

5 KEY QUESTIONS

To Ask Your Business When Planning Your Home Page

You are welcome to use these questions to help you to start thinking about a plan for your website home page.

Send your answers back to me and we can discuss a customised quote to turn your thoughts into a great-looking website that speaks to your customers.

1 What problem does your business/service solve?

Will your business feed a hunger, fix a hole or perhaps make your customers look trendy while reducing their carbon footprint? Think about a problem that your customer had before they met you (your business).

2 What will your customers get from doing business with you (trusting you to solve their problem)?

Can you break this down into three points?

Your customer uses your service and BOOM:

- got a warm fuzzy feeling (We listen to your needs)
- got healthier (We use only whole food ingredients)
- got more time (We come to you)

3 Describe how doing business with you will make your customers' lives better...

This is your opportunity to give me way too much information about how wonderful your business is. Give me all of the missions and visions and history that no one wants to read. I will turn it into clear, concise copy for people like you (and me) who scan through numerous web pages daily filtering out the noise and searching for the magic.

4 Describe the process of how customers can:

- contact you
- request a quote/arrange a consultation
- start doing business with you

5 What commitment are you willing to make to your customers about your services/products?

You solved the problem, now promise them more. No more cockroaches - "Never worry about a cockroach problem again". A great cup of coffee on the way to work - "We will always be open from 5am".

These questions are aimed at helping you to give me the magic ingredients that I need to create
GREAT WEBSITE COPY.

Ingredients are **ROUGH AND RAW** until they are mixed together in the right way.

I WILL DO the mixing, shaking, stirring, baking - whatever it takes.
You give me the raw.