

YOUR ESSENTIAL BACK PAGES

What's Ahead...

This module covers easy writing and editing tips to employ as you effortlessly write client-winning copy for your “back” pages.

Your back pages, which include your About page or bio, your Services and Contact pages, are where **people who resonate with your Home page will navigate deeper into your site to learn more about you and your services.**

We'll cover the Home page in the next Module, as it's the most important page. Working on your back pages now will get you warmed up for writing your Home page copy or your first blog posts.

Plan to knock these back pages out quickly. **Resist the temptation to over think your copy.** Write a draft. Edit it once. Spell check and proof it. Then *move on!*

If your web designer builds your website in WordPress, it's super easy for you to change your website copy anytime. And it's smart to get your site launched and into the marketplace fast, then tweak it as you learn more about what your target market wants and how you'll serve them.

Quick Task Alert!

If you haven't already, download the:

[Track-Your-Progress Checklist for Module 2](#)

[About Page Guidelines and Service Page Guidelines](#)

Target. Connect. Convert.	2
Effortless Writing Tips & Easy Editing Tips.....	3
Your About Page	10
Your Services Pages	19
How to Authentically Motivate Visitors to Invest.....	24
Your Contact Page	28
Other Back Pages	32

YOUR ESSENTIAL BACK PAGES

Target. Connect. Convert.

Before you start writing your back pages, you need to know what you're trying to accomplish with your writing.

Client-winning websites do three things. They:

1. **Target** a specific group of people – your tribe or unique audience.
2. **Connect** with that audience so they listen to what you have to say and develop a bond of trust with you.
3. **Convert** some web visitors into prospective leads through an optin, and convert some of those leads into paying clients.

None of these steps are effective without the others, and they go in order. You will enroll clients from your site *IF first* you have effectively targeted and connected with them.

When you TARGET a unique market it's like saying:

"I'm here especially for you." and they respond... *"I feel special!"*

When you CONNECT with them it's like saying:

"I understand what you want." and they respond... *"I'm interested!"*

When you CONVERT prospects into clients it's like saying

"I have the solution." and they respond... *"I'm invested!"*

The vast majority of websites fail to target, connect and convert. Why? They aren't designed with the prospect's best interests in mind.

Sadly, I've seen hundreds of coaches' websites that try to sell coaching – as if coaching is the solution or outcome people seek. Lots of consultants' sites look like an online CV, making no effort whatsoever to build relationships with their target audience. And many VA's websites fail to build confidence in the VA's abilities to relate, communicate and serve well!

As I walk you through the process of creating your content, for your essential back pages as well as for your Home page later, you'll learn how to integrate the intention and strategy behind *Target, Connect and Convert* into your own writing and navigation.

First, it's time for a set of simple writing tips. Notice how writing tips #2, #3 and #4 are about targeting and connecting with your web visitors.

5 Effortless Writing Tips & 2 Easy Editing Tips

If you love to write, you have a gateway skill that will take you far in your business. You'll be able to fully utilize that skill in marketing and creating programs.

But if you don't like to write *yet*, don't worry. I predict you'll become good at it quickly. You'll develop a style of your own. Your business is an opportunity to express yourself creatively and bring your big ideas to life!

Writing is easier than most people think. In this section I'm going to give you a handful of tips to write by. They aren't complex. These tips **emphasize real connection at a heart level with the people you serve**. I expect that's something you're good at and one of the top reasons why you're in business.

Writing Tip #1 Get Off the Blank Page

Even for an experienced writer, sometimes the blank page can make those creative muscles feel a bit stiff. At such times, I like to have someone interview me and jot down what I say. I use this technique when I help my clients create marketing messages too, because once I get them talking and out of their head, their language is authentic and more inspiring.

Another method is to talk in a stream of consciousness directly into a recorder. Then transcribe that. Or use speech recognition software that transcribes what you say automatically. There are always mistakes in transcription, so proof carefully before moving on.

Another way to get started is to type up whatever disjointed words, phrases and concepts come to you, without initially writing full sentences.

All of these methods crank open the tap of your creativity so your words flow.

You know inside of you what you want to express. Get out of your head and into your heart, to tap into your creativity and give it life.

Once you've gotten off the blank page, it's easy to go back in and plump up your writing, finesse the words and syntax. *Do this with a light heart.*

YOUR ESSENTIAL BACK PAGES

Writing Tip #2 Write Like You Speak (and to One Person)

This is the most important writing tip: write like you speak! When writing for your business, you might have a tendency to formalize – making it sound like a form letter or term paper. But that kind of writing will be more likely to bore people than inspire trust.

Remember, your goal is to *connect* with the people you serve. You want people to feel like they are having a cup of tea with you and chatting about what's most important to them.

There are a few target markets (corporate or academic markets) where you may want to temper your writing. But don't strip the human connection out!

Use 'you' and 'I', rather than 'they' and 'one', as much as possible.

Write as if you're having a conversation with just one person in your target market. This helps you:

1. Engage your authentic self.
2. Be more relational and therefore have more impact.

Your Ideal Client Profile

Before you write your back page copy, develop a profile of your ideal client. Based on the people you've met in your target market, create an imaginary ideal client, someone you're excited to support to their ultimate goal. Get a picture in your mind of this person. Give them a name. Write down a story describing them in a few paragraphs, including their:

- Core values, place in life and lifestyle
- Pain points about where they are now and dreams about where they want to be

If you've conducted informational interviews with people in your market (in my signature course – Your Highly Profitable Niche), start with the goldmine of data you collected from those interviews. You can also draw on what you wrote about your market in your **Creative Brief**.

If you haven't yet researched the people you serve, you'll want to do this rather than guess at what's important to them. One to one conversations are best. Internet research alone will not give you the pithy words and phrases you need to really connect with your market.

YOUR ESSENTIAL BACK PAGES

*Then, as you write anything for your business – your back pages, blogs, articles, products, marketing emails and blurbs – **write as if you're speaking to this one person.***

Here is an Ideal Client Profile I wrote for my business:

Karen lives in Santa Barbara with her husband of 20 years and their teenage daughter. A few years ago she left her corporate job. She was well respected there, and successful in all the usual definitions of the word, but every Sunday she'd get a headache in anticipation of another week. She was weary of working on things that weren't meaningful to her and longed to work for herself.

What would it be like to create her own endeavor that would bring all her skills and talents into focus? She answered that question when she quit her job and launched a coaching business. She's thrilled with the feedback she gets from her clients. Every day she is grateful for the freedom to decide how she'll spend her time.

Yet she is far from satisfied. Everything about her business feels like trial by fire, with learning curves piled on top of learning curves. Her business isn't making what she expected, and she's worried about losing her husband's support for what she's doing. She's not confident that she can charge what her time is worth. She doesn't know how to consistently fill her programs, let alone scale up from here. And every time one of her programs ends or a few clients leave at the same time, she feels like she's starting over.

She wants to learn how to market effectively and still keep it authentic. She knows it would help if she'd narrow her niche, but isn't sure of the best way to do that. She's hungry to learn from experts, but needs to be discerning about how she spends her time and money. Ultimately, she wants to serve more people, earn more and boost her profits without working so hard. She won't let anything stop her from having a soul-satisfying business that makes a difference in the world.

Notice the *specific* pain points and ultimate goals of this person. You get a sense of where she was, where she is now and where she wants to be.

Quick Task Alert!

Pause now to write your **Ideal Client Profile.**

YOUR ESSENTIAL BACK PAGES

Writing Tip #3 Put the Spotlight on Them

Don't try to make *what you do* sound impressive. This is the #1 mistake I see service providers make on their websites and other marketing. **What you do is not what they'll buy.** They don't care about *your* tools and processes until they are working with you.

People don't buy coaching, consulting or VA services. They buy the promise of the great *results* they'll take away from working with you – their ultimate outcome. They also buy relief from pain.

They want to believe you can help them get from where they are now to where they want to be. That's what motivates them to invest.

So, be "client centric" in everything you write for your target market. You can still be yourself, but don't focus on the *way* you help them – coaching, consulting, this technique or that. A carpenter doesn't try to sell you his hammer and nails, does he? Instead, he shows you what you came to buy – the finished product. Focus on the ultimate outcome your people want.

No matter what you're delivering – marketing, speaking, writing, coaching, consulting, training or facilitating – put the spotlight on the people you serve. Then you'll both thrive!

Have you ever been frustrated trying to market your business? You can bet that most of time it's because you've turned the spotlight on yourself. You may feel you're not good enough, you didn't do it right, or you don't know what to do – all of that pain comes from focusing on yourself. **You'll know exactly what to say and do if you focus on the people you serve.**

You can see the advantages of targeting a specific niche market. When you know what's important to them, it makes everything you do easier and more effective.

I'll show you examples of client centric writing for website back pages later in this learning guide.

Use Your Keywords

Use the keyword list you developed in Module 1 to help you keep the focus on what your market wants.

YOUR ESSENTIAL BACK PAGES

The words and phrases on a good keyword list are language that your market *already associates* with what they are seeking. Using keywords in your writing will help you connect with your audience quickly.

Use your keywords in a way that gives them prominence on the page, but only where they fit. Don't try to cram every keyword into every page. It's more important to write in a natural voice that sounds like you.

If the language feels forced or unnatural, you're overdoing it.

To give them **prominence on the page**, use keywords in:

- the page title,
- headings, and
- body text that is
 - emphasized (such as bolded or in a bulleted list), or
 - early in the page (first paragraph or two).

These positions on the page get the most attention from both site visitors and search engines, so that's where your keywords will have the most impact.

We'll take a deeper look at using keywords to attract search engine traffic in Module 4.

Writing Tip #4 Use Questions Artfully

Powerful questions are one of the most valuable tools in marketing (and so many other endeavors). **Asking questions is how you reach a person where they live.**

Questions briefly send us inside ourselves to locate our truth. They can also make us realize what we truly want and don't want. Questions inspire and motivate us to take action and transform ourselves.

You'll have the opportunity in your back pages and elsewhere on your website to ask a few powerful questions, artfully placed where they'll have the most impact. I'll point out the skillful use of questions in the example site videos for this module.

YOUR ESSENTIAL BACK PAGES

Writing Tip #5 Give Your Inner Critic a Vacation

We all have a powerful and sometimes noisy inner critic. While this part of us means well, it can go overboard. I find it's best to give my inner critic a vacation when I'm writing. Otherwise I'll never get the thing done!

Writing is a creative enterprise, not something to force onto the page with severity or judgment.

You'll recognize your inner critic if you begin to feel frustrated with the process. Take a break. Get a bit of distance and a new perspective. In the scheme of things, this is not worth agonizing over. **You're going for good enough here, not a Nobel Prize.** Return to your writing when you can be client centric and in the flow.

I can't tell you how many times I've labored over a blog post and had a mediocre response. Then a week later I dash something off in one quarter of the time, and it strikes a chord in my readers that results in a lot more comments. **Overworked writing is boring.**

If you tend towards perfectionism, limit your writing time on any given piece of writing. **Each one of your Essential Back Pages should take no more than ½ hour to draft, another ½ hour to edit and spell check.** Then, have someone who is good at proofing read it through and "red line" it for correction before you put it to bed.

Editing Tip #1 Read What You've Written Out Loud

Once you have a draft, read it out loud. Make sure it flows. If as you read you're stopped by something, it's an indication of one of these things:

- The grammar, punctuation or syntax needs adjusting.
- A sentence or concept is too complex.
- The sentence you just read is out of place.
- Or, the message in that sentence is off kilter with your meaning.

Edit that part, then re-read that paragraph out loud again to see if you've smoothed it out.

YOUR ESSENTIAL BACK PAGES

Editing Tip #2 Facilitate Reading

Unfortunately, most people only read 10% of anything (except good novels). We only read what we're *compelled* to read.

Encourage deeper reading and click-throughs by making these adjustments in your copy and formatting:

- Streamlined text in shorter paragraphs (1- 8 lines max)
- Subsections with evocative titles
- Bulleted and numbered lists
- Sidebars or pull quotes
- Bolded or italicized big ideas or key thoughts (don't overdo it)
- No more than two fonts on a page
- Consistency in layout throughout your website
- Obvious and easy to navigate calls to action – where you invite visitors to take a next step, such as signing up for your freebie or purchasing a program.

Now it's time to start writing the copy for your back pages. This will be fun!

YOUR ESSENTIAL BACK PAGES

Your About Page

Your About page is an opportunity to make a connection and help visitors feel at home on your site. Your goal is to **show people in your niche market why they should listen to you**. The way you do that might surprise you...

You might be thinking you need to impress people with your list of accomplishments, credentials and testimonials. Well certainly, *if you got 'em flaunt 'em* – but that's not the only or even the most delightful way to build trust and credibility with your web visitors.

I remember thinking that I wouldn't be taken seriously as a coach until I was certified. And I assumed I needed years of expertise and scores of testimonials to be seen as a trusted authority for my niche market. Thinking that way caused me to overwrite my About page at first. Don't you make that mistake!

Unless your target market is oriented around certifications (corporations or academics) **most people are not impressed by credentials and are more likely to hire you based on the way they feel about you** and your message.

In fact, in the 13 years since I became a professional coach, *not a single prospect has asked about my certifications*. I've learned time and again that perception is most influenced by the way you show up.

Being *interested in* the people you serve is far more engaging to them than being *interesting to* them. **There is an effective method for your About page, no matter your level of expertise or where you are in building your business.**

I suggest you write your About page first, before any of the other pages on your site, so you let your hair down a bit and show your true colors. It's important to be authentic in your web copy, because you want to attract people that resonate with who you are.

Look at the video: **Examples of About Pages**. Notice how the service providers are continuously connecting with their web visitors in their About Page copy.

In the next few pages I'll share with you three different methods for writing your About page, and show you examples of real About page copy.

YOUR ESSENTIAL BACK PAGES

Three Methods to Write Your About Page

Method #1 If you are new to serving your target market, but have a clear understanding of their top challenges and goals...

Introduce yourself and share what led you to serve this target market. Be sure to weave in your target market's most urgent known problems (their "pain points") and their ultimate outcomes (the things they most want to achieve). Point them to how you can help them bridge the gap between where they are now and where they want to be. **Keep it short.**

Take a look at Dal Sohal's About page copy below. Dal is a professional coach for realtors. She's never been a realtor but clearly knows their most urgent problems and desires. Notice in the first two paragraphs how she emotionally connects using questions. When she talks about herself, she is still using *client centric* language by weaving in what's important to her target market.

You know that feeling...

When your day is jam-packed with business activity but you seem to have made little progress?

Or the feeling of knowing there are some actions you should take, but they just get put off again and again?

I know what that's like. Having the big ambition and the drive to pursue my vision, I would sometimes feel like I was running around in circles putting my energy in too many places – and not reaping the rewards for my time or efforts.

As a passionate and experienced real estate investor, I've worked with all types of real estate agents. I've seen how hard you work, the time you spend helping your client get the best deal, showing open houses, the endless hours spent prospecting and chasing possible leads, and the piles of administrative work that compromise the work/life balance you would love to have. On top of all that, a lot of your clients have no idea how much backend work you do for them.

Knowing that agents who work the most hours aren't always the ones who make the most money, I set out to create a business success development program for real estate agents. Through my research, interviews and work with numerous agents, I knew that this was a specific group of entrepreneurs I could identify with and serve well.

I founded Sales Solutions for Real Estate Agents to help you think big and manifest a business that is cultivating high quality clients year round!

Helping people reach their goals has been a life-long endeavor for me. Trained and skilled in helping people grow their business, I am ready to help you leverage your ambition and drive to experience the thrill of personal mastery and business success.

YOUR ESSENTIAL BACK PAGES

Method #2 If you “are” your target market...

For example, your target market is mompreneurs and you’re a mompreneur too; or, you’ve been a private practice therapist and now you’re serving them...

Write your About page as a brief story of your *transformation* relating to your target market’s top challenges.

People love real life stories of transformation, especially if they can *see themselves in it*. It gives them hope that, by working with you, their own transformation is coming soon.

Most of us begin to trust someone when they touch us “where we live” – in our hearts. That’s why true stories are one of the best ways to write your About page. Infuse your story with a little vulnerability – how you struggled. And then **let them know how you’ve developed a system for success that they can use now.**

Sharyn Warren’s About Page is an evocatively written story that her target market, private practice therapists, can easily relate to – highlighting the challenges of managed care. However it’s too long. That’s always a risk because of the 10% rule I mentioned earlier. Whether people will read it always depends on whether you’ve captivated them – by relating to them and keeping the focus on what they care about.

THE LONG AND WINDING ROAD....

I won’t go into all of the marketing starts, stops, steps and mis-steps I have taken in this journey. Years ago when Managed “Care” first began to insert itself into our business, there was a defining moment when a client—let’s call her Lucy— I had worked with for about 9 months came in and announced she was not going to continue therapy with me, as she had switched her insurance to a managed care plan, and I wasn’t on her list. Furthermore, everybody she knew was doing the same thing. Wow. Just like that.

Our goodbye’s were kind and respectful, but brief, which allowed me some time to sit down and have a good cry. While I continued to deal with getting on managed panels, it didn’t take but a few years of struggling to get payment—such as it was—to understand that route simply was not going to work for me.

That prophetic moment. The fear and sadness when Lucy fired me combined with practices by managed care/insurance companies that I dealt with at the time were catalysts that started a fire in my belly. A fire to succeed on my own. To figure it out, to practice independently, captain of my ship, master of my fate – all of that freedom stuff. I just didn’t have a clue about how to go about it.

YOUR ESSENTIAL BACK PAGES

Marketing and focusing on money was NEVER what I had in mind when I chose a career as a helping professional. But, being a reasonably smart cookie with a mission, I figured I could learn. And so in between continuing to work with clients, clinical courses, ethics seminars, HIPAA instruction, now I was attending workshops on marketing, reading everything I could get my hands on about marketing one's services, taking sometimes uncomfortable steps figuring out how to adapt to the special sensitivities of psychotherapy. No one was doing it yet.

THE 'MENTOR COACHING' STORY

While enrolled in a course at the Institute of Transpersonal Psychology on Transformational Life Coaching, I was reading one of the required texts for that course, *The Last Word on Power*. (A great book, by the way.)

Doing my homework literally on the run, I was in the passenger seat reading the assigned chapter as we barreled down I-85 on the way to Florida to see our son, who was stationed at the Naval base in Pensacola at the time. I can remember that as I read, something huge shifted inside. A sudden 'revelation' of possibility. What I had believed was impossible for me suddenly seemed not only possible, but necessary. A bright and shiny future. An expansion of mind and of the entire universe. Sounds weird. And honestly, I wasn't drinking, on drugs, or asleep. I just saw a world of possibility that simply hadn't existed for me before.

The possibility of real private practice success. Not just getting by or managing to stay in business, but real success!

One of the interesting things about consultants/coaches is that they are neither afraid nor ashamed to discuss money. They are not embarrassed about prosperity. Profit, even wealth, are not dirty words. It is their job to empower their clients for success. They actually teach classes on how to prosper in business, and flourishing is considered healthy, smart, and of benefit to all concerned. My goodness. What a notion. Well, what a wholesome notion. A happy notion. Felt right. Also very, very different from my traditional training.

A NEW RELATIONSHIP WITH "SELFISH"

As I approach my 60th year, ideas of success, flourishing, and prosperity don't seem nearly as self-centered as they once did. Actually, they seem healthy, mature, appropriate, and responsible. I believe I became a better therapist for this understanding, feel that I am a healthier human being, and a more balanced family member. I know I am a good teacher/coach/consultant who can help others break through old habitual limiting attitudes and beliefs, discover the many new and emerging means of communicating about our work to those who want and need our help, and create a private practice that is both a model of effective therapy AND successful business practices.

If you are wondering if I can help you reach your psychotherapy practice business goals, please contact me.

I would love to hear from you, to have you share your thoughts regarding what you love about your work, what you are struggling with, and what your hopes are for your business.

YOUR ESSENTIAL BACK PAGES

If you are 'stuck', I can help you get going again. If you want to free yourself from the bind of the old 'money for time' feast but mostly famine treadmill, I can help you systematically develop multiple streams of income, some of which will generate revenue for you while you sleep. If you are starting your practice or needing to start over in the way you practice, I can help you set up a process of growth that is manageable and secure. **CONTACT ME.** I would love to help you succeed.

To make this even better, it could be streamlined, adding in more subheadings and a few bolded sentences so that it draws the reader down the page.

And it's always important to have a powerful call to action. **CONTACT ME** will be more effective if it's hot-linked directly to her Contact page. But I would suggest the reader be guided to the freebie or to sign up for a consult instead.

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Lara Galloway's About page tells the story of her dedication to family and later, to her target market as well – mompreneurs – in a very vulnerable series of disclosures that evoke three things for the reader:

1. They see themselves in the story and feel less alone in their challenges.
2. They learn about Lara and what's important to her (which is also important to them).
3. They understand that Lara has created systems to help them succeed right now.

Notice how she finishes with a strong call to action and link to her Mom Biz Academy membership program.

Lara Galloway, The Mom Biz Coach

I am a work-at-home-mom to three children, who are the light of my life. Everything I ever really need to know, I learn from them.

I married my college sweetheart 12 years ago, and I am grateful he has found a way to accept and allow my entrepreneurial drive and ambition. We live in Michigan, where it is a constant challenge for me to be grateful for winters that last for six months. When I'm not hibernating, I love to hike, bike and camp all over Michigan, the U.S. and Canada. I'm passionate about sunshine, family, good, homemade food, love singing, baking with my kids, traveling anywhere (but especially to Europe), and drinking wine while chatting with some friends.

I have a Masters Degree in Comparative Literature from the University of Oregon, so that means I've read a lot of books, written a ton of papers, and that I know how to make compelling arguments. I taught Spanish while I was getting my degree, and I still remember most of it, but it takes some extra practice (or maybe two margaritas) to get it out of me these days.

YOUR ESSENTIAL BACK PAGES

I was born in Georgia and miss my huge family there, but my heart yearns to be in Colorado, full of mountains, trees, fresh air, stunning wildflowers, crystal blue lakes and people who truly appreciate the gorgeous outdoors that surround them. Lucky I have a business that I can take anywhere I go!

When I had my second son, I struggled with a nasty bout of Post Partum Depression that taught me many things:

1. I was no SuperMom (and I realized I no longer wanted to be).
2. Raising a family is the most challenging job I'll ever have.
3. Thinking I wasn't good enough was a really silly thing, since I was obviously doing an amazing job with my kids (They really are amazing, and that's a totally objective statement).
4. Being a mom doesn't mean you have to lose yourself or give up all the other things you love as a sacrifice for loving your kids.
5. As challenging as motherhood is, it doesn't use up all the strengths, talents and gifts I have in me.
6. I am the only person who can make me happy.
7. Taking great care of myself and taking responsibility for my life is one helluva gift to pass on to my kids.

Though I have had many teachers over the last 40 years, none have been as effective in getting her message across as Motherhood. I had two life-changing experiences before motherhood: spending a summer in Spain when I was 21, and spending a summer studying Native Americans in New Mexico. Both helped shape the woman I was in my 20s. Then, after I had my first two children and *while* I was taking mind-altering drugs for the Post Partum, I signed up for my Life Coach and Leadership Training Program. Traveling to New York City for one intense weekend each month for a year (and leaving my two babies with my husband while I studied) taught us all some lessons. And that coaching program opened the door for the life I live today. Over the last four years, I have built a successful business helping other women blend work and family. This was a tough lesson I learned myself when I started my business six years ago. I had so many conflicting priorities and felt I wasn't honoring any of them very well. Turns out I faced some of the same obstacles as the women I now coach!

Being a mom and an entrepreneur is a huge challenge for women who:

- Started their own businesses in hopes of getting the freedom, flexibility and fulfillment they wanted, but wound up working more than they ever did before they had kids
- Are masters of their craft or service, but lack the skills, expertise and resources required to successfully grow a business
- Don't know how to create goals that support their business AND their family life
- Lack the support they need from their spouse, family and friends

YOUR ESSENTIAL BACK PAGES

- Never have enough time to do all it takes to run a family while running a business
- Fear marketing and sales and other core business processes required for business growth

In 2007, I decided to stop trying to coach everybody on anything and declared my niche to be business coaching. I chose to focus on one specific target market: mom entrepreneurs, since I figured I knew them pretty well. So I re-launched my coaching business with a new name that reflected that focus and set out helping other mothers with their number one challenge: finding enough time to “do it all.”

I was recently featured in Forbes, love the opportunity to coach the mompreneurs who hire me, enjoy speaking at conferences, retreats and private groups, host a weekly radio show and am regularly featured in the national and international media.

Find out more and connect with me at www.mombizcoach.com, @mombizcoach on twitter, or tune into my radio show and teleseminar series at www.blogtalkradio.com/mombizcoach.

OK, if you read this all the way through, my story must resonate with you. Why not leave a comment and tell me about yourself? Or better yet, join the MBA and share your story with a bunch of other mompreneurs who will really get you!

YOUR ESSENTIAL BACK PAGES

Method #3 If you have significant expertise in topics that are perceived as highly valuable to your target market...

Write more of a classic bio.

For example, I have 15 years of experience as a professional coach, and depth of expertise helping coaches choose successful niche markets, so I've written my About page as a professional bio spotlighting my programs.

About Rhonda

Rhonda Hess is an internationally recognized business coach and the founder of Prosperous Coach®. She has a genius for helping service entrepreneurs — including coaches, therapists, consultants, and thought leaders — become the go-to resource for a highly profitable niche market, so they can work less and still blow the lid off their income.



Rhonda emerged as a coaching industry leader in 2001 when she co-authored coach certification curriculum and personally trained over 500 coaches at Coach Training Alliance. She served 4 years on the board of the Denver Coach Federation, first as Treasurer, and then the Expo Director for the first Colorado Coaching Expo.

In 2006 Rhonda shifted her focus to helping true entrepreneurs take leaps in their impact and income by transforming from practitioners into conscious business owners who both do good in the world while doing well financially. Rhonda says "You can only do meaningful work if you know how to consistently convert prospects into fans and fans into clients."

Rhonda's award winning Prosperous Coach Blog is full of pinpointed and easy to implement guides that help you market in a conscious and coach-like way, which is more effective and fun.

Rhonda's premiere program — [Your Highly Profitable Niche](#) — is the best first step for any service provider. She shows you how to "champion" a specific group of people and become their top-of-mind resource fast. Her [Client Winning Websites & Blogs](#) system is the best second step to create a powerful online presence that strikes a resonant chord with your target audience.

Besides her signature programs, Rhonda works privately and in intimate think tank mastermind groups with business professionals who love the entrepreneur lifestyle. Her business mentoring style helps you make your work into play by creating a powerful set of success habits, valuing your time highly, and charging what you're worth.

YOUR ESSENTIAL BACK PAGES

Did you notice these things?

- My “unique benefit statement” is in the first paragraph. I recommend you put your UBS somewhere prominent in your About page.
- All the copy is infused with the known pain points and desired outcomes of my target market. This is critical to keep your readers engaged and motivate them to take a step with you.
- I’ve linked to my service offerings, inviting people to take the next step.

No matter which method you use, or if you come up with your own approach, remember to speak the language of your target audience. If they feel that you understand them, you will win their trust.

Quick Task Alert!

Pause now to write your own About Page using the [About Page Guidelines](#).

YOUR ESSENTIAL BACK PAGES

Your Services Pages

Some of your web visitors will immediately want to know how they can work with you. Most must be encouraged to engage with repeated contacts over time – which is the main purpose of freebies, auto-responders, email blasts, blogs and ezines (covered in Module 3). And some of your web visitors will never engage. That's expected. It's a process of natural selection calling forward your most *ideal* clients.

For those visitors who reach out to learn about how you work, you'll want to have at least one page on your website, linked from your navigational bar, that describes your services and aims to convert prospects to clients.

What you call this page depends on:

1. **What you're offering.**
2. **How many *different* products and programs you offer, and**
3. **Your "conversion" processes.**

For example, if you're only offering time for money services, calling the page **Services** or **Work with Me** fits best. If you sell products too, your page may be called **Products and Programs**.

If you have more than three for-fee offers, it's best to set your page up as an "index". Each offer is listed with a small "thumbnail" graphic and a short compelling description ending with a call to action – *Learn more* and *Buy now* buttons or linked text that moves the reader to a unique landing page. Also called a sales page, your landing page is where you help readers make a decision to invest.

To build a leads list and also enroll paying clients through your website, create an enrolling or "conversion" process that begins the moment they first arrive on your site and continues to the moment they invest their time and money in your programs.

YOUR ESSENTIAL BACK PAGES

Remember, *client-winning* websites do three things:

1. **Target** a specific group of people.
2. **Connect** with that audience and develop a bond of trust.
3. **Convert** some web visitors into prospective leads and/or clients.

So far, we've talked about how to **target** and **connect** through words. The essence of it is to use *client centric language* in everything you write for your website, from your domain name on. All of your copy should be infused with keywords and focused on topics of high relevance to your market.

Now it's time to incorporate the **convert** part of the equation. *I know this might make you squirm a bit*, because it does involve selling and closing. But did you realize that even in your About page, you've already written copy that begins the conversion process?

It's easy to authentically shift the relationship from prospective to paying clients when you think like your target market.

Look at the video: **Examples of Services Pages**. Notice how they target and connect with the web visitors to build trust. Then there's a clear process to invite the visitor to engage – either to opt in, purchase or enroll.

YOUR ESSENTIAL BACK PAGES

2 Phases for Your Services Pages

Phase #1 If you are a relatively new entrepreneur and/or you only offer time for money services...

Put in place a low tech, “high touch” flow – a manual conversion process using consults to enroll clients.

Karen Vogelmann, of SpaSuccessNow.com has a simple and elegant programs page. At the time of this publication, Karen was only offering time for money solutions. She takes visitors through each step from free quiz to free consult to a choice of private for-fee services. **Each step has a clear call to action.**

At this point, Karen’s not taking payments online. To enroll in one of her paid programs, the visitor clicks through to her Contact page to inquire, or sets up a consult with Karen using Time Driver, a free online scheduling system. Then Karen uses the consult to enroll clients into the best program for them now.

Get on the Spa Success Track Now

Start here:

Take the quiz to find out if you make these mistakes in your spa business. [Click here and take the free quiz.](#) After you submit your answers, you receive an email with your free, custom report that shows you how you’re doing in your spa business. You also receive free Spa Success Notes, my weekly enewsletter, delivered to your inbox.

Then:

Get your free Attract Loyal Clients Consult. After submitting the quiz, we can discuss how your spa is doing and what’s missing. Simply [click here](#) and select a good time for us to talk for about 30 minutes. We discuss what challenges you’re having and how you really want your business to be.

Then:

Get your day spa on the Spa Success Track, now. Find out how I can help you spend less energy managing staff and, instead, create new marketing strategies and focus on filling your day spa with loyal clients. Let me help you turn your spa into an irresistible retreat. [Click here to find out more.](#)

Karen and her web designer did a beautiful job making it crystal clear the first step and next and next that her web visitors should take to engage Karen. The first step is a free quiz that requires an optin. Once people are on her list, she can contact them in the future with her blog posts and by email blasts whenever she’s ready to promote a specific program.

YOUR ESSENTIAL BACK PAGES

Phase #2 If you are a more established entrepreneur and you have automated ecommerce processes ready...

List your products and programs as an index with short descriptions of each offer. Include text or buttons linking to your sales letter or sales video.

Do good and do well...

Are you a *conscious* entrepreneur who is passionate about making a positive impact while earning a soul-satisfying income that frees you up for doing what you love most?

These business mentoring programs show you a clear path to up-level your business with powerful focus, high payoff actions, and prosperity thinking.

Your Highly Profitable Niche
Target. Connect. Prosper.

Are enough ideal clients finding YOU? Do they show up trusting that you are the BEST professional resource for them? Are they highly motivated to invest in the transformation you provide? **They will be... once you land a highly profitable niche of your own!**

I know you've put off narrowing your niche for a lot of reasons.

When you hold space for the people that you're most suited to serve right now you shift suddenly and attract clients like a magnet because...

- You immediately tap into a sense of inner authority that gives you confidence and an air expertise.
- You get in on the **INSIDE** of what's important to a group of people who are hungry for the transformation you provide!
- **They come looking for you.**
- **They do much of your marketing for you**, sending you more clients who pay well and stay longer.

Don't go another month without feeling 100% confident in the future of your direction, your income and your messages!

Save your seat in the next tele-workshop beginning February 5, 2013.

Your Highly Profitable Niche



[Learn More](#)
[Buy Now](#)

If you don't want to wait or would rather learn on your own...

Can't attend the tele-workshop? This system is the same step by step guidance and fun exercises to help you:

- choose a narrow and viable niche you'll love
- create transformational core messages and offers
- and earn well as the top-of-mind resource in your field!

Your Highly Profitable Niche System



[Learn More](#)
[Buy Now](#)

YOUR ESSENTIAL BACK PAGES

The “index” approach is not the only way to handle multiple paid offers – products, masterminds, membership programs, live events – but it is the most straightforward. If you are ready to offer multiple paid programs, the essential thing is to pay close attention to your conversion processes.

Be sure your conversion processes flow smoothly and lead people to purchase what suits them best as soon as they’re motivated. If visitors are confused, they’ll bounce off your site and you’ll lose sales.

Use landing pages to offer more detail about your programs, and plug in a shopping cart to automate online purchasing. Make sure your web designer has the skills to help you with this.

See **Taking Payments Online** in the **Module 1 Learning Guide** for more about online payments. My recommended ecommerce solutions (merchant account, shopping cart and more) are listed in **My Cutting Edge Resource Rolodex**.

How to Authentically Motivate Visitors to Invest

The impulse for most of us when we describe our programs is to share what we do (tools and processes). That’s a me-centric rather than a client centric approach, and not an effective strategy for filling your programs and earning a great income.

For all of your offers – whether they are free or for-fee products, programs or services – the primary focus of your copy should be *how your ideal client will benefit*, through pain avoided and desires achieved.

First target a very specific problem that your target market KNOWS they have, and the specific and ultimate outcome they urgently want right now.

Create a product or program designed to satisfy that outcome. Make sure the title of your program is a specific outcome they want.

For example: ***Seal More Deals*** (for realtors)

Productive Team Profitable Spa (for spa owners)

Client Winning Websites & Blogs (for service entrepreneurs)

YOUR ESSENTIAL BACK PAGES

Then, in your Services page copy, strike a deep chord by naming the painful things about their current circumstances that they want to avoid. The more urgent the problem is, the more likely they are to invest in support.

Only *after* you've thoroughly made the case for how your program benefits them in ways they deeply care about, will you explain the features or components of your offer. Even then, continue to tie in the emotional and tangible benefits of your program.

And use powerful language for your calls to action. Customize the copy for the link or button your visitors click to the action you want them to take. For example, on the optin web form offering my freebie *5 Secrets No One Ever Told You About Your Coaching Niche*, the "submit" button reads "Send me the secrets today".

Before you write the copy for your Services page(s), identify these benefits to your ideal clients for *each program you intend to offer*:

- The specific, known and urgent problem you help them solve
- The pain points they are trying to avoid
- The pleasure or ultimate outcome they are seeking
- What achieving that outcome will do for them
- How your program helps them bridge the gap between where they are now and where they want to be
- The emotional benefits associated with specific features of your offer
- The cost to your ideal clients if they *don't* work with you

Working through the numbered questions in the **Services Page Guidelines** will help you develop the language to describe these benefits.

YOUR ESSENTIAL BACK PAGES

Should you state your fees in your Services page? That depends:

- If you're using an automated process to enroll buyers and take payments, your web copy has to include your pricing.
- If you use a manual conversion process, I recommend NOT listing your fees. If you use both automated and manual processes, don't list your fees for any program where you bill manually. Instead, cover your fees and terms verbally during the consult.

Programs with manual billing are likely to be your highest priced (or only) offerings. Where the price point is relatively high, high touch enrollment generally works better. Focus your web copy on the benefits of your service, and deal with fees in an enrolling conversation, where you can answer objections more powerfully.

Whenever you *do* list prices in your web copy:

- Focus some of your copy on helping your ideal clients see why they can no longer afford NOT to work with you.
- Remember to fully update your copy whenever you change your fees.

Finally, **consider the *flow* of your conversion process**. For a conversion process to work, it needs to lead prospects to the right offer (the offer that suits them best) at the right time (when they are motivated).

Before you write your Services page copy, walk through your conversion process in your mind, from your web visitor's point of view. Consider the steps they will take, such as:

- Short program description linking to Contact page.
- Button on navigational bar, linking to short description, linking to landing page (sales letter or sales video), which links to shopping cart.

Your Services page copy includes the copy for *each step* of the process, including the button on your navigational bar and the description of your program in your shopping cart. Write client-winning copy – copy that inspires your visitors to take action – for every step.

YOUR ESSENTIAL BACK PAGES

The best way to learn how to write high-converting copy for your Services and landing pages is to model the experts whose programs you've purchased. Take a look at their sales conversion processes and the kind of language they used to attract *you*. Then, using your knowledge about your target market, wordsmith your copy. You'll get better at it the more you do it.

Quick Task Alert!

Pause now to write your Services Page(s) using the **Services Page Guidelines**.

Using Video on Your Services Page(s)

More and more, service entrepreneurs are using online video in their sales processes. It's a compelling way to connect and convert. It's also a learning curve unto itself. I don't recommend starting there, unless you already know that video presentation comes naturally to you.

If and when you do use video on your Services page, or on landing pages selling specific programs, you'll want to write a script first. Off the cuff video works great for video blogging, and for some training purposes, but when you want your video to win clients, you need to craft your language for that purpose. To motivate visitors to invest, use the client centric copy writing skills you learned in this section. The same principles apply to your video scripts as to your Services page copy.

Your Contact Page

This is the easiest web page you'll ever write. That's because when a visitor navigates to this page on your site *they're already compelled to connect* directly with you. All you need to do is:

1. Gather information *from them* that will make your reply easy and potentially help you enroll them into one of your programs.
2. Provide various ways for them to connect with a human being in your company – that could be you or your assistant.

Your web designer will hook up the web form on your Contact page so that it goes right to the email address of your choice. Consider having a support@domain email. If you have a VA or assistant, this email address can be forwarded directly to them and they can alert you if there's something that you should personally respond to. Otherwise, they can handle customer service for you.

Make sure that all contacts get a prompt response (within one business day).

Now look at the video: **Examples of Contact Pages.**

As you can see, there are several ways to set up your Contact Page. I'm in favor of adding optional questions to the web form, unless you are *only* using automated sales processes to enroll for your products and programs. Any time enrollment is going to happen in a live conversation, it helps to gather some basic information before that contact occurs.

When your prospect takes the time to answer powerful questions you've asked, they are investing in a way that sparks their motivation to take a next step with you. Then you can segue into a private consult and enroll them!

YOUR ESSENTIAL BACK PAGES

When I was only offering 1:1 coaching I had a Contact page that included these 4 questions that my web visitors could opt to answer:

1. Describe where you are in your coaching business so far.
2. What's missing for you to feel that your business is fully successful?
3. What would it do for you if you were able to get what's missing?
4. Are you ready to have a breakthrough and take a leap in your coaching business now?

These questions are like a mini enrollment process. Notice how the questions evoke an emotional response?

Having this additional information about my prospects made my follow up calls more engaging and effective. I "converted" 90% of prospects into clients with a timely follow up phone call once I received their message. You can too!

2 Approaches to Contact Pages

You get to decide how simple or elaborate your Contact page is. I suggest these slightly different approaches for different stages of business.

Approach #1 For a basic Contact page...

To put up a simple Contact page that gets the job done, include:

- A friendly message inviting connection.
- A web form that *requires* your visitor to provide their:
 - Name
 - Email
 - Subject
 - Message to you, a box titled: "How can I help you?"
- A section of 3 – 6 optional questions. These could be toggle-able choices you suggest or an open box for them to fill in about their:
 - Background
 - Top challenges
 - Top goals

YOUR ESSENTIAL BACK PAGES

- Kind of support wanted
- Optionally, also allow them to provide:
 - Their website address
- An exciting “send” button ie: “Connect Now” or something more thoughtful than “send email” or “submit”.
- The web form should be followed by *your*:
 - Name (yours, your assistant’s or your team – ie: “The Prosperous Coach Team”)
 - Email (yours or your assistant’s)
 - Direct phone number (or your assistant’s). Some people opt to have a 1-800 number but it’s less necessary with the long distance packages most people have these days.
 - Direct links to your profile or page on any social networks you participate in – such as Twitter, Facebook, LinkedIn
- Optionally, you could include:
 - Your Skype handle

Approach #2 To do more with your Contact page...

Do the same as above but also:

- If you offer multiple programs, consider adding to the web form:
 - A selectable listing of your programs so that your visitor can indicate their specific interest.
- Consider adding to the page:
 - Information about your availability for speaking or interviews, if that is part of your promotional strategy.
 - Media files (your photo, logo & bio) for use by the presenters of programs where you will be a featured speaker.
 - If you are ready to pursue joint ventures, information for potential joint venture partners.

YOUR ESSENTIAL BACK PAGES

A note about publishing your email address: Use caution when publishing your email address online. Spammers have automated programs that troll the web scraping up email addresses, which then get targeted for a tsunami of spam. There are ways to publish your address that are readable by a human visitor, but not by these scraper programs. Check with your web designer.

Quick Task Alert!

Pause now to write your Contact Page using the guidelines above.

YOUR ESSENTIAL BACK PAGES

Other Back Pages

Your About, Services and Contact pages are your *essential* back pages. But you may decide you want something else on your navigational bar. Of course you are free to get creative, and you can always change what's featured there. But, there are two important caveats:

1. Don't ever put something on your navigational bar that leads to a page that is "under construction". This leaves people cold and they'll likely bounce off your site. Link to the page when it's complete and proofed.
2. Don't overwhelm your navigational bar. Too many options adds confusion. And limit the drop down menus too. Always ask yourself what having the additional link will do for you and your visitors.

Other page options to consider:

- **Call out your "signature" program** – If you have a landing page dedicated to your signature program, you can link directly there from your navigational bar. Do this in addition to (not instead of) listing the program on your Services page.
- **Success Stories** – If you have at least three really excellent testimonials, you can share them on a unique page. You can also share them on the specific landing page for a program, or sprinkle a few into your About page. Note: Be aware of the truth-in-advertising laws that apply to using testimonials.
- **Events** – If you offer live events, this page can provide details and link to landing pages for sign up. But be sure it's kept up to date!
- **Resources** – If you want, use this page to list specific resources outside of your own services that are highly relevant to your target market. I use my Resources page to list practical resources that all coaches need for their business. Note: If you have affiliate relationships with any of those resources, disclose that.
- **Speaking** – If you're actively on the speaking circuit, this page is a place to post a media kit, list current or recent speaking gigs, and provide recording or videos.
- **News** – If you get featured in the newspaper, major publications or on TV, share those highlights on this page.

YOUR ESSENTIAL BACK PAGES

Some people add a blog to a back page of their site. I think that makes the blog less powerful than featuring it on the Home page – but if you decide to go that way, all the same considerations would apply as for a Home page blog (see Module 3).

Congratulations! You've written, edited, spell-checked and proofed all the copy for your essential back pages and decided how you want the link for each page to read on your navigational bar. Put all this copy into one Word document and put it aside for now. You're ready to move on to your Home Page. We'll cover that in Module 3.

Quick Task Alert!

Take a moment and check off all your accomplishments on your **Track-Your-Progress Checklist** for Module 2. And now celebrate! You've completed so much already!