
 - Hero section with a large heading "Click here to view high res image" and a subheading "Get that magical Before & After you've always dreamt of".
 - Room Makeover Package section with a heading "Room Makeover Package" and a subheading "Get that magical Before & After you've always dreamt of".
 - Frequently Asked Questions section with a heading "Frequently Asked Questions" and a subheading "How does it work?".
 - What's Included section with a heading "What's Included:" and a subheading "Custom Packages start at \$2,500".
- Middle Row (Left to Right):**
 - Room Makeover Package section with a heading "Room Makeover Package" and a subheading "Get that magical Before & After you've always dreamt of".
 - Frequently Asked Questions section with a heading "Frequently Asked Questions" and a subheading "How does it work?".
 - What's Included section with a heading "What's Included:" and a subheading "Custom Packages start at \$2,500".
 - Room Planner section with a heading "Room Planner" and a subheading "Not quite ready to hire a full price team? Download our FREE room planner!".
- Bottom Row (Left to Right):**
 - Room Makeover Package section with a heading "Room Makeover Package" and a subheading "Get that magical Before & After you've always dreamt of".
 - Frequently Asked Questions section with a heading "Frequently Asked Questions" and a subheading "How does it work?".
 - What's Included section with a heading "What's Included:" and a subheading "Custom Packages start at \$2,500".
 - Room Planner section with a heading "Room Planner" and a subheading "Not quite ready to hire a full price team? Download our FREE room planner!".

The wireframes are presented in a clean, minimalist style with placeholder text and images. The designs are arranged in a 3x4 grid, with each wireframe representing a different page or section of the website.

The image displays 12 wireframe designs for a room makeover service website, organized into three rows and four columns. Each wireframe represents a different page or section of the website, showing the layout, typography, and interactive elements like forms and buttons.

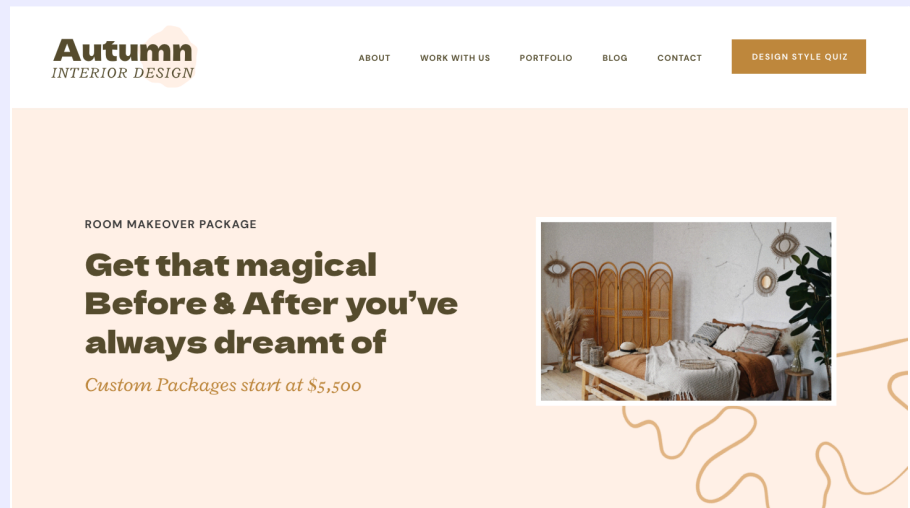
- Row 1:**
 - Wireframe 1: Hero section with a large heading "Click here to view high res image" and a "Room Makeover" button.
 - Wireframe 2: Hero section with a large heading "Click here to view high res image" and a "Room Makeover" button.
 - Wireframe 3: Hero section with a large heading "Click here to view high res image" and a "Room Makeover" button.
 - Wireframe 4: Hero section with a large heading "Click here to view high res image" and a "Room Makeover" button.
- Row 2:**
 - Wireframe 5: "Get your Room Makeover started!" form with fields for name, email, phone, and address.
 - Wireframe 6: "Frequently Asked Questions" section with a list of questions and answers.
 - Wireframe 7: "What's Included:" section with a list of services and a "Room Planner" download button.
 - Wireframe 8: "What's Included:" section with a list of services and a "Room Planner" download button.
- Row 3:**
 - Wireframe 9: "Room Planner" download section with a form and a "Download Now" button.
 - Wireframe 10: "Room Planner" download section with a form and a "Download Now" button.
 - Wireframe 11: "Room Planner" download section with a form and a "Download Now" button.
 - Wireframe 12: "Room Planner" download section with a form and a "Download Now" button.

Sales Page #3 - Service Package

BY SECTION:

Benefit Headline + Name of Service Package

What does someone ultimately get from hiring you with this package? Is there a fun and enticing headline you can write that gives them an idea of what this service package is all about?



Copy template:

[Name of your service package]

Benefit statement of what someone will get with your service or one-sentence explanation of what service you're providing

Starting price or tagline or descriptor

Your copy here! ✍️

For example ➡️

ROOM MAKEOVER PACKAGE

Get that magical Before & After you've always dreamt of

Custom Packages start at \$5,500

Or another example, for a custom website design →

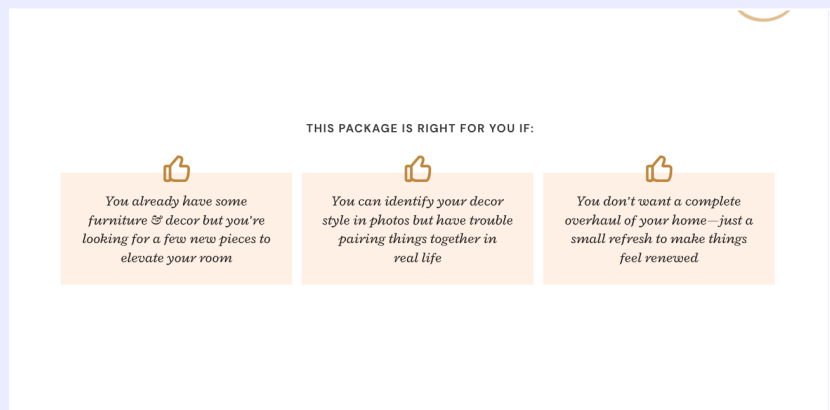
TEMPLATE REMIX

We'll completely customize one of our Wordpress templates to fit your brand and feel 100% built from scratch

On a short timeline or want custom results for a template-sized budget? This is for you!

Qualifying Statements + Pain Points

In this section, you want to make it clear who this service package is for and call out some specific qualities of your ideal client. You could also use this area to speak to your ideal client's pain points so they know what problems this service package of yours will solve.



Copy template:

Your copy here! 🖋️

This package is for you if:

- Pain point or qualifying statement #1
- Pain point or qualifying statement #2
- Pain point or qualifying statement #3

For example →

This package is for you if:

- You already have some furniture & decor but you're looking for a few new pieces to elevate your room
- You can identify your decor style in photos but have trouble pairing things together in real life
- You don't want a complete overhaul of your home-just a small refresh to make things feel renewed

How Does it Work?

Again, the point of a compelling service page is to make it as compelling as possible for someone to work with you. You don't want any doubt in their mind about what they're hiring you for and what the steps are to work with you. Use this section to lay out your process and what your client can expect.



How does it work?

You have a few options for this section. You can use it to talk about what makes you unique and different (like your philosophy) or talk about your services or even talk about the process of what it's like to work with you.

1

We meet to form a shared vision.

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.

2

We collaborate on the design strategy.

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.

3

We buy for you & assemble the room!

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.

Copy template:

How does it work?

Step one of working with you.

Explain a little bit of what happens in this step.

Step two of working with you.

Explain a little bit of what happens in this step.

Step three of working with you.

Explain a little bit of what happens in this step.

Your copy here! 📝

For example, using our interior design business ➡

How does it work?

Learn a bit about our process and what you can expect when you hire us for your Room Makeover.

We meet to form a shared vision.

If you're local to us, we'll head over to your space, or we can meet via Zoom, where we'll discuss your requirements for the space, what your style is and we can talk through a vision until we're on the same page.

We collaborate on the design strategy.

Our team will send over to you a mood board, which you'll approve. From there we'll get to work putting together the floor plan and shopping list according to your budget.

We buy for you & assemble the room!

Once you approve the final design, we'll purchase everything and establish an installation date where our team will come in for a day and completely refresh the room so you have that big before and after reveal you're craving!

Deliverables + What's Included

Your potential client is likely wondering, "What do I GET out of all this?" If you have any tangible deliverables, you want to lay those out here.

What's Included:

Custom Packages start at \$5,500



SHARED VISION BOARD

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.



ROOM RENDERING

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.



SHOPPING OPTIONS PDF

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.



FINAL ASSEMBLY AND STYLING

Pellentesque auctor neque nec urna. Ut non enim eleifend felis pretium feugiat. Nulla porta dolor. Fusce egestas elit eget lorem.

Copy template:

What's included:

Custom packages start at \$XXX

Deliverable #1

Sentence about what they'll get with this deliverable.

Deliverable #2

Sentence about what they'll get with this deliverable.

Deliverable #3

Sentence about what they'll get with this deliverable.

Deliverable #4

Sentence about what they'll get with this deliverable.

Your copy here! 📋

For example ➡

What's included:

Custom packages start at \$XXX

Shared Vision Board

Once you share with us your design

style and requirements for your space, we'll deliver to you a shared vision board with inspiration images and potential decor so we can be on the same page.

Shopping Options PDF

For every major item in your room, we'll shop different options at multiple price points so you know you're getting exactly what you want.

Room Rendering

Before we make the final purchases, you'll get a final 3D room rendering (minus a few final touches we'll keep as a surprise for you) so you can sign off on the design.

Final Room Assembly & Styling

Finally, our team assembles your room so you don't have to do a thing and we prepare all the final touches so you walk away with the new space of your dreams!

Portfolio Examples or Case Studies

Here you may want to pull in some images from your portfolio from projects who have opted for this



ROOM MAKEOVERS

Click through to see some of our before and afters.

SCHEDULE A CALL!

specific service package. If your service is not something that lends itself to a visual (like design), you may want to link to blog posts as case studies instead. The goal here is to show what results your clients have had with this service.

Copy template:

Past Projects

Click through to see some of our happy clients

Button: Schedule a call! (This button could just be an anchor link down to the contact section)

Your copy here! 📌

Example ➡

Room Makeovers

Click through to see some of our before and afters

Button: Schedule a call!

Testimonials

After you share the actual projects you've worked on, you may just want a handful of nice things your clients have said about what it's like to work with you.



"This is a raving sentence about you from one of your happy clients!"

– HAPPY CLIENT #1

"This is another statement that puts your potential client's mind at ease in trusting you with this service."

– HAPPY CLIENT #2



Copy template:

["Nice thing your client said."]

Name of person who said this nice thing

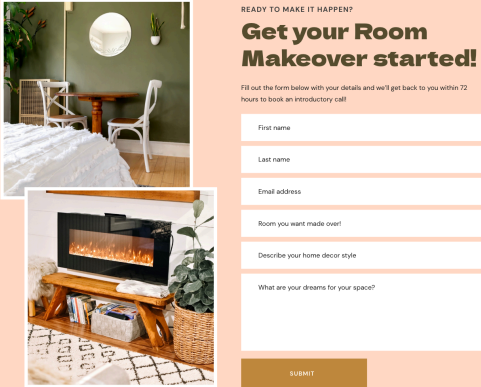
["Nice thing your client said."]

Name of person who said this nice thing

Your copy here! 🖋️

Contact Form (Next Step)

What is the next step you want someone to take to hire you? It's probably going to be to contact you in some way.



READY TO MAKE IT HAPPEN?

Get your Room Makeover started!

Fill out the form below with your details and we'll get back to you within 72 hours to book an introductory call!

First name

Last name

Email address

Room you want made over!

Describe your home decor style

What are your dreams for your space?

SUBMIT

Copy template:

Ready to make it happen?

Let's get your [service package] started!

Fill out the form below with your details and we'll get back to you within [72 hours] to book an introductory call! (You want to set a clear expectation for how soon you'll get back to them to set up a call if you want to qualify some of your leads. If you don't want to qualify them, you could just set up a scheduling

Your copy here! 🖋️

integration for someone to book time on your calendar rather than an email form.

[Contact form or next step]

Example 

For example:

Ready to make it happen?

Get your Room Makeover started!

Fill out the form below with your details and we'll get back to you within 72 hours to book an introductory call!

[Contact form]

FAQs

You may want to include an FAQs section with common questions or objections you get from potential clients.

Frequently Asked Questions

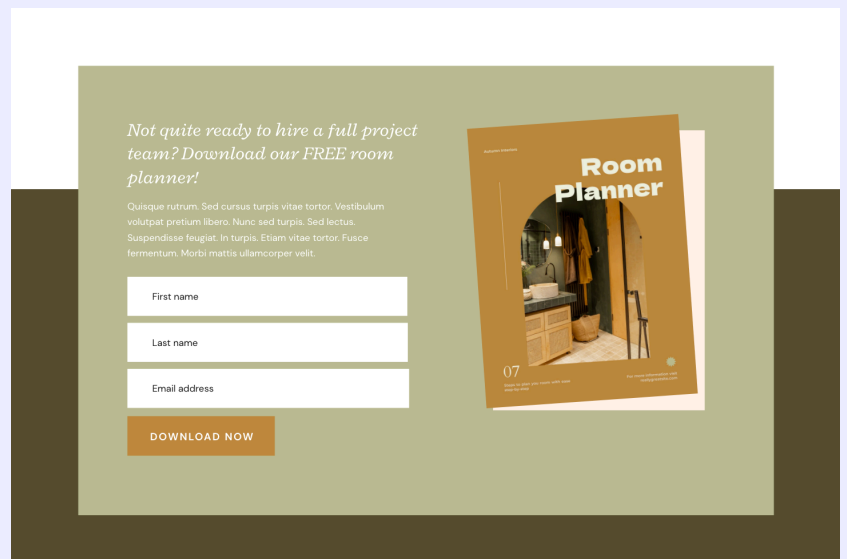
This is an important question	▼	This is an important question	▼
This is an important question	▼	This is an important question	▼
This is an important question	▼	This is an important question	▼
This is an important question	▼	This is an important question	▼

(No need for a template on this one... only you know what questions your clients will have about working with you!)

Your copy here! 📝

Marketing Bridge

Here's another place for your marketing bridge or primary lead magnet. Again, if someone isn't ready to hire you for your services or buy your offer(s) just yet, you still want a way to capture their attention so they can stay connected to you until the need arises for your services.



Copy template:

**Not quite ready to [book this service]?
Download our [Lead Magnet]!**

Include more text about what they can expect when they sign up and how often they'll hear from you.

Also include some kind of visual or image that further entices them and makes it

Your copy here! 📝

clear what the lead magnet is, whether it's a PDF, a video, a checklist, etc.

Example 

Not quite ready to hire a full project team? Download our FREE Room Planner workbook!

If you're still in the DIY-zone and not ready to hire our team just yet, we still want to help! Our Room Planner workbook will walk you through our process for refreshing your space. Learn exact steps for pulling together a mood board, setting a budget, shopping for key items, and reworking a floor plan that makes your space feel brand new!

Button: Download now!