

Write Your Website Workshop

*Module 4 Action Plan
& Get it Done Guide:
Client-Connecting
Home Page*

Day 2: Lay the Foundation

Get it Done Step #1: Choose Your Strategy

Choose your strategy from the top two:

Strategy 1: Focus on ONE main call-to-action

Strategy 2: Give visitors 2-3 options to move deeper into your website

Which option will work better for your business?

Get it Done Step #2: Declare Your Intentions

Now that you know which strategy you'll focus on, it's time to choose the specific call(s)-to-action for your Home page.

If you choose strategy one, you'll pick ONE call-to-action, such as one of these 13 Ways for Getting Website Visitors to Take Action:

- 1) Download a free gift (in exchange for their contact info, of course)
- 2) Take a quiz of some sort (people love to learn about themselves)
- 3) Schedule a no-cost consultation for coaching services
- 4) Request a quote on web design/writing/VA services
- 5) Join an upcoming webinar (also in exchange for their name & email address)
- 6) Call your office to speak with a live rep
- 7) Dial a toll-free phone number to request information from an automated phone line
- 8) Fax an enrollment form to you
- 9) Redeem a coupon/gift certificate
- 10) Visit your store/office for a specific reason (pick up a free gift, etc.)
- 11) Order your e-book or other product(s)

- 12) Purchase a services package
- 13) Enroll in a group training/coaching program

Which call-to-action will you pick?

If you choose strategy 2, pick the top 2-3 options to lead visitors farther into your website (and your solutions). Example:

- Option 1: Download a free report to learn more
- Option 2: Schedule a consultation to discuss available coaching/consulting options
- Option 3: Buy a book/home study program/service package

Which calls-to-action will you pick?

- Option 1: _____
- Option 2: _____
- Option 3: _____

Day 3: Create Your Outline

Walk through the same outline-creation process you discovered in the Services page to create the outline specific to your Home page. This time, you're going to be thinking about the specific challenges/pains that relate to your call(s)-to-action. So if your main call-to-action is to have visitors download your free report, be thinking about the main problem your free report solves, and so forth.

Here are the questions again:

1) What is the problem? What are the pains/challenges your prospects are experiencing?

Write 2-3 concise sentences about the pains and problems your prospects are experiencing because they don't have your solution. This will allow readers to think "Hey, she really understands my problem." Here's an example for shopping cart service that helps business owners quickly add e-commerce capability to their websites: "Coaches who sell only their one-on-one time to local clients reach a 'cap' to their income and ability to serve more people. They feel trapped in a rigid schedule and lack the freedom to work when and where it serves them best. They want to increase their revenues by selling their information and expertise 24/7." Write yours here:

2) What is possible?

Set the stage for what life could be like when the pain is eliminated. Go beyond obvious (ie. "the pain in your lower back will disappear") to draw a picture of what life will look like (ie. "You will now be free to pursue [activities] that you thought were impossible..." (ie. sell products online while you sleep, serve 100s or 1000s more people than your one-on-one time allows, etc.). Make a list of potential outcomes/benefits of your solutions:

3) Why hasn't the problem been solved?

List all the reasons you can think of that are keeping your clients from solving the problem. (ie. they lack the technical know-how to get started, they're afraid of the complexity of an e-commerce store, they are worried about the expense, they are worried about the time in getting it set up, etc.).

4) What is different now (that your product/service/report is available to them)?

In other words, what makes your product/service unique from all the other options out there? Ie. "ABC E-Commerce allows anyone with internet access to launch a 24/7 online store in 5 minutes or less - and for under \$1/day." Write down all the features that make your product/service desirable (ie. more user-friendly, hands-on attention, etc.):

5) What should readers do now? This is the call-to-action, ie. start your free trial, set-up your store now, etc. What's your call(s)-to-action?

Day 4: Grab Their Attention

A strong headline can do wonders to draw visitors into your website, so that they'll stick around long enough to learn more about what you do and how you can help them. Refer to your answers of question 1 and/or 3 in the outline to spark ideas.

Get it Done Step #1: Choose a headline formula

Review the 14 headline formulas below and choose one to use as the foundation for your headline.

#1 Begin with the word "Introducing..."

Introducing a Little-Known Shortcut to Landing Your Next Promotion

#2 Begin with word "Announcing"

An important announcement for website owners

Announcing a new way to lose those last 10 pounds of belly fat...

#3 Use other words with announcement quality

Finally...a free report that is chock full of content!

Just published...an email marketing guide just for solo entrepreneurs

Presenting a new way to sell your house, fast

At last, conquer the fear that is holding you back from landing your dream job...

#4 Begin with the word "New"

New method of managing your personal finances (instead of THEM managing YOU!)

#5 Write your headline in news style

Better website conversions are suddenly here...

Just released: a new series of business mastery courses

#6 Feature the price in your headline

Would you spend \$24 to gain an extra \$24,000 in revenues this year?

#7 Tell a story

Famous examples:

How I improved my memory in one evening

How I became popular overnight

#8 Begin with "How to"

How to gain a steady stream of high-paying clients

How to end your money worries...for good

(the copy must then give how to info, which readers love)

Magazines have been doing this for years

#9 Begin with "Why"

Why some people are more successful in business (it's not what you think...)

#10 Begin with "Who else"

Who else wants to find the love of their life in 60 days or less?

#11 Use a testimonial-style headline

He was going broke – until he discovered the secret to success

Which formula(s) makes sense for your Home page headline?

Get it Done Step #2: Brainstorm possible headlines.

Now that you know which formula you'll choose, time to begin brainstorming the specific headline for your Home page. I typically write anywhere from 3-5 headlines for any given page, and from there narrow it down to the best choice. Here's a sample of headline options I've written (as you can see, some headlines are similar; sometimes it comes down to the *choice* of words for optimum effect):

For a success/life coach:

Is This the Year You'll Love Your Life AND Your Work?

When is it a Good Time to Start Living the Life You've Been Dreaming of?

When is it a Good Time to Start Living the Life You've Been Longing for?

For a nutritionist/health & wellness coach:

Are You Losing Money on Health & Fitness "Quick Fixes" that Don't Really Fix Anything?

Introducing a Better Alternative for Ineffective "Fad Diets" and Rigid Workout Routines, Exclusively for Baby Boomers

Finally, a Simple Substitute for Ineffective "Fad Diets" and Time-Consuming Workout Regimes

For a hypnotherapist/healer:

Find the Answer to Conquering Years of Suffering and Angst...in 20 Minutes or Less?

How to Identify the Roadblock that's Keeping You Stuck in Sadness, Frustration and Misery...in 20 Minutes or Less

Discover the Key to Loving Yourself, Finding Peace, and Releasing Pains from Your Life

Write your top 3 options below:

1) _____

2) _____

3) _____

Day 5: Put the pieces in place

Now that you've laid the foundation, it's time to put the pieces together. If you chose strategy 1 and are focusing on ONE main call-to-action, follow the instructions below. If you chose strategy 2 and are focusing on 2-3 options to move readers deeper into your website, turn to page 14.

Instructions for those who chose strategy #1: One main call-to-action

Get it Done Step #1: Choose your headline

From the available options, choose the headline that you feel will be most likely to attract the attention of your visitors and write it below:

Get it Done Step #2: Identify the challenges your prospects are facing

Next up, you'll want to launch into a short paragraph or, preferably, a bullet list of challenges or pains your prospects are facing (pulled directly from question 1 of your outline).

Example (from a branding expert's website):

Do you ever find yourself:

- Attracting all the wrong clients – those who question your fees, don't pay their bill on time (or at all!), and just aren't much fun to work with?
- Talking to people who don't "get" what you do – and how you can help them?
- Cringing when you see your website, logo, or other branding materials – because they just don't reflect *you*?

Your turn:

- _____

- _____

- _____

- _____

- _____

- _____

Get it Done Step #3: Show them what's possible

Follow up with your short story and a paragraph/bullet list of what's possible when they get help for their challenges.

Example 1 (for a business coach):

You CAN fill your days with the work you LOVE to do.

You CAN escape the stuffy cubicle of a 9-5 corporate job and create your own workspace, whether that's on the beach, your back porch, or wherever else you choose to spend your days!

You CAN control your own destiny, set your own hours, and write your own paycheck.

Example 2 (for a virtual assistant):

You CAN stop burning the midnight oil and maintain decent working hours for once (putting an end to working your nights and weekends away once and for all!).

You CAN take a vacation - or even just a day off - and rest easy knowing your business running smoothly - and your clients are being well cared-for - even if you're miles away.

You CAN rekindle the joy in your work, once you're free to focus on the tasks you love best, leaving everything else in the capable hands of others.

Your turn: List 2-3 possibility statements below:

- 1) _____

- 2) _____

3) _____

Get it Done Step #4: Reveal the solution

Now you'll begin revealing why *your* product/service/free gift is the solution they've been waiting for.

Craft your answers to question 4 in the outline into a concise paragraph revealing your solution. Write it here:

Get it Done Step #5: Call them to action

Last up, reveal the call-to-action you uncovered on Day 2. Make it clear and easy to follow.

Example (for a virtual assistant):

Your path to a less stressful, more fulfilling business begins with a simple phone call.

Please contact us to request a no-charge Uncover Your Freedom Evaluation. During this 15-minute phone consultation, we'll evaluate your current workload and identify 2 or more ways we can help you save time, get more done, and grow your business faster *without* working harder.

Comment [TM1]: Link to contact page

Your turn:

Instructions for those who chose strategy #2: Lead visitors into 2-3 options

Get it Done Step #1: Choose your headline

From the available options, choose the headline that you feel will be most likely to attract the attention of your visitors and write it below:

Get it Done Step #2: Identify the challenges your prospects are facing

Next up, you'll want to launch into a short paragraph or, preferably, a bullet list of challenges or pains your prospects are facing (pulled directly from question 1 of your outline), and which will lead them into different product/service options.

Example (from a hypnotherapist's website):

Are you driving yourself in circles and feeling stuck, because you have no idea how you are going to:

- Conquer your sky-high stress levels, once and for all?
- Lose those last 5 pounds of baby weight - for good?
- Quit smoking those cancer-causing cigarettes?
- Have a healthier, more comfortable pregnancy and childbirth?
- Feel less anxious about going to the dentist?

Comment [T2]: Link to stress management page

Comment [T3]: Link to weight release page

Comment [T4]: Link to smoking cessation page

Comment [T5]: Link to HypnoBirthing page

Comment [T6]: link to dental anxiety page

Your turn:

- _____

- _____

- _____

- _____

- _____

- _____

Get it Done Step #3: Show them what's possible

For readers who choose not to click the links but continue reading on your home page, follow up with your short story and a paragraph/bullet list of what's possible when they get help for their challenges.

Example 1 (for a hypnotherapist):

You *can* change your perceptions, your thoughts, your self-limiting and sabotaging self-talk when you use your mind and brain to work *for* your goals, instead of against them!

Hypnosis affects your mind and brain to be more calm, to find the solutions that work best for you to make the changes in your behaviors, thinking and emotions that will stop you driving in circles and instead come full circle into being your happiest healthiest best feeling self, *without* harmful medications or painful side effects.

Imagine how good it will feel to be free of those stressful and anxious feelings.

Your turn: List 2-3 possibility statements below:

- 1) _____

- 2) _____

- 3) _____

Get it Done Step #4: Call them to action

Now we'll skip straight to the call-to-action you *most* want them to take, ie. schedule a consult, request the free report, etc.. Make it clear and easy to follow.

Example (for a hypnotherapist):

Hypnotherapy is the natural, easy and effective solution for your stress and anxiety.

Ready to stop driving yourself in circles?

**Get your FREE “Get Relief NOW” consultation
and
start feeling better just from the call.**

Comment [T7]: Link to contact page

You'll know exactly what to do when you are using your powerful inner mind.

Call now to schedule your complimentary consultation: 555-555-1234.

Questions/Notes

Please use this section to record any questions you want to send to Tammi or any notes for yourself.
