

Market Your Business with
Blogging, Content and Copywriting



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Pocket Sales-Page Maker

By

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HARRISONAMY CONTENT PROPOSAL

At Harrisonamy I'm all about booster tips and tools to get you going with your copywriting.

So I wanted to create a tool that you could use to sum up the selling points of your product or service in a whizz.

You don't always need a full-blown long-read sales page. Sometimes you just need to quickly write:

- **What you've got**
- **Who it's for**
- **Why they'll love it**

So this “**Pocket Sales-Page Maker**” is designed to help you get all the important details down, with a quick template to get you up and running.

On the first 2 pages you'll see a worked example, and then you'll find your own templates to use.

Have fun selling!

Any questions, do get in touch! amy@harrisonamy.com

The Pocket Sales Page Maker Example

1	Target market	Self-employed coach / consultant / service professional
2	Problem	Struggle with the business side
3	How they feel about problem	Frustrated / overwhelmed
4	What they want	To attract a stream of clients AND manage the workload
5	How problem impacts their life	The fun has gone out of the work / tired / enthusiasm for their work has gone / less productive
6	Questions about solving problem	How do you work more efficiently when you're on your own?
7	Product	Small business mentoring service
8	How you describe your business	Small business coach
9	Results from using product	Know what tasks and projects to focus on in their business / create a marketing plan to develop a steady stream of clients
10	What they love about you	Experienced / friendly / no-nonsense
11	How they feel after	Relieved / able to enjoy their work / feel more in control

How it looks in the copy...

Are you a self-employed coach, consultant or service professional struggling with the business side of things? Do you wish you knew how to attract more clients AND handle the workload?

You've probably wondered more than once how you can possibly work more efficiently when you have to do everything yourself.

If so, and you're frustrated or overwhelmed, I think you'll love this small business mentoring service from an experienced, friendly and no-nonsense business coach.

When you're facing a challenge like this, you can find the fun quickly goes out of your work. You get tired, lose enthusiasm, and that only makes you less productive.

That's why we offer this small business mentoring service for self-employed coaches, consultants and service professionals like you.

After working with us, you'll know how to create a simple marketing plan that delivers a steady stream of customers to your business AND prioritise tasks to work more efficiently.

And we're confident that will make you feel more in-control and able to enjoy your work again.

To find out more read on...

Your Pocket Sales-Page Maker

1	Target market	
2	Problem	
3	How they feel about problem	
4	What they want	
5	How problem impacts their life	
6	Questions about solving problem	
7	Product	
8	How you describe your business	
9	Results from using product	
10	What they love about you	
11	How they feel after	

Your Pocket Sales-Page Template

Are you a **[target market]** struggling with **[problem]**? Do you wish you knew how to **[what they want]**?

You've probably wondered more than once how you can possibly **[questions about solving problem]**.

If so, and you're **[how they feel about problem]**, I think you'll love this **[product]** from a(n) **[what they love about you]** **[how you describe your business]**.

When you're facing a challenge like this, you can find **[how problem impacts their life]**.

That's why we offer this **[product]** for **[target market]** like you.

After working with us, you'll know how to **[results from using product]**.

And we're confident that will make you feel **[how they feel after]**.

To find out more read on...