



## Planning Your Website: Part Four of Four

**Write down some examples of a potential big, bold statement**

*Visit episode 5 of our podcast for help with your big, bold statement!*

**What content will you include on your homepage?**

*How many sections of text are there and what is the main focus for that text? What will the call to action be after the text? E.g. Learn more or Contact me*

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**What pain points are your customers facing that you can talk about within your website copy?**

**How can you solve your potential customers' problems?**

*Once you've identified your potential customers' problems and said how you can help, this makes great 'about page' copy!*

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**What services pages will you have on your website**

*Write them down and highlight the problems each of your services solves - this will help you form your content on each page*