



# Mentoring Program

## Successful Business Building Steps

### Course 10 Module 4 Lesson 9

#### Creating Your First Webpage The HOME / Landing Page Part 1

For this lesson I want you to totally focus on getting very clear on:

- Who you serve.
- What they get AFTER they work with you.
- And how this gives them what they truly want for their life and sense of self.

At first it may feel sticky and very left-brained. That's okay. This is getting your FACTS straight so that you can articulate it clearly. Later, we will soften and sweeten it up.

This one lesson will help you get the most important thing you need for your landing page:

#### **The Headline!**

I (helping word) WHO \_\_\_\_\_  
 GET (what?) \_\_\_\_\_  
 So that they can \_\_\_\_\_

Let me play with a few ideas that may resonate.

#### Examples:

I **teach** Moms and their teenage daughters  
How to stop stressing and fighting  
 So that they can: have more fun and communicate with love.

.....

I help clients who suffer from Fibromyalgia and Cancer  
 Begin the journey to true emotional and physical healing  
 So that they can: get back to living a happy healthy life.

.....

I help clients who: Are sick and tired of feeling sick and tired  
Detoxify physically and emotionally  
 So that they can: feel healthy, strong and happy again.



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I help women: Who have lost their voice and power  
Heal the trauma and lies they were told  
So that they *can become the Diva's and Darlings that they know living inside of them.*

.....

Moms: who have lost a child  
I can liberate you from the trauma and grief of your loss  
While honoring their memory and living in a way that would make them proud.

### Your Assignment:

Create your one paragraph headline!!