

Website Copy Tips

Focus your copy on how your clients feel — answer these questions to help them see themselves.

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:

WEBSITE COPY TIPS

Questions to Guide Your Copy

1 Your ideal client is coming in for PROBLEM A. How does PROBLEM A impact their daytime hours?

2 How does PROBLEM A impact their nighttime hours?

3 How does PROBLEM A impact their relationships?

4 How does PROBLEM A impact their work or school?

5 How does PROBLEM A impact their sense of self?

6 PROBLEM A often leads to PROBLEMS B & C. Describe those problems from your ideal client's perspective.

Remember: the goal is for your ideal client to read your copy and think, "That's exactly how I feel — this therapist gets me."

Use your client's own language, not clinical terms.