

Meta description (156 characters max):

Relevance to target audience - H1 (70 character max):

Company tagline - H2:

Intro - H2:

- Body - identify the problems the target audience has the triggers for calling the speaker:

Logic proof - H2:

- Body: Rational reasons why the speaker suits their ideal customer

Emotional proof - H2:

- Body: Why the speaker cares about the ideal client's problems and the work they do to resolve same.

Social proof - H2:

- Body: The speaker's experience, connections and the dominant themes within their testimonials.

Track record - H2:

- Body: The speaker's proven wins, awards and portfolio.

Conclude - H2:

- Body: What all this means is ...

Action - H2:

- Thank the reader for visiting this page
- Instruct the reader to visit another page on your site