Playsheet *to Determine Your Webpage*

Once you have the verbiage you need to communicate your message, you are ready to set up a one-page website, or modify your existing website with compelling copy, so that you can be ready to receive subscribers and start building your list. When you know how to edit webpages yourself, so you don't have to wait in a web designer's queue to fix typos, additions, and other changes.

A webpage or website is a marketing tool, and like any other tool, it has a function that it needs to perform. In this case the webpage/site should provide value, capture leads, and make money.

The copy on the landing page must make visitors want to opt-in to get your valuable gift. It should be an irresistible offer---something they feel they need to have. That means your copy must be not only compelling, but also specially worded to attract the kind of clients you desire.

1 **Step #1: Headline**

Create a compelling headline for your landing page. This can be a question such as "Do You Need More Clients?" or a statement such as "You Could Be Living Your Dream Life Right Now," or even "Do you want to lose 5 pounds this week?" In any case, it should Identify what your visitor wants right now, or the question they are asking in their head, or a benefit that they will receive.

Write out your compelling headline.

2 Step #2: Bullet Points

The second email can be a little more about the topic of your free offer and to get some engagement, you can ask them a question, such as did they enjoy the material. This is also an opportunity to tell them a little more about you and how you help people. Including a benefit and a result in your bullet points is a proven technique for enticing people to download your gift. Another tried and true way to make bullet points is to use the "How to…" phrase. You can vary these bullets with the ones from the benefit/result bullets.

Write out your bullet points.

1-

2-

3-

4-

5-

3 Step #3

Add a call to action such as, "Download Your Free Report", or "Access Now", or "Make an Appointment Here."

Write out your call-to-action.