

Modified StoryBrand Outline for Website Homepage



Header

(what you offer + how it makes life better)

Subheader

(optional)

Call-to-action Button

(what reader needs to do next)

One-Liner

(this is your elevator pitch!)

3-6 icons + brief descriptions

(optional, could be services or selling points)

The Stakes

(section that pinpoints the problem, often phrased with questions, be direct and create some tension)

Value Proposition + Benefits

(section that positions your solution - release tension!)

Call-to-action Button

(what reader needs to do next)

The Guide/Authority

(intro self, include credibility-building features like testimonials + credentials)

Call-to-action Button

(link to about page of website)

The Plan

(outline the next steps for your reader to experience success)

Explanatory Paragraph

(optional, could be more details about results you promise)

Video

(optional company overview video, could include this sooner in outline)

FAQs

(optional)

Call-to-action Button

(what reader needs to do next)