Roadmap to Freedom

CREATE YOUR WEBSITE DESIGN AND MAGNETIC COPY WITHOUT GETTING OVERWHELMED IN THE PROCESS

MODULE NINE

Welcome Message

Yay it is website time!!! I know you guys have been anxiously awaiting putting your new business out into the big online world. Since all the foundational pieces are in place for your business you will find this process goes a lot smoother.

Sure, there is some techy stuff, but I encourage you to start with the basics and if you feel ready to customize your site to a more advanced level then you can start implementing CSS code

This module walks your through the pages needed for your website and fun little additions to add. Stay consistent with your brand across your website and remember clean and clear is better than cluttered and dirty ;)

If you are using the Squarespace platform you have access to the complete tutorial video vault, including advance training videos and custom CSS cheatsheet. Remember, that Google is your friend, honestly this is how I taught myself everything I'm teaching you, so should you find you want to try something else just use that handy dandy tool everyone loves to hate.

BE MERRY!

michelle knight

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Module Checklist

- [ ] COMPLETE MODULE NINE WORKBOOK
- [ ] WATCH THE SQUARESPACE VIDEOS (OPTIONAL)
- [ ] CREATE YOUR FREE OFFER
- [ ] CREATE YOUR BRANDED WEBSITE
- [ ] CHOOSE YOUR PAYMENT SYSTEMS AND LINK TO YOUR SITE
- [ ] FINISH UP MODULE 8 AND UTILIZE IMPLEMENTATION WEEK TO WRAP UP ANY UNFINISHED PIECES

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If you haven't already be sure to buy your domain name and link it to your new website platform. Two very popular website hosting sites are Go Daddy and Namecheap. If using Squarespace you can also buy your domain through their site. You will need to follow the instructions given to you on how to link your domain name with your website platform.

In addition, you will need to set up a payment system on your site. Stripe is the easiest integration when using Squarespace and although you don't necessarily need a button on your site for clients to pay, it makes for expansion as you introduce new programs and services easier. Paypal and Square are other great options when starting out.

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PAGES TO INCLUDE ON YOUR WEBSITE:

- HOME PAGE/WELCOME PAGE
- ABOUT ME PAGE
- PROGRAMS PAGE
- DISCOVERY CALL/CLARITY CALL PAGE
- CONTACT ME PAGE
- BLOG (OPTIONAL)
- TERMS AND CONDITIONS
- PRIVACY POLICY

WHILE CREATING YOUR SITE I SUGGEST HAVING A COVER PAGE TO SERVE AS A LANDING PAGE SO THAT IT IS A CLEAN PLACE FOR PEOPLE TO LAND (CHECK OUT THE TRAINING VIDEO FOR INSTRUCTIONS)

FUN ADDITIONS TO WEBSITE:

- INSTAGRAM FEED
- SUBSCRIPTION BLOCK OR PAGE
- TESTIMONIALS
- LINK TO FREE OFFER

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YOUR WELCOME PAGE
(AKA HOME PAGE)

YOUR WELCOME PAGE IS THE FIRST THING PEOPLE WILL SEE WHEN LANDING ON YOUR WEBSITE. IT IS IMPORTANT THAT IT IS CAPTIVATING, ON BRAND AND SIMPLE IN WORDING AND STRUCTURE. YOU WANT TO CAPTIVATE YOUR AUDIENCE FROM THE GET GO AND I'VE INCLUDED SOME FUN WAYS TO DO THAT BELOW.

THINGS TO INCLUDE:

- YOUR LOGO
- CLEAN AND EASY NAVIGATION
- BANNER IMAGE
- BRANDED PHOTOS THROUGHOUT
- SMALL ABOUT ME SECTION WITH PHOTO
- YOUR FREE OFFER (WHETHER THAT IS AN OPTION BOX OR A LINK TO YOUR LANDING PAGE)
- NEXT STEPS:
    - LINK MORE OF YOUR STORY
    - LINK TO WORK WITH YOU
    - LINK TO YOUR/JOIN YOUR PRIVATE GROUP

NOTES ABOUT YOUR HOME PAGE

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YOUR STORY PAGE
(AKA ABOUT ME)

I don't need to tell you how important this page is! All the work you've been doing on your story has led you creating an About Me page that so clearly explains to your audience where you were, where you are now and how you got here. It is designed to inspire your audience, relate to them on a very personal level and show your vulnerability so people can begin trusting you.

Your About Page should be a minimum of 2-3 paragraphs touching on the important points, but obviously I love a long, really descriptive story page. You can check out my page here: http://brandmerry.com/my-story

THINGS TO INCLUDE:

- A BEAUTIFUL BANNER (I LOVE TO USE THIS OPPORTUNITY TO GRAB YOUR AUDIENCE WITH A BEAUTIFUL TAGLINE)
- PHOTOS OF YOU THROUGHOUT (THIS IS ONE SPOT WHERE THEY DON'T HAVE TO BE PROFESSIONAL PHOTOS, BUT MORE PERSONAL
- BOLDED TEXT (REALLY HIGHLIGHT PARTS OF YOUR STORY THAT ARE IMPORTANT)
- YOUR HOOK
- CALL TO ACTION BUTTON TO WORK WITH YOU
- A WAY FOR THEM TO GRAB YOUR FREEBIE

NOTES ABOUT YOUR ABOUT ME PAGE

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DISCOVERY CALL/CLARITY CALL PAGE

No matter what you would like to call it, this is the space where someone will schedule a time to chat with you about working together. You want to make this process easy on them so linking a button to your Calendly scheduler or using the Acuity integration (in Squarespace) so they can seamlessly schedule the time that works best for them.

In addition I HIGHLY recommend that you have some sort of questionnaire or application on your Discovery Call page. This is really going to help you utilize your time efficiently and make sure that people aren't abusing your time to get free coaching. The other reason this is helpful is that you can make sure they have reviewed your pricing before getting on the phone with you!

You can see my sample application here:
http://www.brandmerry.com/call

**I use 17 hats to create a lead capture form and embed it on my site so their information is stored in my system, however using a form capture or embedding Google Forms is also a great option.

NOTES ABOUT YOUR DISCOVERY CALL PAGE

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YOUR PROGRAMS/SERVICES PAGE

If you are offering just one program at this time then a simple sales page linked to your Programs section of your navigation is great! However, if you have more than one I suggest a landing page similar to the one I've created here: http://www.brandmerry.com/work-with-me

IMPORTANT THINGS TO KNOW ABOUT YOUR SALES PAGE

- NO NAVIGATION BAR (JUST LIKE A LANDING PAGE WE WANT PEOPLE TO FOCUS ON YOUR CONTENT AND NOT GET DISTRACTED BY OTHER AREAS OF YOUR SITE)
- DISCOVERY CALL CTA (THIS SHOULD BE THE ONLY CALL TO ACTION ON YOUR SALES PAGES, LET'S MAKE IT SIMPLE TO SCHEDULE A CALL WITH YOU)
- PRICING (I RECOMMEND STATEING YOUR PRICING ON YOUR SALES PAGE IN ORDER TO BE AS TRANSPARENT AS POSSIBLE)

NOTES ABOUT YOUR SALES PAGE

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SALES PAGE STRUCTURE

FROM MY EXPERIENCE, AND WHAT I'VE HEARD FROM OTHER COACHES IN MY INDUSTRY, LONG FORM WORKS BEST, IT IS IMPORTANT THAT YOU TAKE YOUR READER ON A JOURNEY, WALKING THEM THROUGH THE REALIZATION THAT THEY NEED TO HIRE YOU TO ADVANCE THEIR LIFE AND BUSINESS.

THE FOLLOWING STRUCTURE IS AMENDED FROM LISA ROTHSTEIN, MY COACH MELISSA PHARR AND MY OWN GATHERINGS THROUGHOUT MY JOURNEY

SALES PAGE STRUCTURE

SEE MY EXAMPLE HERE: http://brandmerry.com/passport-to-freedom

BANNER IMAGE WITH TITLE OF THE COURSE AND EXACTLY WHO IT IS FOR

PAIN POINT QUESTIONS OR STATEMENTS

- Capture your audience by relating to exactly where they are. Show them you get where they are and can sympathize with the struggles they are dealing with.
- Paint them a picture of exactly where they are!

CONNECT WITH THEM AND INTRODUCE YOURSELF AS THE EXPERT

- Introduce yourself with your hook
- Let them know you get it cause you were exactly where they are now
- Build the trust factor by becoming vulnerable on how you got to where you are now
- Share parts of your story that are important

GIVE THEM HOPE

- Let them know it is possible for them too
- Connect with their desires (pull from market research) and empower them to know they are possible

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INTRODUCE YOUR PROGRAM

- What is the program
- What does it include
- What will they learn from working with you (15 core messages)
- Testimonials

ACTION BUTTON #1 (TO BOOK A DISCOVERY CALL OR FIND OUT YOUR PRICING)

SOCIAL PROOF

- Share testimonials and real life results
- Pull again from your story and how you've grown from Person A to Person B with these tools
- Add a little bit of body text

BONUSES AND INVESTMENT

- List any bonus materials
- Be very clear and specific on the investment and if payment plans are available

ACTION BUTTON #2 (BOOK A DISCOVERY CALL)

EXTRA JUICE

- For those that still aren't convinced this is a great opportunity to offer an insight on how this program will change their lives
- Let them know that you are here to support them
- Pull at their heartstrings and paint a picture of what will happen if they don't sign up

ACTION BUTTON #3 (BOOK A DISCOVERY CALL)

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Website Checklist

- [ ] HOME PAGE
- [ ] ABOUT ME PAGE
- [ ] DISCOVERY CALL PAGE
- [ ] PROGRAMS PAGE
- [ ] CONTACT PAGE
- [ ] LEGAL: TERMS AND CONDITIONS/ PRIVACY POLICY
- [ ] TITLES AND TAGLINES FOR YOUR PAGES AND PROGRAMS
- [ ] CONSISTENCY IN BRANDING AND PHOTOS
- [ ] UPLOAD LOGO AND FAVICON
- [ ] LINK YOUR SOCIAL MEDIA ACCOUNTS
- [ ] DOUBLE CHECK BUTTONS AND LINKS
- [ ] INCLUDE OPT IN OR FREE OFFER
- [ ] LINK SCHEDULING APPLICATION
- [ ] LINK PAYMENT OPTION
- [ ] PROOFREAD!!

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action step

NOW, GO AND CREATE YOUR WEBSITE!!!

BE SURE TO SHARE YOUR NEW SITE WITH THE COMMUNITY ANS ASK FOR HELP WHERE NEEDED!

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Weekly Planner

WEEK OF _____

I'M GRATEFUL FOR _____

BIG THREE

PRIORITIES

REALIZATIONS OF THE WEEK