

ADVANCED TRAINING

WEBSITE *in a* WEEKEND

WRITE HIGH-CONVERTING
HOMEPAGE & ABOUT PAGES

Your Guide

In this step-by-step guide, I'll share with you the most important sections to include on your homepage and about page, what to say in those sections, and share some examples of coach websites that are doing it well.

Why Most Coach's Websites Don't Bring Them Clients

Every coach needs a great website.



Unfortunately, most coaches have the wrong idea about what makes a compelling website to their prospective clients. Clients don't buy pretty. They buy promises. And how you make that promise -- the words you use -- is what really matters.

Connect with your clients so they perk up and say... "She's talking to me. She's reading my mind!"

Your **homepage** takes your **ideal clients** on a **journey**

There's a good chance your website visitors have never heard of you or know very little about you.

They landed on your homepage because they are looking to solve a problem.

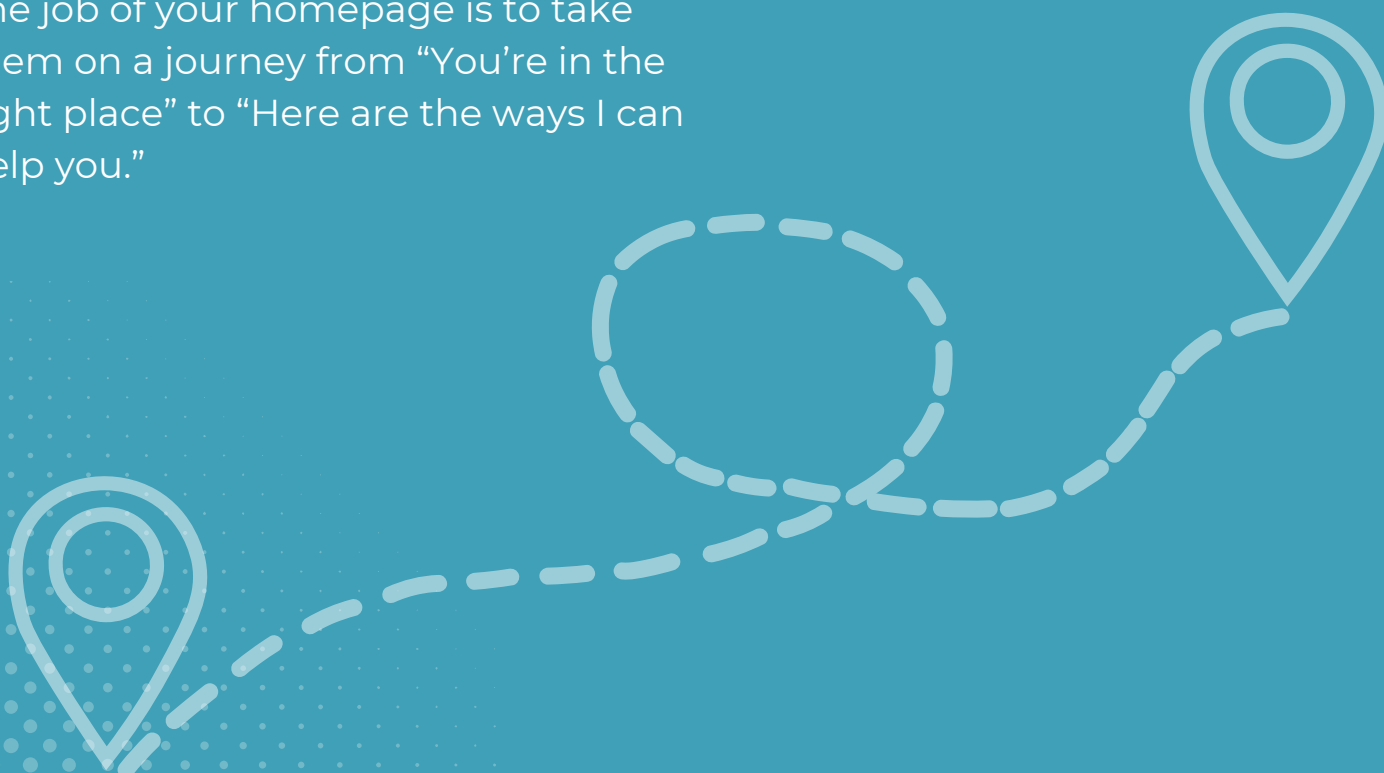
And if you did your marketing right, it's the problem your coaching solves. ;-)

The job of your homepage is to take them on a journey from "You're in the right place" to "Here are the ways I can help you."

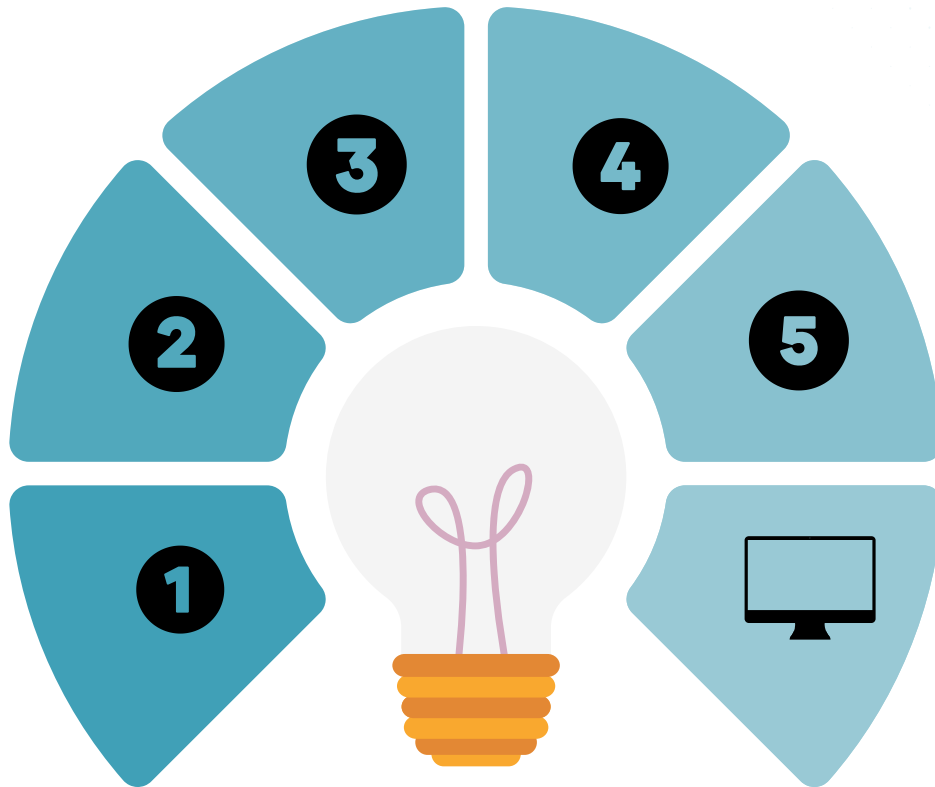
You have plenty of ways you can do this.

On the following pages, I'll share with you one possible journey you can take your visitors on.

A journey that many of the most successful coaches use to connect and convert their ideal clients.



The Ultimate Homepage Template



1

Hero Section

Grab your ideal clients' attention by focusing on what's in it for them, "sell" your freebie giveaway, and inspire them to click the button to opt-in.

2

Share Their Pain

Paint the picture of what life looks like for them without your help. What are their current frustrations, fears, and challenges related to the results you help with?

3

You as the Trusted Coach

Share a bit about you. Think of it as the inspiring summary of your full about page. What are the most inspiring parts of your story that will connect with your clients?

4

How Easy it is to Work with You

Show how easy it is to work with you. Ideally, you'll show them the main areas of your coaching framework if you have one.

5

Testimonials

Share testimonials of people you've coached or worked with. Give your readers a good sense of how amazing you are.

HERO SECTION

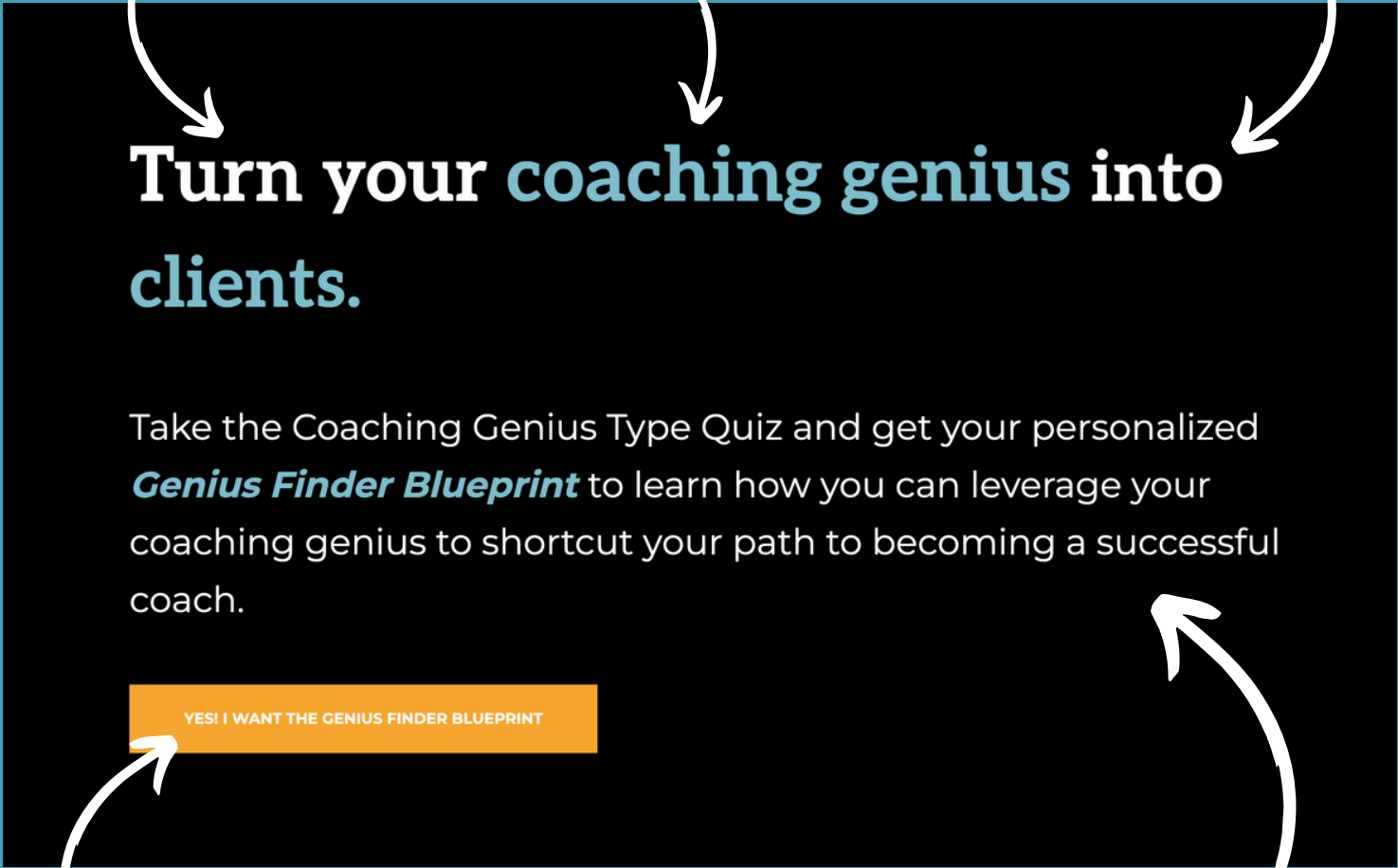
- 01. BIG BOLD HEADLINE**
Grab your readers' attention with what's in it for them. What's the one thing they want more than anything?
- 02. "SELL" YOUR FREEBIE**
Tell them why they want this amazing freebie you created for them. Share with them how it will help them take the first step towards the results you help them achieve.
- 03. CALL-TO-ACTION**
Give them a bright and bold button to click on. One that focuses on what they'll get, not what you want them to do

EXAMPLE

What most coaches want sooner than later. Notice there is nothing about me. It's about what they want.

My philosophy. I coach my clients on how to build a business around their genius. Not cookie cutter solutions.

Big bold header grabs their attention.



Turn your coaching genius into clients.

Take the Coaching Genius Type Quiz and get your personalized **Genius Finder Blueprint** to learn how you can leverage your coaching genius to shortcut your path to becoming a successful coach.

YES! I WANT THE GENIUS FINDER BLUEPRINT

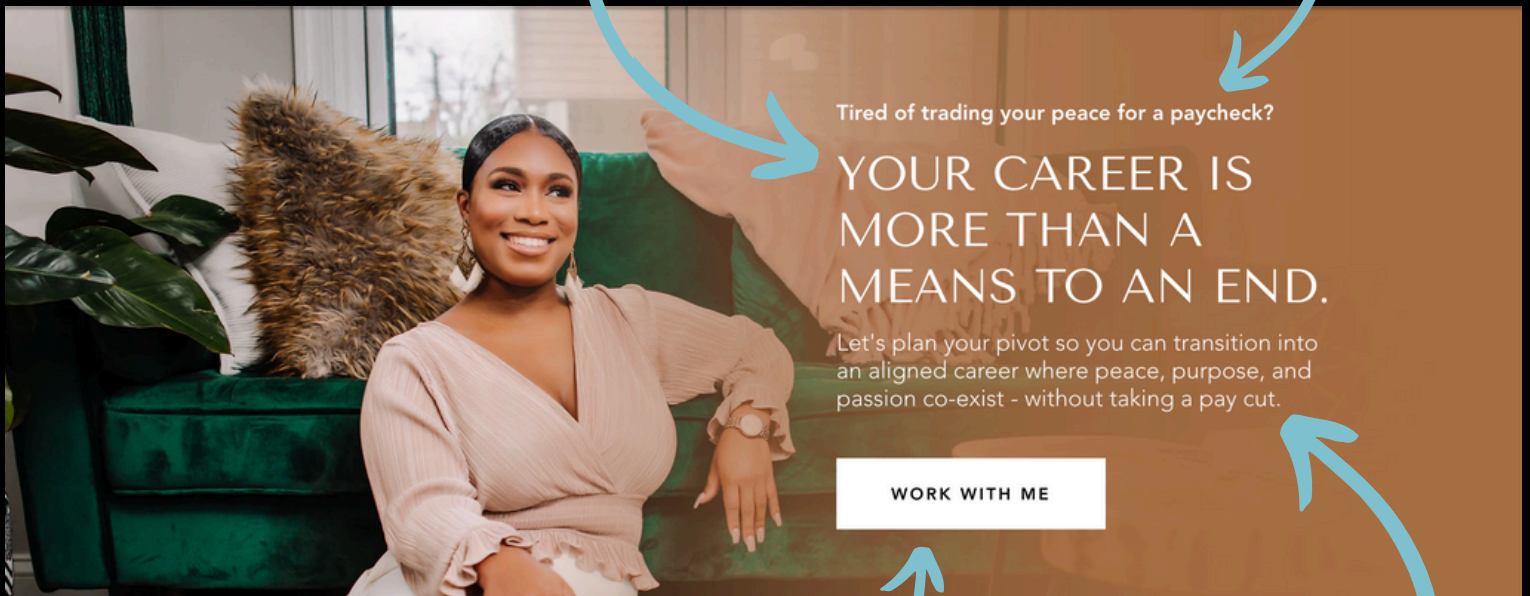
Call-to-Action focuses on what they'll get (The Genius Finder Blueprint), not what they have to do (such as 'click here')

Copy that "sells" the quiz and accompanying blueprint. Notice how I share why they want to take the quiz and get the blueprint.

EXAMPLE

She's making it clear who she works with -- people who want a fulfilling career. Not people who are just looking for a job.

Asks a "pain point" question. One that her ideal clients will say "yes" to.



While the button is clear, it's a missed opportunity. A results-focused button such as "Yes! I want an aligned career." or "Yes, I want a career filled with purpose" would be more compelling.

People who click a results-focused button are making a micro-commitment. They're saying yes to you and themselves.

People who make micro-commitments are more likely to make bigger commitments down the road.

This is a great sentence. The alliteration of peace, purpose, and passion works well. She also addresses one of her clients' biggest concerns with "without taking a pay cut."

EXAMPLE

Since the majority of his readers struggle to find an easy way to organize their notes, tasks, and projects, this header gets to the heart of what they want.

The video explaining his philosophy behind Building a Second Brain and what it means, while not necessary, is a nice touch.

A Proven Method to Organize Your Digital Life and Unlock Your Creative Potential

Get the **Second Brain Quickstart Guide** to start building your Second Brain, increase your productivity, and lead a more fulfilling life with more ease and less stress.

YES, I WANT TO BUILD MY SECOND BRAIN



Notice how the button focuses on what they'll get, not what they'll do.

He "sells" his freebie by including other things his readers want to accomplish, such as increasing productivity and ease, and decreasing stress. No one wants to build a second brain for its own sake. It's about what that second brain can do for them.

EXAMPLE

This is a fantastic emotionally-focused headline and subheadline. It gets directly to the pain parents feel. Worried about their kid AND struggling themselves.

Not copy, but a dialed in image that matches what they want to convey. Pro tip: The child's face is directed towards the copy she wants to showcase. The reader's eye naturally goes towards where they child is facing.

Being a kid can be tough.
Being a parent can be tougher.

The difference is that your kid has you. Who do you have?
As a parenting coach, my mission is to provide you with the ideas and support that will help you and your child get through childhood stronger and closer.

[SIGN UP FOR IDEAS](#) [REACH OUT FOR SUPPORT](#)

While she has one avatar, struggling parents. She's talking to the two stages they might be in at the moment. Just needing some ideas, or wanting support now.

This copy alleviates the guilt a parent might feel for seeking help. Plus, the copy implies that by getting help the parent and child get through childhood together. Stronger and closer. She gives compelling reasons why they should move forward.

EXAMPLE

Even though his viewers want likes, followers, and subscribers, what they ultimately want is INCOME.

His prospective customers want to become thought leaders and earn money sharing their wisdom. Notice how his copy is super clear. He's not trying to be clever here.

Another Big, Bold Header that grabs attention

Turn your knowledge
into **income.**

Want to join us?

Join 180K+ readers of The Saturday Solopreneur for tips, strategies, and resources to launch, grow, and monetize your internet business.

Start here.

Email Address

Subscribe


He can get away with not "selling" a freebie because he has over 180k readers of his newsletter. Tons of social proof here.

Instead of 'Subscribe' I would recommend 'Join' since he's asking people if they'd like to join his newsletter. More people would rather join something than subscribe to it.

EXAMPLE

This big bold header is doing four things well:

- Focusing in on the ideal clients (parents with teens)
- Addressing a big aspiration (best part of your day)
- Showing how easy it can be (just need the right tools)
- Implying they haven't had the right tools *until now*



Parenting your teen can be the best part of your day, you just need the right tools.

Good thing you're in the right place. Have a look around, and when you're ready to create an ideal relationship with your teen, I've got you.



This secondary header is also doing some things well:

- It's conversational. It feels like she's talking directly to you.
- Aspirational (when you're ready to create an ideal relationship)
- Implied scarcity. The phrase 'when you're ready to create your ideal relationship' implies that you shouldn't wait too long. Any good parent would want to have that ideal relationship sooner than later.



YOUR TURN: SKETCH OUT YOUR HERO SECTION

A large, empty rectangular box with a black border, intended for sketching out a hero section.