

Copy Canvas - YOUR NAME

Use this Copy Canvas template to strategically structure your site for each page and section, then write your copy into each section with the formulas and examples for inspiration. Review the example links and more on the [Influex portfolio](#) for inspiration!

CREATIVE CLARITY FIRST!

Why this Copy Canvas is essential for your influence and expression...

- ★ Defining your structure for your desired visitor creates the canvas for your creativity in **expression** and sets the INTENTION for each section and their strategic flow for maximum **influence**.
- ★ If you think and structure before you write, writing will be much easier and more effective. You will save tons of time, get better results (connection, credibility and conversion), and have MORE FUN getting it DONE!
- ★ This becomes your wireframe for design... so as you write, you start to see your site come to life even before design begins. Then Digital Artistry will follow a clear structure that you're already confident in!
- ★ After years of doing it "the hard way" we created this surprisingly simple and powerful framework based on our expertise, with strategically structured sections from our most popular sites (with examples). This single tool has saved Influex clients and our Messaging Masters (writers) hundreds of hours, produced better copy faster, enhanced Creative Collaboration, and significantly simplified the design process... ***and now it will do the same for you!***

Let's Strategically Structure Your Site!

Easy Order of Operations For Compelling Copy Creation

"One step at a time, your masterpiece comes to life!"

WEEK 2 (Strategic Site Structure)

Ensure your Creative Clarity Questionnaire and Brand Bible is complete first!

- ❑ **STEP 1:** Define your Sitemap. What pages do you intend to have on your site? Get clear, then enter your desired pages into the Sitemap table.
- ❑ **STEP 2:** Wireframe your Strategic Site Structure by choosing your sections (adding, removing, modifying) for each page. What sections do you want on each page for the ideal visitor journey?

Consider the Primary Page Purpose for each: **CONNECTION, CREDIBILITY, CONVERSION and/or CONTENT.**

Once complete, update **Structure Status** column from "Default" to "Customized" and you're ready to start writing. **Do NOT start writing before drafting your homepage structure!**

Video guide: <https://www.loom.com/share/c1cba03ce403437f956beda959ab49fc>

WEEK 3 (MESSAGING MASTERY)

- ❑ **STEP 3:** Write your homepage copy within your structure (based on DIY Week 3 Messaging Mastery training).
- ❑ **STEP 4:** Start your remaining page copy (based on DIY Week 3 Messaging Mastery training). Update the **Copy Status** to "Draft 1" and "Draft 2" or "COMPLETE" as you go. Continue copywriting and editing Weeks 3 - 6.

WEEK 4 (Origin Story)

- ❑ **STEP 5:** Write your Origin Story (based on DIY Week 4 Origin Story training and Stand Out With Your Origin Story Course)

WEEKS 5 - 8 (Digital Artistry & Expert Execution)

- ❑ **STEP 6:** You're complete with the Copy Canvas! Edit and evolve as you see fit as you move onto design. Use the Copy Canvas as your complete wireframe (with copy) to start homepage design and your full site design! Track **Design Status** and **Development Status** as you go.

COPY CANVAS COLOR CODE

YELLOW HIGHLIGHT BOLD: Headline (write it)

YELLOW HIGHLIGHT: Body copy (write it)

ORANGE HIGHLIGHT: Button (keep it or customize it)

Blue text: copy formula

Purple text: copy example from an Influx client

Sitemap, Structure and Status

Use this table to keep track of your progress

PAGE	Structure	Copy Status	Design Status	Development Status
Home	Default	Not started	Not started	Not started
About	Default	Not started	Not started	Not started
Success Stories	Default	Not started	Not started	Not started
Work With Me	Default	Not started	Not started	Not started
Books	Default	Not started	Not started	Not started
Blog	Default	Not started	Not started	Not started
Consult	Default	Not started	Not started	Not started
Media	Default	Not started	Not started	Not started
Resources	Default	Not started	Not started	Not started
Speaking	Default	Not started	Not started	Not started
Connect	Default	Not started	Not started	Not started
404	Default	Not started	Not started	Not started
Thank You Page	Default	Not started	Not started	Not started
EXTRA Page	Default	Not started	Not started	Not started
Legal Pages	Default	Not started	Not started	Not started

Homepage

Meta Description (160 characters):

[Logo]	Navigation	[Primary CTA]
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(Hero Photo)

WRITE YOUR POWER STATEMENT HERE

WRITE YOUR (OPTIONAL) SUBHEADLINE HERE

Formula: I help [avatar] with [benefit] so they can [result]

Optional: **(Play Video)**

Featured In:
(Media logos across header)

(Optin)

WRITE YOUR OPTIN HEADLINE HERE

WRITE YOUR (OPTIONAL) SUBHEADLINE HEADLINE HERE

Formula:

Get Instant Access To The (Catchy Optin Offer Name)

The (# Step) Guide to overcome (pain point) so you can finally (result)

[Name] [Email] **Download Now + Subscribe**

Subscription Confirmation (subscription checkbox)

(Introduction / Manifesto / Invitation)

Headline: Write Your Main Message To Your Audience Here

Short Paragraph 1: Acknowledge the current world view of your clients/industry

Short Paragraph 2: Call out the limitations within this world view

Short Paragraph 3: Offer the solution

Short Paragraph 4: Invite your clients to take action

CTA Button: **[Work With Us]**

(About Section)

(Primary About Photo)	<p>Hi, I'm (Name)</p> <p>I am a (title) who's passionate about (what you do)</p> <p>I'm committed to (mission) so you can achieve (result) without all the (challenges & pain points).</p> <p>Button: [Read My Story]</p>
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(Success Stories Section)

WRITE A HEADLINE FOR YOUR TESTIMONIALS HERE

<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>
<p>Button: See More Success Stories</p>		

(Blog section)

<p>WRITE BLOG HEADLINE HERE</p> <p>Formula: Read My Latest Articles to (Discover New & Unique Strategies) to [key benefit]</p> <p>Example: Read My Blog to Discover New & Unique Strategies to Grow Your Law Firm at Unreasonable Rates</p>		
<p>[Featured Image]</p> <p>Blog Post Title</p> <p>Post Preview Content</p> <p>Button: Read Post</p>	<p>[Featured Image]</p> <p>Blog Post Title</p> <p>Post Preview Content</p> <p>Button: Read Post</p>	<p>[Featured Image]</p> <p>Blog Post Title</p> <p>Post Preview Content</p> <p>Button: Read Post</p>
<p>Button: Read The Latest Articles On My Blog</p>		

(Podcast section)

<p>WRITE A HEADLINE FOR YOUR PODCAST SECTION HERE</p> <p>[Podcast Player or recent episodes]</p>

<p>Subscribe To My Podcast:</p> <p>Subscription links: iTunes, Stitcher, Spotify, Google Play, Pandora, SoundCloud</p> <p>Button: Listen To The Latest Episodes</p>

(Programs Section)

(Authority Photo)	WRITE A HEADLINE FOR YOUR PROGRAMS
	Introduce your programs or opportunity to work with you here
	Button: Discover My Programs

(Speaking & Media Section - combined)

WRITE A HEADLINE FOR YOUR MEDIA/SPEAKING SECTION HERE
Speaking/media intro content
(Play Video Reel)
Buttons: Book Me To Speak Media Features & Inquiries
"Speaking testimonial"
Featured In: (Media logos)

(Speaking Section)

WRITE A HEADLINE FOR YOUR SPEAKING SECTION HERE
Speaking intro content
Buttons: Book Me To Speak Watch My Speaker Reel
"Speaking testimonial"
Stages: (Conference and company logos where you've spoken)

(Media Section)

WRITE A HEADLINE FOR YOUR MEDIA SECTION HERE

Media intro content

Buttons: **[Media Features & Inquires]** | **[Watch My Media Reel]**

"Media quote"

Featured In:
(Media logos)

(Book Section)

[Book image]

WRITE A BOOK HEADLINE FOR YOUR BOOK HERE

Write the key benefits of your book here

"Review from Amazon"

Button: **[Get The Book]**

Footer (same on all pages)

WRITE YOUR OPTIN HEADLINE
WRITE YOUR (OPTIONAL) SUBHEADLINE
HEADLINE HERE

[Name] [Email] **[Download Now + Subscribe]**
Subscription Confirmation (subscription checkbox)

WRITE A HEADLINE FOR SOCIAL MEDIA

(List social networks and 2-3 words on which connect on each)

Facebook:
Instagram:
YouTube:
LinkedIn:
Pinterest:

WRITE A HEADLINE FOR YOUR INITIAL CONSULT HERE

Button: **Book A Consult**

Sub-footer: Terms & Conditions | Privacy Policy | Disclaimer | Copyright name + year

About Page

Primary Page Purpose: **CONNECTION and CREDIBILITY**

Alternate titles: My Story, Meet (your name), About Us

MetaData:

Description:

Keywords:

WRITE THE TITLE OR HEADLINE OF YOUR ORIGIN STORY HERE

Write your origin story here

(Use <http://influex.com/originstoryblueprint> + <http://influex.com/storybook> + <http://influex.com/storytelling> as your guide)

(Integrate relevant photos with the story)

(your professional bio)

ABOUT (YOUR NAME)

Write your bio here

(Professional photo)

(if you have defined Core Values and a published Vivid Vision)

CORE VALUES

WRITE YOUR VIVID VISION HEADLINE

Write your core values here	(Image of Vivid Vision) [Download The Vivid Vision]
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Examples:

<https://www.danholguinfitness.com/story/>

<https://www.rolandfrasier.com/story/>

<https://www.cameronherold.com/about>

<https://venusopal.com/story/>

<https://lewishowes.com/about/>

<https://rodkhleif.com/about/>

Work With Me Page

Primary Page Purpose: **CONVERSION** (to apply or purchase)

Alternative titles: Programs, Products, Services

MetaData:

Description:

Keywords:

Write copy for your offerings

<p>WRITE YOUR PROGRAMS / WORK WITH ME / SERVICES HEADLINE HERE</p> <p>WRITE YOUR SUBHEADLINE HERE</p> <p>Formula: Learn More About How I Can Help You [achieve desired outcome]</p>
<p>Write a brief “mini sales letter” with benefit driven copy of who you serve and how you serve.</p> <p>List some of the main points and desires of your market.</p> <p>Introduce the products and services you’ve created in order to help them address it.</p>

Explain to them the difference between your different offerings and how to know which one is right for them.

PROGRAM TITLE #1

WRITE A HEADLINE FOR YOUR PROGRAM HERE

Write benefit driven copy for your offer and/or benefit bullets:

- Benefit
- Benefit
- Benefit

Button: **Discover More / Buy Now / Apply Now**

“Testimonial for this specific program.” - Name, Photo

[Offer related photo]

PROGRAM TITLE #2

WRITE A HEADLINE FOR YOUR PROGRAM HERE

Write benefit driven copy for your offer and/or benefit bullets:

- Benefit
- Benefit
- Benefit

Button: **Discover More / Buy Now / Apply Now**

“Testimonial for this specific program.” - Name, Photo

[Offer related photo]

PROGRAM TITLE #3

WRITE A HEADLINE FOR YOUR PROGRAM HERE

Write benefit driven copy for your offer and/or benefit bullets:

- Benefit
- Benefit
- Benefit

Button: **Discover More / Buy Now / Apply Now**

“Testimonial for this specific program.” - Name, Photo

[Offer related photo]

<p>PROGRAM TITLE #4</p> <p>WRITE A HEADLINE FOR YOUR PROGRAM HERE</p> <p>Write benefit driven copy for your offer and/or benefit bullets:</p> <ul style="list-style-type: none"> • Benefit • Benefit • Benefit <p>Button: [Discover More / Buy Now / Apply Now]</p> <p>“Testimonial for this specific program.” - Name, Photo</p>	<p>[Offer related photo]</p>			
<p>YOUR BOOK TITLE</p> <p>Write your book description here</p> <p>Button: [Order Now On Amazon]</p> <p>Optional buttons:</p> <p>[Order On Barnes & Noble]</p> <p>[Download First Chapter]</p> <p>[Buy In Bulk]</p> <p>“Book Review” - Name, Photo</p>	<p>[Book photo]</p>			
<p>WRITE A HEADLINE WITH A CLEAR BENEFIT FOR YOUR FREE OFFER</p> <p>Formula / Example: Not sure where to start? Download My Free Guide To [Key Benefits]</p> <p>[name] [email] [Download Now]</p>				
<p>WRITE A HEADLINE TO HIGHLIGHT YOUR TESTIMONIALS AND SUCCESS STORIES HERE</p> <table border="1"> <tr> <td data-bbox="207 1793 607 1864"> <p>“Pull the most</p> </td> <td data-bbox="610 1793 1010 1864"> <p>“Pull the most</p> </td> <td data-bbox="1013 1793 1417 1864"> <p>“Pull the most</p> </td> </tr> </table>		<p>“Pull the most</p>	<p>“Pull the most</p>	<p>“Pull the most</p>
<p>“Pull the most</p>	<p>“Pull the most</p>	<p>“Pull the most</p>		

<p>compelling sentence from testimonial here”</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>compelling sentence from testimonial here”</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>compelling sentence from testimonial here”</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>
<p>Link or button: See More Success Stories</p>		

<p>WRITE A HEADLINE TO BOOK YOUR INITIAL CONSULT HERE</p> <p>Button: Book A Consult</p>
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Examples:

<https://jenniferhudye.com/work-with-me/>

<https://www.rolandfrasier.com/offerings/>

<https://shelbymcdaniel.com/work-with-me/>

<https://rogerjameshamilton.com/projects/> (Projects / Brands / Ventures)

FOOTER + SUBFOOTER

Books Page

Primary Page Purpose: **CONVERSION**

Alternative title: Author (identity based)

MetaData:

<p>Description:</p> <p>Keywords:</p>

WRITE A HEADLINE FOR YOUR BOOKS HERE

Button: [\[View Amazon Author Page\]](#)

Example:

Your Business Growth Library:
Books To Inspire and Upgrade Your Organization

<p>YOUR BOOK TITLE</p> <p>Your book description</p> <p>Button: [Order Now On Amazon]</p> <p>Optional buttons:</p> <p>[Order On Barnes & Noble]</p> <p>[Download First Chapter]</p> <p>[Buy In Bulk]</p> <p>"Book Review" - Name, Photo</p>	<p>[Book photo]</p>
<p>YOUR BOOK TITLE</p> <p>Your book description</p> <p>Button: [Order Now On Amazon]</p> <p>Optional buttons:</p> <p>[Order On Barnes & Noble]</p> <p>[Download First Chapter]</p> <p>[Buy In Bulk]</p> <p>"Book Review" - Name, Photo</p>	<p>[Book photo]</p>
<p>YOUR BOOK TITLE</p> <p>Your book description</p>	<p>[Book photo]</p>

Button: [Order Now On Amazon] Optional buttons: [Order On Barnes & Noble] [Download First Chapter] [Buy In Bulk] "Book Review" - Name, Photo	
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FOOTER + SUBFOOTER

Example page:

<https://cameronherold.com/books/>

Success Stories

Primary Page Purpose: **CREDIBILITY**

Alternate titles: Testimonials, Praise, Reviews, Industry Recognition, Case Studies

MetaData:

Description: Keywords:

WRITE A HEADLINE TO HIGHLIGHT YOUR TESTIMONIALS AND SUCCESS STORIES HERE

Formula: "We help [AVATAR] create/achieve [RESULT] that fuel their [BENEFIT]."

Example: "We help talented coaches and experts create deeply fulfilling businesses that fuel their dream lifestyles."

WRITE YOUR OPTIONAL INTRO COPY HERE

<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>
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<p>"Pick out the most compelling line from your video to feature here"</p> <p>[Embed your video testimonial]</p> <p>- Name, title</p>	<p>"Pick out the most compelling line from your video to feature here"</p> <p>[Embed your video testimonial]</p> <p>- Name, title</p>
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(Social Media Screenshots Section)

<p>WRITE A HEADLINE TO DISPLAY YOUR SOCIAL MEDIA SCREENSHOTS</p> <p>(Display social media screenshots of success stories and testimonials)</p>

(Call To Action Section)

<p>WRITE A CALL TO ACTION HERE TO WORK WITH YOU</p> <p>Example: Ready To Be My Next Success Story?</p> <p>Button: Book A Consult</p>
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(Case Studies Section)

<p>WRITE A HEADLINE TO FEATURE YOUR CASE STUDIES HERE</p> <p>Example: Building A World Class Culture Can Be Systemized. Case Studies on Company Culture</p>
<p>Case Study #1</p> <ul style="list-style-type: none"> • Result • Result

<ul style="list-style-type: none"> • Result <p>“Testimonial quote” - Name, Company</p>
<p>Case Study #2</p> <ul style="list-style-type: none"> • Result • Result • Result <p>“Testimonial quote” - Name, Company</p>
<p>Case Study #3</p> <ul style="list-style-type: none"> • Result • Result • Result <p>“Testimonial quote” - Name, Company</p>

Example: <https://www.cameronherold.com/case-studies/>

(Industry Recognition Section)

<p>WRITE A HEADLINE TO FEATURE YOUR INDUSTRY PRAISE HERE</p> <p>Formula: “Recognized By Industry Leaders As The Best [TITLE / ROLE] In [INDUSTRY]”</p> <p>Example:</p> <p>Joe Polish has earned the title of “one of the most sought-after marketers alive today,” thanks to his ability to connect with almost anyone.</p>
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<p>“Pull the most compelling sentence from the influencer quote here”</p> <p>Add the complete praise text here</p> <p>- Name + photo</p>	<p>“Pull the most compelling sentence from the influencer quote here”</p> <p>Add the complete praise text here</p> <p>- Name + photo</p>
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Example: <https://joepolish.com/about/industry-recognition/>

<p>Page examples:</p> <p>https://shelbymcdaniel.com/happy-clients/</p> <p>https://venusopal.com/tributes/</p> <p>Why:</p> <ul style="list-style-type: none"> - Sections (recognition, program/coaching, social proof, etc). - Testimonial headlines big, then primary story content, includes photo and name and

title for each person

<https://alexjmoscow.com/who-we-serve/>

Why:

- Various formats (video, social screenshots, text/story)
- Results based / case studies speaking to target market
- Strong introduction and context (Who We Serve)

Industry recognition example:

<https://joepolish.com/about/industry-recognition/>

Compared to customer testimonials on company site (positioned as Community, similar to Who We Serve): <https://geniusnetwork.com/community/>

Combined testimonials and recognition, positioned as Raving Fans:

<https://www.scottkeffer.com/more-raving-fans/>

Case studies: <https://www.cameronherold.com/case-studies/> (results focused)

FOOTER + SUBFOOTER

Resources Page

Primary Page Purpose: **CONVERSION, CONTENT** (provide valuable, complementary resources)

Alternate title: Tools, Free [specific name]

MetaData:

Description:

Keywords:

WRITE A HEADLINE FOR YOUR FREE RESOURCES HERE

Formula: Free Resources To Help You With [Benefits]

Example:

FREE MEAL PLAN AND WORKOUTS

Here are some of the best FREE meal plans and workouts for you to get started with.
Download them below.

[Example](#)

Resource Title Resource Description [Download Now]	(Resource Image)
Resource Title Resource Description [Download Now]	(Resource Image)
Resource Title Resource Description [Download Now]	(Resource Image)

Examples:

Download buttons can link to immediate free download, or an additional optin via popup

Page example with optin: <https://www.fitfatherproject.com/free-meal-plan-and-workouts/>

Page example without optins: <http://rolandfrasier.com/resources>

FOOTER + SUBFOOTER

Consult Page

Primary Page Purpose: **CONVERSION**

Alternative titles: Apply, Strategy Session

MetaData:

Description:

Keywords:

WRITE A HEADLINE TO HAVE A CONSULT BOOKED HERE

Write body copy that sells your initial consultation

CTA Button: **[Schedule Consult]**

Application Page

Typeform or other

Example: <https://zanderfryer.clickfunnels.com/schedule-a-call-step-1>

Schedule Link

Calendly or other

Thank you page from consult

WRITE A HEADLINE CONGRATULATING THEM FOR BOOKING THE CONSULT

Set expectations for how they can best prepare for the consult and what to expect

**INVITE THEM TO CHECK OUT YOUR
RECENT CASE STUDIES AND SUCCESS STORIES**

**"Pull the most
compelling sentence
from testimonial here"**

Add the complete testimonial
text here

- Name + photo

**"Pull the most
compelling sentence
from testimonial here"**

Add the complete testimonial
text here

- Name + photo

**"Pull the most
compelling sentence
from testimonial here"**

Add the complete testimonial
text here

- Name + photo

Examples:

<https://consciouscopy.co/audit> (paid consult)

<http://influex.com/apply> (deposit consult)

Media Page

Primary Page Purpose: **CREDIBILITY**

Alternate titles: Press, Press & Media, In The Press

MetaData:

Description:

Keywords:

WRITE A HEADLINE FOR YOUR MEDIA FEATURES & INQUIRES HERE

Formula: Interview (me / your name) and Help Your Audience (key benefits)

Example: Interview Cameron Herold and Help Your Audience Grow Their Business.

Formula: (Your name) In The Media

Example: Lewis Howes In The Media

Button: **[Interview Me]** (anchor links to form)

Button: **[Watch Media Reel]**

(media logos)

(List Places You've Been Featured:)

Major Media Features

Title:

Link:

Image:
Title: Link: Image:
Title: Link: Image:
Title: Link: Image:

Podcast Guest

Title: Link: Image:
Title: Link: Image:
Title: Link: Image:
Title: Link: Image:

My Published Articles and Book Features

Title: Link: Image:
Title: Link:

Image:
Title: Link: Image:
Title: Link: Image:

<p align="center">WRITE YOUR MEDIA INVITATION HEADLINE HERE</p> <p align="center">Formula: Fill out the form below interview (me / your name) on your platform (Media request form)</p> <p align="center"><u>Example:</u> If you are a major media outlet looking to do an interview, please give details, and we will get back to you ASAP.</p> <table border="1"> <tr> <td> First Name: Last Name: Email: Organization: Media Request: Button: [Send Request] </td> </tr> </table>	First Name: Last Name: Email: Organization: Media Request: Button: [Send Request]
First Name: Last Name: Email: Organization: Media Request: Button: [Send Request]	

(Optional Press Kit)

Write your professional media bio here that you want used for interviews and features	(3 - 5 Professional Photos, downloadable in high resolution)
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Example Pages:

<http://cameronherold.com/media>
<https://lewishowes.com/media-and-press/>
<http://venusopal.com/media/>
<http://www.ryandeiss.com/media/>
<http://rolandfrasier.com/media>

Speaking Page

Primary Page Purpose: **CONVERSION + CREDIBILITY**

Alternative title: Speaker (identity based)

MetaData:

Description:

Keywords:

WRITE YOUR SPEAKING HEADLINE HERE

Formula: Powerful Keynotes for (audiences) to help them (benefits)

Example:

Transformative Keynotes For Leaders Packed With Actionable Expertise
For Creating Explosive Business Growth & A World-Class Culture

(header photo of speaking)

Buttons: [\[Watch Speaker Reel\]](#) | [\[Book Me\]](#)

(Book Me anchor links down to Inquiry Form)

WRITE YOUR SPEAKER BIO OR INTRO COPY HERE

Speaker bio or intro copy

Example (intro copy):

Business owners seeking proven, creative, implementable strategies and tactics to grow, scale, and transform their businesses while positively impacting the world connect with my

messages of harnessing chaos, embracing change and disrupting incumbent businesses while using innovation and technology to see around corners and know what's coming next before the competition does.

WRITE YOUR CREDIBILITY HEADLINE HERE

Formula: The Chosen Speaker For (# of conferences / events / locations)

Example: The Chosen Speaker Of More Than 1500 Organizations

Example:

Your Company Is In Good Hands
The Speaker Chosen To Speak in 28 Countries & on 6 Continents

List places you've spoken:

- Event
- Company
- Mastermind
- University

(Logos of places you have spoken)

**WRITE A HEADLINE TO INTRODUCE SPEAKING TESTIMONIALS HERE FROM
CONFERENCE ORGANIZERS**

"Speaking Testimonial Call out"	"Speaking Testimonial Call out"	"Speaking Testimonial Call out"
Testimonial content	Testimonial content	Testimonial content
- Name + title + photo	- Name + title + photo	- Name + title + photo

WRITE A HEADLINE ABOUT WHO YOU'VE SHARED THE STAGE WITH HERE

Example: Discover Why I've Shared The Stage With These Industry Influencers

Photo of influencer Name	Photo of influencer Name	Photo of influencer Name	Photo of influencer Name
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Photo of influencer Name	Photo of influencer Name	Photo of influencer Name	Photo of influencer Name
<p align="center">WRITE A HEADLINE TO INTRODUCE AUDIENCE TESTIMONIALS HERE</p> <p align="center">Example: Reactions to Cameron's Live Presentations</p>			
<p>“Speaking Testimonial Call out”</p> <p>Testimonial content</p> <p>- Name + title + photo</p>	<p>“Speaking Testimonial Call out”</p> <p>Testimonial content</p> <p>- Name + title + photo</p>	<p>“Speaking Testimonial Call out”</p> <p>Testimonial content</p> <p>- Name + title + photo</p>	

<p>SPEAKING TOPICS</p>
<p>Speaking Topic #1: Optional Description:</p>
<p>Speaking Topic #2: Optional Description:</p>
<p>Speaking Topic #3 Optional Description:</p>
<p>WRITE A HEADLINE TO INVITE PEOPLE TO WATCH YOUR RECENT TALKS</p> <p align="center">Example: Watch Clips From My Recent Talks</p>
<p>Speech Title: Video link: Event name:</p>
<p>Speech Title:</p>

Video link: Event name:
Speech Title: Video link: Event name:

WRITE A HEADLINE TO GET BOOKED AS A SPEAKER HERE

(Speaking request form)

First Name:

Last Name:

Email:

Company:

Size of Event:

Budget:

Date:

Speaking Request:

Button: **Send Speaking Request**

Page Examples:

<http://cameronherold.com/speaker>
<https://www.rolandfrasier.com/speaking/>
<https://advanceyourreach.com/speaking/>
<https://www.rajjana.com/speaking/>
<https://www.steverodgers.net/speaking/>

FOOTER + SUBFOOTER

Blog Page

Primary Page Purpose: **CONTENT** (traffic, value and leader generation)

MetaData:

Description:

Keywords:

Primary Blog Categories:

- Category 1
- Category 2
-

WRITE YOUR BLOG HEADLINE HERE

Formula: Free Articles and Videos To [achieve benefits]

Example:

POSTS, VIDEOS, & STRATEGIES TO ELEVATE YOUR LEADERSHIP
LAND THE BEST CASES AND MAKE YOUR FIRM STAND OUT AS THE OBVIOUS
CHOICE

[Search...]

Podcast (if separate from blog):

MetaData:

Description:

Keywords:

WRITE YOUR PODCAST HEADLINE HERE

Write your podcast intro copy here

Podcast subscription links:

- iTunes
- Spotify
- Stitcher

- Pandora
- Google Play

Smart Podcast Player license:

FOOTER + SUBFOOTER

Connect / Contact Page

Primary Page Purpose: **CONVERSION**

MetaData:

Description:

Keywords:

For specific inquiries, please click one of the buttons below

[Speaking Inquires](#)

[Media Inquires](#)

[Customer Support](#)

[Book Consult](#)

SET EXPECTATIONS FOR CONTACTING YOU HERE

Example: For general inquiries, email me team via the form below and I'll respond within 48 hours:

Contact Form

Name:

Email:

Phone:

Subject:

Your Message:

Button: [Send Message](#)

Contact Info

generalemail@yourdomain.com

Address

333 Influence St

+1 (555) 555-5555	Expressed City, CA 37373
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<https://joepolish.com/connect/>

<https://manifestationbabe.com/connect/>

<https://lewishowes.com/contact/>

FOOTER + SUBFOOTER

404 Page

Primary Page Purpose: If visitors get lost, bring them back home!

Suggestion: make it fun or funny!

404!

No page here.

Button: **[Go back home]**

Examples (check them out for fun):

<https://manifestationbabe.com/404/>

<https://lewishowes.com/fdsafdas>

<https://cameronherold.com/404>

<https://geniusnetwork.com/543534>

<https://www.fitfatherproject.com/5324>

FOOTER + SUBFOOTER

Thank You Page

Primary page purpose: **CONTENT + CONVERSION**

Option 1 (give them the gift now)

WRITE A HEADLINE CONGRATULATING THEM FOR GETTING THIS FREE RESOURCE

Write instructions on how to use the free gift and repeat the benefits they will receive

Button: **[Download Now]**

WRITE A HEADLINE FOR YOUR NEXT OFFER HERE

Formula: Want to get the most [benefits / results] from this [resource]? Book your complimentary strategy call with [me or my team] where we will [result of call]

CTA Button: **[Book A Consult]**

<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>"Pull the most compelling sentence from testimonial here"</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>
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Option 2 (give them the gift in the email)

WRITE A HEADLINE CONGRATULATING THEM FOR GETTING THIS FREE RESOURCE AND INSTRUCTING THEM TO CHECK THEIR INBOX

Write instructions on how to use the free gift and repeat the benefits they will receive

WRITE A HEADLINE FOR YOUR NEXT OFFER HERE

Formula: Want to get the most [benefits / results] from this [resource]? Book your complimentary strategy call with [me or my team] where we will [result of call]

CTA Button: **[Book A Consult]**

<p>"Pull the most compelling sentence</p>	<p>"Pull the most compelling sentence</p>	<p>"Pull the most compelling sentence</p>
--	--	--

<p>from testimonial here”</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>from testimonial here”</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>	<p>from testimonial here”</p> <p>Add the complete testimonial text here</p> <p>- Name + photo</p>
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Examples:

Alex Moscow

<https://www.alexmoscow.com/script-thank-you/>

Conscious Copy

<https://consciouscopy.co/scorecard-thank-you>

Roland Frasier

https://www.rolandfrasier.com/thank-you/?contactId=274971&inf_contact_key=5e9ce1894da397bcb5773af3f621a52e4dfbc39d7283b2cb89d5189540b69330&inf_field_BrowserLanguage=en-US%2Cen%3Bq%3D0.9&inf_field_FirstName=dave&inf_field_Email=dmuntner%40gmail.com

EXTRA Page

Primary Page Purpose: **CONVERSION, CREDIBILITY, CONNECTION and/or CONTENT**
(define your purpose and page title for this blank page and modify as desired)

MetaData:

Description:

Keywords:

WRITE A HEADLINE FOR YOUR PAGE HERE

WRITE A SUB-HEADLINE FOR YOUR PAGE HERE

BODY COPY STARTS HERE, OPTIONAL HEADLINE

Write your body copy here. Use any of the structured options from the canvas or create your own.

CTA Button: [Primary CTA]

WRITE A HEADLINE FOR YOUR CTA

Write a subheadline for your CTA

CTA Button: [CTA Button]

Module Title Module Description [CTA Button]	(Related Image)
Resource Title Resource Description [Download Now]	(Resource Image)
Resource Title Resource Description [Download Now]	(Resource Image)

Examples:

Download buttons can link to immediate free download, or an additional optin via popup

Page example with optin: <https://www.fitfatherproject.com/free-meal-plan-and-workouts/>

Page example without optins: <http://rolandfrasier.com/resources>

FOOTER + SUBFOOTER

Legal Pages

Linked in your sub-footer

Terms & Conditions

(link or content)

Privacy Policy

(link or content)

Affiliate Disclaimer

(link or content)

Other Disclaimers and Legal Pages

(links or content)

Generator: <https://getterms.io/>

*This is NOT legally guaranteed, please consult with your attorney.