

Sample: Web Page Rewrite

Client: Mindful Business Coaching (“Mindful”)

Mindful is a training and coaching firm that helps web design firms grow their businesses. Specifically, they help clients do better in the areas of marketing, sales, pricing, and operations.

Old webpage:

Free Webinar: How To Create Proposals That Win the Work

On average, 90% of the web design work your firm will go after requires a detailed quotation or price proposal. Even from current clients.

That’s why it’s so important to create a proposal that is as persuasive as possible. Just by improving a few key elements in your proposal template, you can increase your chances of winning the deal by 20% or more.

Do the math. That’s one more web design project your firm gets out of every six you quote!

In this free webinar, you’ll learn the 5 simple keys to creating a proposal that wins the work.

Date & Time: September, 29, 20XX, 2:00 p.m. - 3:00 p.m. ET [Registration Button Here]

PROJECT: Webpage rewrite

One of the ways Mindful generates leads for their programs is by offering a free webinar titled: “How to Create Proposals That Win The Work.”

Here is the current web page copy promoting that webinar:

Mindful isn’t getting as many sign-ups for the webinar as they would like. They want you to **rewrite the web page** so that it gets better results.

Additional information that may help you:

- The webinar is 75 minutes.
- Participants get access to a recording of the webinar for two weeks after the live event.
- Attendance is limited to 25 participants to allow for discussions and Q&A.
- Participants receive an example of an actual winning proposal that uses the strategies taught in the webinar.

Testimonial from a previous participant, Sean Chandler, Owner of S C Web Design, “I’ve been in the design business for 15 years and quoted hundreds of projects. Yet, I learned strategies in this webinar that are bound to increase my success rate considerably.”

Any of this additional information may be used in the rewrite of the web page copy.

Total copy length cannot exceed 400 words.

[This is the resulting rewrite of the webpage:](#)

The Secret To Increase Your Sales Closing Rate By 20% Or More - Free Webinar Shows 5 Keys To Make Your Proposals Win The Work

Persuasion is what makes sales happen.

Since 9 out of 10 prospects and current clients require detailed proposals, yours must be more compelling than your competition.

There's a secret that can make yours more effective...by 20% or more! It's the 5 keys that make your proposals more convincing, more effective than your competitors.

Join us for a free webinar that will reveal these 5 secret keys to unlock your sales proposal success.

In addition to participating in the live Q & A session at the end of the webinar, participants in this 75 minute webinar will receive:

- Access to a recording of the webinar for two weeks following the live event
- A copy of a winning proposal using the strategies you'll learn in the webinar

Don't miss out! Only 25 seats are available, so sign up now!

Date & Time: September, 29, 20XX, 2:00 p.m. – 3:00 p.m. ET

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Sean Chandler, Owner of S C Web Design said this after attending the webinar, "I've been in the design business for 15 years and quoted hundreds of projects. Yet, I learned strategies in this webinar that are bound to increase my success rate considerably."