

ABOUT US

Describe who you provide products and services for (e.g. type of client, industry, where are they located, ...)

Describe the solutions / products /services are your customers and clients are looking for from you.

Describe what is unique about how you work with your clients and customers? What makes you different to your competitors? What do your customers and clients love about how you work and the service that you provide? What are your values that make your business unique? Why Trust You?

How did your business get started? How long has it been going for? What was the impetus for the business to start and what keeps driving you forwards? What is your long term vision / mission and values for your clients and your business?

What problems do you solve and how?

Problem

Our Solution

*Describe a customer's typical journey from getting started to success working with you?
What are the results they can expect?*

Describe the impact of not getting started with you? What problems or issues will customers experience if they go elsewhere, do nothing, ignore your advice? Why is it better to engage you than not?

Why is now the best time to take action? What is the downside of waiting (e.g. the cost of inaction vs the cost of enquiring now, the time saved to get started now,...)

What is your promise or guarantee? (e.g. If you don't get the result in 6 months you'll work for free until they do, 100% Money back guarantee if they take all the steps and it doesn't work, 24 hour turnaround service guarantee)

*Describe the how to get started working with you?
(Call to Action)*