

SECRETS OF A SUCCESSFUL WEBSITE



**Essential Information For
Anyone Wishing To Rapidly Build
A Busy Hypnotherapy,
Hypnosis Or NLP Practice**

Published by: masterpractitioner.info 2011/2012

Disclaimer

The information in this report is presented to you in good faith and with the intention of helping you to build your practice rapidly through a busy and compelling website. However, any ideas that you choose to integrate into your business must be undertaken at your own risk. For instance, if you choose to implement any of the recommendations regarding advertising, it is your responsibility to ensure that you comply with the laws, regulations and codes of your home country, region, state or territory.

This information is not intended to represent or guarantee that everyone using this product will achieve the same results. How much success you enjoy will be determined by your focus, desire and commitment combined with external factors. You will take responsibility for any marketing or business decisions you make and will always be mindful of local laws and regulation. You understand that any business endeavor has inherent risk for loss and disappointing results.

An Ebook For Practitioners

I am assuming that if you have found your way here, then you are in the hypnosis profession. Perhaps you are a hypnotherapist, a hypnosis coach or an NLP practitioner. Either way, you are in the business of helping people to change and improve their lives.

Do you help your clients to:

- ✓ Feel better physically?
- ✓ Feel better emotionally?
- ✓ Relieve their pain?
- ✓ Improve their lives in some way (stopping smoking, losing weight, stress management, confidence, relaxation, getting fitter?)
- ✓ Achieve life goals they haven't previously been able to?
- ✓ Overcome problems and challenging issues?

If the answer to any of these questions is yes, then what you have to offer the public is **truly priceless**. You should never have a problem attracting more than enough clients to your door.

However, here is the problem...

...Most people in our profession are not very comfortable with selling themselves and marketing their services to the public.

And this is a **big** problem, because if **you** don't shout about what you do and how you can help people, somebody else is going to do it instead.

So it's my belief that, if you have the skills and knowledge to give people the gift of a happier, more successful or more rewarding life, then ethically you **must** start communicating that to your prospective clients...because otherwise those hundreds and

thousands of people who need your help are never going to find you.

What's this got to do with my website?

This has **everything** to do with your website and your online presence.

Whether you are looking to build a new website from scratch, or are aiming to improve your current website, you have a **unique opportunity** to connect with your potential clients online.

The Purpose of this Ebook

This ebook is not a technical, 'how to' manual of building the nuts and bolts of a website. Firstly because this is not one of my strengths, and as a practitioner I don't recommend that you try to do something that is completely alien to your core skillset.

And secondly, because web building software varies wildly and changes all the time, there would be little value in an ebook which could be out of date as quickly as it is published. I am also highly focused on the task of providing valuable and actionable information, so it's my intention to give you things that you can implement immediately.

Rather than teaching you tricks and fashionable tactics that will change overnight...I am going to give you the principles and simple (yet powerful) website strategies that never change.

If you are technically minded and you love building websites, then obviously it may be a task you wish to take on yourself. But for most of you, the ideal is to have the website structure itself built for you by a professional, then have it handed over to you so that you can easily add content, make changes, add images and links etc. If

you are already in the position where you are able to do these things, then you are off to a great start.

If however, you currently have a website but you can't make changes and add content, then consider rectifying that situation as your first action point. (More on this later.)

Think of your website as being like a garden. Creating a garden from a bare patch of earth is a big job that most of us would seek help with. You would probably call on the services of experts for landscape design, heavy digging, drainage and other technical aspects.

However, once the basic structure of the garden was finished, you would decide, with guidance, what to plant and where, and you would maintain it.

Think how annoying it would be if every time you wanted to water your garden, mow the lawns or remove some weeds, you had to phone for help and wait for two weeks for it to be done. This would be completely unsatisfactory.

The bottom line is that I am not going to teach you complex skills like code editing, CSS design etc. Most of you will want to leave that stuff to the experts.



This ebook is intended to teach you about all those elements of your website that you can (or should) control;

- ✓ Planning the pages
- ✓ Writing the content
- ✓ Having input into the design
- ✓ Deciding what goes where
- ✓ Measuring the behavior of your site visitors
- ✓ Having a strategy for generating traffic
- ✓ Etc

Why are online marketing and website optimization so important?

Here are some published statistics*, which will demonstrate to you just **how big** the opportunity is that is available to you today. These statistics are a little out of date now. The true picture is even more staggering.

Internet Use by Household Income

Household Income	Internet Use
Less than \$30,000	55%
\$30,000 to \$49,999	82%
Over \$50,000	92%

Internet Use by Educational Attainment

Educational Attainment	Internet Use
Less than high school	39%
High school graduate	67%
Some college courses	84%
College Graduate	91%

* Source: Pew Internet & American Life Project, February 2004 Tracking Survey. Feb 3 - March 1, 2004. N=2,204. Margin of error is $\pm 2\%$

As you can see, **people with a higher level of education and income** make up by far the largest percentage of internet users.

So who is looking for therapy, lifestyle help, coaching and complementary and alternative medicine (CAM)?

People of all backgrounds use CAM. However, CAM use among adults is greater among women and those with higher levels of education and higher incomes.⁺

So the very same people who are **the biggest users of the internet** are the same group who are **most likely to use your services**.

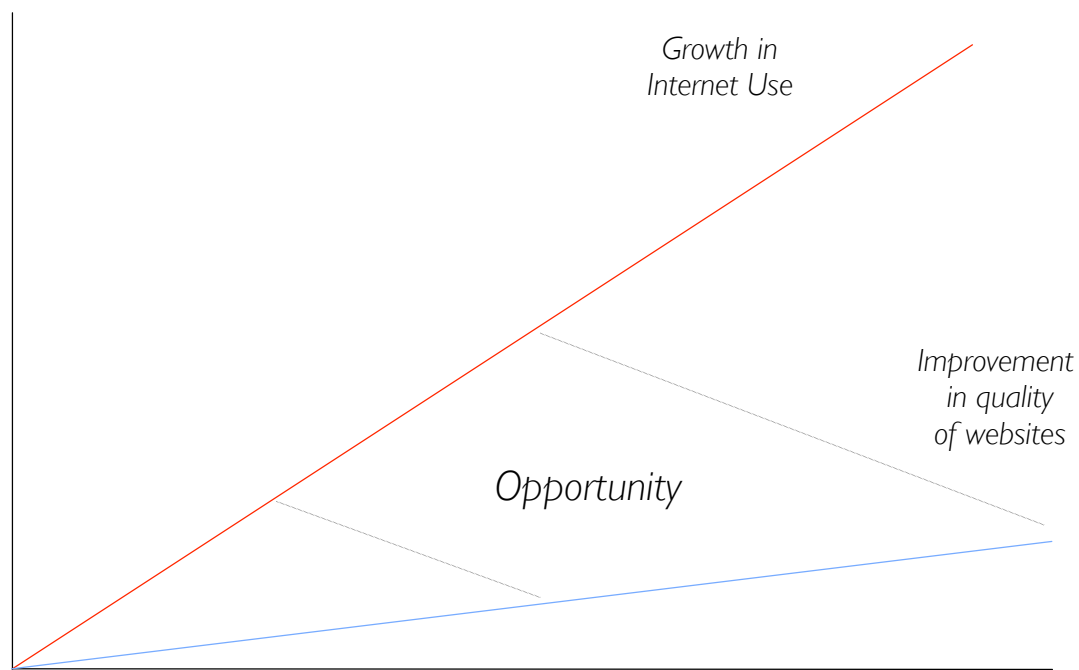
The big picture is even more dramatic. The demand for alternative approaches to health and personal development is growing dramatically across all sections of society, as is internet use and access. Yes, some people still use Yellow Pages, but traditional media use is dwindling by the day and competition only becomes tougher for client referrals from offline sources.

Every day more and more people are doing their research online, and looking for experts who can help them to feel better...feel happier...overcome problems.

⁺ Source: National Center for Complementary and Alternative Medicine
[:http://nccam.nih.gov/news/camstats/2007/camsurvey_fs1.htm#most](http://nccam.nih.gov/news/camstats/2007/camsurvey_fs1.htm#most)

The Golden Secret

Although internet use is growing dramatically by the day, the quality and usability of websites is not keeping pace at all. Have a look at the following diagram, where the red line represents the recent trend in increasing internet use, and the blue line shows the rate at which website quality has been improving:



As you can see, there is a huge gap between what people are looking for, and the quality of what is being provided—and this is growing by the day. This represents a **huge opportunity** for those of you prepared to get **just a little bit better at online marketing**, to get as many clients as you need for many years to come.

You don't need to become the most expert online marketer in the world – just a small improvement will see you scything into the space represented by the above diagram, and making huge gains in

numbers of clients, revenues and your overall quality of life.

How to use this ebook

I have written this ebook intending it to provide lots of useful nuggets of information about websites and marketing, many of which will be fresh and eye-opening to you. But this is not just designed as a theoretical read—if you approach it as such you will not get the best out of it!

At regular intervals throughout the book there are exercises with plenty of space for you to complete the **required practical planning and tasks**. It is **critical** that you complete these and throw some real energy into this project.

You will learn by doing.

I know without a doubt that this ebook will pay for itself in increased revenues for you, hundreds of times over, but I can't do the work for you. It's going to be a lot easier than you think, but you have to be committed and **take action**.

I have spent years working with people from all areas of life, and I have been privileged to count amongst my clients numerous highly successful individuals—including business leaders...elite athletes...musicians and artists...and so on.

I can tell you without hesitation or doubt that what marks out those people who have reached the top of their fields is not simply a higher level of talent, but their **belief in themselves** and their **commitment to taking action**.

So the first steps I recommend you taking in order to become a massive success online are:

1. Start to believe in your worthiness to achieve online success. Imagine your website as being busy and compelling. You WILL have a website that attracts endless clients to you and your services...day after day... year after year...almost on auto pilot.
2. Commit to carrying out all the steps given here—in order and with an appropriate level of energy and determination.

With that said, let's get started on revealing the secrets to successful websites....

Introduction

How To Get All The Clients You Will Ever Need From Your Website



Hi, I'm Ed Lester.

I'm a life coach, hypnosis practitioner and professional trainer. I spend much of my time coaching and training fellow professionals—helping them to improve their marketing and business skills, and to build thriving practices.

My business clients include hypnotherapists, NLP practitioners and life coaches. Most of my clients and students are those who see themselves as being in the profession of 'helping people change and improve their lives'. My **core beliefs** are that:

1. As “hypnosis professionals” the services we offer are amongst the most valuable available to the public.
2. The demand for the kind of help we provide is universal and unlimited.
3. People in our professions (hypnotherapists, life coaches etc) are notoriously lacking in the skills of selling, advertising, business and marketing.

Nowhere is this last belief more obvious than **online**.

If you are not getting as many clients as you need through your doors, or if you are not getting enough of the right kind of clients that you really love working with, then getting better at online marketing represents a **golden opportunity** for you.

And this all starts with the website itself. Just a few critical changes and improvements which you can easily implement over the next few days, will make a world of difference to the number of enquiries you receive from your website. In actual fact, absorbing and implementing the lessons and advice contained in this book is to my mind **the single most powerful improvement** you can make to affect your revenues in terms of effort made versus results obtained.

Let's get something very clear here. The internet represents the 'Gold Rush' of our time. Every day, a higher percentage of people are making the internet their primary research tool to find help for their problems.

This represents a fantastic opportunity for you to quickly find more ideal clients than you could ever handle. If you've recently found new client enquiries dwindling with no apparent explanation, then you need to look at your online efforts very closely, because:

Your competition is getting smarter and the chances are that the clients who would once have found you in the Yellow Pages book, are now busy signing up online with Toastmasters or Weight Watchers. Even local medical providers are starting to get much more aware of how to be found online.

Other benefits of improving your website

- ✓ Clearly, if you're not getting enough clients into your practice, and your revenues are low, then getting more client enquiries is the number one goal for you. However, there are many other reasons to start improving your website today.
- ✓ 'Little and often' is the watchword for serious website improvement. If you spend a little time regularly on building

and improving your online presence, you will be head and shoulders above all local competition in no time flat. As a comparison, I always find it fascinating that some people let their gardens get into a terrible state over time—then eventually they spend days and days “fixing the mess”. The successful gardeners, it appears to me, are those that are consistently spending a few minutes here and there, improving and maintaining things.

- ✓ If your website looks professional and meets all of our criteria for a great website, then other people will notice you. You will find referrals coming from all kinds of surprising sources. You are likely to start getting approaches from corporate organizations, other people requesting presentations and workshops, and many other exciting opportunities.
- ✓ A fantastic website is your vehicle for becoming an expert in any area you choose. Specialization is the key to creating a powerful and compelling message to website visitors. Creating expert and specialist positioning online is surprisingly simple.
- ✓ It's a great place to publish articles, blog posts, newsletters, ebooks etc. A website therefore offers a lot more flexibility and variety than standard advertising media.
- ✓ It can save you countless expense by allowing you to publish short ads locally but with the ad including your web address. In other words, you don't have to tell your whole story in your ad, you can point them to your website for that.
- ✓ Messages, ideas and advertising copy are much easier to measure online than offline, in terms of results. And once you have found things that work online, you can easily take the same ideas and use them in your traditional advertising and marketing efforts. Again, this makes the internet much more

cost effective with a better return on investment than traditional media.

- ✓ A website can also be used as a medium to capture your prospective clients' contact details so that you can build a relationship with them. You can offer them great value and help through a newsletter or other regular communication.

Why belief in your worthiness to succeed is Number 1: My Online Story

You might be wondering at this point why I'm qualified to write an ebook about achieving success online. Let me answer that with a brief recap of my own online journey.

My first website was published over 10 years ago. I can remember the conversation I had with the web designer who built it for me. It was a great example of how somebody else's limiting beliefs can get you into a lot of trouble if you take the time to listen to them.

The conversation went something like this:

Ed: 'I'd like my website to appear at the top of the search engines when somebody types in the search term "Oxford Hypnotherapy". I'd also like to be in the top 10 Google results when somebody types in the search term "hypnotherapy".'

Web Designer: 'That's not possible. You really just need to build a website as a portfolio so that you can put the address on your business cards and people can go and see who you are. Getting to the top of the search engines is impossible, and not worth the effort.'

Ed: 'We'll just see about that.'

Luckily, I'm not the kind of person to believe much of what other people say unless it's proven. Within just a few months of that conversation, if you typed the word 'hypnotherapy' into any of the search engines including Google, anywhere in the world, my site was at number 1.

I soon owned several hypnosis and coaching websites, which were amongst the busiest in the world, and they stayed there for a very long time. I've repeated these achievements again and again and again.

The message I want you to get from this is that if you start to believe that you will be successful online then you surely will.

Look at it another way. When I work with a client - be it with the goal of building a business, quitting smoking or simply becoming a happier, more confident individual - on every single occasion before my client can achieve their goal, they first have to believe that it is possible...that they are worthy.

Search Engines Change But People Don't

Search engines today are a very different beast than they were 10 years ago, and many of the things that used to work then in terms of getting more traffic and more clients, don't work the same way any more.

But that's because they are based on tactics, tricks, or current fads and trends. What I've discovered consistently is that there are basic **fundamental principles** which never change, and if you get these right, you will **always have a successful website** and will get all the clients and opportunities and referrals that you desire.

There are two things that I firmly believe you need in order to experience massive online success:

1. The correct strategies, tactics and knowledge.
2. An absolute insistence on doing things YOUR way, playing to YOUR strengths and basically just being yourself in a professional, client centered way that just draws your ideal client towards you.

The Biggest Lie in Internet Marketing

The biggest lie is that you can somehow cheat, trick or bamboozle your way to long-term success.

One of the keys to bringing in enough visitors to your website is great search engine listings, or an ability to get good at another form of 'web visitor acquisition', such as paid online advertising, article writing, social media etc.

All of these things can be learned through trickery, short cuts and trendy tactics that might work today but may completely backfire on you next week.

The Truth About Online Marketing

It's all about people.

Tricks and sneaky tactics to manipulate the search engines into thinking your website is something that it isn't will always get you into trouble in the end. As Google Adwords guru Perry Marshall once famously said:

If you insist on hanging out with heroin addicts, don't be surprised if you find yourself stabbed in a dark alley one day.

I've had lots of friends and colleagues who have found themselves going from thousands of website visitors per day to zero, literally overnight, because they followed a certain clever trend online, and basically achieved traffic to their websites through cheap trickery.

What I'm going to teach you in this book is how to do it **the right way**. Learning tactics for building traffic to your website is all very well, and will be introduced later in this book, however first you must learn the fundamentals, principles and overall strategies for web success. If you do this, you will be doing yourself and your practice a huge service.

The way you “trick the search engines” into placing your website high in the listings can change from day to day.

The way you inspire people to desire your product and service...to trust you and want to deal with you...to sing your praises to others—those fundamentals haven't really changed in thousands of years, and they won't be changing any time soon.

Chapter I

Your Website's Purpose - What Do You Actually Want Your Web Visitors To Do?

There are two critical aspects to website success:

1. How are you going to get people to the website in the first place? You can have the most beautiful restaurant in the world, but if no-one can find it, then nobody's going to be tasting that delicious food.
2. How to turn website visitors into paying clients. How will you make sure that once they find your website they like what they see?

I will be touching on Point Number 1 later in this book, and will be giving you some tools to get started with visitor acquisition. I will also be recommending some wonderful resources you can use to help you.

For the major focus of this book, we are concerned with how your website turns visitors into real, live, knocking-on-your-door clients.

Every expert agrees that once you've got that covered, getting more than enough visitors to your website is relatively simple.

Unfortunately lots of practitioners I have spoken to get it the wrong way round. They believe that if you get masses of traffic to your website then the rest will take care of itself. This simply isn't true.

So here's a key question you need to ask yourself right now:

*When somebody lands on your website, what do you
actually want them to DO?*

I ask professional therapists, coaches and other practitioners this same question on a daily basis, and consistently, 99% of the time they give me the same answer:

'Make a booking'

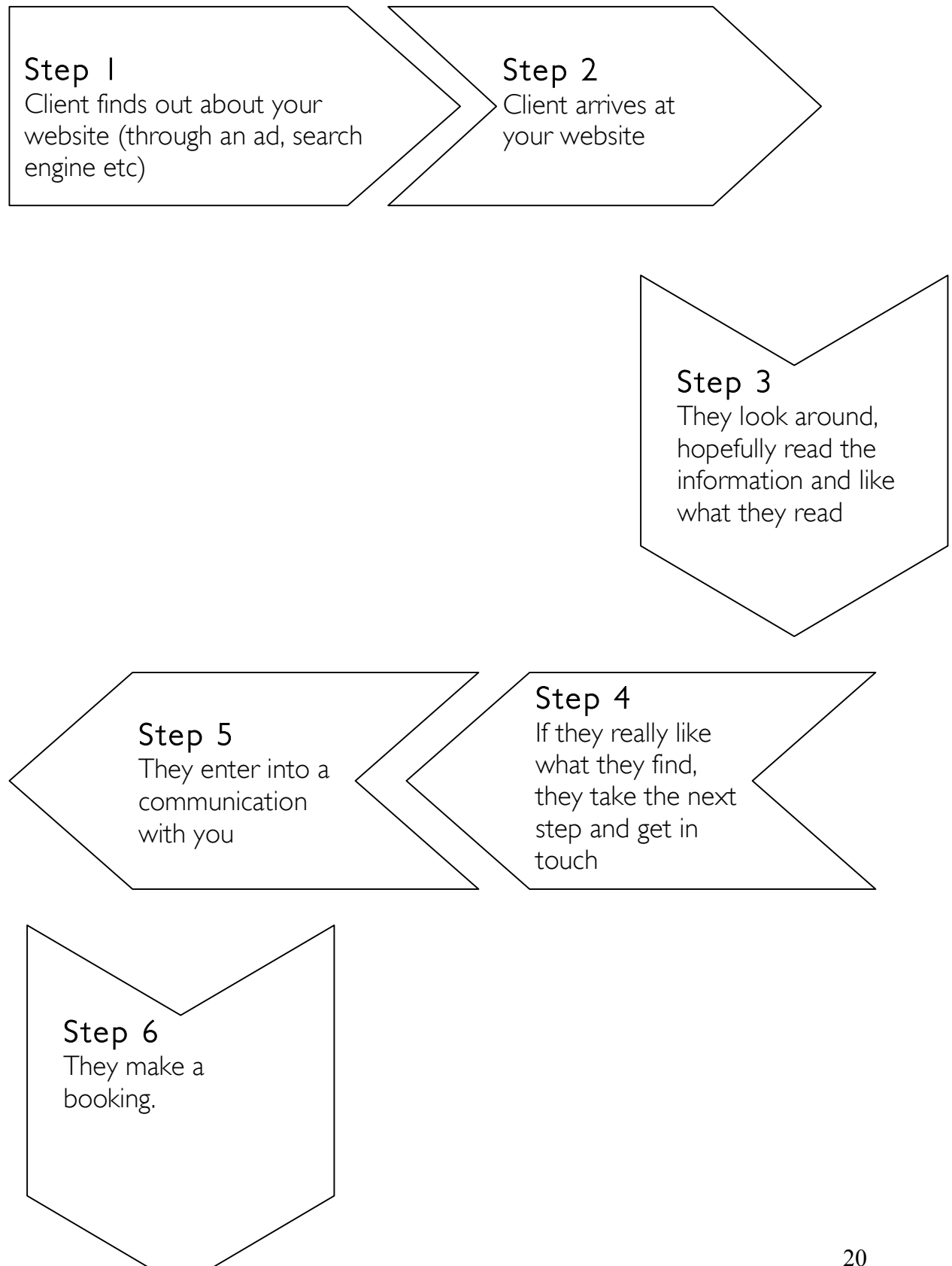
And it's the wrong answer. Or, let me clarify that - It's not quite the right answer. It's a step too far. It's like expecting someone to accept a marriage proposal on a first date.

You see, the journey from website visitor to paying client is not achieved in a single step. The very next action that a web visitor needs to do after landing on your website is to either send you an email, or pick up the phone and call you.

So you see, online success for your business is a lot like real world dating. There are steps involved in the process of building a relationship. Push too hard and you scare people off.

Think of it in the context of the following diagram, 'The Client Pathway'.

The Client Pathway



So there are two things that you need to achieve with the visitors on your website. You need to:

1. **Inspire them** and put them in a positive frame of mind about what you do or what you offer, and
2. **Make it very easy for them** to contact you with a question or enquiry, or even to make a booking.

Important Note - This client cycle of finding your website then going through a series of steps eventually making a booking is a process and not an event. Sometimes that process takes 5 minutes. Sometimes it takes 12 months.

So there it is - the goal for your website:

To make your web visitor contact you in a positive frame of mind.

When I built my New Zealand hypnotherapy website I had one goal—for the visitor to get in touch with a question or to request a brochure. For that reason, every call to action (be it a text link, or a big shiny graphical button) recommended the site visitor to:

“Click here to get in touch if you have any questions or to request a brochure.”

There are many ways to bring more and more of the right kind of visitors to your website, all of which can be learned easily. However, if your website is not optimized for conversion (ie getting the visitor to take the next step on the pathway), then simply bringing in more visitors is a waste of time.

I knew for a fact with that website that for every 100 people who visited, 33.52% of them would go to the contact page in order to either ask a question or request a brochure.

In other words, **1 in 3** people who visited my site were in the right frame of mind to make an enquiry.

For many website owners, for every 100 people who visit the website, **none of them** make an enquiry.

How can you change this? Read on!

Chapter 2

Seeing Your Website Through Your Client's Eyes

As mentioned earlier, this book is designed to be a **practical planning tool**, which can be used in two ways.

1. To overhaul and dramatically improve your current website.
2. To help you to plan a new website which is a winner right from the start.

Here is your first action task. If you are in Category 1, ie improving a current website, then you can fill in the answer to these questions directly.

If you are in the second category and are planning a website from scratch, then it is more of an 'as if' exercise. You can either give 'ideal' answers or you could even go through a competitor's website identifying strong and weak points to help you do a better job yourself.

Either way, don't forget that completing this exercise is critical. The answers are not... but the process is.

Important Note - Think of all the exercises you do in the following pages as part of your planning process for online success. The plan may change over time as you learn more and hone your skills. But **DON'T WAIT UNTIL EVERYTHING IS PERFECT**. Waiting simply delays all hope of success.

As Dwight Eisenhower famously said, "Plans are worthless but planning is everything."

Exercise I

So here is the thing that you need to do right away (not tomorrow, NOW!)

You need to go through your website, page by page, and adopt the mindset of a potential client. You need to experience the website as they would.

Sometimes this can be very difficult – to be totally objective about something you've created yourself. If this is the case, then I would suggest finding a trusted friend or colleague to help you with this exercise.

Ask yourself the following questions and make notes of your thoughts, observations and answers.

I. How professional does this website look and feel? Why?

2. Does this website understand where I'm coming from? Is there evidence that these people clearly grasp my situation?

3. Does this website clearly articulate understanding of my problems, challenges, fears, goals and dreams?

4. Is there evidence of expertise with regard to my situation?
Does this website understand me and create rapport with me?

5. Is there a photo of the person/people involved? Do they look professional, friendly and approachable? Do I trust them?

6. What are the most positive, exciting or helpful aspects of this website?

7. What are the most negative or frustrating aspects of this website?

8. Are they offering me a solution which I can easily grasp and understand? Do their services feel enticing?

9. Is it simple for me to contact them? Is it positively encouraged for me to contact them with questions and queries?

10. How do I know I can trust this person?

If you completed the exercise and gave considerable thought, time and energy to it—then congratulations...you are well on the way to becoming successful online. You have entered a world that most people never do. You have started to see things as your clients see them.

You see it's a little known secret that leads to massive online success. Not one word that you write on your website is for YOU. Every single word, phrase and paragraph must be written 100% for YOUR PROSPECTIVE CLIENT. To make them feel valued, understood and optimistic that they can succeed and get the help they desire.

You can't go through that exercise too many times. I would recommend doing it regularly to guarantee you are making never-ending improvements. It's also a great idea to go through the same exercise for competing websites so that you can see where other

people might be getting the edge on you in terms of their message and their marketing.

Chapter 3

You MUST Have Complete Control Over Your Website

Having a successful website is not like passing an exam.

Think about it for a moment. When you take an examination, you revise frantically as the deadline approaches, complete the exam in a one-off burst of energy and – all being well – pass. You receive a certificate which you promptly put up on the wall to gather dust.

A lot of people take the same approach with their website. They approach it as a one-off project, lavish lots of attention and energy on it for a limited period of time, then put it live and forget all about it.

This is the **online kiss of doom**.

A website should be a living, breathing thing. The content should not only be captivating, informative and helpful, but it should **evolve over time**:

- ✓ New pages should be added
- ✓ Content should be improved
- ✓ Site navigation and internal linking should be refined according to feedback
- ✓ And so on

Think about your favorite websites for a moment. Do they stay the same forever or do they add new content and update their information?

Think about your website (if you already have one). How often do you update it and add new information?

Here is the key formula of success for ANY website.

*New content + regularly updated information
x continual improvements in quality = A successful website!*

Let that little golden nugget resonate for a while because it is a piece of information that will serve you well for a long time to come.

Adding more content just for the sake of it, or just because you think it will get good search engine results, is a recipe for disaster. However, regularly adding high quality content because it will **help your web visitors** in some way is a recipe for huge success.

Exercise 2

I want you to read the following 10 questions and place a tick next to each of them that you can answer “Yes” to.

1. Are you able to go and edit a page of your
website right now? For example, change some text
on your homepage?
2. Are you able to insert a new photo on one of
your pages?
3. Are you able to add a brand new page to your
website?
4. Could you go to a page of your website right now
and change the headline copy?
5. Can you change the meta information on one of
your pages, such as page description and title?

6. Could you add an Alt Tag to an image?
7. Do you know what the last two questions mean?
8. Are you able to add a link to another website?
9. If something goes wrong with your website, are you able to get it put back online quickly?
10. Are you able to update your contact details immediately, if they change?

Scores

8 ticks or above

If you were able to tick 8, 9 or 10 of the questions, then congratulations! You have control over your website and you should be able to implement most or all of the advice in this ebook without any trouble.

7 ticks or less

If you have less than 7 ticks in your boxes, then this is a grave concern. There are only three reasons I can think of why this would be the case:

1. You don't have a website yet.
2. You have a mental block stopping you from taking ownership of your website.
3. The person who has built your website has not given you control over the content management of the site and is doing you a professional disservice.

Obviously, if number 1 applies to you and you don't have a website yet, then that is fine. My only advice to you is to follow all of the recommendations in this book and then to get yourself a website built as soon as possible where you have control over the content management.

If number 2 or 3 apply to you, I urge you to get these issues sorted out as your top priority. There is no excuse for not being able to add or edit basic pages on your website, and any gaps in technical knowledge or understanding are just small obstacles which can quickly be overcome with some commitment.

My Online Story (Continued)

In case you are starting to worry at this point that I am trying to turn you into a 'techie' or add to your already busy workload, let me pause and illustrate what I am trying to say with reference to my own experience.

Years ago when I first started to have websites, I used to get very frustrated, as most websites back then were built in what was known as a Newsletter or Brochure style. These were a problem for anyone wanting to make real progress online, as information quickly became dated and making changes was dependent on your webmaster. Also, of course, every change or update was tedious, expensive and often slow to complete.

I knew what I wanted to do and say, but I had to type it all out into a Word document, send it to my webmaster, wait for him to put it live, then make corrections and send it back again. Even if I wanted to add something as simple as a photo, I had to send it to him first.

It was frustrating and inconvenient. I just wanted to add new content...make changes...and move on.

Content Management Systems (CMS)

In the end, he built me a **Content Management System (CMS)** and spent an hour showing me how to use it, and I was up and running. Now I only had to go back to him if I wanted something really technical doing and so I was able to accomplish so much more.

A CMS is simply a website that is built for you and can be edited by you. The main criteria of a CMS is that the person who builds it for you shows you how to do all of the following at the very minimum:

- ✓ Edit and add text and content
- ✓ Add images
- ✓ Add a new page
- ✓ Change the meta information
- ✓ Add an Alt Tag to an Image
- ✓ Add a link to another website

Make sure that you are given some kind of instruction list or guide to refer to so you can always remember how to do these simple things, and feel confident to do them yourself on an ongoing basis.

So, unquestionably, based on my own experience, my advice to you is to make sure that:

- ✓ Your website is either a blog structure or a CMS
- ✓ You are regularly updating, adding new content, and optimizing your website for maximum client enquiries
- ✓ You are generally keeping the content fresh and dynamic

And having a CMS doesn't mean that you are taking on another time consuming and onerous task – in fact, although setting up a

CMS will probably be slightly more expensive than a static website, in the long run it will save you a fortune in time and money. You will probably want to write your own website content anyway, so you might as well have the freedom and control to update it yourself and see it go live immediately.

There are lots of different kinds of CMS but I would recommend WordPress, which has recently won the Overall Best Open Source CMS Award. It is easy to use and very flexible for different needs.

Although most people associate Wordpress with blogging, it makes for a very professional-looking and easy to use practitioner website.

Technical Sidenote

To enjoy any kind of online success, you will need to occasionally break through the technical 'pain barrier' even if it just means getting to grips with some of the jargon used by our technical colleagues.

The more you are prepared to jump out of your comfort zone and learn new technical concepts, the faster your online success will grow because your competitors will not be prepared to do it. You will therefore gain an advantage, and more clients and business.

And it really isn't that frightening or difficult. Can you remember a time when you were scared to even start using email because you didn't understand how it worked? Or felt overwhelmed using a digital camera or mobile phone? Now I bet these things are part of your everyday life.

Shifting your mindset about what you are capable of technically is well worth the effort.

How can I choose the right person to develop my website?

Here are some things to look for in a web designer/developer:

- ✓ Someone who understands that you need traffic as much as good design, and will build your site accordingly. Ideally you will deal with a web development outfit with a design and marketing department, but in reality that probably won't happen.

A website should SELL what you do and what you provide. Most web developers couldn't sell water in a desert—they are effectively art students not business or sales people. This is not a criticism - just an observation. It simply means that you mustn't expect a creative web designer to know how to make your website “busy”. That is YOUR job.

- ✓ Someone who understands your goal for your website and will build it accordingly. You will need to do the work to get traffic to your website and you will need to create the unique content - no one else can do this for you in the way that you can. But having a website built properly in the first place is going to make your job a lot easier. If it hasn't been built properly then it will be like running uphill with a heavy weight on your back.
- ✓ Your web developer should be able to show you how to maintain and update your website and explain things in a way that you can understand - not be too clever, arty or esoteric in their communications with you, otherwise the relationship will not work.
- ✓ Don't shop for a website or any kind of technical services on a price basis, but on a return on investment basis. What are the benefits going to be? What will the services cost and what are they worth to you?

Chapter 4

Your Website Needs To Be The Perfect Meeting Point Between You And Your Client

Do you know what questions your website visitors are asking when they arrive on your site?

I do, and I can tell you exactly what they are!

- ✓ Who are you?
- ✓ Do you understand my most pressing problem and challenge?
- ✓ Can I quickly and easily find information to confirm this?
- ✓ Are you explaining to me clearly how you can help me?
- ✓ Do I get the sense that you are passionate, committed and competent?
- ✓ Are you a generalist or do you have specific expert skills to help me?
- ✓ How do I know I can trust you?
- ✓ How can I get more information such as how much you charge, how many sessions I am going to need, and other specifics?
- ✓ I want to get that information without some kind of a full-on sales pitch. If I email you, will I get a quick reply? If I phone you, will you be helpful and courteous?

I'd like you to visualize two circles. One represents you and everything about you (your experience, your personality, your training, your beliefs etc):

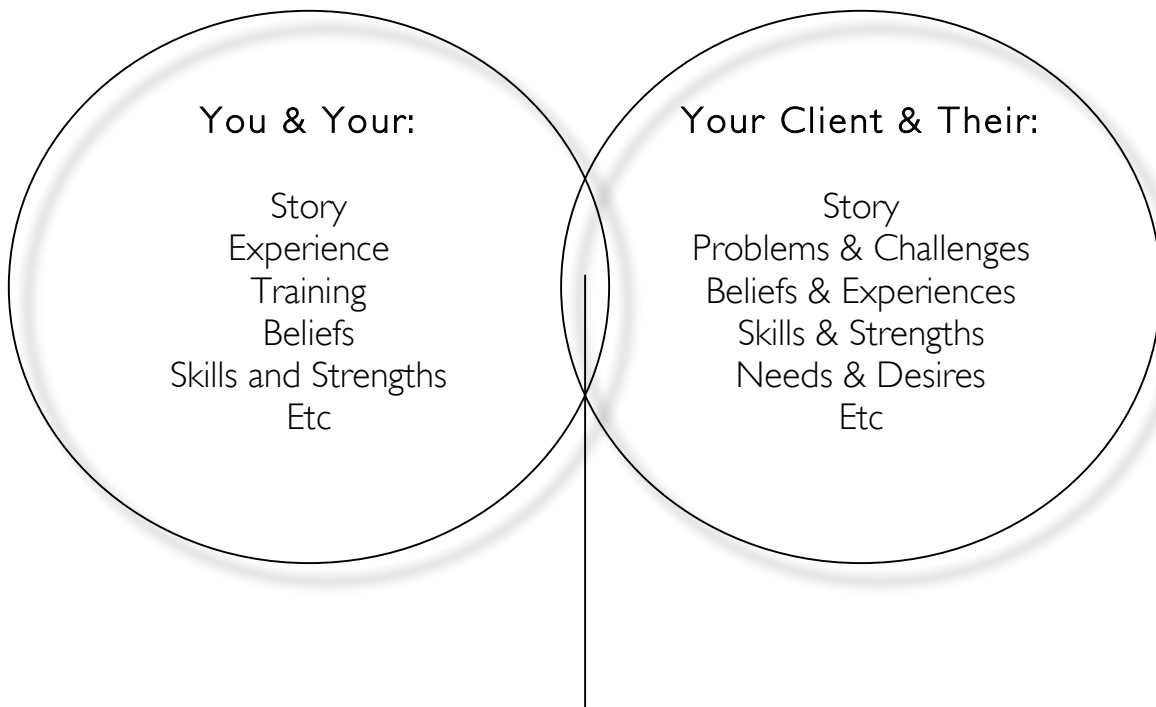


The second circle represents your potential client (their problems, goals, personality, values and beliefs etc).



I now want you to imagine the point at which these two circles potentially overlap - the meeting point between everything that your

client wants and needs to improve their life, and everything that you bring to the table that can help them get there.



Your website and your marketing should be a clear representation of that **meeting point** or '**sweet spot**' where the two circles overlap.

I strongly suggest you enlist the help of a friend or fellow professional to again go through your website with the mindset of being your client. Are you clearly answering all of the questions in bullets at the beginning of this chapter?

If not, it's time to get to work and start making improvements.

When you engage with your potential clients in this professional yet intimate way, you will create incredibly powerful rapport with them, and your results will improve dramatically.

Exercise 3

Again, spend serious time and energy on this exercise. It will pay off more times over than you can imagine.

How well do you know your ideal online audience?

1. Make a list of your ideal client's problems. For example:

- ✓ What stops them sleeping at night?
- ✓ What frustrates them?
- ✓ What stops them enjoying the life they desire?

2. Who is your ideal client? For example:

- ✓ How old are they?
- ✓ Are they male or female?
- ✓ Where do they live?
- ✓ What language do they use?
- ✓ What do they respond well to? (Language, stories, ideas etc).

3. What do they most want to know from you? What information are they trying to find on your website?

4. What does your ideal client believe about themselves, about you, about the world?

5. What are your ideal client's biggest fears, desires, hopes and dreams?

When you have a full understanding of your client on this kind of level, you will be able to write web content for them, which will captivate and entice them.

Based on the above, what do you think you need to tell them about or ask them about that will convince them to get on the phone to you or to email you immediately?

Chapter 5

How Do You Know How Well You're Doing?

You may be the greatest practitioner for miles around. You may have plenty of experience and the best of qualifications. You may have incredibly valuable services to offer potential clients.

But how will web visitors and potential clients know this if they never hang about on your website for more than a couple of seconds?

Or if they never find the right page of your website?

The big problem is that if you don't learn how to capture attention, most visitors to your website will actually only stick around for a few seconds, if that. And before you know it, they are off signing up for someone else's services...for Toastmasters, Weight Watchers, or buying some nicotine patches from the online pharmacy.

(As a side note, you can get a lot of great marketing ideas and tips from your bigger competitors' websites. Some of those guys spend millions of dollars each year in online advertising, and they have tested every message, headline and concept. I suggest you take a good long look at what they're doing.)

Measuring What Happens on Your Website

There is a well-known saying in business which says that if you don't measure something, you can't improve it.

Here are some things that you should definitely be measuring on a regular basis:

- ✓ **How long people are staying on your website.** Most people stay on a website for a couple of seconds. As you make improvements to your website, you should notice people staying longer on average and you can test if your changes are working. When your website starts to connect with people they will spend an average of a few minutes per visit.
- ✓ **Average time spent on particular pages.** Are certain pages on your website more popular than others? Do people stay there longer, and absorb more of the information? Again, understanding this will give you a lot more insight into what you are doing right and wrong. Are certain pages unpopular and not receiving as many visits?
- ✓ **How many pages per visit.** If a visitor only visits one page and then leaves immediately, this is known as a 'bounce'. Having a low bounce rate is critical. In general, the more pages a visitor browses on your website, the better. For someone to go from casual surfer to client, they will almost certainly look at lots of different pages on your website more than once and come back for a return visit, finding out more information each time until they are ready to get in touch and make contact. Think about it...How long do you spend on a website and how many times do you visit it before spending hundreds of dollars on something?
- ✓ **New visitors versus return visitors.** In general, for the reasons just mentioned, the higher the percentage of return visitors, the better you are doing. Someone who comes back to your website more than once is highly likely to become your client.
- ✓ **Goals.** In any decent analytics application (eg Google

Analytics), you can test all of the above-mentioned statistics (or metrics) and you can also measure specific goals. The goal could be for the visitor to visit at least five pages of your site, or to spend at least three minutes on your site, but the goal could also be to send a message to you via your website—in other words to contact you.

- ✓ **Where your visitors are coming from.** If most of your visitors are from your local area, then that is good news as they are more likely to book an appointment. Also, what are the sources of your traffic, and the quality of that traffic? In other words, do certain traffic sources bring you high converting visitors? Again, solutions such as Google Analytics will tell you all of this and much, much more. Imagine if you knew that publishing an article on a certain third party website produced three new clients for your practice. Don't you think it would be a good idea to write some more articles for that website?
- ✓ **Return on Investment (ROI).** Probably the most valuable aspect of an analytics application is this ability to find out the return on investment of different marketing and advertising channels. Whether you write articles, produce online advertisements, or optimize your website for the search engines, you are always paying, either in time or in money. Analytics allows you to measure exactly what that investment is worth to you in terms of client revenue.

Google Analytics

I have already mentioned this analytics application above. In order to really measure your progress, and to optimize your website for maximum conversions, I recommend that if you haven't already, you install Google Analytics and learn how to use it effectively.

It's a FREE tool, which you can get at:

www.google.com/analytics

Once you've signed up, you get a simple piece of code which either you or your webmaster should be able to integrate into your website template in less than five minutes.

Google Analytics is way more powerful and easier to use than standard web stats applications. It will quickly let you know all kinds of different things such as:

- ✓ Where your visitors are coming from
- ✓ How many pages they're visiting
- ✓ Which pages they're visiting
- ✓ How long they stay on your website, and a whole lot more.

If you take advantage of the Goals feature, you will also be able to keep regular track of what percentage of visitors are converting into enquiries. This will help you measure your actual return on investment.

Remember one of the keys to business success—"What gets measured gets done!"

It's not possible for me to give you a whole training session on analytics here, but please believe me when I say that learning to use this tool properly will put you head and shoulders above at least 90% of your online competitors, and offers numerous other benefits to your business.

Recently, Google has released a newer version of Analytics with some really exciting features. For instance, they have 'live' results. This means you can actually watch people arriving on your website. You can see them going from page to page. You see where they

spend the most time and you can observe at what point they leave your website, allowing you to strengthen up your message at that point.

Exercise 4

Go and sign up for an account with Google Analytics **right now** at the following web address:

www.google.com/analytics

Once you have signed up, you will be given a small snippet of code which you need to add to every page of your website. If you don't know how to do it yourself, your webmaster should be able to do it in less than five minutes.

Chapter 6

Problems, Solutions, Features and Benefits – Joining the dots for your visitors

There are some simple changes you can make to your website copy, that will create more empathy, rapport and generate floods of enquiries pretty much immediately.

In order, the steps are:

- ✓ Make it very clear to the visitor that you are aware of their problems. (PROBLEM)
- ✓ Offer them a solution to that problem. (SOLUTION)
- ✓ Explain the aspects of what you do that are relevant to that problem. (FEATURES)
- ✓ Explain all the wonderful things that are going to happen to them because of what you do. (BENEFITS)

Problems

The best way to get immediate attention from your visitors is with your webpage headlines.

The big bold text that you use at the top of each page should:

1. Identify the person for whom that page is written, and
2. Demonstrate that you are offering them something

Let's say, for instance, your potential client is suffering from a high degree of work stress. Do the following headlines immediately captivate his or her attention?

HYPNOTHERAPIST IN CANADA

Or

GET HELP WITH JIM JONES HYPNOSIS SERVICES

Both of these headlines are to be commonly found on most websites and marketing materials.

However, both are asking the potential client to take a huge leap of faith and are in fact very disconnected and weak.

How about the following approach:

STRESS MANAGEMENT EXPERT IN VANCOUVER

This is certainly more specific to the visitors' needs, but it still doesn't do many of the critical things that effective marketing copy needs to do. What about the following:

ARE YOU SICK AND TIRED OF PUTTING UP WITH STRESS AT WORK?

This is of course a much more powerful approach. Asking a question that elicits a YES response identifies an ideal client and makes a strong connection.

It is of course only part of the picture. Leaving the visitor dangling here is like finishing a fairy tale without the happy ending, but it's certainly a great way to **create attention**. This is essential in the modern age where we are bombarded every moment of our lives with more information that we can possibly handle. **Headlines that grab our attention are priceless.**

From my experience and research, I can tell you that the vast majority of people who land on a website spend less than three seconds there. However, if you get your headlines humming, you

can expect people to spend a lot longer on your website and to start to build powerful relationships right there and then.

Yes, websites are all about *real* people and *real* relationships.

If you've never truly grasped the full implications of this before, and have never realised the power of the relationships you can build with a website, then I suggest you re-read the sentence above a few times and let it really resonate.

Solutions

As I just said, asking a question or making a strong statement in your headlines, to get your site visitor to prick up their ears, raise their hand and say '**Yes, that's me**', is an incredibly powerful device.

But you cannot then leave them dangling. Just talking about problems is never enough. This is your opportunity to give that person some **hope and options**.

In short, here is what you do:

**ARE YOU SICK AND TIRED OF PUTTING UP WITH
STRESS AT WORK?**

*I am Jim Jones, and I can offer you powerful and effective solutions to
get you full of energy and back on your feet*

Ask them a question to elicit the problem, then provide a solution.

Features

When you truly grasp **the difference between features and benefits**, everything will change for you.

Letting your potential client know that you are a certain kind of practitioner with a particular specialisation or way of doing things, is based on features. For instance:

I am a trained and experienced Hypnotherapist. I trained with the Joe Bloggs School of Hypnotherapy in New York. I specialise in regression, based on the principles of hypno-regression.

Features, in short, are the **technical aspects** of your services. They describe **WHAT YOU ACTUALLY DO AND PROVIDE**. It is my belief that **at least 80% of your marketing should be based on benefits** (which we will come to next), however experience has taught me that most people in our line of work focus the vast majority of their marketing on features.

Look at the paragraph above about the Hypnotherapist (in italics). If I landed on a webpage with that copy, my natural reaction may well be to say “So What?” or more importantly, in the language of our times, “What’s in it for me?”

Benefits

When you learn how to effectively and consistently use benefits in your marketing, **you will light a fire in the hearts and minds of your visitors**, and they will quickly carry out the number one goal of your website, ie to contact you in a positive frame of mind. Benefits are the answer to those “So What?” or “What’s In It For Me?” questions.

Features and benefits can be tied together with simple phrases such as; “which means that...” or “so you can expect to...”

For instance:

I am a Hypnotherapist specialising in regression...(FEATURE)

...which means that I can help you to identify and overcome issues and blocks from your past. This can be done relatively quickly and can be a truly beneficial and rewarding experience. I can soon help you to overcome all kinds of challenges, so that you can take control of your life, and become happier and more confident than you have been for a very long time.

(BENEFIT)

I trained with the Joe Bloggs School of Hypnotherapy in New York, which has an emphasis on holistic long term therapeutic approaches...

(FEATURE)

...which means that my style of therapy is holistic and offers long term benefits. You will not only feel wonderful and totally rejuvenated from our very first session onwards, but you will also have powerful new personal relaxation skills to prevent you from letting stress affect you so much in future.

(BENEFIT)

A friend of mine once explained feature and benefits to me in the following way:

Think of a famous Cola drink manufacturer.

They don't advertise their product by listing features, eg:

It's a cold, wet, fizzy, black drink that comes in a tin can.

They advertise their product **purely on benefits**, some of which could be seen as dubious at the very least.

You will make more friends, you will have a great life, beautiful people will dance around you, you will be full of energy, you will be popular, fashionable and look like a model.

In other words they advertise “A bottle of happiness”.

Some of these benefits aren’t directly stated, but they are made manifest in the pictures and images that surround the product.

****Very Important Note****

Using strong benefits on your website is never an excuse to:

- ✓ Lie
- ✓ Mislead
- ✓ Slander
- ✓ Misrepresent evidence
- ✓ Etc

It’s crucial that you are always aware of the advertising laws in your geographical region and that although it is ethically important to connect with your marketplace so that you can let people know what you can do for them, it is just as important to uphold honesty and integrity at the same time.

In Summary

The four step formula I have taught you above is a powerful process to help you produce effective copy for your website. Here is a specific example of how you can use the four steps as a simple content planning tool. Notice the effective use of bullet points for features and benefits.

For a Hypnosis Practitioner specialising in Weight Loss, Fitness and Lifestyle:

“Are you fed up with being out of shape, low on energy and not feeling good about yourself?”

“My name is Lisa, and I can help you get into the best shape of your life. I offer:

- ✓ Personalised session plans to build a healthy mindset and to start achieving your weight and fitness goals
- ✓ City centre location
- ✓ Discounts when you book multiple sessions

Which means that you get:

- ✓ An individual hypnosis program that takes account of your unique needs and abilities, so that you can make lightening progress towards your health and weight goals. Within a few short weeks you could be starting to feel like a new person.
- ✓ A process that helps you increase your motivation, energy and self confidence. You can feel better about yourself and start to move towards the life you desire and deserve. Building healthy eating and exercise habits will be far easier than you ever imagined.
- ✓ A fantastic price by committing to a thorough program. You can look forward to feeling more motivated, energised and you will know that this time, your fitness and weight loss are permanent and for real.

Exercise 5

A question for you.

Do you believe that what you do offers people the potential for more success, happiness and life improvement than a Cola drink?

Assuming the answer is “Yes!”, below list some features of the services or products you provide.

List some benefits of what you offer. (If you find this difficult, simply insert the words “which means that...” at the end of the features you have listed.)

Go and look up other websites of your competitors. How effective do you think their website copy is now, knowing what you know about the problems/solutions, features/benefits formula?

Chapter 7

Always Lead Your Visitors By the Hand and Make Their Journey Easy

Part I - Navigation

When a visitor first arrives on your website, they are in a new place. It is strange and different, and they have probably never been there before. As I stated earlier, most visitors spend about three seconds on each new website they visit.

The easiest way to help somebody on a new journey is to give them a decent map (or nowadays an effective GPS system).



When you go to a website that you like, don't you find it easy to quickly get to where you want to be—to find the information or the answers you're looking for?

In the online world, the easiest way to help somebody on a journey through your website is by the use of effective **website navigation**.

Navigation is the system which tells your website visitors where they currently are on your website, and enables them to work out where they want to go next and how they can move around your site to find the information they want.

Navigation devices might include:

- ✓ Global navigation - the navigation 'bars' or buttons that appear each page of your website, for example down the left or right hand side, or across the top and bottom of the page
- ✓ Internal links which might appear in the text of your pages
- ✓ Buttons or links that enable the user to move backwards through site pages, up to the top of the page etc.

The Most Important Piece of Navigation on Your Website

Unless you are selling products directly on your website, it is highly likely that the biggest goal of your site, as I have stated many times, is to get potential clients to contact you.

Your website copy will put them in a positive frame of mind for more information and help, but your navigation is the key to making it easy for them to contact you.

If your navigation is not simple and intuitive, then you are putting barriers in your visitor's pathway. On your website, the ideal is to have 'Contact Us' buttons at the top, bottom and side of every page.

You could also have text links on every page, which lead to your Contact webform and telephone details. These text links can contain wording such as:

"Get in touch for more information"

"Click here to request our free information pack"

"Click here if you have questions or to request our free brochure"

Part 2 – Design Considerations

Just as important to making your visitors feel welcome is the design element of your site. This doesn't mean that you need to go over the top and have animations or flash intros – in fact, quite the opposite.

Remember that your web visitors are impatient and have limited attention – but the best way to grab it is not through annoying gimmicks, but by making sure they feel instantly comfortable on your site, understand what it's about and can locate the information they want. Here are a few design devices you can use to help make this happen:

Clean, professional design

Your website doesn't need cutting edge, expensive or avant-garde design, but it does need to look professional, clean, crisp and uncluttered.

Be warned that many web designers, while they might have wonderfully creative ideas, aren't very good at marketing. Some of their ideas might actually be counter productive to getting potential clients to stay on your site and convert into paying customers. Keep it simple!

It's becoming more and more important to make sure that your website looks professional. This is so easy these days thanks to Wordpress templates. These are affordable, simple to integrate and, design-wise, do most of the heavy lifting for you.

The days of “home made” websites—green text, flashing clip art and personal holiday snaps as profile photos—are well and truly over.

You HAVE to look professional. Achieving this has never been easier or more affordable.

White space

Reading webpages can be hard on the eyes. Scientists have been able to measure the minute eye movements people make as they view different websites and have proven very convincingly that having lots of clear background space translates into visitors staying on the site longer, thereby giving you more time to capture their attention.

The background colors don't actually have to be white but they must be clean and light. Imagine you were reading this page and it was red text on a black background in a small, obscure font. How easy would that be to read?

Short paragraphs

Short paragraphs also make your visitors' lives a lot more comfortable and enjoyable. People read text on screen much more slowly than they do on paper, so adjust your paragraph lengths accordingly.

Bite-sized pieces of information are much easier for your visitors to digest than huge scrolling pages of tiny text with no apparent breaks.

One of the big secrets of website success is that websites are not actually a written medium. They are a spoken medium. In other words, websites should "speak" to people.

Bullet Points

The same principle applies to bullets – they break up the appearance of large blocks of text and can be used to make important points or lists stand out.

Other advantages of bullet points are:

- ✓ They naturally create white space just like this
- ✓ They have a powerful effect in terms of summarising and convincing
- ✓ They can lead your visitor to take action

Minimise use of ‘Gimmicks’

As mentioned above, keep to an absolute minimum – or avoid entirely – gimmicks such as:

- ✓ Flash Introductions – “Skip Intro” is the second most clicked button on the web
- ✓ Flashing or blinking text
- ✓ Pop-up boxes or windows which appear randomly
- ✓ Music, audio or video which starts playing automatically.

Search engines - and more importantly real people - don't like these sorts of extras, often they are not necessary and distract visitors from the information they are looking for.

Videos are increasingly becoming part of websites, but make sure they are relevant, good quality and can be turned on or off by the web visitor.

Part 3 – Photos, Images and Multimedia: Bringing your website to life

Your Photo

There is one photo that absolutely **MUST** be on your website if you are a one-person organization—and that is an image of **YOU**. I am constantly amazed at how many people I personally coach who do not have their image prominently displayed on the homepage of their website.

If you are guilty of this, this is a very definite red flag for you. It is the equivalent of running a convenience store and ducking under the counter every time someone walks in.

You must never use a website as an excuse to hide yourself. Your face offers your site visitors all of the benefits of dealing with a real person. It is a very powerful form of connection, and not utilizing this basic website principle will damage your conversion rate of visitors to clients.

Here are some of the most important things to consider when choosing an image of yourself to put on your website:

- ✓ Your photo should build a connection with potential clients. It should be authentic and represent who you are, whilst also conveying your own brand of professionalism.
- ✓ Think about words such as friendly, approachable, competent, intelligent, kind and happy - these are the sorts of qualities you want to portray as someone who helps others.
- ✓ Make sure it is a recent photo. Yes, you want to appear at your best but also need to maintain your integrity. That photo

from the 1980s might make you feel younger, but it's not exactly an accurate portrait of who you are now. You also don't want to appear dated.

- ✓ The photo itself should be of good quality - not grainy, out of focus, poorly edited or proportioned.
- ✓ Consider using the services of a professional photographer. They will be able to put you at your ease and take a range of shots, and be able to edit or tweak your photo afterwards.
- ✓ Get a third party opinion of which is the best shot to use. It's often really hard to be objective about your own appearance.
- ✓ Once you have your chosen image, crop it to focus mainly on your head and shoulders. Remember, your face is the most expressive part of you and the part that potential clients will be interested in seeing.

Using other images

Using other kinds of photographs and images on your website can be a great way to add character and colour, break up the page and provide something else for your visitors' eyes to look at. They can also be a great tool for conveying an idea or powerful message – remember that 'a picture paints a thousand words'.

Exercise some caution about how you use images - you don't want to use too many of them indiscriminately. Make sure the images you use are relevant – they should say something about your services and be benefit driven.

For example, if you offer weight loss and fitness services, show an image of someone looking fit, healthy and happy rather than overweight and miserable. Before and after photos are OK, in fact they can be an incredibly powerful tool. I have a couple of colleagues who have achieved dramatic weight loss themselves and use before and after images of themselves to illustrate what a profound transformation it can be.



As above, if you are going to use images make sure they are of good quality, that they are consistent in terms of colors, photographic styles and sizes, and also fit in with your branding and web theme.

If you don't fancy yourself as a digital photographer, or need a wider range of images than you can take yourself, there are lots of websites offering royalty-free 'stock' photographs and illustrations which you can use. Options for purchasing them range from subscriptions (cheaper for buying in bulk), to 'pay as you go' credits.

Chapter 8

Why Should Your Web Visitors Trust You?

Trust is the most precious commodity you will ever build with your website visitor. It will compel them to become your client. Many people talk about the value of rapport in a professional relationship. Never forget that true rapport goes hand in hand with trust.

There are a number of elements to a website which can build trust in your web visitors, some of which we have already covered previously in this ebook:

- ✓ **Empathy and rapport** with your web visitors, based on the problems, solutions, features and benefits formula. If your website visitor clearly grasps that you understand them and can offer them great benefits which will help them feel good in their life, then they will start to feel good about you.
- ✓ **Professional design**, a website that is easy to understand and find your way round, and good use of quality images especially of the people providing the service; all of these things build credibility and trust. Taken together, these contribute to the impression that you are professional and 'above board', have nothing to hide, and are trying to help and direct your web visitor, rather than confuse or obfuscate.
- ✓ A strong set of **values, ethics and beliefs**.
- ✓ **Credentials**. Your web visitor should be able to easily find information about your qualifications, experience, training, mentors etc—information which is necessary to establish your expertise. Whatever you do, don't put this on the homepage as the first thing your visitors read; it could bore the socks off them. But it does need to be easily accessible – we

recommend putting it in your 'About Us' page. If you can tie your credentials into benefits, so much the better.

- ✓ **Testimonials.** Testimonials serve one purpose; to let a new potential client know that you can be trusted to provide the service and benefits offered in an ethical and professional manner.

Testimonials

I'm going to spend some time talking about testimonials here, because for many therapists and coaches this can be an important and sometimes thorny issue.

Some people add testimonials to their website, while others don't. Those who do often don't really understand the goal of having testimonials on their website.

Some people find it difficult to obtain testimonials from clients whilst others find even the idea of using them online an ethical dilemma and prefer not to.

This is completely irrelevant as just having something from a previous client saying how great you are is not what it's actually about.

You should have at least one 'testimonial' somewhere on your website that supports everything you say or want to convey about yourself.

So for instance if you want to let the world know that you are professional, caring and dedicated to pain management, you need a testimonial from somebody with their photo, full name and contact details, saying:

“Lesley is a professional, caring person who is totally dedicated to pain management and helping clients achieve a better quality of life.”

However, here's the important point: **this testimonial does not have to be from a client** (current or otherwise).

Let's pause for a minute here while this sinks in.

In fact, none of your testimonials need to come from clients. They can come from trusted colleagues, training instructors, mentors etc.

The point I'm making here is that you need to **expand your definition of what a testimonial is** and what it does. Don't get stuck in the traditional idea of a testimonial meaning a personal recommendation written by a current or ex-client, and being about YOU.

This doesn't have to be the case. A testimonial should meet two criteria. It should be:



1. From a real person or source that be cited exactly (not just 'John from Birmingham')
2. Focused in like a laser on one of two things; firstly, a benefit of a solution that you offer (NOT a feature), or secondly, an aspect

of YOU that makes you and what you do irresistible in the eyes of a potential client

If the testimonial is about the type of service or product you provide, for example the power and benefits of hypnosis, then the testimonial doesn't even have to mention you. For instance, some

of my hypnotherapy colleagues have on my advice included on their websites a video of Matt Damon espousing the incredible power of hypnosis for stopping smoking and how it helped him to stop easily.

This is just one example of many.

Exercise 6

As always, spend considerable time and focus on this exercise.

Think about what makes YOU trust something or somebody. When you go to a website, what do you trust? When you walk into a shop, what gains your trust? What makes you buy certain things, or trust certain people's advice (whether it be a sales person, doctor etc)? Use this space to make some notes:

Now, go through your website again (or a competitor's if you don't have one), as your potential client.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Chapter 9

How Are You Going To Get People To Your Website?

So you've built a fantastic website which meets all of the criteria mentioned so far, and is pretty much guaranteed to convert visitors into clients in the same way that a well planned and nurtured garden will produce beautiful flowers.

The only problem is how are you going to get people to see that beautiful garden?

There are two parts to any website enterprise. The first is building a site that captures your visitors' attention and turns them into a client. The second is getting those visitors into the website in the first place.

So that is your big question:

How will you get people to your website in order to discover you and the wonderful services that you offer?

How to Generate Traffic for Your Website

There are dozens and dozens of ways that you can get visitors to your website. Think about the ways that you find different websites when you are browsing online. Some of the most successful approaches are:

- ✓ SEO (or Search Engine Optimisation) This means getting your website optimised for maximum search engine success.

- ✓ PPC (or Pay-Per-Click advertising) This involves getting your ad seen next to the main search engine results.
- ✓ Advertising your services on other people's websites
- ✓ Posting in blogs and forums
- ✓ Writing expert articles on third party websites
- ✓ Online press releases
- ✓ Social media strategies

Any combination of the above can propel you to higher levels of success. Pay-per-click advertising for instance can, by itself, create a successful business in no time at all.

I can't cover here all of the traffic-generating ideas and tactics that are out there, however for now I am going to give you an overview of what I still consider two of the most important areas for getting traffic to your website – SEO and PPC.

Search Engine Optimization (SEO)

In brief, SEO involves building and presenting your website and content in such a way that the search engines rate it highly and give you good listings in their results.

However here is my personal take on SEO which is backed up with years of experience and the support of many of my respected colleagues.

If you build a site which is easy for your visitors to find their way around, and is full of high quality, useful content, then the search engines will love it anyway. This sometimes takes time, but once you start to get good search engine listings you can look forward to **sustainable and free traffic** to your site.

Probably the most important things that you can do to ensure good quality, free traffic from search engines are:

- ✓ Add good content regularly
- ✓ Refer to your geographical location or other specific and relevant details within your content, especially headings
- ✓ Get other websites, authorities and blogs to link to you, in other words find other people who are willing to make a positive mention of your website on theirs along with a clickable link.
- ✓ Have specific meta tags, page title and description and alt tags across your website and unique to EACH AND EVERY individual page. If you don't know what these are, see the breakout box below for an explanation, and get your webmaster to show you how to add and edit them.

Meta Information

This is an example of some meta information that only the search engine robots can see. It is taken from my hypnotherapy website. As you can see, it tells the search engine exactly what my stop smoking page is about, and which key search phrases I am targeting with this specific page.




```
<meta name="description" content="Hypnotherapy can help you break the smoking habit much more easily than you would expect. Increase your health, energy and that amazing feeling of wellbeing." />
```

```
<meta name="keywords" content="stop smoking, stopping smoking, smoking cessation, hypnosis, hypnotism, hypnotherapy, hypnotherapist" />
```

Important - Also notice the use of benefits in the meta description. This snippet of information is often what the search engines display on their search engine results page underneath your url, so is a great opportunity to write your own free ad.

Here's a screenshot of Google New Zealand search results to show you what I mean:



Stop Smoking With Hypnosis | Hypnotherapy Christchurch NZ
Hypnotherapy can help you break the **smoking** habit much more easily than you would expect. Increase your health, energy and that amazing feeling of ...
hypnotherapy-christchurch.co.nz/index.php/stop-smoking/ - [Cached](#) -   

In this search engine result I literally managed to write my own ad text. Be careful not to overdo it though. Search engines are very sensitive to being 'played'.

This is just a taster of what 'off page' SEO can do for you. Check out the Action Plan for many more tips like this one for getting traffic into your website.

Pay-Per-Click Advertising (PPC)

I am absolutely certain that for most people, the best way to get more clients quickly in the modern age is by improving your website in precisely the way I am describing in this ebook.

I am equally convinced that once you have built an effective website or turned your existing website into something more potent, ie built to convert visitors into clients, then for most people the biggest opportunity to get lots of high quality traffic immediately is through the use of Pay-Per-Click advertising, specifically Google Adwords.

My suggested pathway for building an increasing level of profitable traffic to your website should look something like this:

1. Get good at Google Adwords
2. Use the lessons you've learned from Google Adwords to produce profitable ads for other networks
3. Use the lessons you've learned from Google Adwords to improve your site from an SEO perspective
4. Use the lessons you've learned from Google Adwords to improve your offline advertising materials, eg posters, brochures, press releases

Why do I put such a high emphasis on Google Adwords? Because in my opinion it is the most powerful advertising opportunity there has been in the history of business.

Yes, you can get great advertising through publicity, and you can get a lot of website traffic through search engine optimisation, networking etc. However the beauty of Google Adwords is as follows:

1. The Google search and display networks (basically the search results that show on their pages and the ads that they display on third party websites) covers the vast majority of the internet.
2. You can measure everything about how your ads perform; who is seeing them, how many people click on them, which headlines work best, which ad copy works best, etc.

In other words, Google has enormous marketing reach and you can easily see what is working.

Also, the real beauty of PPC advertising is exactly that – you only pay for the people who click on your ad. So once you know that

for a certain search term the clicks are costing you, say, \$1 each, and you know that one in ten of those site visitors goes on to become a client, you now know the following piece of information:

You can consistently ‘purchase’ a new client for as little as \$10.

Does that sound exciting? And are you also excited to know that once you’ve tested and optimized your advertising on Google Adwords, you can then create a traditional piece of paper advertising to distribute in your local area, knowing that it will have a very positive effect. Its message has already been tested.

Public Health Warning!

There are big warnings that go with PPC advertising, and you need to be aware of these from the start. By not knowing what you are doing, you can waste a lot of money very quickly.

I have known people lose hundreds if not thousands of dollars within hours of opening a Google Adwords account.

Some of the biggest mistakes are:

- ✖ **Advertising on too broad a search term.** A famous example, which I have heard was very costly, involved someone offering therapeutic massage, who chose to advertise on Google Adwords. This person bid on the search term ‘massage’. It turns out that people searching on Google for that search term aren’t exactly looking for the type of massage this practitioner provided, if you get my drift. Within minutes, this type of mistake could lead to a thousand clicks to your

website, each costing \$1, and no new clients to show for it. Be careful and, if in doubt, be very specific in your bids.

- ✖ **Advertising to too large a market.** If your services are provided on a local level, then you should only really be advertising to people in that local area. This time, let's say that you offer life coaching, and this time you advertise on the search term 'life coaching services'. Somebody in a different city, state or even country may click on your ad, and find your website to be very interesting, but they likely will never become a client of yours unless you offer very specialist services over skype or the phone.

Google offers you ways to minimize both of the above risks, for instance:

- ✓ You can specify your maximum budget for the day
- ✓ You can choose exactly the search terms you want to bid on
- ✓ You can specify exactly which cities or geographical locations you want your ad to be seen in

Google Adwords advertising is a lot of fun, and can bring massive rewards to your business very quickly, but there are two ways of getting good at it.

1. **The Hard Way.** This is the way I originally did it years ago. It involves learning by mistakes. It is very painful and very expensive and I wouldn't recommend it.
2. **The Easier Way.** Get some help and let someone else hold your hand and show you how to do it the right way from the start.

My online success was significantly accelerated once I learned how to do Google Adwords the RIGHT way.

I learned from a genius, Perry Marshall. Spending time talking to Perry and reading all of his materials was probably one of the best decisions I ever made.

I can recommend wholeheartedly and without hesitation that you purchase Perry Marshall's '**Definitive Guide to Google Adwords**' and that you put aside a few hours to go through it and implement the lessons one-by-one.

It is an instant download ebook and last time I checked it was \$49 to purchase. This Adwords Guide will, in my opinion, be one of the wisest purchases you ever make in terms of practice building and marketing and will, within days, pay for itself many, many times over with new clients.

You can get hold of Perry Marshall's book and all kinds of other special offers by going to:

masterpractitioner.info/perry

Chapter 10

Your Action Plan

At this point, you are ready to go further in depth with your own implementable action plan for website success. Over the next few pages are all of the relevant questions and planning points that, taken in combination with the exercises above, you need in order to put together the blueprint for a super successful website, as well as to start thinking about web marketing and development in the right way.

You may need technical help with some of it to get started, but don't forget that the ultimate plan is to have full control over everything **yourself**.

Maybe this plan will be to build your first website, your second website, or perhaps it's a plan to improve your current site. It doesn't matter; the principles for success are the same.

Good luck and see you online!

Part I – Selling Yourself

What are your thoughts on business and selling in general? Do you have a problem with selling yourself, or thinking of yourself as a business person? Or maybe you see this as a strength? Be honest!

Once you have decided on a way to sell what you do, in a way that you are comfortable with, why not sit down and start putting it into words for your website.

Here's how I do it:

I focus on the areas where I truly believe I can help people more than anyone else. Once I know what these things are, where I can offer true value, I then tell myself it would be ethically unsound for me *not* to sell myself to them.

I feel obliged to not let my potential clients opt for an inferior solution purely because someone else is better at selling than me.

People like us have got to get over fear of selling and being in

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Part 2 – Setting Your Goals

Working backwards...

How many new clients per week do you want to get from your website?

How many enquiries do you need to get in order to achieve that many clients? (For instance, if you convert 30% of your email or telephone enquiries into paying clients, then you would need to get 10 enquiries from your website each week to get three new clients.)

What is your perfect website going to look and feel like? What is the experience going to be like for your web visitors? What do you want your visitors to think and say about your website when they visit?

Spend some time looking at other websites - what are your favorites and why? The more different they are in subject matter to your own the better – this will be a much more thought provoking exercise.

My first priority when I set up a hypnotherapy practice in Christchurch, New Zealand, was to get myself into the top 10 for search results for keyword phrases such as:

- ✓ 'Hypnotherapy in Christchurch'
- ✓ 'Stop smoking Christchurch'
- ✓ 'Christchurch lose weight'

Now list your goal keyword phrases which you would like to see yourself in the top 10 search results for.

keywords.

The key to getting high up in the Google Local Business search results and getting lots of FREE traffic, is to give as much information as you can when you sign up. Make sure you add lots of information about your practice, clinic or business, your opening hours, address, some images, logo etc. The more information you give the better results you will get ;)

Part 3 – Website Practicalities

Who are you going to get to build your site (if it's a new site), or set you up with a CMS? What are some of the questions you might ask them, in the light of your new knowledge, to make sure you get the right person?

If you already have a website, do you have full control over it? If not, what are going to be your action steps to get control of it and be able to do the following things:

- ✓ Edit and add text and content
- ✓ Add images
- ✓ Add a new page
- ✓ Change the meta information
- ✓ Add an Alt Tag to an Image
- ✓ Add a link to another website

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Part 4 - Creating Content

What content most urgently needs adding to or changing on your website now? Or, if it's a new website, what's the most important content you need to write to get started? Jot down some thoughts here:

For more guidance, use these ideas of some good pages to get started with. You can use this as a way to plan a new site, or as a checklist for an existing site. Use the space underneath each section to keep track of your own ideas:

89

to give them an overview of what you do (in a benefit driven way of course) along with some pointers about what else they can find on your site.

Think of it as your storefront or shop window. This is a great opportunity to introduce your unique background and why you are able to help someone with specific challenges, and is a great place to include a couple of images.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

About Us - This is where you can detail your training, experience, credentials and testimonials. This page will generally be more features-based than your homepage. You have another chance here to reiterate your story and why that is such great news for your visitor. You might also want to put your location details here.

Contact Us - One of the most important pages on your site, because once your potential client has decided they are going to contact you they need to be able to do it easily. You should be obsessed with getting as many people to contact you as possible. Think about what contact details and other information you want to display here, eg do you want people to contact you through a webform, your email address or both?

92

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Information pages - You might want to have some general information and facts about your particular discipline, be it hypnotherapy, life coaching, NLP etc. Try to make this as original as possible, and while it's fine to cite external sources, whatever you do, **do not** duplicate content from elsewhere on the web – the search engines will punish you severely for it.

Specialist Skills and Areas – Write about the specialist challenges, problems or issues that you are uniquely equipped to deal with, or are passionate about helping people with. Rather than having 500 different subjects on your site and trying to be a jack of all trades, be much more focused; people love the ‘expert effect’. And when you have identified the things you enjoy writing about and people love reading about, build these out ever further - like a web. That’s how the World Wide Web got its name!

[illegible]

[illegible]

FAQs – Or Frequently Asked Questions, are a fantastic way of getting empathy with your web visitors. But don't just make them up; answer the questions that you actually get asked by clients most often over the phone or in sessions.

For example, many hypnotherapists have the FAQ 'Is hypnosis a natural state of mind?' But in my experience what people actually want to know is: 'How does it work?' 'Will it help me?' 'How many sessions will I need?' But hold something back, as you still want people to contact you.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Costs and prices - I don't personally like having the costs on the website, because I would prefer for visitors to get in touch first; this gives me the chance to send them a brochure and start to build a relationship. But think what are *you* going to do about costs on your site? Are you going to publish them, or put this information in a brochure and send it to people once they've contacted you? What are the pros and cons of each option?

Use your website as an improvement tool. In a nutshell, what are the most common problems in your wellness practice? For example;

- ✖ Clients complain because they misunderstand the fundamentals of what you offer or feel their expectations weren't met
- ✖ Clients only turn up for two sessions even though you believe that five sessions is the right amount to help them most.
- ✖ Clients frequently get lost on the way to your premises and are always turning up late

Whatever the problem, you can improve it by using your website to be explicit about how many sessions clients can expect to attend, or

publishing a map and directions so clients can find you with ease.

What are the top three recurring, irritating or time-consuming problems you have with your practice? Write these down and think of ways you can pre-empt them through your website content.

1.

2.

3.

Other Pages - You may have other strong ideas for what else needs to be included in your website, based on experience or something you have seen elsewhere online that you liked. Write down any thoughts, plans or ideas here for other content, images or themes that you want to include, now or later:

Part 5 – Website Maintenance

How much time are you prepared to dedicate each week to improving your website? Website maintenance can be adding new pages, links, articles or anything else that improves the quality and volume and clarity of material available.

Put aside a regular time each week. Perhaps you prefer to work in the evenings, mornings or weekends to fit into your current client schedule? Write out a brief schedule of time slots that you can commit to regularly to work on website maintenance:

Part 6 – Become a Specialist

Become a specialist in a certain area or issue - just one to start with is fine. It could be a particular challenge, such as sporting success. Pick something you are passionate about and could talk about for hours. What do you think could be your specialist areas?

Write articles about that specialist niche, in ways that no one else has ever done. Find your unique spin on things. Write down three ideas for short articles you could write easily on your chosen expert subjects.

When you write your articles, make them as high quality as you can, and send them to anybody you can think of who might be prepared to publish them. There are plenty of articles websites and places where you can get them seen for free. Go online now and 'Google' some article sites and other resources where you could get your articles published.

It's the same principle with blog posts. There are heaps of people out there with blogs and forums who would love for you to join in, write comments and contribute high quality information. You may even have colleagues and friends with sites you could contribute to:

Part 7 – Utilize Social Media and Online Networks

I'm sure you're familiar with Twitter, Facebook, YouTube etc. Utilize these social media websites – they are a great arena in which to talk about your specialist skills and services. Each one is a learning curve but break through your comfort zone. Instead of thinking it as a big scary thing, do it one step at a time. Sign up. Make you first post or tweet. Do it now!

How was it? What did you manage to do?

But here's a hint - don't try to sell anything, people can smell it a mile away and they will disappear. Add value and talk about what you know. People who have success with social media are always putting out useful information and sharing it with others. This is great marketing which makes success that much easier.

Part 8 - Links

Let's get one thing straight. To have big success with the search engines, you need to get other sites to exchange links with you. If you are an expert and have a good site, people will link to you anyway. But to get things started you might need to be proactive and send some emails asking for them.

You should be polite, courteous and friendly in your emails, and don't send out hundreds – choose carefully! Take the trouble to use their name, and have a look at their website so that you can personalize what you are saying. Ultimately though, you are asking for them to include your website as a resource, so be straight and ask them for what you want.

Do some 'Googling' right now, and write down 10 websites that you could email asking for a link:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

My Parting Thoughts

In this book, I ask you to push your comfort zone a certain amount. I want to reiterate the importance of that once again.

Think about some things that you are not comfortable with but you could **just** imagine yourself doing at a push. Now, commit to doing them.

Push yourself **a little bit** every day. I work with people with high stress and anxiety levels on a daily basis, and oftentimes getting them to imagine themselves feeling completely relaxed and happy is too big a stretch. So I encourage them to approach it step-by-step.

Small victories on a regular basis = Huge transformations.

In the same way, for you to get at the top of the website marketing game is potentially a big journey, but if everyday you commit to going a little bit further outside of your comfort zone, you will be there in less time than you think.

Don't try to do it all. You can master anything you need to, learn any skill you need to and overcome any barrier you need to, but the real key in my experience is to work on what you need **next**, rather than what you might need in the distant future.

Let me give you an example. If you are a real networking and relationships person, you love working in groups and meeting people, and would describe yourself as an extrovert, then it could well be that social networking online offers a fantastic opportunity for bringing people to your website.

Therefore, taking the time to learn applications like Facebook properly, as a business building tool, would be time very well invested for you with big pay offs.

However if you're not much of a networker and you don't love speaking to 100 different people everyday, there may be much better ways for you to generate traffic to your website, and the pain barrier of learning social media for you might not be worth it.

One thing at a time. Focus on your next challenge rather than try to take on the world in one go. Having a website that brings you new clients every day is very achievable. And there are so many other opportunities that it will open up for you...professional training offers...CDs and other products...etc.

Think of this book as a starting point on a journey. It all starts with a decision to be successful...to have a busy website. From this point forwards (once you've made the decision and decided on your future goals) there are so many resources out there to help you...so many opportunities.

I am a huge believer in YOU and what you do and the help that you can give people. And I want to do anything in my power to help make your task of getting more clients easy and stress free. So any advice that I can provide that prevents you from tying your hands behind your back is time well spent by me.

There are so many people out there whose lives can be enriched and improved by you and what you do. It's my intention that you get to meet and help a whole lot more of them!

Your Colleague

A handwritten signature in dark ink, appearing to read 'Ed Lester', with a long horizontal flourish underneath.

Ed Lester, The Art of Optimism