



Word Lions LLC
FIERCE CONTENT

Websites Can Be Fierce

With the Word Lions [Fierce Website](#) process, we create websites that do real work, amping sales and supporting your message. While every client is a little different, we generally use this service for two types of projects:

- Fierce Websites for New Businesses
- Fierce Website Redesign

Visual Design

Content and Structure

Messaging

The Fierce Website Process

Entryless.com: When Messaging Absolutely, Positively Has to Evolve Overnight

The Entryless accounting solution takes the pain out of invoicing by automating the labor-hungry accounts payable process for its clients. Delivering a compelling message in this crowded market space requires fierce communication. Entryless founders chose Word Lions develop the content for their new website and product launch.



We consulted with Entryless founders to not only learn the features, advantages, and benefits of their solution, but also discover what drives the business. **Word Lions builds content to help you project your organization's passion and culture into your website messaging.** Why settle for a generic web presence when you can instead start a conversation with prospective customers before you meet them?

Your First Impression

For new businesses, A Fierce Website gets launched fast and affordably. From the start, customers see the benefit and value of your innovation.

Fierce Websites are easily updated and expanded to reflect new strategic initiatives or an evolving business environment. We work closely with our clients to develop website messaging that can evolve without requiring a complete overhaul of the site. By future proofing the content design, Word Lions helped Entryless with a successful roll out. Then, when Entryless added features and expanded their market, we expanded the messaging to fit their new service.

Walk Through Entryless.com

For the [Entryless](#) product launch, Word Lions put together a site that supports their core value statements across three primary verticals.



The Enterprise Accounts page reinforces the primary message and supports it with additional targeted messaging.

The Small Business vertical page follows the same model, reinforcing the core value to the needs of a different audience.



Outcome

Entryless has a new website that establishes the value of their services and sets them apart from competitors who lack a complete solution. Based on the messaging Word Lions helped the founders capture, The Entryless **website leads with their real value**. It vividly illustrates how their service improves your business model. The site content makes it obvious why you should choose them as your partner.



We love to talk about this stuff. Feel free to get in contact with Word Lions to talk about our approach to web copy.

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