

Building Your Website

- *create your website using a DIY platform like [wix.com](https://www.wix.com) or square space
- *choose a template that you like, that could work for your business right now (know that you can come back to change these things + make them prettier down the road)

Main Pages to build when you are first starting out:

- *a home page (mapped out below for you)
- *an about me section
- *a work with me section (where you list your products and services, and the next steps they can take to buy your things)
- *a contact me section

Extras to include on your website:

Not necessary and sometimes clients have an idea for these right away

- *a blog
- *a testimonials section

Help videos for wix:

How to build a wix website 2019:

<https://www.youtube.com/watch?v=142qllS1198>

Wix tutorial for beginners:

https://www.youtube.com/watch?v=RAF_u452pME

Easy and Simple Websites for Beginners:

<https://www.youtube.com/watch?v=pGhdpuFmYJw>

Finding Photos for your website:

- There is a large bank of photos you can use for free on your wix website built right into wix, don't be afraid to use your own selfies too
- another resource for free photography is unsplash.com
- you can use their search features just like you would inside google to search for the perfect photo

*don't spend too much time sourcing your photography, again you want to rememberer that done is better than perfect

Great book to help with website clarity:

Your Story Brand by Donald Miller

Website Workbook

Mapping out your website:

- 1) What are the pages you would like to include in your main menu bar on your website (the navigation bar that sits at the top of every website)?
- 2) How can you incorporate your visual branding exercises from the first few modules into your website? How will you infuse the “vibe” of your business and colours you have chosen inside your website?

Building Your Home Page:

Your Home page is really important because it is the place where the majority of people will hang out on your website. The more clicking around they have to do on the site, the less likely they are to read the material that's on the other pages. Your homepage is your highlight reel, it gives viewers a quick sneak peek into what you do and how you can help them. Future clients can tell a lot about you from your home page. There are some things you want to keep in mind as you craft this page:

- *include your logo and brand name at the top of your website. Make sure this is large, easy to read and visually appealing (not blurry or distorted)
- * place an appealing photo at the top of your home page right below your navigation bar. Typically this photo is a “banner” style, meaning it will cover a large portion of the page and there will be no white space around it
- * Create a space where people can sign up for your email list: either just to generally sign up to receive updates from you or to sign up for a specific guide/pdf download, recording you have created for free for them (we'll get to building these later... just leave space for it now)
- * Have a section that tells who you are and what you do. It should stand out and be easy for people to read, and be quick for someone to read. You won't put your entire story here (that will live on your About Me page... keep this one short and sweet on your homepage. Just enough information to get the point across) It should peak the readers interest and show you can help them, without needing to tell the entire story

- 1) Brainstorm all the ideas you have for your home page
- 2) Now, let's write your story for the homepage... do a headcheck, it's time to get real here and vulnerable! Don't be afraid to share your failures/challenges/obstacles here. That is relatable to the reader and important online!

*Think back to a time where you weren't happy with your life... what challenges were you facing? Why was this time hard for you? Write everything that comes up for you here. This is still a brainstorming phase

*What was your turning point, the moment where you said enough is enough?

*What happened after that, did you take some sort of specific action?

*What does the future have in store now for you because of this?

*Why is it important to you that you now help others (as it pertains to your specific products/services?)

Now, craft your home page story! Remember to show your authenticity here and be vulnerable!

Website Workbook

Next up, create your About Me Page:

Aside from your home page, your about me page will be one of the most cliché pages of your website... the reason for this is people love hearing stories! They want to know how you got to where you are today and what you're all about!

There are a few key things you want to cover on your about me page:

*Create a capturing headline: that very quickly tells people who you are. You want it to answer the following questions:

- who you are
- who do you serve
- what is their problem
- how you solve it
- and what the outcome is

For example, mine is: My name is Brittney Jones and I help online business owners simply this who social media thing to build a business that delivers real results.

*Find something unique about you: if you read my about page you'll hear the valley girl come out in me. I have intentionally added in my personality. There's nothing worse than reading the same DRY bio every one else has on their websites. You want to show off your personality and show that you're not just another robot behind the computer. Maybe you love being a basic B, Starbucks lattes, a good glass of Pino. Share these points and weave them in throughout the story so that I can get to know the REAL you... not the stuffy professional version of you! That's boring and forgettable online... you want to stand out and be unforgettable.

*Have a photo of you that's clear and takes up a lot of space on the page. Listen, I get it if you don't love photos of yourself... I feel the same way. This is EXTREMELY important though on your about me page so please take a deep breath and just do this one. You don't have to go back and look at your about page once it's finished ever again if you don't want to! This photo of you needs to be making eye contact with the audience... meaning I can see your eyes and smile inside the photo! Choose one that is a sharp image and is not coming across as blurry on the page. Think about the vibe of your business too as you create this! I don't want you thinking you need to go get headshots done... this is totally unnecessary! Grab your phone and take a few selfies if you don't have photos on hand.. this will work!! Again- DONE IS BETTER THAN PERFECT!

*Share your story: go back to the exercise from the home page and just expand upon this story. Fill in the blanks for us a little bit and take us on this journey with you!

*Set the stage that you are the expert. I know it feels scary and you might not feel like THE expert right now in your field, we ALL feel like this at the beginning. I want you to tell that voice in the back of your head- the fear, to sit down and shut up for a hot second so you can complete this exercise. I want you to brainstorm some reasons why you're the expert:

- what wins have you created in your own life (as it relates to your business)
- awards you've been given

Find something that speaks to your credibility, so that people reading this know they have made it to the right place online with someone they can trust to help them achieve results!

Website Workbook

Sales Pages:

(how to map out a sales page for each of your products and services you have to offer)

I recommend you read the below and compare it to any of my course sales pages to get an idea of what I am doing.

Note: You can play with the order of the sections. Sometimes different sections feel they need to be before other sections to explain the particular offer. It varies sales pages to sales page.

♥ SECTION ONE -- HEADER

Title: Says what course is about

Tag line: Pulls them in – gives more info

Example: *Sell from Your Soul* Tag line: *The Sacred Art of Calling in, Sharing with, & Selling to Those Who Need Your Work.*

♥ SECTION TWO -- QUESTIONS

Identify them: This is where you let them know that you know them (hit their pain point). I like to do this through a series of questions.

Are you tired of a job you hate?

Do you dread paying your bills?

♥ SECTION THREE -- STORY. IDENTIFY PAIN POINT.

SHARE SOLUTION.

Share a little of your story then tie it to your transformation and the offer you've created. State the problem.

Share about the transformation. Share about your current results and how you help.

Example.

Hi. I'm Brittney Jones.

Not that long ago I was _____. I then realized/decided _____.

I took myself through a process of _____.

Now, it is my joy and honor to help others _____.

♥ SECTION FOUR -- SHARE MORE ABOUT THE PROCESS.

Tell them what they will learn and how you will help them specifically.

Give them the details.

This is where I will often list out the modules.

♥ SECTION FIVE -- BONUSES!

List anything else they will receive. (This can be meditation, affirmation, resources, etc)

♥ SECTION SIX -- CONSIDER INCLUDING

TESTIMONIALS

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(I often sprinkle these throughout the page instead of in their own section)

The first time you launch a course, this may not be about the course but other things people have said about you that were positive in relation to your work.

♥ SECTION SEVEN - BIO

Who are you? Why should they trust you? Why are you passionate about this? What have your results been? Etc.

♥ SECTION EIGHT -- HOW IT WORKS

If you haven't already... state when the offer starts, how long it lasts, when content is delivered/other things that will happen and what they can expect next. This is also where

I mention that there is life time access to the course and all updates.

♥ SECTION NINE -- CONSIDER AN FAQ SECTION

This is where I list other things people might be wondering such as, is there a refund period? Is there a payment plan? What if I can't start right away? Etc.

♥ SECTION TEN -- LET THEM PAY YOU!

It's time for your payment options + call to action!

Examples:

Are you ready to _____?

I am so excited to help you _____!

Click below to get started!

Pay in Full Payment Button

Payment Plan Payment Button

VIP Payment Buttons (if relevant!)