

Write Your Home Page

- 1. Pick the action you want people to take on your home page.
 - Common options: sign up for your lead magnet, read more of your content, shop around in your product listings, or to buy right now.
- 2. Choose your hard-hitting emotional hook from Module I work.
- 3. Go into your teased-out jargon phrases from Module I & pick out a big-league worthy “story” that relates to the hook you’ve chosen. Paste it in underneath the hook. Expand on it if you feel necessary.
- 4. Use your “story” to start hinting at your call to action.
- 5. Present logical backup. (Numbers, testimonials, etc.)
- 6. Repeat steps 2-5 with a higher focus on the call to action. (This can be short or long.)
- 7. Explicitly state your call to action. (Use a button or a form.)