



A workbook for thoughtful, creative business owners:

THE STRATEGY + STORY METHOD

How to craft your brand story, and write your website with intention and integrity.

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INTRODUCTION

Hello, and welcome to **The Strategy + Story Method**. Thank you so much for downloading this workbook, I really hope you find it useful!

I wanted to create this workbook because I know from my own experience just how hard it is to write your own website - and I'm a copywriter! The main reason I think it's so hard is because our websites mean so much to us. They are the shop-fronts of our businesses, yes, but they are also so much more than that. They are who we are as a brand, business and person. We want to feel proud of our website, and that it represents us, and what we do, down to a tee.

Yet when we start out we don't always have the funds to hire in the help and expertise we need to get it right. Having to do everything yourself is so tough and challenging, and I really appreciated the free resources I found online from people with different skill sets to my own: from graphic designers teaching me how to create my own logo, to Pinterest and Instagram specialists sharing their secrets. So this is my contribution to this ever-growing pool of resources!

The Strategy + Story Method that this workbook will take you through is a simplified, condensed version of a method that I use with my clients, and with myself. It's everything that I believe in when it comes to website copywriting and brand strategy. It was born out of what I really wanted for my own brand and website, and that I see so many people online, and my clients really wanting as well.

Who is this workbook for?

Well, you, hopefully!

In a nutshell it is for anyone who has a creative business that needs an online home, whether that business is a blog, professional services, products you've created, or you're not quite sure yet. It's for people who want to make, or are already making, a living through some form of creative expression.

I hope that it is as equally helpful for people putting together the first iteration of their business website, as it is for people a year or more in, looking to refine their brand and positioning, dial-down on their niche, and attract more of their dream clients or customers.

More specifically, it's for people who want a brand and business that is:

<p>Meaningful You don't just want to sell stuff. You want to talk about the things that matter to you, and connect with like-minded people at the same time.</p>	<p>Impactful You want to make a positive impact on the world. You want your brand or business to do some good.</p>	<p>Sustainable We all need to make a living. You want to bring in a regular, sustainable income that allows you keep doing the things you love, and live the life you want.</p>
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And, even more specifically, I wrote it with fellow introverted, slightly socially anxious business owners in mind! For people who find the selling part of business really difficult, and who want to find a way to do so, while still remaining true to themselves (like me!).

What will this workbook do?

I'm hoping that by the time you've finished this workbook, and worked your way through the exercises, you will have:

1. More clarity about your brand.

Having brand clarity is the number one thing that can really move your business forward. When you know where you are going, it's so much easier to get there! I don't just want you to have shiny, fresh copy at the end of this process, I want you to feel really good about your brand and business as well.

2. No more blank page anxiety

The genius thing (if I might be so bold as to say so!) about this method is that by the time you get to writing your actual website, you're not staring at a blank page. You have something on it already to work with, and that can really help you move forward quicker!

3. Feel less invisible online

This is something I struggled with for ages: Feeling like nothing I was putting out there was connecting or having any sort of impact. Crafting and telling your brand story is about finding the ways you can connect to people, and in doing so begin to build a tribe of followers who really support and champion you online (and #IRL)

4. Bring in a sustainable income.

I might not lead with this, but I firmly believe that having a strong brand, and telling your brand story, is the best way to build a long-term, sustainable business. It might not do it as quickly as some other marketing methods, but it will get you there, and you will feel so good about it when you do.

What this workbook won't do.

Write your website copy for you. Sorry.

It is very hard to teach someone how to write copy, as unfortunately a lot of it does come down to having a knack for finding the right words and expressing things clearly and simply. There is no real substitute for hiring a professional, someone who has the skill and experience to do it for you.

I strongly believe in the value of copy, and think it is something that is frequently undervalued, and passed over in favour of professional graphic design services. To me, thoughtful and creative graphic design is a powerful way of capturing people's attentions, *but* it doesn't close the deal. It's not what makes people subscribe to your email list. It's what makes you go back to someone's website again and again, keen to hear more from them, or send you an email telling you they like your work. It's not what makes people finally press "buy". It's the glossy icing on the cake, not the rich, gooey red velvet sponge inside.

This being said, I genuinely believe that if you follow this process you will end up with something much better, and closer to what you want it to be than you would otherwise. That is why I've created it.

How it works.

This workbook is split into three sections. The first is called **“Principles”**, which is a rather grand way of saying it is the ideas behind the method! I don’t want you to get too bogged down in this, but I do think it’s helpful to know where I’m coming from and what I hope you will achieve at the end of it.

The second section is **“Strategy”**. This will hopefully help you get super clear on what your brand is all about, and what you want to say on your website. It begins with a whole series of questions for you to answer. Once you’ve gone through them, you pull everything together and edit it into three sections from my Brand Map template: The Essentials, Brand Direction and Brand Experience.

Finally we have **“Story”**. This is where we weave everything together into coherent, cohesive website copy. I’ve included templates that you can simply fill in with the appropriate pieces of your brand map. This then gives you something to work with when it comes to writing your final copy.

When I first started my copywriting and content creation business I felt very alone because all I saw online were people talking about the “hustle”, and how to sell, sell, sell. And I didn’t want that. I didn’t want to build my business in that way. I wanted a brand that said more than just “hire me”. It took me a little while, but I did find people who were more in tune with my way of thinking, and seemed to be running successful, profitable businesses! And as soon as I did, I knew it was possible, and that made a massive difference to how I showed up for my business.

If you only take one thing away from this workbook then I hope it is the knowledge that you can run your business YOUR way. And that you don’t need to hit the hustle everyday, and rely on outdated, icky-feeling marketing techniques, in order to not just survive, but to thrive.

So, let’s get cracking then shall we?!

PRINCIPLES

Before we get really down to business, I want to share with you the principles and ideas behind this method, why I came up with it, and why I believe in it so damn much!

First things first:

What is a brand strategy?

Brand strategy is one of those (many, many things) that is frequently made out to be more complicated than it sounds.

Brand strategy is simply knowing what you want to say and how you want to say it. That's it.

Yes it can be built out into a full strategy, encompassing social media and other marketing channels, but the heart of it always remains the same: **what do you want your brand to say**. If you can answer that question, then you have a brand strategy.

I've come up with my own brand strategy process, and called it brand mapping because I think that's ultimately what we all want: a clear direction to travel in with our businesses. I take every single one of my brand strategy and storytelling clients through it, and the **Strategy** section of this workbook is based on it.

Further Reading

[Why I include brand mapping in all my packages](#)

What is brand storytelling?

Brand Storytelling is often referred to as a new kind of marketing and copywriting. And it is. But it is also, in many ways, the oldest kind of marketing as well. Stories have been around for as long as there have been humans. Stories are how wisdom, history, and knowledge were handed down through generations, when they had no other resources but the spoken word to tell and record their experiences.

Norman Lear, the creator of *All in the Family*, said, “We live in the most emotionally cluttered time in history”. And it’s true. We are constantly being bombarded with stuff: opinions, thoughts, feelings, things to buy, things to do, things to be.

Stories are how we cut through that noise, and understand the real heart of things.

Because of this noise, the old kind of marketing and copywriting just isn’t working anymore. We have grown too wise and too immune to it. We’ve had enough of being told by companies that we are not good enough as we are, and that we *need* their products in order to feel better about ourselves. We don’t want to be constantly sold to, feel manipulated, or be deceived into purchasing something.

We want to buy from other humans who share our values and beliefs. We want to feel heard, seen, and understood. We want to buy from people we connect to.

Traditional Copywriting and Marketing	Brand Storytelling
YOU ARE USELESS AND WORTHLESS. BUY OUR PRODUCT AND IT WILL MAKE YOU BEAUTIFUL AND RICH AND SUCCESSFUL AND RYAN REYNOLDS WILL FANCY YOU.	I created this product or service because I believe the world needs more of it. I made it for you because I understand you, and the problems you face. I value you as a customer or client, and genuinely want to help you.

EXAMPLE:
<p>Now, I’m slightly nervous about sharing this example, as it’s not the coolest, BUT it does prove my point quite well I think.</p> <p>Has everyone seen A Knight’s Tale?</p> <p>No? Well you are missing out. Unpopular opinion alert, but it is my favourite Heath Ledger film.</p>

Chaucer (Paul Bettany) introduces William (Heath Ledger) every time before he jousts (is that even a verb)? He uses it to get the audience on William's side, so that they support him over his opponent.

Here is a clip: <https://youtu.be/jdWO9ozir1Y>

Particularly look at the one from 3.13. Chaucer begins by saying he will speak plainly (something we will come back to later on). He then goes on to tell William's story. He says that William grew up near here and that he is the son of an ordinary man. He is telling the crowd that William is just like them (which he is, except, let's be honest, much better looking). And it works. The audience love him.

He is, essentially, telling William's brand story. Although Chaucer probably didn't see it like that.

Brand storytelling is a way of marketing and copywriting that is about more than just making sales.

Brand storytelling is saying more than just "BUY THIS".

Brand storytelling is crafting a cohesive and coherent story around what you do and why you do it, and telling it in a way that really connects with people.

Brand storytelling is talking to your customers and clients, human-being to human-being.

Further Reading

[Brand Storytelling: What it is and why I believe in it.](#)

The two pillars of good website copy: Intention and Integrity.

I firmly believe that good website copy is built on two main pillars: intention and integrity.

Let's start with **intention**.

So often I see websites where a lot of thought has obviously been given to the design, layout and look of it, but the words feel like they have just been flung up. They don't make a lot of sense, they don't seem to say anything, and they don't really DO anything either. They are just useless space fillers.

In contrast, when I see a website where a great deal of thought and care has been given to the words I do a little dance of joy!

Good websites are filled with words that have a real purpose behind them, and each word is pulling its weight. The copy is tight and clean, and says what it wants to say clearly and concisely. There aren't necessarily a lot of words, because they're not needed. The words that are there are doing their job. The words used are easy to understand, and it all just makes sense. You read them and you know what that person does and why they do it.

On to **integrity**.

I don't believe in dodgy sales techniques, in manipulating people's emotions and promising things you can't deliver. If you have to do this, then what you are selling isn't good enough. Sorry.

I believe in clearly identifying the problems, both emotional and practical, that you, your services or your products solve. I believe in stating what your clients or customers will get at the end of their experience with you. And I believe in being honest and upfront about it all.

EXAMPLES:

Here are a few (very bad and totally made-up) examples!

“Your kids want to spend time with you. They don't want you working long hours, and coming home stressed and tired.

I help overworked mums build a freedom lifestyle business that brings in 5-figures a month, and let's their kids see more of them.”

1. This is emotionally manipulative. Playing on a woman's insecurities about not seeing

enough of their children.

2. What even IS a freedom lifestyle business?
3. Can you really promise to make someone 5-figures a month?

“Our restaurant delivers **taste sensations! We throw out the culinary rulebook and serve flavours that dance on your tongue!”**

Sorry, what will I actually be eating?

We construct **alluring and beguiling vessels that will transform your home into an **elegant, restorative paradise.****

1. These two words mean the same thing. Also, does anyone actually use either of them #IRL?
“Sheila, you look positively beguiling tonight”.
2. A what now?

Further Reading

[What makes good website copy? My five copywriting values.](#)

Connection not conversion.

Writing for connection, not conversion, is the key to selling without actually having to sell.

Converting means making the reader do what you want them to do: sign-up to your newsletter, follow you on social media, or, more often than not, buy your services or product.

And it is ultimately what we all want. We all want businesses that are, well, businesses.

BUT if your primary aim is to make someone do something, then it's reducing a human being with emotions and needs and desires, to a machine that you are triggering into a response. And it also, seems to me, to be focusing on the wrong thing - the end result rather than the process. It's like trying to kick a ball into the net from the halfway line at kickoff. It's missing out on all the passes it will take to get the ball up the right end of the pitch.

Which is why I focus on connection. Connection is what gets the ball into position.

Conversion is, in my experience anyway, a by-product of connection. If people connect to you, then they are more likely to buy from you. But by focusing on connection first and foremost you are building a relationship with them based on more than just a monetary exchange.

Further Reading

[Why I believe in writing for connection, not conversion.](#)

Say what you *want* to say, not what you think you *should* say.

If you've listened to my podcast (There Are Other Ways: listen on iTunes [here](#)) you will know that I believe in doing things a little differently, and that includes how I write website copy!

One of the key tenets of traditional copywriting is working out what your clients want to hear, and then saying that. Personally, I think this leads to inauthentic brands and creatively frustrated business owners! If you are only ever saying what you think someone wants to hear, then you are not expressing yourself and what makes you unique. What if people don't know that they want or need to hear what you have to say?

I believe that to create a strong brand that stands out, you have to start with the person who is creating it (you). I believe that you need to know what you want to say, and then work out a way to say it so that it connects you with your people.

STRATEGY

Ok, it's time to do some work!

The purpose of this section is to get you super clear on what you want your website to actually say, who you are as a brand and business, and who you want to attract. It's a tall order I know, and in all honesty it is a process that takes time, and plenty of tweaking as you and your business progress. However, if you answer these questions honestly, then put a bit of thought into the curating and editing of them, then you will get some clarity, I promise. The aim is to get you into a position you can really move forward from.

Throughout this section I will be sharing excerpts from my own Brand Map as examples of how it all works. I hope they help!

So make yourself a cup of tea or coffee, light a candle if that's your thing, and let's see what comes up!

20 Questions.

This is basically just a massive brainstorm. It's a chance to get everything that is currently whirling around your head down on paper so you can begin to sift through, and edit it into something coherent and useful later on.

Some advice: Don't overthink your answers. Write what comes into your head, and try not to prejudge it. There is no right or wrong answer, and don't get sucked into writing what you think you *should* say rather than what you want to say. None of this is permanent, you can change and tweak until it feels right, it's just important to get something down so you have something to work with.

So here goes...

1. Which clients or customers have you most enjoyed serving in the past? (If you haven't had any clients or customers yet, then use your imagination - who would you like to work with).

What did you like about them? What made it work so well? Don't just think about their job or business descriptions, but who they were as people.

2. Have you had any clients that haven't worked out? (again if you haven't had any clients yet, use your imagination)

Do you know why it didn't work? What didn't you like about them?

3. Who would be your ultimate dream client? List 3-5 people you would love to work with!

Try to pick people who exist, and would genuinely have use for your services or products. (eg. a local coffee shop, not Starbucks!)

4. How do you currently describe what you do? How would you introduce yourself at a dinner party?

5. What practical, tangible problems do you solve?

6. What emotional, intangible problems do you solve?

7. What value do you think you offer that others in a similar role, or offering similar products, don't?

What do you think makes you unique?

8. What is your process?

How do you solve your clients' or customers' problems? Try to break this down into a step-by-step process. Mapping it all out can really help you feel more confident in what you do as well!

9. What do you think your clients or customers get from working with you or buying your products?

Think about the benefits that you provide. How do your clients or customers feel after they interact with your business?

10. Have you had any client or customer feedback yet? If so what have they said? Was there anything they said that you hadn't expected?

As an example, one client said that they felt so much clearer on their brand and business after we'd worked together on their website copy - which led me to really sell it as a benefit of my work on my website.

11. Why did you set-up your business?

What was your primary motivation? Be honest here, if it was to make money, then say so! What was your secondary motivation? Perhaps it was to have more freedom, or spend more time with your children?

12. What part of your day do you look forward to the most? It can be work, or non-work!

13. What do you believe the world needs more of?

What do you wish you could give to every single person you meet?

14. What do you not like about your industry?

What do you think you can bring to it? What gets you riled up about it! Again, as an example, mine is people using psychologically manipulative marketing techniques!

15. What do you value?

What are the most important things in your life? What do you wish you had more time to do?

16. What characteristics do you look for in new friends? What characteristics do you really value in your old friends?

17. What is the biggest compliment that someone can give you?

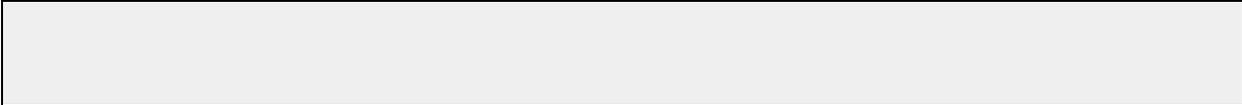
18. What do you believe in when it comes to your work? What are the central beliefs that fuel you?

This is a hard one to explain - but using myself as an example again - one of mine is that stories are really powerful, and that brand storytelling is an effective marketing strategy.

19. If someone gave you use of a billboard on Piccadilly Circus, what would you put on it? What would your one message to the world be?

20. What do you want to be known for?

What you like written about you in your obituary in *The Guardian*? (sorry to end this on a morbid note!)



Phew! Well done for getting this far. Take a breather, go for a walk to get some fresh air and clear your head, and try to leave it a few hours, if not longer, before going on to the next bit!

The Essentials.

These are the four things that you absolutely have to know about your brand. They are *who* you serve, *what* you do, *how* you do it, and *why* you do it.

We are now going to edit and organise your answers into the first Brand Map template:

Brand Map 1: The Essentials

The *Who*:

The *What*:

The *How*:

The *Why*:

1. The *Who*:

Who do you want to work with, serve and sell to? Who do you want to attract into your brand? Who do you want to spend your business time with?

Look at your answers to questions 1-3 here for clues. Try to be as specific as possible, and think not just about what they do, but also who they are, how they see the world and what they value.

My *who*: Thoughtful, creative business owners.

I love working with other creative people, and I want to attract business owners so that they have, or potentially will have, the necessity and funds to hire me. I really like thoughtful people generally. I like people who think about the world, and who they are a lot, and who want to make a real, positive impact with their business or brand.

2. The *What*:

What do you actually do? What is the one, main problem that you solve? This isn't about the specific work that you do (that's your *how*), but what you *achieve* with it.

Look at your answers to questions 5,6 and 7 for ideas.

My *what*: Help creative business owners gain clarity, increase connection with their readers, and build a profitable businesses.

These are the three things I hope all my clients walk away with after working with me.

3. The *How*:

This is the nitty-gritty. What do you do on a day-to-day basis? How would you describe yourself to someone at a dinner party?

This is the answer to question 4 basically.

My *how*: Helping to craft, curate and share their brand story.

This is what I do. I make and tell brand stories for small businesses. I also occasionally say I am a copywriter and content creator, but the more deeply I dive into the brand strategy side of my business, the less true this feels.

4. The *Why*:

Why are you doing this? Why are you sat here working through this very workbook rather than in a pub, or coffee shop with a friend? What do you want to achieve with your work? What impact do you want to have on the world?

Look at your answers to 11-13 to get your started.

My *why*: Because I really believe that the world needs more small, independent, thriving businesses, and less stressed-out city workers.

My why is driven a lot by sustainability, and the future of our planet. It's also driven by what I know has made me happier, and more fulfilled over the last few years, and a genuine desire to help others achieve the same.

Ok, hopefully by this point you have something written down for each of them. Remember it doesn't have to be perfect, just something to get you started!

Brand Direction.

The Essentials is your starting position. Now it's time to work out in what direction you are going!

Your brand mission is your destination. It's where you want to get to, and your brand values and beliefs are what fuel you on the journey (the petrol you put in your car, or the energy bars you eat before climbing the steep hills, if you will!)

Brand Map 2: Brand Direction

Brand Mission:

Brand Values:

Brand Beliefs:

Brand Mission

This is basically, a much deeper, detailed *why*. It's why you get up in the morning, why you continue to sit at your desk even when no money is coming in, and what gets you really, genuinely, excited. It's what makes your voice go an octave or so higher, and your hands start waving a bit too much when you talk about it.

Go back to questions 11-13 again, but also have a look at 19 as well. What do you really want to tell the world?

My Brand Mission:

To help small, independent businesses and creative entrepreneurs build sustainable businesses. To encourage more people to tell their brand story, and to champion a more authentic style of marketing and copywriting. To inspire people to live life a little differently.

Brand Values

Your brand values are different to your personal values, although there probably will be some similarities. Think about how you want your business and brand to be perceived. What would you love a client to describe you as? What values are your business built upon?

Go to questions 15,16 and 17 for inspiration!

My Brand Values:

1. **Simplicity.** I keep my own messaging, packages, pricing and processes simple. I value clear, concise copy and content, and believe it is the most effective.
2. **Authenticity.** It is only by sharing both the good and the bad that you can forge a real connection with someone. My content is as authentic and true as I can make it.
3. **Empathy.** I understand that clarifying your brand can be a difficult and, sometimes, emotional process. I strive to support my clients through it.
4. **Creativity.** I believe in doing things differently, and never doing something just because it is accepted practise.

Brand Beliefs

Your brand beliefs are your key messages. They are the things that you really believe in, and want to share with the world. They are things that you think your industry could do differently, and that make you unique.

(Tip: they are also a great content creation starting point!)

Questions 13,14 and 18 should give you some clues!

My Brand Beliefs:

1. I believe in **stories**. I believe that sharing our stories are how we forge real relationships with people.
2. I believe in **small, ethical businesses**. In crafters, makers and designers. In creative entrepreneurs and changemakers. I believe we all need to change how we consume, and do business, in order for the planet, and ourselves, to survive.
3. I believe in doing things **a little differently**. I don't believe in copy that says what it should, just as I don't believe in living life as you should.

Brand Experience.

Your brand experience is the journey that you take your clients and customers on. It's the problems that they have before they buy or start working with you, how you solve these problems, and what they get at the end. It's a perfect little story, with a beginning, middle and end!

Brand Map 3: Brand Experience

The problems I solve are:

I solve them by:

My clients or customers takeaways are:

The problems I solve are:

Knowing these problems is particularly key I think! Think about all the things your clients or customers say to you when you first meet or interact online. Think about what you really want to help people with. Try to think of both practical and emotional problems - it's rare that a product or service only solves one sort.

It also doesn't have to be a big issue, it can simply solve the problem of not being able to find affordable, beautiful jewellery or having dark corners in your home that need bright cushions!

Questions 5 and 6 are you obvious starting points!

My client problems are:

1. Not able to express themselves clearly and concisely.
2. Confused about their brand - what it stands for, what they are actually offering, how they are different from their competitors.
3. Using too formal language, writing the copy and content they think is expected of them, and as such not forging real relationships with their audiences.
4. Struggling financially. Working hard but feeling like they are not getting anywhere.

I solve them by:

What is your process if you are service based, or what products do you offer if you are product-based?
How do you solve their problems?

Your answer to question 8 should help!

I solve them through:

1. **Brand Clarity:** Entry level offering for clients not able to afford a full package. Over a Skype call help get them clear on what it is they want to say.
2. **Brand Strategy:** Helps clients get crystal clear on their brand and business. Gives them a clear direction and path to follow. Aligns their business with their personal beliefs, values and story. Gives their business a stronger sense of purpose.
3. **Brand Storytelling:** Not about making quick sales, but about building a long term business and a tribe of genuinely passionate supporters. Copy with a clear direction. Content that shares who they authentically are.

My client or customer takeaways are:

What do you want your clients or customers to walk away with? Maybe it's just a smile having had a nice experience, or maybe it's something beautiful that they will treasure forever. It might be something quite abstract: knowledge or a feeling - a sense of relief or possibility for example.

Look at questions 9 and 10 to start with.

My client or customer takeaways are:

1. **Clarity:** My clients gain a whole new level of clarity around their brand and business through working with me.

2. Connection: Storytelling is how we connect to other humans, and through sharing their stories my clients forge relationships based on more than just an exchange of good or services. They have a steadily growing tribe of supporters and followers.

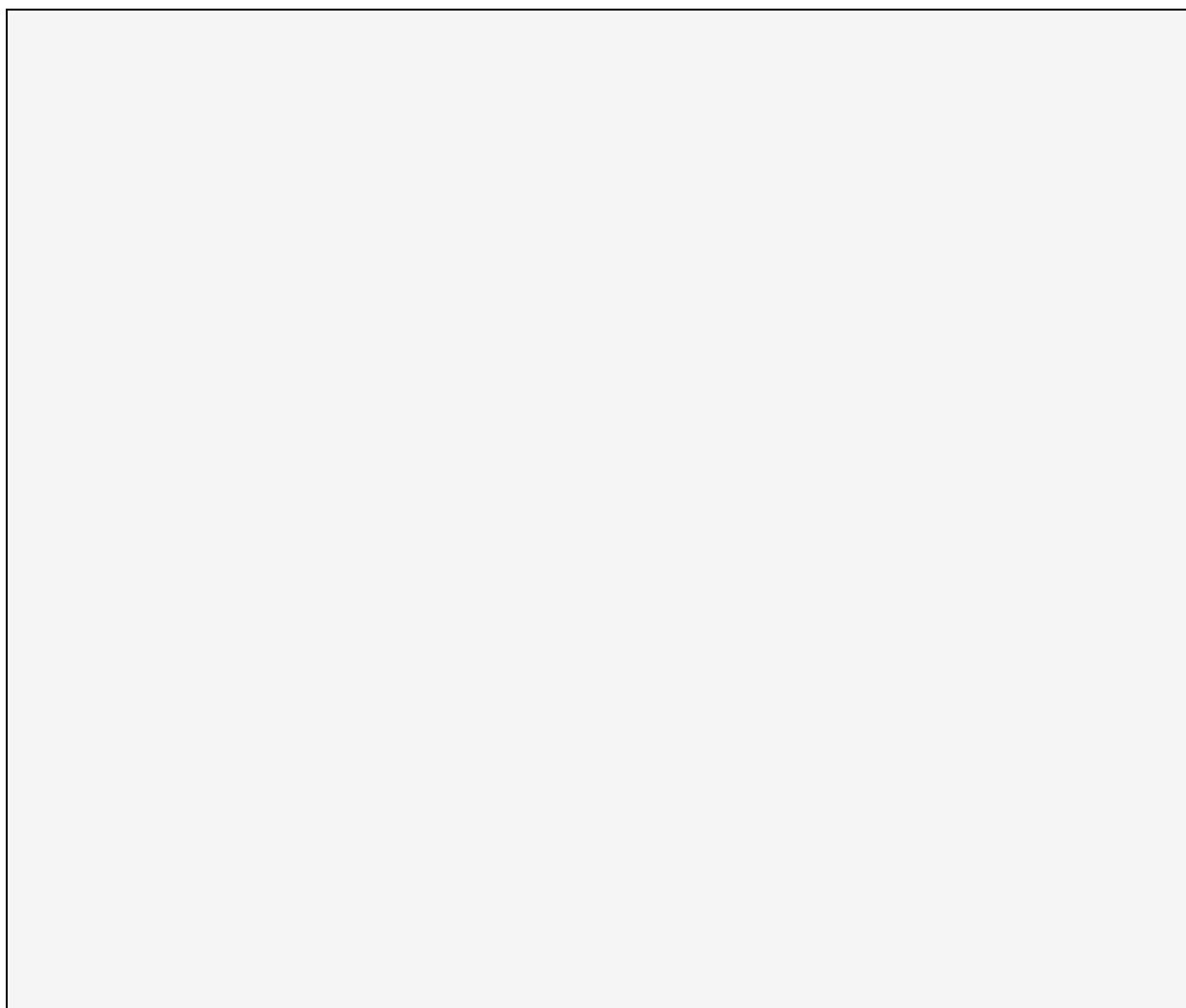
3. Impact: My clients build long-term, meaningful businesses that are financially sustainable and have a real impact on the world.

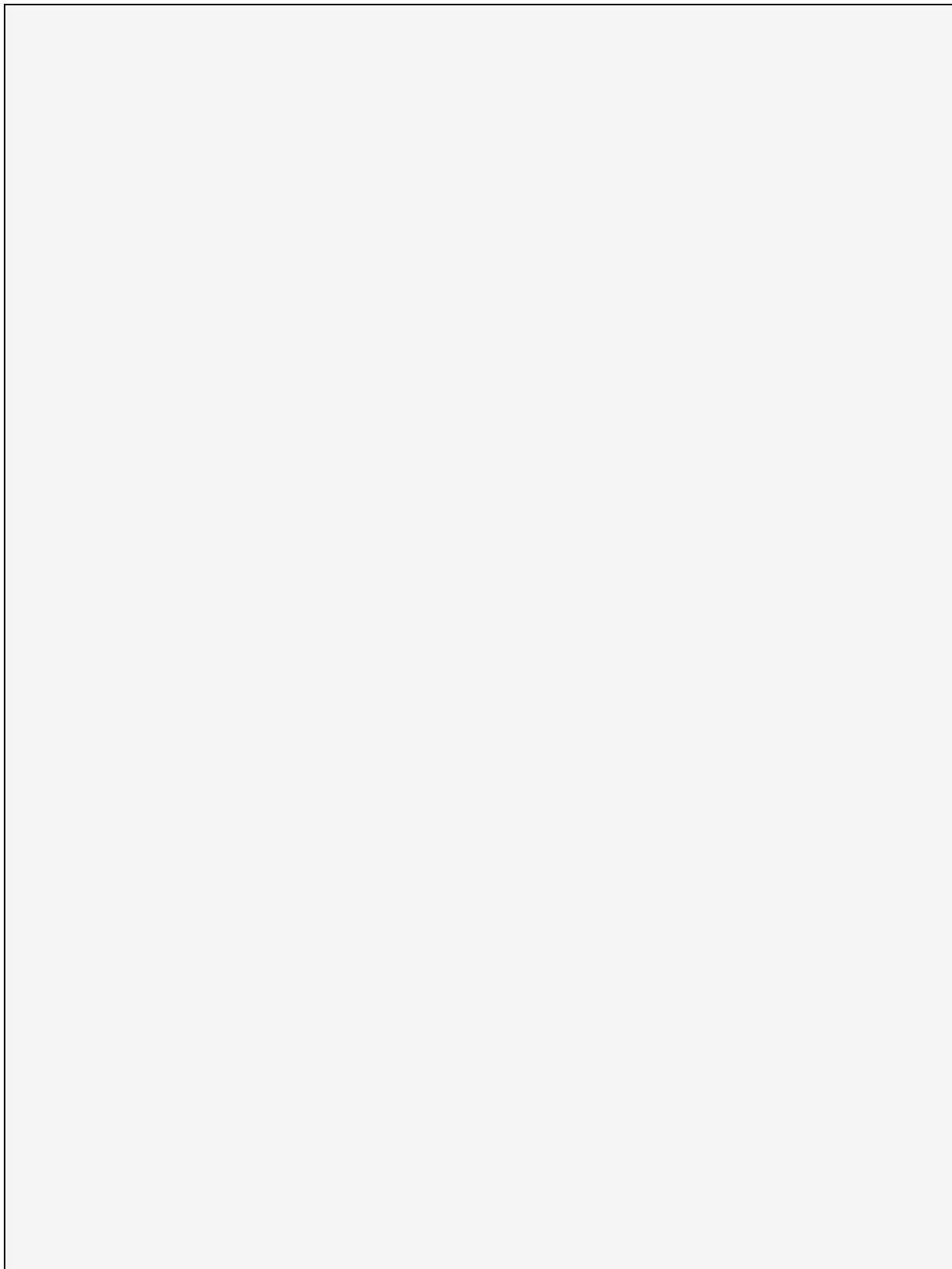
Tagline Brainstorm.

Unfortunately this is the hardest thing to help you with in a workbook, as there is no real formula for coming up with a great tagline.

However, there are a few things you can use to begin a brainstorm. Have a look back through all your answers, and all your brand map sections, and see what words pop up the most. Also have a look for words or phrases that you are particularly drawn to and jot them down here as well. Try to think of something short and catchy, that really sums up what you do.

I also find it best to brainstorm a load of ideas and then let them marinate for a few days, coming back every so often to have another look and see whether any ideas are sparked!





STORY

Right, so you've done all of these exercises and got three neat little parts of a brand map. But how do we turn these into actual website copy that tells a story?

Well, this is where it gets good! You simply input your answers into the appropriate boxes in the following templates!

It won't come out perfectly, but it will give you something to work with. This stage is all about creating a good, solid first draft which you can then craft and edit later.

Front Page.

{TAGLINE} I help {who}, {what} by {how}
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{Image of you / something related to your work}	Hello, I'm {name} {Brand mission} I do {what} by {how} for {who} because {why}. Find out more this way {link to WWM or Product Page}
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I believe in / I value these things:

{value or belief}	{value or belief}	{value or belief}
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I create content / you can follow me on social media here:

{content or social channel}	{content or social channel}	{content or social channel}
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About Me / Us Page.

Hello,

My {why} is...

I love working with {who} because....

I'm good at {what} because...

My beliefs / values are (whichever you didn't use on the front page!):

{value or belief}	{value or belief}	{value or belief}
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My story

{Tell your story! How did you get to where you are? What were the key moments? What would be the chapters of your book? Think about moments that other people would particularly connect to!}

A few facts about me are:

{Think about a few things that make you unique!}

Work With Me (for service-based creative businesses)

{the problems I solve}

*Make sure you put these into client-facing language. Use “you feel, you struggle with” etc.

{I solve them by}

My services / packages are:

{describe your different services or packages}

{client takeaways}

Product Descriptions (for product-based businesses. Duh.)

This product will {what} by {how}.

I created it because {why} for {who}

You will need to come up with unique what, how, why and for who's for each of your products for this bit!

Editing.

You should by now have three or four pages of very rough copy. It might not make perfect sense, but the idea is to take it and craft it into something that does. Again, it is a good idea to leave it a day-or-so before starting this stage. It helps to be able to look at what you've written with fresh eyes!

A few things to keep in mind while you edit:

Flow: A good website needs to flow. Each page should read as a whole, and make sense when read linearly and in one go.

Story: Think of each page as its own mini-story, with a beginning, middle and end.

Simple: Don't start using fancy language on me now, or opening up the thesaurus app (at least not to find words that you wouldn't use in real life!). People want to be able to understand you, and using long words just to try to sound fancy gets you nowhere!

FINAL THOUGHTS

Phew!! I'm not going to lie, when I first came up with the idea for this workbook, I thought of it as just a few templates and how to fill them in. I didn't think it was going to be this *big*!

But if something is worth doing... right?

I really hope you found it useful. Do let me know how you are getting on, and if you would like more support then I really recommend one of my brand clarity calls. We can go through this whole workbook together, and I can help you figure out anything you are stuck with and how to phrase it clearly and concisely. And if you are really struggling then there is always one of my full strategy and storytelling packages where I do it all for you!

You can find out more about both options on my website: www.fionabarrows.com

Finally, I really want to live in a world with more brands that really stand for something. With more thriving, independent, creative businesses, and more happy, creatively fulfilled people. I want to live in a world where there are more people doing what they love, and expressing how they feel, and saying what they believe in. I want to live in a world where people are actively solving our problems, and championing the causes they believe in.

I really hope you will use this workbook to become one of them.

Fiona x