

Getting Started

with the WCF

Read this first

TODD E JONES

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For more information, address: todd@copyflight.com

FIRST EDITION

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Introduction

Hello business owner! If you are reading this then your website consultant has purchased the Website Copy Framework to help walk you through writing your website copy.

My name is Todd and I created this framework to help businesses like you create their website copy, often for the first time.

One of the biggest sticking points for completing a website is the website content, more specifically, the website copy.

Frankly, sitting down and staring at a computer screen doesn't help the words appear.

Often, when we do start writing about our company it comes too much about us and less about the person who is reading our website. The person reading our website wants to know what we can do for them. This framework will help.

The rest of this document here gives you information on getting started using the Website Copy Framework.

The Cure for Writer's Block

"The cure for writer's block is research." Joanna Wiebe, Copyhackers

Research happens easier when you have a framework. Sometimes, we just need some guideposts. Writing your website isn't the same as writing your English term paper when you are in school.

Why is it different?

First, you are writing to persuade people to take action. Ultimately, your goal of your website is lead people on a journey that helps them arrive at the purchasing doorstep.

Next, you are not writing to please teachers or your friends. Therefore, your writing needs to appeal to the average person. So, write conversationally.

Your readers will usually give you about 5 seconds to make a decision about staying on your website. The entire time, they are glancing at several parts of your website, but the words may be the most important.

Experts in website user design understand that it is important to make everything as easy to understand as possible. One expert even wrote a book called "Don't Make Me Think: A Common Sense Approach to Web Usability."

That's why writers mentions things like avoiding needless words and jargon. There are entire books about writing in the business world.

One book is by content marketing expert and expert Ann Handley. The book is called "Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content."

If you are in business for yourself, get a copy of that book and keep it on your desk.

Everybody Writes <https://annhandley.com/everybodywrites/>

Will I need a writer?

You need someone who can put two sentences together and make them sound clear (not fancy). If you can do that, then that's fine. Let me say this, it is hard to write about yourself and your company.

Have you heard the expression "can't see the forest for the trees"? It is in full effect here.

Your best bet is to have someone interview using the framework and then turn it over to a writer who can paint a picture.

The great thing is that your website consultant can facilitate this process. The framework will help him or her help you get the necessary information needed to write the copy.

Your website consultant can then find someone to write the website copy for you. Honestly, this is the best solution.

I encourage you to let your consultant find a writer to write your copy.

The good thing here is that you can be part of the process! Walking through the framework with your consultant will help you and your consultant.

Goals of the framework pack

- Help provide you a few guideposts.
- A roadmap for completing the task of writing your website copy.

Notice

A framework is a guide rather than a template. It helps give you some guides on what and where to put. It does not have to be exactly like the framework. You may do some things differently, but it will help you know what to consider.

You may still need a writer, someone who can put sentences together.

Legos & Assembling

Writing website copy is sort of like making something with legos. Each lego is a building block. You create something really nice using legos. When you write your copy, each section will be your building block, or your lego.

The main document contains a framework for your homepage, your about page, and your service page. Each framework is made up of legos so to speak.

A couple of things are important to have for each page. One is your company's benefits. There is a worksheet to help you brainstorm the benefits you offer.

The next important building block is your Unique Value Proposition. The UVP worksheet will help you put together one you can use on your Homepage and your About Page.

Once you have created your page, move on to the next. Writing each page will be harder to do if you avoid the process.

Things you may need to know before you start

Here are a few things you need to know before you start working through the framework:

- Core Problem: What is the core problem you solve for your client.
- Features of your service or product
- Who is your target market?
- Testimonials from customers

Order of the framework process:

1. Do the Unique Value Proposition Worksheet
2. Work the Benefit Worksheet
3. Work on your Homepage- follow the framework & worksheet.
- Ebook- There is an ebook included in the pack which gives you some context for using the framework
4. Company Story Worksheet - This is needed to help complete the About Page
5. Then, work on your About Page.
- Ebook- There is an ebook included in the pack which gives you some context for using the framework
6. Finally, work on your Writing your services page.

Before you finish, have you done these things?

Written a Unique Value Proposition

Determined the core problem you solve for your client. What is the ultimate benefit you provide?

What are the three main benefits your service or product provides? Start with your features and then squeeze out the benefits. Use the "So What?" test. (use the Extracting Benefits worksheet)

Worked on the Company Story Worksheet

When you are finished, you should have written:

- Homepage
- About Page
- and a Service Page.

You should also have a:

- unique value proposition
- a list of features & benefits
- and started a company story profile.

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