



HEADSPACE – FOCUS BETTER. SLEEP BETTER. FEEL BETTER.

Reduce stress and sleep easier with guided meditations & mindfulness techniques. Try Headspace free and start your journey today.

Headspace – Homepage Rewrite (Spec)

My Goal: *Make the emotional benefit obvious in 3 seconds.*

My Voice Goal: *Warm, Human, Encouraging*

Their Goal: *To provide convenient and affordable online therapy for their members; as well as tools to help members manage stress, anxiety, and to sleep better.*

Primary Message: *“Sleep better/Feel less anxious/Improve relationships/Stress less – all with Headspace.”* The message is warm in an emotional and encouraging kind of way.

Top 3 Strengths (to keep): *“The mental health app for every moment;” “Convenient online therapy;” “Designed by experts, delivered with care.”* Bonus: FAQs at the bottom in large font is a nice touch, and Headspace is very upfront with their pricing.

Top 3 Weaknesses (could use work): *“Members are enjoying happier and healthier lives (too hyperbolic, in my opinion).”* Homepage is very feature-heavy; it’s not too bad of a thing but can be a little overwhelming with information – especially the part that shows the carousel of talking therapist heads. The messaging is a little too much all at once. The emotional hook is a bit lacking and rotates in a way that I wouldn’t be surprised if visitors to the page were a little confused – I know I was for a second.

What works	What to change
Tagline: “The mental health app for every moment”	“Members are enjoying happier and healthier lives” (How true is this?)
“Convenient online therapy”	Homepage is too feature-heavy/overloaded w/ information
“Designed by experts, delivered with care”	Messaging is cluttered/needs prioritization
FAQ section at the bottom	Emotional hook could be punchier
Pricing	

Hero Section

My Big Idea in One Sentence: *“Block Out The Noise In Your Headspace”*

Headline (hero moment): ***“You deserve a quiet corner in your mind.”***

Sub-headline: *“Online therapy and science-backed tools to help you focus, sleep better, and reduce stress whenever you need it.”*

Primary CTA: *“Start your 14-day journey free”*

Trust Line: *“Join 100 million people finding calm with Headspace.”*

Benefits + Emotional Payoff:

- *Breathe your stress away in minutes – with guided meditation.*
- *Fall asleep and wake up refreshed with bedtime exercises.*
- *Strengthen your mind by learning mindfulness techniques.*

Trusted by 4000+ leading organizations worldwide

Testimonials:

“Headspace helped me begin the process of stepping back from toxic thinking and being a part of something bigger than my own personal grievances.” – Member on learning to think in more helpful ways (Taken from Headspace homepage)

“Thanks to Headspace, I now have the tools to handle feeling overwhelmed throughout my day.” – Jason S. (spec sample)

Onboarding CTA: *“Try for 14 days free”*

App store blurb: *“Award-winning guide to better mental health.”*

Footer trust line: *“Created and supported by trained mental health experts.”*

FAQS:

What is Headspace?

“Headspace is a science-backed lifelong guide to better mental health.”

How much does Headspace cost?

We offer a free 14-day trial, after which you can choose between an annual plan for \$69.99 USD or a monthly plan for \$12.99 USD. We also offer student and family plans.

What is included in a Headspace subscription plan?

1,000+ expert-led mood boosting exercises and proven mental health resources.

CTA Variants:

[Try risk-free]

[Start meditating today]

[Join now – relax today]