



THE WEBINAR WORKBOOK

Increase *Your Sales
and Impact **with** Your
Website Copy*

WWW.THESTYLISHAGENCY.CO

LET'S BEGIN, SHALL WE?

3 Ways to Maximize Your Experience

- 01.** PRINT this workbook and use it during the webinar to stay engaged and take notes that you can apply later. No printer? All good! Simply, open this file in PDF format and click the 'markup toolbar' at the top, then click the 'text selection' to add text.
- 02.** CONSIDER at least one question you'd like answered and be prepared to ask it during the last few minutes for our Q&A time.
- 03.** THINK about at least one actionable step you plan to take after our time together based on your biz goals and what you desire for your website and what you want others to experience.

Your Brand Message Strategy

WORTHY NOTETAKING POINTS

Brand messaging is any and all forms of _____ your brand delivers to your audience to influence their _____ and therefore influence their _____.

Your brand's messaging aims to _____ perceptions about your brand in order to persuade the audience to choose that brand over its _____.

Your brand messaging not only matters in _____ you're communicating in these different forms, but _____ you're communicating the message.

Who your _____ is, what they want, and the emotions they're experiencing are all important factors when developing your _____.

Your Brand Message Strategy

WHAT IS YOUR UNIQUE COMPETITIVE ADVANTAGE AKA YOUR 'ONLYNESS' FACTOR?

MUST TAKEAWAY:

| Your brand is not selling a thing, it's selling the outcome that the thing provides: the transformation.

Your Audience

WORTHY NOTETAKING POINTS

You, the visionary, have identified a _____ in a specific market that can be solved by a better _____ aside from options that already exist for specific people, your _____ .

A target audience is a _____ who want or need what your brand _____ .

By understanding...

- + _____
- + _____
- + _____
- + _____
- + _____

The _____ is key in your website copy as you develop more of a sense of empathy, compassion, and reliability.

Your Audience

WHAT ARE 3 CHARACTERISTICS YOUR TARGET AUDIENCE WOULD HAVE BASED ON THE PROBLEM YOU'RE TRYING TO SOLVE?

MUST TAKEAWAY:

| Pointing out the problem(s) isn't enough. Expressing the value that combats the negative experience they're having in exchange for a better, positive experience is.

Communicating Your Value

WORTHY NOTETAKING POINTS

Your _____ is nothing without its foundation which is your _____ .

Successfully communicating your _____ even with a formulated brand message strategy is centered all around your _____ .

Your ' _____ ' is based on YOU being the only one that does what you do the way you do it.

[5 Essential Components for Communicating Your Value]

Communicating Your Value

WHAT'S THE MOST IMPORTANT MESSAGE YOU NEED YOUR WEBSITE COPY TO COMMUNICATE THAT YOUR AUDIENCE SHOULD CARE ABOUT?

MUST TAKEAWAY:

You must put in the work of identifying your 'onlyness factor,' and how that 'onlyness factor' drives the value behind your offer for the sole purpose of exceeding the needs and wants of your ideal client or customer.

TIME TO PUT IN THE WORK

*Actionable Steps &
Ideas to Apply*

**LIST 3 ACTION STEPS AND/OR ACTION IDEAS
YOU PLAN TO APPLY AND WHEN.**

01.

02.

03.



YOU

GOT

THIS

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