

Awaken

THE WEBSITE WORKROOM · SESSION 1 - THE HERO

Hero Section Audit

Keep going while it's fresh. Even just fixing your copy is often enough to see a real difference — better leads, shorter sales calls, and clients who arrive already convinced.

Use this sheet to audit your hero, section by section. Check off what's already working. What's left unchecked is exactly where to focus.

FORMULA

This is the hero formula we showed you. Use it as a guide, not a rule.

Eyebrow (1–3 word as)

A small label above the headline. Sets context — industry, niche, or audience. Skip it if the context is already obvious. A copywriter doesn't need text that says Copywriter.

Hero Statement (2–8 words)

The most important line on your site. Should speak to the person reading — not describe your business, but connect with where they are right now.

Description (20–30 words)

Supports or expands the headline. A little more specificity or warmth. One or two sentences at most.

CTA (1–3 words)

One clear action. Tell them exactly what happens when they click — Book a call, See my work, Get started.

Visual

A visual that supports the message — doesn't compete with it.

COPY

Now look at your copy. For each of the following, ask yourself honestly: does mine do this?

- ☐ Your headline speaks to the person reading it. Don't just describe what you do, but tell them why they should care.

- ☐ Your copy is clear before it's clever. Someone who has never heard of you would understand what you do and who you help immediately.
- ☐ You're naming a real benefit. Not "welcome to" but what will change for the client. after working with you.
- ☐ There is no unnecessary copy. Every word is doing something.
- ☐ Bonus points if it's clever :)

DESIGN

Most design problems come down to one thing: balance. Here's what to check:

- ☐ Your hero doesn't feel cluttered. There's enough breathing room to read it easily and comfortably.
- ☐ Your colors have enough contrast to be readable — but not so much that it feels harsh.
- ☐ You're using no more than two fonts — and they have clear contrast between them.
- ☐ Your photos or visuals feel professional but aren't boring.

THE STRANGER TEST

This is the real test. Forget what you know about your own business — imagine you're a stranger landing on your site for the first time.

- ☐ A stranger could read your hero and immediately know who you help.
- ☐ A stranger could read your hero and know what you actually do.
- ☐ A stranger could read your hero and understand what happens if they work with you. After reading it, there's a clear next step they can take.