

Write Your Website Workshop

*Module 3 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 (Optional): Engage Your Readers

Use one or several of the following 9 techniques to get readers involved with your website.

1) Ask a question that gets their wheels turning.

"What if there was a way you could convert 5 percent, 15 percent - even 25 percent or more - of your website visitors into customers, how much more money would you earn as a result?" (Contrast with a statement, which makes a claim the reader may or may not believe. A question introduces the possibility of an ideal scenario and allows the brain to draw its own conclusions and paint its own pictures.)

"Why do some online businesses make money so easily on the web - while you try everything possible and get barely enough customers, sales, and profits?"

Use "what if...?" questions or "Imagine what would happen if..." or "Think back..." Let readers envision the scene for themselves. Jot down your notes here:

2) Make a promise to engage their cognitive dissonance.

According to Stanford University psychologist Leon Festinger, cognitive dissonance is the mental state people find themselves in when they do things that don't fit with what they know, or if they have a thought that conflicts with other opinions they hold. So if you help them form a belief early on in your web page, by the time they get to the call-to-action it will seem like a natural next step. For example, if you're a sales coach, and you're talking to people who are intimidated by sales, maybe who think of sales as a difficult process, you might say: "By the time you finish reading this page, you will know how to increase your ability to ethically influence others, naturally, without sounding like you're making a sales pitch." Jot down your notes here:

3) Get readers to take ownership of that promise and cling to it tenaciously.

You could add on to the above by continuing with, "How much more money and success could you create if you could convert 15 percent, 25 percent - even up to 50 percent of your website visitors into paying clients?" Jot down your notes here:

4) Use involvement devices.

The use of involvement devices, such as a text box or a checklist that they can actually type into, can go a long way to hold audience captive. IE:

"Learn how to be prosperous, successful, and happy in just 10 minutes a day" headline

"But first, I want you to name the **top 3 things** you desire to have, or wish to improve, in your life right now -- examples: money (name the *specific* amount you want), a loving relationship, an ideal job, perfect health, your dream house, a brand new car, etc.

{Type the 3 things in the box below.}"

[Text box]

(Free tool to get this done in less than 5 minutes: Jotform. Or invite them to write their answers on a blank sheet of paper.)

Jot down your notes here:

5) Hone in on their feelings

Instead of saying "Are you not making enough money in your business?" say "Does it frustrate you that your business is making only a small fraction of its profit potential - while your competitors seem to be raking in the dough?"

"Are you not making enough money as you'd like?" say something like "Doesn't it get your blood boiling to think that your business could actually be making five times (at

least!) as much money as it's bringing in now - if you only knew the secrets your competitors are using to rake in the dough?"

Jot down your notes here:

6) Turn your suggestions into known facts in their minds

"What will you do with your extra \$2,000 in revenues next month?"

The question, "What will you do..." spawns a reaction in your brain to want to answer that question. You feel subconsciously compelled to answer that question. You've probably experienced this before, when the answer to a question you were thinking about earlier, even hours earlier, springs into your mind, seemingly out of the blue. See, your brain was working behind the scenes all that time to answer that question.

You see it in action on crime and mystery shows. A lawyer trips up a suspect by saying maybe asking a bunch of rapid-fire questions, one of which is, "Why did you rip off that convenience store?" It's assuming that the suspect did, in fact, commit the crime, and oftentimes it can work to get the suspect to admit to something. Because the brain is not answering the question, "DID you rip off that convenience store?", a yes or no answer, but rather "WHY did you rip off that convenience store?"

When you ask what someone will do with the money they earn, as in our previous question, there is an assumption made that earning the extra money is a given. To answer the question, "What will you do with your extra \$2000 in revenues next month?" your reader's brain has to assume that the part about "\$2,000 in extra revenues" is a given. And your reader then assumes that they will, in fact, earn an extra \$2000, and begins to think about how they'll spend it.

You can make it all the more powerful when you give it meaning, namely by beginning with something like:

"By re-routing the time they used to spend on administrative tasks to pursue more billable client work, clients of my VA services tend to earn an extra \$2,000 per month."

And then asking what THEY, the reader, will do with their extra \$2000 in revenues. Jot down your notes here:

7) Use "linguistic binds" to help eliminate doubts and reinforce beliefs that what you're saying is true

Linguistic binds are essentially combining logical statements that the brain can't refute with statements that you are introducing to readers. The combination helps them to believe the entire statement is true. So if you're a relationship coach who has a proven technique for finding love, you might say something like, "As you're reading this page, you start to see why you can't afford to waste any more time trying to find your true love using outdated tactics."

Part 1 states something obvious (you're reading this email), and part 2 states what you want readers to think or do (see why you can't afford to waste any more time trying to find your true love using outdated tactics). Leads reader to believe that what you're saying is logical because the statement begins with something that that is logical.

Jot down your notes here:

8) Take Advantage of the Power of Commitment

When you ask readers to write down the things they desire, they admit the need for your product/service. Plus, written commitment is more lasting than mental. Ask readers to close the sale themselves by making your packages part of their commitment statement. Here's an example from a recent report (which was essentially a long sales letter leading people into a training program), and it was important that they read the entire report from start to finish. So I began the report by saying:

"I know I've been guilty of requesting reports that ended up cluttering my inbox, unread and unused. Those I *have* read have given me at least 1 new idea to help me grow my

business. This report is sure to do the same for you. But it all starts with YOU. No marketing technique, no matter how powerful, will work if it isn't put into place.

So to help ensure that you get the most out of this report, I ask you to make a commitment to yourself to *use the report you hold in your hands* (or see on your computer :)) to begin attracting more leads for your newsletter list, clients for your service practice, and profits for your business and yourself.

To get started, please **type your name, the amount of clients/money you want to gain, and the reason/s you want to gain more clients/money** in the blanks below (or on a separate piece of paper if you'd prefer :)), and read the completed statement out loud to reinforce the commitment that will lead to your ultimate success:"

I, _____, have decided I want to gain ____ clients/cash, because _____, and I'm committed to following Tammi's proven suggestions until I reach my desired target.

9) Ask a question they can't possibly answer "no" to: (commitment/consistency element)

There's an element of unstated commitment if people answer yes to a question that's a complete no-brainer. Then if they don't follow through, they feel uneasy, like there's unfinished business they need to attend to. Here's an example:

"If I could show you how to convert 5 percent, 15 percent, even up to 25 percent of your website visitors into interested leads and paying clients, would you be willing to spend 30 minutes a day putting top industry secrets into place on your website?"

Or, "What if I told you there was a way that you can achieve your top 3 goals -- *and anything else you desire* -- by using the power of your computer. Would you be willing to spend just **10 minutes** a day making those dreams come true?"

At the end of the page, close the loop by saying:

"Earlier on, I asked you the question, 'If I could show you how to convert 5 percent, 15 percent, even up to 25 percent of your website visitors into interested leads and paying clients, would you be willing to spend 30 minutes a day putting top industry secrets into place on your website?'"

Since you're still here, chances are good that you answered "Yes!" to that question. Now that I've shown you exactly how you can write a website – in 30 minutes or less per day – that will create a foundation for easier, more fun, more profitable marketing, and have seen some of the success stories from clients who've gotten quick results – I think you can agree that now's the time to take action and start getting more clients with *your* website! Register now and get instant access to your bonus goodies – and let's get you on the path to a more compelling, more client-attractive website!"

Jot down your notes here:

Get it Done Step #3: 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 #4: 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 #5: 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. Example:

Over the past 5 years, my work as a website copywriter and website conversion specialist has helped 100s of business owners just like you to **identify what sets your products/services apart and gets the right folks to say “Yes!”** to your offerings. If you'd like to see how you too can use your website to attract more clients, you're invited to apply for an **“Uncover My Irresistible Home Page”** Discovery Session. Each month we accept 5 serious business owners for these sessions.

In this 20-minute discovery session, you can expect to:

- **Gain clarity** over what's stopping you from **getting more responses from your website visitors**;
- **Create a plan** that outlines crucial next steps to keep you **on track for your online marketing and client attraction goals**; and
- **Enjoy renewed confidence and excitement** about sending traffic to your website (knowing your message is gonna be working harder to **convert website visitors into warm leads and paying clients**).

Write yours here:

Get it Done Step #6: 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.

Your turn:
