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Portfolio Sample #3: Website Home Page

Sample Home Page for a life coach, highlighting a clear value proposition and strong calls-to-action.

Mock Client: *Elevate Life Coaching with Marcus James* (fictional)

Industry: Life coaching for professionals seeking personal growth and career alignment

Goal of Home Page: Clearly communicate value, guide visitors to take action (book a call, sign up for resources), and build trust.

Draft Copy

Headline:

Elevate Your Life. Unlock Your Potential.

Subhead:

Practical coaching for professionals seeking balance, clarity, and purpose.

Section 1 – Welcome:

You've worked hard to get where you are, but something still feels off. Maybe you're overwhelmed, stuck in old patterns, or unsure of your next step. At Elevate Life Coaching, we help you cut through the noise so you can live and lead with clarity.

Section 2 – What We Offer:

- **One-on-One Coaching:** Personalized sessions to help you set goals, overcome obstacles, and create momentum.
- **Career Alignment Tools:** Strategies to clarify your direction and make confident decisions.
- **Work-Life Balance Framework:** Simple practices to bring focus, energy, and fulfillment back into your days.

Section 3 – Why Work With Me:

I'm Marcus James, a certified life coach with a background in leadership development and mentoring. I know what it's like to feel stuck, and I know how powerful it is to have someone walk with you through change. My mission is simple: to help you uncover your potential and create a life you're excited to live.

Section 4 – Call to Action:

Ready to take the next step?

👉 [Book Your Free Discovery Call]

Or start small by downloading my free guide: *"3 Mindset Shifts for a More Focused Life."*

✨ End of Sample

Mini Strategy Note (for portfolio context)

This Home Page is designed to balance **clarity and action**:

1. **Strong headline + subhead** → communicates value right away.
2. **Pain points in welcome** → shows empathy and relevance.

3. **Clear service breakdown** → highlights offerings without overwhelming.
 4. **Personal credibility** → builds trust with the founder's story.
 5. **Dual call-to-action** → offers both a direct commitment (call) and a low-barrier step (free guide).
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SAMPLE