

Hexwave | Website Copy V2

Winner's Writing Process (Copy Starts Here)

What business objective do I seek to accomplish & Why is it important?

Get B2B decision makers (Owners, founders, CXOs, MDs, MPs, etc) to consume my website and decide to schedule a call with an expert strategist to help them achieve their business goals via marketing.

This goal is important because it will help me unlock passive lead generation once my systems are set up, campaigns are running, and messaging is on point.

What part of the funnel is needed to achieve this objective (logic, TP)?

Both parts are needed. I'm expanding my market to fit all B2B companies, not just SaaS or Tech. So, in a nutshell, I want to convince local business owners too.

For this purpose, it's only right to set **awareness at level 3** (solution aware) and **sophistication at easy stage 4** (tired of similar mechanisms and closing in on all mechanisms quickly).

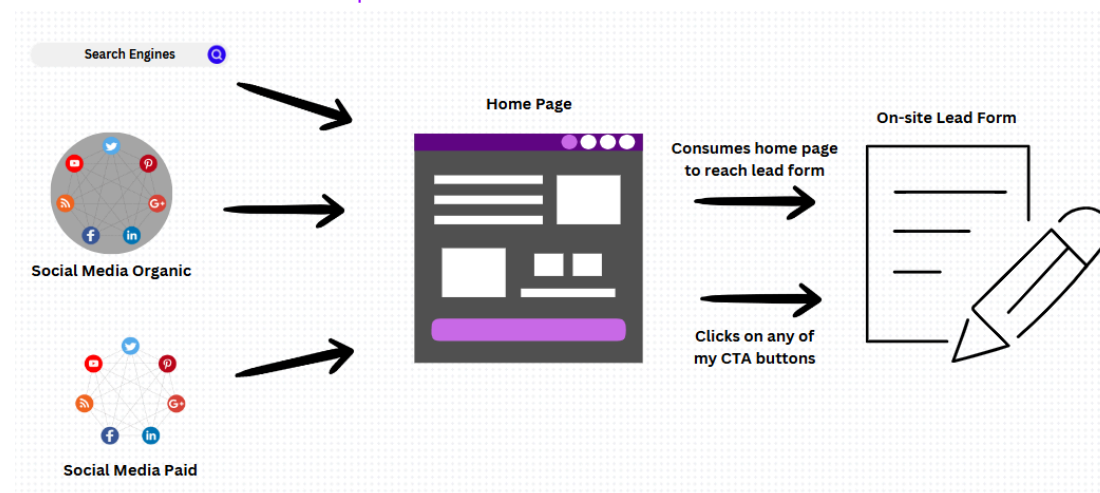
The people landing on my home page need to immediately get a sense of professionalism yet while retaining simplicity to not deter them.

Of course, they need to instantly answer WIIFM. Obvious stuff.

Top players are using all 3 stage five plays, some identity (personal branding... that's gay), mostly experience, and niche-down plays.

I went with a flared-up, experience play with no niching down. **I niched up.**

Current Potential & Simplified Funnel



Who am I talking to?

Hexwave | B2B ICP

Where are they right now?

Mentally

- Solution-Aware (level 3) & Tired of all Mechanisms (Stage 4.5 sophistication).
- Current D.B.T. Thresholds: 4, 4, 1.
- Looking to launch, run, or scale their business to a certain growth level depending on ambitions. (Startup → Small → Mid-Market → Enterprise).
- Wake up every morning wondering how they can become the leading figure in their industry.
- Want to be able to provide for their family from the rewards they sow from their own hard work. 10X as gratifying.
- Want to be free from depending on external forces to provide for their family.
- Have a strong passion for their line of work, most probably the reason they split to start their own business. Entrepreneurial seizure.
- Hard-coded belief they can offer superior products/services because of their intense passion.

Physically

They just landed on my homepage from SE or SM. They've either used a search term that triggered my page to show or clicked from my social profiles.

They're trying to find an immediate answer to what my agency offers, how it's unique, and how fast it can produce outcomes.

They've probably seen other marketing agency sites before, maybe even worked with some, while some tried marketing themselves all alone.

Suffice to say, because they're on my website, they're still trying to solve their marketing challenges.

Their efforts have failed to produce the desired outcome, be it sales, leads, share, etc.

Where do they need to go?

They need to get to the lead form. They can do this instantly by clicking any CTA button, minimizing cost of time.

Or, they can visit the form at the end of the homepage. A longer trip, but this means they're skimming my page and I can sell them on the call.

The second path requires sprinkling dopamine across the copy and actively handling common objections (cost, brand control, trust, ROI measurement, past failures, inconsistent results, flexibility, and transparency).

What steps do I need to take to take them through The Hexperience?

0. Just landed on the website. All D.B.T thresholds are at base levels.
1. First element to grab their attention is my bright, glowing logo. First shot at increasing perceived authority because of the sleek, professional look.
2. Their eyes peep at the menu elements and the outcome-based CTA, but quickly gravitate toward the lead magnet sentence because of the different font styles.

The lead magnet offers instant value in the form of an actionable guide, and coupled with a simple, direct built-in CTA, it increases all D.B.T. threshold values to 5, 5, 4, respectively.

- a. They click the lead magnet → Lead magnet opt-in → New lead.
- b. They don't click the lead magnet → Continued below.
3. They've just chosen to keep reading the homepage, so the next thing they'll notice is the headline, sub-headline, and third CTA.

The headline promises a clear, direct outcome to increase value (desire) levels.

The sub-headline employs a risk-reversal and desire-cranking structure to increase all three thresholds.

And finally, the CTA is direct in its promise and intentions, and it must also be simple to act on. This will get their levels to 6, 6, 5 respectively.

- a. They click the CTA → Lead form opt-in → Final push on thresholds → New lead.
- b. They don't click the CTA → Continued below.
4. The next section they'll see is the testimonial section. The headline within this section is an identity-play that teases the outcome.

The actual testimonials act as mini-case studies showcasing the outcomes I created for each client.

This section raises their D.B.T. thresholds to 7 all round.

5. This next section, **The Hexperience**, is the *heart of the homepage copy*.

I'll employ a GSM offer here that raises all thresholds by leveraging the value equation.

What this section aims to do is showcase why Hexwave is different from most agencies via the USPs (speed, proven strategies, minimizing workload, and maximizing ROI).

I'll amplify both pains and desires here, pulling on their ambition to scale their business to achieve professional and personal goals.

The main points to cover here will be the following:

- a. Hexwave gives you practical, actionable advice (value) that you can use right now.
 - b. Building, running, and scaling a business is overwhelming. You have to worry about all the parts (operations, leadership, marketing, sales, cash flow, etc) and that's too much for one person to handle.
 - c. Passion is not enough to pay the bills.
 - d. You don't have to worry about identifying your best customers because we'll create an ICP for you to maximize your impact.
 - e. We give you what's already been proven to work so you don't have to second guess it's accuracy, efficiency, or reliability.
 - f. Avoid feast/famine cycles with a constant flow of clients all year round.
 - g. We create systems to automate your marketing, then manage and scale these systems to increase your ROI.
 - h. Addresses common objections (ROI, cost, time, commitment) and provides a quick mechanism explanation.
6. Next up is the Success Stories section. Here, I'll raise trust and belief levels to the max by showcasing how Hexwave solved specific business problems to grow revenue, leads, impact, or all of the above.

The goal here is to inspire them to take action in the final section.

7. Right before they see the lead form, they'll discover what I have to offer.

The main thing I want to raise here is trust and belief in Hexwave.

8. Finally, the final push to close them as a lead. This section is a simple form with a direct, authority-based CTA to raise all thresholds to the max.

Reiterate GSM to maximize probability of the ICP taking the desired action.

Home Page Copy ([Live Demo Site](#))

[Lead Magnet Opt In]

Sign up [HERE](#) to Download “The SaaS META Advertising Blueprint.”

[Header]

[LOGO] Solutions The Blog Success Stories [CTA – Let’s Talk [\(Growth/ROI\)](#)]

[Intro + WIIFM]

Profitable Performance Marketing Agency.

Generate More Clients, Bigger Sales, & Faster Revenue

High-ROI Marketing Strategies Built for Long-Term B2B Growth.

[CTA – Start Profiting Online]

[Testimonials]

Recognized By Growing B2B Leaders

(Testimonial Slideshow)

{Each testimonial will act as a mini case study}

[WIIFM - Expansion]

The **Hexperience**

When business isn’t booming, passion alone won't fuel your growth.

Running a stable, profitable company is like a game of chess.

Your key pieces – leadership, fulfillment, and marketing – must all work in harmony to expand your market share and close more deals.

Each move is a thin-line decision between claiming industry leadership or filing for bankruptcy.

So, how do you ensure your pieces are strategically aligned to conquer a greater share of your market?

By leading with an unwavering passion to grow your company.

While we handle the heavy-duty work of marketing, selling, and scaling your business online. Our B2B strategists immerse themselves in your market, prioritizing one objective:

Launch high-ROI marketing campaigns that drive sustainable growth in your key metrics:

Pipeline
(3D Graphic)

Sales
(3D Graphic)

Revenue
(3D Graphic)

[Solutions]

Solutions That Demand **ROI**

Transform uncertain marketing into profitable performance.

Your growth goals are our top priority.

As your market adapts, so do our solutions to maximize your returns.

Client Acquisition
(3D Graphic)
[\[Button – Learn More\]](#)

Funnel Mastery
(3D Graphic)
[\[Button – Learn More\]](#)

Copywriting Suite
(3D Graphic)
[\[Button – Learn More\]](#)

Growth Content
(3D Graphic)
[\[Button – Learn More\]](#)

[Success Stories]

How B2B Leaders Succeed with Hexwave

Story 1
(CARD WIDGET)

Story 2
(CARD WIDGET)

Story
(CARD WIDGET)

[\[Read More Success Stories\]](#)

[Lead Form]

Talk to an **Expert**

[GSM]

Name

Company Name

Company Email

Phone #

How Can We Help You?

I will get contacted within 24 hours.

[Button – Schedule Strategy Call]

We realign your marketing scope with maximum ROI targets.

Extending the reach of your “digital hand” to ideal customers with...