



# Website Copy Tips

You should spend the majority of your copy talking exclusively about how your clients feel. Answer the following questions with as much detail as possible to help clients see themselves in your copy:

- Your ideal client is coming in for PROBLEM A. How does PROBLEM A impact their daytime hours?
- How does PROBLEM A impact their nighttime hours?
- How does PROBLEM A impact their relationships?
- How does PROBLEM A impact their work or school?
- How does PROBLEM A impact their sense of self?
- PROBLEM A often leads to PROBLEMS B & C. Describe those problems from your ideal client's perspective.