**Landing Page Sample:**

**Persona:** Emma Smith – Business Coach

Former CEO in the beauty industry, stepped down to focus on coaching and helping women struggling in business.

When I first got into business, I was so happy!

But then I felt lost.

There were so many things to take care of.

Having a business suddenly seemed to be such a big responsibility.

I felt that I wasn't prepared.

I panicked.

**DOES THIS SOUND FAMILIAR?**

**IS THIS YOU?**

* You want to start an online business but you don’t know if you can make it
* You are in business but you’re not making enough money
* You feel overwhelmed because you don't know what to do
* You're stressed out because suddenly you have so much responsibility and there are so many things to learn
* You don't know how you'll handle relationships, life and work as a business owner

**Don't worry.**

**I will help you!**

I can support you with all the aspects of **having a successful business.** I'll provide all the help you need so you'll know how to handle what will come your way.

**Let's replace stress with peace of mind so you can focus on this journey to success!**

I offer 1:1 coaching and can help you with anything from finances, getting clients and everything in between. I'll also support you in finding a work-life balance. You’ll get the best tips to be prepared and prevent getting stuck due to information overload.

After working with me, you'll gain knowledge and confidence so you'll know exactly what to do to have a flourishing business.

No more confusion, no more fears!

**You will be ready** to deal with any business issue that might come your way.

**My Story:**

I'm Emma. My love for the beauty industry led me to found my company at age 26. I was just a girl with a dream but no connections or big budget.

I got in debt. I made rookie mistakes. But I was a single mom of 2 and had to make ends meet for my children. There was no other way.

These circumstances forced me to learn how things go. This knowledge helped me turn my business into a thriving one, which I proudly managed for many years.

While the beauty industry is still in my heart, I felt that I have another calling. So I stepped down as a CEO handed the business over to my daughter to pursue my calling to help women in business.

I combine my business management degree with the knowledge and experience I gained in my own company in over 15 years to support female business owners who need help.