

Wordpress Launchpad Program

Content Templates

Website Home Page

Key Elements to consider:

- What is your primary marketing message?
- What one specific action do you want new visitors to take when they arrive at your page?
- What benefit are you offering your visitors?
- Think: WIIFM (What's in it for me?)
- Don't overwhelm your visitors with information. Tease them a bit and invite them deeper into your site.
- Balance eye-catching graphics with emotion-catching words. You can capture their eyes first, but in order to keep them on your site you have to capture their hearts!
- Make sure you have a "call to action" on your home page. This can be an offer to receive a free gift when they join your mailing list or an invitation to click through to your latest article or a resource section. Tell you visitors what you want them to do.

Recommended format for your homepage:

1. Begin with a headline describing a key problem you can solve.
2. Describe who you work with (your ideal client).
3. Reiterate or expand on the problem you described in the headline.
4. Show them how you can solve that problem.
5. Explain the benefit they receive when that problem goes away.
6. Build credibility with statistics and/or a testimonial.
7. Provide them with a clearly defined next action.

Example:

1: Are you interested in creating a website for your business but overwhelmed by the technology, the seemingly infinite options available and the high cost?

2: Mystic Marketing Services works with Conscious Business Owners struggling to make sense out of the often overwhelming virtual world of web development and marketing.

3: As a Conscious Business Owners you have a deep desire to share your gifts, wisdom and expertise with others and bring positive changes to the world. And you recognize that the Internet could provide you with access to a virtually unlimited market for your products and/or services. However, if you're like most Conscious Business Owners you may not be highly technical and the online world may be intimidating and even scary.

4: New and emerging technologies now make it simple for anyone – even the biggest technophobes out there – to create and maintain their own, high quality, professional website and tap into the limitless opportunities available online.

5. With our flagship program, the Wordpress Launchpad, Mystic Marketing Services helps Conscious Business Owners create a website they can edit on their own, personalized coaching through the content-creation process, and training on how to get the most benefit from their web presence.

6: Here is what one of our recent clients wrote: "Two months ago, if someone had told me that I would be able to build my own website in 6 weeks I would have laughed! But, through the Wordpress Launchpad Program, not only did I build my own website, I learned simple strategies I can use to create interest in my site. And it's working! In less than 1-month my email list has already grown by more than 50-people!"

7: To find out more about Mystic Marketing Services and how we can help your Conscious Business thrive online, visit our [Services Page](#), and be sure to enter your name and email below to receive your free MP3 recording and PDF transcript: [10 Proven Strategies for Growing Your Conscious Business Online](#). (These 10 strategies work whether or not you currently have a website).

Home Page Content	
Headline: Key Problem	
Your Ideal Client	
Expand on Problem	
Show how you solve the problem	
Share the benefit to them when the problem goes away.	
Build Credibility	
Next Step	