

# Write Your Website Workshop

*Module 5 Action Plan  
& Get it Done Guide:  
Trust-Building  
About Page*



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## Day 2: Choose Your Strategy

### Get it Done Step #1: Review the Options

Choose your strategy from these three options as discussed in the training webinar:

- 1) Tell your story
- 2) Tell THEIR story
- 3) Q&A format

Which option will work best for your business?

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### Get it Done Step #2: Create Your Outline

Next up, create your outline for your About page.

**If you choose one of the first two strategies above**, you'll want to create 3-5 main sections and then fill in the blanks.

*For example:*

Who I Am (ie. A business coach specializing in helping entrepreneurs overcome the hurdles of small business ownership.)

Who I Help (List of industries you help with, big-name clients you've worked with, etc.)

My Story (Talk about how you overcame your own hurdles, experienced your own success, etc.)

What's in it for You (benefit statements, client testimonials, community statements, etc.)

What Readers Can Do Now (invite them to join your mailing list, contact you for a consultation, etc.)

**List your sections here:**

- 1: \_\_\_\_\_
- 2: \_\_\_\_\_
- 3: \_\_\_\_\_
- 4: \_\_\_\_\_
- 5: \_\_\_\_\_

**If you choose strategy #3**, brainstorm 10-15 questions about what you do, how you help people, and what they can expect.

*Possible questions for your Q&A style About page* (just replace relationship coach with your title and other identifying characteristics with your own):

- 1) How long have you been a relationship coach?
- 2) How did you come to be an expert in helping people find their soul mates?
- 3) What sets you apart from other relationship coaches?
- 4) What type of people do you work with?
- 5) How do I know if you'll be a good fit for my needs? (Identifying characteristics: ie. determination, eagerness to succeed, etc.)
- 6) Are there people that you *don't* work with? (identifying characteristics: ie. unwillingness to hold yourself accountable to your goals, unwillingness to put work in)
- 7) What is expected of me in a working relationship with you?
- 8) How will we work together?
- 9) What is included in your products and services?
- 10) What results can I expect?
- 11) What results have your other clients experienced?
- 12) How quickly can I expect results?
- 13) What's the investment involved with this service?

14) If I know this is the right program for me, how can I get started?

15) I think this is right for me, but I have a few more questions. Can I contact you with them?

**What questions will you answer on your About page?**

1: \_\_\_\_\_

2: \_\_\_\_\_

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14: \_\_\_\_\_

15: \_\_\_\_\_

## Day 3: Fill in the Blanks

Now that you have your outline, now it's time to fill in the blanks.

**If you chose About page strategy #1 or 2**, write a short paragraph or bullet list to fill in each section.

For Example (taken from <http://www.blogtyrant.com/about/>):

### *Who I Am*

For exactly **99 posts and almost two years** I blogged anonymously and mysteriously as *the Blog Tyrant*.

### *My Story*

My identity was a well kept secret (sort of: I told some of the original Tyrant Troops). During that time of anonymity I:

- **got gigs on the net's best blogs** like Copyblogger, ProBlogger, Smart Passive Income, Daily Blogs Tips and more
- **used those guest posts to capture over 5,000 wonderful subscribers** while hitting the front page of Delicious and bringing in huge amounts of traffic
- **wrote articles that got over 100 comments** many, many, times from my amazingly helpful community
- **even got published in a book** of famous internet marketers

### *Who I Help*

I will **occasionally consult** with very cool businesses and individuals who want to improve their blogs and websites and use social media and online marketing to tap in to new audiences.

*What's in it for You* (benefit statements, client testimonials, community statements, etc.)

I work full time from home and have since my early 20's when I sold one of my fitness blogs for around \$20,000. That was the starting point for me when I realized that I could make this blogging thing work.

Since that time I've developed other blogs and online businesses in various niches and formats to help me work from home, travel overseas each year and generally avoid a real office job. I quite like working from the couch and often tell people that I run a couch-based blogging business.

Comment [T1]: benefit statement

Comment [T2]: benefit statement

It just confuses them.

Comment [T3]: benefit statement

Anyway, I established Blog Tyrant to help you do the same. Blogging hasn't made me a wealthy man but it does allow me to focus my time on things I enjoy. My goal is to just show you what works for me in the hope that it will work for you too.

Comment [T4]: add humor/personality

Comment [T5]: make it about them

I believe that a true leader gains power by giving power to others. And while I am trying to make a living with this blog, I only ever do that by offering you ideas and content that helps you grow and progress.

Comment [T6]: benefit statement

I honestly believe that helping others is the only way to live my life meaningfully. I always try to respond to every comment and Tweet that I get and aim to develop friendships with as many of my readers as possible.

But what I've come to discover is that this blog has **the single best community on the planet**. I call them the **Tyrant Troops** and on almost every post they leave hundreds of helpful comments and interact in a friendly and loving way. The comments are often more enlightening than my articles!

Comment [T7]: establish community

*What Readers Can Do Now* (invite them to join your mailing list, contact you for a consultation, etc.)

**Join the Tyrant Troops today**

Comment [T8]: Call to action

Join **over 5,000 others** and subscribe to Blog Tyrant. I'll send you a free eBook to say thanks.

Comment [T9]: social proof

**Fill in your blanks here:**

**Section 1 Title (Who I Am, etc.):** \_\_\_\_\_

**Content:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section 2 Title:** \_\_\_\_\_

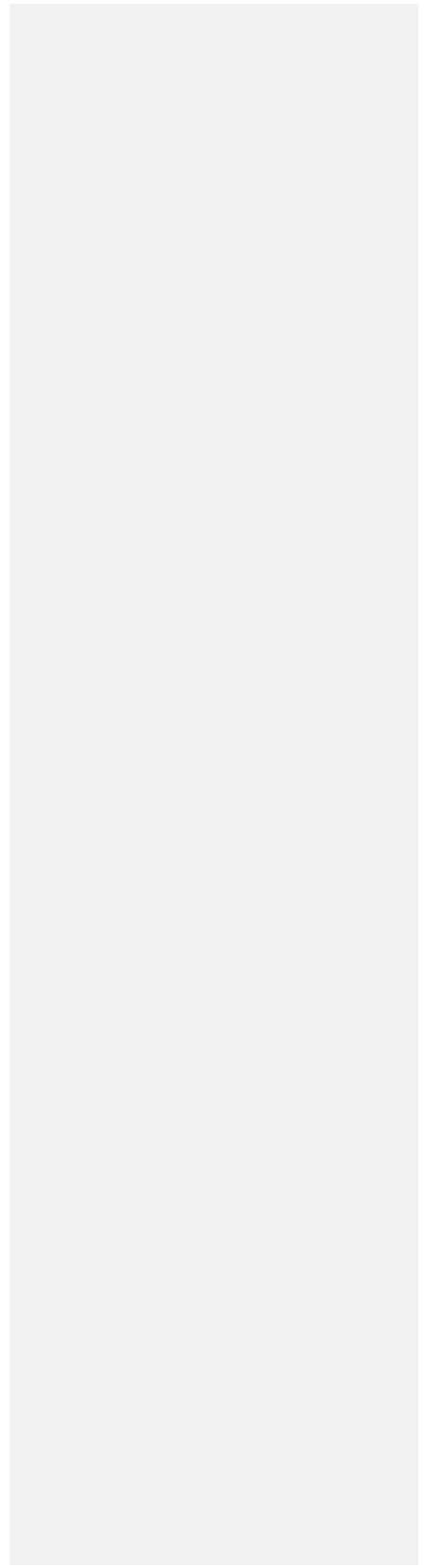
**Content:** \_\_\_\_\_

\_\_\_\_\_  
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\_\_\_\_\_

**Section 3 Title:** \_\_\_\_\_

**Content:** \_\_\_\_\_

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**Section 4 Title:** \_\_\_\_\_

**Content:** \_\_\_\_\_

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\_\_\_\_\_

**Section 5 Title:** \_\_\_\_\_

**Content:** \_\_\_\_\_

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**If you chose About page strategy #3**, answer the questions you mapped out yesterday.

For example:

**From the desk of:**

**Tammi Metzler**

Hello! My name is Tammi Metzler, and I'm the owner and Chief Client-Attracting Copywriter of The Write Associate. Below is an interview that covers some FAQs about our service programs.

### **How did you come to be an expert on creating and promoting client-attracting websites?**

It all started in the winter of 2007. I'd been working full-time as an employee in the advertising industry for the previous four years but was feeling more and more unfulfilled with my daily responsibilities. To top it off, my husband and I were expecting our first child, and I despised the thought of devoting 50+ hours per week to a job I hated while a stranger raised my child. And so shortly after my daughter was born, I made the decision to leave my full-time job and branch out on my own as a self-employed copywriter. For the first year or so, to say I struggled to get clients would be an understatement. Although I had experience with marketing, most of it was in designing multi-million dollar marketing campaigns for companies with deep pockets who could afford to keep running ads regardless of the return on investment. When I launched my own business, I quickly discovered a need for marketing that delivered an immediate return on my limited investments – meaning my marketing had to connect me with ready-to-buy clients, and fast.

Because I was home alone on weekdays with a newborn child, in-person networking was nearly impossible, and I didn't have the budget for much paid advertising in newspapers, yellow pages, etc., so I relied heavily on my website and online marketing to attract clients. Unfortunately, my first website was TERRIBLE. It was designed by yours truly (and trust me when I say I am NOT a designer!) using one of those free templates, and while I did have visitors visiting my site thanks to my online marketing efforts, the vast majority of my visitors weren't doing anything. They weren't downloading my free report that I'd taken such care to write, they weren't requesting a consult with me, and they definitely weren't knocking down my door to book my one-on-one services.

Drowning in debt and desperate to make my new business work, I took out a loan at the end of 2008 to revamp my website and purchase in-depth copywriting training programs to help me learn the fine art of writing to sell. The next year, I doubled my revenues, mainly by revamping my web copy so that it worked harder to convert more of my existing website visitors into warm leads and paying clients. Since then my website has connected my business with 1000s of leads (a.k.a. newsletter subscribers) that I can market to on a regular basis using inexpensive email marketing techniques, and I've worked one-on-one with 100s of coaches, consultants, and other service-based

entrepreneurs to revamp their tired, ineffective websites into lead-generating, client-attracting, money-making power tools in their marketing toolbox.

### **How do your programs work?**

When a client signs on to work with us, we start with an in-depth “Hidden Profits Website Audit” phone interview, in which we discuss how you’d like to use your website in your client-attraction efforts, identify any areas of improvement, and generally get to know your business better. We talk about the solutions you provide, the problems that are keeping your clients stuck, and how to make that connection between their challenges and your offerings. We uncover hidden benefits within your offerings (because sometimes when you ARE your business, you can’t take an objective look at your solutions, and you miss some aspects of your products and services that might be hot selling points to your clients) and brainstorm the best way to communicate your solutions in a way that gets your clients excited to work with you while also staying true to who YOU are. At the end of our process, our goal is to leave you with web copy that is written in your authentic voice and works to draw clients into your business.

### **What happens after the “Hidden Profits Website Audit”?**

There are two options involved in working with us:

A) Done-For-You: In this full-service option, my team will take care of all the details of your web copy from start to finish, providing you with polished web copy that you can just copy and paste into your website. We’ll start with the 1-hour “Hidden Profits Website Audit” consultation mentioned above to dive deep into the message that needs to come across in your web copy in order to connect you with your ideal clients, and then my team and I will use the information gathered during our conversation to create the 3 must-have pages of compelling web copy (Home, About, Services) in YOUR voice, and geared toward your ideal clients. This package also includes up to 2 revisions per page, based on your feedback. Please contact us for rates and turnaround times.

B) Do-It-Together: In this option, we’ll work together side-by-side to create an outline for web copy that is fun, engaging, and draws your ideal clients into your business. This package includes the 1-hour “Hidden Profits Website Audit” consultation to uncover the best marketing message for each of the 3 main pages of web copy (Home, About,

Services), during which we'll brainstorm potential eye-grabbing headlines for the different pages, create an outline for the content on the page, and discuss calls-to-action to move readers into taking the next logical step. You'll also receive fill-in-the-blanks templates for each page to help guide the writing process, the recording of the call for your future reference, and the transcript of the call that you can use as the foundation for writing your compelling web copy – and since we will have created the outline of each page, you can just piece the content together and polish it to your liking. This package also includes a written critique of your 3 pages of completed web content within 60 days of the consulting call (the timeframe is just to keep clients on track 😊). Please contact us for rates and turnaround times.

\* Note: There is also a do-it-yourself option called the Instant Web Copy Generator for those who would rather tackle the task of website copywriting on their own. This program includes fill-in-the-blank templates for each of the 5 main pages of your website, a swipe file of proven Home page templates for a variety of industries, and more. Please visit <http://MyInstantWebCopy.com> for more information.

### **What happens if you haven't worked with people in my field?**

We here at The Write Associate specialize in working with self-employed service professionals and service-based businesses, and our techniques have been found effective across a wide variety of service industries. Even if we haven't yet worked with someone in your field, the basic principles are the same, and we will work with you to learn more about your business and your target market in order to create a website that consistently attracts clients.

Here's a sample of professionals we've worked with over the years:

Business coaches	Personal trainers
Investment advisors	Life coaches
Career coaches	Virtual assistants
Personal stylists	Real estate agents
Web designers	Spiritual coaches/healers
Attorneys	Accountants
Physical therapists	Writers
Licensed therapists (family, marriage, etc.)	Chiropractors
Relationship coaches	Fitness consultants
Book publishers	Architects
SEO (Search Engine Optimization) experts	Bishops/religious consultants
Massage therapists	Insurance agents
Photographers	Event planners
Construction companies	Staffing/HR solution providers
Professional speakers	Doctors
Hair stylists/salon owners	Interior designers
Dentists	Artists
Mental health practitioners	Authors
Furniture sales representatives	Other sales representatives

#### **How will we work together?**

We'll use a combination of email and phone/Skype to communicate while we're walking through the client-attracting website program together.

#### **When can I expect to finish your programs?**

Again, it depends on the program you choose, but the completion time typically ranges from 2 to 6 weeks. Depending on your needs, you could be just a few short weeks away from a strong, client-attracting web presence!

\* Note: A more definite timeframe will be given if you [request a quote](#).

#### **How much do the client-attracting website programs cost?**

We'll go over specific investment amount during our [get-acquainted phone call](#), once we determine which program would be best for you. And don't forget that these programs can be written off as a business expense, which is a definite plus!

**Do you offer any discounts?**

Sometimes we do run promotions exclusively for our newsletter subscribers. So if you're interested in future discounts, be sure to [sign up now!](#)

**Do you accept credit cards?**

We accept all major credit cards through a secure payment processing service, as well as payment online through PayPal or Google Checkout. We also accept checks and money orders.

**If I know which program I want, how can I get started?**

Give us a call at 402-884-5476, send an email to [support@writeassociate.com](mailto:support@writeassociate.com), or complete our contact form at <http://writeassociate.com/contact>.

**If I don't quite know whether this is the right program for me, is there a way to sample your work at a low cost?**

If you're not sure yet, you can sign up for a [free subscription to our e-zine](#), which provides useful client-attracting website creation & promotion tips on a bi-weekly basis. If you read our e-zine for a month or so and like what we have to say, you can contact us then to get started.

**My weeks are already jam-packed, between family commitments and work priorities. How much time will I need to set aside for your program each week?**

You can expect to spend about 30 minutes during the get-acquainted phone call, an additional 30 minutes to 1 hour on the phone with one of our team members in the "Hidden Profits Website Audit" consult, and then from there your involvement will vary depending on the program you choose. If time is limited, you might consider the Done-For-You option, which requires the least of your time and involvement; beyond the two consults, your only requirement is to review and approve the completed copy. We advise our clients that devoting a few hours now to developing a client-attracting web presence will contribute to a more successful business in the long run, and the more free time you can expect to have later when your marketing pieces drop into place and begin to practically run themselves.

**I think I'm ready to get started, but I do have a few more questions. Can I contact you?**

Absolutely! We can be reached by phone at 402-680-2311 or by email at [support@writeassociate.com](mailto:support@writeassociate.com), or you can [click here](#) to schedule a get-acquainted phone call to talk with one of our representatives about whether this is the right fit for you.

**Answer your questions here:**

**1) Question:** \_\_\_\_\_

\_\_\_\_\_

**Answer:** \_\_\_\_\_

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**2) Question:** \_\_\_\_\_

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**Answer:** \_\_\_\_\_

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**3) Question:** \_\_\_\_\_

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**Answer:** \_\_\_\_\_

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4) Question: \_\_\_\_\_

Answer: \_\_\_\_\_

5) Question: \_\_\_\_\_

Answer: \_\_\_\_\_

6) Question: \_\_\_\_\_

Answer: \_\_\_\_\_

7) Question: \_\_\_\_\_

Answer: \_\_\_\_\_



8) Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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9) Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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10) Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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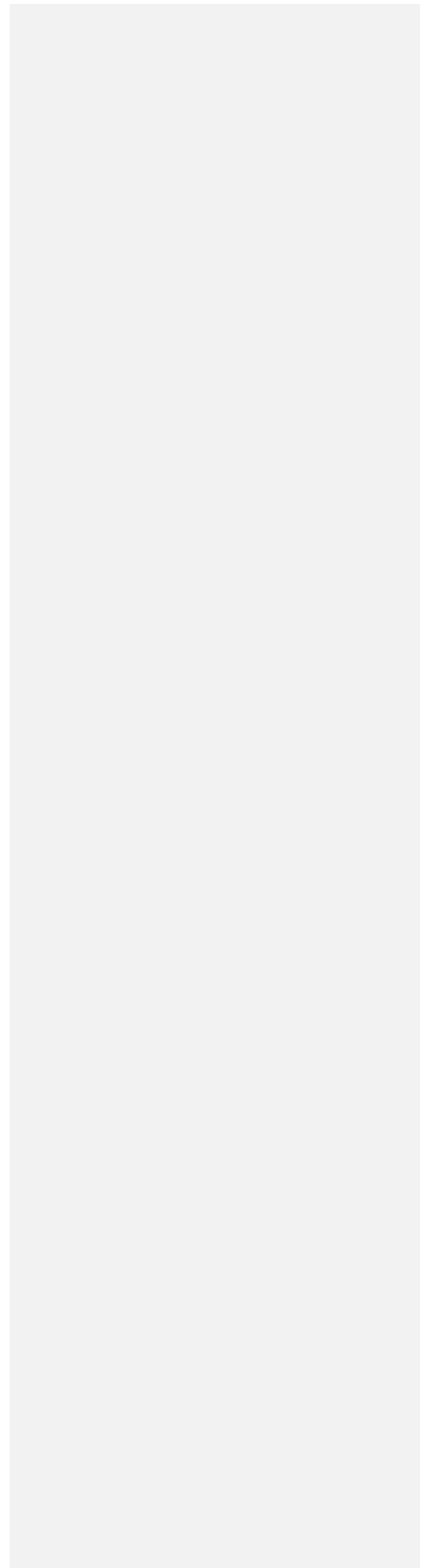
11) Question: \_\_\_\_\_

\_\_\_\_\_

Answer: \_\_\_\_\_

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12) Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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13) Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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14) Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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15) Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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## Day 4: Add Testimonials

If you haven't already, you'll want to add any testimonials you might have from happy clients. You can pepper testimonials into the copy as stand-alone boxes or even create a bullet list of results.

Here's an example of stand-alone testimonial boxes:

How much of a difference could you make in the world – and how much more success could you create for yourself and your family – if your website was working to connect you with the folks who want (and *need!*) your help?

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**"It's raining clients – I got 6 new clients through my website just this week!"**

**Email subject line: Thank you soooo much!!**

*"I just had to write and tell you that I used your home page template that you walked us through in your copy writing book. It has been up almost 1 week now, but what a week it has been. **It is raining clients here!** I'm not kidding! **I got 6 potential clients in this week alone.** The home page I set up by following your template is what drew them in! You totally rock, Tammi!"*

*Serita Diana  
Real Estate Virtual Assistant  
List2CloseAssistant.com*

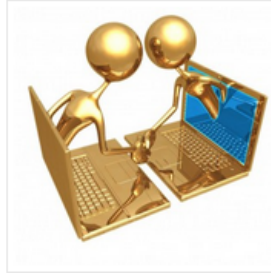
Whether you... (Click which option best describes you)

*Hint:* If you can match up the testimonial with the copy, do so. For example, if you're talking about how you specifically designed your business coaching packages to be easily implemented by beginners, and you have a testimonial from a newbie who started with no business at all and, with your help, had a fully functioning business and 3 long-term clients within 90 days, be sure to place those two pieces near each other on your About page.

And an example of a bulleted list of client results:

I've seen clients get amazing results – including the following:

- **39 interested prospects** requesting consultations, in just **one week's time**, all from just **one web page** and a few short promos to help drive traffic back to the page
- **6 new long-term, high-value clients within one week** of publishing strategic web copy
- A **600% increase in product sales** just in the first 10 days, and all from a few tweaks to the website's home page copy
- **Thousands of new newsletter subscribers** - and potential clients – joining my newsletter list in just 3 weeks' time, thanks to an irresistible opt-in page
- A **whopping 62%** of website visitors who requested a free report immediately buying a paid e-book



### Get it Done Step #1: Collect Testimonials

If you don't yet have any testimonials, you'll want to begin the process of collecting them. If you've never worked with a paying client, all is not lost; you can ask anyone you've worked with for a testimonial. It could be a colleague, if you're still employed full-time or a friend/family member that you've helped out pro bono. Anytime you work with someone, on a fee OR free basis, is a ripe opportunity to collect feedback, *especially* if they come to you with positive reviews or notes of thanks. Anytime someone expresses gratitude over your work, your first response should be: "Thank you! I'm so glad it was helpful for you, and I appreciate your feedback. Since my business is built on referrals from happy customers, would you mind if I use your kind words as a testimonial in my marketing materials?"

It's a good idea to get into the practice of seeking out testimonials, even if clients don't offer their feedback. Here's one great way: every time you complete a project or finish working with a client, send them a quick note that says something like: "Thank you for

your business! I enjoyed working with you. Because I'm always looking for ways to improve the way we serve clients, would you mind taking just a moment to leave your feedback on your experience with my company? (Please note that your comments may be used as a testimonial in our marketing materials. If you'd rather *not* be featured as a satisfied client, please just let me know and I'll make sure your comments stay confidential. Thank you!)"

And then follow it up with a list of questions such as the following:

- 1) On a scale of 1-10, with 1 being excellent and 10 being in need of improvement, how would you rate your experience with my company?
- 2) What was the most important thing you learned or achieved by working with me?
- 3) What convinced you to use this product or service?
- 4) How would you describe this product/service to other entrepreneurs?
- 5) Would you recommend this product/service to other entrepreneurs? Why or why not?
- 6) Is there anything you would change about this product/service?
- 7) Did you experience any specific results from our work together? (Such as X number of webinar/newsletter sign-ups or X new clients)
- 8) Please complete the following: Before working with The Write Associate, I \_\_\_\_\_ . After working with The Write Associate, I \_\_\_\_\_ .

Alternatively, you could direct them to a form on your website to leave their feedback, such as the following: <http://writeassociate.com/leave-feedback/> (form created with a service called JotForm.com).

**What questions will you ask customers?**

- 1) \_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_

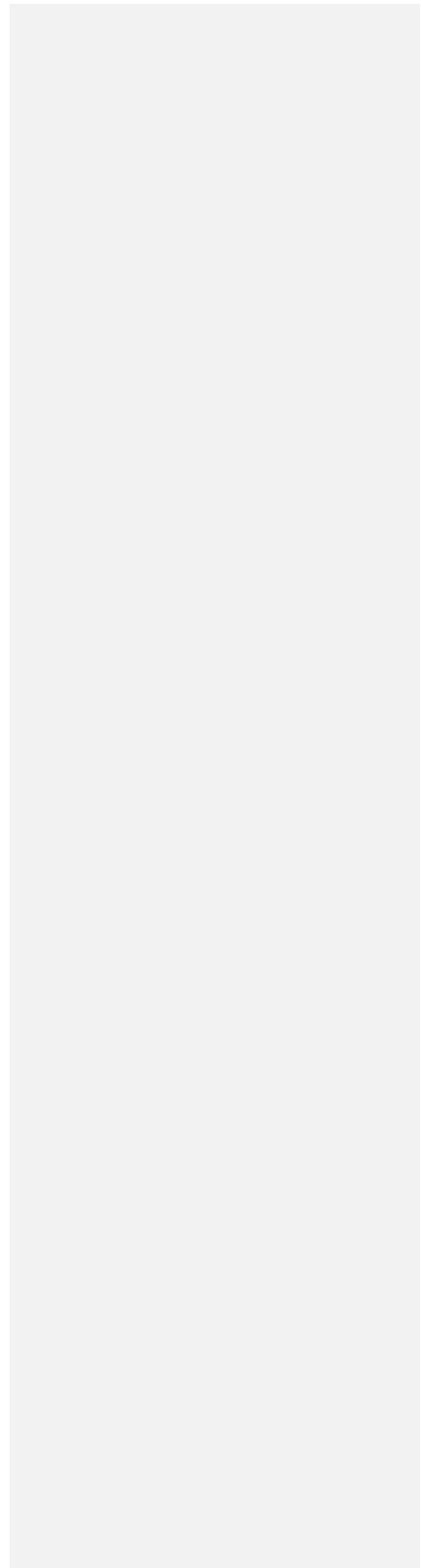
- 3) \_\_\_\_\_  
\_\_\_\_\_
- 4) \_\_\_\_\_  
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- 5) \_\_\_\_\_  
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- 6) \_\_\_\_\_  
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- 7) \_\_\_\_\_  
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- 8) \_\_\_\_\_  
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**Get it Done Step #2: Gather Existing Testimonials**

If you DO have testimonials from happy clients already, kudos! :) Now's the time to gather them together in one convenient location.

**Get it Done Step #3: Add Testimonials to Your About Page**

Once you have your testimonials that you want to use, you can choose relevant testimonials to feature on your About page. Be sure to focus on benefit-rich testimonials, and try to match them up with your content as much as possible.



## **Day 5: REST!**

Whew - it's been a busy 5 weeks, hasn't it? You've done a fantastic job creating your Services, Home, and About pages, and you deserve a break. So sit back, grab a coffee or other favorite beverage, and bask in the pride of a job well done. Congrats! :)

## Questions/Notes

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

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