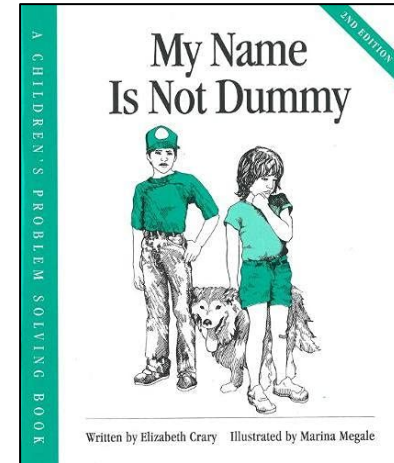
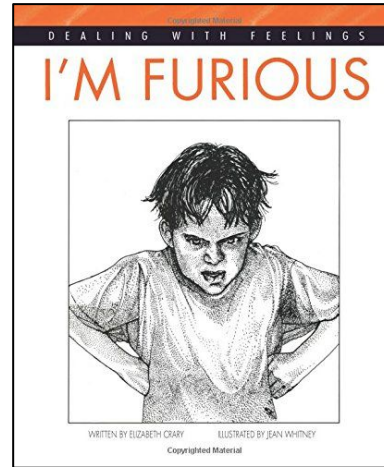
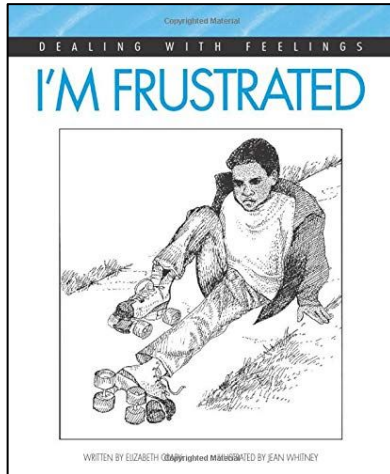


The “Why”, “How”, and “Huh?” of Creating Your Highly-Profitable Copywriter Website

“Why isn't my website getting me more leads?”





But first...

Breakfast Milkshakes?

**Why Were People Eating
Milkshakes for Breakfast?**

Introducing “Jobs to be Done”

People “hire” products or services to do “jobs”

What They “Hire”

Website

Social Media
Assistant

VA

What They Want

More
Customers

Better
Customers

More Time

What's Your Website's Job?

How Most People Think Websites Work



1. Client Visits Your Website

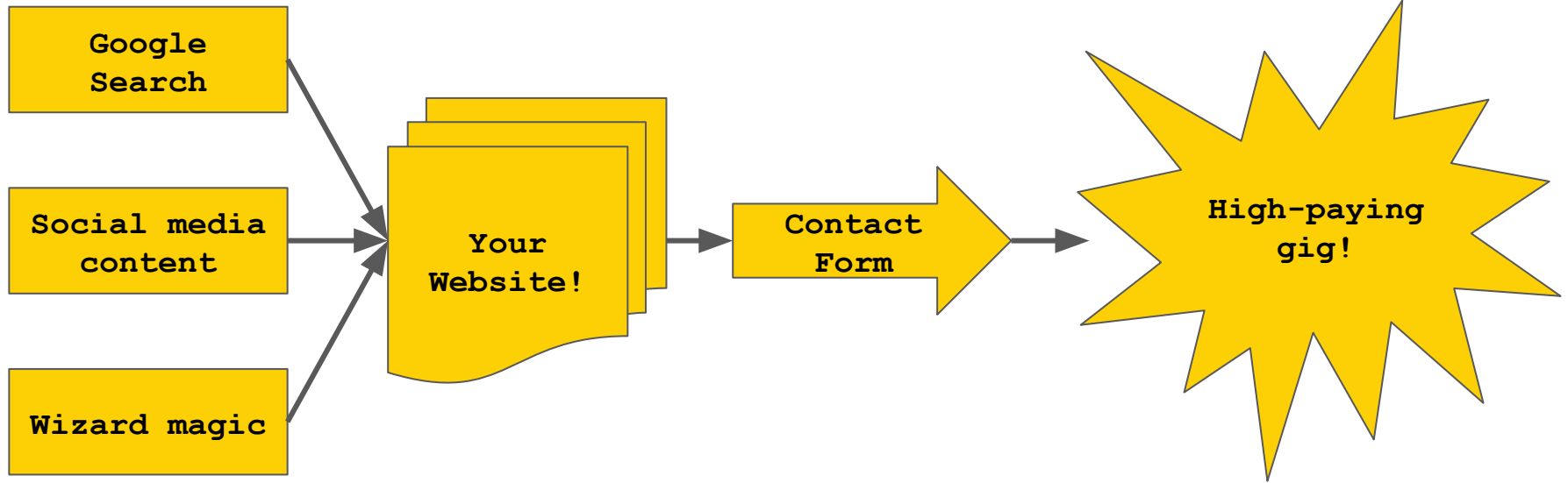


2. They Fall in Love



3. You Get Paid

What big content marketing companies/SEO/etc promise:



**...But That's Not How It
Usually Goes**

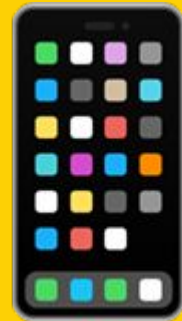
How Your Site ACTUALLY Gets You More Freelance Work



1. You Start a Conversation

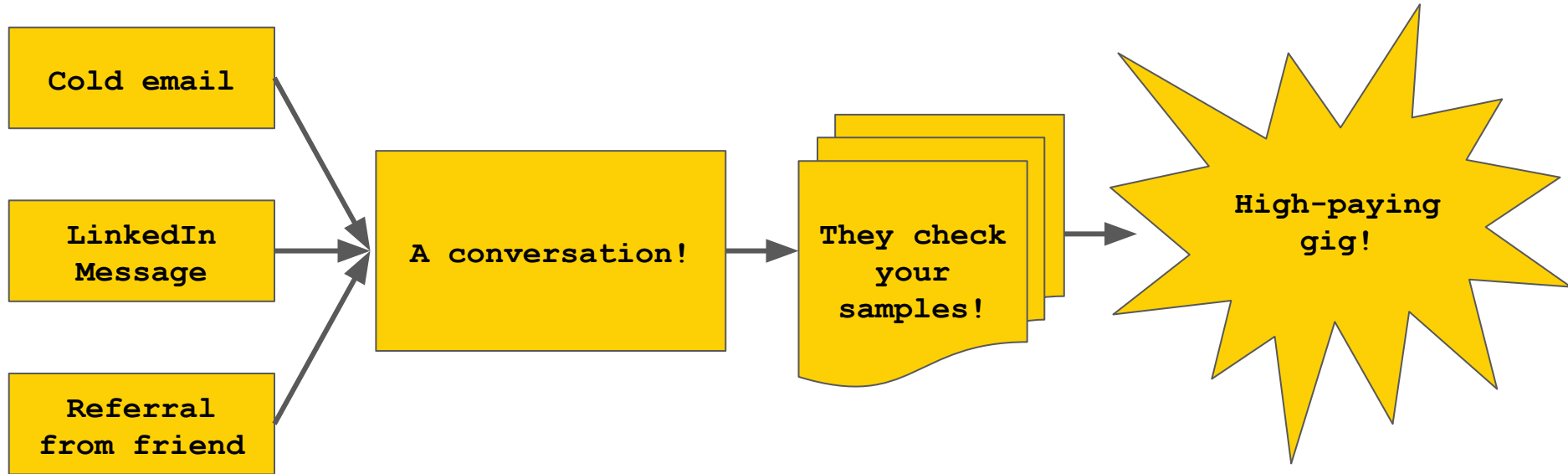


2. They VERIFY Your Info



3. You Get Hired

What REALLY happens until you get an audience:



**How Does This Change
Your Website's Job?**

Common Website Jobs

Reduce Risk

Stand Out & Be Memorable

Verify Experience & Fit

Set Expectations

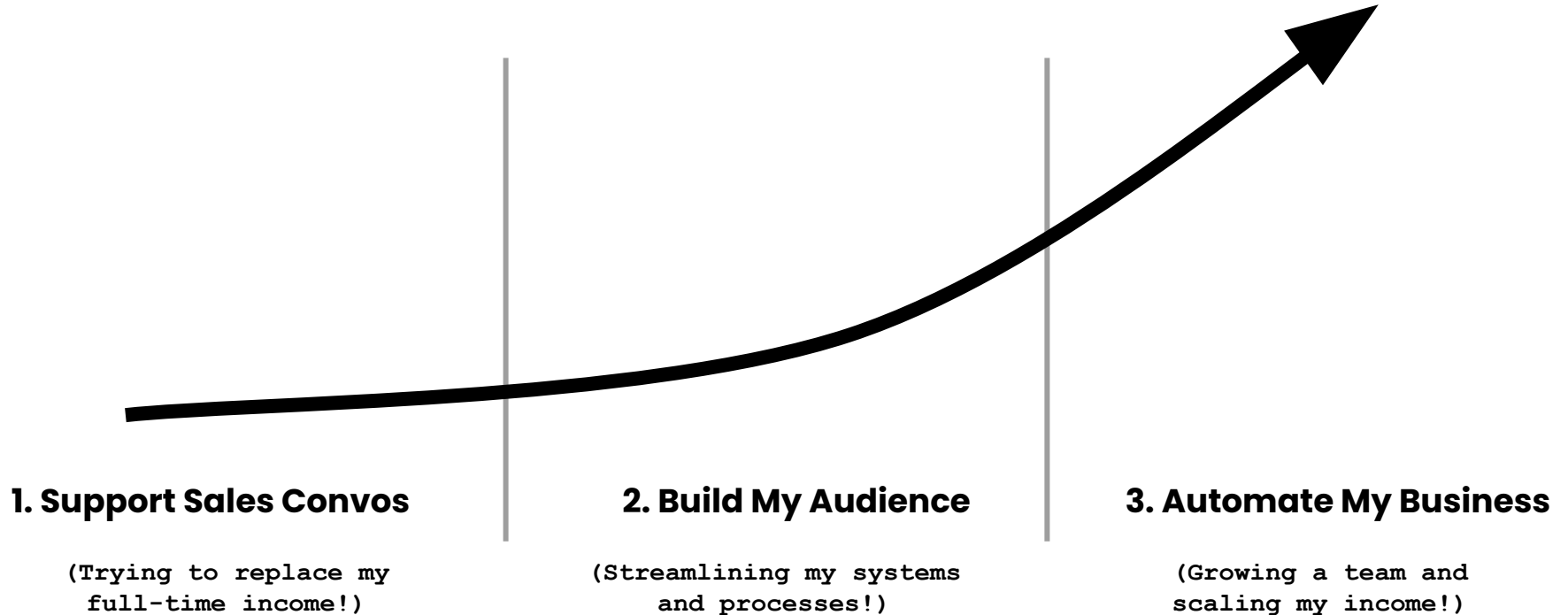
Answer Questions

Provide Contact Info

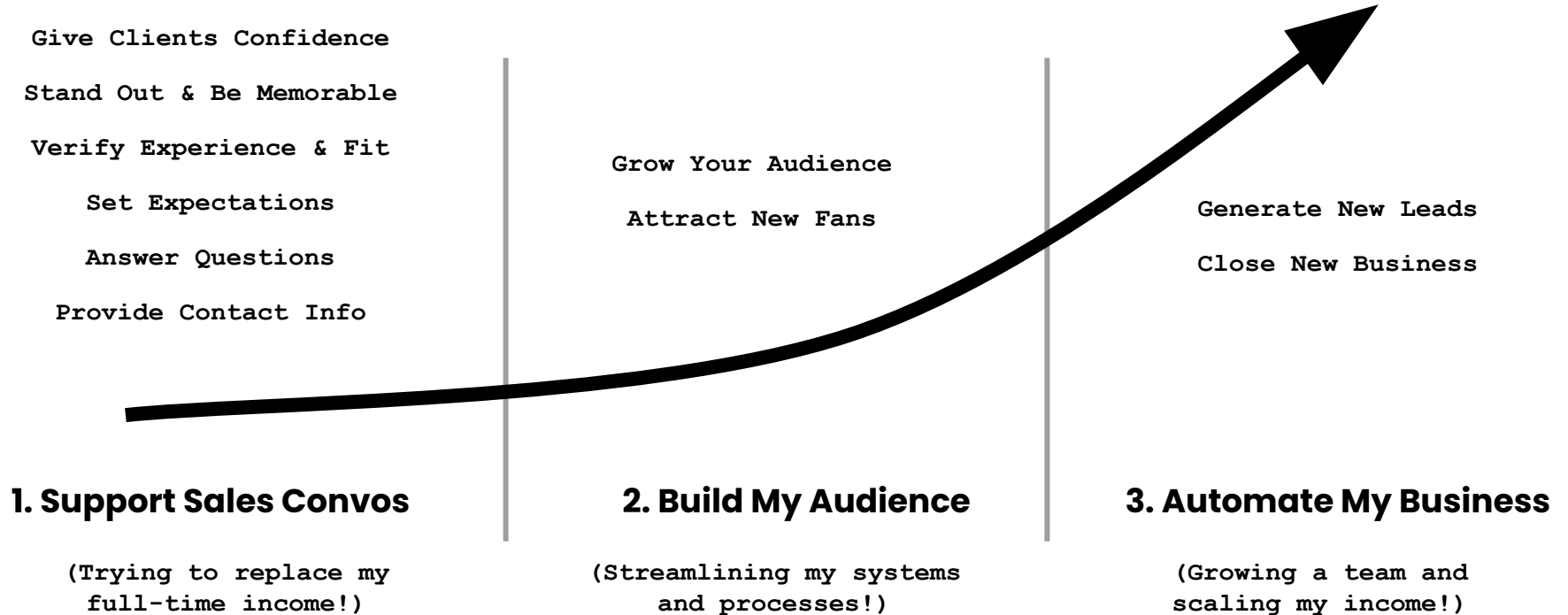
Attract New Fans

Create New Leads

Which “Job” Fits Your Site?



Common Website Jobs



**Your Website Can
Be Simple!**

Other Cool Benefits

**Custom Email
(@yoursite.com!)**

More Trust!

Domain Authority!

More Referrals!

Easier Samples!

Faster Onboarding!

Sales Support!

Website Reviews?

www.commonpeople.co/newsletter

Need a Site?

www.commonpeople.co/websites