# Ethical Wealth Academy — Homepage Copy (Draft v1)

## SEO

**Title:** Ethical Wealth Academy | Learn Property the Right Way. Build Wealth with Integrity.

**Meta description:** Learn ethical property investing with step-by-step coaching, community, and tools. Start with our Six Steps framework. Book a free call and begin building real wealth with integrity.

## Hero

**H1:** Build Wealth. Keep Your Values.

**Subhead:** Property education, coaching, and community for people who want freedom, purpose, and impact.

**Primary CTA:** Book a Free Discovery Call

**Secondary CTA:** Get the Free Beginner’s Guide

**Trust strip:** 1:1 Coaching • Group Mentorship • Live Workshops • Ethical Investing Framework

## Value Proposition (3 pillars)

**Learn with Integrity**  
We teach what works. No hype. No shortcuts. Just evidence-based methods and a supportive community.

**Grow with Clarity**  
You’ll get a clear plan, real numbers, and practical steps. Then you’ll act—consistently.

**Succeed with Support**  
You’re not alone. Join mentors and peers who care about results and doing the right thing.

## Problem → Promise

**Tired of noise and “get rich” gimmicks?**  
So are we. Property can change your life—when you have the right mindset, numbers, and actions. We’ll guide you from first step to first deal, and from first deal to a stable portfolio.

**Our promise:** Education that respects your values and your time. Coaching that moves you forward.

## The Six Steps (Framework)

This is our foundation. Simple. Practical. Actionable.

1. **Mindset** – Your belief system can be your biggest asset or your greatest block. We help you align it.
2. **Analytics** – Evaluate deals like an investor, not a dreamer. Know your numbers.
3. **Strategy** – Choose the right method for your situation: sourcing, lease options, or assisted sales.
4. **Tenancies** – Understand tenant types, contracts, and income models.
5. **Execution** – Knowledge is nothing without consistent action.
6. **Resilience** – Setbacks will come. What matters is that you push through.

**Inline CTA:** See the Six Steps in Action → *(link to your mini-app)*

Note: The above will have a page

## How We Help

**Programmes That Meet You Where You Are**

* **Starter Path (Beginner):** Foundations, live Q&A, accountability, and your first deal plan.
* **Growth Path (Intermediate):** Deal analysis clinics, sourcing systems, and negotiation coaching.
* **Portfolio Path (Advanced):** Scaling strategy, team building, and risk management.

**What’s included:** Weekly coaching • Live workshops • Templates & calculators • Private community • Accountability check-ins

**CTA:** Compare Programmes

## Upcoming Free Webinars: Generate £100,000 in 12 Months

Join Ayub Kayat for our **60-Minute Masterclass for Sourcing Agents & Investors**. Learn how to flip property deals without using your own money, pivot around regulations, and create five-figure profits fast.

**Dates:**

* Monday 11th August – 19:00 BST
* Saturday 16th August – 11:00 BST
* Wednesday 20th August – 11:00 BST
* Monday 25th August – 20:00 BST

**Agenda Highlights:**

* Welcome & Introduction
* Why Now? Understanding the current property market
* Our 6 Steps Social Housing Investment Blueprint
* Real Life Case Studies
* Next Steps & Workshop Invite

**CTA:** Save Your Free Seat  
  
Note: The above will have a page

## Results & Social Proof

**Real People. Real Progress.**

* “I learned to run numbers properly and closed my first deal in 90 days.” — *Tayo*
* “The community kept me consistent. Finally confident with tenants and contracts.” — *Amelia*
* “Ethical, practical, and clear. No fluff.” — *Jamal*

**Micro-CTA:** Read More Success Stories

## Who It’s For (and Not For)

**For you if:** you want to learn properly, act consistently, and build with integrity.  
**Not for you if:** you’re chasing shortcuts, dislike accountability, or want overnight results.

## Final CTA Block

**Ready to start your journey?**  
Book a free discovery call. Let’s map your next steps.

**Primary CTA:** Book a Free Discovery Call  
**Secondary CTA:** Get the Free Guide