



YOUR 5-PAGE WEBSITE (THAT WORKS!)

1. HOME (Where the HEART is)

When people land on your website what do they see?

Here's what [Atlassian.com](https://www.atlassian.com) visitors see: "Tools for teams, from startup to enterprise"

Here's what [Basecamp.com](https://www.basecamp.com) visitors see: "We've been expecting you. All growing businesses run into the same fundamental problems. Hair on fire, buried under email, stuff everywhere. The good news? Basecamp solves them."

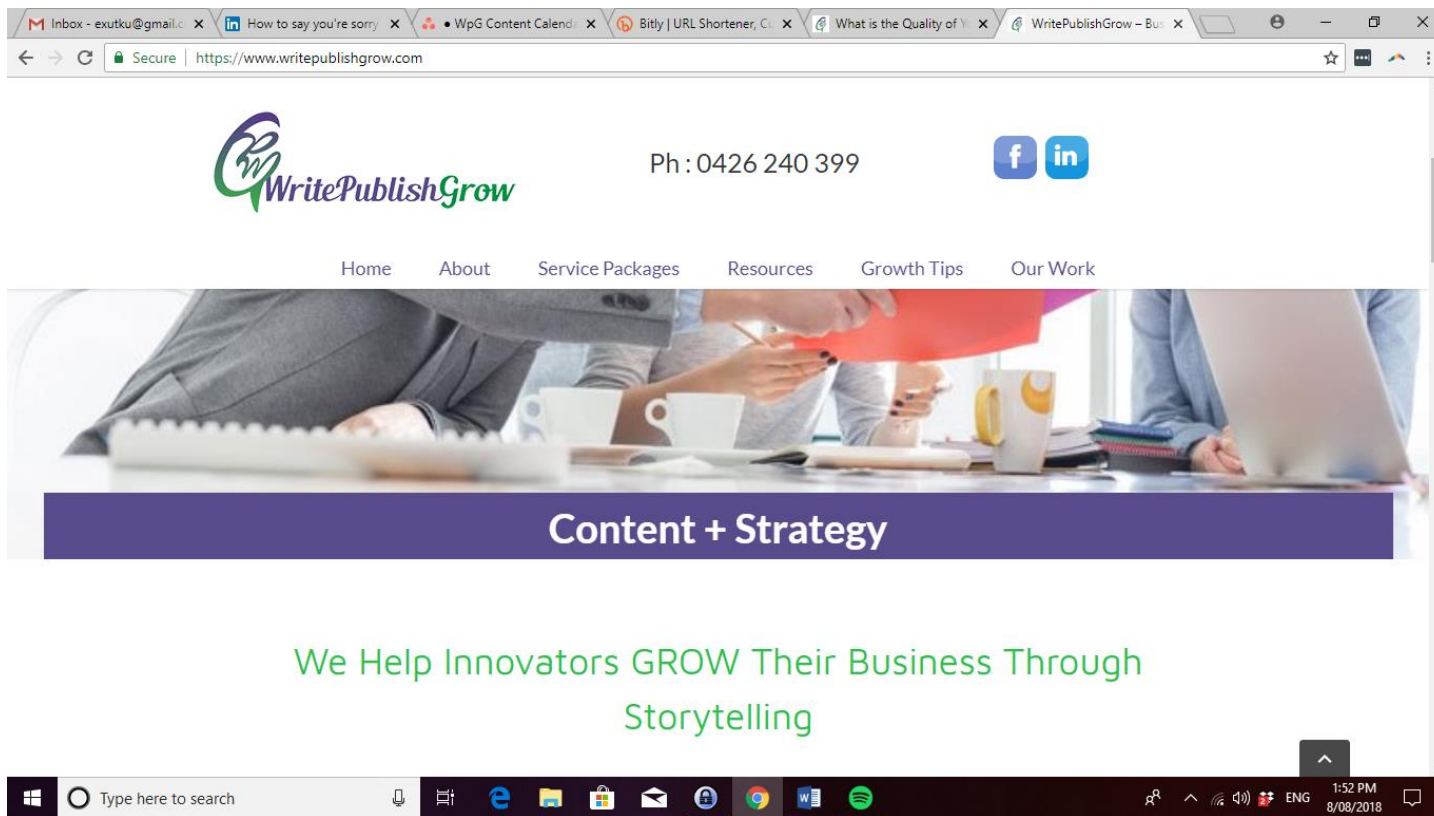
Here's what [Mulesoft.com](https://www.mulesoft.com) visitors see: "Connect anything. Change everything." The smaller text says: "Build an application network with secure, reusable integrations and APIs designed, built, and managed on Anypoint Platform™. Modernize legacy apps. Connect to Salesforce and SAP. Move to the cloud. And much more."

And... ***BONUS POINTS*** THEY HAVE AN EXPLAINER VIDEO ***BONUS POINTS***



On WritePublishGrow.com website you see a carousel with people collaborating on co-creating their content marketing and our tagline simply says “We Help Innovators GROW Their Business through Storytelling”

This is because WpG is an extremely small content marketing agency (we can't afford video, just yet).



IMPORTANT: What Atlassian, Basecamp, Mulesoft and WritePublishGrow also have is a CALL TO ACTION.



This could be signing up for a white paper to inform their audience about something important to them, a free trial or in WpG’s case, free 15-minute consultation to review your content to ensure it speaks to your target audience.

YOUR TURN:

Write down your Home Page message below (Who do you help? How do you help them?):

What action do you want your visitors to take? Write your CTA (Call to Action) below:

2. ABOUT US (Your WHY)

Here’s a personal question.

Why did you start your business? What fundamental business problem were you facing (your itch) that you decided to find a solution (scratch it)?

- Here’s what **Atlassian** says on their About Us Page:

“Armed with a credit card and a dream, two college friends, Mike Cannon-Brookes and Scott Farquhar set out to create Atlassian. In 2002, they didn't know what kind of company Atlassian was going to be, but they knew exactly what it shouldn't be—an environment where they had to conform rather than be who they authentically are.

Now, over 15 years later, our team has grown to over 2,500 Atlassians worldwide with offices around the globe. But it didn't happen overnight. Here's our story.”



From this blurb you can see that Atlassian is built on the value of authenticity and they value being open and honest with themselves, team mates and clients.

- Here's what's on **Basecamp's** About Us Page:

Basecamp was founded in 1999. We started out with four people, and today we're a company of about 50 spread out across 32 different cities around the world. Our headquarters is in Chicago, but everyone at Basecamp is free to live and work wherever they want. Many of us love working remotely – we literally wrote the book on remote working!

We're designers, programmers, tinkerers, writers, speakers, bikers, engineers, runners, developers, chefs, analysts, campers, musicians, filmmakers, knitters, hikers, authors, photographers, pilots, race car drivers, readers, travellers, gardeners, volunteers, parents, and hard workers.

With such a diverse group of people, from so many different places, we bring a unique perspective to everything we do. We're big into sharing, so we even wrote a NYT best-selling book called **REWORK** that details how we run a happy and healthy business.

It's clear that Basecamp's values are freedom to work from wherever, diversity and collaboration.

- **Mulesoft's** About Us Page:

THE LINE OF CODE THAT STARTED IT ALL

Over a decade ago, founder Ross Mason created a short string of text that pioneered a simple, powerful idea: why crank out custom code over and over when it's faster and more efficient to assemble the right components? Today, over 175,000 developers and leading companies in almost every industry depend on our game-changing platform.

A pioneering spirit and a desire to make things efficient is at the heart of Mulesoft.

- **WpG** About Us Page?



Why ICT, Tech and Software Development?

I see that the tech industry is allowing people to put their humanity first by enjoying the convenience of working from home and helping them save time by automating tedious tasks, allowing connections without having to travel the long distances and making information readily available so that we can achieve self-actualisation.

I have many heroes who use technology wisely like [Tim Ferris](#) (Mr. 4-Hour Week) who has a list of the [11 apps](#) which make his life easier so he can focus on the essentials in his life, [Jason Fried](#) the founder of [Basecamp](#), a project management software, the boys from [Atlassian](#) who make customer support software and of course [Seth Godin](#), the ultimate business storyteller.

3. PRODUCTS AND SERVICES (How you deliver on your WHY)

Your products and services are the bridge by which you connect with your market to realise the change you're looking to make in your world.

Consider this, Basecamp started out of a need to have a better project management software to help themselves internally deliver projects in a smoother manner without losing any of the communications between clients and losing track of progress. The product, Basecamp, worked so well that it was rolled out to clients and now to millions of people around the world.

Jason Fried, the founder of Basecamp says “scratch your own itch”. This is the way to create truly useful products and services.

What I was struggling with the most with WpG was communicating the value of well told and structured stories. So I learned to express myself better. Then I found out that great leaders like Jeff Bezos ban PowerPoint presentations in favour of “narrative structure” and each and every one of his executives must present real sentences and compelling stories.

This is the very reason I started WpG, to connect the dots, flesh out the bullet points to present compelling stories and help our techie friends do the same so they connect with a non-tech audience.

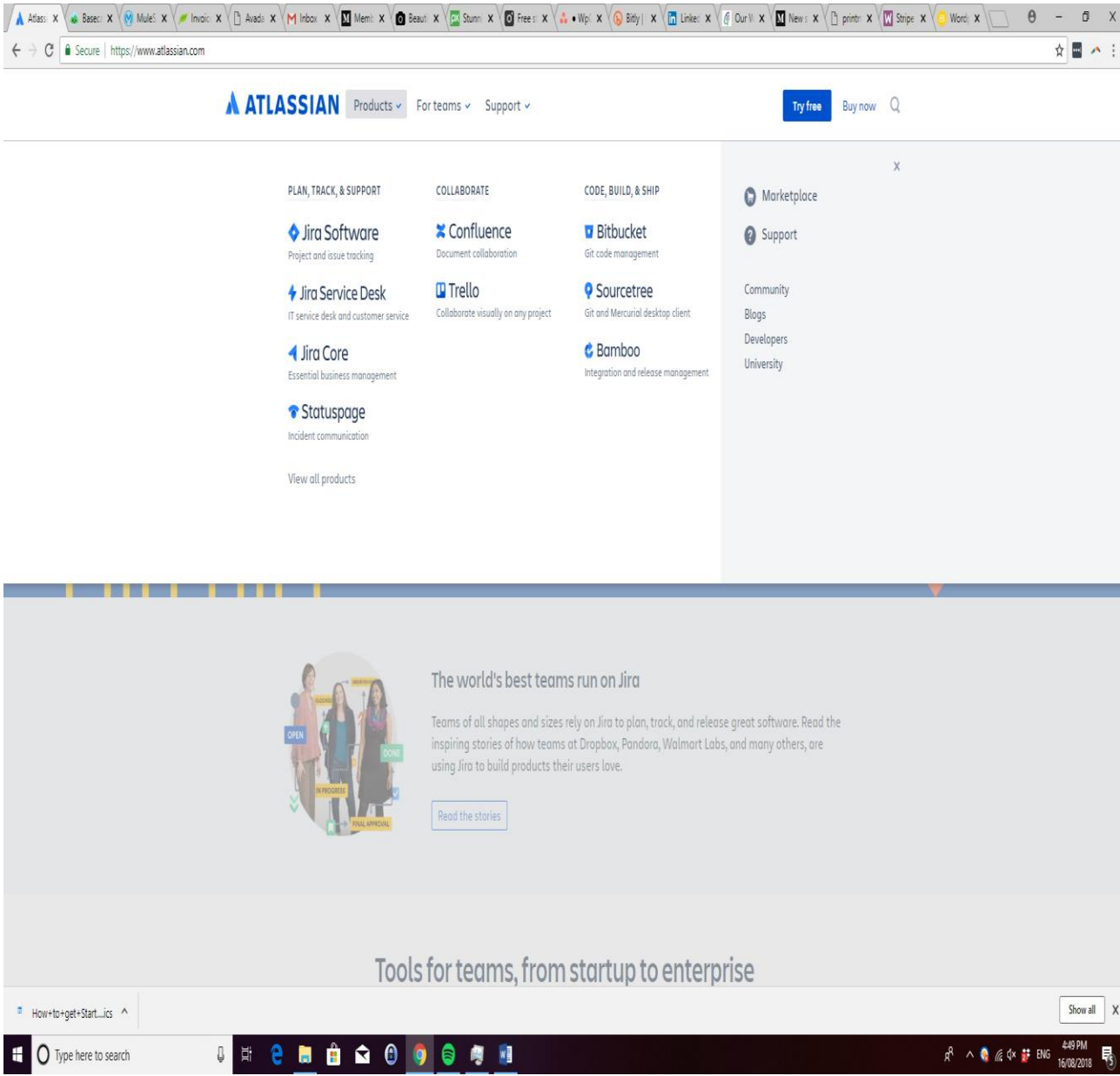
My products and services are all bridges to techies wanting to communicate in narrative structure to inform and engage a non-technical audience of microbusinesses and freelancers who want to work smarter.



I proofread, edit and write their training manuals, websites, blogs, newsletters and social media content so that they realise relationships with people outside of tech circles. Building relationships is the only way to realise impact, get people to take you up on your offer. Once people are engaging with your products and services they can tell others.

So how do Atlassian, Basecamp and Mulesoft engage with their target audience to get them to trial their products and services?

Here's what Atlassian's Products page looks like:



They have four categories of Products and for support they have a community as well as blogs, developers and university tabs. University tab is for those wanting to get certified in Atlassian products and guess what? It's another revenue stream.

Good on Atlassian for having put in the time and the effort to develop their training program.

So what does Basecamp's products page look like?



Well Basecamp is one huge product and the website goes through all the features

The tabs are:

- a. How it works
- b. Got clients?
- c. Real results
- d. Pricing
- e. Learn
- f. Support
- g. Sign in

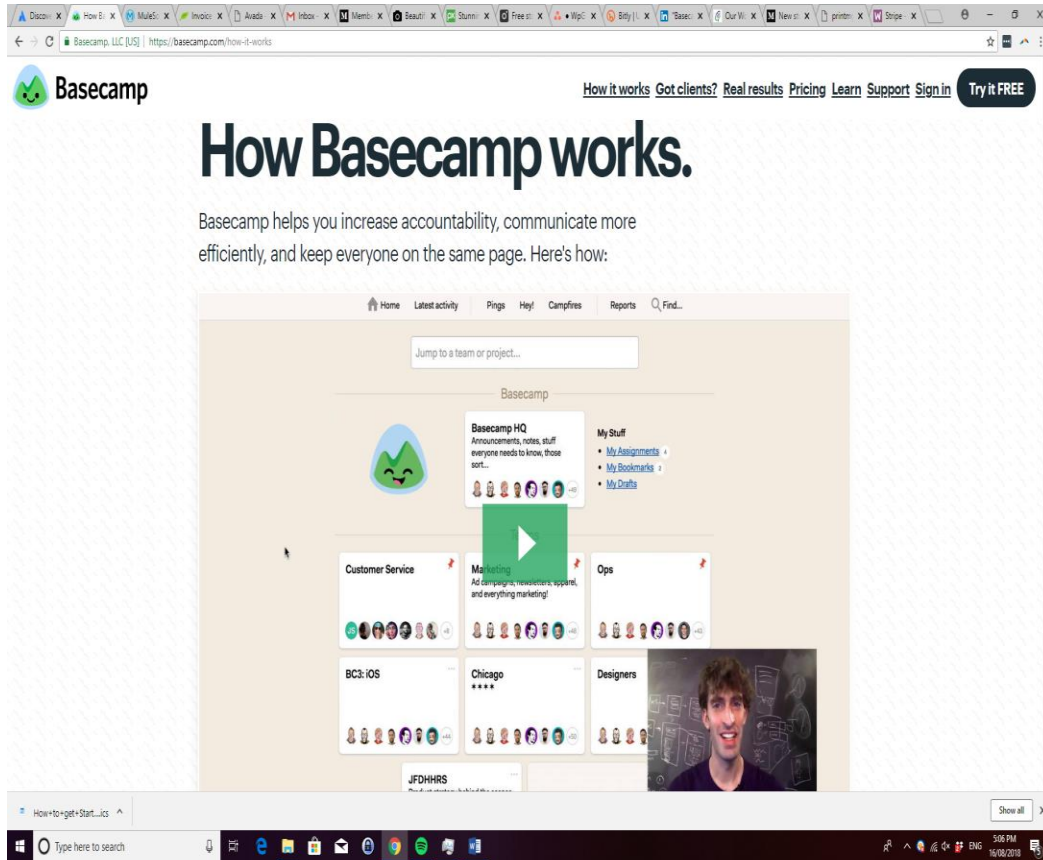
At WpG we're all about putting value on your time and ours. As such, the services are based on a \$60/hour base.

The three packages we offer are:

1. Write, for which you get 5 hrs/mo.
2. Publish, 10 hrs/mo.
3. Grow, 20 hrs/mo. By getting more of our hours you will gain the benefit of growth strategies and inspiration to grow your business whilst keeping in touch with your core values.

AND THE BONUS, ***TRY IT FREE***

Don't forget to have your prospects try before you buy. This is why we do the 15-min chat so that we can identify whether we can help the prospects wanting some WpG assistance.



4. RESOURCES (Freebies!)

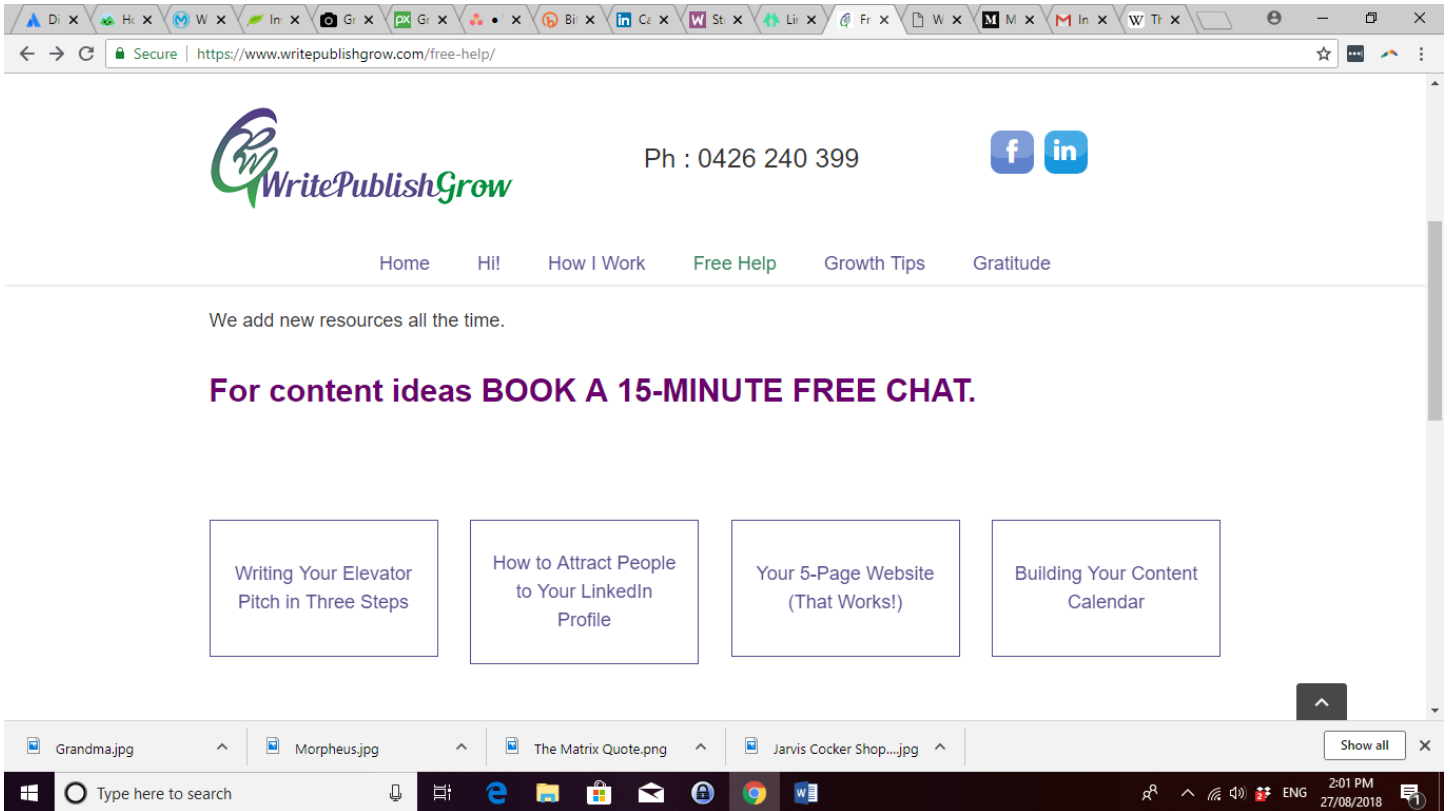
You're reading this for FREE because this is my gift to you. Atlassian, Basecamp and Mulesoft all offer freebies to their website visitors. These freebies can be white papers, trial versions of their software or instructional videos.

These companies are all generous, thoughtful and smart. By sharing generous content, they know that the prospects will learn more about their products and services and if it is something they truly need, they will eventually pay for the product or service.

Atlassian has even set up a certification program and a forum of Atlassian product users. They have managed to put a pay wall on their content but still offer a vast knowledge base for free to those who want to use their products better and help each other troubleshoot.



WpG offers the following free tutorials on our Resources/Free Help Page:



5. BLOG (Infor-tainment)

All practitioners are learners. You're learning and growing with your clients. Atlassian, Basecamp and Mulesoft all have so much great content on their blog pages.

Atlassian writes about open work and making work collaborative. These are the Atlassian core principles and all their products deliver on the promise to help teams work better in an open setting where they're sharing information and collaborating.

Basecamp doesn't have a blog but the founder Jason Fried is prolific on Medium writing about improving project management.



Mulesoft blog is all about connectivity. The connectivity they talk about is not only connecting technology together but also people. They share news about developer meet-ups for example.

As for WpG? We are still exploring with finding our voice and flavor. We share all of our learnings in business and how to best communicate with people to help get them where they'd like to go. We also talk about developing one's stance, style, interests to reflect outwards and saying "No" to all things that don't strengthen the uniqueness of one's offer.

In Conclusion...

Start your 5-page website with:

1. Home
2. About
3. Products and Services
4. Resources (Freebies!)
5. Blog

As you start to populate content, it will lead you towards who you are and what you offer.

The key is to get started. Good luck! And if you get stuck, don't forget to have a 15-min chat with me.