

THE COACHING WEBSITE GUIDE

UPDATED & EXPANDED 2018

A simple blueprint
to create compelling content
attract ideal clients and
generate new leads



Kenn Schroder

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A big thanks to all of the business, marketing, and productivity gurus who have taught, challenged and inspired me to get this book updated. Thanks!

I changed the text, got new photos taken and wrote my free ebook in about 4 weeks. My website has already generated 13 new clients. The guide has been invaluable and I'm really excited about the next phase of my business.

~ Hannah Hempenstall, Life Coach

Not everyone can write. Not everyone can hold an audience. Your Guide is very well written. I have the sitemap and hub model pages pinned on my wall. The way you built up to the content writing section was done so nicely that even a novice can understand it.

~ Gary Henson, BusinessCoach.com

Kenn, I think you're brilliant! The whole idea of the "expert website" resonates with me. This guide is going to keep lots of coaches from floundering for a couple of years, wondering why their site isn't attracting clients. ~ Gayle Scroggs, Mentor Coach

Kenn, the section on the giveaway and sign-up box are absolutely priceless. If coaches followed that advice, they'd be well their way to really understanding client attraction. PS – Thanks for helping the members at LinkedIn! ~ EG Sebastian, Client-Attraction Academy

Web development can make the brightest person's brain feel like pudding. Even though there is A LOT of information out there about mastering essentials to make a website great, it is hard to pick and choose which information is ideal and then assemble it all into a system that works. Thank you, Kenn Schroder, for saving the day. ~ Lisa, Personal Brand Strategist,

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WHO THIS GUIDE IS FOR

This guide is for professional coaches such as career, life, health, business, and executive coaches who want to consistently fill their practice with paying clients.

The idea of building a website for your coaching business can be overwhelming. Most websites take forever to create, many never get done, and of the ones that go live most don't do anything. They never bring a single new client.

And that's why I wrote this guide. To help you create a website for attracting new clients and to do it without getting overwhelmed.

The advice in this guide is based on work with clients as well as trial and error in getting my own website to convert.

This guide is for you if:

- You're just researching and want to learn from my 18+ years online
- You're about to start your website, and want to maximize your chance of success
- You're stuck in mid-build and it's taking too long
- You need to improve your website because it's not generating leads
- You're finding content creation a royal pain in the butt

I had you in mind when I put this together.

HOW TO USE THIS GUIDE

If you're starting a website from scratch, then ...

Simply go chapter by chapter. We'll develop your message first, then write content for each page, and then get the technical setup done.

The most important (and most difficult) part of creating a lead-generating website is creating the content. It needs to speak to your visitor's interests and adeptly lead them into a call with you.

Enjoy the process!

If you're fixing or enhancing an existing website, then ...

What you're looking to do is improve your website's ability to bring traffic and turn those visitors into new client leads.

My suggestion is that you use this guide to find troublesome areas of your existing website, which is almost always around the content, make some changes and see if things improve.

Start by reading chapters one and two to make sure you're designing your website to attract as opposed to what many commonly do, try to explain the coaching approach.

Then skim through the other chapters for content ideas to improve your existing page.

Lastly, I added a new section in this version on troubleshooting a website that isn't working. That's a must read for you.

Pick your best ideas, implement and see if your numbers improve.

You can do it!

KENN SCHRODER

In 2001, I jumped the corporate ship to start “living my dreams.”

All throughout life (born in 1972) and on computers ever since (had a Commodore 64, awesome btw, and was happily coding late at night instead of going to my high school prom), I made it to the office world in New York city in a math career as an Actuary.

Eight years of long commutes, city smog, and boring work was more than enough. My body felt like it was rotting from the inside and it wouldn't physically let me go anymore.

So, I left the nice-paying, comfy, cubicle world to seek my first love, computer programming. I became a web designer and ventured into the unknown knowing that I might not earn much.

It was scary and exhilarating. More like me.

It wasn't until 2008 that I figured out how to get clients with my website.

After my savings ran out, credit card debt accrued, and after “learning” to be more of a minimalist in my lifestyle, the time came to figure out how to make money and stop being an eternal student of technology.

It was hard to postpone things in life like family, travel, and the likes because I just couldn't afford it. Plus, watching my 4 brothers build their careers and grow families was tough. Being the oldest of the litter with a track record for success, I felt like I was falling behind in life and failing.

Money woes and scarcity completely suck. It's tiring, draining, frustrating, and can really cloud your mood. I was earning under 10k for many years - and I lived in New York.

Finally, after some deep research into marketing, some brave business changes, and a reworking of my website (the central piece), things clicked with an OMG! week in March 2008 where I signed up 3 new clients, in 1-hour phone calls, for over 10k in income - and they all came from my website.

That blew me away.

Now, you will get the big discoveries that have helped both myself and my clients establish effective websites that bring in new clients regularly.

From what I've discovered, I've been able to:

- Set my own hours and work from the cutest, coolest, coziest cafes around town.
- *Really* visit places for months at a time like Paris, Argentina, and South Africa.
- Meet and deeply connect with amazing people (many are coaches) around the world.
- Fit my fave activities like basketball, volleyball, and board games into a busy, modern life.
- Enjoy multiple back-to-back summers by hopping hemispheres. The beach is the best!
- Earn a great income using my God-given gifts to help people I love working with. Yes, you!

Originally from New York, I'm mostly in New Zealand enjoying wonderful wilderness (*Avatar*, *The Lord of the Rings*, *The Chronicles of Narnia* were filmed here), and beautiful beaches while planning more life adventures with my equally explorative, special lady.

Kenn Schroder

CoachingSitesThatWork.com



Browns Bay, New Zealand. Just posting as the beach actually sucks for work.



1. WHAT ATTRACTS CLIENTS?

First ask, *What will bring clients to me?*
Then, go build your website.

IN THIS CHAPTER

We will talk about the things that clients are drawn to - the things that make people say, *Wow! I've got to work this coach!*

Some things we'll get into:

- How to talk about coaching in a way that gets clients excited
- The *expert website* and an overview of its key components
- A few actions steps for developing your website
- Getting clients with your website
- The language that clients “get”

WHY HAVE A WEBSITE ANYHOW?

Whatever your motivation for becoming a coach, the purpose of your website is to create a credible, professional image that entices prospects to contact you for one-on-one support.

In short, a website is a tool for getting clients.

Thus, to know what to do with your website, how to build it, what to put in it, and how to use it, you first need to ask, *What attracts clients?*

Here's what works well:

- Building your credibility as an expert. Clients love working with experienced pros.
- Showing prospects how you've helped others which proves you can deliver.
- Developing relationships over time. People like working with familiar faces.

- Gaining the trust of your potential clients (readers, followers, subscribers, referrals).
- Being likable, naturally.
- Inspiring and motivating others.
- Being professional - doing what you say, being open, honest, and doing your best.

The aim of your website will be to (1) build your image as a talented, professional, expert coach and (2) set up a web system that gets visitors to learn about you, trust you, like you and get invited to talk one-on-one with you about becoming a paying client.

Your goal is already to get clients, but the website we are creating now will set you up for much, much greater potential.

You'll have a growing list of raving fans who will want to work with you in the future, or join a group program, register for a workshop or enroll in a membership site. Your site will be a platform for growth.

THE KEY IS TO MAKE IT “ALL ABOUT THE CLIENT”

If I had to summarize the single idea to guide you, it's this: *make it all about the client.*

Just think about it. Anything you've ever chosen to spend money on was because YOU wanted it. It was all about you, *the buyer (or customer, client, investor).*

- You bought a pen because YOU wanted to write.
- You volunteered for the local church because YOU wanted to feel good about giving.
- You helped a friend move because YOU felt good about it.

- You gave a homeless person a dollar because YOU wanted to help (or *you* wanted to not look cheap in front of your date - still, it was ultimately for you).
- You said yes to your boss to work late because YOU, hopefully, have an awesome boss and love your job ;)
- Your decisions to buy (or spend time on anything) comes down to motivation or benefit for YOU.

The same holds true for your website. Since your potential client is the buyer, your website needs to appeal to THEM - their needs, wants, and desires.

As we work through this guide, remember that *it's all about the client*. Everything we do with your website will be geared to helping them - with their challenges. As we do this, you will naturally be seen as a great catalyst for success, and then lead them into a call with you so you can sign them up.

A FEW WEBSITE MYTHS

Myth 1 - The client-generating machine.

You may have heard about the idea of having a website that is a “client-generating machine.” Which is not exactly true.

Websites can't, by themselves, bring you clients because they don't automatically come with visitors (traffic). Thus, if no one knows about your website, you can't get new leads with it.

Also, technically, in order for someone to become your client, they need to pay you for coaching. That doesn't often happen, because most clients will want to speak to you before paying your fees. Coaching is a big-ticket item and requires some trust before committing.

Thus, your website by itself cannot generate paying clients.

However, it can and ought to be part of your strategy that puts you in front of plenty of new prospects and gets them, essentially, pre-sold, on working with you.

Plus, potential clients will be looking for online information about you and your website is the perfect place to wow them.

Myth 2 - Build it and they will come.

The *build it and they will come* approach doesn't work either. You can't build a website and expect clients to magically appear.

Just like the first myth, you need traffic to your website and that doesn't just happen by the mere existence of a website.

Think about it like this ...

A website is not like an ad in a magazine that *has an existing readership* NOR is it like a store in a mall *that comes with foot traffic*.

A website is more like a cabin in the woods, the scary movie kind of cabin that no one knows about and the police can't seem to find until it's too late. Okay, scratch that thought.

Myth 3 - The perfect website.

This notion of "building the perfect website" keeps many coaches from ever launching. They forever rework the visuals, over-thinking the content, and muck around with needless bells and whistles.

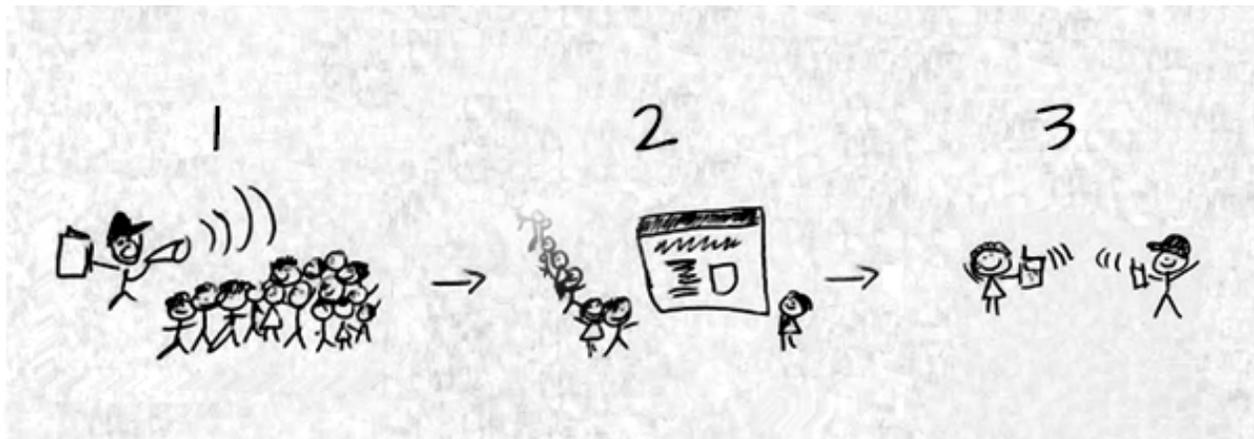
If you want to realize your coaching business dreams, you need to speedily get your website up, get the word out there, and see how folks respond.

Send people to it and see if it brings new clients to you. That's the measure you should seek to *perfect*.

So, forget the idea of "a perfect website" and instead, accept it as a "forever work in progress."

There are no “perfect” websites - only ones that you actually get done. Find out if it works, then improve it.

3 STEPS TO GETTING CLIENTS WITH YOUR WEBSITE



1. Get Attention

Get seen in front of people either online or offline or both.

You can give a talk, write an article, network in-person or online, optimize your site for search engines, or guest blog. The possibilities are endless.

Your job is to take action steps that get people to pay you attention.

2. Drive People to Your Website

Once you’ve gotten attention, say via an ad, blog post, social post, video or other, then direct them to your website.

This, ideally, is to get a copy of your *Freebie* (a valuable giveaway which we will discuss more later) or some other resource or reason.

Once at your site, they will learn about what you do and be invited to contact you. During their time with you, they get to know, like and trust you because you give good info.

When they are ripe, we invite them to a chat so you can sign them up. A phone call.

3. Get them on the phone.

After some time on your list (or at your website), you invite them to talk on the phone and offer them coaching. You get clients. You get paid. That's the basic process.

Down the line, you can develop more offerings such as ebooks, webinars, membership sites, and more. Don't worry about it all at once!

An example

Let's say you're a health coach and you are participating in a LinkedIn group discussion about sleep.

A follower of the discussion reads what you wrote (hopefully it was wise) and wonders if you could be of help. His energy is low and it's hurting his life. *You have gotten his attention.*

That person clicks to your LinkedIn profile to find out more about you. He sees that you're a health coach and then clicks to check out your website. *Your profile drove them to your website.*

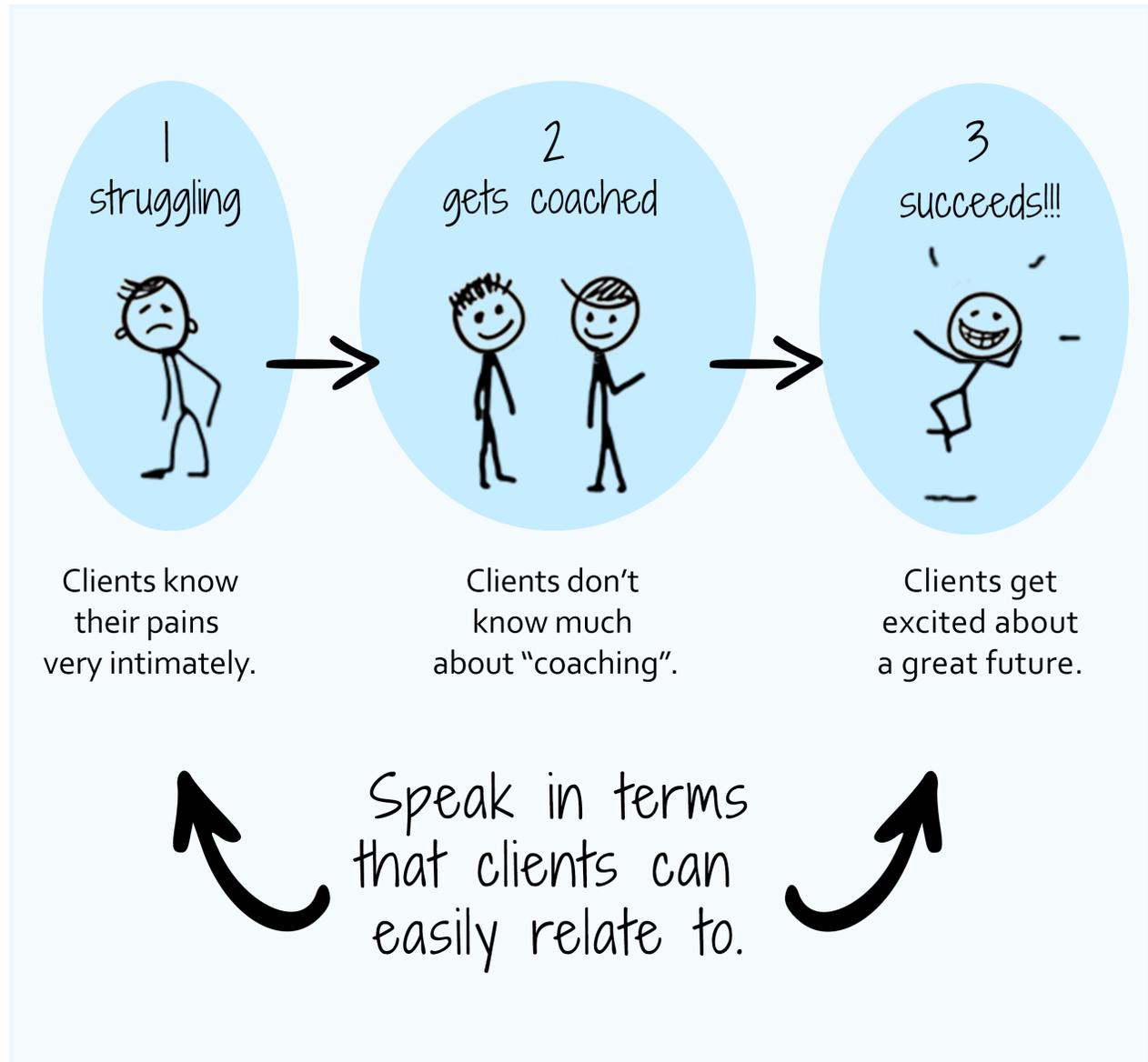
At your site, he reads your blog on sleep improvement. He likes the advice and feels you could help him, and so he jumps on your email list to learn about the *Top 5 Causes of Low Energy* teachings you offer by email.

At the end of that email sequence, you email him to join you for an *Energy Booster Call*. He eagerly jumps at the chance to speak to you. *You got them on the phone and can now offer to coach them for a fee.*

Smooth, natural, brilliant!

THE LANGUAGE THAT CLIENTS “GET”

To woo the visitor into contacting you from your site, your content needs to speak the language of the client. It’s this special language that helps clients see the power of coaching. It helps them want coaching. It’s what gets them to hand over cash for coaching.



Your website needs to speak to clients from #1 and #3, the pains and the desired future. These are the things clients want and can understand. Too much talk about “coaching” (how it works, why it’s great, why it works) isn’t motivating enough.

The bigger the desire to get rid of the pain and realize a better future, the more motivated they will be to take action and change things. And you'll be seen as the catalyst.

Coaches love to tell clients about how coaching works (#2 in the diagram). The assessments, questions, accountability techniques, and coaching sessions. Coaches love to try to get clients to understand the skill of coaching and why it works. However, the logistics don't sell coaching.

The reason we will spend money on anything in this world is that we believe the return on our investment will be worth it. Two bucks for a coffee to boost our energy is worth it. 20k for a car that gets us to work on time is worth it.

Hundreds to thousands for "coaching" is hard to say yes to. But investing to increase business income from 100k to 200k (business coaching) or investing to prevent yourself from becoming morbidly obese (health coaching) is easy to invest in.

Thus, to repeat, to sell coaching, speak the language that will get clients to hire you. Talk in terms of what they can really understand and get excited about, which are #1 and #3 in the diagram.

To show you this from another angle...

Imagine if I (a web designer) sat with you and told you about website stuff including nested tags, file transfer protocols, and hexadecimal coding?

You'd likely throw up. But for argument's sake, even if you're a tech nut like me and you happen to like what I'm saying, then you still won't be pulling out your wallet to hire me because you'll need to know what this tech stuff will do for you in the big picture of your business. You will need to know how it can be worth it.

If instead, I showed you how my web design gets you more leads, gives you more confidence in marketing, communicates your message more powerfully, saves you technical hassles, and earns you more money, then you'll be eager to hire me.

One more example to illustrate.

If a fitness trainer talked to you about push-ups, sit-ups, repetitions, body-mass index, calories, cardio, and running, you'd feel tired and wiped out before you lifted a weight!

Instead, if your trainer instead talked about sexy flat abs, looking great in clothes, feeling energized, sharpening your mind, developing a stronger libido and winning competitions, you'd be psyched to hit the gym!

Based on the diagram, it would go something like this ...

Step 1 - Struggles - Fear of a heart attack, feeling unsexy, feeling lethargic.

Step 2 - Training - Lifting weights, change in diet, increasing sleep quality.

Step 3 - Succeed - Look great, feel amazing, and have the energy to thrive in life.

In actuality, your trainer is doing you a disservice to focus too much on hours of hard work and making it all seem painful and hard. It's demotivating. A good trainer will keep your eyes on the prize and cheer you on.

Again, on your website and in all your interactions with your prospects, you need to talk about coaching from their perspective, their struggles, and their desires.

HOW TO FOCUS “ON THE CLIENT” INSTEAD OF TRYING TO EXPLAIN COACHING (WHICH DOESN'T WORK)

How do you focus your website copy *on the clients* instead of focusing *on coaching*? Here are some proven techniques we will implement in this guide.

- **Organize your menu from the client's perspective** – Label your menu items in terms that clients are interested in like *How You Work*, *Success Stories*, and *About Us*.

- **Let clients know you understand them** - People are drawn to those who get them. It builds trust. Outline the types of clients you work with along with the challenges, struggles, and fears they have.
- **Point out benefits** – What kinds of results do you help clients attain? What results have you helped past clients realize? Get into specifics of coaching, such as assessments, calls, email, or certifications, and point out why they are valuable.
- **Offer ways to overcome challenges** – Write articles like, *How to Resolve X*, and *Six Steps to Reach Y*. Give insights about why people get stuck and what to do about it.
- **Use success stories** – Share stories of clients and non-clients you’ve helped, especially those in your area of coaching (e.g. health coaching, career coaching). This shows you can deliver.
- **Show uniqueness** – Things that are different are attractive. Point out what’s unique about your coaching approach.
- **Your proven process** – Show clients your core technique or key process for success. This says you have a method that works. It says you’re an expert.
- **Talk about the challenges they face** - When website visitors know that you understand their situation, they immediately get closer to you, trusting you.
- **Talk about emotions** - When you point out the negative feelings about their current reality and the positive feelings associated with an improved future, they get motivated to change things. They see you as a good solution.
- **Don’t logic them to death** - Avoid too much discussion of “why” coaching works. Sadly, learning coaching techniques isn’t motivating.
- **Stay in touch** - Most prospects who come to your site won’t be ready to hire you as their coach. Offer ways to stay in touch, like an email list, and grow the relationships. When their needs become more pressing, they’ll reach out to you for coaching help.

COMMON MODELS OF WEBSITES

Here are three common types of websites out there that coaches use. I'm sure you've seen them.

1. The Brochure Model – *Hi! I'm in business!*

This is the traditional website that has very basic information, such as a bio, a list of services, and contact details.

They are quick to set up, which is good. Sadly, most of them are boring, dated, and rarely inspire people to contact the coach.

To do them right, the content needs to infuse lots of the value for the client.

2. The Blog Model – *Hi I'm pretty smart!*

The blog is a website that promises continued entries (articles) if you subscribe to it.

Blogging is a great way to build your image and impress your market. It also encourages conversation via commenting.

A blog is also very good for improving your search engine rankings from fresh, quality content that have well-chosen keywords.

A blog as your website is a better move than a brochure because it builds your expert image higher when done right.

There's a commitment to be made to keep it current. If you let it go stale, that's a minus.

3. The Landing Page / List Model – *Give me your email address!*

It's a single page that offers a free resource in return for the visitor's email address. Then, the coach follows up by email with more articles, offers, programs, etc.

This style of website can be great for building a list of subscribers, growing trust, and generating clients.

These three models have their pluses and minuses.

What if we could take the best of each and put them into one website? That's what I do with the coaches I work with and I call this *The Expert Website*.

And it works quite well because ...

- It can build your credibility as an expert - a talented, good coach who can help people.
- It creates an experience when visitors arrive that gets them to stick around, follow you, and grow a trusting relationship over time.
- When done right (mainly focused on visitor interests) and full of exciting calls to action, it can send you new potential clients who are eager to sign up with you.

INTRODUCING: THE “EXPERT WEBSITE”

Experts are knowledgeable, trusted, and highly skilled people.

People who hire experts ...

- seek that high-level, trusted, professional support
- know and expect fees to be on the high end
- are well-behaved, eager to learn, and ready to take action

These people make fantastic clients!

Creating an image of an “expert” is the move to make on your website.

Interestingly, the status of “expert” isn't hard to attain.

If I don't know how to tie my shoes, and you teach me, then, *to me*, you're the expert.

Being an expert simply means you know more than the other person (or in this case, your market). If you read even a few of the top books in your industry, you'll know more than most.

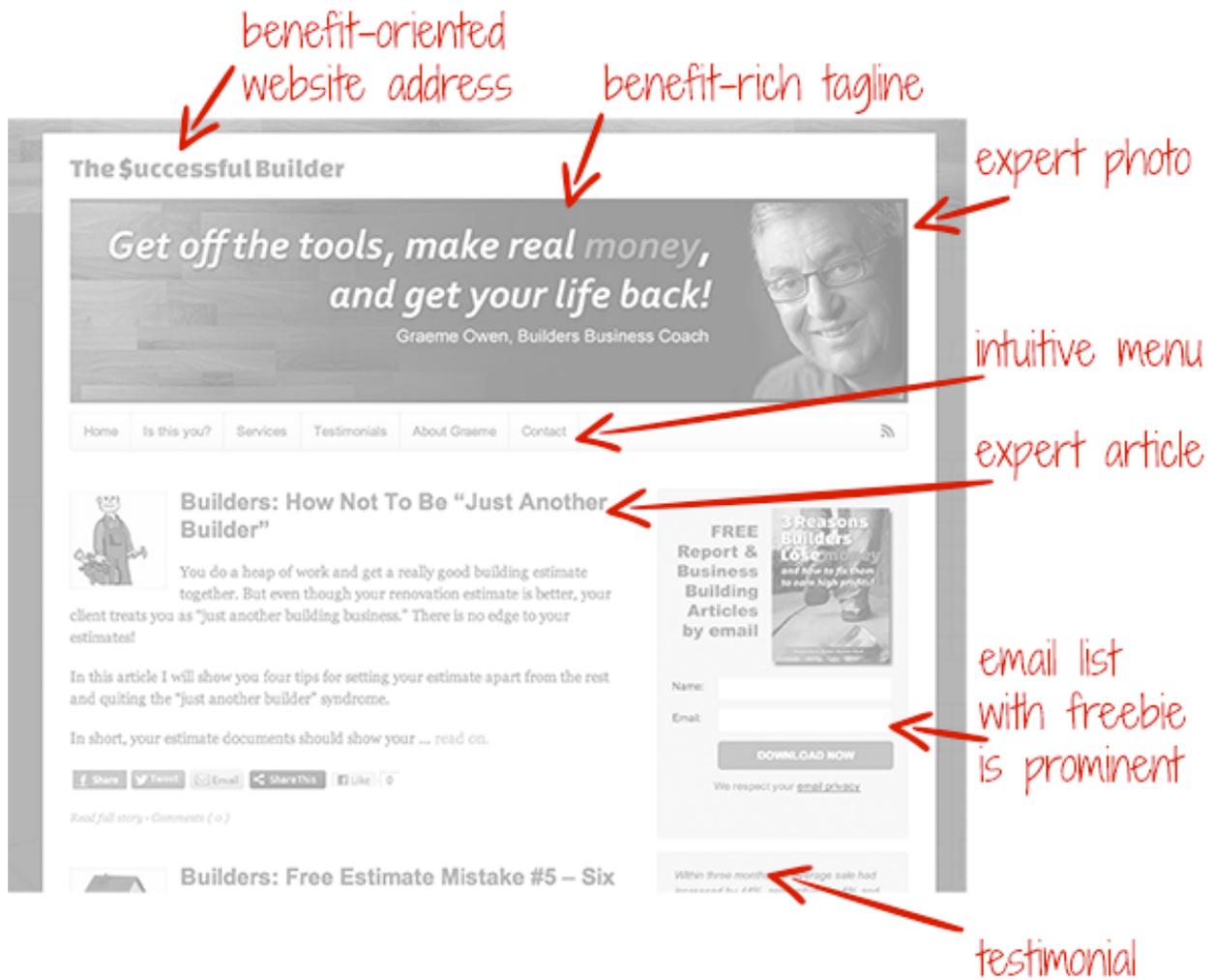
The **expert website** is a combination of the brochure, the blog and the landing page types of websites. It has:

1. Brochure elements that build your expert image such your bio, your coaching services, and testimonials.
2. A blog with great articles that teach people things, which means you're an expert.
3. A form to capture email addresses so you can follow up with helpful information, develop a trusting relationship and then invite them to work with you.

This is what we will discuss in the rest of the guide.

THE HOMEPAGE

Below is an example homepage of an expert website. Graeme is a business coach for builders, contractors, and renovators. Notice the elements that would make his visitor think, *Holy moly! This coach is for me!*



A little bit about each (from top left going right):

- The website address, www.TheSuccessfulBuilder.com, is aligned with the ideal type of client and their desires: builders, contractors, and construction businesses who want to, well duh, be successful.
- The tagline uses one of my favorite tricks - combining 3 benefits. It's also very prominent as it's the biggest text on the page.
- An expert photo of the coach right on the homepage says I'm confident about my coaching.
- The menu is obviously positioned and intuitively labeled.

- Articles from the blog build the “expert” image.
- The form captures the email addresses. The free download entices people to sign up.
- A testimonial shows he has a track record of success.

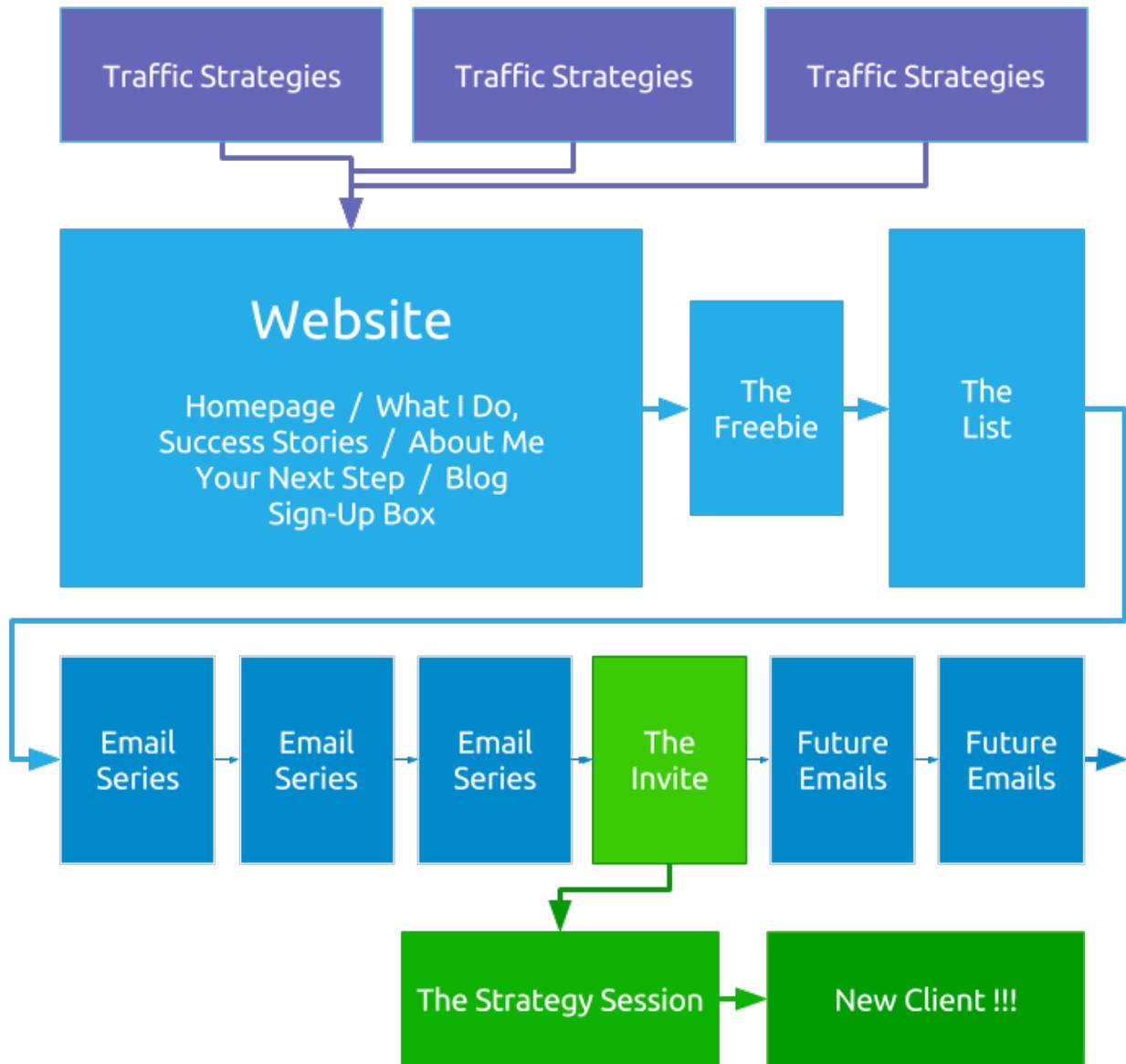
You’ll notice very little about why or how coaching works. Remember, *it’s all about the client.*

Why the expert website model works well:

- There’s no blatant attempt to just get your email address as in an opt-in page (a page with only with a form and text). People resist that. Instead, there’s information that people can sink their teeth into right away to get hooked. You are seen as passionate and genuine as eager to serve your market. Nice.
- You take the stance as an expert by posting well-written blogs.
- Search engines love fresh, juicy, free content from blogs and send you traffic.
- You allow visitors to engage with you right away through commenting. You’re not afraid.
- Your site looks current and alive with recent blogs. People dislike dead sites.
- You’ve got an email list where people get more value and can stay in touch with you. That shows you are active and have more special content to give.
- The free content makes your site a great resource for others to refer their friends too.
- The service page shows you are actively working with people, like a true pro.

Let’s get into the various elements and see how they bring you leads.

THE CONVERSION WEBSITE MAP



The diagram above shows the various pieces of the expert website and how they are used to attract people to your site, get them to engage with it, and then on to contacting you for coaching.

Let's talk about the pieces ...

VISIBILITY STRATEGIES

Visibility strategies are the things you do to bring potential clients (traffic) to your website.

Sadly, just putting up a website does not ensure people will visit it. You must have visibility strategies. You must do things to get in front of people who can become your client.

Some common examples include networking offline, participating in discussion groups, giving talks, offering webinars, doing joint ventures, guest posting on others' blogs, running Google ads, talking on radio shows, and publishing articles to magazines.

Visibility strategies should direct people back to your site and mention your *Freebie* to entice them to hop, skip and jump on over right now.

Remember, when you create a website, it doesn't automatically come with visitors. You must take action to build traffic to your site.

THE WEBSITE

The term **website** in the diagram refers to the static pages. But to the visitor, the word website refers to everything including blogs, your *Freebie*, *Email List*, any email messages.

Think of your website as a comprehensive experience that leads people to schedule a call with you.

Your website is easily accessed from your domain name, such as www.YourGreatSite.com.

Technically, the email list is separate from your website. When you are managing correspondence with your list (e.g. *Email Series*, *Compelling Invite*, and future emails), you will log into your email list service provider's website such as AWeber.com or MailChimp.com.

THE BLOG

The blog will contain expert articles you create such as how-tos, tips, top 10 lists, and more. Its purpose is to build credibility and generate traffic.

Blogging is simply publishing regular content to a website. It's a *log* on the *web*. A web log or simply blog.

You can blog about anything like. It's total freedom. You can blog about your trip, your weight-loss efforts, or (better for coaches) how to create a great life.

People love blogs because they get fresh, new content, and good advice (or a good laugh, or fun, or deeper connections, etc). They get value.

Search engines love blogs for the same reasons - they provide value to the searchers (the search engine's customer so to speak).

By publishing regular entries (advice articles, videos, etc), people will see you are smart (yes, assuming you publish useful content).

In this guide, you will be shown how to integrate your blog, how to write great articles and how to start getting traffic from search engines.

THE SIGN-UP BOX

A *sign-up box* is a form on your website that adds people to your email list.

This is also called the *opt-in box*, *sign-up form*, *newsletter subscription box*, *email list signup box*.

The key to making this piece work well (to get sign-ups) is to make the invitation extremely valuable. Point out the value of being on your list and offer something free and instantly accessible for signing up.

We will get more into this later on.

THE LIST

The list, or *subscribers*, or traditionally *database* contains email addresses (and sometimes more info like names) of those who filled out your sign-up box.

The people on your list are subscribers. They have opted in (they have *chosen* to be on your list as opposed to being put on there without permission). They have essentially said that they would like to hear from you on a regular basis.

Your job is to serve the people on your list with information and offers. Educate, inspire, motivate and otherwise serve your list with information such as articles, resources, and videos. It's up to you how you want to serve them.

Also, you need to promote to your list. To grow your business you need to sell your coaching services. While this guide is focused on generating one-on-one clients, in the future, you could promote webinars, group coaching, ebooks and more.

THE FREEBIE

The Freebie is your free, instantly accessible, downloadable pdf or another resource like a video. This has got to be something they will move mountains to get.

When I first started marketing online, I didn't realize how powerful a *Freebie* could be.

- It gets people onto your email list - an "ethical bribe"
- It gives people a taste of what you're like, building the bond.
- It builds your credibility like authoring a small book.

- Instead of just begging people to “check out my website”, your *Freebie* gives them a legitimate reason to visit.

The key will be to devise a *Freebie* people will move mountains to get.

THE EMAIL SERIES

The **Email Series** is a sequence of emails that go out to new subscribers.

Similar words include email sequence, e-course, autoresponders.

Its purpose is to build your expert image, develop trust with subscribers, and then invite them to a *Strategy Session* with you.

For example, you could have a short series called *Five Mistakes that Hurt Your Law Firm's Growth*. And these would go out every day for 5 days and then at the end of the series, you invite the subscriber to a *Strategy Session*.

THE INVITE

The **invite** is an email that invites your list members to have a phone call with you which we call a *Strategy Session*. For example, the email might offer someone a “*Heal Your Body Consultation - A 30-minute call to find unique things to start reducing pain now, begin healing your body and build up your energy.*”

The Invite is your invitation to a phone call. It's the thing you say or write in an email that gets someone to say, “Yes, I'll talk to you on the phone.”

It's important to craft this invitation properly to get the client to commit to the call and be excited about the possibility of working with you.

You should not do the typical “free consultation available” type of invite. It’s not compelling because it doesn’t point out benefits. Also, since it’s available all the time, visitors can easily say, “I’ll get this later if I really want it.” Subconsciously, it also says that you’re available any-time which is not attractive either.

Instead, you need to make a very attractive offer to get potential clients on the phone with you. We will craft this later on in the guide.

The *Compelling Invite*’s job is to get people into a phone call with you - a *Strategy Session*.

THE STRATEGY SESSION

The ***Strategy Session*** is a phone call you have with a potential client where you do both (1) deliver value by coaching them and (2) give them an offer to work with you for a fee.

It’s like the common free consultation but on steroids.

Most coaches who do “free coaching sessions” whether to accumulate practice hours or to find paying clients will let the coachee determine the intention for the call.

That doesn’t work very well for securing longer term, paying clients. It’s basically giving coaching away for free.

Instead, a well-conducted *Strategy Session* gets clients thinking big about their lives/work/health/relationships/whatever and they’ll be excited to stay on board long-term and can better justify paying your fees.

FUTURE EMAILS

Future emails can be newsletters, promotions, blogs, articles or anything else you want to send to your list.

If you implement an email list strategy, subscribers will expect that you are in touch on a regular basis.

There are many ways to do this including simply sending valuable info, tips, articles, and teachings or you can delve into other exciting things like launching new programs, offering a membership website or selling an ebook.

How you grow your business will be up to you.

For now, the main use will be to build trust with helpful info and then periodically invite them to get the *Strategy Session*.

GET YOUR PROFESSIONAL PHOTO

Getting a good photo of you is a must! You need to look the part. Here are some tips ...

- Laugh beforehand. It relaxes and warms up your smiling muscles. Find YouTube clips or put on *Something About Mary* and watch that zipper scene before the prom.
- For your outfit, think about that persona we created earlier. What clothing style would appeal to them? Business casual? Clean and simple? Stylish, modern?
- Your photo will be used in many places including your website, social profiles, author profiles, and more. Make it a good one.
- Make eye contact with the camera and avoid anything distracting in the background. Indirect outdoor light is amazing. Cloudy days perfect for a healthy, fresh, natural feel.

Here are some great shots from past clients:



Here are two articles from my blog with more tips and examples:

1. [*How to Take a Professional Coaching Photo That Connects.*](#)
2. [*Four Keys to a Great Coaching Pic Look*](#)

YOUR ACTION STEPS

In this chapter, we discussed various client-attraction strategies and how the expert website helps you attract ideal clients and generate new leads.

Are you getting how your website's job is to speak to their needs, gain trust, build your image, and be intentional about leading them towards becoming your client?

I hope so!

Action: For now, a good move is to go get your professional photo, if you don't have one. Send an email right now to ask a friend for a recommendation to a photographer. Or, dig through your photos to find a winner.

Question: When in the next 24 hours do you have another 15-20 minutes to start on chapter 2? Perhaps now for another 10 minutes? The same time tomorrow? After work or just before dinner? Saturday morning?