

The Money-Makin' Homepage

How to write it + what to say



with Stella Orange
Your friendly neighborhood wordsmith.
www.StellaOrange.com

Before we get down to it...

Hey there, hot biscuit.

Glad you got this far.

Before we go any further, there are 3 things you need to know about what we're doing:

- 1) I want you to make a fabulous living doing what you love, serving people you love.
- 2) I believe you can do it—even if you aren't sure.
- 3) I will make this simple, but it ain't easy.

My intention is to give you a great free resource to help you get this project done. If you need personal attention, or more guidance, I offer that, too.

Oh—and one more thing:

Trust that your train is bound for glory, my dove.

Now, let's get down to business.

How to Write A Money-Makin' Homepage.

Step 1 – Loosen up. Dance, light a candle, go for a walk, take a swig of whiskey.

Step 2 - Pick your “container” (what format is going to hold your words?)

Step 3 - Think first, write second—organize your thoughts in a Cheat Sheet

Step 4 – Write.

Step 5 – Revise + polish. 2 rounds of edits, max.

Step 6 – Fill in the holes in your marketing pathway.

Writing Habits #ftw

- Great copy comes from your BODY, not your head.
- Rituals help you signal to your subconscious “it’s time to write”
- Get to know your “I’m not in the mood to write” voice. Get curious about it. Invite it to tea. Learn how to have a productive working relationship.
- Use an egg timer so you limit the time you spend on writing + train your self to focus.
- Celebrate all progress—getting it done makes more money than being perfect

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Step 1

Loosen up. Dance, light a candle, go for a walk, take a swig of whiskey.

Hey, whatever works. Here's the thing: too often, what we call "procrastination" or even "writer's block" isn't either of those things.

It's that you've been pushing yourself way too hard without rest.

Or that you aren't clear on what you're writing about.

Or that your gremlin voices are saying really nasty things about you.

Or that you're all up "in your head" and it's temporarily stunted your ability to communicate with other human beings.

Or that, deep down, you have outgrown the work you've been doing (or your brand, or the way you work with clients, or the clients you've attracted so far are draining the heck out of you—and you need to fire them).

Eventually, you'll need to sort through what's coming up for you.

But in the meantime, here's a secret: writing your homepage is a lot like having great sex.

You don't need to be perfect... you just need to get yourself in the mood.

Because if you can't get your writing done, it's going to be hard to do anything else in your marketing.

So, figure out what you need to do to get out of your head and into your body—and just freaking do it.

(Right now, I am writing this sitting on a yoga ball, listening to the "Call Me Maybe" channel on Pandora, with a hot pink feather boa around my waist and a tea light flickering on my desk. I am not making this up. This s*** works. Also: "It's Business Time" by Flight of the Conchords breaks up resistance like nothing else.)

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Step 2

Pick your “container”

(that is, what format is going to hold your words?)

The simplest way to write a great homepage is to follow a template. I've included the one I created and teach in my Write Your Website production lab (see the end of this guide).

This isn't just for your homepage, by the way.

Any piece of marketing you write for the rest of your life has a template.

You don't need some fancy marketing expert to sell it to you, either.

Just start paying attention to other people's marketing. (The advertising people call that a “swipe file.” One caution: if you notice that you are feeling bad about yourself or obsessed with comparing yourself to others, stop. That won't help you grow your business. Better to pick 1-2 people to listen to, and ignore the rest of the noise.)

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Step 3

Think first, write second—organize your thoughts in a Cheat Sheet

The Homepage Cheat Sheet

Here's the simple "flow" of ideas on your homepage. Jot down your raw ideas here or on a scrap of paper...

Where they are now.

What 3 things have they been putting up with?

What's the shocking secret they don't DARE say out loud? Name it.

Where they want to be instead.

What if...? Imagine...

So, now what?

Reassure them: 1. They CAN have what they want 2. You can help. 3. Remind them of the top 3 results they get from working with you. 4. Here is the ONE step to get started

P.S. This is the basic pattern of ALL sales writing.

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Steps 4 + 5

Write. (Set your timer for 45-60 minutes for your SFD)

Then, revise + polish. 2 rounds of edits, max.

I teach my writing students and mentorship clients to put time limits around their writing. Having a limit makes you work more efficiently. Use an egg timer to create a time limit for yourself.

I also teach limitations around the number of times you edit. For web copy and sales pages, things that stay up a couple years, no more than 2 drafts.

For things that are more “here today, gone tomorrow”—like blog posts, promotional emails, and newsletters, you speed things up. Proofread, automatic spellcheck, and get it out there. You’re done.

My writing students also like that we call their first drafts “shitty first drafts.” This is a term coined by author Annie Lamott, and it helps Recovering Perfectionists just get stuff out of them. Even if it’s crappy.

What tends to happen is that it’s actually NOT that crappy, and editing is WAY easier than generating stuff. So when you train yourself to crank out SFDs, you develop the muscle of getting stuff done, without judgment.

I’ve had the honor of writing with some very successful people (some have even grown their businesses to 7-figures now), and they all do this, by the way. Even if they hire copywriters like me to do some of their writing, they STILL write some of their own copy (copy = “words that sell”)... and they have trained themselves to just get it out into the world.

There’s a lesson for you in there, somewhere.

Now, if “I am too busy to write my homepage—I just don’t have time” keeps coming out of your mouth, then put a time in your calendar when you will sit down to write.

If that doesn’t work, something deeper is going on, and you’re either ready to face it and get support to move forward, or you’re not.

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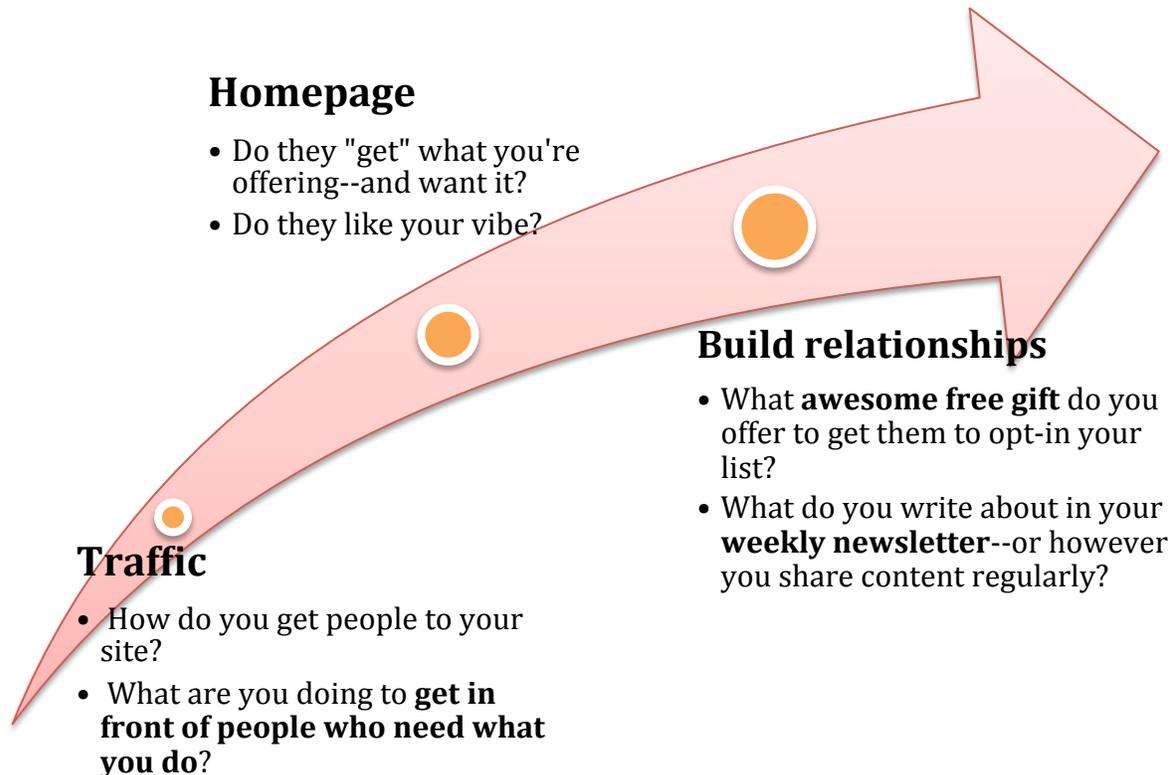
Step 6

Fill in the holes in your marketing pathway.

Don't make the mistake so many business owners make: they put a website up, and think people will just fork over their cash. Nope!

For your homepage to make money, you need the right words AND you two other KEY ingredients. Traffic. And a way to build relationships with people who aren't ready to buy from you the first time they hit your homepage—but will later.

So, once your homepage is written, look at your traffic and your relationship building.



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Simple Homepage Template

Headline in one line—stop ‘em dead in their tracks.

You can use a subheader here to add to your key idea.

Dear friend,

Got a big problem that's keeping you up at night?
Do you sweat bullets when you realize you have tried everything you can to solve it—and it's still there?
Are you tearing your hair out because it's making you CRAZY?

You're in the right place. Reassure them it's possible. They CAN have what they want.

Imagine: and then you describe the outcome they are hungry for. In loving detail. Using rich, emotional language. And some long sentences, some short ones. Right?

In this short paragraph, use **confident, clear, conversational** language to really connect to your ideal client. Ooze confidence. Once you are done painting a picture of the results, introduce yourself. Let your ideal client know that you are the perfect guide to get where they want to go. Then, end with an upbeat finish. Invite them to take the first step. (if you can name what that step is, even better!).

Your sign off,
NAME

P.S. Ready to get started? Book your complimentary “Branded Name” session now. We'll talk about what you want, what's getting in your way, and see if we're a fit to work together.

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One more thing...

For some reason, many service professionals tell themselves “I am writing my marketing, so it needs to sound like marketing.”

I HATE that.

But more importantly, so do more sophisticated clients and customers.

When you use the “marketing bullhorn” voice, you sound like this guy:



He's an 18th century Italian opera singer. So that explains the goofy armor.

You, on the other hand, are a service professional who's on the planet because you're really good at connecting with certain people and helping them in a certain way.

So, don't hide your real personality behind cheap-ass marketing lingo.

FREE GIFT!

Are you STRUGGLING to FIGURE OUT how to MAKE BIG MONEY ASAP?

FIND OUT the secret to getting slim, hot and rich in 30 minutes a day!!

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Your personality, your voice, and your story are your greatest client attraction assets. They are your “unfair advantage.”

So, use them.

You don't need to be loud or pushy to attract great clients.

You do need to give yourself permission to BE yourself in your marketing, refine your message so resonates with the right people and master the **art of connection**.

What I tell all my students.

One of the first things I tell my students is to never, ever, ever, sound like you are writing an ad.

And stop writing to the masses. It leads to the “marketing bullhorn” problem.

Instead, imagine one favorite client (even if you haven't met her yet)... and start “talking” to her in your writing.

Chances are, you already know what she's working on. What her dreams are. What she's learning how to do. Why she wanted to work with you in the first place. And what is really challenging for her.

So, put that into your copy.

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Now what?

I've just given you a bunch of info.

I hope it's sparked some hopeful feelings for you.

Maybe you say: *YES! This is what I needed—I'm off to get 'er done!*

Awesome. Go rock it, sweet cheeks.

Or maybe you say: *yes, and I need to write other web pages, too.*

Or even: *I can't seem to move forward from here.*

Please don't sweat it. Helping service professionals write about their work so people buy is what I do. You can check out upcoming production labs on my website: www.stellaorange.com. You can read more about my popular "Write Your Website" 4-week lab, too.

One last thought: be kind with yourself. This growing your business is a great adventure—I want you to be in it for as long as it pleases you. You are being called to be brave and stretch yourself past what you know, again and again. Enjoy the ride. And ask for help when you need it (if that doesn't come easily to you: great! You'll have plenty of opportunities to practice).

I wish you a life and a business so rich, it feels almost criminal.

Keep it up,
Stella

Stella Orange teaches service professionals how to write about what they do in a way that makes people want it. As a copywriter who grew her business to 6-figures in less than 2 years, Stella has written for some of the most successful coaches and thought leaders in a range of industries, helping them grow their businesses to multiple-6 and 7-figures. Trained as a high school teacher and playwright, Stella learned the art of copywriting as a fundraiser for a non-profit art center in Montana. She is based in Coconut Grove, Florida, and is a member of the International Association of Women in Business Coaching. Find out about upcoming production labs and events at www.stellaorange.com.

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