



This 8 page worksheet is designed to help you get started with basic concepts to creating a successful and profitable website. Please use this worksheet to your fullest advantage by **writing down thoughts and ideas**. If you're like me, you'll have a printed hard copy close by for those ah-ha moments of which you'll translate to a soft copy later so you can read it in the future! LOL!

Let's get started!

And one last thing, **perfectionism is NOT permitted!** Do not obsess about this! Creating a website does not need to be stressful. If you find yourself struggling with something—move on and come back to it later.

And finally, contact me if you get stuck or when you're finished.

Progress Tracker	% Completed			Woohoo!!! I'm Done!
	25%	50%	75%	
Domain Name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Look & color scheme of your website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web Copy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services you offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing structure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Testimonials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Articles & publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freebie to build your mailing list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Hint: Track of your progress at a glance by using this checklist

Think about a domain name: i.e. www.yoursite.com. This will also be part of your email address: You@yoursite.com

- **Make it short, easy to remember, hard to misspell,** and relate it to your business name, niche, or products if possible. Using your name: www.DonnaPayne.com is acceptable if you're a Coach, Therapist, or other Solo-Professional because YOU are your "brand".

Jot ideas down here:

Decide on a "look" or template for your website: SIMPLE IS BEST!

- **Who/What is your niche?** Professionals, solo-preneurs, work at home moms, women over 40, bald men over 70 with knobby knees, teenage girls with ADHD... *Get the idea?*
- **What will be your site's mood or tone?** (professional/corporate, warm n'fuzzy, visually stimulating, serene, color themes, techy) Remember though, keep it simple!
- **Research and find 3 of your direct competitor's websites** that you like and note what you like about them. How can you present your information, product, or services in a different or better manner?
- **Have a look at templates** to help you figure out your site's "feel". What's visually appealing to you will be to your prospects too. Go to <http://TheWebCoach.net/html> and browse through categories on the left hand side.

Note: Be sure to write down the template ID#'s of the templates you like best below.

Competitor's sites:

Template Id's

Here's the single most important part of your website: YOUR WEB COPY!
And remember: Your website isn't about YOU, it's about THEM

Note: May I add, this is an area where most of my clients get stuck...If you find yourself at a total loss when it comes to writing, please let me know. I also provide website copy writing.

Write/gather/compile: prepare copy for your main pages:

- **Answer questions.** Frequently asked questions *woven into your copy* will give your visitor confidence in you because you answered their concerns right away. **Think of questions you've been asked and document them** providing the most detailed and complete answer you can. This will save you lots of time in the future.
- **Focus on the pain your prospect is experiencing.** Your client is looking for someone to take away their pain or help solve their problem. What's bugging them? What keeps them up at night? Why are they looking for you? If you don't **get in touch with your prospect's emotions** they are not going to connect with you, or hire you. Give a **positive outcome** for each pain they have.
- **Your copy needs to be as specific and clear as possible to the kind of client you want to attract.** Why? To **weed out the wrong kind of clients**, that's why! Why waste your valuable time on a comp session with someone who wants a widget coach and you only coach gadgets? If your home page's message is crystal clear, prospects can determine right away if you are right for them before they contact you.
- **Remember to be personable and approachable.** Even go as far as to write down 10 characteristics of your perfect client and make up a fictitious individual who has all these characteristics and write your copy "to" that person.

Your prospects want to learn more, and be closer to you. They will love reading about your human side. People do business with folks they like as your business is built on relationships!

Hint: most everything I write goes to my senior editor first—my 10 year old daughter! If she can't understand the concept of what she's reading, I need to start over. In other words: write in simplest terms. Big words don't impress and make some folks feel stupid! Myself included!

Write so that your information is "scan-able". People rarely read word-for-word. Their eyes scan down the page when reading a sales letter or ad copy. **Bolding key phrases** in your copy, makes your information scanable and lets this person know immediately if they want to read further or bail from your site.

You MUST have a killer opening line. Something to snag your prospects attention right now! Start paying attention to articles and ads in your local paper...or if you're feeling adventurous, take a gander at the tabloids in the grocery checkout. You'll see some pretty interesting headlines AND as corny as they sound, they SELL like crazy! Here are 3 examples:

How to... "How to lose 15 pounds in 15 days", "How to meet the love of your life!"
7 secrets... "7 secrets to attracting better clients", "21 secrets of master coaches."
If and Then... "If you have an itchy scalp, then get Head & Shoulders."

BENEFIT RICH. List all the benefits of doing business with you and **OVERCOME OBJECTIONS.** When you're finished with your spiel, give a clear and concise **CALL TO ACTION.**

For example:

- "Subscribe now and receive a free doo-dah", "Click here to buy now".
- Tell them exactly what to do.
 - "Click here to schedule a complimentary coaching session"
 - "Click here to get our free e-book chock full of powerful interviewing tips"
 - "Take out your credit card and purchase now using our secure server"

Valuable services you will offer:

• **What value can you add to your clients world?**

- What is your USA (unique selling advantage)?
- What are the benefits of working with you?
- What unique programs will you have?
- How to become your client (call to action – most likely a request for complimentary session)
- Complementary phone session.

*Hint: An **online assessment** your prospect completes prior to your initial call is a must to better understand your prospect's need for contacting you. This will help you **laser focus** on their issues so they can clearly see the **benefits of working with you!***

Notes:

Your pricing structure:

- What do you charge per hour, month or per program for your services? Plus, most importantly how and what payment methods will you take?
- Select a company to process your online payments, and who can handle your e-mail auto responder, client database management, and instant delivery of your digital products (e-books, audios, freebies mentioned in the last section) I recommend [Practice Pay Solutions](http://www.practicepaysolutions.com), (www.practicepaysolutions.com).
- Write down your user name: _____ password: _____

Notes:

Testimonials:

- **Document favorable comments** you have received from peers, clients or other professionals using the SAR format. (Situation, Action, Result)
- **Testimonials don't need to be certified documents or anything of the like**, but do provide references or contact information. (Ie. Website) *You ask around before you try a new restaurant, right? Do the asking for your prospect before hand.*

Notes:

Your articles or written publications:

- **Sharing your knowledge and expertise** with articles on your website is important for keeping your visitors engaged. Articles allow your prospects to get to know you better and trust your recommendations.
 - Write so that your prospects simply can't stop reading.
 1. Relate to the audience.
 2. Write from the heart.
 3. Tell them a story or share a personal experience
 4. **Write using 1st person**, not like your writing about someone else.
 5. Don't be generic use clichés or common phrases.
 6. Be REAL! Show your witty, whimsical or silly side...it's ok! Really!

Notes

Building your mailing list:

Think about creating a **freebie** to increase your mailing list. Prospects respond better to “instant gratification” information and are more willing to give up their contact info.

For example: Free-ebook, report, tool, survey, assessment, newsletter, tips. Take a look around your office, day-planner, and the sent file in your email box. You’d be surprised at all the information you have readily available that you can compile into your first freebie or product.

In the future, you will need to choose a mailing list management service, with an auto-responder to follow up with your prospects who just got the freebie.

*Hint: another list building tool is a **NEWSLETTER: There is no other marketing tool on the planet capable of doing so much for your business with so little effort and expense.** It's forwardable, archivable, scaleable, trackable and interactive. It's as effective for staying in touch with existing clients as it is for prospects. It forces you to clarify your thinking about your industry and business and in the process positions you as a believable expert in your field. Sure, we can help you with newsletters too, just ask!*

Notes:

Please send your completed worksheet back to me after you're finished, and by all means share this with others who are working on (or even just thinking about) creating their own website.

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