

Writing your Service Page



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FIRST EDITION

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Writing your service page

Framework

To write your service page, I'm going to rely on an old copywriting framework, PAS.

Headline

Problem

Agitation

Solution

Call to Action

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The Framework Explained

Here's what each letter stands for.

P stands for pain.

Here you describe your customers biggest pain that your service helps solve.

A stands for agitating.

In this case, you are going to agitate that pain a little bit so they feel it a bit more.

S stands for the solution.

Here you are going to show how you solve the problem. It is important that you show more than telling. You may use an example or show images or graphics of results.

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We are going to add a couple of components to this.

Headline

Of course, there will be your headline before you start the body of the copy.

Your headline will consist of the UVP for this service. Remember the UVP worksheet? You are going to use it again to create your headline.

👉 Problem - the pain your customer is experiencing

👉 Agitate - agitate the pain a bit.

👉 Solution - call for the solution.

👉 Call to Action

Finally, at the end of your page copy, you will create a call to action. It might be as simple as inviting them to contact you or fill out a form.

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Examples

In this example, we are going to use a fictitious Chiropractic clinic who's target market is weekend warriors.

Headline:

River Valley Chiropractic uses cutting edge technology to fix your back and get you back on the field.

Problem:

The pain is excruciating. It stops you in your tracks. You didn't realize age would hurt.

Agitate:

Gone is the fun with your friends. Gone is the feeling of accomplishment when you can't move because your back hurts.

Truth is your back is part of your core, and when that hurts, well, you are stuck sitting at home. No fun at all.

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Solution:

River Valley Chiropractic center has cutting edge technology that will get you back to your game. You won't miss a beat.

Even better, we offer convenient times so that you will be ready for next weekend's game.

Call to Action:

Contact us today to set up your first appointment and get moving again!

Book an appointment!

