

Write Your ‘Hire Me’ Page

- 1. Write a big, long list of your biggest, most brag-worthy accomplishments.

💡 (People HATE parting with their money, so show them how awesome you are.)

- 2. Pick the brag you think will resonate most with your ideal client as the *THING* they’re after from working with someone like you. (Because you are sooo *worth* their money.)

- 3. Paste this statement at the top of your page as your emotional hook.

- 4. Spell out the “jargon” of your hook. Tell a story of what it’s like to work with you.

- 5. Paste in your testimonials and/or data about how effective your work is.

- 6. List out your engagement options & prices, if you publish them.

💡 Power tip: Use the product description guide to write out the descriptions of your products & services here.

- 7. Write in your call to action as a button or form. (Preferably a form.)

💡 Power tip: Use conversational micro-text.