Ed Lester: Carrying on with Christian's pet peeve about the contact us. Contact us is the most important thing you want people to do. You want them to get in touch with you. You want them to send you an email or to phone you or even to Skype you nowadays. They have to be able to do that easily so having a number, an email address at the top of the page is a good idea but the other thing that is very good is to have that contact us link, that navigation button; big, bold and right at the of the page above the fold and on the same spot on every page so that it's always there, and they can always see it and just click contact us and it takes them to a page where they can easy get in touch.

Give them different options. In NLP… a lot of you that have done NLP training will be very aware of the idea of rep systems where some people will have a very visual approach to things, some people have a kinesthetic approach to things etc and they feel their way in… but this is the same. With contact us, some people want to email and some people would be much be comfortable to talk to you on the phone so just give them different options.

But I think the point that Christian is making is, for goodness sake make it easy, make it simple and obvious for them to do that because if your most wanted response is for them to contact you - and I suggest it should be - just make it easy.

Christian Baker: Another mistake and another pet hate of mine is people are either giving too much importance, or not enough importance, to the design of the website. And again it kind of links into some of the areas that we've already talked about in terms of the most wanted response is more important, make it about your client. You know in copy we call it direct response marketing it's getting them to pick up the phone, to send the email but tell me a little bit from your experience on the design side of websites and the importance of that.

Ed Lester: It's like a short cut. There's two ways of answering that, two ways of explaining it and number one is to give you all the design points for best practices for design and I'll do that now.

But before I do, think of the idea of a short cut. I'll give you my favorite short cut story. When I was at school we had a physical education and sports teacher and he was incredibly unfit. I don't know if this happens these days but this was 27 or 28 years ago when I was at school. We had this sports teacher and he was over-weight and not very fit. He used to turn out wearing his training sports outfit with whistle and everything else and he actually didn't do anything.

He used to send us out on a cross country run and we'd run outside the school on a long circuit around town for two or three miles and in the end we'd come back in again and he'd be blowing his whistle as we all got back. A bunch of us – in fact most of the class - realized quite quickly that we didn't actually have to do this cross country run. All we had to do was to run out of the school boundary and hide behind the hedge next to the school, and we all used to hide in this gully.

We used to sit there and smoke some cigarettes, eating potato chips, drinking cold drinks or whatever and we just sat there and chatted for half an hour. Then we'd get back down to the other school boundary and run back in again pretending to puff and punt. We were just kids being naughty but everyone was the same and the fact was rather than going on a three, four mile cross country run, we did a two minute run with a half an hour break in the middle to socialize and it was the ultimate short cut.

Comparing that to websites, the whole metaphor really, is that today you don't need to do all that design stuff because we have something very wonderful called WordPress - and there are other options but WordPress is by far the biggest and the easiest for most people to use - and WordPress produced something called themes. Basically a theme is something you just plug-in and play. So you plug in a WordPress theme, and it might cost you $50-$100 or you can even get free ones, and hey presto you've got a beautiful websites that follows all of the best practices for design and that's the short cut.

However, if you want to do your own design, if you fancy yourself as a graphic designer or you want to design your own website from scratch, then there are certain things you need to get right, and we can talk about those now Christian and we can go through them. But

ultimately I would recommend the cross country run approach and buy a WordPress theme and put it live.

Christian Baker: I think that's definitely the way forward. Maybe the best practices we could highlight in the resources area and give a reference to that.

Ed Lester: Christian is putting together a wonderful resources pack of all the most useful places on the internet where you can go to get simple instructions for doing this stuff. The other thing is myself and Christian we're involved in a project where we are working with an organization that are going to put together WordPress themes, but what we call CMS versions so they are not blogs, because WordPress was originally blogging software. But the blog type website doesn't always work very well for the kind of practitioner websites that we recommend.

We recommend something called CMS which is a Content Management System and it's a particular kind of WordPress theme. And again WordPress were voted the best in the world for CMS website so it's still a great solution. Myself and Christian are involved in a project where we are going to produce beautiful, gorgeous, ready to go practitioner websites.

You'd still need to write your own copy and put your logo and photos in but the actual template will be ready to go and it's very exciting and it's something we will be telling you about in due course. It's quite advanced in its planning and development so it won't be that long. So if you are worried about website designs...

Christian Baker: To make it as easy for you as we possibly can. It's really kind of simple, plug and play stuff.

Ed Lester: It's particularly built with the practitioner in mind. You know the hypnosis practitioner, the coach, the therapist and anybody that's running that kind of a business. The websites we are going to offer are going to be absolutely perfect for that and that's coming soon.

So anyone who's really scared of the idea of designing their own or the expense of having someone… because a lot of people pay thousands of dollars for a website but I can assure you right now ours will not be that kind of price, this will be $50 -$100 beautiful themes ready to go.

For those who really need help then we might be able to offer some other services - it won't be me and Christian it will be website designers and developers and WordPress experts but they will absolutely be building them exactly for what you're looking for. Keep that in mind.

Whether or not if you're going to design your own website or use a WordPress theme, I think it's probably important to go through some of the best practices anyway, so that you understand why those things are important.

The first thing I would say just for a design perspective is what we call white space and this all comes from lots of very scientific eye studies, studies of people's eye movements when they are looking at the internet and reading content and looking for important points. The eyes get very tired if they can't find what they want quickly, and white space or a very light colored background to a website, allows people's eyes to move cleanly and quickly through the information.

So, if you currently have a website with a black background or dark green or purple background, you might want to think twice. You may want to think about changing that background to white or a very light color. That would be my first point. And if you have a WordPress site for instance that can be done quickly and very easily and if you have control of your website, you should be able to get that change made quickly.

In terms of code and actual website coding, anybody tell you it's a big deal to change the color of the website background, I believe either doesn't know what their doing or is not being completely honest with you because there's something called CSS. It's kind of a magical thing in web programming where you can just make one very small change to a piece of code that takes about two seconds and your

whole website – every page - instantly changes, or instance, the color.

So, white space, easy to do and easy to change if you've made that mistake but it feels professional and it feels nice and easy on the eyes and it allows people to find what they are looking for quickly. Dark ugly backgrounds can really distract. People click away – they just do. So that would be the first one.

Nice, easy navigation. The navigation, which is basically the links and the buttons that people click to get from one page to the next, again should be very easy. It should be like, if you visit a new city and you've never been there before and you're looking for maybe a museum, beach, restaurant in town - these should all be nice and clearly sign posted and easy to find. There's nothing worse than driving around not having a clue where everything is and a lot of websites are like that. It's a design issue, it's putting the instructions, the messages and directions of how to get around your website in the right place, nice and easy to read, nice and simple to use. Your Contact Us point was a very good one.

Christian Baker: Any others?

Ed Lester: Yes, plenty! When you're writing the copy for your website… forget the copy itself because that's a different subject but the actual design - short sentences, short paragraphs, lots of breaks, not too much text on the page. If you have a page on your website that goes much over 400-500 words - forget the fact that you are going to bore people and nobody's got the time to read that anyway - just from the design perspective it just looks like too much and it's overwhelming.

Keep it short and snappy, short sentences, short paragraphs, lots of breaks and everything nicely spaced out - again it's easy on the eyes, it's easy on the brain. One of my things is I'm attention deficit and I can't focus on a set thing like reading a website. I can't sit there for hours reading it, I just lose attention and to be honest there's a big theory nowadays that everybody is becoming more attention deficit; everybody's finding it more and more of a struggle to concentrate on

stuff because we are bombarded with so much information so don't do that to people. Consider that as a design tip.

Images should be nice and clean and professional looking although it's a funny thing… it's like with certificates and training qualifications although I say to people with their website "don't get too hung up on the design. Don't spend thousands of dollars on design, logos and all that stuff because that's not actually what makes the difference" - on the other hand it still has to look professional. It's a balancing act. I think that's my main design points.

In the eBook we talk about it a lot more. There's probably a lot more but they're the big ones. If you can make your site look easy to read, clean and professional and don't forget most of us what we are doing is quite a therapeutic thing. Whatever your modality or your way of operating, what you are doing is really quite a therapeutic thing for people and so you want to think about colors in terms of blues and lots of white space, lots of nice therapeutic blue colors and I'm not an expert on color theory but what I can tell you is that those dark red, black, gold, yellow, those kind of colors are quite scary to people.

Christian do you know in terms of color theory and design, you know fast food restaurants? They have lots of red and yellow in their colors and you walk in to one of those fast food restaurants – and it's not as bad as it used to be - but years ago the tables would be red, yellow and black and the furniture is all designed that way. Do you know why that was?

Christian Baker: No, I don't.

Ed Lester: It was specifically so people don't spend too long there. That's why when you walk in they say "Can I take your order?" the instant you walk in the door and you haven't even looked at the manu. Then you sit down and think "I don't feel really comfortable here. This is not a very relaxing place", and that was the whole idea. They want turn over and they want people in and out and so you are not supposed to feel settled. An animal in the forest, in natural surroundings, the color's red and yellow are scary. If you're a little mouse in the forest and you see a flash of red or yellow going past, it's probably something quite dangerous so you run away.

Those colors are unsettling and if you do that with your website, surprise, surprise people will go "Click" and gone. They are not comfortable. That's my design class and this is from a non-designer and non-technical person but that's my design lesson of the day. Just make people feel comfortable and they will feel welcome. You wouldn't bring people into your clinic or your practice office and sit them in a red chair with yellow wallpaper and all of that stuff. You just wouldn't do it.

Christian Baker: They are good practices and if somebody's listening thinking that's quite basic, I'd urge you to do what Ed said earlier and that's go back to your site and actually audit it and see how you can make yours more appealing to the eye.

Ed Lester: If you don't want it to sting too much personally - because we all take these things personally – do it a different way. I mean, choose a random city anywhere in the world and go and look up the top ten hypnotherapy results in Google for hypnotherapy in that city - go on and look at the top 10 websites and I think with the things that you've learned on these calls so far, you will absolutely be startled by how many mistakes people are making.

You'll probably find that some of those " top of the Google results" websites have got black backgrounds, writing that you can't read, they don't tell you what city they are in, big long boring paragraphs without any breaks and your eyes are getting tired, you can't find their contact details, etc and you'll see this mistakes everywhere. All of the mistakes we talked about - talking about yourself rather than the client, too academic, not too friendly enough communication, talking about features and not benefits, you will see all these catastrophic mistakes being made again and again. And hopefully it will make you feel good because you know how to cut through that noise and how to really connect with people now.

Christian Baker: Just remember that there is no such thing as a perfect website but take these ideas and strategies of how you can increase the value of your website and how can you make your website even more responsive that it already is.

Ed Lester: One of the things that people are doing is that they are trying to rush people through a process too quickly. Each process has a few steps that you have to get people through and you need to understand it. In business it's called the buying cycle and you can see it in shops.

A person who walks into a store, let's say a clothes store, they'll see some clothing they like and they will have a look at it. Then what they do is they tend to walk away again and then they come back and have another look. Then they might try it on and then they go home and come back the next day and they'll bring a friend with them and try that dress on again and they'll ask their friend for their opinion. Then they put it back again and they'll go and have a coffee and then they come back again and then they will buy it.

There's just these steps and people that understand that do very well. It's the same with your website. People are going to come and have a look. Then they're going to go away and come back. Then they'll send you an email then they will go away. Then they will read the email and think about it over the weekend and they will let it marinate. Monday morning they will phone you and ask for some information. If they like you and they like what you say they will book an appointment.

Now I'm not saying that's the exact cycle but it will be something like that and your website needs to help them with that. It's like from someone coming in cold to making a booking to come and see you, if that happens too quickly without them having the information, the time to build rapport and empathy through your website communication, then my worry is they are not going to turn up to their appointment. It was a rash decision.

With my websites I like to make it nice and easy for people to make that decision in their own time comfortably and give them a lot of encouragement - like the helpful store assistant who can't do enough to help you, but they know that it's you that will make the decision in the end.

I think people try to rush it. I think it's much better to say to people: "Hey, what are you getting in touch for? I've got a free brochure I can

send to you. I've got some information I'd like to put in the post to you. I've got something I can email you. Give me a call and we can have a chat. I'll give you 10 minutes of my time and I'll just give you some ideas on the phone".

There's so many different ways you can frame this to help the client take the next gentle step. It's very frustrating isn't it, if you want to get someone from here to there and from their perspective it's just too big a leap so they don't do anything. Whereas if you could put a few extra steps in the pathway, it just becomes effortless for them to glide to that next step and the next step to the next step - and before you know it you got a new client. That's how I see these things. What do think?

Christian Baker: I agree with you. It's making it simple and as easy as possible. It's like you've walked into a store and somebody jumped on you straightaway you are not going to feel comfortable and you'd be making a quick exit and it's the same sort of principle isn't it... It's back to that phrase "Nobody likes to be sold to but people like to buy", so it's making the buying experience, making the whole service experience as easy for them as possible.

Ed Lester: We're back to the idea that people think business is a dirty word and so when you say "getting them to buy" people are thinking "oh, I don't want to sell people things". The way to frame this in terms of your practice… when I look through the job ads, to see who is advertising what employment positions, you don't see many jobs for hypnotherapists, life coaches and NLP practitioners for instance - you really don't.

Let's face it, most of us, we are self-employed. We work for ourselves and whether we like it or not we are in business. Personally, I love being in business. Why? Because it gives me a chance to do some good in the world. I want to leave this world a better place than when I came here. Business is the perfect opportunity to do some good in the world and to find your place, to find your mission, to find a way of making people's lives better. If that's business then that's a wonderful thing.

The rewards, in terms of payment and the wonderful people that you meet and the opportunities it affords you in terms of your own life, taking your family on holidays or getting your kids into a good education or whatever it is that motivates you... Being able to work the hours that you want to work, being able to do the things you want to do. If the business can do that for you, then there's nothing dirty about business. All you're doing is helping people.

I think people who struggle with the concept of being in business and selling and marketing maybe need to think about it that way a little bit more. I can think of times in the past where I didn't do a very good job of selling what I do to a client, I'm talking years and years ago, where I hadn't quite work all this stuff out. I thought "I feel okay because I didn't push that person and I think it's good not to push and leave them be".

But then I realized that maybe they didn't get what they wanted, maybe they lost their nerve and didn't go to see a hypnotherapist, maybe they decided that it wasn't for them - perhaps I did them a disservice, perhaps if I had enthused them a bit more and communicated a bit more strongly on what is I can do to help them, maybe they would have come to see me and maybe their life would have turned out a bit better.

Sometimes I have these thoughts and I think "Maybe we are obligated to sell to people because the benefits for them, the way their life could change are just unbelievable. Maybe we should be selling more.

Christian Baker: Yes. Again, generally people in the people helping profession are trying to add value to people's lives. If you see it that way… You can be the best in the world but if people don't know that you exist, what help are you to anybody? So, whether you are charging or not charging, whether money is your primary motivation or not, you're looking to help as many people as possible whatever the reward is for you - then following these strategies will be a huge advantage for you.

Ed Lester: At the end of the day if you don't sell what you do to people... and I'm not talking about forcing them, I'm just talking about

making sure that they've got all the information that they need in terms of the benefits that you can offer them and how it works and just how wonderful it's going to be.

If you don't sell to people…. think of selling as communicating, educating and helping. When I sell to someone on the phone… when someone phones me to ask about what I do and should they make an appointment or is it right for them… I make a point of really trying to help them on the phone.

A lot of people say "Don't do therapy. Don't do coaching on the phone unless they're paying." Well, I agree with that to certain extent but I want people when they have dealt with me or when they have met me or spoken to me for the first time, to walk away from that conversation or meeting thinking "I feel better than I did when I started that conversation."

And if I've sold them something in the process then fantastic because I can give them more and more value. Maybe what you're saying Christian is that if you don't sell to people then you are actually depriving them of the incredible value that they could have had.

Christian Baker: Yes, indeed. And another way of putting it - it's making it easier for people to do business with you or making it easier for people to utilize the services that you offer.

Ed Lester: Yes. Making it easier for people to become a client of yours. There are so many people that I work with on a daily basis and they are so wonderful, they've got so much to offer and they've really... sometime they are quiet, gentle and caring people but the impact that they can have on people's lives is anything but quiet and gentle. It's profound.

But people don't find out and I get so frustrated… I'm thinking about this one particular woman and she is so quiet and I'm thinking "Oh my goodness! You could just make such a difference to these young people's lives". But they don't know and they are not going to know unless you find a way of connecting.

Christian Baker: A lot of these strategies and mistakes apply both on and offline, but if we bring it back to online… Usually a comparison with offline, I see so many people who they get an advert out and get their brochure printed and they expect the traffic to come to them and it's kind of the same online. They build the site and then they just expect people to find it. So have you got any tips and strategies on how people can – and I know we've mentioned quite a few already – but have you got any more that you can share?

Ed Lester: Human beings have an amazing capacity to dissociate when they need to. A friend of mine had a really bad automobile accident, well he was actually on a motorbike, and he was knocked off his motorbike when he was young and he had what's known as a near death experience. He talks about this situation and it was a profound story.

And I said "That's sound really scary" and he will tell me it wasn't scary at all. It was one of the most beautiful experiences he ever had. it was like he left his body and looked down scene and he watched it all happen. He talks about it as a very spiritual experience but you see when people have accidents or traumas they tend to dissociate.

But the funny thing is a lot of people who are very good at what they do, actually manage to dissociate in very positive ways as well. I'm not saying it's not positive, if you had an accident and you are in pain and you kind of dissociate and kind of leave your body or distance yourself and detach yourself from the pain and the trauma and the shock, that's actually a pretty good thing. Shock is often described as a state of dissociation but there's other ways you can do that.

Let me give you an example... A great presenter or speaker… somebody who is great at giving speeches and presenting, often they are very good at dissociating. They come out of their body, they go in to the audience and they imagine themselves as the audience watching and they want to make sure that what that person ís watching is inspirational and impactful, enjoyable and fun.

What they are doing is seeing everything from the eyes of the audience, their clients, their students and it's a fantastic thing and I find it very inspiring.

That's what I tend to do when I'm teaching. I really imagine myself in the audience watching the training because that tells me what I need to do next, what are these people really looking for. And I tend to do that with websites as well and all marketing materials. I tend to be quite good at going through my own websites but not as me - as the audience. That's how you know, if I'm not using the words you, yours, is this how you feel, is this something you would like help with.

If I'm not using that kind of language you pick that up very quickly if you are dissociate, because it's like this website isn't talking to me. It's talking to somebody else and this is not for me. Dissociation - being able to see the world through somebody else's eyes is a very powerful gift. If you are not very good at that yet and haven't practiced and perfected your ability to dissociate yet in terms of looking at your marketing and your communications - then get somebody else to do it for you.

I've done this Christian, I've written an advertisement or a blog post or something like that and I've come to you and said "Christian, would you have a look at this for me and pretend that you are the client reading it. What would you think of this?" You can get help with that.

I would never put out an advertisement or a website page, blog post or anything like that if I hadn't looked at it through my clients eyes first because it's for them and it's not for me. If I can't be objective, if I can't see the woods for the trees as they say then I'll ask somebody I trust to have a look for me.

Christian Baker: It's almost a curse of knowledge that you forget how much you know or you are assuming that the potential client or the person reading knows as much as you do. This is again not a conscious thing and that why it's always useful to get somebody else to look at it for you.

Ed Lester: Exactly. If I asked you to look at something for me I don't say "Christian, go and read this advertisement or this blog post." I say

"Christian, could you read this blog post and pretend you are my client. Would you be impressed? Would this help you? Would this enlighten you?" So you have to pretend to be somebody else but there's less boundaries if I asked you to do it then if I do it myself because sometimes I'm too caught up in it. It's objectivity. It's the art of being objective and of being able to see it from different angles, from the outside.

Christian Baker: We are covering some amazing ground here. There's one other thought that's coming into my mind that I want us to talk about today and that's… people get very excited and overwhelmed with the importance of building links and networks in relation to your websites. So what are some of the mistakes you see people make or what are some mistakes people can avoid in that? To building links and now social media is playing such a big part and being quite Google friendly, so what's the importance of building those links and networks?

Ed Lester: It's actually the same thing. If we go back to Google Love and the Google mindset, links and stuff is all the same. Think of it this way; think of it as a voting system. Google wants to produce the most relevant search results it can and the way it's always done that – much more so 10 yeas ago - was it looked at how many other people are recommending your website or your webpage.

Because Google doesn't see websites - it see pages and each page is indexed separately. So you could do really well on one page... I've got a colleague and she got this random page on her website, I think it has something to do with sports, it might be golf or something like that, and she's the number one of all the search engines locally for anything to do with golf - and it's not even an area she particularly interested in. She just happened to put that page on there.

Another website that was a big golfing website linked to it and they mentioned it on their link page and so she got a lot of Google Love for that page. She just wants to be number one for NLP! NLP in London or something like that - but she's nowhere to be found for that, but she is right at the top for golf. It drives her mad. She gets all these golf inquiries and she's not even that bothered, but she's there

because she has got some Google love because somebody else voted for her and said "That's a great page about golf".

You see that's how it works. In the early days Google just counted how many people linked to you so the more people you could get to link their website to you, the better. Now, in a tactical way, that used to work and people said "Yes you've got to get lots of lots of Google links". What we are talking about is the deeper principle it's not about the link but it's the fact that Google is saying "Ah! You must be good because other people are saying that you are good, but this is the only way we have of measuring it".

Now today there's other ways of measuring it because people will like something you've said on Facebook, or people will retweet something you've said on Twitter, or people will make a positive comment on your blog post. people would go to Google Places and they'll say "Christian is a great hypnotherapist. Here's his website. I would recommend it". And so these messages are coming from all over the place - but it all boils down to the same thing.

How can you get people to vote for your website and to say that your website is good? And links are still a very good way to do that but basically anything - any buzz or any word of mouth or any comment online that points to your website and says "That's a good website. That guy is great. That woman is fantastic. She will help you. She's inspirational. She's a great healer or she's a great performance coach or whatever". Any of that kind of stuff is a vote for you and ultimately will make your website more popular.

Christian Baker: Google Love it is.

Ed Lester: Absolutely. I was going to ask you about something actually. Something I know that you are very good at, something that you advocated and you practice and you teach people is the idea of relationship marketing and building relationships. We talked about that a little bit in terms of the cycle that people go through from first hitting your website to then meeting you for the first time. Of course it continues onwards from there. But when it comes to websites, what is relationship marketing from your perspective and how do you think you can utilize that to make your website more successful?

Christian Baker: Good question. I think a lot of the components we have already talked about and again it's fundamentally about building a rapport with people and it's kind of - letting people in and it's letting them find out the information without pulling them in. So how can you use that on your website? Again it's making it about the client, it's making it relevant and interesting for them and as you kind of talked about the cycle it's letting them in and giving them a little bit more each time.

So maybe you're offering them a free report or a brochure and they can get more from you until ultimately they decide if they'll deal with you or they don't want to come to see you. And with social media it makes it even easier to build relationship marketing because as you said people could communicate and respond with you, it's a nice way of them being able to softly approach you without committing to anything and then colleagues and local businesses may well be saying and writing nice things about you, so you never know who is watching or who is following a conversation.

So relationship marketing is very powerful. I'm a huge fan of it and with the art of social media particularly you can really link that back in to your website. You can also have plug-ins and widgets that show your social media interaction on your website and if you've got a blog people can comment on there as well. That's kind of how I would say you can utilize relationship building on your website.

Ed Lester: There are so many components now aren't there? It's very common now for a prospective client that's looking for the services that you offer for them to find you online but not on your actual website. They might go to Google and find an article that you have written or a blog post or something that somebody else has said about you on another website and that might be where they'll find you first of all.

But the next stage of the relationship is often that they will go from there to your website, they'll come and search for you. In the old days, people would find you more so by searching for "Stop smoking services in London" whereas nowadays they might find out about you somewhere else, and they actually find you by searching "Christian

Baker" and so people's names are being Googled a lot more nowadays. I go through my web stats and people find me by name a lot more than they used to and there's other reasons for that of course, but mostly it's because they found out about me somewhere else and now they want to do their research.

Christian Baker: Research. That's the word that springs to my mind now more than ever. It's easier for them to do that.

Ed Lester: It's funny because there's a mindset thing here, you know, as people are probably gathering if you don't know me already I'm big into the idea of mindset because if you get your mindset right and you're filtering everything the right way and your results tend to follow.

Just to contrast it, I have two clients and they do the same job and same profession and let's say for instance it could be an NLP practitioner because a lot of NLP practitioners are very proud of the fact that they can do stuff quickly which is fine in itself. But I'll have one client who is an NLP coach or practitioner and they'll say "On average I see my clients for one session". And then I'll have another one that says "On average I see my clients for 10 sessions over the course of 6 months or a year".

I think it's very interesting because they've both got the same tools, techniques and training, but to me they've got a completely different mindset. The way I talked about it is like the one night stand mindset - it's that kind of one or two dates mindset. Then there's this other mindset of a long term relationship.

I think that's what you've got Christian you've always seen this is as a long term relationship that evolves. Without putting too much value judgment of those two things, I just think if you have a long term process with a client, you can offer so much more value. From a business perspective it's so much more rewarding but everything is deeper and everything is more meaningful, the results tends to be exponentially better.

For some issues let's take weight loss for instance, you have to have a long term relationship. I don't buy into this idea that you will have

one session with a client for weight loss and all the work's done. I just don't see that. It's a long term, deep and meaningful relationship.

The reason I bring that up is that I can tell often which side of that divide people are, by looking at their website. I can see where their mindset is because if someone's got the one night stand practitioner mindset, when I read their website I can tell. It often makes me uncomfortable and makes me feel rushed and panicky.

Whereas if someone has got the Christian Baker mindset, the long term relationship practitioner, when I read their website marketing, I feel that this is a lot more meaningful. This is going to go somewhere and it's going to last and it's going to really get me somewhere - not just for this one little thing that's hurting now but all aspects of my life.

You might want to think about that in your language. Do you believe when you see a client, they are going to be a client for life or in the long term? If that's the case that will affect how you communicate. I don't have an exact point to make there. I just think you need to think about what your mindset is because however you believe you are and however you believe things are, consciously or unconsciously it's going to come across on your website.

Christian Baker: Just to clarify for anybody who may not have totally taken that on board, that's not to be confused with the suggestion that you have to lock your clients in for a long term relationship. We're talking about building a relationship as if it's going to be one. And that can start before they come in to you so that relationship may have been ongoing through your website for a period of time before they became a client.

Ed Lester: I'm amazed at how many people who train in counseling are very wonderful people and very committed to the idea of the "therapeutic relationship". But they've got no comprehension that that relationship starts the instant somebody first hears about you or first read your website. Because the website is not written; let me remind you it's a conversation. Your website should talk to people and when they email you the therapeutic relationship is well and truly underway a long time before they ever get to meet you.

A lot of the therapeutic work and the rapport building can be done long before you meet your clients these days. Just to clarify on the thing about trying to lock clients into hundreds of sessions, that's not what we do. To be fair that's often what psychotherapists in the traditional model do. You'll lock someone into the idea of a two year relationship right from the beginning. Again I'm not saying that's right or wrong or anything - that's just the model.

A lot of people that are on our call Christian are people that are used to seeing people a few times. I think if you see your client for an average of one or three sessions, there's a paradigm shift, a breakthrough that's coming your way and you need to see it. Because it's not about you, it's about your client and we like to have these long term relationships.

I often go back and get my car serviced at the same garage as I did years ago just because that's the relationship that I already have. Now what we do might not be the same, but think about it this way. I've got a client that I saw actually in a different city, in Christchurch probably 4 or 5 years ago and I think I only saw him for 2 or 3 sessions but they've kept in touch. I've had the occasional email and I often email them just to say "How is it going, is everything OK, let me know if I can ever help again" and they've been fine. They have had such a profound process breakthrough that they've managed to get themselves back on track.

But I can tell you for a fact that I have had at least 5 or 6 clients since right up to today that have been referred by that person. I'm convinced that the reason that I get so many referrals, and so do you Christian, and a lot of the successful practitioners that I know are very much referral based, - the reason is because of their mindset and the way they treated those clients years ago.

I might not see a client for 2 years; that doesn't mean that they are not necessarily a client. I can still keep the relationship going. It's profound and for a lot of people it's a very challenging idea but think about it because if you buy into that idea and you start to develop that way of looking at your clients - a fair and rewarding and deep on-going relationship - it may change the way you get referrals and all kinds of things. It may change the way you communicate on your

website and you might start to become more successful. That's the way I see it.

I hope it's not too abstract. I don't mean it to be. I just sometimes feel that we owe people the opportunity to think about things differently. That's what we do.

Christian Baker: I think we are coming to an end of covering these points really well. I hope people got the eBook that they can go over and digest and relisten to these calls and be asking themselves how can I apply this to my website or how can I apply this to what I'm doing and my marketing efforts but is there anything further that's in your mind that you'd like to share with people?

Ed Lester: There's lots of stuff. I know some people say "Tell us what to do and tell us the exact steps". I'll do my best and maybe you can join in Christian where you see some value to be added. But let's give people a checklist and maybe you can go over some of this when you put your resources pack together.

If anybody's ever studied Perry Marshall, Perry Marshall talks about the two parts of an airplane. He talks about the Wright brothers. He talks about in the early days of aviation, so many people failed because they got one part wrong and not the other. So they either built a fantastic engine but the plane was aero-dynamically the wrong shape and it just crashed. Some people built aero-dynamically a beautiful plane but they couldn't get the engine right.

And the way Perry Marshall talks about this – and if anybody doesn't know Perry Marshall, he is like the acknowledged Google Adwords expert of the world and a very nice fellow besides - he talks about what the Wright brothers did was they developed this plane almost like a glider. I think Perry might have been some kind of an engineer originally and so I know his mind thinks this way.

But he talks abut how they built this beautiful plane and it was almost like a glider. It was aero-dynamically perfect and it almost flew anyway. Once they'd tested it and got their plane perfect they then added the right engine and the plane flew perfectly.

The reason he talks about this story is because people want to go onto Google Adwords or they want to find all these different ways to bring traffic into their website but the website isn't right. I mean, if you do all the things that me and Christian have talked about already in terms of your design or website copy or the way you communicate and the way you lay out your website - then it's like you've created the glider and now it's going to be much easier to stick an engine on. Now it's going to be much easier to actually send traffic into your website knowing that it's going to turn into clients.

Another way to look at it is what I call Leaky Bucket Syndrome. Most websites, because of the design, bad communication, bad layout, or they because don't give their contact numbers, they don't tell you the benefits, they sell features and not benefits - what you will end up with is what would be compared to a leaky bucket. Now, sending traffic in and sending people to that website is a waste of time because it's like putting water into a leaky bucket.

I think what we have done here Christian is we have done a pretty good job of teaching people how to make that bucket watertight. In future modules and things that we're going to put out there we'll probably talk a lot more about how to get more traffic, but I would say it's not that difficult. It's imperative to get that bucket watertight first.

Also, it's easier to get links and get people mentioning you and linking to you when your website is ready. It's probably only going to take you a few days or a couple of weeks to really nail most of this stuff Make sure you see your website from the visitors' eyes or from their view point. Make sure you are reading it from their perspective and make sure you understand the visceral, emotional experience from their perspective. Feel that experience the way they're going to feel it and really go through that stuff and imagine you are the client or visitor. How would you feel and react to that statement, image or to the arguments that's being put forwards?

If you feel you can't be objective then get somebody to do it for you. Get your headlines, the big headline at the top of each page - get them powerful, get them so they are compelling so they get people to read the next line. Because the challenge is to keep people on your website for at least 3-4 seconds. If you can do that, then you are

probably doing all the right things. Make sure people can contact you easily and make sure you are not trying to push them too far that you just get them to take that next step. Make sure you categorize well. If you have 10 different specializations or issues that you like to help people with, have a page for each. Spend a lot of time on each page making it clear that you really understand that issue and that you are an expert, you have experience and that you really can talk and describe the situation from the readers' perspective so that they feel that they are understood.

Keep your website clean. Nice white space, small paragraphs and sentences and choppy - like a conversation and not like an essay or an academic piece, but a conversation in which the person reading will feel very involved.

Get links and get people to link to you. Get as many other websites as you can to mention you on their website and to link to you. In the eBook we talk a lot about anchor text, meta tags, headings and some of the more technical stuff so go through the eBook and read through it a few times so that you will really understand the best practices for setting up the technical side of things. I'm running out of ideas here Christian.

Christian Baker: I think we've shared plenty of ideas. I think we're coming to the point to wrap this up.

Ed Lester: I'm a big believer that when people work with clients often they make it too internal. They worry too much about how they are going to come across and whether they can make things work and all that stuff and people spend a lot of time worrying or under valuing themselves.

The easiest way to work with a client is to be more external. To see the world more from their perspective and imagine what it's like to be them. It's that expression about walking around in someone else's shoes for a mile. In the olden days with the old leather shoes… when you put on a new pair of moccasins and you walked around in the rain the moccasins used to actually shrink to fit the shape and size of your foot and so if somebody else put your moccasins on they would feel really strange because they will be the shape of your foot. So the

saying "walk around in somebody else's shoes" means see and experience the world from their perspective. That's a great way to work with someone to help them improve their life and help them make breakthroughs.

Hopefully Christian you and I have done a good job with these calls and the way that we teach. Sometimes it's confusing for people but it's hopefully very helpful. The other side is when you are building a website and marketing, I think sometimes people go too far in that direction of externalising. What I mean by that is they start using external processes in a different way. They start looking for other people to give them the answers and they want other people to do everything for them. They want other people to build their website and want other people to do the design and logos.

That's fine as far as it goes in terms of the expertise but it can also be very expensive. You can end up spending thousands of dollars for something that you really didn't need to. If you'd have gone more internal and asked yourself what you need to do next you, may have got better answers.

I think people have got a lot more answers inside of them than they think and I'm sorry if I confused you there but think this stuff through. People have got a lot of answers inside themselves. I don't think there's any harm in going to a web developer and saying "I want this, this and this. I want it do this and I want the photo there, I want this headline, I want this logo, I want white space and I want a very professional navigation" and telling them exactly what you want. "I'm not technical so I can't do it so I'd like you to do it for me" rather than just helplessly saying "I want a website. I want to be at the top of the search engines" because you can get yourself into a lot of trouble by not taking the internal responsibility.

A lot of people out there that will charge a lot of money to build websites, to do your marketing, to write your copy - a lot of them I'm afraid are not actually not that good at what they do because they don't know what needs to be done. The great thing about me and Christian is we have had to do this stuff to buy our food and to feed our families. I've been in the situation in the past for many years where if my website didn't bring in clients or sell some CDs or

something like that - I'm talking a long time ago but it was really like that. If I didn't get clients, I didn't earn any money and if I didn't earn the money I couldn't pay the mortgage and buy food for my family. I know Christian's been through that as well, so the reassuring thing is that we've been there and we've had to do the walking and we are not talking from ivory towers, we know exactly what it's like.

Number 1 we know what it's like having to bring clients in order to earn money to live, but we also understand the absolute unbelievable value that you guys offer to people. So we are frustrated; we want you to get more clients and we want your websites buzzing because we know that people out there who are depressed, stressed or anxious or unhappy with their lives… we know that their other option is drinking, eating unhealthy foods, taking drugs and all kinds of stuff. So we want you helping them and so we are coming at this from a perspective of how can we help these people get more clients so they can enrich their lives and make their lives better.

A lot of people that you would pay to do stuff for your website maybe are not quite coming from that perspective. And if they are very benevolent, they may not have the life experience or have the specialist expertise that me and Christian have of having been through what some of you guys are going through in building your practice. We really do care and we've really got some great ideas to share with you and I think we've probably done a really good job of that. Christian, why don't you summarize?

Christian Baker: Like I've said we've covered a heck of a lot of ground during these calls and revealed some pretty significant mistakes that we've made and a lot of other people have made. So I urge you to go over the calls, re-read the book and as I always say "How can I apply this? How can I utilize this?" Do it one step at a time. It doesn't have to be all done straight away so just knock them off, tick them off and help yourself evolve your website into a more effective and responsive mechanism than it currently is.

As Ed has rightly said, web is one of the largest and most responsive mechanisms that we had and still have in our own businesses. We know it can work for you. Just apply some of these principles, measure and test the response for yourself and we will be here to

help you on the way to ensure that you get all the clients you want, deserve and need.

Ed Lester: Absolutely. Thanks for summarizing Christian. Just a parting thought. You guys out there, what you are doing is amazing. It's unbelievable in the profound and incredible potential that you have to help other people. What you do is literally amazing. Don't ever underestimate that and even more importantly don't under estimate how amazing your clients are and how incredible, talented, and full of potential and possibilities and fun, happiness and love and all those other wonderful things. Don't forget how much of that your clients have. Your clients are amazing people and don't be scared to tell them that. If you are happy to tell your clients how much you think of them and how much potential you see in them and just how you can help them, you are going to become a pretty incredible marketing talent and your website will shine through and it will shine above all the others. That's all I've got to say. I look forward to chatting to some of you soon.

Christian Baker: Thanks for sharing Ed.

Ed Lester: An absolute pleasure as always.

Christian Baker: Take care everyone!