



*how to write*

# MAGNETIC WEB COPY

*workbook*



FOR SERVICE-BASED  
BUSINESSES

hello **happen**  
*design studios*

[www.HELLOHAPPEN.com](http://www.HELLOHAPPEN.com)



## LET ME TELL YOU A SECRET

Creating a magnetic website is not about having the best photography or design, or the most glowing testimonials. It's not even about having the most eloquent copy (yes, I know this is a workbook about copywriting!).

The secret of the most magnetic websites is that they meet people where they are, and serve their interests from the very first word.

This workbook will help you write copy that resonates and makes your website irresistible and magnetic. You will:

- Define the audience for your website
- Figure out what the heck to write about
- Choose an angle for writing your copy
- Offer value to your website visitors

# SIMPLE TRUTHS

## 1

### **Your website is not about you!**

This sounds bonkers. But if you have a service-based business, it's true! As wonderful as you are, your website isn't about you. It's about one person: your next client.

When she arrives on your landing page, the first thing she needs to know is that you *get* her, you care about her struggles, and you envision a better future for her.

Your website should guide her to the next step in her journey.

## 2

### **Sell the destination, not the journey.**

This isn't groundbreaking or new, but it's some of the best advice I ever got. When your next client arrives on your website, what's the first thing she wants to know?

It's simple this: Do you understand what she wants? If you rush into talking about process before showing that you understand what she wants, you will lose her!

### 3

#### **Less is more.**

It's so tempting to write everything you know. But when it comes to web copy, less is more. As the old adage goes: Cut your text in half, and then cut it in half again.

This isn't just about people having short attention spans. This is about showing respect for your reader's time. Don't make or expect them to do the work of culling through your copy to figure out what matters - because they won't. Do the work for them by being brief.

### 4

#### **Offer value.**

By offering free value, you cultivate your brand and position yourself as an expert in your field. And not only that – you're helping your audience, your tribe, succeed.

When the time comes to hire more personalized help, the person you helped will have first-hand experience benefiting from your expertise and perspective, putting you at the top of the list. And if what you provided was useful, they may even have more room in their budget to invest in working with you. A rising tide lifts all ships!

# STATE YOUR OBJECTIVES

Imagine you have your perfect website. What impact is it having on your business?

When someone arrives on your website, what is the ideal outcome of that visit?

If someone leaves your website, what do you want them to walk away knowing?

# DEFINE YOUR AUDIENCE

Who are you trying to engage, and what do you want them to *do*? (If you haven't already defined your ideal customer, get the free Branding Workbook in the resource library.)

Imagine and describe your next client or customer. When she first encounters your brand, what is she struggling with most?

How is this making her feel?

What does she ultimately want?

And how does she want to feel?



## GET CUSTOMER INSIGHTS

The Market Research workbook includes even more questions to help you analyze your market, your target audience, your competition, and opportunities to differentiate your business.

It's free in the Resource Library!

GRAB IT

# WEB COPY GOALS

## 1. EVOKE THE RIGHT FEELING

Look back at that last question, where you described how your next client *wants* to feel. **This should be how your website makes her feel.**

If your ideal customer wants to feel confident and sure of herself, your goal should be to make her feel more confident and sure of herself.

Complete the sentence below!

*When my next client lands on my website, it should make her feel:*

*She'll feel this way because the tone of my copy will be:*

**Tip!** Just demonstrating that you already feel this way, or showing that other people feel this way, may backfire. Instead, think about what actually makes people feel the desired feeling (e.g., looking at confident people doesn't make you feel confident, but an encouraging word or a small victory does). Look for ways to weave those experiences into your website.

## 2. SHOW UNDERSTANDING AND CARING

That struggle your client is facing? That thing she desperately wants? Show that you know what she's going through.

Modern brands need to show that they "get" what their customers are dealing with, what their pain points are. It could be a single line phrase, or a photo, or even just a word. But it's all part of establishing rapport right up front.

*My next client wishes someone understood that:*

*My next client would describe their problem as:*

### 3. OFFER VALUE IN YOUR COPY

What's one small tip or lesson that your next client needs, that could help her move forward TODAY towards her big goal, even a tiny bit?

Maybe it's learning a simple fact, or thinking about something in a new way, or getting some fresh perspective. It doesn't need to solve every problem, it's just a gentle push in the right direction.

*My next client could benefit TODAY from knowing:*

Find a way to work this simple lesson into your copy, to start offering value and helping your next client before she even becomes a client. This helps you show your own value and build trust!

#### 4. OFFER VALUE IN A FREEBIE

What's one small *activity* that your next client could do that would help her move forward TODAY towards her big goal, even a tiny bit?

Maybe it's organizing her thoughts, or writing out a list, or taking one simple action in her business that will get her better results. Again, it doesn't need to solve every problem, it's just a small bit of help.

*My next client could benefit TODAY from taking this action :*

*I can help them do this by:*

Create this simple free activity for your next client, in the form of a simple checklist, worksheet, stock photo, or whatever relates best to what your client needs.

## 5. SHOW THE WAY

The single thing your website needs the most is a clear call to action. Your next client needs to know without a doubt what her next step is. It's not always immediately clear on a service-based website. Does she contact you? Book a call? Subscribe? What does she need to do?

*To take the next step, my next client will:*

Make sure this call to action is on your website in multiple places. You want it to be easy enough to find without having to search for it, but not so frequent you seem pushy.

# FOCUS

Let's bring it all together!

*More than anything, my next ideal client wants:*

*But she is struggling with:*

*This makes her feel:*

*When she visits my website, she should feel:*

*She will feel this way because my tone will be:*

*She should be able to tell that I understand:*

*I'll show that I want her to succeed, and can help her do so, by:*

*When she feels ready to work with me, she will:*

# FINAL THOUGHTS

You've reached the end! Awesome job.

I know that a short workbook isn't the end of your web copy journey – it's just the beginning.

But my hope is that you've discovered some new ways and found new clarity to help you relate to and attract your website visitors – by meeting them where they are, showing that you care, and offering value right away.



helloHappen is a boutique brand strategy and design studio devoted to helping new and emerging brands look their best.

We're passionate about helping entrepreneurs take their businesses to the next level, with purposeful and irresistible branding.

HelloHappen pairs branding and social marketing principles with fresh, intuitive design to help awesome new companies embrace and show off their awesomeness.