



Mentoring Program

Successful Business Building Steps

Course 10 Module 4 Lesson 3

Creating Your First Webpage Introduction to Your Website Pages

Things to keep in mind as you create the content for your website:

1. You are not married to this website. It will adapt and change as your business grows.
2. Keep it simple and easy for your client to read and understand (and for you to manage).
3. This website has one primary purpose: Scheduling your clients.

You may be sensing some PR? If your mind is beginning to focus on the idea that you have to have the perfect website with the right colors, a clever logo and tons of testimonials, stop it!

LOL

I promise you that in 20 years I've never had a client say that those things had ANY impact on whether or not they decided to work with me. Think about it. Do you pay for products or services based upon the business logo or their brand colors?

So, let's have our first agreement be that we will focus 100% on creating what the client *does* need: Information and instructions. Once your business is flowing, you can play with all those non-income generating things to your hearts content.

A second PR might be thoughts and feelings of not wanting to market/introduce yourself. Remember, you cannot help the person who will not hire you. They need to invest (time and money) as a token of their dedication to themselves – not you.

It will be really helpful for you to dedicate a page in your mentoring tablet to fears and PR that show up as you create your content for your website so that you can tap with a peer or mentor on it.

Ready to get started?

Websites, Webpages and Their Purpose

As you learned in the previous lesson and handout, your website is made up of individual Web **Pages**. We invited you to think of these as the individual rooms of your home. **Each page (room) has a very specific purpose and reason for being included in your home.**

We suggest that for your first website, you focus on creating the four (4) core pages.



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1. **HOME Page (also called the Landing Page).** This is the FIRST page everyone sees. It carries a lot of responsibility in your marketing conversation process. This page helps the prospect get to know you, decide if they like you and, ultimately, this is the page that influences the prospect's decision to read more about you and decide if they feel compelled to work with you.

Designing this page will require the most time and thought. We will work on creating the content for your Home Page last. I want you to recognize how much work you have already done this year and see that you have about 80% of the information that you need for your first website already completed. Now it's all about putting it into the pages that will be easily accessible to your future clients.

2. **"Work with Me" or "Scheduling Page."** This page will tell the prospect the exact steps they need to take to work with you. This will include most of the information that you've already created during the mentoring program.

From your General Office Information Form (From Course 6)

Office Hours

No show policy

Referral Rewards (From Course 9)

This page will also contain your Client Intake Form (From Course 2). (Your Client Intake Form will be created using the Formidable Forms plugin installed on your website and then simply added to your "Work with Me" page.

3. **About ME Page** This is the ONLY page where you talk about yourself or anything about tapping. This page will be written in a way that makes you real and personable. I always suggest you share a bit of your hero's journey on this page. It gives you a great opportunity to create rapport with the reader by sharing that you, too, once had a similar challenge and you've learned a lot and want to share it to help others. Percolate on your "Why do I want to coach others?" so that you'll have some thoughts and feelings ready for that lesson.
4. **PayPal Payment Page.** We suggest that you create this page but keep it hidden from the public. By creating a dedicated payment page, you can easily send your clients the link to that page after they have scheduled with you.

Keeping it hidden will give you the opportunity to speak with the prospect, inspire them to focus on the glorious opportunity to heal and not let their EGO make a silly decision that they don't want to spend the money.



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If the person's EGO only sees the cost, they completely miss the value of the outcome! Your first step in coaching them is to help them to imagine a future bright with health, harmony and joy. That is the key purpose of the initial consultation or what we refer to as the enrollment call. *(From Course 5)*

Your Assignment:

Create four (4) separate Word documents (one for each of the mentioned webpages above).

Take one page at a time, copy and paste the corresponding information that you have already compiled throughout the year which will be used to create the content for that specific page.

Refer to your mentoring course numbers (as needed) to update, simplify and clarify the information. After you complete this lesson we will give you additional instructions for each page.