FREE GUIDE FROM ZOSSOZ

Say Who You Help in One Sentence

The first line, the services page and the contact page for a practice, a class or a one-person business

For Bookkeepers, tutors, consultants and other professional services

Takes 30 minutes

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Someone is about to hire you. Before they write, they check one thing: does this person work with people like me? Your first line answers that. This guide shows you how to write it in one sentence, then carry it into your services page and your contact page. The examples come from two made-up places: Cedar Row Books & Tax in Doral and Second Round Boxing and Conditioning in Overtown.

The one sentence

The pattern is plain: **We help [who] with [what] in [where].** (If it's just you, "I help" is fine.)

> TRY IT TODAY
> Fill this in before you read on. We help _____ with _____ in _____.

Then say how it works in a line or two, in words a client would use. Here are two made-up examples.

Business	First line	Under it
Cedar Row Books & Tax	Clear books for Doral businesses.	Monthly bookkeeping, payroll and sales-tax filing for small businesses in Doral and west Miami-Dade. Three people, plain English, one fixed price a month.
Second Round Boxing	Learn to box in Overtown.	Coached boxing and conditioning classes for adults and kids, from fundamentals to bag rounds.

Lines that say nothing

Some lines could belong to anyone. Compare.

Instead of	Try
"Full-service accounting, tailored to your needs."	"Clear books for Doral businesses."
"Passionate about helping students reach their goals."	"Math tutoring for middle schoolers in Kendall."
"A premier boxing and fitness experience."	"Learn to box in Overtown."

Words to cut: full-service, tailored, passionate, premier, quality. They are easy to write, and readers skim past them.

The stranger test. Read your line to someone who doesn't know what you do and ask who they think it's for. If they can't say, rewrite it.

Put the same sentence in four places

Your website's first line, the description on your Google profile, your Instagram bio and your email signature. Google doesn't allow links in a profile description, so keep it to words. One sentence, said the same way everywhere, is easier to remember and to pass on.

The services page

Each service gets three answers: who it's for, what's included and how it works. Start with the service people ask about most.

Here is one from the made-up Cedar Row.

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Monthly bookkeeping

For: Businesses with under 100 transactions a month.
Included: Every transaction sorted, every account reconciled, a one-page report each month.
How it works: You send statements by the 3rd. We close the books by the 10th.
[Starting price, if you show one.]

[Request a consult]

Do you have to show prices?

No. It's your call. A starting price helps the right people reach out. If you'd rather not, say what each service includes, so people can judge the value.

Three rules that keep the page honest

- **Say what you do, not what to do.** Advice belongs in your consult. A tax, legal or fitness tip on the page is not what the reader came for.
- **Credentials once.** List only what you hold, only if it's current, and say it once.
- **For a class or a gym:** say what's taught, who it's for, the weekly schedule and what to bring. Leave out promises about results.

How it works

Most services can say it in four short lines: send a message, have a short talk, get a written scope and price, then start. Put those four on the page, with your reply time and what the client sends you.

The contact page

One page, one next step. Name the step the same way as the button: "Request a consult", "Send a message" or "Book a trial class". Don't offer four different ways to start.

Keep the form short: name, email, phone if you want it, and "What do you need help with?" If you use a scheduling tool, add its link. Put your address on the page only if clients visit you.

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Contact

Tell us what you need help with. We answer within [one business day].

Name
Email
Phone (optional)
What do you need help with?

[Send the message]

Prefer email? [your email].
Want to pick a time? [your scheduling link].
Office: [address, only if clients visit]. Hours: [your hours].

If you have a busy season, say how your reply changes in it: "In tax season we reply within two business days." Then keep it.

The page in between

A solo practice or small team gets a lot of its trust from the About page. Put a real photo of the people on it and write two short paragraphs: how the practice started, and who it works best with.

The checklist

- [ ] Your first line says who you help, what you do and where, in one sentence.
- [ ] A stranger can say who you're for after reading it once.
- [ ] "Full-service", "tailored", "passionate" and "premier" are gone.
- [ ] The same sentence is on your site, your Google profile, your Instagram bio and your email signature.
- [ ] Each service says who it's for, what's included and how it works.
- [ ] You decided whether to show a starting price, and each service says what's included either way.
- [ ] Credentials appear once, and only if they are current.
- [ ] The contact page has one next step, named the same as its button.
- [ ] The form asks for four things at most.
- [ ] The page says when you reply, including in your busy season, and you keep that promise.
- [ ] A test message you sent yourself arrived.

Next

1. Write your sentence now, in the blanks near the top, and read it to one person who doesn't know your work.
2. Put the same sentence on your Google profile and your Instagram bio this week.
3. If you'd like to see it as the top of a new homepage, ask for the free homepage mock-up on the last page.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

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Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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