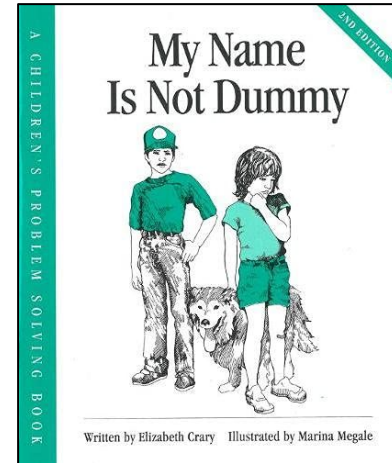
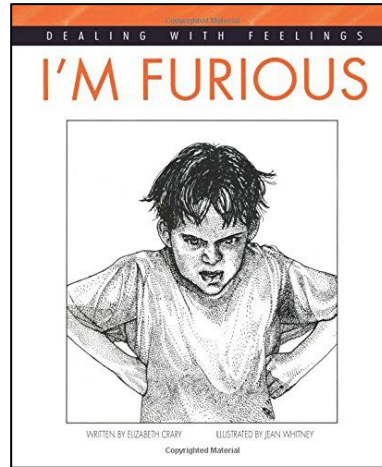
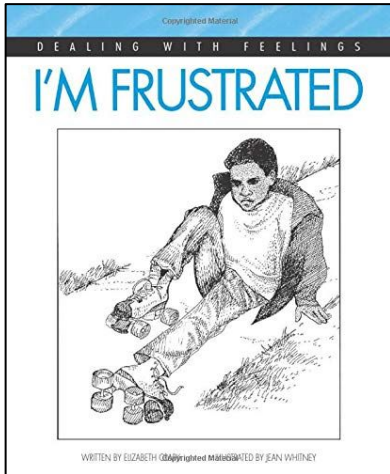


# The “Why”, “How”, and “Huh?” of Creating Your Highly-Profitable Copywriter Website

# “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**



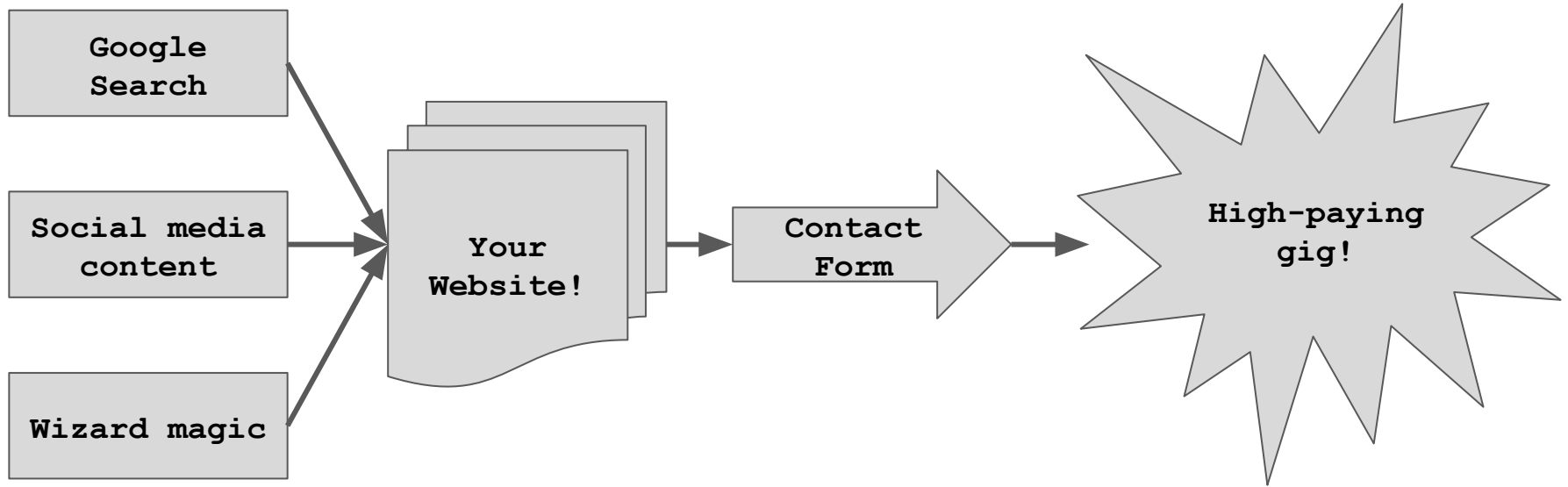
**2. They Fall in Love**



**3. You Get Paid**



# What big content marketing companies/SEO/etc promise:



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

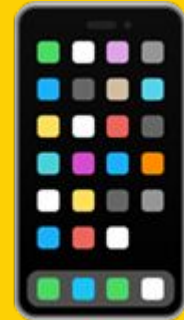
# How Your Site ACTUALLY Gets You More Freelance Work



**1. You Start a Conversation**

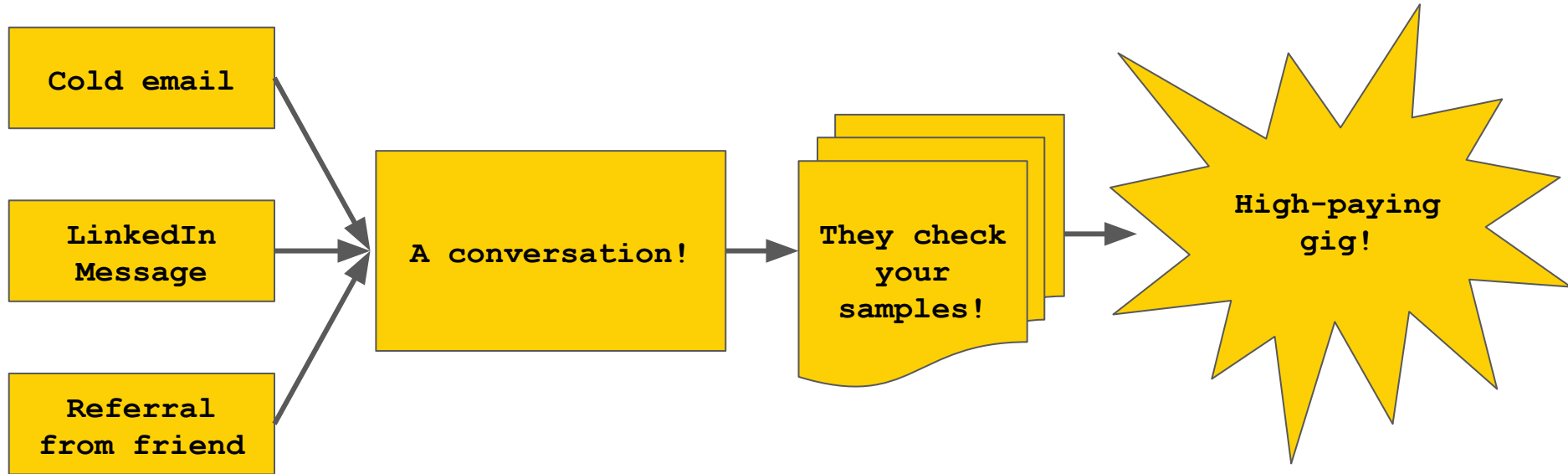


**2. They VERIFY Your Info**



**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” Does Your Business Need Done?



**You Need More Work  
And Better Clients!**

“I’m struggling to cover all the bills with my copywriting.”

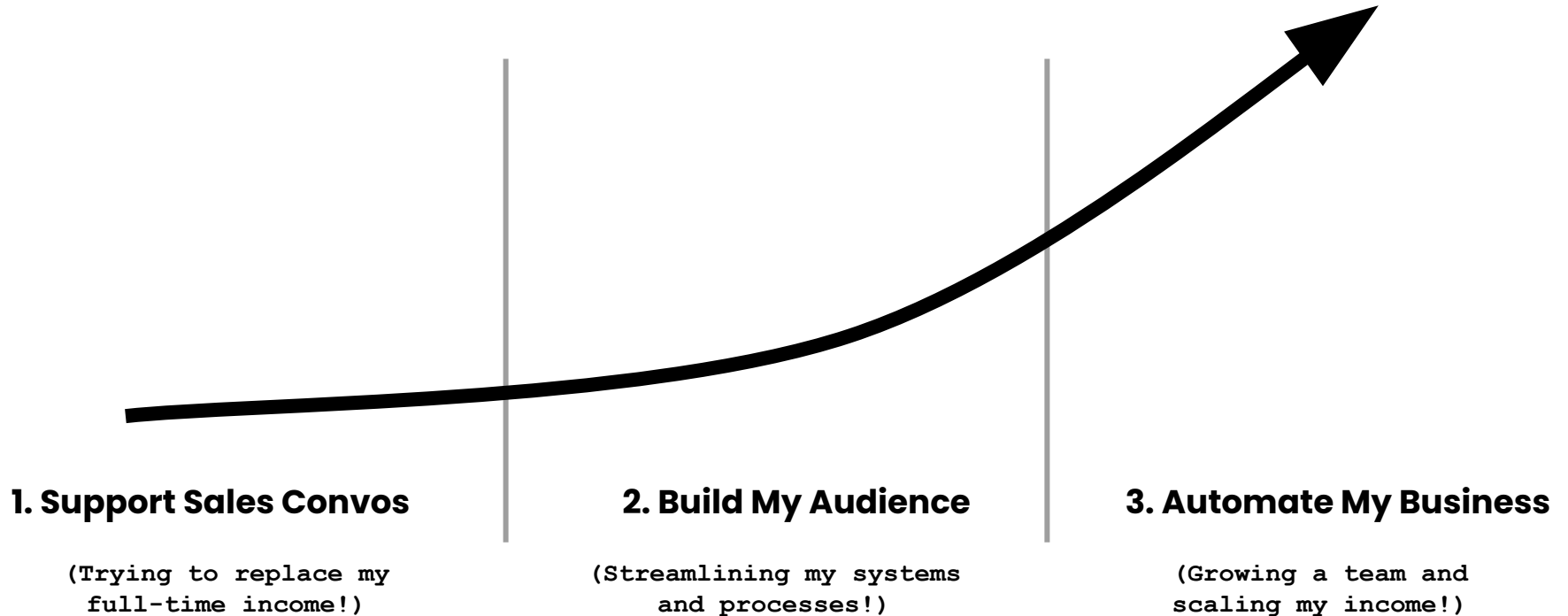
**You Need Higher-Paying  
Gigs That Take Less Time!**

“I’m making okay money, but I don’t have any time!”

**You Need a Reliable Team  
Who Can Grow Your Biz!**

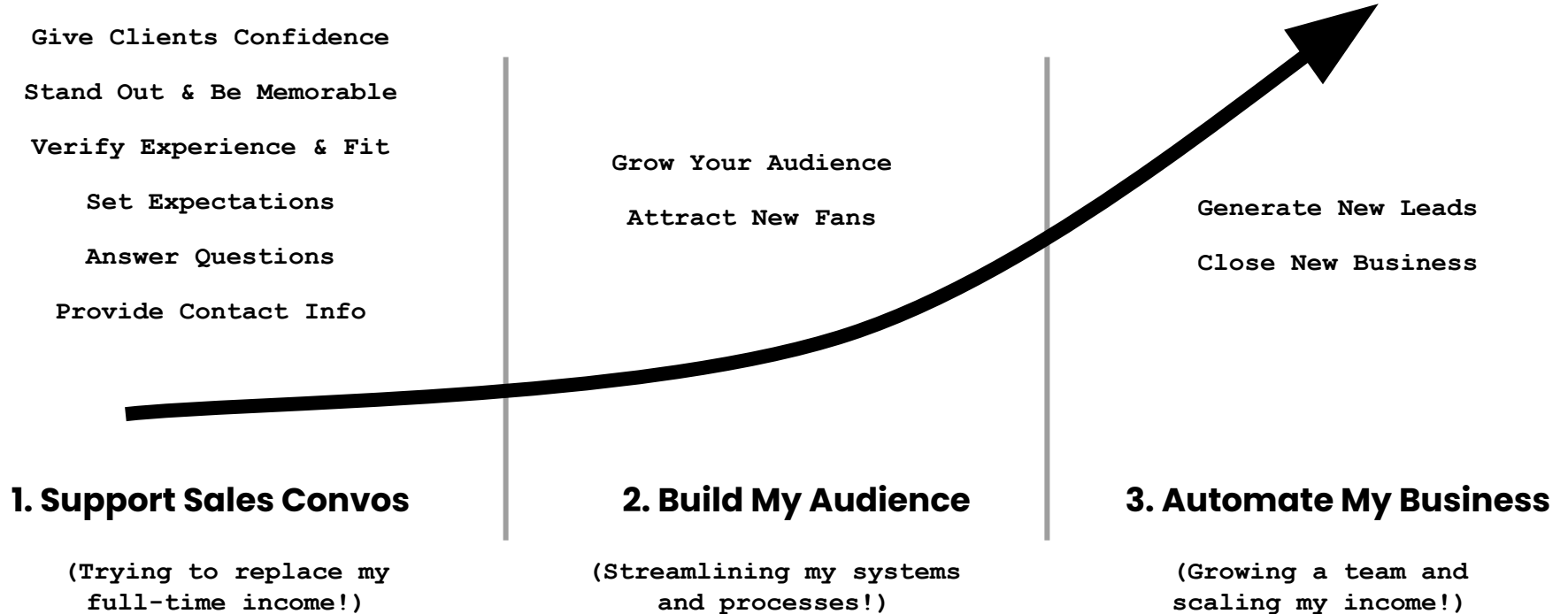
“I need to add and replace team members on demand!”

# 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/CC/](http://www.commonpeople.co/CC/)

**Need a Site?**

**[www.commonpeople.co/websites](http://www.commonpeople.co/websites)**