

THE LITTLEFISH PODCAST

EPISODE 02 RESOURCE:

HOMEPAGE CHEATSHEET



School OF Marketing

Section #1: Header

The header of your website should pass the "Grunt Test." A website that passes the "Grunt Test" answers these three questions that all customers are asking you:

1. What do you offer?
2. How does it make my life better?
3. How do I buy it?

This section should also have Call to Action buttons. The CTA Button should state exactly what you want people to do next. Don't say "Contact Us."

examples

- Schedule A Consultation
- Start Your Free Trial
- Buy Now
- Book Your Appointment

If possible, feature an image that shows client success - Happy smiling people!

LOGO

[Link Here](#) [Link Here](#) [Link Here](#)

Direct CTA

Clear and Concise Statement of What You Offer

A subheadline how your product or service makes your customer's life better

Direct Call to Action

Transitional Call to Action

List 3 benefits customer's will get from your product OR 3 ways their life will improve.

Benefit #1 Goes Here

Benefit #2 Goes Here

Benefit #3 Goes Here

Section #2: Stakes

What is at stake if customers don't buy your product? To figure out the stakes for your website, answer these three questions and put it all together.

1. What problem is your customer facing?
2. How is that problem making them feel?
3. Why is that just plain wrong?

State Your Customer's Problem in this Headline

How does this problem make them feel? Add that as the subheadline here.

Write a short paragraph here. 1-2 sentences describing the problem in more detail and why that problem is "just plain wrong."

Direct Call to Action

Transitional CTA

Section #3: Value Proposition

List all the values your product or service offers your customer. Choose the top 3 that you feel are most compelling. PUT IT ALL TOGETHER.

A Headline About Value



Value #1 Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer varius tellus neque, non tincidunt sapien convallis vitae.



Value #2 Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer varius tellus neque, non tincidunt sapien convallis vitae.



Value #3 Here

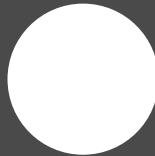
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer varius tellus neque, non tincidunt sapien convallis vitae.

Section #4: Guide or Testimonial

To position yourself as the Guide in your customer's story, you need to establish empathy and authority. This can be done by featuring a client testimonial OR by creating a paragraph explaining your authority...

SHOW YOUR EMPATHY. How can you communicate to your customer that you care about their primary problem?

SHOW YOUR AUTHORITY. How can you assure your customer that you know what you are doing to help them solve their problem?



"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer varius tellus neque, non tincidunt sapien convallis vitae. Mauris aliquam commodo justo, vel porttitor dui accumsan velivamus lobortis."

- DXP Safety Services



Section #5: Services or Products

In this section, list out the pricing options that you offer or show the top three products or services that you sell.

Services or Products

Service #1

A short description of this service. Make it actionable and give someone a reason to click and find out more.

[Learn More](#)

Service #2

A short description of this service. Make it actionable and give someone a reason to click and find out more.

[Learn More](#)

Service #3

A short description of this service. Make it actionable and give someone a reason to click and find out more.

[Learn More](#)

Section #6: Plan

The goal for the "plan" section of your website is to provide your customer with a simple path that shows how simple it is to do business with you.

What are the three steps your customer can take to do business with you? Keep it simple. Only use a few words for each step.

Each step of the plan should be accompanied by a statement that describes the benefit for the customer.

example:

SCHEDULE A CALL

This allows us to get aligned around your vision and goals for the project.

Here's How It Works:

- ### Step 1 Title Here

Add 1-2 short sentences about the details of this step. What happens in this step and what can they expect?
- ### Step 2 Title Here

Add 1-2 short sentences about the details of this step. What happens in this step and what can they expect?
- ### Step 3 Title Here

Add 1-2 short sentences about the details of this step. What happens in this step and what can they expect?

[Direct Call to Action](#)

Section #7: Explanatory Paragraph

This section should offer customers a more in-depth explanation of what you offer, how you overcome their problems, and what success looks like once they use your product or service.

One way to write your explanatory paragraph is to empathize with your customers' problems then illustrate what success looks like on the other side. Another way is to overcome objections your customer might have around doing business with you.

An In-Depth Explanantion of What You Offer

This section should offer customers a more in-depth explanation of what you offer, how you overcome their problems, and what success looks like once they use your product or service.

[Direct Call to Action](#)

Section #8: Lead Generator

For this section of your home page, you'll include an ad that gets people to opt-in for this lead generator.


Describe what they'll recieve: In order for someone to give you their email address, you need to communicate the value they'll get from the lead generator you're advertising. how will this lead generator benefit your customer?

FREE EBOOK DOWNLOAD

Title of Lead Generator Here

This paragraph is a short explanation of what someone will get when they download this free resource. A well-designed cover is important to showcase as well.

[DOWNLOAD](#)



Section #9: Final Call to Action

Write a short sentence or two call them to action one last time. Frame the cost of your product / service by showing the client that there is something at stake if they don't engage with you. This offsets the price of your product.

What is it costing your clients to not do business with you?

Write a short sentence or two call them to action one last time. Frame the cost of your product / service by showing the client that there is something at stake if they don't engage with you. This offsets the price of your product.

Direct Call to Action

Section #10: Junk Drawer

Don't clutter up the top menu of your website. It's a distraction. Move all of your extra pages to the bottom junk drawer.

Products

Our Team
FAQs
Testimonials
Blog
Contact Us
Employment

Resources

Our Team
FAQs
Testimonials
Blog
Contact Us
Employment

Company

Our Team
FAQs
Testimonials
Blog
Contact Us
Employment

Contact

Our Team
FAQs
Testimonials
Blog
Contact Us
Employment

Are you ready to get results from
your digital marketing?

CHOOSE YOUR OWN ADVENTURE:



DO IT YOURSELF

Get more resources and training at
www.thelittlefishpodcast.com



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Reserve your spot for our next 12 week Marketing Masterclass with other
business owners at www.thelittlefishpodcast.com/masterclass



DONE FOR YOU

Buy a beautiful custom website and an effective sales funnel at
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