

Client Winning Websites & Blogs

Launch Well. Get Known. Attract Fans.

START SMART

Your Website Should Work *for You!*

You want a site that steadily attracts your ideal clients. When they land on your home page, they instantly feel at home. They want to read every page, because every word you've written makes them feel seen, heard and understood by you. And they quickly become your fans and refer others.

It's clear you've got "street cred" and valuable knowledge to share. You come off real and accessible. They connect with your face and your message.

Your ideal clients see that you've built a bridge from where they are now to where they most want to go.

And they want YOU to help them cross that bridge.

They come back for more because you're their go-to person – the one they turn to for inspiration and solutions to their most urgent problems. You're their top-of-mind resource, thinking partner and confidante.

Even while you're on vacation or sleeping, your website works *for you*. People move naturally through your free offers and feel genuinely compelled to invest in your programs. It's easy and effortless for them to take the next step with you.

Most of all, you want a website you love and can rely on. One that's inexpensive to maintain and easy to bring into alignment as you grow and evolve. It's a beautiful, living work in progress, just like you and your business.

That's the kind of site I'll help you create through this complete learning and action system – **Client Winning Websites & Blogs**.

Take a look at the first video Examples of Client Winning Websites & Blogs on your member's page to see sample sites and spark your ideas.

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What's Ahead...

This program will help you write *client winning* content for your website and make smart decisions about the layout and features of your site, so you can confidently turn it all over to an ace web designer and launch fast!

Each week, when you login to the **Client Winning Websites & Blogs** member's page for your *current* module, you'll find some combination of:

- A downloadable **Learning Guide**
- Downloadable **Action Exercises & Track-Your-Progress Checklists**
- **Site Example Videos**
- **Frequently Asked Questions and Answers**
- **My Cutting Edge Resource Rolodex**

There are four modules in **Client Winning Websites & Blogs**. Links for your current module will be delivered to your inbox one week apart. The four modules are:

1. START SMART

Set your site and business up for success by making key decisions and completing your **Creative Brief** for your web designer.

2. YOUR ESSENTIAL BACK PAGES

How to captivate your audience on your "back" pages: About You, Services & Products, Contact, and more.

3. AT HOME ON YOUR HOME PAGE

How to use this "prime real estate" on your site to build trust and credibility, get lots of opt-ins and grow a robust list of fans.

4. DRIVING TRAFFIC TO YOUR SITE

How to leverage your blog or ezine to build more trust and traffic. Also get a primer on how to "go Web 2.0" and connect social media to your site.

START SMART

In this module – **START SMART** – you’ll do some critical pre-thinking to set yourself up for success *before your web designer starts work*.

To assist you in your decision making, download the doc called **Creative Brief** from the **Client Winning Websites & Blogs** member’s page, and begin completing it as you work through this **Learning Guide**.

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Quick Task Alert!

If you haven’t already, download the **Module 1 Track-Your-Progress Checklist** and **Creative Brief**.

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How to Get the Most from this Complete Learning & Action System

1. **Before you create *any* web content for your new site, be 100% certain you understand your niche market** – who you serve, what *they say* they most want and how you will help them get from where they are now to where they want to be. (See **Who You Serve & What They Want** later in this **Learning Guide**.)
2. **Plan to have an ace web designer complete the technical aspects of your site.** You'll launch a professional looking site faster if you dedicate *your* time and creativity to writing client-winning content, and let the experts do the coding.
3. **Set aside a block of time each week to complete this step-by-step learning and action system.** It's not difficult to create a client winning website, but it's important to make a plan and then stick to it. Use your downloadable **Step-by Step Action Checklist**, and *don't launch until you're ready*.
4. **Work through the steps chronologically.** Each step builds on the last, even if you're redoing an existing site.
5. **For best results, use all parts of this system** – the Action Checklist, Learning Guides, Action Exercises, Site Example Lightboxes, FAQs, and Cutting Edge Resource Rolodex.
6. **Let go of perfectionism and shoot for “good enough” for now.** The goal of every successful entrepreneur is to get into the marketplace quickly. Your website is a living document that you'll improve continuously. As you work with clients in your market, tweak your website as you learn more about *what they want* and *what you do best*.
7. **Write your content as if you're speaking to one person in your niche market.** Write conversationally. This will help your personality come through, while you also hit the mark with words and phrases that are highly relevant to your niche market.
8. **Thoroughly spell-check and proof all content *before* you turn it over to your web designer!** They won't do that part for you.

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BEFORE You Contract with a Web Designer...

Save yourself time and heartache by having a *professional web designer* do the coding for your site. Here's why:

- The idea of **having a friend create your site** for the “family discount” might seem attractive, but you'll pay for it in the end with slow turnaround and sketchy commitment to your goals.
- **Do-it-yourself templates** end up looking like do-it-yourself sites. The last thing you want for all your time and effort is to come off looking amateur. It will detract from your credibility.
- When you spend your time and energy on what you do best it will bring you closest to your primary goal – getting paying clients.
- The cost to have a website created for you is a reasonable investment in your success. The designers I recommend have cutting edge tools and knowledge that you don't. **And if you are well prepared before your designer starts working on your site, you'll save time, money and headaches!**

3 Critical Decisions

1. *What are your core intentions for having a website?*
2. *Do you want a blog or a static website?*
3. *What's your target launch date?*

Once you've made these critical decisions and filled out your **Creative Brief**, you're ready to shop for a designer. See **My Cutting Edge Resource Rolodex** on your **Client Winning Websites & Blogs** member's page.

Most good web designers have a wait list. Reserving a spot on their schedule will help you launch closest to your target date, and give you incentive to get your tasks for your site done quickly.

However, **don't have your designer begin working on your site until you've completed the first 3 modules** of this learning and action system, including:

- Have a set of professional headshots taken.
- Register your domain and have images ready for your company logo.
- Have examples ready of sites, colors and images you like.
- Write and proof all content for every page.

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Your Goals for Your Site

Your web designer will ask you the scope and purpose of your site. What do you want it to do for you, now and in the next 2 - 5 years?

Do you want a static website or a blog?

To build credibility and your leads list faster, I recommend that you launch a blog site where the posts and blog features are on the HOME page. To decide if that type of website is right for you, read the section of this **Learning Guide** called **To Blog or Not to Blog**.

IF YOU WANT A STATIC WEBSITE:

- Decide whether you want a **simple online brochure** where you send prospects to validate your credibility and confirm what you can do for them, or...
- Would you also like to build ongoing relationships... where you **entice new visitors to sign up on your leads list** so you can connect with them again and convert them into clients?

If you want your site to help you build a leads list, you'll need an email marketing provider, and a freebie you can offer visitors to encourage them to sign up. And you'll probably want to write an ezine or publish "blog" articles on a back page of your static site. (Note: An ezine or back page blog can help you stay in touch with your list, but are not as powerful as the type of blog I'm recommending.)

YOU'LL ALSO NEED TO DECIDE:

- Do you want to use videos on your site?
- Do you want to connect social networks to your site?
- Do you want an ecommerce site where you can **enroll people directly into your paid programs** and accept online payments?
- If so, do you want to include **an affiliate program** so promotional partners will recommend your services?
- Are you considering offering a **membership program**?

IF YOU WANT A BLOG... the features I recommend are listed in the **green box** on page 12. It's easy to include all of these features when you build your site on a WordPress platform.

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Set Your Target Launch Date

The launch day of your new website is an exciting and legitimizing moment. Setting your target launch date *now* will pull you and your web designer along through tasks at a steady clip.

There's nothing worse than the feeling of a site seeming to take forever. You're less likely to get bogged down if you stay on task with your target date as your goal.

If you'd like, make your launch into a noteworthy event – write press releases and get the word out in a viral way through a contest or some other device. In that case, be sure your timeline includes time to prep for your big launch.

How Long Will This Take?

On average, from start to finish your website will take roughly 4 - 16 weeks, depending on the three factors below:

1. How quickly you complete your pre-design tasks.
2. How quickly your web designer finishes your site.
3. What features you want to launch with.

For example, if you want to launch a full-featured blog as I recommend, you'll have quite a bit more writing to complete and decisions to make, and your designer will have several more technical pieces to put in place as well.

Similarly, if you want to set up for online payments, that will add more decisions and actions.

Quick Task Alert!

Type your Target Launch Date into your Creative Brief.

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To Blog or Not to Blog

Personally, I love what a blog can do for any service entrepreneur. But you may be wondering...

- *How will a blog help me build my business?*
- *How does a blog attract ideal clients more effectively than a static website can?*
- *What will I have to do to maintain a blog?*
- *Is a blog right for me?*

These are all good questions we'll explore here. But first...

What is a blog?

For the purpose of this learning system, a blog is a complete website with blog posts and other blog related features on the HOME page. **It will include all the same “back” pages that you’d have on a static website** – About You, Services & Products, Contact, etc.

The difference is that a blog is designed to deliver a *consistent flow of valuable free information* to the people in your niche market.

Blogs target, connect and convert prospects into clients through topical information that is highly relevant to one micro-community – the target audience of the blogger.

In recent years blogging has emerged as a **powerful way for coaches and other service entrepreneurs to establish visibility and credibility** with their target market. People are attracted to the blog because they can sample the knowledge capital of the “expert” *and* read the comments to learn how like-minded people relate to the messages there.

Blogs use the appeal of *relevant information* to attract prospects and convert them into clients. Static sites of service entrepreneurs often feature a “here’s

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what I can do for you” message that’s far less attractive to prospects.

So a static site can come off as being all about *you*, while a blog showcases **what’s in it for them** – the people in your niche market.

If you decide to go with a static website, you can still **make sure all of your content is client centric** – and that is the key to making your site attractive to people in your target market. But a blog is a more influential way to frame your client centric message, because the site itself provides a valuable service to your audience.

For more about designing your site so it appeals to your target audience, see **Who You Serve & What They Want** later in this **Learning Guide**.

Why are blogs more powerful visibility builders than static websites?

Unlike a static site, **blogs facilitate interaction between you and your readers.**

- Moderated comments after each of your posts add value to the post.
- Your responses to those comments are quick high-touch connections with prospects.
- Comments and responses are public, which creates a sense of openness, good will and community.

Ultimately, your blog raises your *street cred* – social credibility that develops as people publicly reveal that they know, like and trust you and your brand.

A well-designed blog is **seamlessly woven into your presence on social networking sites.**

- Your blog posts will be automatically pushed out to social networks you participate in.
- With one click, your visitors will be able to “Like” your posts on Facebook,

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“Retweet” them on Twitter, and share them with their followers on other social networks.

You can use these Web 2.0 features to **bring new prospects to your site and build your leads list fast.**

A well-designed blog will **build your search engine profile faster** than a static website, because:

- Your blog is loaded with consistently updated keyword rich content.
- The Web 2.0 features of your blog build high quality incoming links faster than older link-building strategies.

Publishing a blog **gets you in the habit of creating your own content.** This brings many benefits, including:

- It helps you realize your expertise and unique style, so you can own it and leverage it.
- You quickly build your “knowledge capital” and can re-purpose that content into products, workshops and other programs.

What does it take to maintain a blog? Is a blog right for you?

Once your site is set up, it’s not hard to publish and update your content yourself – but it is a commitment.

Create a blog site only if you can answer **yes to both** of these questions:

1. *People in my niche market like to read articles, watch videos or listen to recorded content online.*

If your target audience is not on the Internet or oriented around seeking content online, a blog isn’t a good method of client attraction for you.

2. *I love to write articles or create videos / audio recordings about bite-sized topics my niche market cares about (or I’m excited to learn how).*

If you really don't enjoy or aren't willing to learn how to write, then a blog is not a great strategy for you.

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It doesn't have to be all text. Video and audio recordings are also a great way to engage your audience – but you'll still need to write your scripts, unless you're really good at speaking "off the cuff".

The truth is that a blog requires consistent work.

Think of blogging as a method of marketing that's not salesy... a method that provides consistent value to your audience and has big advantages over the long term.

How often should you publish a post?

That's up to you. Top bloggers sometimes post several times each day or week. I **recommend no less than once a week.**

I'm a once a week publisher right now, and that's working for me. Since launching my blog:

- My leads list has grown exponentially.
- **I connect with my "tribe" in ways that weren't possible** when I was just writing an ezine.
- With each post I get more referrals, Retweets and Facebook "likes".
- The posts provide conversation starters in my Facebook page and LinkedIn.
- My recurring revenue sales have doubled.

I'll share my secrets for getting more subscriptions with you in Module 4, **Driving Traffic to Your Site.**

As with any visibility approach, you must have a strategy for your blogging.

If your posts are infrequent and irregular, or if the posts aren't relevant to your market... or they sound like everyone else's... then your blog isn't likely to improve your client attraction or income. But if you **use your blog to stand out in the crowd**, to consistently put your expertise and inspiration in front of your niche market, and if your blog is well designed and optimized, you'll likely get great results.

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If you decide a blog is right for you...

Use a web designer who has solid experience building blogs on one of the leading (and free) blog platforms, preferably WordPress. Make sure your designer knows how to use cutting edge plug-ins to leverage your Web 2.0 and SEO strategy.

Search out a blog designer who will create a site where:

- The blog posts and features are on the HOME page.
- It's built on WordPress, but hosted on your domain, not wordpress.com.
- It includes a branded header.
- It is optimized for search engines.
- It includes Web 2.0 plug-ins for connecting with social networks.
- It includes back pages for your bio, products & services, etc.
- It is ecommerce ready.

I recommend a 2 column layout. One column doesn't give you enough flexibility, and for most people, 3 columns is too "noisy" and too much to maintain.

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Taking Payments Online

Whether you go with a blog or a static site, if you want the ability to take payments online, your designer will need to connect a payment system to your site. Depending on what products and services you sell and what payment options you offer, your ecommerce system may include:

- Sales pages for your products and programs.
- An online shopping cart, merchant account and payment gateway, or a third party payment processor such as PayPal, ClickBank or FreshBooks.
- An affiliate program to track commissions for referred sales.
- A membership program.

Make sure your designer has experience integrating these ecommerce applications. Your income, and the security of your clients' credit card data, depends on getting your payment system set up right.

Before your designer can start building your ecommerce system, you will need to set up any necessary accounts with third party providers.

Once you have contracted with a designer, check with them to find out what third party accounts you will need, and any details they will need for setting up those accounts. On your **Client Winning Websites & Blogs** member's page, **My Cutting Edge Resource Rolodex** recommends providers for everything you will need, including:

- Hosting Company
- Email Marketing Provider
- Shopping Cart and Payment Gateway or Payment Processor

You'll definitely want a business checking account. If you haven't yet set one up for your business, get that done now.

Quick Task Alert!

Decide whether you want to create a blog or a static website. Then, specify your goals and intentions for your site on your Creative Brief.

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Who You Serve & What They Want (and Will Buy!)

Have you ever arrived on a website and felt confused? You're not sure what the purpose of the site is, and after a few seconds you navigate away. That's called a BOUNCE. Visitors who bounce don't even stay long enough to sign up for a freebie and they're lost for good.

Here is the straight up and sad truth... **Most first websites that coaches and other service entrepreneurs launch utterly fail to captivate and "capture" visitors.** Why? Because it's not clear WHO the site is meant for and what it will do for them. People want to know "What's in it for me?" And if that's not crystal clear, they won't invest any more time.

When I created my first website, I worked really hard to write clever text that was all about me – what I do, my skills and tools. I described how wonderful coaching is, and why you'd want to coach with me. I burned through a lot of brain cells and money creating that site. *And it was a total dud!*

Don't make the same mistake I did then.

Your website is not supposed be all about you. It's almost entirely about the people you serve – your target audience and what *they* want.

Remember... you want your visitors to feel seen, heard and understood by you. They should instantly perceive that you've built a bridge that takes them from where they are now to where THEY most want to go.

So, you need to be able to answer these 4 questions with clarity and confidence:

1. Who do you serve?
2. What specifically do *they say* are their most urgent problems and the things *they want* most right now?
3. What is one specific urgent problem that you'll help them solve now to reach their ultimate outcome?
4. What will trigger them to want to invest in your help to get them where they want to go?

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Quick Task Alert!

Write in your answers to the 4 questions about your target market on your Creative Brief.

Set Your Foundation First

If you cannot answer with certainty these questions about your target market and how you serve them, take a pause in your website project now to set the foundation for your business.

Knowing who you serve and what they want is essential to your success, because this is what will help you stand out in the crowd and earn respect as a trusted authority.

And it's critical to your website project, because it will focus and energize everything you create for your site. Even when you're writing about yourself (your bio for example), your language should be infused with the knowledge of what your target market is seeking.

If you need help choosing your niche and understanding exactly what your target audience wants most and will buy from you... pause to complete my proven 5-step process that will answer those questions for you once and for all.

Once you know who you serve and what will trigger their desire for your services, you'll be able to ace your web copy and craft offers your market will buy.

Grab my complete learning and action system called **Your Highly Profitable Niche** here:

<http://yourhighlyprofitableniche.com/system>

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Your Unique Benefit Statement

Once you are clear on your answers to the 4 questions about your target market, it's time to capture that insight in a pithy statement describing your services – your Unique Benefit Statement. (If you've been through the **Your Highly Profitable Niche** system, you've done this already.)

Your UBS or tagline is a key element of your brand, that you will use on the home page of your website.

Your core message or Unique Benefit Statement (UBS) is one sentence of 25 words or less that distinctly describes the target audience you serve and one specific ultimate outcome they want you to help them solve. Sometimes it also mentions a top challenge or pain point.

Example UBS created by real coaches:

*I help **travel advisors** rise to the top of their game by leveraging their own unique strengths and the hottest travel trends.*

- Leigh Haugseth, toptraveladvisor.com

*I help **mompreneurs** make more money doing work they love, while taking care of priority #1 – FAMILY!*

- Lara Galloway, mombizcoach.com

*I help **college bound students** establish successful habits in their first year that lead to an on time graduation.*

- Lori Bond, life101-coach.com

*I help **professional coaches** choose and champion a highly profitable niche so they can coach more, market less and blow the lid off their income.*

- Rhonda Hess, prosperouscoachblog.com

Notice how these UBS clearly state the niche market these entrepreneurs serve and what ultimate outcome they help their target market achieve.

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A tagline is a brief catchy phrase used to add meaning to the company name/logo. Sometimes taglines are used with products or programs as well such as the tagline for this program: **Launch Well. Get Known. Attract Fans.**

Example Taglines created by real entrepreneurs:

Shawn Driscoll

Your Vision. Your Voice. Your Path.

- Shawndriscoll.com

Massage and Prosper

The Step-by-Step System to Grow Your Massage Therapy Practice

- Kelly LeFevre, massageandprosper.com

ADHD Virtual Entrepreneur

Focus + Follow-thru + Finish = Success

- Kathy Baur, youcanfocus.com

Quick Task Alert!

Create your UBS and/or Tagline (if you haven't already) and add it to your Creative Brief.

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Keywords Are Key

In the next module, **Your Essential Back Pages**, you'll start writing copy for your website. Prepare for that now by developing **a list of keywords for your niche market**. Here's why:

1. Developing your keyword list gives you a view of the world *through the eyes of the people you serve*.
2. Using carefully chosen keywords in your website copy will help you *connect quickly* with your audience.

When people talk about keywords, it's usually in the context of search engine optimization (SEO). SEO keywords are the search terms people use to look for information in Google or other search engines. Using them can help bring traffic from search engines to a website.

We'll return to using keywords for SEO in Module 4. But for now, focus on using keywords on the copy for your web pages that will resonate with your market and help you connect with them.

For your site to win you clients, it has to appeal to new visitors – prospects that don't yet know and trust you. That means it has to connect with your audience *quickly*. It helps to use words and phrases they *already have in mind* – language they use to describe what they are seeking – their keywords.

The Internet is a world of brief encounters. When a first-time visitor arrives, your website has a few seconds to make an impression. Your copy should invite them to stay and take a deeper look.

So take the time now to develop a keyword list for your niche market. It might be anywhere from 5 to 45 words and phrases. Keep it on the shorter side to start, and add more as you get familiar with using keywords.

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How to Develop a Keyword List

When your niche market is **looking for support with their most important goals and challenges**, what words and phrases are on top of their minds?

The best way to find that out is to ask them.

If you have my signature system, Your Highly Profitable Niche, you have already done a series of informational interviews with people in your market, and you have a trove of information *in their own words* about what they most want and what are their biggest stumbling blocks.

If not, you can get that data on your own. Interview 12 or so individuals in your target audience about their biggest goals and challenges. Write down their specific language. Then go over your notes and pull out the words and phrases that seem like the best keywords for your market.

If you don't have the language of your market, and you don't want to take the time to acquire it, you can create the first edition of your keyword list from scratch. Just know it's not likely to be as useful and accurate as market research.

Start with a beginner's mind. DON'T make a list of the words YOU think best describe your business. Enter the mind of your future ideal client, who doesn't know about you yet. Make a list of the words and phrases your prospect would type into Google to find a business like yours.

CLUE: Your keywords are not going to be about what you do – coaching, consulting etc. Keywords will be about specific problems your target audience would be likely to invest in support to solve.

Quick Task Alert!

Create a keyword list for your niche market and copy it into your Creative Brief.

Like nearly every aspect of your website and marketing, your keyword list is a living document. You'll add keywords (and subtract a few) as you work with people in your market and learn more about what's really important to them. Keep your list handy, and update it at least a couple of times a year.

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Use your keywords in your website copy, and anything else you write for your niche market – articles, speaking notes, promotional copy, anything. Using your keywords as raw material, craft language that shows your market that

- you “get” them, and
- you offer what they are looking for.

In Modules 2 and 3, I’ll give you some tips on using keywords in web copy. In Module 4, **Driving Traffic to Your Site**, we’ll look at refining your keyword list using SEO tools.

The Elements of Your Brand

Do you know your company name? Have you reserved a domain to match? If you don't have those yet, take the time now to choose your company name, research whether anyone else is using something similar, and if not register the domain, *before* your designer begins work on your site.

Why do you need to know this now? Two reasons:

1. To begin work on your site, your designer will need your registered domain.
2. Reserve the domain that matches your company name before someone else grabs it.

What's on Your Header?

Every main page on your site should show your "header" — the top 2 - 3 vertical inches or so of your website. Your designer will need to know all the elements of your header in order to begin work on your site.

Your header is made up of features that reinforce your brand, including:

- Your company name, as a logo or logotype with your color palette.
- Your tagline or unique benefit statement.

Also, because you are a service entrepreneur, I recommend you include your:

- Name
- Title
- Headshot

These are all part of your distinctive brand. The people in your niche market or tribe need to relate to *you* because, ultimately, your business *is* you.

Take a look at the video [Examples of Site Headers](#) on your member's page. Notice the distinctive branding and how you can *instantly* identify the target market that each site serves.

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Choose Your Company Name and Match the Domain

If you do not already have a logo or logotype, your web designer may be a good candidate to design it for you. It's worth it to have a professional looking business identity.

3 Things Your Company Name Should Have Going for It:

1. It's attractive to your target market.
2. You love it!
3. No one else has a similar company / domain name.

The last point is more important than you might think. **Don't invest your precious time and funds to develop your brand, only to have someone suddenly ask you to "cease and desist" using that name because they had it first.** I've seen this happen to some entrepreneurs and it derailed them for quite a while.

For example, if you want the domain *successfulmomprenuers.com* and realize someone owns the .com suffix already, do NOT decide to be *successfulmomprenuers.net*. If someone else has *smartstartbiz.com*, don't opt for *jumpstartbiz.com*. You may lose clients to that other business, and your brand won't stand out.

For that reason, it's best to come up with your company name *while* searching for the domain, because you'll know instantly whether the .com is available. **GoDaddy.com** has a pretty good domain search function and their registration is among the least expensive. See **My Cutting Edge Resource Rolodex** on your **Client Winning Websites & Blogs** member's page.

If you want to be certain that your company name is legally available, you should do a trademark search and consider trademarking the name. Talk with your lawyer about this.

I recommend that you reserve the other major suffixes for your domain so you can "own" the domain and not have an interloper copy you. Besides the **.com** suffix, consider registering .net, .org, .biz and possibly an applicable country suffix.

3 Approaches to Choosing a Domain

1. Relevant to Your Niche Market

prosperouscoach.com
spasuccessnow.com
toptraveladvisor.com

I like this method the best because your target market can instantly see that you serve them and help them succeed.

2. Relevant to the Top Problem You Solve

invisibleclose.com
coacheswithclients.com
gracefuldivorcesolutions.com

3. Your Name

billbaren.com
shawndriscoll.com
marieforleo.com

If you use one of the first two approaches:

- **Make it short: 1 - 3 words.**
- **It should be easy to say and read.** If you use foreign language or made up words, be certain the pronunciation is intuitive. For foreign language words, also be certain that you know what the word means, and it's appropriate.

A Note About Using "Coach" or "Coaching" in Your Company Name

If you're a coach, the word "coaching" or "coach" need not be in your company name. In fact, **I recommend against that unless your target market is coaches or your business is a corporate coaching firm** with a stable of coaches that your firm will contract out.

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Only corporations seek to buy coaching services; individuals generally don't. That's because the corporate world understands the intrinsic value of coaching whereas individuals do not, *unless* they have been "initiated" – they are a coach or have already experienced the benefits of coaching.

It's easier to attract your clients with client centric language. **People invest in outcomes** – specific benefits or solutions to their specific and most urgent problems – **not what you do or your tools.**

If you are another kind of service provider, ask yourself whether including words that describe what you do will "turn on" your target market and trigger a desire to work with you. For example, if you are a Virtual Assistant, you know that people *will* have that term in mind when seeking your kind of service, so your company name might have VA or something similar in it.

Reserve the .com Domain for Your Own Name Too

Internet consultants recommend that you reserve your own name as well, *even if it is not your company name.* You can have your web designer point the DNS servers of that domain to your company domain.

A Note About Your "Company"

This learning system does not cover whether to organize your business as a corporation, limited liability company, or sole proprietorship. That's for you, your lawyer and your accountant to decide. I do assume that you will want a business name (or "dba"), even if you are a sole proprietor. This business identity is what I mean by your "company" name.

Quick Task Alert!

**Reserve your domain name, if you haven't already.
Then, fill in the Brand Elements section of your Creative Brief.**

START SMART

Research Sites You Like and Choose Colors

When you hire a web designer, they'll want to know some websites you like and why. It helps them understand your sense of style and color preferences.

Take a look at the sites listed in this module for examples. Also note any sites you like from my video **Examples of Sites**. Just pause the video and copy the address into your **Creative Brief**. Surf around and look for the elements that suit your style.

- Colors
- Images & Shapes
- Layout
- Video
- Pop ups
- Width of page /Columns
- Background treatments
- Navigational bar treatments
- Social network icons
- Thumbnail graphics for your free irresistible offer opt-in
- Other features

Note the website address and why you like the feature for your web designer.

A Note About Colors

It's important to provide your web designer specific colors you want for your site. Check out this Adobe resource: <https://kuler.adobe.com/explore/most-popular/?time=month>. Kuler displays sets of colors that look good together in themes. You might like a whole theme or just one color within a theme. Capture the link for that theme, share it with your web designer specifying which colors in the palette you like.

Quick Task Alert!

On your Creative Brief list any specific features on specific website you like. Also list any color preferences. Drop in the Kuler links, if you used that resource, into the "Other information" section.

START SMART

Great Looking Headshots

Throwing up a quick snapshot taken on your iPhone might work for your Facebook profile picture, but it's not going to serve you well on your website. Get professional headshots done as soon as possible.

Take a look at the video [Examples of Headshots on your member's page](#) to see real headshots and get ideas.

1. **Have the photographer take several shots in front of a white ground.**
These are best for the web, so ask your photographer up front. When you choose your top 10 shots, ask for your favorites to be Photoshopped onto a clear background. That allows you to drop your headshot into your banner and other places.
2. **Get shots in different sets of business casual clothing.**
 - For women: dark colored top, colorful top, suit coat and top
 - For men: dress shirt no tie, biz casual shirt & jeans, sport coat
3. **Get some close ups, some to shoulder, and some full body.**
4. **Get some shots from different angles.** It's a popular trend to have shots taken from above, below, at a diagonal.
5. **Get a couple of shots outside *but not all of them.***
6. **Get some shots sitting in a chair *but not all of them.***
7. **Pretty up:** style your hair, whiten your teeth, and consider adding a bit of color to your skin and lips. Photography often washes people out.

Quick Task Alert!

Get your headshots done in time to choose your favorites and have them ready to deliver to your designer *before* they start work on your site.

START SMART

Choose Your Web Hosting Company

Whether you choose a blog or a static site, you'll need a web hosting company to host it. Check **My Cutting Edge Resource Rolodex** on your member's page for the hosting services I recommend. Also check with your web designer, who will probably have an opinion on this.

Many web designers offer hosting services themselves, but don't opt for this solution just because it's one less vendor to deal with. You want to have total confidence in your hosting provider, including:

- Business longevity.
- Customer service (24/7).
- Strong systems to ensure your site stays "up" at all times (such as frequent data backups and an emergency power source).
- Industry standard security to protect against hackers.

Quick Task Alert!

Choose a web hosting company and set up an account.

Shop for Your Web Designer

Check **My Cutting Edge Resource Rolodex** for designers I recommend. Look at their online portfolios. Then contact your 1 – 3 top choices to discuss and assess their technical coding, design and communication skills, price and turnaround.

If you've decided you want a blog like mine <http://prosperouscoachblog.com> be sure that your designer is well-versed in WordPress and plugins.

Contract with the best designer for you and get on their calendar. Let them know that you'll provide most of the content and necessary decisions *before* they begin work so the two of you can move efficiently through the process.

Quick Task Alert!

Choose your web designer and get on their calendar.

START SMART

You've now completed all the steps of Module 1 – Start Smart! This means you've made most of the critical decisions for your site and contracted with one web designer. Your logo and headshots are on their way. Congratulations!

Now you're ready to begin writing content for your site. We'll start that in Module 2 for your Essential Back Pages.

Quick Task Alert!

Check off all the tasks you've completed on the **Track-Your-Progress Checklist** for Module 1. It's time to celebrate! You have powerfully jump-started your website!