

woohoo!

website copy prompts

Important - make sure you download this document, fill it out, then save it to keep your changes. Also, this worksheet is a big one, so settle in with a cup of tea and a snack - or do it over a few sessions.

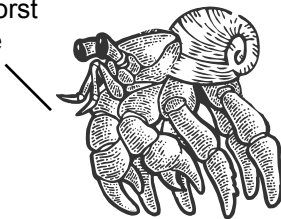
When I design websites, I get copy first. Why?

Because then the website is designed based on who you are and what you want to say, instead of being an empty shell you have to try to squeeze yourself into. That's going to get you more customers.

Think about this hermit crab.

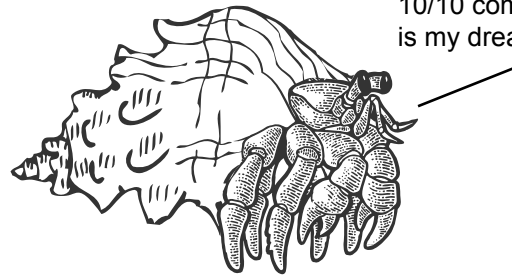
Designing the site then shoving the copy in

This is the worst day of my life



Designing the site with the copy in mind

10/10 comfort, this is my dream shell



Here's what good copy does:

- **Excites** your customers
- Makes them **want** what you're offering
- **Encourages** them to make the purchase
- Makes them feel **cared for** and understood, and in turn, **loyal to your business**

I've written some prompts in this worksheet to help you write your copy, because I find that so many of my clients struggle with it - often resulting in **not writing enough** or **writing too academically** which just turns customers off.

One thing - I'm a graphic designer with marketing and copy experience, not a professional copywriter or SEO copywriter - so if you want to go super pro with your words, please hire one of those amazing people!

Let's get into it.

1. Copy Prompts

First thing's first - what does your business do or sell? Explain it as simply as possible.
Hint: Match your market with your voice. If you're selling luxury handbags, you'll need to be more formal than if you're selling homemade bookmarks.

Why did you start your business? Be as honest as possible and write it all down. Who do you want to serve? What benefit do you get out of it?

What's your point of difference - the thing that sets your business apart from others? Can't think of anything? Just write why you're good at your job.

Ok, now let's go into some more detail about you. Who are you? What do you like? What are your hobbies outside of work? Or, if you want to remain anonymous, write about your business. Where and when was it established? What are its values?

Have you got qualifications or experience? How many years? Brag about it. Make yourself sound as impressive as you can (but be honest!).

What's your history like? Have you worked for big-name clients or sold a huge number of products to happy customers? Write some detail down here. Include testimonials, if you've got any. There's more space to write on the next page.

Time to get into the nitty-gritty. What products or services do you offer? List them all below, with **at least 2 paragraphs** about each offering. And make it sound enticing! Note: There's more space to write on the next few pages.

I'll go first with an example.

The Scorpio Candle is for the daring and bold. With notes of rose, mahogany and dark molasses, it casts an enchanting spell around any space.

Our candles are 100% soy and hand-poured, with custom label designs to suit each bespoke aroma. Colours are drawn from completely natural extracts, with locally-sourced glass jars.

We recommend washing and reusing your jar after your candle has completed its burn.

If you sell products, what's the shipping and postage? What do your customers need to know about the handling process and timeframe? Hint: Please research this to ensure it's accurate.

Do you have any guarantees or promises? Maybe some Frequently Asked Questions? How do your customers know they can trust you? Write your ideas below.

Is there anything else you want to say on your website? Do you want to include a quiz or survey? Or perhaps have an image gallery, or online course? Plan it out below.

2. Website Structure

Based on all the info you wrote on the previous pages, **have a go at structuring your site.**

First, what pages will you need to fit in your content?

Home	Online Learning Page	Cart and Checkout Page
About	Quiz/Survey Page	Sale Page
Portfolio/Photo Gallery	Online Booking Page	Resource Download Page
Contact Page	Calendar Page	Signup Page
FAQ Page	Shop Page	Individual Service/ Product Landing Page

Now, write a list of all your pages and fill in what copy will go on each page. There's more space to write on the next few pages of this worksheet.

Nice one - you're all done.

You've just written **twelve pages of copy** for your website. Take a deep breath - that must feel like a huge load off your shoulders!

Ready to work with me? Flick your finished form over to taylor@origamigraphics.net.au and I'll use your copy to spin up a beautifully-designed website.