



Content Worksheet

Use this worksheet to help you write the content for your website.

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Page Summary — Example

Page name:

Newsletter

Who is this page for?

Freelancers looking for educational content

What is the #1 goal of this page?:

Get new subscribers onto my list

List out the main sections you need on this page:

- Hero section explaining benefit in 1 sentence
- Paragraph explaining what you'll get out of taking the email course
- Bullet points of the lessons included
- Testimonials
- Sign up form

List out any imagery you have, or would like us to create:

We need the avatars for the testimonials which can be found here: <https://www.dropbox.com/avatar-photos>

I'd also like to see a mockup of the email course + the bonus templates. I'm thinking a laptop with the course on with some book mockups around the side. Like this:

<https://www.linktoimage.com>



Section	Write your content here	Notes, links, or instructions
Hero section explaining benefit in 1 sentence	Organise your client projects into a repeatable, automated process to save you time.	Include email opt-in
Paragraph explaining what you'll get out of taking the email course	<p>In this course, I'm going to show you how you can leverage all the benefits of automation while still keeping the high-touch, personalised service that you provide for your clients.</p> <p>I'm pulling back the curtain on my own process which I've refined over the last 7 years, both working at an agency and solo freelancer.</p>	
Bullet points of the lessons included	1. Why automate? 2. Onboarding clients 3. Reduce client calls 4. A memorable experience 5. Closing a project	



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Page Content

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