

# Homepage Copy Blueprint Workbook

WRITE YOUR HOMEPAGE  
WITH CLARITY AND  
CONFIDENCE

TPCTEMPLATESHOP.COM



## WELCOME!

This workbook is here to help you confidently write the copy for your homepage one section at a time. Whether you're building your site from scratch or updating what you already have, this guide gives you prompts and examples to make sure every word works for your business.

Let's get started.

# Hero Section

## YOUR GOAL:

Help your visitor understand right away if your business is for them. Keep it clear and simple.

Prompt 1: What do you help people do?

Prompt 2: Who do you help?

Prompt 3: What transformation or result do you offer?

## Example:

Headline: Clarity + Confidence for Women Coaches Ready to Scale

Subheadline: I help new and growing coaches create sustainable business foundations so they can attract aligned clients and finally start earning consistently.

Call-to-Action Text: Book a Consultation

## YOUR TURN:

### HEADLINE:

### SUBHEADLINE:

### CALL-TO-ACTION BUTTON TEXT:



# The Problem

## YOUR GOAL:

Reflect back your audience's challenges and position yourself as someone who understands and can help.

**Prompt 1:** What struggles or frustrations does your ideal client have before working with you?

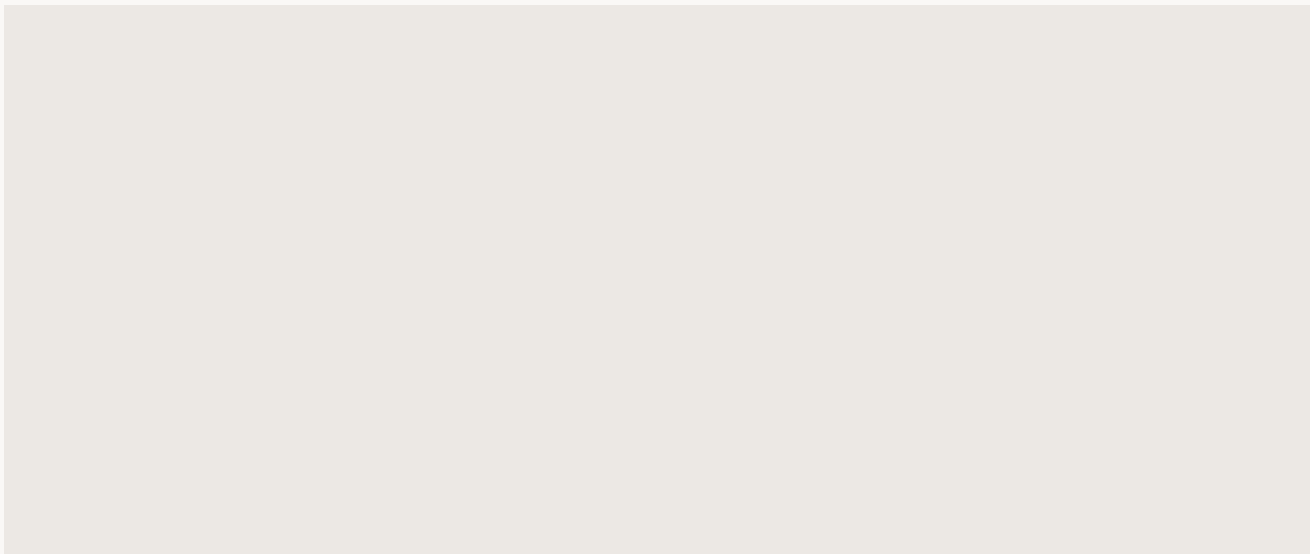
**Prompt 2:** How do you help solve that struggle?

**Prompt 3:** What experience, perspective, or results make you credible?

## Example:

You've taken all the free masterclasses and downloaded every checklist, but your business still feels stuck. You want real clarity, not another quick fix. As a certified business coach with a background in marketing strategy, I help you build a business model that makes sense for you, so you can finally gain traction.

## YOUR TURN:



# Services Snapshot

## YOUR GOAL:

Make it easy to understand the ways someone can work with you.

Prompt 1: List 2–4 signature offers or services with a clear benefit or outcome.

## Example:

### 1: 90-Minute Clarity Intensive

A focused session to help you map out your next steps, price your offers, or create your content plan.

### 2: 3-Month Private Coaching

One-on-one support to build systems, offers, and mindset habits that support your version of success.

## YOUR TURN:

### SERVICE 1

### SERVICE 2

### SERVICE 3

# Social Proof

## YOUR GOAL:

Let others share the transformation they experienced working with you.

**Prompt 1:** Choose 1–2 testimonials that mention outcomes, ease of working with you, or your unique support style.

## Example:

*"Before working with Keirah, I felt so overwhelmed. After just two sessions, I had a clear plan and landed three new clients the next month. She just gets it." — Janelle, Mindset Coach*

## YOUR TURN:

### TESTIMONIAL 1

### TESTIMONIAL 2



# About You

## YOUR GOAL:

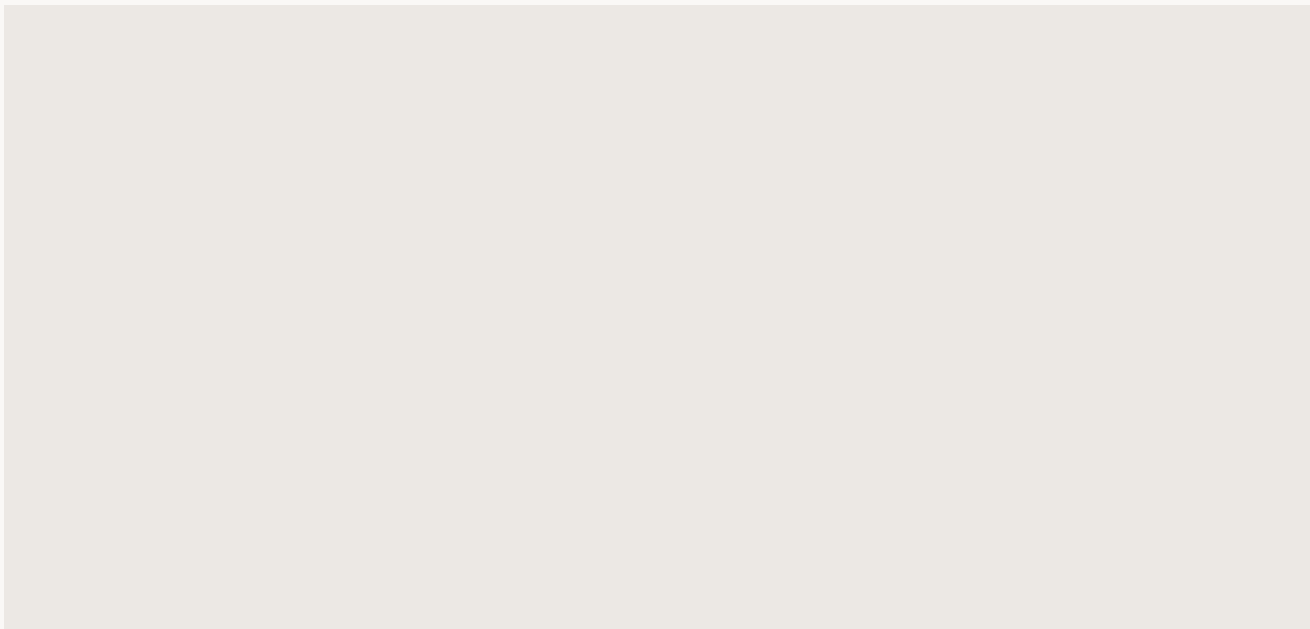
Let people get to know the person behind the coaching — briefly and in a way that builds trust.

**Prompt 1:** Why do you coach? What's your background or perspective that matters? What's your vibe or approach?

## Example:

I'm Keirah, a business coach for women who are building their businesses from the ground up. I've been in your shoes — juggling a 9–5 while building my dream after hours. Now, I help other women do the same, with strategies rooted in clarity, ease, and long-term growth.

## YOUR TURN:



# How It Works

## YOUR GOAL:

Show your process in a way that removes confusion or hesitation.

**Prompt:** List 3 steps someone takes to get started with you or what happens when they sign up.

## Example:

1. Book your free discovery call
2. Choose the coaching offer that fits your goals
3. Start moving forward with a clear plan and support

## YOUR TURN:

### STEP 1:

### STEP 2:

### STEP 3:

# Final Call-to-Action

## YOUR GOAL:

Invite them to take the next step with confidence.

**Prompt:** What do you want them to do now? What encouragement can you leave them with?

**Example CTA Button Text:** Let's Work Together

**Example Encouragement:** You're not behind. You're not too late. You just need the right support — and that's exactly what I'm here for.

## YOUR TURN:

### CTA BUTTON TEXT:

### ENCOURAGING MESSAGE



## Ready to Put Your Copy Into Action?

Now that you've written your homepage copy, let's make sure it looks as good as it sounds. If building your site from scratch still feels overwhelming — or you just want a beautiful, strategic starting point — I've got you covered.

🎉 As a thank you for downloading this workbook, you can get 15% off any Squarespace template in my shop.

These templates are:

- Professionally designed to make your business look polished and trustworthy
- Easy to customize with your new homepage copy
- Built specifically for service-based businesses like yours

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Your copy is done. Your site is next. Let's launch something beautiful.