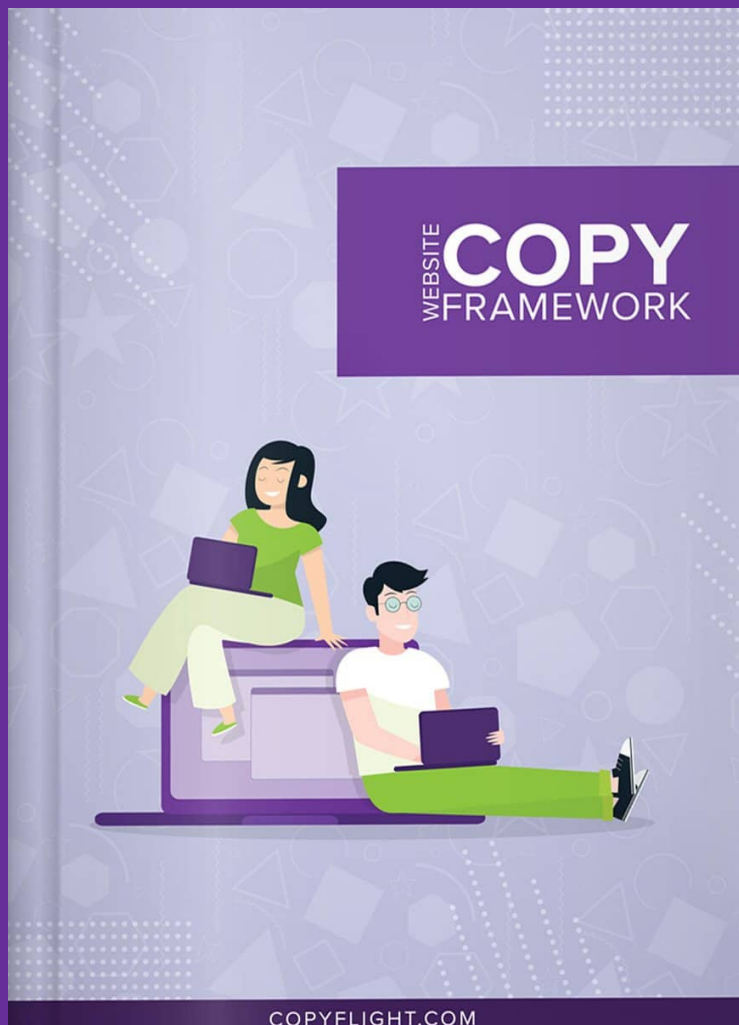


[Keyword] Services Page

Addendum to the Website Copy Framework



WEBSITE COPY FRAMEWORK



Getting Started

Before you write the page, you will refer to this list:

- List your features and benefits
- Use images of you and your people.
No stock photos. Use images of your people performing the service you provide.

Getting Started

We will use a variation of the PASTOR copywriting framework.

What is the PASTOR framework? It is an acronym which you can see below.

- Problem
- Agitate
- Solution
- Transformation
- Offer
- Response

Headline -summary

Your headline should include the value of your service. Also consider a sub-headline that summarizes what your service does.

Problem & Agitate (amplify)

Here you are going to pinpoint the one major problem that your service solves. Focus on the big pain point, the one that everyone feels.

Take a moment to amplify the pain of that pain point. You want just enough to make them cringe when they remember experiencing the pain.

Story & Solution - The Service

Use a story to bridge from the Problem section to the service. Tell a short story that shows how your solution solves their problem.

Once you have told the story, answer these questions about the solution (the service):

- What it is - Clearly explain what your service is.
- What it does - Explain what it does, what kind of work is involved.
- How it helps - Benefits - Try to have at least three benefits and create a sentence or two for each one, clarifying the benefit.

Testimonials, reviews (Transformation)

You are trying to show the transformation that happened for a customer when they used your service.

The best testimonial is one that succinctly recaps how your service helped them, explaining how things were before they used your service, what it was like during the process, and how things improved after.

A video testimonial is powerful.

Offer - CTA

Here, the offer is a call to action.
Invite your reader to contact you to get started.

Expertise (PR, press)

- Data or Numbers - These are numbers that give proof to your expertise, such as customers helped.
- Publicity or press features - If you have been featured in media, here is a great place to showcase that.
- Credentials and certifications - Use anything that points to your expertise.

FAQs and/or Process

If your reader has not decided at this point, he or she still has questions. Have 3-5 of the most frequently asked questions about your service along with the answers.

Even better, showcase the process you use in your service.

The process should be very high-level and does not need to go into lots of detail. If your process has its own name, be sure to use that.

Response - Calls to Action

This is the final call to action on this page.

As an alternative, if they don't click to connect, try showing them some more content around your service.

These may be articles you have written about the service you are featuring on this page.

WEBSITE **COPY**
FRAMEWORK

