

Company Name

HomePage

Overview: How We Will Create Your Page

The 5 Steps of Planning a Webpage that Engages Customers

Step 1 <u>The Ideal Visitor</u>	Step 2 <u>Transformation</u>	Step 3 <u>Character Story</u>	Step 4 <u>Elevator Pitch</u>	Step 5 <u>Wireframe</u>
Collaboration	Collaboration	Collaboration	 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**?

-

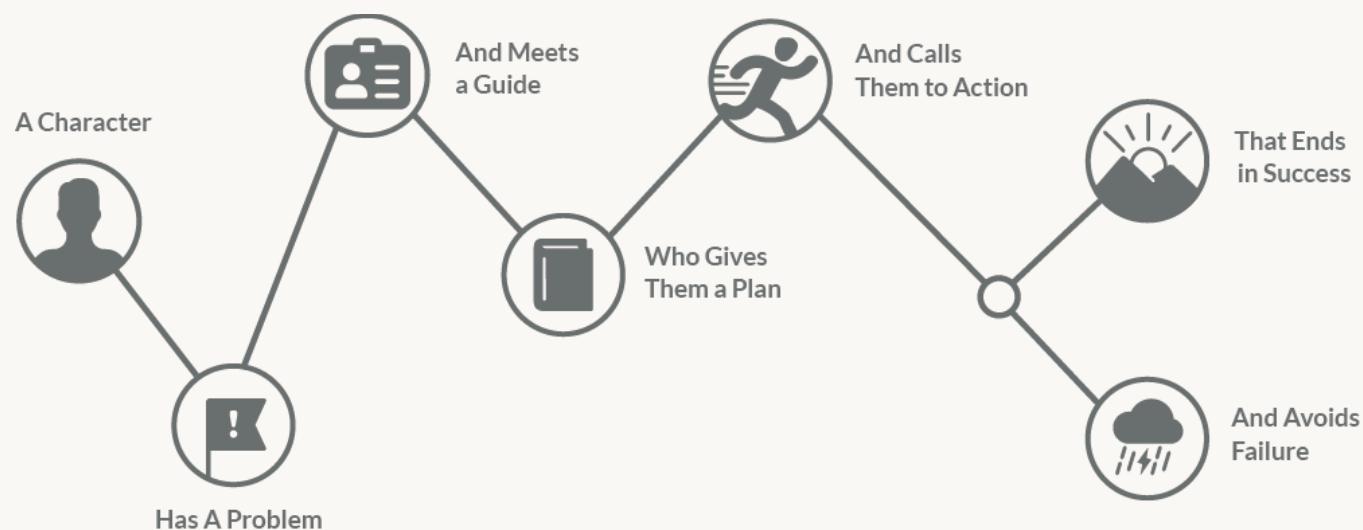
•

(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?*

-

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?*

-

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.*

-

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

-

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.

The wireframe illustrates the visual structure of the page:

- Header:** Contains "YOUR LOGO", "MENU", and a "CTA Button".
- Main Content:** Features a large orange title "Get Connected With The WordPress Community" followed by a description and another "CTA Button".
- Three-Column Grid:** Contains three items: "Free Community", "Free Advice", and "Free Training".
- Second Section:** Contains an orange "Header Phrase", "Supporting Sentences", and a "Button Text" button.
- Third Section:** Contains three "Value Title" fields, each with an optional "Value Paragraph", followed by a "Button Text" button.

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



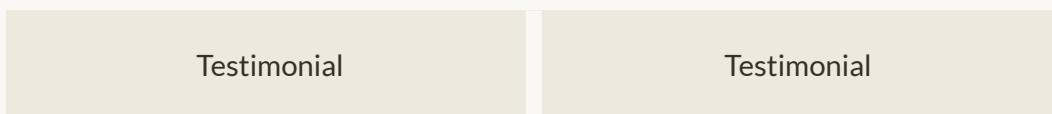
Empathy or Authority Statement

Button Text

- Guide Proof
- Guide Proof
- Guide Proof

Guide
Prove to me that you're trustworthy.

[Empathy Statement](#)
[Authority Statement](#)
[Direct CTA](#)
[Authority Statistics](#)



1
Step 1 Title
Support Phrase
(Optional)

2
Step 2 Title
Support Phrase
(Optional)

3
Step 3 Title
Support Phrase
(Optional)

Button Text

Written or Video Testimonials

Process Plan
(If defined above)
What next?

[Process Plan](#)
[Direct CTA](#)

Agreement Statement

Button Text

- Agreement
- Agreement
- Agreement

Agreement Plan
(If defined above)
What next?

[Agreement Statement](#)
[Direct CTA](#)

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

-

**Custom
Functionality
(Optional)**

Main Pain Point

Your Condensed Elevator Pitch

Button Text

**Explanatory
Paragraph
Why do you care?**

Philosophical Problem or
Avoids Failure

Condensed Elevator Pitch

"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