JUNE AYE · WEBSITE COPY

Answer these before you write a word.

Answer in your own words. Messy is fine. Skip any that don't fit your site. Then pick your structure & hand it to Claude: juneaye.com/landing-page-structures

BEFORE YOU START

1 What should someone do after reading your site?

Book a call, buy, or join your list. Pick 1.

2 Who's reading it?

Picture 1 real person you've helped or want to help. What do they do, & what's going on for them right now?

Example: "A coach with 2 kids, paying monthly for a Showit site she hasn't touched in a year."

3 How did they find you?

Instagram, Google, a friend? What have they already seen of you before they land?

THE PROBLEM

4 What's the problem, in their words?

Scroll your DMs & comments. Copy the exact sentences people use. Don't tidy them.

Example: "The more I prompt, the worse it gets."

5 What's it costing them right now?

Time, money, sleep, sales. Put a number on it if you can.

6 What have they already tried?

Why didn't it work?

WHAT YOU OFFER

7 What can people buy or book from you?

For each one: what's included, who it's for & what it costs. "From $" is fine.

8 What's different for them once it's done?

Think of 1 person you've helped. What changed for them in the week after?

9 What happens after they say yes?

Walk through it, from the first step to done. What do they get, when, & what do you need from them?

WHY YOU

10 Share a time you solved this problem for yourself.

What was going on, & what did you do?

11 What about your own life makes your way different?

Out of everyone offering something similar, why you?

Example: "I'm a boy mom with no time, so everything I teach works in 20 minutes."

12 What don't you do?

Saying it filters out the wrong people early.

PROOF

13 What results can you show?

Screenshots, numbers, before & afters, messages people sent you. List them all, even the small ones.

14 Pick up to 3 pieces of work you're proud of.

For each one: what was the problem, what did you do, & what changed?

Example: "Her site was a template from 2021. We rebuilt it around 1 offer & she booked 3 calls the first week."

15 What's the nicest thing someone's said about working with you?

Copy it word for word. Add any client names or logos you can show.

THE YES

16 What stops people saying yes?

The doubts they tell you, or the ones you can feel. Price, time, "is this for me?"

ABOUT YOU

17 Share the moment that got you started.

Where were you, & what made you think "I have to do this"?

18 Where should people find you after?

Your socials, your newsletter or your freebie. What do they get by signing up?

Next: pick your structure at juneaye.com/landing-page-structures