

Website Copy Prompts for Non-Copywriters

Best for: Founders who need useful copy without writing like a brochure factory.

Use it for: Answer these prompts in plain language. A designer can polish plain. Nobody can polish empty.

How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

Hero

[] We help [audience] get [result] without [pain].

[] The next step is [call/book/download/buy].

[] The proof is [specific proof].

Services

[] What is included?

[] Who is it best for?

[] What changes after someone buys?

FAQ

[] What do people ask before paying?

[] What objections keep coming up?

[] What do you refuse to do because it creates bad projects?

Next step

If you want the site done with you instead of by you, book a free intro call at niyalo.com. Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Hero: We help [audience] get [result] without [pain].		
2	Hero: The next step is [call/book/download/buy].		
3	Services: What is included?		
4	Services: Who is it best for?		
5	FAQ: What do people ask before paying?		
6	FAQ: What objections keep coming up?		

What usually breaks the launch

- [] No single decision-maker.

- [] Missing assets scattered across chat threads.

- [] A CTA that changes halfway through the build.

- [] A first version trying to behave like a six-month roadmap.
