



Heart Centered Copywriting



*Writing sales pages
for your offers with
love and effectiveness.*

Class Seven

Element: The Headline and
Simple Design

Element 16:

The Headline

Name: The Headline

What it is:

The sentence in bold and a large font, at the very top. The first thing people see when they arrive on your page.

Why it's Important:

Because many don't have patience to figure out what's on the page, it does the job of orienting the new person to what the page is about and whether it's relevant to them. A great headline simply means the person continues on. A bad or boring headline means there's a chance the person leaves before they read more.

I want to emphasize that the headline is not trying to sell the offer. It's simply making a very strong case to the right people that this page is relevant to them.

The Spiritual Work It's Doing:

It's the doorway to your page. It is the brief but critical moment of contact that let's people know if they want to be here or not. Also, in naming a problem, issue or yearning, the reader can quickly feel seen and validated.

Element 16

The Headline

How You Create It:

A lot of time, energy and money is often spent trying to write the perfect, compelling headline. Instead, let's try to write a functional headline that works. And, if there's the opportunity, to then iterate and elevate it beyond that.

Writing a strong headline is both an art, and, at the same time, can be remarkably straight-forward. To create a strong headline, start with identifying (1) the central problem/issue/yearning that your offer addresses and (2) the primary audience the offer is for.

If you are like most who do complex or nuanced work with clients, there won't be one single problem or issue you deal with. However, there can be one central one, one organizing one, the one you would put on a signpost because it's so common to the majority of your clients. It's going to be imperfect, because it will be rare to capture everyone with just this one statement.

Instead, you are aiming to be extremely relevant to a good 80%+ of your audience, and hopeful that the other 20%+/- will take a deeper look based on relationship and trust with you.

To put it in simpler terms, the headline is meant to echo the question, issue or problem that the majority of your clients are struggling with.

A headline can be posed as a question, or it can be a statement. And, very often, it includes something that identifies the audience.

For instance: "Do you want to lead groups effectively in your business?" Here, the identity of business owner is implied.

Another example: "Copywriting for heart-centered business owners: Learn how to write sales pages for your offers with love and effectiveness."

Element 16

The Headline

Where it goes and why:

It goes at the top, in a large, bold, easy-to-read font, without images behind it, or difficult-to-read script, so that in 2-4 seconds someone knows whether they are in the right place.

What to Watch For:

Avoid trying to address too many aspects of your audience's challenges. This will water it down and your headline will lose clarity. That is, avoid trying to name too many problems or issues.

And, avoid speaking in practitioner language, or using any language that wouldn't be instantly understandable, without having to think about it, to your audience.

On the page, avoid hard-to-read fonts, and avoid putting images or textures behind it that make it difficult to read.

If You Don't Want To Use It:

You need a headline. Otherwise, it's just text on a page that requires too much effort to figure out what when someone first arrives.

Element 16

The Headline

Example:

From our Leading Groups in Business sales page.



From our Marketing to Strangers sales page.



From our Heart of Money & Power sales page.



Design

Simple Design

Name: Simple Design for Sales Pages

What it is:

Some insights into how to make your sales pages more fun and easy to read.

Why it's Important:

The best copy in the world won't work if the design is making it too difficult, or simply too boring, to read.

The Spiritual Work It's Doing:

Even very simple design brings beauty, which our hearts yearn for.

How You Create It:

There are some very simple things you can do to bring design onto your pages, without being a designer.

Remember the number one intention is readability, so don't let design get in the way of making it easy to read.

Color for subheads: You can make your subheads colorful, which can make them more fun, and simply make them pop more. You'll want to use darker colors on lighter backgrounds, because light colors, even if you love the color, can make it difficult to read.

Simple Design

How You Create It (cont):

Also, if you change fonts, make sure you have an eye for easy-to-read fonts. There are ornate or script-like fonts that are very beautiful, but not easy to read. Avoid them.

Color for sections: You can use color as a background to sections of your page. Sometimes you'll need to make the text itself a very light color.

Photos: You should add your photo to the About Your section, and you can add client photos to testimonials.

Images: Either photos you take, or stock photo sites, you can use them judiciously to bring in some eye-candy. I personally tend to avoid stock photos of people because they tend to be drained of personality and connection, and bring in a corporate website vibe.



But images of tea cups, or flowers, or bees, or whatever that helps represent/reinforce what you're saying on the page can be helpful.

Boxes: Boxes can help a section or testimonial pop in a way that is helpful.

I recommend looking at other people's sales pages, ones that you like, and find the simplest design elements that inspire you.

Where it goes and why:

You'll want to sprinkle any of these design elements throughout your page, creating that eye candy and changing up the look to keep folks reading your page engaged, even delighted.

Simple Design

What to Watch For:

Too many changes too rapidly can be overwhelming. Similarly too many colors, too many images can give the mind too much to process. If you had just three colors that you shifted between as backgrounds, that could be enough.

Also, avoid putting images or textures behind text, even big headlines. It can be too distracting and make it very difficult to read. There are ways around it, such as putting what's called a "screen" which is a semi-opaque box behind the text, can help. But, that starts to get more complicated.

Finally, I would strongly advise against GIFS or other moving images, because that can be overwhelming and distracting, so that it's difficult to stay focused on the words.

If You Don't Want To Use It:

I recommend using at least a little color, even if it's just the subheads. But these simple design elements can help tremendously with readability. Yet, if you don't have the technical ability, don't let a lack of color or design slow you down from launching an offer.

Simple Design

Example:

From our Marketing to Strangers sales page. A colored headline, and an image help this to pop a little.

Pay from the Heart is not exactly “pay what you want.”

Most simply, Pay From The Heart is a collaborative process where we are clear about what sustains us, and you check in with your heart and arrive at a payment that you can support, that won't harm you.

I've seen people struggle with sliding scales and pay-what-you-want pricing. For us, it's a way to truly welcome in folks who really couldn't afford it otherwise.

Our economic system is far from fair. Yet all of our hearts and creativity are needed now. If you need this help, we want you to have it.



From our Marketing to Strangers sales page. Simple changes in subhead color help the readability of the page.

How the program actually works.

Our time together on live calls is precious, and these topics are ones I've taught many times.

The Core Teachings

The main teachings will be delivered by a combination of PDFs, short videos, and recorded guided exercises. You'll be encouraged to take in the core teaching early in the week, so you have as much time before the next call to work through exercises and contemplate what you're learning.

Simple Design

Example:

From our Marketing to Strangers sales page. A section in a different color, with my photo, helps provide contrast to this section.

About Mark Silver, M.Div. and Heart of Business.

Since 1999, Mark Silver has worked with heart-centered entrepreneurs to help them realize that every act of business can be an act of love. Mark is one of the pioneers in integrating real spirituality with the nitty-gritty of small business, he founded Heart of Business, Inc in 2001. A designated Master Teacher within his Sufi lineage, he has received his Masters of Divinity.

As a coach, teacher and spiritual healer, he has facilitated thousands of individual sessions with entrepreneurs and has led hundreds of classes, seminars, groups and retreats. His weekly writings and teachings are followed by thousands of people around the globe.

A fourth generation entrepreneur, prior to Heart of Business Mark ran a distribution business, turned around a struggling non-profit magazine, and worked as a paramedic in Oakland, CA.

He is the author of several books, including Heart-Centered Business: Healing from toxic business culture so your small business can thrive. (Wildhouse, 2023).



From our Marketing to Strangers sales page. A color box helps this testimonial stand out.

"I'm just very moved by the depth and clarity of Mark's spiritual teaching. It's rare enough to come across in any context, let alone a business one. Thank you for the lifetime of heart-work and the commitment to learning that I imagine went into weaving practical, spiritual, and emotional lessons together so seamlessly. And thank you to the folks behind the scenes helping the container function smoothly so the wisdom can shine through."



Jojo Donovan

Past participant