

Website PREP Checklist

Tasks you can do in minutes to get the ball rolling.

- 1. CHOOSE A FITTING BRAND ARCHETYPE**
Instead of a soulless mish-mash of images, colors, and blurbs, this step will keep it all consistent and bring your website to life. *ACTION: [See these 12 brand types.](#) and choose one.*
- 2. OUTLINE YOUR BEST CLIENT**
Make a list of 10 past clients. Who was the best? Why? Identify 5-7 distinct factors about this person. Broad messages are weak and specific ones powerful. *ACTION: Outline the best.*
- 3. GET A GREAT HERO IMAGE**
This action shot — on stage, with a client, at your office — screams pro. *ACTION: Ask for a referral to a photographer or text a friend with a good camera eye to set a time.*
- 4. SKETCH OUT A SITE MAP**
In 10 minutes, sketch out a map of your website with boxes, arrows, and notes explaining the pages, functionality, visuals, and everything. *ACTION: Draw it! One page will do.*
- 5. CHOOSE YOUR PRIMARY CALL TO ACTION**
What single action do you want people to take at your site? Text you, send an email, fill out a form, subscribe to your list, book a call, or? *ACTION: Decide on one.*
- 6. CHOOSE A “DEADLY” DEADLINE**
Who would you be afraid to disappoint if you failed to launch your website? You need to tell that person. *ACTION: [Figure out your launch date.](#) then message that person.*
- 7. TELL YOUR STORY**
Draft 5-7 dramatic pivotal moments in life that lead you to become a coach. Why were they monumental? *ACTION: Unload ideas until you go past one full page.*
- 8. START GETTING TESTIMONIALS**
Who have you helped in a big way, as a coach or similar manner? Who — associates, colleagues, clients, students, biz partners, teachers, mentors — from the past can you ask? *ACTION: Text or email three people to chat.*
- 9. DEFINE YOUR SECRET SAUCE**
What makes your coaching work so well? A tool, technique, or talent? Having a name to explain a part of what you do communicates value. *ACTION: Think about it and name it.*
- 10. WHEN DO YOU SERIOUSLY WANT 10 ONGOING CLIENTS**
Or is it 5, or 15, or perhaps a group program? In 6 months or perhaps 3? What client/income goal makes you feel a little uncomfortable but excited at the same time?