



*Company Name*

*HomePage*

## Overview: How We Will Create Your Page

*The 5 Steps of Planning a Webpage that Engages Customers*

<b>Step 1</b> <u>The Ideal Visitor</u>	<b>Step 2</b> <u>Transformation</u>	<b>Step 3</b> <u>Character Story</u>	<b>Step 4</b> <u>Elevator Pitch</u>	<b>Step 5</b> <u>Wireframe</u>
<i>Collaboration</i>	<i>Collaboration</i>	<i>Collaboration</i>	 WEB DESIGN SHOP INC.	 WEB DESIGN SHOP INC.

**Final Condensed Elevator Pitch (For This Page)** *Copy from Step 4 when complete.*

**Final Main Headline (For This Page)** *Copy from Step 4 when complete.*

## Step 1: The Ideal Visitor of This Page

*This will be the main character in your brand's story.*

**List ALL Types of Visitors Coming to This Page** *What target audiences access this page?*

- 

### The Single Ideal Visitor of This Page

*Out of the list above, which **one** visitor or target audience creates the most impact **to you**?*

- 

#### **PLEASE REMEMBER:**

*We are not ignoring all the other important visitors to this page. This high-level page can have links to funnel them into separate landing pages tailored to their own brand stories if needed.*

*(Optional) **Other Decision Makers** - Does the Ideal Visitor need to convince **someone else** to act?*

- 

*(Optional) **Goals** - What is the Ideal Visitor trying to accomplish?*

- 

*(Optional) **Values** - How would the Ideal Visitor **prefer to be treated** by you or your competitors?*

- 

*(Optional) **Challenges** - What are the main problems they encounter **that you can fix**?*

-

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*(Optional)* **Potential Objections** - *What are your biggest reasons for getting a 'No'?*

-

## Step 2: The Character Transformation

*"People buy transformation, not products."*



*This graphic is from the book **Building A Story Brand** by Donald Miller.*

**Before Transformation** - *The Ideal Visitor's greatest challenges.*

-

Optional Work Area: Copy Challenges from Step 1 and edit down to a few key points

**After Transformation** - *The Ideal Visitor's greatest goals or desires.*

-

Optional Work Area: Copy Goals from Step 1 and edit down to a few key points

## Step 3: The Character Story

Remember: “You are not the hero of your story. You’re the guide.”

### A CHARACTER

**What Do They Need?** - What solutions do they need from you to **accomplish their goals and be transformed?**

- 

Optional Work Area: Copy Goals AND Values from Step 1 and edit down to a few key points

### HAS A PROBLEM

**The Villain** - What is the **single** main root cause of all their problems?

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**External Problems** - What are the symptoms of **the villain's** presence?

- 

Optional Work Area: Copy Challenges from Step 1 and edit down to a few key points

**Internal Problems** - What **feelings** does the villain bring up for your character?

- 

Optional Work Area:  
Copy Challenges AND Potential Objections from Step 1 and edit down to a few key points

**Philosophical Problems** - *Why is it "just plain wrong" for your character to be burdened by this problem?*

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**Work Area:** Copy Before Transformation AND After Transformation from Step 2 and edit down to a few phrases

## AND MEETS A GUIDE

**Empathy** - *A brief statement that expresses empathy and understanding to **their** needs.*

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**Authority** - *What statistics can you use to prove how great you are at handling their problems?*

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## WHO GIVES A CALL TO ACTION ("CTA")

**Direct CTA** - *What is the **super-simple step the character must take** to begin?*

- 

**(Optional) Transitional CTAs** - *You need to **capture their email** and provide something valuable to them, even if they're **not ready to make a decision** right now.*

- 

## THAT ENDS IN SUCCESS

**What Will They Get?** - *List the **positive changes** the character will experience when they act.*

-

## AND AVOIDS FAILURE

**What Could Happen?** - List the **negative consequences** the character will experience if they don't act right now.

- 

## THE PLAN

**Option 1: The Process Plan** - The **simple steps** the character takes that **leads them to success**.

- **Step 1** (Your Direct CTA):
- **Step 2** (The Bridge Step):
- **Step 3** (Ends In Success):

**Work Area:** Copy Ends In Success from Step 3 and edit down to a single phrase

**Option 2: The Agreement Plan** - What can you **guarantee or commit** to do to **alleviate their fears** of working with you?

- 

**Optional Work Area:** Copy Values AND Potential Objections from Step 1 and edit down to a few key points

## Step 4: The Elevator Pitch For This Page

*The Elevator Pitch will keep all interior pages on track.*

### THE LONG ELEVATOR PITCH (For this Page)

-

After Transformation | Character Needs | External Problems | Internal Problems  
Philosophical Problems | Empathy Statement | Authority Statement | Process Plan  
Agreement Plan | Direct CTA | Transitional CTA | Avoids Failure | Ends In Success

**Work Area:**

### THE CONDENSED ELEVATOR PITCH (For this Page) *Condense to 3-4 Sentences.*

**Work Area**

**The Main Problem Point:**  
**Your Solution:**  
**The Awesome Results:**

### THE MAIN HEADLINE (For this Page) *Condense to 6 words or less.*

**Work Area**

**Ideas:**  
**Your Company Tagline (To Use on About Page):**



## Step 5: The Wireframe For This Page

*People don't read websites, they scan them.*

YOUR LOGO		MENU	CTA Button
<h1>Get Connected With The WordPress Community</h1> <p>A like-minded group of WordPress users, where you can find answers, learn to impress clients and give back to the WP community.</p> <p>CTA Button</p>			
Free Community	Free Advice	Free Training	
<h2>Header Phrase</h2> <p>Supporting Sentences</p> <p>Button Text</p>			
<h3>Value Title</h3> <p>Value Paragraph (Optional)</p>	<h3>Value Title</h3> <p>Value Paragraph (Optional)</p>	<h3>Value Title</h3> <p>Value Paragraph (Optional)</p>	
<p>Button Text</p>			

### Page Header

*What do you do?*

Page Headline

*How do I start?*

Direct CTA

*How will life change?*

Ends in Success or Goals  
or Values

### The Stakes

*What could happen?*

Avoids Failure

Challenges

Direct CTA

### Value Proposition

*(Optional)*

*How will it help me?*

Ends in Success or Goals  
or Values

Direct CTA

CLIENT LOGO	CLIENT LOGO	CLIENT LOGO	CLIENT LOGO	CLIENT LOGO	CLIENT LOGO
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<b>Empathy or Authority Statement</b>  Button Text	<ul style="list-style-type: none"> <li>• Guide Proof</li> <li>• Guide Proof</li> <li>• Guide Proof</li> </ul>
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## Guide

*Prove to me that you're trustworthy.*

[Empathy Statement](#)

[Authority Statement](#)

[Direct CTA](#)

[Authority Statistics](#)

Testimonial	Testimonial
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*Written or Video Testimonials*

<b>1</b>  <b>Step 1 Title</b>  Support Phrase (Optional)	<b>2</b>  <b>Step 2 Title</b>  Support Phrase (Optional)	<b>3</b>  <b>Step 3 Title</b>  Support Phrase (Optional)
Button Text		

**Process Plan**  
(If defined above)  
*What next?*

[Process Plan](#)

[Direct CTA](#)

<b>Agreement Statement</b>  Button Text	<ul style="list-style-type: none"> <li>• Agreement</li> <li>• Agreement</li> <li>• Agreement</li> </ul>
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**Agreement Plan**  
(If defined above)  
*What next?*

[Agreement Statement](#)

[Direct CTA](#)

List the custom functionality **RELATED TO THE STORY** that you need:

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**Custom  
Functionality**  
(Optional)

### Main Pain Point

Your Condensed Elevator Pitch

**Explanatory  
Paragraph**  
*Why do you care?*

Philosophical Problem or  
Avoids Failure

Condensed Elevator Pitch

Button Text

*"More About Our Journey"  
or "Learn More"*

### Transitional CTA Title

Button Text

**Transitional CTA**  
*I'm not ready.*

Combine your Transitional  
CTA with a benefit:

*"Download our free PDF and  
start saving money."*

List all the links you need to provide for other visitors on this page:

- 

**Footer**  
(Optional)  
*For all other visitors.*

All Visitor Types