ClearBrand

Revenue Streams | Products | Services | CALL TO ACTION

What does your customer want?

What do you do, offer, or sell? This description and the header above should simply and clearly answer these two questions: 1. What do you do? 2. How does it make my life better?

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RESULTS YOUR CUSTOMER WANTS

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What is the main problem your customer is experiencing? (Make sure it's a problem you solve!)

Specific example of the problem that includes emotions

Specific example of the problem that includes emotions

Specific example of the problem that includes emotions

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Specific example of the problem that includes emotions

CALL TO ACTION

We believe you deserve...

Why should people buy from you?

We understand your problem because...
You can trust us because...

CALL TO ACTION

Trusted by leading companies

Google

Business Made Simple

How does your product/service solve your customer's problem?

Briefly describe how your product or service solves your customer's problem. This is where you can describe what it is.

For example, if you sell an online course, this is where you could describe what the course is about. Are your customers going to learn how to hold their breath for three minutes? Who are the instructors?

This is not a place for you to put pricing or what's included in their purchase or subscription. That comes later. Think of an iPhone. It's a phone with a fancy camera. This section is to talk about the fancy camera and features. You'll get to reveal the price and what's in the box later. Not here.

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3 simple steps to [solve your customer's problem]

Tell your customers how easy it is to do business with you.

1. What action do you want your customer to take?

Short description of this step that focuses on the benefits or success it brings your customer.

2. What will your customer receive or experience?

Short description of this step that focuses on the benefits or success it brings your customer.

3. What results are your customers hoping for?

Short description of this step that focuses on the benefits or success it brings your customer.

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"Our Promise to You" or "Our Guarantee"

Tell your customers about your promise, guarantee, or differentiators.

Promise 1
Short description of this item that focuses on the benefits or success it brings your customer.

Promise 2
Short description of this item that focuses on the benefits or success it brings your customer.

Promise 3
Short description of this item that focuses on the benefits or success it brings your customer.

Promise 4
Short description of this item that focuses on the benefits or success it brings your customer.

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How will your customers' lives change?

Before: What are your customers' lives like now?

After: What will your customers' lives be like after they buy your product/service?

Testimonials

I struggled to create my website for months! But when I discovered ClearBrand's Pre-Built WordPress Website, everything changed. I was able to get my new website up and running in a few hours. I love it! And I finally have a website that's making me money!

Happy Customer

What you get

- This is a clear description of what people get when they buy
- This is essentially, "what's in the box," for your product or service.
- It's also good to mix in positive results your customers experience, especially if you include some good emotions.
- Bullet points are fine.
- Then wrap up with a call to action, like this:

You get all this, plus the confidence you're living your best life when you purchase PRODUCT today!

Short, simple, punchy description of your solution

Title 1

$14.95/mo.

- List what's included in this price
- Focus on the differences between this option and the other options

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Title 2

$19.95/mo.

- List what's included in this price
- Focus on the differences between this option and the other options

CALL TO ACTION

Title 3

$29.95/mo.

- List what's included in this price
- Focus on the differences between this option and the other options

CALL TO ACTION

What action do you want your customers to take?

First Name | Last Name

Company | Job Title

Email Address

Phone Number | Country

CALL TO ACTION

Free Download

Offering something for free is a great way to get your potential customers' email addresses! Include a catchy title and a description that makes people want to download it to learn more.

Your email | CALL TO ACTION

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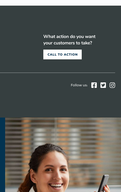
At ClearBrand, we believe entrepreneurs can change the world.

They create incredible products and services the world needs. But often, they don't have the time or expertise to engage in marketing that scales their company successfully.

We help service-based companies get more leads and sales with StoryBrand websites and marketing that works. So they can sell to more people and make the world better with their products and services.



Ready to upgrade your website?

Hire our team to **build your website** for you.

HIRE AN EXPERT

Get Instant Access to **ClearBrand Academy** (Training Videos, Website Template and examples).

GET AGENDA