Christian Baker: The beauty of what we will be talking about today is that we are talking about the fundamentals that will be around forever whereas a lot of people are teaching fashionable, trendy techniques and strategies that are working today. But what we are talking about here are some of the strategies that have been around and aren't going to go out of date. Are there any key strategies or ideas that you can think of that people could avoid making today?

Ed Lester: There are three that I could talk about straight away there. I think you are absolutely right. What we are doing here it's what's called universal principles. It's things that will pretty much always be the same. If you go back a hundred years and think about how business would make money a hundred years ago and get clients, customers or whatever. A lot of things will have changed because of technologies and fashions but there will be certain principles about how you attract somebody to come and want to deal with you.

A lot of that stuff universally doesn't change, even when it comes to websites. So principles such as meet your client where they are, talk to them in the language that they understand and talk to them about the benefits and the help that they are actually looking for - that's never going to change. All that might change is how you go about doing that.

I guess it's that shiny object syndrome of... If you are one of those people that goes online and buys every single product that you find that promises you the easy, quick and simple way to get lots of people on your website and to get lots and lots of clients. I just urge caution because it is shiny object syndrome. It's thinking that there's this shiny thing that is going to just deliver everything for you without you having to do any work. The truth is there's a process you've got to go through to attract people to your website and then secondly, get them compelled to contact you to take action, to desperately want to become your client. I think that's the way that we're approaching it. So that's the first thing.

Christian Baker: When I'm coaching with my clients, particularly I find it common in the people helping profession whether it be coaches, therapists or whatever kind of practitioners, there's almost this kind of stigma around marketing. It's almost perceived to be a dirty word. Do you find that?

Ed Lester: Totally. I can give you two examples just over the last couple of weeks where I've worked with two people with a very different mindset. And again mindset is often a strategy in terms of you decide what you are going to believe about a particular situation.

I can think of two people. One, like I say someone that I've spoken to very recently, he told me that he doesn't like being in business. He doesn't like business and marketing and frankly that's reflected in the fact that he has no clients. Because if you are going to work for yourself as a practitioner, go out there and get clients and bring them to your website, to your practice - that's the business and that's the attraction marketing side of business.

If you don't like being in business and you think it's a dirty word as you've said, then that's going to come across. It's going to come across unconsciously but also explicitly, because when I looked at this guy's website, it was very clear he had taken a very academic approach. It was all about qualifications and research and academic stuff about hypnosis (which is what he did).

But there's really a lack of communication because it was very clear he didn't want to have sell himself or to sell benefits or any of that stuff.

On the other hand, a lady that I worked with, with a very different mindset, somebody who said that she loved being in business and this is something that she loved doing and she was really looking forward to launching – this came across in her website in a very different way , as "Wow! This person looks very enthusiastic in her photo, the language is enthusiastic, they want to be there and they want to do business with me and want to help me"

It was very inspiring frankly and it came across as genuine and compelling. It wasn't that these people were doing different things but

it was more that their mindset was dictating what they did. Does that make sense?

Christian Baker: Absolutely. Again, we've talked before that how people's mindset and their own belief and self-value come across unconsciously in the way they market themselves, and some people don't like to be business-y or sales-y. I think you are absolutely correct that it reflects in the message that they're portraying to people.

Ed Lester: It's amazing actually what beliefs will do for someone. The way that I describe it is you're wearing the clothes of the beliefs that you hold and that's how people will see you and that's how you will feel about yourself. If you are wearing robes, you will feel important or if you are wearing a certain uniform you will feel that the behaviors will be relevant to the uniform that you're wearing.

I think we can do that with mindset as well as physical clothing. I'll give you another example. Two people I spoke to recently and this is a lot more straightforward. One person I've spoke to was a lady in UK, and she was telling me "There's no clients at the moment, the economy's stuffed and nobody's got any money and everybody is struggling. There's no clients - this is difficult." When someone's got a belief that they don't tell you they've got a belief but they will say it as if it is a fact - that's when it's fossilized and it is stuck in there.

This lady is saying it's just impossible, nobody's got any money and there are no clients at the moment, it's much harder that it used to be and it's impossible to get clients. Sure enough the measurable result of that belief system is she has no clients. I spoke to another woman with the same business, skills set, experience, and same kind of training but a very different belief set.

With her I looked at the results first and I said "How are you doing?" and she said "My diary is full. I've got more clients than I need and it's wonderful. Very busy indeed". I thought something different is happening here. There's a lot more energy and positivity but there ís a belief underneath that. That there's something different going on.

I said to her "Why do you think it is? I've got so many people who I've spoken to and they are saying that they are struggling. Why have you got so many clients?"

And she said "Well, I guess I never thought I wouldn't. When I started this business I just assumed that I would have clients and it didn't enter my head that I wouldn't". There's another element to it. She has actually been in business before, running a training company, a completely different industry but she has been very successful and success will help you build that mindset. The whole thing is a self-fulfilling prophecy it's a positive circle that goes round and round.

Christian Baker: Of course if you have got that business background it's going to be a big advantage...

Ed Lester: But it wasn't the business skills set here. It very clearly came down to the fact that she believed - not like a mantra or an affirmation that I will be successful. She actually assumed that she would be. You can have positive and negative assumptions and obviously hers is positive assumptions - "I'm going to be busy". It just reflected her language, her enthusiasm and the way she communicated.

I expect that her clients are also benefiting greatly from that kind of mindset because she will make the same assumption for them. When she's working with clients she will assume that they are going to be successful and if they are not capable that themselves she will do it for them.

Christian Baker: To help people listening who might be struggling with that belief factor and their current existing mindset - again we have said that many people particularly in the hypnosis and NLP profession don't always apply the skills for themselves but there are other people listening who are not in that profession. So, if you could give some starting points for people – whether they be mantras or positive affirmations - to help them learn and adopt a stronger, more positive belief factor about their business. What success strategies could you kick them off with?

Ed Lester: The strategy that I would suggest is to start using kind of… anybody who's done any kind of training in NLP or any kind of persuasion communication will understand the value of, for instance, pre-suppositions. It's kind of turning those assumptions round in a way that they work for you.

So if you find yourself saying "I don't have any clients" then start saying "I don't have any clients yet". Because as soon as you said "I don't have any clients yet" the subconscious is starting to work out how it's going to get them because there's an assumption that they will come. It's about changing internal language.

If you say to yourself "It's impossible to get clients in the current economy" well, challenge yourself and say "I haven't worked out how to get clients in the current economy yet. I haven't worked it out yet". that kind of language will create an internal language that will get you thinking in a much more possibility-based way.

Why is that important to websites? Because we always need to join the dots. This call is about websites so let's do some concrete, tangible work on websites and use the same strategy on your website. Don't say to people "Are you struggling to stop smoking?" tell people in your website "I am dedicated to helping people quit smoking. If you haven't worked out how you are going to stop yet then get in touch with me. I can get you making progress and put you on the pathway to becoming a non-smoker". Do you see the point?

You are changing your internal language but you are also changing the language that you use to talk to your potential clients. Because if your client thinks that you believe in them then you become their obvious choice and that communication starts on your website quite frankly these days.

Christian Baker: Absolutely. It's very powerful. To go straight back to websites here. I once heard you talk about the Google mindset. If anybody's not hears about that before, what is that referring to?

Ed Lester: I talk about Google Love. Google is a funny beast but they are also very straightforward and clever people but getting Google Love relies on a lot of things but it mostly relies on you having that simple and clinical Google mindset.

Google's mission is to put together, publish and make available of all the world's information. It's a huge task and goal and it's kind of abstract in some ways but you can see where they are coming from. They want to make all the information in the world available.

But what they also want to do - and this is particularly relevant with their search engines - that they want to take the relevant stuff and the high quality stuff and they want to rank it. They want to rank that stuff at the top.

If you want people to find you... Some of you guys listening to this call, you really have to challenge yourself here... Do you ever find yourself saying to somebody else "I want to be top of the search engines? Tell me how to be top of the search engines". Christian, you must have heard that so many times and it is a ridiculous question.

I had someone the other day, she is a hypnotherapist in the US. I won't tell you where she is based, but let's pretend she is in Los Angeles. She said to me "Ed, I want to be top of the search engines". I said "What for? Bacon and eggs in Washington? House cleaning services in Vancouver?"

It's crazy. People are saying "I want to be top of the search engine" but it's absolutely imperative that you know what you want to be on top of the search engines for. Because otherwise again you are asking the wrong questions. It's amazing how Google will rank websites. It sounds like a silly thing but I've known people in the past that they've got a website for let's say hypnotherapy and they are top of the search engines for house cleaning.

Maybe because they put in their About Us page that they used to have a house cleaning company. There's a very famous hypnotist - and this was years ago so I'm not criticizing in any way - in the States that a lot of people would know and he combined his hypnotherapy

website with his car sales website. He had a car yard. You might know who I'm talking about but it doesn't matter.

The point is people would find his hypnosis services and then they clicked one of his links and find themselves on a website that sold cars. It's crazy. It’s an extreme version of a common mistake.

Christian Baker: It is a common mistake. A lot of people in the people helping profession can work with a lot of different things and they make the mistake of trying to appeal to everyone, which kind of brings us to another mistake that I see a lot of people make it's not understanding what they want their website to do.

Ed Lester: Absolutely. That definitely starts for me with that highest level and when you read through the eBook again and revisit the information, you will see that the major goal for me is always; What's that main key that thing that categorizes, positions you? And it's what you do and where you are basically.

Unless you are working as a very specialist coach - maybe you're an ADD specialist coach or a relationship coach or whatever - and you work across boundaries so you do a lot of your calls on Skype. That can be different. But you’ve still probably got a local base and so the geography is important now.

What do I mean by that? Well, the lady I was talking to, what she probably should start with is "I want to be top of the search engines for hypnotherapy or quit smoking services in Los Angeles" or something like that - whatever her target is. Because as soon as you change your language in that way, it becomes a self-fulfilling prophecy.

You start doing the right things and reverse engineering - looking at what other people are doing - because you have this goal for being number one for hypnotherapy services in Los Angeles for instance.

It gives you focus and Google will immediately says "Ah! Relevance" because Google wants to put you to the top of a search phrase that is relevant. The Google mindset is all about saying to the world "Here's a list of search results and we are going to put the most relevant and

the highest quality at the top". And for the most part they judge quality by relevance. So if your website and your main headline on your home page of your website say "Hypnotherapy in Los Angeles" - you've just taken the first step towards getting to the top of Google. That's the Google mindset and nothing else and. It's all done by robots and it's automatic so you are dealing with robots.

Christian Baker: All these things help. As you say we are focusing on clarification. If people know what they want their websites to do and know what they want their most wanted response to be - if they're highlighting their expertise and their specialism, it just comes together so much easier isn't it?

Ed Lester: Yes. The first thing I did when I was in Oxford in the UK and I wanted to be right at the top of the search engines for hypnotherapy in Oxford and that was my most wanted response… I didn't come up with that phrase by the way. I think it was a guy called Ken McCarthy. He was one of the early pioneers of online marketing who come up with this idea of most wanted response… that a website should always have its most wanted response.

I decided to apply that to every page of my website so again it's a categorization thing. SI wanted my homepage to be number one in the search results for "Hypnotherapy in Oxford" or "Hypnosis in Oxford". I also had a page on quit smoking so I wanted to be number one in the search engines, not my home page but my stop smoking page, and I wanted it to be number one for "stop smoking" and "quit smoking in Oxford" and so on and so forth.

The thing that really balances well with most wanted response is metrics, the idea of measuring. Metrics are the key numbers that you measure to tell you how your practice is doing, especially your website for instance. There's nothing like clarity. Sometimes clarity hurts because it's like looking at the mirror and thinking "I need to lose some weight" or "I need to start smiling a bit more". It's just taking a snapshot of where you are and thinking it might not be exactly what you want but it ís a starting point.

That's what I did. I keyed all of these search terms in to Google for "Hypnotherapy and stop smoking in Oxford", "lose weight Oxford",

“self-confidence services Oxford” and all of this stuff. This is back in 200, 2001 and I just took a snapshot of where I was. If I was on page 5 position 7, I was not very happy about that but at least I had clarity and I could stop being in denial and that's where I am.

Then a month later I would measure it again and I'd be up to page 3, and a month later I'd measure it again and I’d be up again to page 1 and eventually I'd be position 1 page 1. For anybody who doesn’t know there was a point when I was at the top of the search engines for the search phrase "Hypnotherapy and hypnosis" and I was like 2 and 3 on stop smoking, I was on page 1 for lose weight - and this was globally, with just a couple of websites.

I'm not saying that it's easy to do nowadays - it's a lot harder. But you can definitely get right to the top for some of your chosen keyword phrases for your local city and basically that's what people are looking for anyway. If someone wants a hypnotherapist or a life coach or counselor or therapist they’re probably searching locally at the moment. So you can do that and achieve that but you've got to measure it otherwise you don't know where you are starting from and you don't know where you want to get to.

Christian Baker: And what we measure tends to grow and what we focus on we get more of... It's fundamental.

Ed Lester: Absolutely. What we focus on tends to get done, that ís absolutely right. When someone is saying “I want to be top of the search engines” it's a cluttered thought and it doesn't mean anything.

As soon as you say “I want to be number one for hypnotherapy in Los Angeles” suddenly you've got clarity, you know what you want. Now you want to say "That's my destination. Where am I right now? I'm on page 6... I'm not even on the top 10" but you know you want to be number one. Number 2 or 3 would be pretty cool on page 1, but at least you've got a goal. Your metrics are kind of “Where am I now?” and it gives you a map like a GPS system. As soon as you switch on the GPS in your car and you put in the coordinates of where you want to go to, the computer starts working out on how to get there. It's exactly what you've said Christian.

Christian Baker: I was saying it with a client today, and I hear myself saying it a lot - you wouldn't get in to your car and program your sat nav, your GPS and say "Well, I don't want to go here, and I don't want to go there". You have to tell it where to go and what to do, and that's the same with your business.

And for me I find one of the reasons people don't progress and one of the reasons they procrastinate and don't get on to do the things that you've suggested to them, is because they lacking in clarity. They don't know what it is they want. So the sooner you kind of get that clear in your mind so much of this will fall into place and will become a lot easier for you.

Ed Lester: Absolutely. I think you've nailed it. I think there's two things. There's number one, some people don't know what they want which is terrible because you can't get any momentum. A lot of people on this call and a lot of people like myself - we are spending our time working and helping other people improve what they do unconsciously, automatically and instinctively. This is the subconscious part of your mind - as we all know it is very goal directed and sometimes if you don't have goals the whole thing starts to melt down.

I think the one thing that people don't know is what they want so they start to nail that straight away. Anyone on this call if you can't strategically tell me what your plan is, what it is what you want at the end of that plan - that's a problem. The second problem is once you do know where you want to get to, people tend to not know where they are now.

Get a snapshot and start to measure where you are now so that you've got those two coordinates. Do it with your clients as well and they will love you for it. It's amazing how many clients come to see me and they don't want what they've got, they are very clear on that and they will spend half an hour explaining all the things that they don't want. But once I get to really clarify in a holistic, ecological and appropriate manner, to be able to tell me what it is that they would like to get to - even it's quite abstract to start with, "I'd like to feel this

and feel that”. At least we are starting to get down to what they do want and then we can gently kind of help them understand where they are now. It's the same thing with a website. It creates a map and there's nothing better than having a map.

Christian Baker: Another mistake that I often come across and I guess this is really two mistakes… One is that people spend a lot of time creating their website and thinking about how it goes and they actually lose sight of the fact that they don't end up seeing it through their clients’ eyes, so it all becomes about them rather that the client. Would you agree?

Ed Lester: Yes I would. I will give you another example from very recently and it's kind of a mean little trick that I sometimes play on people. It's not a trick but I'm a very big believer in that whole idea of revelation and not explanation. I'm a very big believer that you can tell people until you are blue in the face but they really need to kind of get it internally. They need to see it down or they need to have it demonstrated.

I did something with an absolutely lovely woman, a professional client of mine who is running and building a practice and she is just the most empathetic and positive person with her clients. Her clients love her and trust her and she is all about her clients. Yet she makes the classic mistake when it comes to her website all of a sudden she forgets she’s got those skills and her language on her website is like a different person.

The way I demonstrated it to her was I said "Go to the home page and read through that page and I want you to have two lists. On the first list I just want you to count how many times you used words like I, me and mine. And on the other list I want you to count how many times you've used words like you, you and yours".

And the proportion – as you can probably imagine - was for every time she used a YOU word, she used 4 or 5 I words. "I do this, this is where I trained, this is why I'm so enthusiastic, this is why I'm so passionate about doing this and I love doing this and this is my dream and my mission". And very little of "I'm here for you, my job is to help

you to improve your life, this is all about your goals and where you want to get to".

The proportion was really skewed towards I, me and mine and I say guys go and do an audit, go and do this for your own marketing materials. Your website is just a marketing material at the end of the day. It ís a marketing communication if you will. Go and look through your website right now, go through your home page and your about us page or any page you want to, and look at the language again. Are you talking about yourself or are you talking about your client, the person you want to help?

If you are using more of that kind of I, me, mine language you might want to think about flipping that around. What do you think Christian?

Christian Baker: Again that ties back to the most wanted response. If you want them to respond you have got to make it about them. In marketing it's that classic, they're going to be tuning into that "What's in it for me?"

Ed Lester: Nobody is ever going to go and see for instance a life coach because that person is passionate about life coaching. It's irrelevant. Nobody is listening to this call because Ed and Christian are passionate about websites. They are listening to this call because Ed and Christian are passionate about helping you improve your website. It's as simple as that.

Christian Baker: On that note of language, how many times do you see people with their websites and they are just talking... It's almost like an online brochure in terms of they're replicating a written document online rather than making it conversational and in their language. Would you say that's a problem and mistake you see a lot of?

Ed Lester: Give me an example Christian?

Christian Baker: Again it's similar to what you've just said with the client that you've got - they are not talking in their own spoken language and they are trying to talk in somebody else's voice.

Ed Lester: I know what you mean. See, I want to talk in my client's voice. I want to show them in my words and in my language and really my passion to help them that it's *them* I'm speaking for. I'll give you an example with quit smoking. I know I use this example a lot but it is just such a straightforward example. I find quit smoking work so easy when you get this whole mindset.

When somebody wants to quit smoking probably 90% of the time they are very scared. It's not that they don't want to stop smoking it's just that they don't want it to be horrible and tough and difficult and painful - and they are just scared that it's going to difficult, horrible and scary, that they are going to spend their whole life every minute, every day and every hour forever wishing they could have a cigarette. That's the truth.

And if I tell that story, notice the word "tell", if I tell that story on my web page about quit smoking – surprise, surprise the person reading it says "Oh my goodness it's like you are reading my mind. I couldn't have said it better myself. How did you know that?" and you see it's because I'm *telling* and not writing in some academic way. I'm telling it how it is not in my world but in *their* world and it is such an important thing.

Like you were saying Christian, you said how they *talk* on their website. A lot of people don't understand that. A website is not a written document. This is absolute fundamental to this whole exercise of helping people to build busy websites. A website is *not* a written document like an academic research document in a library, it's not like that. A website absolutely *must talk* to people. I'd say put down your pen and your keyboard and grab a voice recorder or a Dictaphone. Talk in that language that you talk to your clients when you try to get them enthusiastic, positive and focused and record it and put that in your website. You will be amazed at the difference it makes.

Christian Baker: That's a huge tip.

Ed Lester: To be honest when me and you are talking Christian and we get quite passionate and really enthusiastic about what we are doing. I'm particularly guilty of really at times getting very emotional about what I'm talking about when I'm trying to help people and I often say "If I just recorded that and wrote it down and put it on a website" it would probably be very impactful compared to say if I sat down and really thought about what I should say. It's a different matter.

When I was at university, I was never the most gifted student in terms of academic rigorous research. It just wasn't my strength at all but I sometimes found that when I was writing an essay for a professor, if I just let my emotions take over a little bit and really started to talk from the heart rather than from the head - I might fall down on points for academic rigor but often I would get pretty good grade because I'd kind of touched the professor. I touched the person who was marking it in a way that maybe a lot of people didn't and I would sometimes get quite a good grade because ‘dI inspired them or challenged them emotionally in some way.

Christian Baker: One more thing you can do from a marketing perspective and this is a great technique that I was taught years ago and that is to create who your ideal client is. Imagine what they look like, what their demographics are, and you write your website and talk as if they are in front of you. You are conveying that message to that one person not trying to appeal to everybody online, and as you've said you can do that on a Dictaphone or a voice recorder.

Ed Lester: It's called an avatar and we will talk about that a lot when we do… we are going to run some copy writing training in the master practitioner training series, when we teach people how to actually write copy because we can't do that justice here. We are covering it in a broad way and hopefully giving you some really good ideas of how to write your website copy.

But website copy is the one thing where you have to be really be careful about getting other people to do it for you. It is something that should come from the heart and it's a conversation and not a lecture.

Christian Baker: Again using the wrong language. The one thing that's going to guarantee that disassociation with clients is if your web copy and your spoken language don't match up - it's going to be a total disconnect.

Ed Lester: I just thought of another really amusing example from quit smoking and this was a hypnotist who had a page on quit smoking and they asked me to review their website and this was very recently. I'll never name names because it's not fair but this was a particular hypnotist and they had this page on quit smoking and it was just clearly obvious to me that they knew nothing about... They probably hadn't seen many smoking clients and they certainly could have not smoked themselves or know too much about how people think - because the language was completely wrong.

They had made so many assumptions and got them all wrong. I mean this page would have people clicking off the website in less than a second. It started with the headline like "Are you disgusted with your smoking habit? Are you sick of smelling of cigarettes and sick of people telling you that you shouldn't smoke and are you ashamed of yourself and you wish you could get rid of that dirty smelly habit?" and it carried on in that vein and if you think I'm exaggerating I can promise you I'm probably under exaggerating. It was just horrible and no smoker would ever resonate with that.

The words, language and the sentiment were wrong. Smokers don't want you to tell them they are disgusting. Most of the time they don't do that themselves, they don't think about it but when they do, what do you do when you are ashamed and you feel that you are not in control of your decisions, or you feel sad or upset?

Well, if you are a smoker I'll tell you exactly what you do, you light a cigarette and a page like that would probably serve no purpose on your website other than to get someone to smoke a cigarette. The same with lose weight. If you use your copy writing your text conversation piece on your lose weight page and make people feel ashamed for being overweight - well guess what they are going to go and comfort eat They are not going to see you as their savior that's for sure.

Christian Baker: Again we'll touch on this a lot more when we start to talk about copy, but again it's fairly simple and basic in marketing that people misunderstand or make the mistake of not linking or focusing too much on the features and not linking it with the benefits. What examples and suggestions do you have for people for ensuring they don't make that mistake.

Ed Lester: Which one Christian?

Christian Baker: Not highlighting the benefits of what they are offering.

Ed Lester: It's about joining… Number one, what you are saying and then secondly, why are you saying it, what's the relevance? It's the So What Factor. So what? Who cares? So somebody tells you on their website and you see this a lot, "I trained with the such and such academy and they are the best therapeutic coaching school in the world"

Let's say we are talking about a random example let's say reiki. "I trained with the best reiki school in the world". So what? Who cares? Would you agree? It sounds harsh and brutal but at the end of the day if I went to your website and I was looking for help with my stress issues and I want to your website and it said "I'm Christian Baker. I trained with the best reiki academy in the world and this is their name and this is the name of the professor who was an innovator." You know I'm just saying "So what, so what, so what?"

Christian Baker: It links back to what we are saying and it's about making it about the prospective client and about tuning in to what they are interested in... there is a fine line. You and I both encourage people to portray their professionalism and highlight the quality of their training etc but that shouldn't be your main focus.

Ed Lester: No, not at all. There's ways to do it. To me that's one of those things that is a must, especially with something invasive let's say acupuncture which is mildly invasive. Or I'm going to the dentist later so I want to know that my dentist is very well qualified mostly because of the invasive nature and the potential down side. But even if I went to see a therapist or a coach or whatever, I still want to know that they've done their training and that they are professional and credible. But that's an absolute must - I need to see that there's some kind of letters, that they look professional.

But that's the logical and conscious and rational thought of "that must happen" but it's not what will make the decision for me. Ultimately I make my decision emotionally as to who I will choose. Just to come and join the dots there and to close that loop, the person who says I've trained with the best reiki academy in the world, why is that important and so what will answer the question because people always saying "So what?"

We are living in a very skeptical world, a world where we are over sold and things are pushed at us all the time - more information that we can possibly handle. We don't need more, we don't need people telling us they trained with so and so, unless they are prepared to explain why that's relevant. The "So what?" is "I trained with the best reiki academmy in the United States so you can rest assured that your practitioner is professional, credible, highly trained and has all of the skills necessary to help you to overcome your stress issues".

It's a very different proposition because now it's like "Ah! Now I understand why you told me that and now I understand the relevance".

"Ed used to be a smoker" So what? Well, the fact that Ed used to be a smoker is relevant because it means that I can empathize with you and I understand where you are coming from. I know the whole world is pushing you and bullying you to stop smoking but at the end of the day it's not that easy. It can be quite difficult to make that decision and to become a non-smoker. It's a very powerful habit and it feels like it's going to be the hardest thing ever". That is why it is relevant that Ed used to smoke. You see my point?

Christian Baker: Absolutely. Listening to you there I know you are just using an example off the top of your head but another mistake that I see people make is either failing to promise anything or making promises too big - so it's kind of hype or nothing. How can people ensure they are not over promising but not under delivering either?

Ed Lester: At the end of the day marketing all comes down to promises. A lot of people are not comfortable with making a promise. I understand the issue of guarantees and it's not necessarily ethical to use guarantees. Depending on how it's done. I use guarantees but they are not the unethical kind. You will quit smoking I guarantee it, there are ethical problems with that.

There is a very, very famous quit smoking company that published a 95% success rate and they guarantee that you'll quit. But when you read the small print what you will find out is that that 95% is based on people taking up their free follow ups and you can't have your money back, it's a money back guarantee. You can't have your money back unless you attend a follow up at least 2 or 3 times. So basically what that means is that you go and do your quit smoking. If you find out a few weeks later that you've started again, you can't have your money back - you have to go and attend their follow up session.

And if you attend the follow up session and you still smoke then you have to attend another follow up session, and then if you still smoke then you will get your money back. Unfortunately as anybody who does quit smoking work knows, some people just start again because they want to. They pay $200 to quit smoking, they stop smoking for two weeks, they make their $200 back in savings and then start again. It's like a rational thought process of "Oh, I've got my money back". They don't want to go to a follow up session and they smoke again and get on with their lives and they are happy smoking and that's their choice.

But this famous stop smoking organization counts them as a success story and for me that's unethical. I don't like that because it's not true. I'm very ethical about the way I guarantee my smoking results I'll say "I guarantee that I will put in my best efforts and if you put your best

efforts in and if you do everything you're asked in terms of listening to your CD that I give you, getting to appointments on time and putting in your very best efforts - if you do that I guarantee that there's a very good chance that you are going to become a non-smoker. In fact if you are prepared to keep coming back for follow ups and to not give up, to keep coming back for as long as it takes then I guarantee that you will be successful."

I think that's ethical and that's absolutely fine and it's a promise. If you don't give up then I won't give up. I don't care how long it takes I will get you there. If you really desperately want to be a non-smoker and you absolutely want to achieve that goal in your life, I promise you I will get you there, as long as you don't give up and as long as you keep on coming back. And that's a strong and powerful promise but it's reasonable for me. I will get someone there eventually.

And a lot of people are very nervous to make those kinds of promises because they think they have to hype it up and do the money back guarantees, this is nothing to do with money back. That's a complete distortion of value. It's a terrible thing. Your time is valuable and if you are prepared to spend some extra time with somebody and you are not going to charge them extra so once you've paid then you've paid to be a non-smoker and I'll give you extra time. That's a fantastic value proposition and a very powerful promise.

I suggest to everybody listening on your website in the way you promote yourself and the way you talk about your services, just think about what's the biggest and the most powerful, most audacious promise that you can make that person, that isn't hype and unethical and untrue - but an ethical promise. What's an ethical promise that you can make that will blow people away and be like "Wow! That's amazing".

Because you can do it but that's a question for people to answer individually. Most people, they either overpromise by just hype, real hypey stuff that makes me cringe because everybody knows and everybody can tell, but then probably more people are guilty of under promising of just using their credentials, their training, their passion for what they do and those kinds of things as a way of suggesting that that's benefits and it's not – it's really a feature.

You know, if I'm passionate about what I do then that's a feature of what I do. Te benefit is that that means I believe in your ability to become fit, healthy and confident and to live your very best life. I believe in that more than you do and that's the benefit.

Christian Baker: Yeah, great! I don't know why I haven't mentioned this before but a glaring mistake has just jumped to my mind that I've seen people making so much, and that's they've gone to the trouble of putting the website up but they've made it extremely difficult for people to get in touch. It's one of my pet hates!

Ed Lester: That they can't contact you?

Christian Baker: Absolutely. We all know that people are only on your site for a few seconds before they make a decision as to whether they are going to stay or leave.

Ed Lester: As we've well covered.

Christian Baker: Yeah. And if you have to search around and look for somebody's phone number or address or email address…

Ed Lester: I know, it's awful. A lot of these points, people might be nodding and agreeing and thinking that's a good idea but seriously go to your website and make the change now. If you don't tell people in every page of your website which city you're based in then you are making a terrible mistake. That's the first thing. We've covered that I think.

But secondly even when you've done that you would think "Great! Christian, he can help me. I love what he is saying and I can see he's in Northampton and that's where I live. Perfect. How do I get in touch with him? I've only got two minutes and I'm at work and I've got to come off my lunch break and I'll probably forget about this later. So I really need to flick him an email now or write down his number or put his number in my cell phone. Where is it? Where are the contact details? I can't find them." Click… bye. And that's possibly the end of that.

As you rightly say Christian, if you've got a free phone number or something like that, put it at the top every page, put your number on every page. Also make sure that whenever people... I don't know if we've said this before Christian but with any website, there's the area that we call "above the fold". In real estate terms it's your most pricey, expensive part of the real estate of your website, it's what people can read without scrolling. It's the equivalent of the olden days years ago when the newspapers used to land on your door step in the morning and you sat there with your coffee and toast and you're sitting there ready to read the newspaper. It's the part of the newspaper that you don't have to unfold to read. It's the headline and it's the stuff that jumps out before you actually have to unfold the newspaper. That's what it's called above the fold.

And that is where your headline should be, where your phone number should be, where your photo should be. It's a very important thing.

Christian Baker: The other thing to mention I think at this point is to do with design. I think people either over estimate or under estimate the importance of the design their website. Would you agree?