



# THE COACHING WEBSITE GUIDE **V4**

A step-by-step blueprint for  
structuring content and designing  
pages to attract clients online.

*Kenn Schroder*

*Updated and Expanded 2022*

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*I changed the text, got new photos taken, and wrote my free ebook in about four 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 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 is absolutely priceless. If coaches followed that advice, they'd be well on 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 the 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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## **I BET YOU'RE A PRETTY GOOD COACH**

You have lots of professional/business experience and are eager to make your coaching business work. For most, that means a steady supply of paying clients — and you can say, *You've done it!*

You bought my book because you want to do things right the first time, avoid newbie mistakes, and make a powerful website that reflects your caliber of coaching.

I bet now is an important time in your life. Perhaps you're leaving a long career, moving to a new city, or making another big life change. Things are both scary and exciting at the same time.

I'm glad you got this book, and I'm cheering you on as you pull together your website and business.

## **THE CHALLENGE: MOST COACHES' WEBSITES ARE UGLY, CONFUSING, AND BORING — AND THEY DON'T HELP YOU GET CLIENTS**

People WILL check you out online, and your website can make you look like a talented pro or a fly-by-night huckster.

Having designed, reviewed, and consulted on umpteen-bazillions of websites, I've found many issues with websites. But here are the top:

- the content doesn't build up the coach nor excite the client
- they are visually hard to engage with (read, click, use, surf)
- the tech is slow, clunky, and clumsy to use, leaving people lost
- worst — they aren't strategically structured to generate leads

As a result, your website doesn't represent you at all, and you cringe at the idea of anyone visiting. This makes it difficult to get out there and market your business.

*"I want your website to  
— authentically build your credibility sky-high  
— show the tremendous value of coaching  
— and wow potential clients."*

Contacting you is an easy, obvious, smart move. You'll confidently and eagerly get out to tell everyone about what you do. Over time, you'll see your stats go up, and new leads come in.

Bigger things happen, too — like guest writing on other websites or appearing on podcasts. You might become a guru ;)

With this guide, I'll help you avoid common website mistakes, create a simple yet powerful website, and get the work done promptly. You'll get my best stuff from 20 years online.

This is true, and I always tell coaches ...

*There are lots of clients out there just a connection  
or two away, and they need your help.  
Get online and show up big for them.*

## **I DON'T LIKE TALKING ABOUT MYSELF, BUT I KNOW YOU LIKE IT ;) I JUMPED THE CORPORATE SHIP TO START "LIVING MY DREAMS."**

Born in 1972 and on computers ever since the Commodore 64, I was happily coding games instead of going to my high school prom. And you thought today's kids are on devices too much?!

Fast forward another 10 years, and I'm in New York City with a math/computers/art degree and working in \*yawn\* insurance. It was a 3-hour commute — by hoof and crook.

I was very grateful for the lucrative job, but eight years in city smog with so-so work wasn't cutting it. I felt a growing black mass of unhappiness in my chest area.

To cure it, I left the comfy cubicle world to pursue my first love, "creating on computers," as a web designer. I sought greener pastures, and it was both scary and exhilarating.

## **IN 2008, I FIGURED OUT HOW TO GET CLIENTS WITH MY WEBSITE.**

Savings ran out, credit card debt accrued, and I lived smack-dab in the middle of high-rent NYC. To protect my ego, I adopted a minimalist, frugally-resourceful mindset. ;D

When it hurt enough, I couraged-up and went to the dark, sleazy side of town called sales and marketing. Interestingly, I found cleanliness, honor, and integrity, and I didn't have to become a repulsive spam villain. I found a good way to go about getting out there and finding clients.

So, I reworked my website strategy, and things began to click. I had an *OMG!* week in March 2008, in a Paris trial-mobile-life adventure where I signed up 3 new clients in one week from hour-long calls phone calls. That brought in over 10k of income, and I shed a few tears of humble joy.



*Paris Office and neighborhood*

From then on, things got better, and I've been able to set my hours, work from cozy cafes, and visit places for months at a time — Buenos Aires, Puerto Vallarta, and New Zealand.

After chasing summers for a few years, operations are now based in New Zealand, with long summer trips back home. I'm at the cafe, on the beach, and forever seeking a selfie with the elusive Moa — a massive fabled bird 12 feet tall. When asked, locals refrain, "You just missed it, mate! Look around that corner over there." And off I go like Don Quixote.



*Outside the New Zealand office*









# 1. WHAT ATTRACTS CLIENTS?

*Before we build, let's think a little.*

## **In This Chapter**

- What attracts a client to a coach?
- The language clients speak
- Website myths and models
- The TRUE PRO model and an example

## **Clients Are Humans, and Humans Have Challenges**

I'm no psychologist, human behavioralist, or empowerment guru — just an avid student. One thing seems true across all these wise people — and it's that we all have challenges. Being challenged seems to be a requirement of being human.

If we don't have any problems or are unwilling to take any and just go complacent, we end up with battles of the mind — stuff like feeling low self-worth, meaninglessness, or existential worry.

And there you go, a challenge.

So, we might as well accept that life is hard, it'll be work, and you'll be challenged. So, we might as well grab an axe and start chopping away.

Some of the top struggles ...

- Overweight, feeling ill — weight-loss coaching, health coaching
- Money, business struggles — finance coaching, business coaching
- Loneliness or partner problems — relationship coaching
- Unhappy at work, leading — career coach, executive coach

People WANT help and ARE paying coaches to deal with these.

So, as we work through this guide, remember that people have challenges, and they will invest (time, money, and energy) into overcoming them.

We need to make sure that your website, your content, and all the interactions you have with a potential client communicate how coaching will help with the challenge.

## Clients Love “Feeling” That Change Is Possible

We’ve all got problems. Ok, ok, ok, 50 lashes with a wet noodle for Kenn for not calling them “challenges.”

My coach-speak filter is off for this book, meaning I’ll use challenge, problem, and struggle interchangeably. Some marketing mavens would even recommend you use the words your clients use, at least until you start working with them long-term. It helps connect.

But I digress. Back to the point —> We’ve all got challenges.

And when we progress on an important goal, we get a rewarding, powerful hit of dopamine that rewards our behavior. And we love it!

As the promoter of your coaching business, to reach people who will see and feel that forward progress. Help them do that enough towards a worthwhile result, and you’ve got yourself a client.

Just adeptly structure this engagement to happen often, smoothly, and powerfully. Then you’ve got yourself a full practice — and then some!

Our job in the content is to help them start seeing and feeling this transformation. One great way to help people feel that change is possible is to make them smarter.

A few ways to facilitate change on your website are:

- Inspire them with written stories of change.
- Teach them new perspectives, so they are smarter and better equipped to succeed.
- Lead them with clear steps forward on their journey, and part of that is figuring out if you’re the coach for them. So own the process that leads them to decide about hiring you.

We’ll structure your website to let visitors feel that change is possible with you.

## A Few Website Myths To Help You Think Better

### *Myth #1 - Turn Your Website Into a Client-Generating Machine*

This headline is enticing. Who wouldn’t want clients coming in droves without having to do any marketing?

But websites (especially new ones) won't bring leads because they don't automatically come with visitors (traffic). A website is not like opening a shop in a busy mall that already has foot traffic. It's more like a cabin in the woods with no paths.

Plus, clients need a phone call with you to feel comfortable enough to hire you. Coaching is a high-ticket, trust-needed service.

This will do the trick: TRAFFIC -> WEBSITE -> CALL = CLIENT GENERATION

Btw, search engine optimization — having Google send you traffic — is not a one-click effort as \$49/month scam ads lead you to believe. SEO, while amazeballs, is a strategy that needs time to implement, like any marketing effort.

## *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 in myth #1, you will need web traffic. As another example, a website is not like an ad in a magazine that *has an existing readership*.

## *Myth 3 - Design The Perfect Website.*

This notion of “building the perfect website” keeps many coaches from ever launching. They continually rework the visuals, over-think the content, and chase needless bells and whistles.

You have to think bigger and realize that to succeed and get new clients, you need three things:

1. get your website up
2. get the word out
3. turn visitors into clients

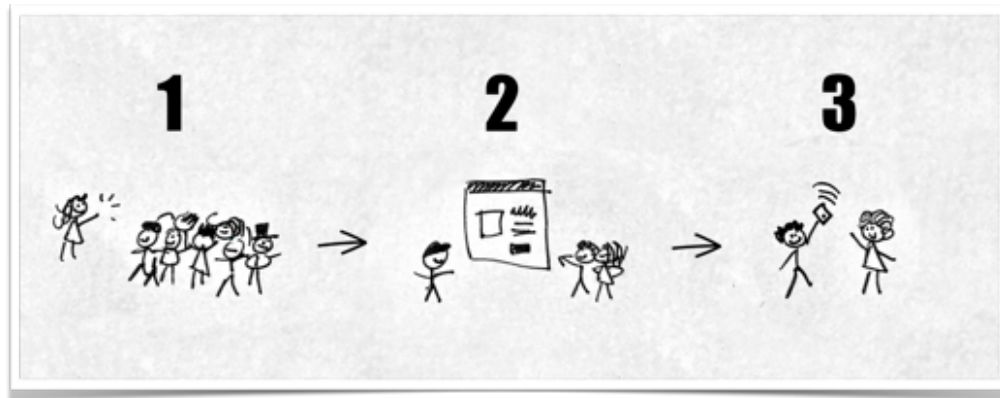
The sooner you can put all those pieces in place, the better.

Consider your website a work-in-progress, and aim to get your client-attraction system in place.

Let's talk a little more about that ...

# A Look at the Big Picture Strategy

To understand how your website will help you get new clients, think of it like this ...



## STEP 1. GET VISIBLE

Give a talk, write an article, build a social following, guest podcast, manually reach out to everyone you know, cold call, run ads, and so on. The possibilities are many.

One client who runs health coaching classes for church-goers uses her website to reach out to more churches. Another client, a business coach, drives people to his website via articles in a trade magazine.

## STEP 2. LEAD PEOPLE TO YOUR WEBSITE

Once you've gotten in front of people (visibility), direct them to your website for your **very, very, very helpful** information — which will be your freebie (could also be blog posts).

The *freebie*, the valuable giveaway, can be delivered in many ways, and we'll discuss it later. I love PDF downloads for the ease of creating them.

While at your website, we invite them to join your list for more good info — thus building that trust. Those with a dire need can request your free session.

## STEP 3. INVITE INTO A CALL

After some time on your email list (or on your website), you invite them to talk on the phone and offer them coaching.

This is classically called a sales call. But since we don't want you to feel like a used car salesman, it will be a strategy session. Ya gotta avoid those mental triggers that induce fear.

## FOR EXAMPLE

Let's say you're a health coach participating in a LinkedIn discussion about sleep. You are now in a place where you can **get visible**.

A follower of a discussion on sleeping and energy can't ignore the topic because his energy is low, hurting his life, and he knows he doesn't sleep enough.

You give helpful advice and mention your freebie, *Ten Hidden, Easy-to-Stop Little Bad Habits That Zap Your Energy*. He will want that badly.

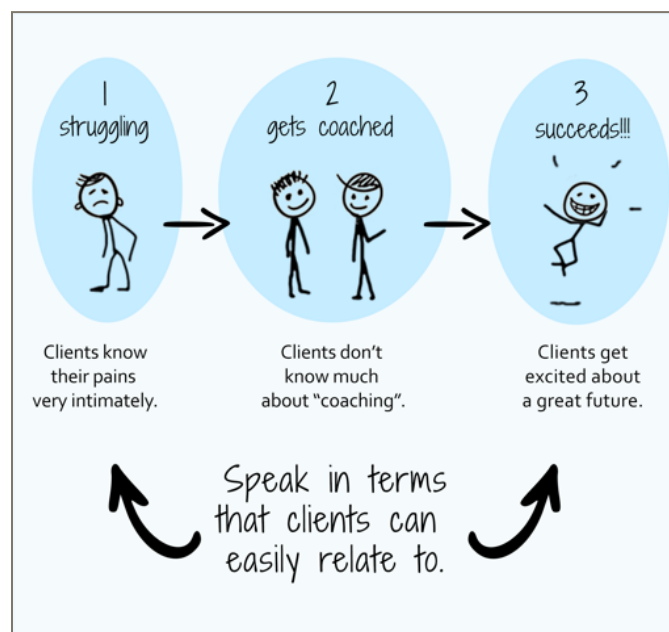
That person clicks on your LinkedIn profile and finds your website to get that freebie. Or he messages you to get it. Or perhaps he clicks a link to it that you provided. And once at your website, he gets the giveaway and hops on your email list.

While on your list, he gets more handy tips, and you send a special invitation to a coaching session with him — like a *Life Energy Planning Session*.

And there you go, a match in the makings.

## The Language That Clients Speak

To engage visitors, your content needs to speak the client's language. It's a special way to explain the power of coaching, so they get motivated and excited about working with you.





Coaches love to talk about how coaching works (#2 in the diagram). The assessments, questions, accountability techniques, and coaching sessions. These logistical things are unknown (or, if known, they are “meh”) to the client.



Clients know much about their struggles and desired future state without said struggles. That's #1 and #3 in the diagram. They'll spend money on, give time to, and put effort towards dealing with them.

You need to give them confidence, get them excited, and show them a way to get from #1 to #3.

### **Imagine, as a web designer, if I were to ...**

As a web designer, imagine I sat with you and talked about nested mark-up tags, image compression, the CAN-SPAM act, file transfer protocols, and accessibility compliance. That's an instant migraine for you.

Even if you were a tech nut like me — you wouldn't be talking to me about such nerdy matters. You would be telling me about your frustration with your current website, your wishes for a new website, your big goals for your business, and your struggles with marketing.

### **A final example. If a fitness trainer ...**

If a fitness trainer talked about push-ups, sit-ups, repetitions, body-mass index, calories, cardio, and running, you'd be exhausted before your first session.

Instead, if the trainer talked about looking great in clothes, having more energy, boosting your libido, or sharpening your mind, you'd be psyched to hit the gym!

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

- #1 - Struggles - Fear of a heart attack, feeling unattractive, being lethargic.
- #2 - Training - Lifting weights, changing your diet, increasing sleep quality.
- #3 - Succeed - Look great, feel amazing, and have the energy to thrive.

Can you see how #1 and #3 would be on a client's mind? I'd say that the trainer talking too much about #2 is doing a disservice to the potential client — it's demotivating. A good trainer will find a way to keep you pumped up and eager to go.

Learn this client-speak.

## 3 Website Models

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

This is the traditional website with basic information — bio, services, and contact info. They are quick to set up and are the most common you'll see. They can be powerful sales tools if the copy is good and if integrated into a smart plan.

Sadly, most are boring, messy, and confusing and rarely inspire people to contact the coach. They often come from overnight builders, subscription services, or coaching school portals.

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

The blog is a website that promises continued content over time.

- These showcase your knowledge, a sign of an intelligent coach.
- Blogs encourage engagement via commenting and sharing.
- Search engines like Google love fresh content from real people who blog.

It does require time and commitment, but you have total freedom in how you create them.

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

This single page offers a free resource in return for the visitor's email address. Then you follow up by email with content and build the relationship over time.

This is a list-building approach, a solid strategy that also requires a commitment like a blog. This is often called a landing page or opt-in page.

# The TRUE PRO Model

I used to call this the “expert website,” but the word *professional* feels more powerful. A true pro goes beyond an expert appearance and **exhibits trustworthy behavior**.

The true pro website is a mix of all three models above:

- a brochure website with key info that speaks to clients’ needs
- a blog that showcases your knowledge and converses (comments) with people
- an email list that wins trust over time via positive interactions

You can **feel it** when you’re in the presence of a professional. Clients expect to pay higher fees when working with a true professional.

## Is This Guy a Professional, or What?

Below is the homepage of Graeme, a past client of mine and a business coach for builders, contractors, and renovators. Before scrolling, can you see how the content speaks to the client’s interests?



Key points:

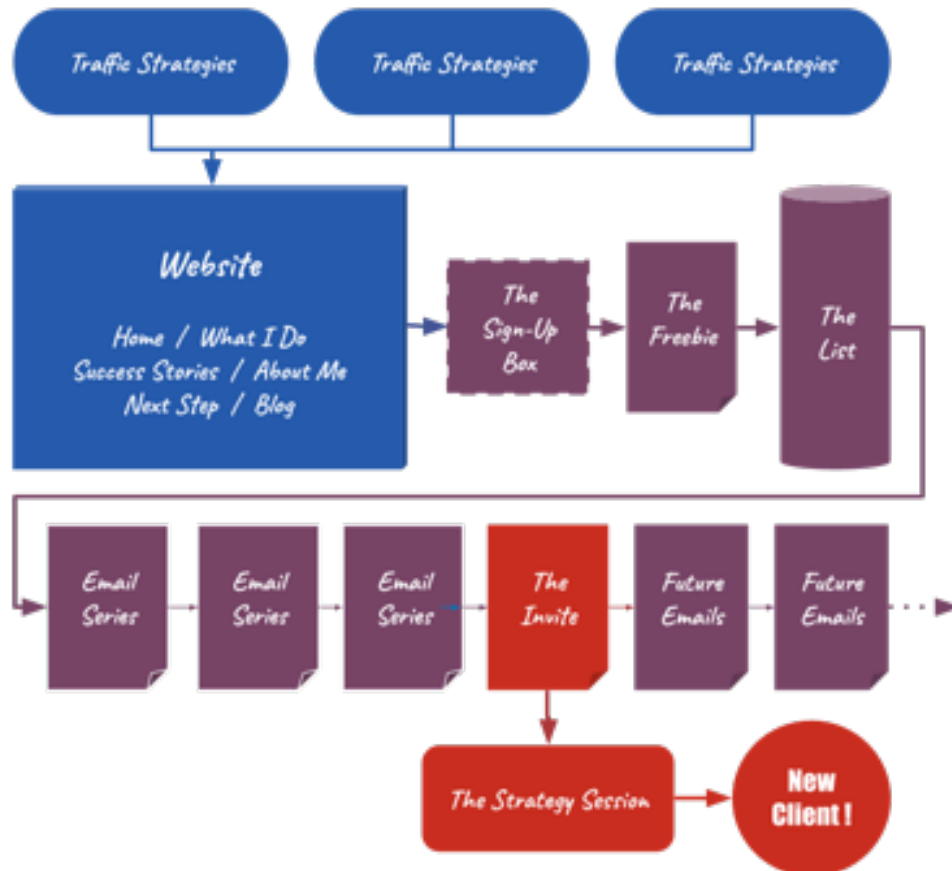
- The address, [www.TheSuccessfulBuilder.com](http://www.TheSuccessfulBuilder.com), is clear and shows value.
- The tagline is prominent and has more benefits.
- Graeme's photo is right on the homepage, exhibiting confidence.
- Blog articles showcase his intelligence and commitment to serve.
- The sign-up form offers a freebie and future advice. He's out to serve.
- A client testimonial shows he has a track record of success.
- The free content makes his website a great resource to refer to people.
- Recent posts show he's active and alive and not dated or defunct.
- Search engines love fresh, juicy, free content and thus send traffic.

As you can see, all of the content speaks to the client's interests.



# The TRUE PRO Website Map

Here's a diagram showing how people would flow through your website and end up as your client.



Key points ...

**Traffic strategies** are the efforts to get in front of potential clients, like posting articles, social networking, search engine optimization, live talks, Google Ads, or others.

The **website** includes everything — static pages, a **blog** with posts of helpful content, and an invitation to join your email list, which you should absolutely do.

A **sign-up box** is a form on your website that invites people to join your email list. Also called an *opt-in box*, *sign-up form*, or *newsletter subscription box*.

The **list** contains the email addresses of who people who chose to join. Direct personal email is very powerful for connecting. This is your gold mine.

**The freebie** is your free, instantly accessible resource. This could be a training video, a pdf checklist, or anything.

The **email series** is a sequence of emails sent to new subscribers with information to educate, inspire, and invite them to work with you. These will be pre-written, so they automatically go out.

The **compelling invite** is a single email offering a phone call with you for a **strategy session** — it's like a free coaching session but aimed to build a paid-for coaching arrangement.

**Future emails** can come after the email series, and it's your way of staying in touch with clients and growing the relationship over time. You get clients later on from this effort.

## Website Content That Doesn't Work

Here are common types of content I see on websites that don't work. For each, can you guess why?

- wise quotes from famous people
- explaining coaching techniques
- talking about your cat
- collages of image
- using lots of fonts and colors to make it beautiful
- links to other websites or coaching schools
- listing your favorite books

If you think the above content doesn't directly speak to the client's needs, then you're right. Those items are just "nice." They don't help your potential clients see and feel like they are making progress in realizing their goals. They don't relate to the client and his/her challenges.

## Speaking of Pro, Got a Great Headshot?

Getting a good photo of you is a must! I wrote a long blog post about [How to Take a Great Headshot](#). Here are key takeaways ...

- *Laugh beforehand.* It's great for putting you in a positive state and warming up your smile. Find funny YouTube clips of babies or cats., or my favorite, that zipper scene from *Something About Mary*. That movie might be better for guys ;)
- Think about what kind of outfit would appeal to your clients. What outfit reflects your professional level of commitment?

- 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 are perfect for a healthy, fresh, natural feel.
- Avoid anything distracting in the background. Outdoor nature shots are good for health coaches. Modern creative spaces are good for career coaches.

Here are a few good shots from recent clients.



Lisa is a health and fitness coach working with Christian moms caring for their families.



Nick is a career coach who left the office world to live adventurously. Suits and ties are out!



Amanda is a writing tutor and career coach to first- and second-year students.

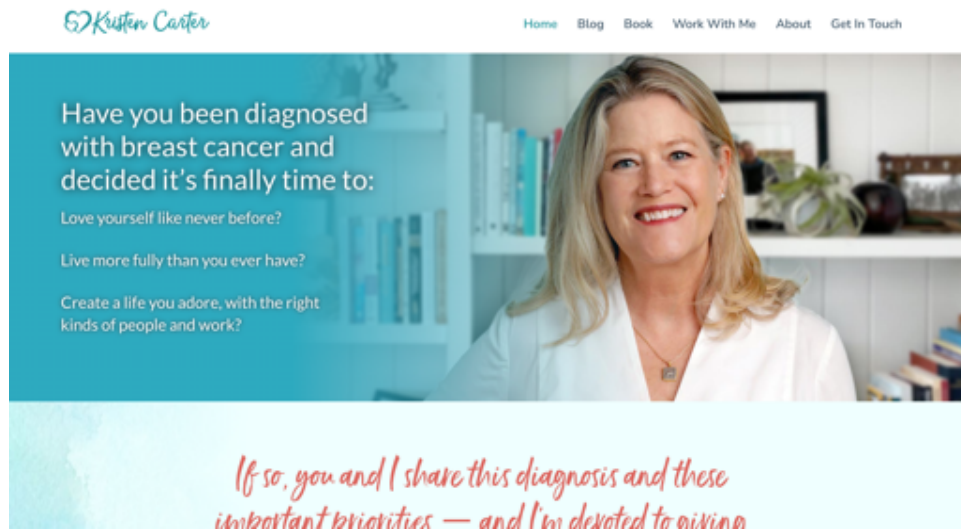


Gideon coaches couples to create happier, healthier, and more intimate relationships.

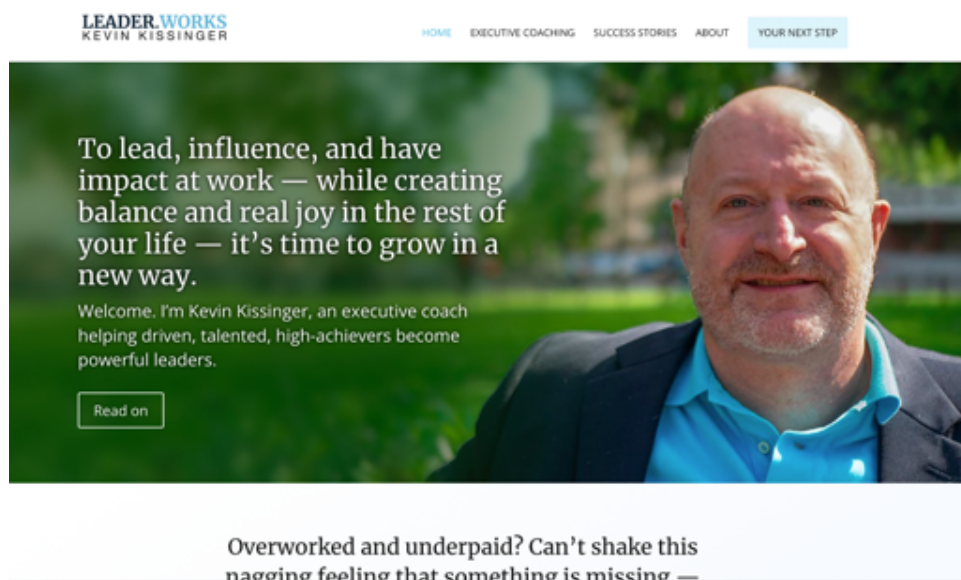
## And While You're at It, Get a Good "Hero" Shot Too

This is a very wide photo of you, including more of your body and showing you in action. The idea is to get clients to feel what it's like to work with you. If you prefer, call this an "action shot" because, yes, the client is the hero of their journey.

Here's Kristen Carter, a cancer coach, and an action shot of her with her books in the background.



And here's Kevin Kissinger's. He's an executive leadership coach.



What kind of setting would be great for you?



# Chapter 1 - Wrap Up

Now that we've got an idea about attracting clients and websites and the *True Pro* website model let's get into the first thing to do — clarify your core message, and make it compelling.

Getting clear about WHO you work with and their interests is a big key to compelling copy.

And don't forget to message someone for a referral to a photographer or text a buddy to help.

Onto chapter 2 ...

