MINIMO
STUDIO

FREE WORKSHEET

Four lines to write before you redesign

Ask most founders what their business does, and you get a list of services. Ask who it's for, and you hear "everyone." Then all of it lands on their website.

Visitors don't want a list. They have a problem. They want to know, in seconds, if you can solve it.

These four lines fix that. They're the first thing I work out with every client, before any design. Write them here, by hand or in your notes. Short and plain beats clever.

LINE 1

The problem you solve

ASK YOURSELF — What problem do your clients have before they find you? Write it the way they would say it.

WATCH OUT FOR — Listing your services. "Coaching, workshops and consulting" is a menu. It doesn't say what changes for the client.

"My clients come to me when..."

LINE 2

Who it's for

ASK YOURSELF — Think of your best client. Who are they, and what were they trying to do when they found you?

WATCH OUT FOR — Saying "everyone." Pick the people you most want more of. You can still work with others. Your website just speaks to these people first.

"My best clients are..."

LINE 3

What makes you different

ASK YOURSELF — Why do people choose you over the other options? What do your best clients say about you?

WATCH OUT FOR — Features like "great service" or "years of experience." Your competitors say the same thing.

"Clients pick me because..."

LINE 4

Your one message

ASK YOURSELF — If someone remembered one sentence from your website, what should it be? Build it from the three lines above.

WATCH OUT FOR — A slogan that sounds nice but could belong to anyone.

EXAMPLE — Mine is "Strategy first."

YOUR FOUR LINES

All four, together

Copy your best version of each line here, then read them out loud. If they sound like you, and a stranger would get them, you're done.

THE PROBLEM YOU SOLVE

WHO IT'S FOR

WHAT MAKES YOU DIFFERENT

YOUR ONE MESSAGE

THEN

The 10-second test

Now open your homepage. Pretend you've never heard of your business. Look at it for 10 seconds, then tick what you could tell.

- [ ] I can tell what problem this business solves. LINE 1
- [ ] I can tell who it's for. LINE 2
- [ ] I can see why I'd pick them over someone else. LINE 3
- [ ] There's one clear message, not five. LINE 4
- [ ] There's one obvious next step.

Every box you couldn't tick is a place where your website isn't saying what you just wrote. Start there. Better still, ask a friend who doesn't know your business to take the test.

NEXT STEP

Stuck on a line?

That's normal. The first answer is rarely the real one. These lines usually take a few rounds of digging, with someone asking "And what else?"

That's the first part of my **Website Strategy Session**. In 90 minutes we get your four lines right, in your words, and look at your website through them. Within 24 hours you get the recording and a written plan for your website. It's $750, and it comes off a website build if you book one within 30 days.

Book your session: minimostudio.io/website-strategy

Not sure yet? Book a free 15-minute Fit Call: minimostudio.io/fit-call

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