Skip the questions that you’re not sure about or do not need.

**What products / services are you offering on your new website?**

(Please provide a list of their names, price points or link to them if they currently exist.)

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**Describe your main goal and objectives for your new website:**

Are you just getting your business started or getting your product or service off the ground? Are you well established and looking to enter new markets?  Are you wanting to build your email list, sell more services, programs, events, books, get more people to call you, etc?

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**Who is your ideal target market?**

(Describe your perfect avatar and things like: What is their job title, role, age, gender, socioeconomic status, and defining characteristic? What are they searching for? What’s their challenges that you help solve?)

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**How are you different to your competitors?**

(What’s unique about your business?)

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**Who are your top 3 competitors?**

(Provide website URLs)

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**What is your marketing funnel or sales process from a cold prospect?**

Also let us know if you don’t have one currently, what would you like it to look like with your new website? Examples:

> Organic Traffic > Lead magnet > Webinar > 1-1 Call > $Sale. or…

> Facebook Ad > Blog Post > Video Course > Auto Email Sequence > Trip Wire > $Sale. etc

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**What feeling you want to evoke from your target audience?**

(Most people write words like: Trusted, Caring, Welcoming, Simple, Elegant, Exciting, Confident, Professional, Friendly, Leaders, Experts, Community, etc.)

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**What do you want in the ‘Main Content’ section on your home page:**

This is the most important section that sits at the top of your home page and is what people first see when they land on your home page. (This area is known as ‘Above the fold’.) We usually have your USP and call to action that leads prospects into the start of your marketing funnel. This is a great position for: your FREE offer, a video, images of you, your guarantees, your products or services, etc. (We can discuss this on our call to work out the best approach.)

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**What is your USP?** [Unique Selling Proposition]:

(What is your home page’s main headline and sub-headline? The goal with your copywriting here is to hook your visitors emotionally, by tapping into their pain points and show how they will benefit from your unique offer. Then back up your claim with some social proof by having others say that your offer has solved their challenges! (Remember they don’t care about you at this stage. They only care about what’s in it for them.)

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**What is your main site wide ‘FREE Offer’?**

The goal of your site is to build trust, so having a FREE offer will give the visitor a chance to get to know, like & trust you before they buy. Educate your cold prospects first to help them with things like a: Checklist, Quiz, Downloadable Guide, Video Series, Challenge, Free Trial, VIP Club Benefits, etc.

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