

HOW TO WRITE EFFECTIVE WEBSITE & LANDING PAGES

With Launch Copywriting Expert, Stephanie Tilton



Excitement, Wins & Lessons

Small Wins Can Change Your Life

“We are what we repeatedly do.
Excellence, then, is not an act, but a habit.”

—Aristotle



What do you **Need** Today?



Celebration



Encouragement



Clarity



To Laugh



An Idea

HOW TO WRITE EFFECTIVE

WEBSITE & LANDING PAGES

What is Copywriting?

To sell with words.

To Write for ACTION.

To lead someone to make a decision, even if
it's NO.



**Why does Tanya care about it
so much that we talk about it
ONCE A MONTH??**

WHY YOUR COPY MATTERS

Your copy is the conversation that creates a client or customer

It's Your VOICE

More times than not, you will be "heard" through your written word via email, landing pages, sales pages, websites, etc.

It's Your RELATIONSHIP

This is how you keep in touch and maintain a relationship with your potential clients and customers. People do business with people they Know, Like and Trust.

It's your CLARITY

Knowing how to convey yourself and your product clearly is what leads to serving and creating clients.

LET'S GET STARTED

Take it away Stephanie

