



Bonus #2: What Your Websites Need to Convert Visitors into Paying Clients



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Effective Web Sites!

An effective web site doesn't need to be the prettiest or the most expensive. You're you're first starting out, most of you are trying to save money. Here are some of the very basic elements you need to create an effective web site:

1. Banner/Header
 - a. A nice-looking picture of you in the banner or header. Preferably a professional picture.
 - b. A tagline that clearly communicates what you do and who you do it for
2. Home page
 - a. An opt-in box on home page with a compelling free gift
 - b. Copy that clearly states what you do, who you do it for, and the benefits. Also tap into the consciousness of the reader and their current situation so they feel seen.
3. An About page that gives the visitor a sense of who you are
4. A Work With Me page that describes how people can work with you and provides a form or list of questions for the person to apply for a free consultation with you. By putting the questionnaire up there, and requiring that they answer it, you can weed out the people who are serious about working with you and the people who are not.
5. Praise/Raves – basically some amazing testimonials. If you haven't had paying clients yet, do free sessions in exchange for testimonials.
6. A Contact Us page that provides basic contact info

While I am in the midst of re-doing my site, it's still a good example of a solid site. www.leelasomaya.com - check it out!

Homeplay

If you don't have a web site, start making a plan to develop one using these tips. If you already have one, see how it does against this checklist. *Feel free to post in the Facebook group about your experience, if you would like to be witnessed.*