

Creating A Profitable Website

Working with Vendors

- **Vendor titles:**

- o Website builder
- o Graphic designer

Some builders do the graphic design, others don't. Sometimes you need a graphic designer to build out each page and then your builder builds the site.

Steps to Building a Website with a Vendor Quickly and Seamlessly:

- o **Write Copy:** Write your copy first – so that it's ready by the time you look for a vendor (use the templates in this class).

- o **Research Other Websites:** Look at samples of websites to find at least 5 that you like. Get specific about what you like on these sites. For example, you like the About page on this site and the Contact Us page on that site.

- o **Interview Vendors:** Talk to 2-3 vendors to see which price point and process works best for you. (You can use Google, referrals (the best way) and fivers.com)

- o **Understand Your Vendor's Process:** Make sure your vendor has a process! Make sure that you get to see versions of the designs and website pages as they produce them.

Schedule weekly or bi-weekly status meetings throughout the design and build process. Set a timeline with your vendor for each milestone (or get the timeline from your vendor).

Understand clearly how many revisions they will allow you to have for each page or design (unlimited is best, but you want at least

- o **You Control Changes on Your Finished Website:** Make sure the vendor is going to teach you how to go into the back end and change things on your own once the website is finished. Only agree to a website that you control – you don't want them to have to make the changes for you in the future.

- o **Contract:** Make sure you sign a contract with them.

o **Alignment Clause:** Ask what is possible if you don't like the initial designs or if the relationship isn't working for you.

Is there a way to do a phase 1, phase 2 setup? If not, be clear that you are taking a risk here – and it's OK to lose the money if it's not working for you.

o **Editing:** Be aware that you'll normally need to make LOTS of edits to each page. This isn't a sign that the vendor is bad – it's just that they need general direction from you. Be prepared to go through each page with a fine-toothed comb. You may want to ask a friend with a creative eye to help you look at pages during this process.

General Vendor Tips:

- Contract
- Clear process
- Weekly meetings (verbal processing)
- Open to feedback
- Numbers or progress reports
- Deadlines
- It's OK to walk away
- It's OK to lose money

Building A Starter Website Option

1: One-Page Website

- Great way to get started without a ton of cash flow
- Photo(s) of you
- Image of a free gift (optional)
- Opt-in to receive that free gift
 - Name
 - Email
- **OPTIONAL** – Full Website Coming Soon! Or More Details Coming Soon!

Option 2: Website Template Sites

- Use a Wix or Squarespace website.
- These start around \$12 a month and can get you started right away!

Timelines and deadlines are important here! Don't spend forever on your website.

Next Actions:

- If you are choosing to build a starter website, pick an option and start writing.
- Choose a vendor to help you build your page if necessary.
- Be sure to put yourself on a timeline so that you don't spend unnecessary time here.

Building a Website to Make Money

Remember, it does not make sense to spend a lot of money on videos, branding and perfecting before you work with clients and really determine what you want to do.

You have to be able to get into your website and edit it yourself!!

That's why I suggest **Wix** or **Square** to begin.

You can work up to **WordPress** or have someone set one up for you, and then show you how to update it.

Website Outcomes:

Your clients will buy from you for these reasons:

1. Met you in person (networking, parties, etc.)
2. Saw you speak (workshops, events, etc.)
3. Referred to you from a friend (having clients = more clients)
4. Heard or saw you on a teleconference, webinar, podcast or interview
5. Read something that you wrote (longer process of getting to know you)
6. Bought from a sales letter or marketing piece that you wrote. This is very, very rare – usually happens in combination with the other methods above.

To create a relationship with your clients:

- Build a blog
- Create a free gift + newsletter sign up
- Provide links to your social media sites Website General Page Structure
- Pictures at the top of each page & copy below:
 - o Pictures should either be of you or other images or both
 - o Please don't use cheesy stock images or literal images (e.g. – people throwing money, stick figures, etc).

Finding pictures:

1. Get the emotion
2. Then go to a stock image site (free or purchase) images that work for you:

o **Here are some links to paid sites:**

www.shutterstock.com

www.istockphoto.com

o **Here are some links for free sites:**

<http://deathtothestockphoto.com/>

<http://gratisography.com/>

<https://unsplash.com/>

<https://pixabay.com/>

Next Actions:

- Choose a platform for your website (on your own or with your vendor)
- Start to think about what kind of template you would like
- Understand how to choose images

Writing Copy for Your Website

– The 7 Basic Pages Seven Basic Pages:

- o Home Page – descriptor page about you
- o Start Here – a longer page for your free gift
- o Blog (blog posts)
- o Offerings – Products, Programs, Services, Events – can be separated out onto different pages
- o About You
- o Testimonials/Success Stories
- o Contact Us

Writing and Creating Rules for Websites:

- Don't spend forever writing copy! You can always change it.
- Write all the copy in a google doc at once, then send it to your website designer
- Show your copy to a friend, a client or a coach to get feedback (optional)
- Get your copy edited for grammar (not optional!)
- Once you send your copy and see it laid out on the pages, you may continue to edit it down or up
- Be patient with yourself as you see each page
- Building pages takes LOTS of revisions and changes
- This is a major project and takes time

1. Home Page:

- a. See the home-page formula below

2. Start Here

- a. This page should have a benefit-full description of your free gift plus an opt-in

3. Programs/Services/Events/Products

- a. See formula below

4. Blog (blog posts)

- a. This is where you post your articles each week
- b. See formula below for how to set up this page

5. About You

- a. See formula below

6. Success Stories

Begin collecting testimonials from clients – you only need about two to start with. If you don't have clients yet, use testimonials from friends or colleagues. See the formula below.

7. Contact Us:

- a. For most sites this is a plug-in that your webmaster can easily install – contact form plug-in

Home Page Formula:

1. Headline

a. Option 1: Point of View

- i. What's your stance on your industry or market?

ii. Examples:

1. Most entrepreneurs work twice as hard as they need to and make half as much money as they could.
2. Quality time doesn't need to be limited to the weekends. We help you get that homework done.
3. Real health starts by counting chemicals, not calories.

b. Option 2: Awesome Benefit Driven Headline

- i. What would life be like if you no longer had to worry about money?
- ii. Isn't it time to fit into every piece of clothing in your closet?
- iii. You can create time for yourself and your business.

2. Connect with them over emotions

- a. List the emotions they are feeling

- b. List why you totally understand and can help
 - i. Running a business can be the most overwhelming task around. Not only are you serving your clients day in and day out, you also have to manage your schedules, your bills, your office – it can be downright exhausting. It doesn't have to be this way...

3. Solutions they could have

- a. List the solutions, outcomes they could have
- b. It doesn't have to be that way... you could...
- c. There is a way to...
- d. Imagine if you could have...
- e. We show you how to...
 - i. e.g.: More time off
 - ii. e.g.: An overflowing practice

4. Call to Action:

- a. For more information check out our free gift, how to create more money while still preserving your life – link to your start here page or just a pop-up box where they can put their name and email for your free gift

Start Here Page Formula

*Note – this is the same free gift that you use on your home page and everywhere else on your website

* The purpose of this page is to get people to click on this page first – so that they will immediately opt-in and become a part of your list. That way you can begin building a relationship with them.

- **Headline** (can be over picture or top of page):

The biggest problem that your client has and that your free gift will solve

- How your free gift will help them solve this problem (1-2 sentences)
- 3-4 bullet points with the benefits of your free gift

- A call to action & opt-in button Programs/Services/Products/Events Formula: On this page you will have a description of each program/product or service or event that you offer.

Each program/product or service description should be no longer than 3-4 sentences. If your program has a sales page associated with it, you can put a link at the end of the shorter description that says, click here for more information.

1. Describe who the program is for.
2. Describe the problems your clients are struggling with.
3. Describe the results/benefits your clients will get from doing your program.
4. Describe in general the format of the program. This is not specific (number of sessions, times). This is general such as whether it is one-on-one or group. You don't want to overwhelm your reader with all the details of the program. You want to entice them into signing up to talk to you about the program.
5. At the end of the description:
 - a. If you are interested in learning more about this program, please contact us. Give a link to your Contact Us page (or a link to the sales page if there is one).

*** If your program is a group program that has its own sales page, you would put this instead: To learn more about this program click here [link to the sales page].

Example:

Ultimate Health Private Program: My one-on-one program is for those that want to lose at least 5-15 pounds. If you're like most women, you struggle because you know what to eat and what kinds of workouts you should be doing – but you just don't know how to fit it all into your busy life. Or you've tried everything and it's just not working! In this program, I'll provide you with a blanket of support to hit your goals. Most of my clients start losing weight in the first month and lose at least 10 pounds by month 3. Are you ready to stop going it alone and create the body that you've always imagined? Let's get going. The first step is to contact us. – **LINK TO CONTACT US PAGE.**

Blog Page Formula

This page should be set up so that people can read your blogs and then opt into a free gift that relates to your blog article. It's also a place where they could buy a low-priced offer (when you have one). This takes advantage of cold traffic coming to read your blog.

*Note that you may only have one free gift on the top right to start with, that's fine – over time you can add free gifts.

About You Page Formula:

For 1-1 Work:

- This is where you write out a shortened version of your signature story – either struggle or soapbox. About 100-300 words.
- You can also put a video here to introduce yourself to people – 1-3 minutes tops.

For Corporate Work:

- You may want to make this page more about your unique methodology
- What you have done for clients in the past
- Your successes
- You can even add case studies here

Success Stories/ Testimonials/Case Studies Page Formula:

This page should list your testimonials in a structured way.

- Each testimonial should include a photo, full name, title (website is optional – these change, so be sure to check periodically that the links are still working).
- Try to make sure that the testimonials are all the same length – 40-50 words at the most and include a title.
- All photos should be the same size.

Example: “Opened perspectives I would not have arrived at myself...” At this point I am starting my business. I can only advise EVERYONE who thinks about becoming an entrepreneur to work with Kath... only then will you be able to

decide whether you can – and actually go out on your own! -Beth Slater, Healthy You

Questions to Send to Clients to Receive Testimonials:

This is the template you should send to clients or past colleagues to get their testimonials. Please adjust it to your business:

Example: Health Coaching

How was your health/weight/life before working with Kath?

How did you experience the program with Kath?

What did you like about it?

What were the top 3 concrete results that you experienced from the program (we love numbers here)?

Example: Transcription

How did you deal with Transcription before working with Transcription USA?

How did you experience working with Transcription USA?

What did you like about the company?

What were the top 3 concrete results that you experienced from working with Transcription USA (we love numbers here)?

Contact Us Page Formula

This is the form where you put your company phone number and allow them to submit questions or comments.

It includes boxes for:

- Name*
- Email*
- Phone*
- Message*

*All boxes required

Next Actions:

- Write the copy for all the pages of your website in a WORD.doc
- Share the doc with friends, your coaches, potentially clients to get feedback (optional)
- Get the copy edited for grammar (not optional)
- Choose a website vendor
- Send all the copy at once to the website vendor
- Work with your vendor weekly to approve and review each page as it gets created
- Don't get too frustrated as you do lots of revisions and changes
- Remember, this is a MAJOR project and takes time
- Launch your new website