



Create A Home Page That Hits A Home Run Session 1

Group Mentoring Call Info Thursday 12N Pacific / 3 PM Eastern

Please keep that page link handy. If anything happens at the last minute or if there is a change, I will post there first. It's faster than sending out emails.

SPECIAL NOTE: This teleseminar starts on time according to www.Time.gov so please dial-in five minutes early so you don't miss any content.

Access To The Facebook Secret Group

If you have not yet received access, go into Facebook and initiate a Friend request. Then send me a Direct Message, saying, "I am in your class. Please add me to the Group!"

3 Tips To Get The Most Out Of The Calls

1. Print each module out so you can write and take notes

during the call.

2. Think of how to quickly implement the assignments recommended.

3. Make a deadline to complete the assignments and post them the Forum.

Create A Home Page That Hits A Home Run

Congratulations! You've made a great choice by becoming a part of the ***Home Page that Hits A Home Run workshop.***

With the information you will learn in this course, and a commitment to action on your part, you are building a great foundation to achieve the results you want.

I am not promising you a get rich quick scheme. You will get a systems approach to making over your website so you increase credibility, attract traffic, convert browsers to buyers and ultimately attract all the clients you need to achieve the lifestyle you desire.

View your Internet presence as a long-term business opportunity. Over time you accumulate "marketing capital" and everything gets easier.

I can't guarantee your specific results or promise you will attract a certain number of clients. But I assure you that your results will be determined by how much effort you put into your success.

As with anything, the more you put a **sincere effort** into the learning, development and implementation of the information, the more you will get out of it. Over the next 4 weeks you will learn many techniques to attract more clients

and sell more products with less effort.

So...let's get started.

A clear strategy to structure your own home page (so your visitors connect easily)

There are 3 strategies available for introducing visitors to your website:

Hard Squeeze Page

Soft Squeeze Page

Jump Right In

A squeeze page is the page where people subscribe to your giveaway – what I call your “irresistible freebie.” What gives the squeeze page its name is that your squeeze page has just one goal – to convert your web site visitors into subscribers. They are squeezed: they either subscribe or they go away.

Hard squeeze pages don't link to any other pages on your web site. In fact, pure squeeze pages have no outgoing links at all. You are not just squeezed: you are stuck!

On the plus side, this strategy helps your web site visitors concentrate on the offer you have on your squeeze page. They aren't browsing menus or getting distracted. Therefore, if your offer is a good match for your audience, more of your

web site visitors sign up for your offer and ultimately subscribe to your newsletter.

If you are just starting out, a hard squeeze page makes the most sense. It's better than an "Under Construction" page because you can begin building your list.

For many markets, this approach will backfire.

Soft squeeze pages are set up like hard squeeze pages but include a link to the rest of your website. The softer the squeeze page, the bigger and more obvious the link will be.

If your visitors return to your website, you need a soft squeeze page or no squeeze page at all. Once they've subscribed they will be annoyed if they have to keep going back to your opt-in page.

Jump Right In pages are set up so you just get a home page that greets you when you get to the URL. These pages work especially well if

- your visitors will come back to your site over and over
- your visitors are searching for a solution to a complex problem
- your visitors are not used to the Internet (so they will get nervous if they can't escape your page)
- your visitors resist anything that hints of sales
- you offer a traditional professional service associated with licenses, such as law, medicine, psychotherapy, massage or most healing services

You can also use a mixed strategy: Create a website with a soft squeeze or "Jump Right In" page but have several stand-alone opt-in squeeze pages.

That's what I do. My website URL directs to a soft squeeze page:

<http://www.CopywritingWithCathy.com>

But you can download free products at

<http://www.FabulousOnlinePresence.com>

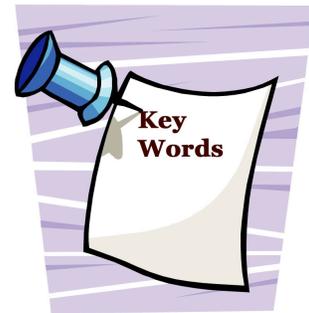
and

<http://www.CopywritingDetective.com>

as well as other sites.

My career site has a stand-alone:

<http://www.MidlifeCareerChoice.com>



A Word on Keywords

Many business owners get so caught up in creating a "keyword-rich" page that attracts traffic, they forget the reason they have a website is actually related to conversion.

Check out this guest post from MichelePW, another copywriter, on my blog:

<http://bit.ly/q310pO>

So...how do you get traffic without going keyword-crazy?

(1) Identify 2 -3 long tailed keywords per page

A long-tailed keyword is a phrase that the majority of people are not searching for – but a smaller number of people are pretty intense about it. For instance,

“DUI attorney” gets a lot of searches – 246,000 a month when I last looked. It’s not a long-tailed keyword – but “DUI attorney Los Angeles” is a long-tailed keyword with about 10,000 searches per month.

To find keywords: Look up Google Keyword External

<https://adwords.google.com/select/KeywordToolExternal>

The directions are pretty straightforward. Here are 2 videos that explains how to use this tool:

http://www.youtube.com/watch?v=TSdz249N_2k

http://www.youtube.com/watch?v=lyIn3Zk_jDk

Other places to conduct research:

www.clickbank.com : What are the top selling items?

www.eBay.com: Does your product fit an existing category?

Specialized forums: What questions are people asking?

www.surveymonkey.com: What do your own list members want?

For a friendly website that won't distract visitors:

(1) Don't make visitors work too hard.

Readers turn away when you ask them to read your mind. One client I'll call "Jeanne" created a program I'll call "Maximize Your Motivation." Her website domain name and headlines were all about motivation.

But Jeanne's programs and coaching were not about motivation. She really focused on organization and time management. The benefits she offered were not consistent with the promise of motivation.

"But I am the Motivation Coach," Jeanne insisted. "I use the word in a special way. I will teach my clients how to think about motivation the way I do."

But your website visitors don't have time to learn special definitions and special words. They bring their own meanings and their own contexts to a page.

To take another example, the phrase "safe relationship" can be interpreted half a dozen ways. So I wouldn't use that term. I would use words that readers would grab immediately.

(2) Write your giveaway – your "irresistible freebie" first.

These days readers expect bonuses when they sign up for ezines (or just about anything else). Create an ebook or "Special Report" with a short, one-phrase title that communicates your solution to their painful problem.

Example:
“The Truth About...”
“Secrets of...”

(3) Overcome Clients’ Fears and Make Them Confident

When you reduce client fears, you cut back on requests for time-eating free get-acquainted calls (and let your website help you earn revenue from the very first phone call)



Know the 3 fears clients bring:

- ✓ Fear associated with their own pain and problem
- ✓ Fear about hiring you
- ✓ Fear about hiring you *now*

You can learn more about these 3 fears in my Bragging101 home study mini-course:
<http://www.Bragging101.com>

Creating Your Home Page

→ Put the subscription box in the upper right hand corner (some say upper left corner) and/or in a drop-down pop-up.

Your subscription box needs to be on *every page*. You don't know where your visitors will land.

One theory is that website visitors look in the upper left corner first. But most marketers think it doesn't matter as long as your opt-in invitation is conspicuous.

I'm always surprised when marketers take the trouble to launch an ezine, then bury the sign-up box. Your web designer may fuss about the aesthetics, but you need the money to pay the designer. Don't give in.

→ A small step with big impact: Make your copy easy to read.

I once wrote some great copy (if I do say so) for a client who had already hired a web designer. When I saw the first draft of the web page, I almost fainted dead away. You couldn't read my copy: it was a medium-dark blue on a light blue background.



Start at the Top: Your Most Valuable Real Estate

Copywriting for your home page begins at the very top of your virtual page. Copywriters like to say, "The most valuable real estate on the Internet is the top of your page - - what you see before you scroll down."

Your top-of-page copy is what visitors -- and search engines -- read first. So these few pixels will influence your conversion rates, traffic, search engine visits and ultimately sales success.

But so many websites have a meaningless graphic on the top of their pages. Sometimes we see a row of color or pattern without a word. Sometimes we see a picture of a sunset or a beautiful landscape. Sometimes we see a logo that's doesn't give us a clue about the business.

It's like taking a piece of waterfront property and building a windowless shack. You've actually decreased your real estate values.

What goes up there? Ideally, use your most powerful headline.

For example, you might offer a promise. "Give me 3 weeks and you will feel more energized than you've been since you were a teenager."

Some markets respond to a stronger pitch. "Are you losing \$500 a year because you chose the wrong insurance company?"

For many markets, the news format works best. "New dog training technique ends jumping and pulling in 5 days -- and your dog thinks it's a game!"

These examples aren't great (although I rather like the last one). But they're better than a meaningless image or a beautiful sunset.

Sometimes you need images or before-and-after pictures to illustrate your services. A real estate agent sells houses so why not show photos of houses? A weight loss expert shows a person morphing from fat to thin - why not?

These images will help you promote your services but I wouldn't put them right on top. **Give readers a context** first. When visitors land on your page, they need to know what you do. A photo of nice houses might mean you are a real estate agent, home stager, house painter, residential mortgage broker, or some category of service I've never heard of.

Use meaningful images that communicate messages immediately. Your logo or company name can go in the upper left corner -- if it communicates your message. A

business name like "Jane Smith Associates" won't be helpful. A logo showing a collection of arrows pointing in multiple directions could be anything from a consulting firm promising a new vision to an archery store.

Include before-and-after photos in the text. But don't use graphics that overpower the copy. Make sure your readers get the message you want to send them as they view the sequence.

Following the Headline: Go directly into your pain points.

Here's where we agitate the pain. But unlike a sales letter, your home page doesn't create a sense of urgency. Your home page creates empathy. You are saying, "I know just where you're coming from."

Your pain point section includes a brief paragraph followed by a set of beefy bullets.

Hold out some hope.

Here's where you say, "Wouldn't it be nice if ..." and list 3-4 Examples of what your clients can get.

You may need to be a LOT more subtle if you offer certain professional services, such as law or medicine. In fact, at this point you might say something like,

Of course no specific results can be guaranteed. But you will definitely get aggressive representation ..."

Or

“You will benefit from the latest 21st century scientifically tested techniques...”

Now you show HOW they can achieve these dreams.

“The good new is ...”

or

“Introducing Mary Jones, a certified acupuncturist who can ...”

Briefly summarize your qualifications with the emphasis on getting them to like and trust you.

Add a call to action.

And ... you are there!

What to do when they say, "I love your site" but don't buy.

→ Make sure your layout does not distract from the copy.

Get rid of:

- ✓ Welcome mats
- ✓ Quotes from famous gurus
- ✓ Beautiful photos that don't relate to your site

You don't have to go broke creating a website that looks professional.

5 Things To Do Before You Call Your Web Designer

Right after deciding, "I need a website," clients often say, "I need a web designer!"

Actually, before even whispering the 2 little words "web design," you need to answer these five questions. The answers will change the way you relate to your web designer (and maybe you will realize you don't need one).

(1) What is the purpose of your website? Suppose you primarily market a professional service through face-to-face networking and live referrals. Your website will look different from a marketer who sells info products to buyers all over the world.

When you're well-known through face-to-face contacts, your website serve as an additional source of information to potential customers. You may need only a basic "calling card" site: a list of contact information, coming appearances and basic brochure copy. But you'll need to use copywriting style because visitors read differently on the web than they do in print.

But suppose your website is your primary revenue source. In that case, you'll need to direct visitors to your "for sale" section and come up with a plan to collect money.

(2) What action do you want visitors to take? Do you want them to sign up for a consultation, call you for an appointment, buy a product or sign up for your ezine?

Your home page copy should motivate your visitors to take one simple action. If they sign up for your ezine and then leave, you've reached success.

Make it easy for visitors to take this action. More than once, I've had to prowl through pages on a website trying to figure out how to buy a product, subscribe to an ezine or attend a teleseminar.

(3) How will you maintain your site? Even your static pages need to be updated regularly if you're going to maintain a credible presence.

Many new website owners budget the cost of web design and a year of web hosting. But that's only the beginning. A website that's unchanged will grow cobwebs. It's easy to tell when you've landed on a website where nobody's home. Something's broken. The whole place looks abandoned.

You'll need to replace broken links, fix spelling errors, add updates to your schedule, and a whole lot more. And in my experience, your website will look different after five or six months. You've changed. Your market has changed. You've got new products, services and messages.

That's why I say, "You need to become your own web designer, marry your web designer, or be prepared to pay." Fortunately, in today's world, you can create a website where making a change is as easy as sending an email. I would not settle for less.

I recommend building your website on a Wordpress platform, especially if you are new.

(4) How will you promote your site? The number one question I get is, "How do I attract traffic to my site?"

A website without promotion is like a 747 flying around the world without any passengers: expensive and useless. You probably don't need expensive, esoteric SEO strategies. Article marketing, blogs and social marketing can attract all the traffic you need in many markets.

(5) How will you grow your website with your business? Very few businesses look the same after 6 months, a year or 2 years. I've seen people start as dog trainers and end up as business consultants (or vice versa).

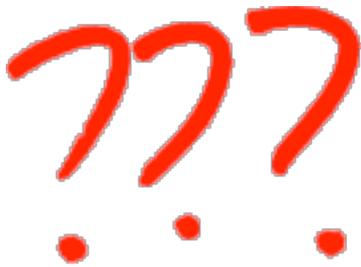
Change means staying connected to your market. You'll need to keep testing and to find systematic ways to stay connected. You can use social marketing, certain types of teleclasses, and the right kind of testing.



Assignments:

Draft your Home Page and post the URL to the Facebook group. Don't worry if you have gaps: we will help you deal with them in the next session. Just get SOMETHing up there!

(Optional). Identify 3 keywords and look up their popularity using any keyword search tool. Type in "free keyword search tool" and you will get a list. Or just try <http://freekeywords.wordtracker.com/>



Questions?

CopywritingWithCathy@gmail.com