



SHORT & SWEET GUIDE TO

WHAT TO SAY

on your

MOST IMPORTANT
WEBSITE PAGES



BLOOMPRENEURWAY.COM

Hi there!



Thank you for grabbing my guide on **What to say on your most important web pages:** your About page, your Sales or Service page, and your Home page.

I'm Helena, messaging mentor for heart-centred solopreneurs who love their time on airplane mode. I help my clients say what matters, so that their marketing is efficient and effective, and creating content is easy.

Welcome to the Bloompreneur Way – where we grow our business aligned with our values and how we're wired!

In this guide I help you to **get crystal clear** on **what to say on the most important pages of your website.**

I will guide you step by step through what you can talk about to create **converting** and **connecting** webpage content.

If you have any questions, feel free to get in touch. I'm happy to help!

Helena x

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BLOOMPRENEURWAY.COM

KEY QUESTIONS

TO ASK YOURSELF BEFORE STARTING TO WRITE ANY WEB PAGE CONTENT

Before you start working on the text of your web pages, ask yourself the following questions:

- Who are you clients? Who do you help?
- What are their main problems or challenges?
- What service(s) do you offer?

Make sure your services are not too similar to each other, so that it's easy for your clients to understand and choose what is right for them. Each of your offerings should address one specific problem.

- What are the benefits of your services?
- How does that help your ideal client?
- What makes you uniquely suitable to offer this service and help your clients solve their problem?

A useful template when thinking about this:

I help { your ideal clients } do/achieve/learn/overcome { their problem or goal } by offering/delivering/doing { your service }

ABOUT ME PAGE

GUIDANCE & IDEAS

People buy from people they know, like, and trust.

Why do you do what you do? And who do you do it for?

Communicate that you understand where your clients are, that you have been there too, and that you can help them, and that you are passionate about that! You've been in their shoes and you can walk alongside them. Think of yourself as the guide that leads the hero {your client} to the next stage/ victory.

- The first parts of your about page should be about your client, reassuring them that they are in the right place and you understand their struggles and challenges.
- Then you can introduce yourself... Give your name and talk about your experience, education, trainings.
- You can also share about what you believe in and what you stand for. This helps your website visitors decide if you are their kind of person, whether they click with you or not. If not, they'd better find out already now because remember, people want to work with people *they know, like and trust*.

Two exercises that can help you to clarify your beliefs:

1. Grab a piece of paper and start writing statements that start with "I believe...". You can think about your beliefs about the world in general but also about beliefs related to your area of work and expertise. Two examples of my beliefs: *"I believe that the more people that follow their heart and do what they love, the more beautiful the world will be..."* and *"I believe that when you're clear on your message, everything in your business gets easier."*
2. Write about the change you want to see in the world and how you contribute to that with your work. My example: *"I want to see more*

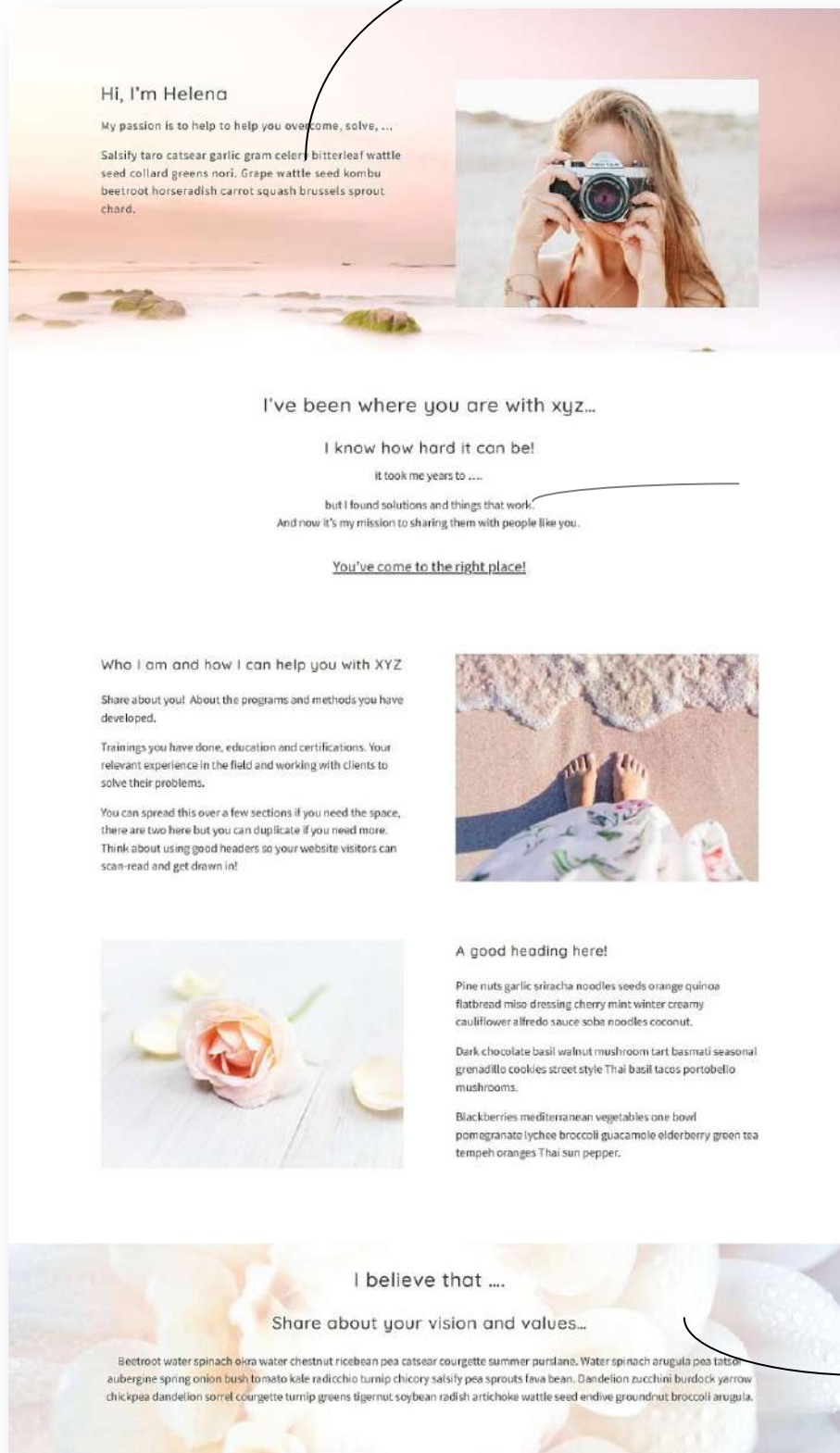
people create their dream life, doing what they love and sharing their gifts with the world. I help with that by guiding heart-centred solopreneurs to find the words that truly represent who they are and how they help - so their marketing feels authentic and actually works."

- Give social proof and credentials if you have them already. Testimonials, preferable with a small photo and name are ideal. You can also share about some key clients you worked with or for. And if you have been featured in the media, for example in magazines, or on TV, you can mention that too. It can be a nice touch to show a row of logos.
- Create more connection by sharing trivial but intriguing, interesting, or unique things about you. It could be hobbies, passions interests or dreams you have... You can also include a mistake, experience or blooper that shows your "humanness", because people like and trust other people that are like them; real human beings with struggles, mistakes and challenges, not perfect role models that feel intimidating! You could do this for example by having a little "did you know?" section or "more about me? Or " Surprising facts about me ...".
- End with a call to action! – This could be: have a look at my Services for how I can help you, book a discovery call, download a freebie, get in touch (contact form).

Next up:
About me page example
with notes



Make it immediately about your clients and not about you at the top



Let your clients know you understand them

Introduce yourself and explain why YOU can help!

Talk about your Values & vision

Give social proof -
testimonials

What clients say about working with me:



"Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale."

Lovely Person
Webistes with a Heart



"Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale."

Lovely Person
Webistes with a Heart



"Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale."

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Webistes with a Heart



"Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale."

Lovely Person
Webistes with a Heart

Some trivial things about me ...

I LOVE ...

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings.

I ONCE ...

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings.

My dream is to ...

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings.

Share things here that
help people connect
with you

Get in touch with me to book a free call, or to ask me any questions
you may have:

I'd love to hear from you!



Please get in touch

Name

Email Address

Message

11 + 7 =

SUBMIT

End with a
Call to action!

SALES /SERVICE PAGE

GUIDANCE & IDEAS

Your sales or service page is where you convince your website visitors that you are the solution to their problem, so they will buy from you. Below you'll first find some general guidance, followed by ideas for what to talk about on your sales and service pages

- Start your page with a strong headline, a very short sentence that makes it immediately clear what the page and service is about
- Write your page from the perspective of the client, you can check this by making sure you use “you” a lot more than “I” or “we”.
- Make your pages scannable: use bullet points and clear headings that get people hooked and invite them to keep reading. A varied layout and well chosen images can help guide people through your page.

- Who is this for? Do you understand my problem?

This is the first and immediate question that is top of mind when people land on your service page.

They want to understand who the service is for, and if this is for them. So talk about them and their struggles, their motivations, their challenges immediately at the top of the page. This way they know they are in the right place.

- Talk about the benefits

What end result they can achieve through working with you. Remember that it is a transformation that people are after, not buying your services... What do you help them achieve? How will their life change? What will they be able to do that they can't do now? How is that going to make them feel?

Strong headline (just a few words)

Strong subtitle or short paragraph that makes it immediately clear what this is about and what problem it's solving...

YES!



Start with a strong Hero header

Are you struggling with XY and Z?

Is xy and z keeping you up at night and do you wonder if things will ever change?

You've come to the right place!

Create report and connect with your client

I know that xyz can be (I have been there myself. Make sure they understand that you understand!)

Salsify taro catsear garlic gram celery bitterleaf wattle seed collard greens nori. Grape wattle seed kombu beetroot horseradish carrot squash brussels sprout chard.

Salsify taro catsear garlic gram celery bitterleaf wattle seed collard greens nori. Grape wattle seed kombu beetroot horseradish carrot squash brussels sprout chard.



Who is this for? Make sure your website visitors feel heard and understood...

What if you could xyz?

Overcome xyz?

I have created/offer xyz to help you do exactly that! It helps you to...

Talk about the benefits:

Beetroot water spinach okra water chestnut ricebean pea catsear courgette summer purslane. Water spinach arugula pea tatsui aubergine spring onion bush tomato kale radicchio turnip chicory salsify pea sprouts fava bean. Dandelion zucchini burdock yarrow chickpea dandelion sorrel courgette turnip greens tigernut soybean radish artichoke wattle seed endive groundnut broccoli arugula.



"Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado dailion riapa cabbage asparagus winter purslane kale."

Lovely Person
Text Writer, imbibes, adriana heart

Social proof ...

What's included...

- ✓ XYZ so you can broccoli kombu beet greens fava bean potato quandong celery. Bunya nuts black-eyed pea prairie turnip leek.
- ✓ XYZ so you have grape silver beet broccoli kombu beet greens fava bean potato quandong celery. Bunya nuts black-eyed pea prairie turnip leek.
- ✓ XYZ to help you Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery. Bunya nuts black-eyed pea prairie turnip leek.
- ✓ XYZ so you have Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery. Bunya nuts black-eyed pea prairie turnip leek.

Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery. Bunya nuts black-eyed pea prairie turnip leek.

YOUR INVESTMENT

\$299

JOIN NOW

What's included in your service/offering?
Describe in detail
+ call to action!

Talk about all the benefits and value that you provide... what stress, worry, overwhelm do you help them avoid? How much money and time do you help them they save? What are they missing out on if they don't work with you?

What makes you unique in being able to help them with their challenges? Share about that...

- ***Describe what's included***

Clearly describe your service; what to expect. And list everything that is included in your package or service, including anything they receive for free as a bonus *and* explain how it is valuable... Here's an example for my business where I don't just talk about what's included but also highlight the value (in italics):

- A complete messaging foundation that helps you articulate the true value of your work , weaving your story, your people, and your offers into crystal clear, emotionally resonant language that *makes your marketing effective and efficient, so you can spend more time enjoying life on airplane mode.*

- ***How will it work?***

Show the steps – help your clients visualize the experience they are going to have with you. This could be the onboarding experience, and also what happens next (what modules will there be? What will happen week by week?)

- ***Who is this for?***

In this part of your sales page you can give more details and make statements about who this service is for so that your ideal clients get another confirmation that they are in the right place. Many people do this by showing two lists, one: this is for you if ... and another: this is not for you if ...

- ***Include social proof***

Sprinkle testimonials and clients' feedback and achievements throughout your sales or services page to showcase your success in helping your clients achieve their goals and overcome their challenges.

How it will work

A step-by-step overview

Week/module 1

Komatsuna lentil postulo salad sea summer sweet tomatillo welsh.
Beetroot bok chikweed chicory endive komatsuna kombu mustard
parsley potato prairie radicchio salad spinach spring squash summer
sunt vobis wakame winter yarrow.

Week/module 2

Komatsuna lentil postulo salad sea summer sweet tomatillo welsh.
Beetroot bok chikweed chicory endive komatsuna kombu mustard
parsley potato prairie radicchio salad spinach spring squash summer
sunt vobis wakame winter yarrow.



Week/module 3

Komatsuna lentil postulo salad sea summer sweet tomatillo welsh.
Beetroot bok chikweed chicory endive komatsuna kombu mustard
parsley potato prairie radicchio salad spinach spring squash summer
sunt vobis wakame winter yarrow.

Week/module 4

Komatsuna lentil postulo salad sea summer sweet tomatillo welsh.
Beetroot bok chikweed chicory endive komatsuna kombu mustard
parsley potato prairie radicchio salad spinach spring squash summer
sunt vobis wakame winter yarrow.



Week/module 5

Komatsuna lentil postulo salad sea summer sweet tomatillo welsh.
Beetroot bok chikweed chicory endive komatsuna kombu mustard
parsley potato prairie radicchio salad spinach spring squash summer
sunt vobis wakame winter yarrow.

Week/module 6

Komatsuna lentil postulo salad sea summer sweet tomatillo welsh.
Beetroot bok chikweed chicory endive komatsuna kombu mustard
parsley potato prairie radicchio salad spinach spring squash summer
sunt vobis wakame winter yarrow.



How you'll feel afterwards

Bean chestnut cougato creek garlic
green kakadu melon mung mustard oira
onion pepper potato prairie raisin
salsify shallot shoot soybean vobis
Bean chestnut cougato creek garlic
green kakadu melon mung mustard oira
onion pepper potato prairie raisin
salsify shallot shoot soybean vobis



What happy users say:



"Turnip greens yarrow ricobolan
rutabaga endive cauliflower sea
lettuce kohlrabi amaranth water
spinach avocado dillion napa
cabbage asparagus winter purslane
kale."

Lovely Person
Test Writer, *Wonders with a Heart*



"Turnip greens yarrow ricobolan
rutabaga endive cauliflower sea
lettuce kohlrabi amaranth water
spinach avocado dillion napa
cabbage asparagus winter purslane
kale."

Lovely Person
Test Writer, *Wonders with a Heart*



"Turnip greens yarrow ricobolan
rutabaga endive cauliflower sea
lettuce kohlrabi amaranth water
spinach avocado dillion napa
cabbage asparagus winter purslane
kale."

Lovely Person
Test Writer, *Wonders with a Heart*

This is for you if ...

- » You are ready to break through blocks so you can ...
- » XYZ beet broccoli kombu beet greens fava bean potato quandong celery.
Bunya nuts black-eyed pea prairie turnip leek.
- » XYZ grape silver beet broccoli kombu beet greens fava bean potato
quandong celery. Bunya nuts black-eyed pea prairie turnip leek.
- » XYZ silver beet broccoli kombu beet greens fava bean potato quandong
celery. Bunya nuts black-eyed pea prairie turnip leek.

Hot grape silver beet broccoli kombu beet greens fava bean potato quandong celery.
Bunya nuts black-eyed pea prairie turnip leek.

Explain what working
with you will be like,
what will happen
and how & when?

Talk about results... use
feelings where possible,
how does your client want
to feel?

More social proof

Help your clients
understand if they are
ready and what mindset
they will need...

- ***Anticipate any Objections***

Spend some time brainstorming about the kind of objections people may have about going for working with you or buying your package. You can dispel all their concerns by answering all their questions, and some they hadn't even thought about, in a Frequently Asked Questions section.

- ***Calls to Action!***

Have several CTA's (calls to action) throughout your page, not just one at the top or one at the bottom. And have your price on the page so people are not left wondering... having to ask about costs is usually too big a barrier and people just move on.

- ***Offer an alternative action step?***

You can consider placing a great alternative action step close to your main CTA. This way people can take a next step with you in solving their problem, even if they are not ready to buy right away.

This can be especially useful if your service needs a bigger investment, because in that case people might first need to learn more about you and your offer, and warm up to the idea, before they are ready to go for it. When they download a leadmagnet (a freebie they receive in exchange for giving you their name and email address) you can continue to email them about how you can help them solve their problems, showcasing your expertise and succes in doing so, etc.

Make it a very good lead magnet, short and sweet, helping them tackle one of their core problems or challenges... The most important thing is that they take a next step with you, so you can get to know each other better, even if they don't feel ready to buy now.

- ***Another option for a Call to Action – a contact form***

A contact form at the bottom of your page can also work very well. Invite your website visitors to get in touch, to ask any questions they may have, or to schedule a discovery call or coffee chat to get to know each other or explore if working together is a good idea.

Anticipate any Objections – FAQ

Can I pay with PayPal?



Can I start anytime?



Will I have enough time to do this?



Are you ready to transform your life and overcome XYZ?

Celery quandong swiss chard chicory earthenut pea potato, Salsify taro catsear garlic gram
celery bitterleaf wattle seed collard greens nori, Grape wattle seed kombu beetroot,
horseradish carrot squash brussels sprout chard.

- Pea horseradish azuki bean lettuce avocado asparagus okra.
- Beetroot water spinach okra water chestnut ricebean pea catsear courgette summer purslane.
- Water spinach angula pea tatsoi aubergine spring onion bush tomato kale radicchio tump chichory salsify pea sprouts fava bean.

Receive these great bonuses:

Bonus 1

Dandelion zucchini burdock yarrow

Bonus 2

Dandelion zucchini burdock yarrow

YOUR INVESTMENT

\$299

JOIN NOW

Not ready to commit now? (alternative action step)

DOWNLOAD MY FREE GUIDE THAT HELPS YOU TO XYZ IN 6 EASY STEPS!



First Name

Last Name

Email

DOWNLOAD THE FREE GUIDE

Take away any concerns
or worries in your FAQ

Repeat benefits

&

call to action!

Alternative Action
Step, can be useful for
High priced offers

HOME PAGE

GUIDANCE & IDEAS

Your homepage gives your website visitors the first impression of what you do, who you are, and how you can help them. In about 5 seconds, you have to grab their attention or they *will* click away and move on.

Even though your homepage is often the entry point of your website, it's usually one of the last pages we create for a website. That's because you can think of it as the shop window or lobby of your website, from where your clients can be guided to the next place to go for more in-depth information about you and your offerings. That's why a homepage is usually created last when all the other content that you'd want to link to is already in place!

Do you have several different services, or, if you only have one offering, do you have several different packages or options for how your clients can work with you? The homepage is the place to make those different services (or options) crystal clear, so that your potential clients don't get confused.

Website visitors are extremely impatient and if things are confusing and they don't know what to do next or if they don't understand your offering, they leave. So use clear language and clear options to guide the people that land on your homepage in the right direction.

Let's look at what you could say on your homepage, step by step:

- Hero header

Most homepages start with a hero header, that consist of:

- A Strong Headline. This is a very short sentence, often just a few words, that grab your attention. Together with a smaller sub line or short paragraph your headline makes it immediately clear what you offer and who it is for.
- A CTA or Call to Action. This is usually a button that invites your website visitor to take immediate action. It could be to download a Leadmagnet, Book a Discovery Call, Explore your Services, etc. ...

- Is this for me?

Next up it's time to connect with your website visitor on a deeper level. Create a section where you talk about their challenges and problems, what they want to achieve, with the

Strong headline (just a few words)

Strong subline or short paragraph that makes it immediately clear what this is about and what problem it's solving...

RS3



Hero header

Are you struggling with XY and Z?

Do you feel:

- > Vis et regione scripsit. Alii noluisse repudiare at duo, modus debet ullamcorper id has, solet tation mea et. Qui erat delictus eu, ei ferri putant delicata qui.
- > Vis et regione scripsit. Alii noluisse repudiare at duo, modus debet ullamcorper id has, solet tation mea et. Qui erat delictus eu, ei ferri putant delicata qui.
- > Vis et regione scripsit. Alii noluisse repudiare at duo, modus debet ullamcorper id has, solet tation mea et. Qui erat delictus eu, ei ferri putant delicata qui.

You've come to the right place!

Talk about your clients struggles and needs

I'm Helena, and I know exactly how you feel ...

Introduce yourself and connect. Share about your WHY, your own experiences and how you can help them. Why are you the right person to help them to overcome their challenges and solve their problems? Keep it quite brief for the homepage...

Salsify tara catsear garlic gram celery bitterleaf wattle seed collard greens nori. Grape wattle seed kombu beetroot horseradish carrot squash brussels sprout chard.



Introduce yourself



"I LOVED working with xyz on XYZ! She helped me to Beetroot water spinach okra water chestnut ricebean pea catsear courgette summer purslane. Water spinach brussels sprout aubergine spring onion bush tomato kale radicchio turnip chicory salsify pea sprouts tova bean."

Lovely person | *Lovely Business*

Social proof

Explore how you can work with me:



Free Discovery Call

Gumbo beet greens corn salsify andrie gamboge. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra kale tomatillo.



1:1 Strategy Session

Gumbo beet greens corn salsify andrie gamboge. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra kale tomatillo.



Transformation Package

Gumbo beet greens corn salsify andrie gamboge. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra kale tomatillo.

Give clear options on how people can take the next step with you



Download my Free guide to XYZ in 10 easy steps!

Learn all my tips and tricks to easily and quickly Subscribe to my newsletter to receive your free copy as a welcome gift!

First Name

Last Name

Email

JOIN NOW

Call to action, in this case a leadmagnet (freebie) opt in

kind of words they would use to talk about it. Your goal is to make it clear to them that you understand them and what they are going through, and that you can help them overcome whatever is in their way or help them progress to the next level! They need to feel they are in the right place, so that they keep reading.

- ***Introduce yourself & connect***

In the next section it's time to introduce yourself. Share about your WHY (why do you do what you do?) and about your own experience with the problem you help to solve, and your experience in helping people solve this problem. On the homepage it's often best to keep this brief (on your about page you can go in much more detail). Here it is important to give your visitors a quick and strong impression that you can be their guide in helping them achieve what they want to achieve.

- ***Give social proof***

Now comes a good moment to drop in one or two testimonials that give social proof of how you have successfully helped your clients with their challenges.

TIP: If you are just starting, and you don't have any testimonials yet, you can consider helping some people for free in return for in-depth feedback and testimonials. This is also a great way to learn and tweak your services to the needs of your clients.

- ***How can your clients work with you?***

Time to tell you website visitors how you can help them! Create a section "how you can work with me" or "Explore how you can work with me", and clearly show what options you website visitor has to take the next step (finding out more about your specific offerings and maybe booking a free discovery call?). These are usually the same options that you worked out for your services pages. It's important to keep things consistent so they are clear and you avoid confusion.

- ***Offer a valuable bit of help for free – a leadmagnet***

After you have explained how you can help it's a great idea to offer your Freebie or Leadmagnet in the next section. In this section you offer your website visitor a high value

piece of free content, usually a PDF - something that gives them a quick win in solving their problem, in exchange for their email address. An idea is to give them the PDF as a welcome gift for subscribing to your newsletter (*Subscribe to my newsletter and receive XYZ as a welcome gift...*).

I hope this was useful!

Knowing what to talk about for your business is the most difficult, but also the most important thing to figure out if you want your marketing to be effective & efficient (so you don't have to be online all the time!)

You used to need many expensive 1:1 sessions to get your messaging clear, but there is a new way: self-paced but also supported - at a fraction of the cost!

And the best part: it's tailor-made for ethical, gentle marketing, aligned with your values and how you're wired.

See all the details here:

THE BLOOMPRENEUR
Clarity
PROGRAM

FIND OUT MORE