

Thank you for the opportunity to write copy in the form of a landing page for your business.

In today's online web of shopping, comparing, reading reviews, and making choices on the best possible products and services, it can be difficult to call people's attention to your products and services. My hope is that this unique landing page will help assist you in growing your audience, targeting your perfect customer, educating them, converting, and further building your business.

I believe your mark in this world has value and many people can (and will) benefit from what you are doing.

Below you will find your page, along with some suggestions to help increase SEO for this webpage. If you have any questions, or would like to request revision, please email me ...

Keywords: Balance between homeschooling and business, Prioritizing business and homeschooling

Possible Meta Descriptions:

1. ...balance between homeschooling and running a business...Increase productivity...prioritizing business without compromising homeschooling.
2. Creating Capacity for Business gives tools for balancing your day between your business and homeschooling...being productive in both...

Possible Slugs:

- creating-capacity-business-homeschooling
- homeschooling-business-balance-creating-capacity

Additional Suggestions for Overall Copy:

- Adding at least one image, and even better, 2-3 with Alt Text will increase SEO rankings. I have marked in the template below strategic placements for certain pictures.

Additional Notes Regarding the Copy:

- You will notice I have numbered each section and highlighted the numbers in yellow. This is NOT part of your copy. Use these to separate out the parts of your landing page into sections as you build the page.
- Some of the numbered sections include helpful additional notes NOT to be published.
- Please pay close attention to heading sizes, fonts, bold, italics, and even spacing in between sections. These are all by design. As you build your landing page, it is highly recommended to mimic this design as closely as possible.
- It may benefit you to add a list of the modules within your landing page. If you choose to do this, it will be best if placed either right before or right after the 5th section (the testimonials). Follow the same formatting and font options for the headers to do this but make the sections short and simple (such as in outline formatting). If you have an option on your website to use a sidebar, you can use that for the modules too.
- The copy highlighted in gray should be a button on the landing page where prospects can click to add the course to their cart, or checkout. You will notice several of these buttons as landing pages should have multiple buttons for people to click and convert.

Where's My Copy? See below

1



Name

2 In general, you will have the \$97 price point here. However, if and when you run promotions, just be sure to add the number of days left for the promotional price. For example, \$37 Only two days left!

\$97

START YOUR **CREATIVE CAPACITY FOR BUSINESS COURSE**

Discover that perfect position of balance between homeschooling and running a business...Increase productivity...Ditch the burnout, self-neglect, disappointment, and guilt...**Find the capacity for prioritizing your business without compromising your children's homeschooling.**

START YOUR COURSE

3

DITCH THE GUILT. DIVE INTO PRODUCTIVITY.

Creating Capacity for Business gives you all the tools you need for prioritizing your business, balancing your day between your business and homeschooling, and being productive in both. You'll learn how to optimize your time, delegate the tasks that bog you down, and create more capacity to balance your life so you can show up and be more present for yourself and others.

START CREATING CAPACITY

4 (Choose any even number (such as the best, and most fitting 6 of these). I have put them in text boxes here. However, as you format them in a web page, you can play around with the columns and headings.

You can also use borders, or not. I personally envision them formatted in 3 columns and 2 rows. Let me know if you need some examples of how you can format these.

READY. SET. GROW.

Quality Homeschooling

Empower your kids through quality education at home.

From Interest to Income

Turn your interests, passions, and skills into a profitable idea.

Synergy

Live your life without limits by managing a business that aligns perfectly with homeschooling.

Mindset Shift

Ditch the limiting beliefs around business and homeschooling, shift your mindset, and stick to your boundaries.

Goodbye Guilt

Let go of the guilt that holds you back from your dreams.

Productivity Empowerment

Avoid capacity traps that rob you of productivity in both business and homeschooling.

Financial Freedom

Gain financial and professional freedom from home.

START YOUR COURSE

5 In this section, you can place a few testimonials if you have some. Testimonials are not necessary for a good landing page, and they don't always convert. If you have a couple that are well written and you would like to add them, they do have the ability to increase your credibility and add social proof. I have provided below a schematic for how you can format them into your landing page so they look clean and flow naturally with the rest of the page.

**DISCOVER WHAT THE
CREATING CAPACITY
COMMUNITY IS SAYING**

PLACE PICTURE (PREFERABLY HEADSHOT)

PLACE TESTIMONIAL

Name of client

PLACE TESTIMONIAL

Name of client

PLACE PICTURE (PREFERABLY HEADSHOT)

START YOUR COURSE

6

MEET KIM BRAME

PLACE PICTURE OF YOURSELF HERE. A HEADSHOT OR OTHER THAT SHOWS YOUR PERSONALITY, YOUR PASSION, AND THAT IS WELCOMING.

Hello There!

I'm Kim: a homeschooling mom of four kids, and a solo entrepreneur. I have a passion for living with intention and creating a balance between home life, homeschooling, and business. It's not always easy, which is why I created a system that allows me to better care for myself, my family, and my business. This system I've developed for creating capacity consistently helps me get back into focus and balance when things get scattered.

I know it's hard! I know you want to see success without having to compromise your commitment to homeschooling. That is why I am committed to sharing this system for *Creating Capacity* with you.

I'm fully confident that this course will help you find the perfect balance between working from home, homeschooling, and all of those other tasks on your list.

With Passion,

Kim Brame

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TIME IS YOUR GREATEST RESOURCE

There is no better opportunity to gain control of your time than right now. ***Creating Capacity*** will give you all the tools and tips to make room for your business and your children's education and walk you through all the steps to optimize productivity in both. You can start today.

START CREATING CAPACITY TODAY

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Kim Brame

Capacity Coach

Business Strategist – Enterprise Homeschooling Mom

[Contact](#) – [Terms](#) – [Conditions](#)