

WEBSITE COPYWRITING PORTFOLIO

Jonathan Hooker Psychotherapy

Website copywriting | Psychotherapy / professional services

Building enough empathy and trust for a hesitant prospect to take one small step.

THE BRIEF	Engage prospects who may be hesitant about seeking help, build empathy and trust, and encourage a low-pressure first conversation.
MY ROLE	Research local competitors and their offers/CTAs; position the client as friendly, experienced and non-judgemental; structure the copy around recognisable situations and next steps.
AUDIENCE	Predominantly expatriates in Barcelona who may be struggling with adjustment, isolation or personal difficulties.
APPROACH	Acknowledge how it feels to be stuck, let visitors recognise themselves in specific scenarios, explain the process plainly and reduce the commitment required by the CTA.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger website copywriting project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

B2C

Professional services

Empathy

Trust

01 / OPEN WITH UNDERSTANDING

Open with understanding

The copy acknowledges the prospect's emotional state before introducing a solution.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Gain Clarity About Your Current Issues, So You Can Take The Right Action And Banish The Feeling Of Being Stuck And Overwhelmed...

Let Jonathan explain and help you understand your current thought patterns, so that you gain total clarity and control over your situation.

Feeling stuck or overwhelmed? Don't know where to start or what to do?

Life doesn't have to be like this forever - and I can promise you there is an answer to your problems.

A way forward

I will show you how your previous conditioning, your current thinking and your future options all fit together, and I'll explain step-by-step an effective and simple way forward.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The opening aims to make the reader feel understood before asking them to trust the practitioner.

02 / LET PEOPLE RECOGNISE THEMSELVES

Let people recognise themselves

Instead of one generic description of therapy, the page offers recognisable situations that can lead visitors into relevant deeper content.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Are You In A Bad Relationship?

Do you find yourself doing things you do not enjoy or want to do, in order to 'keep the peace' or to make life tolerable while living with someone else?

Would You Like To Be More Assertive?

Would you like to be able to say 'No' to requests, more often? Learn how you can be more assertive, but still be liked and respected.

Have You Noticed You Get Angry Too Often?

Learn how to recognise the causes of your anger, and take back control of your emotions.

Do You Think You Are Less Important Than Other People?

Do you have doubts about your own abilities, or lack belief in yourself?

Do You Hold On To Feelings Of Shame, Guilt Or Regret?

It's never too late to learn how to re-frame your feelings, apologise if necessary, and forgive yourself, so that you can move on with your life.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The page is designed for scanning: a visitor can quickly find a situation that feels personally relevant without reading every word.

03 / REDUCE UNCERTAINTY ABOUT WHAT HAPPENS NEXT

Reduce uncertainty about what happens next

Explaining the process and lowering the commitment of the CTA helps make contact feel safer.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

How I Usually Work

1st session: We'll explore your problem -> Understand where your issues are coming from, and how they are impacting your life -> Begin to think about different responses and different ways of dealing with people or situations.

Here's What I Recommend You Do...

You may have been sitting with an issue for quite a long time... and right now it's probably not getting better for you... Are you ready to have an exploratory conversation with me, just to see if that helps?

Book a free 20-minute chat, and let's see if I can help...

When you submit the form, I will contact you and arrange a free 20-minute call. We can chat through your situation and, based on our conversation, we'll both be able to decide if we are a good fit for each other. There is no cost for this chat, and no obligation on either side to take things further.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The CTA asks for a conversation rather than a commitment to therapy, matching the size of the requested action to the reader's likely hesitation.