



5 Elements of a Successful Homepage

1. **Qualification Statement**

- overview of who you are, what you do and who you serve.

2. **Questions /Resistance / Pain Points**

- identify why someone would be apprehensive about moving forward.

3. **Answers**

- How you address those concerns.

4. **Benefit Statements**

- why moving forward will make their life better.

5. **Call to Action**

- what are their options on ways to get started or proceed.