THE COACHING WEBSITE GUIDE V5

Create a professional platform to attract new clients online.

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Table of Contents

March 2025 **Note from Kenn**

Just go chapter by chapter as you create or enhance your website.

Each step builds on the previous. If you get stuck, you can reach me at

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Front of the Book

Trust, Honesty, and Diligence

The best success I've had with websites stems from the fact that my clients are "professionals" — in that they are diligent, care about their work, and treat others as they'd like to be treated — with honesty, openness, and forward momentum.

If you've had many years of professional, business, or life experience and are eager to make your coaching business work (like getting plenty of paying clients), then you're the person I have in mind. You're a bird of my kind of feather.

You probably bought this because you want to do things right the first time, avoid newbie mistakes, and have a website presence that reflects your level of commitment.

For many of the coaches I've helped, now is a critical point in life — they're making a big career change, moving to a new city, or had a significant personal change. Things are both scary and exciting at the same time.

If this is you, I'm honored to be of help.

People WILL Check You Out Online

A bad website hurts your image. It makes you look like a fly-by-night huckster. For many coaches, this "ugly suit" kills any efforts to get out there to promote.

Having designed, consulted, and advised on thousands of websites for 20 years, here are the top four mistakes I've seen:

- **The content is weak.** Coaches fail to communicate their niche, value, and audience, leading to confusion and lost potential clients.

- **They are hard to use.** Outdated design, poor navigation, confusing structure, and mobile UNfriendliness hurt credibility and user engagement.

- **They don't generate leads.** The underlying strategy, type of content, and user flow don't lead potential clients to an offer to work together.

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.

You Should Have a Website That …

… you can't shut up about it. That you're confident about and eager to share with the world. It builds your credibility, shows the value of coaching, and inspires potential clients to contact you.

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

The visuals should reflect who you are, the organization should be easy and engaging, the tech should be smooth, and it should flow smoothly. It should support your efforts to get out there and grow your image like a true pro.

That's the job of this book.

I Left the Corporate World in 2021

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

Fast forward to 2021. I'm in New York City with a math/computers/art degree and working in *yawn* insurance. I made daily three-hour commutes — by hoof and crook, and my soul was rotting away in a lucrative (good) but boring job.

I lasted 8 years. My creative, adventurous spirit rose out of this dark, dying feeling, and I ditched the comfy cubicle life in the hot pursuit of my first love, "creating on computers." I became a web designer.

It was frightening yet exhilarating — two signs that you're doing the right thing ;)

In 2008, I Learned How to Get Clients

About 7 years into the adventure, my savings ran out, credit card debt accrued, and I was living smack-dab in the middle of high-rent Manhattan. To "protect my ego," I prided myself on "being a frugal minimalist" to survive.

When it hurt enough, I couraged up and crept into the dark, sleazy side of town called sales and marketing. Interestingly, I found cleanliness, honor, and integrity there, learning that I didn't have to become a repulsive spam villain to succeed.

I uncovered wisdom about how to find clients, earn more, and enjoy my work more deeply. I was happily surprised when I challenged my hindering ideas around self-promotion.

So, I reworked my website and outreach strategy, and things began to click. I had one OMG! week in March 2008 in Paris (trialing digital nomad life) and signed up three new clients in one week from one-hour calls for over 10k income. I cried happy tears.

Having proved I could "do it," with full control over time and location, I took multi-month trips to Argentina, Mexico, and Greece in the following years.

Hindsight's Two Biggest Lessons

In 20+ years of web design, helping coaches get visible and grow their income, here are the two big lessons for success I often repeat:

1. **It's all about trust.**
   Your website, content, connections, posts, videos, emails, messages, ads — all of it — should increase trust with people. Professionals thrive on trust. Clients hire coaches they trust.

2. **Implement ideas quickly.**
   Online, it's easy to get distracted, bogged down with tech, overloaded with ideas, or worried about small things. The sooner you can get sound ideas implemented, the sooner you can discover what works best. Then "do again."

Outside a Beach Town in New Zealand

Are you ready to build your online image and reach new clients so you can enjoy helping others succeed while creating a meaningful business for your life?

Let's go!

1. CLIENT ATTRACTION

I share what I've seen to work — the concepts and the strategies for getting clients with your website. You'll learn about my *Pro Platform* model for websites — how to engage potential clients, build credibility high, and generate leads.

There's an Endless Supply of Clients

I've arrived at this belief => "Life is about facing struggles and taking on challenges." It's about growing, doing, and evolving.

I know I'm happiest (fulfilled, joyful, peaceful, positive, at my best) when I'm progressing on good, worthwhile intentions.

If we don't make an effort to improve life or ignore problems, it's not good. We get battles of the mind, feelings of emptiness, or other mental mayhem.

Struggles fall into four main groups: health, wealth, relationships, and personal growth. As a coach, you can help people face them.

Some examples:

1. Overweight, feeling ill — weight-loss coaching, health coaching
2. Money woes, business struggles — finance coaching, business coaching
3. Loneliness, poor management — relationship coaching, leadership coaching
4. Low self-worth, no motivation — career coach, life coach

When the struggle is big enough, people will invest time, money, and effort — and that's where your coaching comes in.

The key to a great website is positioning your coaching around your client's situations — their challenges, goals, obstacles, and all.

Websites Are Not Ads

New websites won't bring leads on their own. Without traffic, they're like a cabin in the woods with no paths—no one knows it's there. Unlike a shop in a busy mall or an ad in a magazine with built-in audiences, a website needs deliberate effort to attract visitors.

Coaching is a high-trust, high-ticket service. Clients often need a phone call to feel comfortable hiring you. Here's the formula: TRAFFIC -> WEBSITE -> CALL = CLIENT GENERATION.

SEO isn't a quick fix. Despite what $49/month scam ads claim, search engine optimization is a long-term strategy. It's powerful but requires time and effort, like any marketing plan.

"Build it, and they will come" is a myth. A website alone won't magically bring clients. You need a strategy to drive traffic and convert visitors into leads.

How Websites Get You Clients
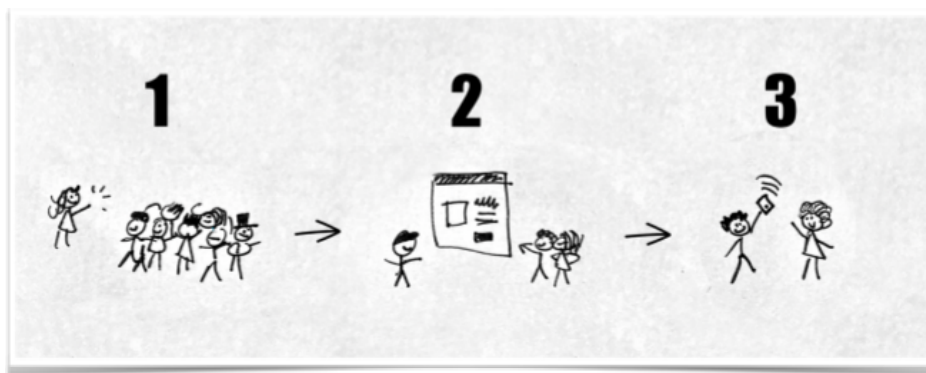
Step 1: Get Visible

You can't get clients if no one knows you exist. Get out there — give talks, write articles, guest on podcasts, run free groups, direct message, run ads, or other.

Step 2: Build Trust on Your Website

Once you have their attention, send them to your website. Offer a free resource — like a PDF (freebie) and regular tips by email (newsletter) — so you can stay in touch, provide value, and build trust over time.

Step 3: Invite Them to Work With You

Periodically invite people on your list to a strategy session. Whether it's one-on-one coaching, a group program, or a retreat, this helps them take the next step with you.

Do these consistently and improve as you go.

For Example

1. *Get Visible in Magazine and SEO Content*
    For a client of mine, a business coach for builders, we created articles around sales, marketing, systems, and mindset. Then he posted those articles to his website for search engines to pickup and to a local magazine to directly reach clients.

2. *Build Trust via Articles*
    His website resonated with the messaging of *"Get off the tools, make real money, and get your life back!"* a story of being the son of a builder, and his articles that taught about business. His newsletter addressed real challenges builders faced, positioning himself as a knowledgeable and reliable coach.?

3. *Invite to a Call*
    With trust built and engagement growing, Graeme introduced automated invitations for strategy sessions. This clear next step helped convert interested builders into paying clients, filling his coaching practice.

Learn the Client's Language to Attract Them

When you talk about what clients care most about, they get excited about working with you. Here it is in a diagram ...
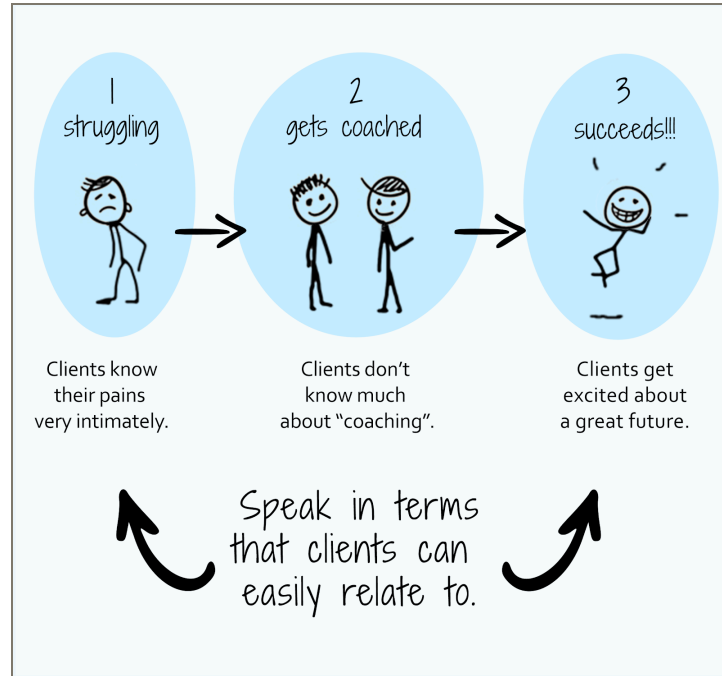
Coaches often talk about #2 — assessments, questions, accountability techniques, and coaching sessions. These are "meh" to the client.

It's infinitely better to talk about their current situation and struggles AND their desired future and goals. That's #1 and #3 in the diagram.

Imagine, as a web designer, if I were to …

What if I talked to you about nested mark-up tags, image compression, the CAN-SPAM act, file transfer protocols, and accessibility compliance? You'd get a migraine.

But if I talked about making you look like a top coach, getting visitors excited about working with you, and creating a website you'd be proud of, wouldn't you be eager to work with me?

Similarly, think of 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.

So yes, learning to talk about what clients care most about is vital.

It's everything. :D

Let's Firm Up Your Learning ...

Here are common types of content that don't work. Can you guess why?

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

Yes! The reason is that they don't *speak the client's language* — they aren't about about thegles, pains, and problems, nor the goals, desires, and dreams.

Yes, that was a quick test, and you (I hope!) nailed it.

Three Common Website Models

1. The Brochure

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.

2. The Blog

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.

3. The Landing Page

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.

Introducing "The Pro Platform" Model

A *professional* has specialized skills, adheres to ethical standards, and consistently delivers high-quality work with reliability, accountability, and dedication. Clients pay well for pro-level help — and that's how you should come across online.
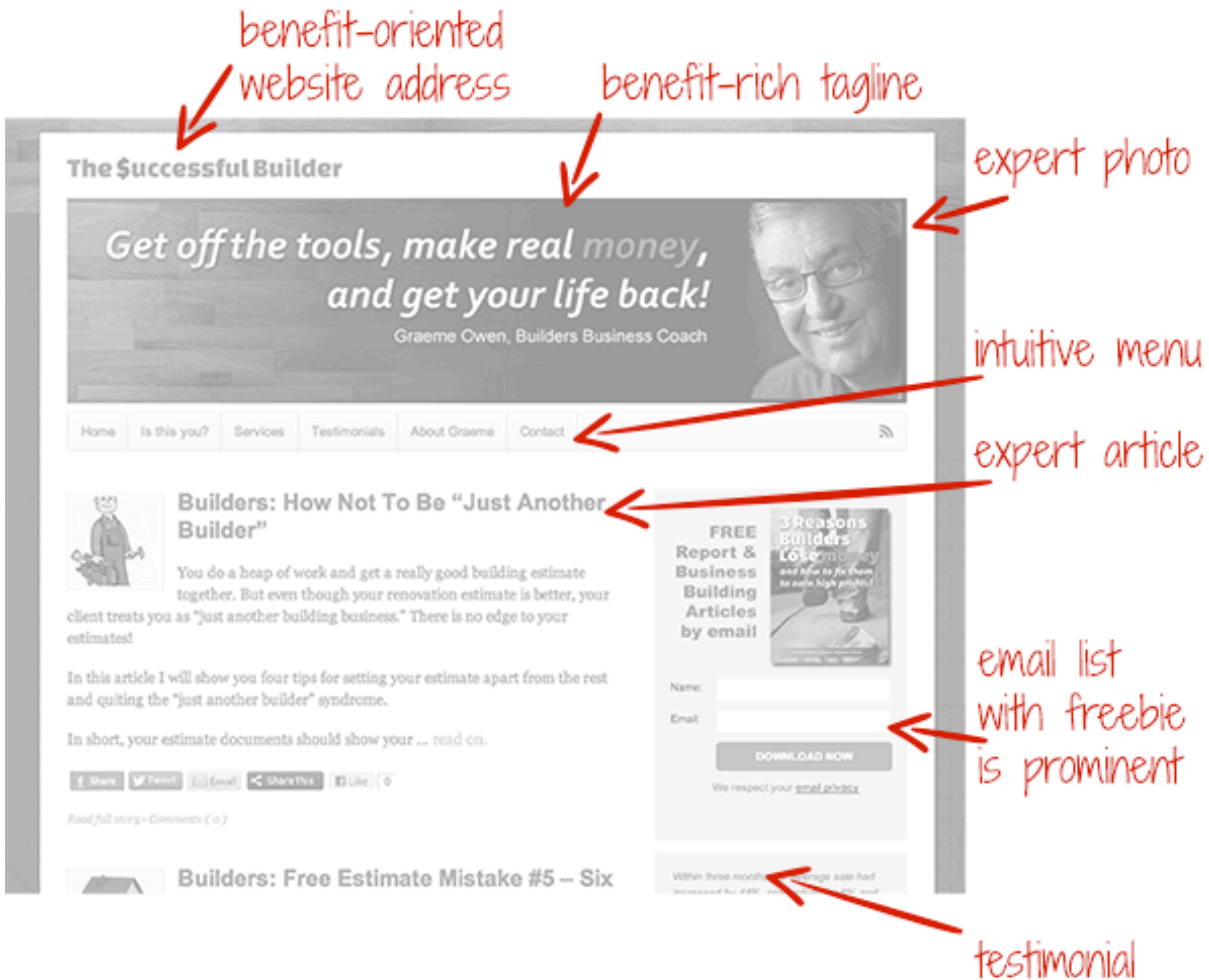
The *Pro Platform* is a website that exudes expert

- Brochure — copy that appeals to client needs
- Blog — articles that build your credibility
- Email List — a tool that lets you proactively engage with prospects

It's your online ecosysecosystemrowing your business.

For example …

Here's Graeme's home page. He's a business coach for builders, contractors, and renovators. I helped him get over the 100k mark.

benefit-oriented website address

benefit-rich tagline

expert photo

intuitive menu

expert article

email list with freebie is prominent

testimonial

It speaks the *Client's Language* and applies the *Pro Platform:*

- The tagline is prominent and has more benefits.
- Graeme's photo is right on the home page, visible and confident.
- 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.

The Structure of the Pro Platform

This shows how people flow through your content and end up in a call.
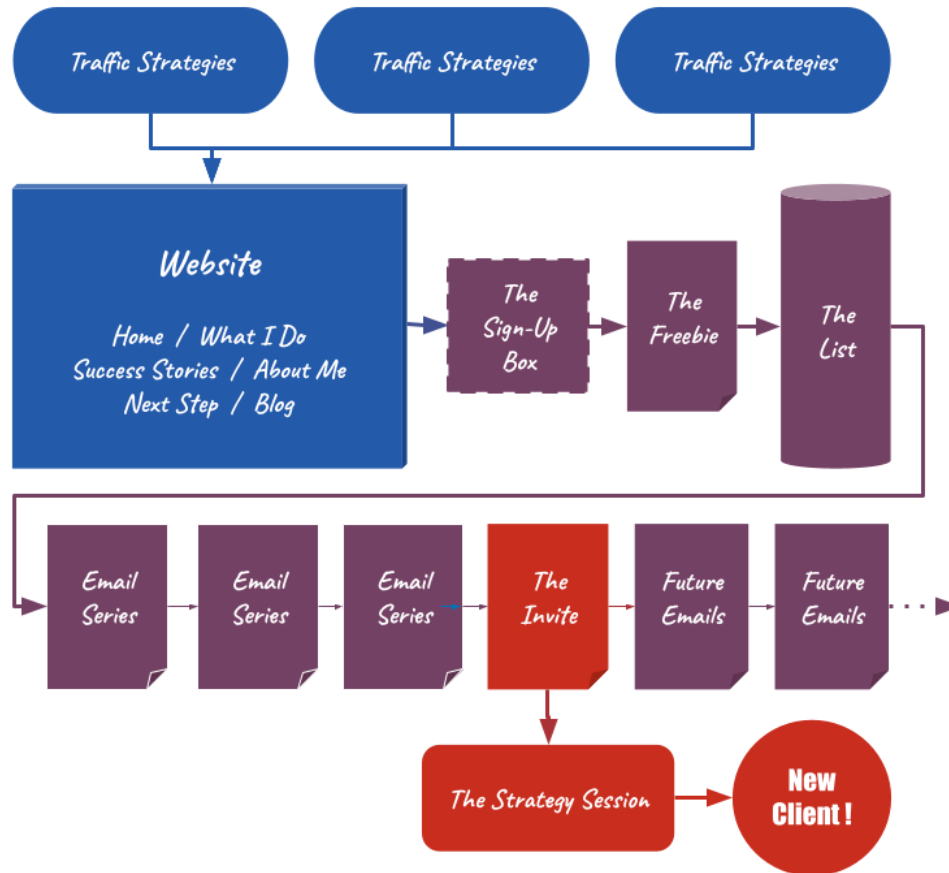
Traffic strategies are the efforts to get in front of potential clients, like posting articles, social networking, search engine optimization, live talks, Google Ads, or others.

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 the 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 to new subscribers with information to educate, inspire, and invite them to a call. These are pre-written and automated.

The compelling invite is a single email offering a phone call for a strategy session. It's a special call to both deliver value (coaching them) a offer coaching for pay.

Future emails come later. It's your way of staying in touch with subscribers and growing the relationship over time. You get clients later on.

Get Professional Photos

A good headshot is a must since — it will be used everywhere. See my long blog post on [How to Take a Great Headshot](#). Here's a handful of the best tips …

- Have a laughter session. It puts you in a VERY positive state, which comes across in your photo. My goto's *Just for Laughs Gags* and *Impractical Jokers*.

- Choose an outfit that makes you look like the coach for your clients.

- Make eye contact with the camera.

- Use indirect outdoor light like the side of a building, under trees, or in a room with big windows. Cloudy days are perfect for this.

- Choose a space related to your coaching, like nature for health coaches or modern office spaces for business coaches.

Lisa is a health and fitness coach helping people who need to lose 100 pounds.

Nick is a career coach who left the office world to live adventurously. Suits and ties are out!
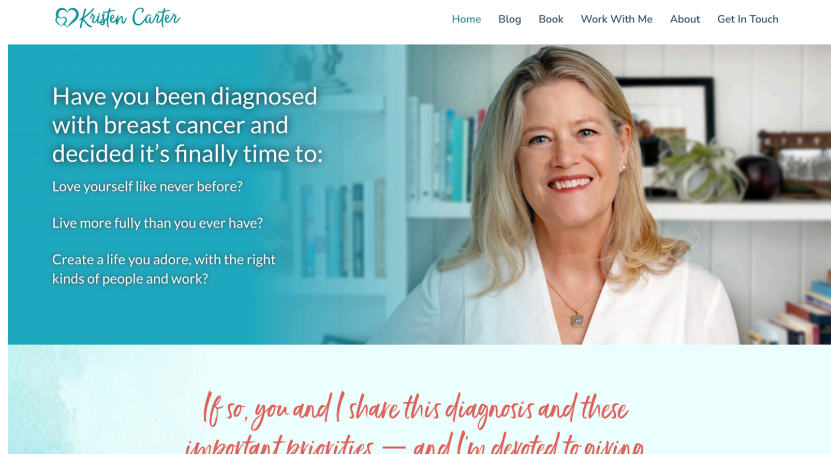
Amanda is a writing tutor and career coach to first- and second-year students.

Gideon coaches couples to create happier, healthier, deeply intimate relationships.

Get a Good "Hero" Shot Too

Have the photographer stand far back and capture more of the environment, giving clients a sense of what it might be like working with you.

Here's Kristen Carter's workspace. She's a health coach.
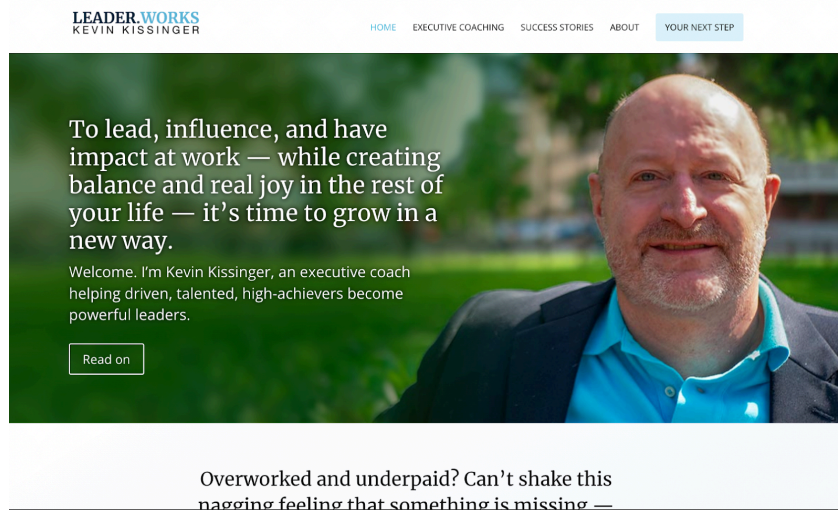
And here's Kevin Kissinger's in an office park near his office.

Chapter Wrap Up

Now that we've covered how to attract clients with websites and the True Pro model let's focus on clarifying your core message. A big part of compelling copy is understanding WHO you work with and what matters to them.

THE CORE MESSAGE

In this chapter, we'll outline your best client, craft a compelling write-up about what you do, and ensure you have a domain and hosting in place.

Should you niche or stay general?

I'd opt for niching. *I'd focus on a single ideal client* with whom you can make great progress. Then, be intentional about reaching them. I've seen this work well because you position what you do *around the client* — and that's attractive.

> *For example, helping EHS managers become successful leaders.*

But being general can work, too. In this case, think about the top 2-3 types of people and the top few struggles they face. It's important to position your coaching around struggles, pains, and problems because that's what people invest in.

> *Like helping working professionals find meaning and fulfillment in life.*

There are trade-offs. Being general means you can approach anyone, anywhere, anyhow, and engage. Best to go for places you've got high trust, like colleagues, associations, friends, and family. Trust helps you get clients. On the other hand, being niched means you've got to be intent about where you go so that your message lands. You'll get attention and trust by being niche-focused, so that's helpful.

Ultimately, it's about coaching clients around challenges. The sooner you can get the conversation around *their* pains and problems, the better. Build your credibility, reach people, and show them you know them. What doesn't work well is trying to explain coaching techniques or tools without connection to clients and their challenges.

So, narrow as best you can …

Step 1. Brainstorm to Find Your Ideal Client

Here is an exercise I do before creating a website.

If you're a seasoned coach …

> … list the names of 20 people you have coached in the past. For each, write
> down what you loved about the client, their career, their biggest problems, their
> most desired dreams, and their ability to pay. Then, look for who is/was the best.
> Can you identify an industry or obvious grouping? That's where to focus.

If you have no track record …

> … think about what you're passionate about, what you can spend hours doing,
> what industries you already know, what kinds of people you are drawn to, and
> what big challenges (life, career, work, health, relationships) you'd like to help
> with. Is there a lot of pain and struggle? Pick out your best idea and go talk to
> some of these people to confirm it. Who knows, you may just nab a few clients
> right away (I see this happen often).

True, coaching can help anyone with anything, even if you know nothing about their
world. But, *from the client's perspective*, they'll be drawn to a coach who looks like
they'd be the most help — and remember, the client is the decision-maker..

Signs of a Great Client

- They gather in a way that's easy to identify — like by industries (), special
  interest groups (parenting groups), or magazines (creative). This makes it easy
  to reach them with an article, ad, or networking.

- Their industry is growing, like web technology, accounting, and self-help, or
  artificial intelligence.

- The clients you seek are already hiring a professional service person. I'd avoid
  any idea of creating a new market.