

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.

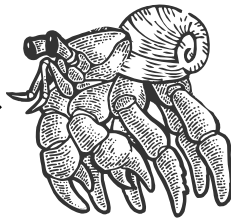
When I design websites - **even if we're starting from a template** - I get copy first.

Because then the website is designed (or the template is chosen) based on **who you are, what you do, and what you want to say** - instead of being a one-size-fits-all empty shell you have to try to squeeze yourself into. This results in a more effective, targeted website that's going to get you more customers.

Think about this hermit crab.

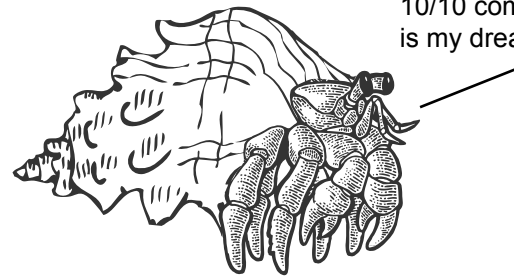
Designing the site then
shoving the copy in

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 or clients, promoting **awareness and interest**
- Makes them **want** what you're offering, promoting **follows and signups**
- **Encourages** them to commit and complete the purchase, promoting **sales**
- Makes them feel **cared for** and understood - promoting a much higher likelihood of **being 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). It's important to be **professional, but personable - not robotic** - something we often struggle with after years of being taught how to write academically in school/uni. It takes practise, so don't be afraid to make mistakes! We can refine things down later.

Please note: I'm a graphic designer with marketing and copy experience, **not** a professional copywriter. So if you want to go pro with your words, [please reach out and I'll connect you with my writers \(from \\$750\)](#).

Let's get into it.

1. Copy Prompts

First thing's first - what does your business do or sell? Explain it in detail.

Hint: Match your market with your voice. If you're selling luxury handbags or running a boutique spa, you'll need to be more formal than if you're selling homemade bookmarks or kids' birthday cakes.

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 made you choose this profession?

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? What sort of impact do you want to make?

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

What's your portfolio or sales 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, **including prices, tax, HS import codes (if applicable), and SKU (if applicable).** Include **at least 3** sentences describing each offering.

Make sure to keep your ideal client in mind while writing, and try to speak in a way that connects with them, promotes imagination, is a little exciting, and feels authentic - like they're speaking to a real person. (Note: there are 2 more pages to write on overleaf!)

I'll go first with an example. Let's imagine that we're selling a candle...

Scorpio Candle (small 200g \$30/large 400g \$55, including 10% tax) (HS code 34060010)
(SKU small SC-ZSM011, large SC-ZLG011)

*The Scorpio Candle is for the daring and bold. With notes of rose, mahogany and dark molasses, this is **only** for those who want to cast a dark and seductive spell around their space.*

Our candles are 100% soy and hand-poured, with custom label designs to suit each aroma. Colours are drawn from natural botanical extracts, with locally-sourced glass jars to keep our environmental impact at a minimum. 30+ hours burntime per candle.

To keep your candle as carbon-neutral as possible, we recommend washing and reusing your jar after your candle has completed its burn. Please check our candle care guide to get the most out of your purchase.

Repeat this for each product or service that you sell. Remember: there are 2 more full pages of writing space on pages 5 and 6. You can also attach extra pages or a Word Doc if you need more room for everything.

If you sell products, what's the shipping and postage cost? Is it the same for each product, or does it vary by different factors like purchase amount, weight, and regular/express shipping? What company handles your postage? Do you have a manufacturing or handling period before you're able to ship an order? How many hours/days?

Hint: Please research this to ensure it's accurate and complies with local laws (or international, if you intend to ship overseas). And don't worry about the full Shipping Policy yet - we'll do that on Page 9.

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. There's more space to write on the next page.

Write out your Terms and Conditions, Privacy Policy, Shipping Policy (if applicable) and Refund Policy (if applicable) below. Hint: You may need to consult a lawyer or use an online legal resource to ensure your policies are legally sound.

There are three further blank pages in this worksheet to write all your policies - but if you find it easier, feel free to move to a Word doc or Google doc and attach that instead.

2. Website Structure

Based on all the info you wrote on the previous pages, **let's now structure your website and all its copy.**

Start by writing down the **title of each page** as a heading. Then, look through your answers from this worksheet - and slot the copy in where it fits underneath those headings.

At the end of this process, you should have a list of pages and all their copy - plus all your policies written out on pages 9-12. But don't worry about getting it perfect - we can talk through it together as we start to build your site. **The most important thing is having something down as a starting point.**

There are 4 more blank pages of extra writing space coming up, so you'll have plenty of room - but again, feel free to attach further pages, or pop your overflow into a Word doc or Google doc if you feel limited.

Nice one - you're all done.

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

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