



Module 5: *Develop an Effective, Magnetic Web Site AND Copywriting Secrets*



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Develop an Effective, Magnetic Web Site AND Copywriting Secrets

There are so many choices to make when designing a web site. How do you know what to choose? In this Module, I show you exactly what you need to put on your web site so that your divine right clients want to work with you.

Inside this Module, you will learn key skills that will help you:

- Design an irresistible web site that creates a stream of dream clients.
- Establish a brand that is infused with the juiciness of your radiant essence and unique brilliance, a brand that attracts an amazing audience full of people you love to serve ... and, that your perfect partners will be drawn to.
- Creating a sexy, snazzy free gift that your potential clients can't wait to download and use (this lets them know immediately how you can help them).
- Learn the secret formula to setting up a web site that stands out from the crowd (and, it doesn't involve spending lots of money).
- How to generate hot sales leads and conversations from your web site.
- Creating hot copy that is riveting to your Divine Right Client.
- Archetypal Theme: Leverage Creatrix energy in crafting an outstanding, effective web site. Theme: Ability to hold an intention and the skill to manifest the intention. Color: Emerald Green and Gold. Mantra: "I intend. I empower." Goddess Archetypes: Artemis, Diana, Flora, Rhiannon, Bast, Lady of the Beasts, Epona, Kore, Priestess of Eleusis

Tune into the Creatrix/Lady of Communion Energy¹

Listen to the audio about the Creatrix and tune into that frequency before diving in to the rest of this work. It will shift what you bring to creating your web site!

After listening to the meditation ...

Ask yourself, is there anything that wants to be shared from the green and gold temple of the Creatrix about your intentions, manifestations or inspiration. Or, perhaps what the marriage of the Divine Feminine and the Divine Masculine mean to you?

Feel free to post in the Facebook group about your experience, if you would like to be witnessed.

Let's do a bit more deepening into the Creatrix archetype before we dive into the writing of your web site.

Qualities of the Creatrix

"She Who is a Guardian of All Life." The energy of the Creatrix (aka Lady of Communion) is that of a spiritual warrior. This aspect of the Divine Feminine is activated to help you hold an intention and harness or develop the skills to manifest the intention.

When we work with this archetype we examine deeply the motivations behind any action or intention. This archetype assists us in holding a focus, an intent, and the strength, commitment and impeccability, to fulfill our aims. Impeccability requires truth, responsibility and competence but most of all it requires discipline. This aspect of the Goddess is a sovereign androgyny, representing the equal balance of the female and male aspects within. The Lady of Communion's transcendent function in the Mystery is she represents limitlessness.

¹ We are just dipping into the richness of this archetype in this course. If you wish to go deeper, I'd be happy to introduce you to my

In the shadow, this can look like becoming absorbed in what one is doing in such a way, that it can exclude everything that seems to be extraneous to the work or long-term goal.

The gateway of the Creatrix is accessed through empathy and communion with all life, as a sacred reflection. She is a self-empowered and self-actualized co-creator with the Divine.

Her Mantra: "I intend. I empower."

I am bringing this archetype into our work together because I want your web site to come from both your divine feminine and your divine masculine. You may be wondering what I mean by this ...

Often, when we engage our business, we are coming from our mind, from our masculine, linear capacities. What I hope this journey into the Creatrix has helped you to do is to ground in your feminine, and the fertile energies of mother earth, so that we can now use the divine Masculine in service to the feminine, just as the sun served the earth by bathing her in the energy she needs to grow.

Let's use your Divine Masculine now, in helping you to create the right words for you to frame your gifts, the gifts that are born from your Divine Feminine wisdom, soul, and essence!

I'm getting goosebumps ... so exciting!

Light and Shadow Qualities

Choose one or two light and shadow qualities you want to work with for these weeks that we are in the frequency of the Creatrix.

Light qualities of the Creatrix include intention, manifestation, sovereignty, spiritual "warriorship", impeccability, strength, practicality, authentic presence, integrity, code of communion, innocence, discipline, self-empowerment, solar androgyny, abundant, independent, resourceful, responsible, strong, capable.

The shadow qualities include: issues with power/powerlessness, over protectiveness, blame, unclear motivation/intent, over zealousness, “righteous” indignation, over achieving, over discipline, perfectionism.

Write down your light qualities and shadow qualities somewhere. At a simple level, you might put them on a sticky note that you post on your bathroom mirror so that you see it every morning and you are reminded about the qualities that you are choosing to work with.

Feel free to post in the Facebook group about the qualities you are working with, so we can support each other as we journey.

Savvy Tech Systems

I promised in this module that I would help you to understand the best technology systems in easy, step-by-step ways.

Here is a quick checklist of what you need for an online business:

1. A domain name/URL – you can buy this from GoDaddy. It is an open question whether you should use your name, or use a business name. If you use your name, it gives you more flexibility to change and evolve your business.
2. A hosting provider – like bluehost or hostgator
3. A web site – I recommend using WordPress to build your site
4. A Contact manager like AWeber (paid) or Mailchimp (free).
5. A method of taking payment – Paypal is the easiest way to start. As you grow, you can get a merchant account. I'm not going to get into that here.
6. Affiliate tracking system (optional and you can add later)

Magnetic Web Site

An effective web site doesn't need to be the prettiest or the most expensive. When 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:

- Branding
 - You do not need to spend a lot of money on branding in the early stage of your business. Spend the money on branding once you've been in business a while and you know who you want to be in your business.
 - Your energy and uniqueness needs to come through. This occurs through:
 - Colors
 - Designs and patterns in the graphics
 - Words - content of the web site
 - The free gift
 - Audio(s) video(s) (if you choose to have audio or video on your site)
 - Your presence as it's weaving and intermingling with all these different elements.
 - All these different pieces are telling a story, the story of your brand.
- Banner/Header
 - A nice-looking picture of you in the banner or header. Preferably a professional picture.
 - Banner or header could include a tagline that clearly communicates what you do and who you do it for. A tagline
- Home page
 - A very clear statement of who you serve and the problem you solve for them. This is often called a tagline. You can

definitely include your What I Do statement here. Other good places for this statement include your About Page and Work With Me page.

- A video that introduces people to you and your work (optional, but a good thing to do.)
 - You can also include other 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.
 - A free gift that people can receive by entering their name and e-mail address into what is called an opt-in box (you need the contact manager to capture this information)
 - The free gift should feed into your product or service and be a taste of it.
 - It should be something delicious that makes your potential client want more of what you offer.
 - Copy that speaks the inner language of the potential client so they feel drawn in, like you are in their head. More on copy later in this module.
 - Social media buttons – it is best not to have them on the site, except for on the blog because the main object is to get the person on your mailing list. Once they are part of your community, you will have plenty of time to connect with them through social media.
- Navigation bar should include the following
 - Home page
 - About – Your story is very important – it is how people connect to you! It should give the visitor a sense of who you are.

- Work With Me – Describe the different levels at which people can work with you. If you are a coach, you may want to have an application for a free session on your web site, or a link to a google form, which includes the application. Provide a form or list of questions for the person to apply for a free (or, paid) 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.
- Praise/Raves/Success Stories – Testimonials ... if you don't have any, start giving out a free version of your service and get some.
- Blog (if you want to have one) – only do this if you like writing.
- Contact – how can people get in touch with you? Provide basic contact info.
- Products

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!

Your Opt-in/Free Gift and other good stuff.²

Let's talk a little more about your opt-in, your e-mail list, private coaching and group programs.

It can be tempting to want work with groups from get go but you really need to start with 1:1 work because: 1) it's fun 2) you make \$ quickly; and 3) help lots of people quickly.

Selling in online space is a numbers game ... statistics show about 1-3% of people on your list will actually purchase from you.

If you have 1K people on list – at most 30 people will buy. This is what normally happens. The goal is to sell big programs and reach a large number of people but initially, this is very hard to do.

When you start with 1:1 work, you see where people get stuck. Then, when you offer a group program, you can center it around those stuck areas.

If you have 2000 people on your list, you may have lots of success selling the program. After that, you may wonder what has changed because it doesn't do as well the second and third time you sell it to that same list.

What's happened is that that business owner hasn't focused on list building, so they have tapped the list out; there's no new blood coming into their business. That's a problem. When list is tapped out ... very hard to fix this problem.

That's where the opt-in comes in and why it's so important. With a strong opt-in, you can continue to build your list on an ongoing basis.

A good opt-in helps you keep constant flow of people coming into your list so you can sell and so you don't tap your list yet – a lot of people don't want to hear this ... when you neglect list building, you are making a mistake. You need list growth so you can continue to make money and not tap your current list out. Without list growth, you keep selling the same offering to the same people.

² I learned some of this great material about opt-ins and e-mails from Kendrick Shope.

Opt-ins are not just for new business owners. I'm creating a new opt-in this year. I want to show people that I deliver value for free.

Think of Baskin Robbins – pink spoon – sample. Or, sampling wines with dinner. The opt-in is a sampling – a taste of what it's like when you work with you. The opt-in needs to deliver a result – a sample of what you do. So, how do you do that?

Start with customers and pain points – what are they currently struggling with and how does it present in their lives?

Ask yourself, what are 3-5 things that my people are struggling with? What is the first step that I would take with this person? What is a tangible piece of advice or strategy that can work with one of the pain points? Examples

1. Weight loss – too embarrassed to take kids to pool because I look fat.
2. No energy by 3 p.m.
3. Life coach – aren't enough hours in day, overwhelmed by all I have to do
4. Career coach – 'I hate my job so badly that I cry on Sunday nights when it's time to go back to work – I have an unfulfilled purpose and I'm dying to find out what it is'
5. How to create videos – lighting.

Look at list of pain points and pick one, one pain point that you can address in a free tool, video, audio, pdf.

Life coach – aren't enough hours in the day ... next question in creating an opt-in – how do I address this and give my people more hours in the day?

You aren't going to solve every problem in an opt-in. The point is to give them a taste so they want more. The goal here is not to solve all problems; it's to provide a tangible, satisfying result. Ask yourself, what is one thing that I can teach people to change that will add hours back in their day or feel differently about pain point?

1. What's a pain point that I can pick? (you want your people shaking their heads yes as they hear this)
2. What's the feature - how can I help with this pain point?
3. What's the thing I can teach that will make it better or help them approach it differently?

4. How do I want to deliver this tool? PDF. Audio? Video?

Keep it Simple – Pain point, feature, benefit – you want the potential customer to get through your free gift and they will get a result.

Do a quick intro and focus on the customer and not on the story. You don't want to start talking about yourself unless it is in service to them somehow.

Share the pain point. Make connections. Paint a picture of what it's like for them. Sell them on reading the next line of the freebie – that makes connections and ensures that they will keep on reading.

Go step-by-step and if you have a problem, solve it. Break it into steps. Walk the people through how to solve this issue. What is the first step that your people are going to need to take or the info they will need to share. What do they need to know about this step? Give examples. Where they might get stuck applying it.

1. What is the first step?
2. How do they apply it?
3. Provide examples
4. Where will they get stuck applying it? Address it.
5. Then, repeat all this for various steps.

Most people don't go to this level of depth. If you solve their problem, they get a great taste. They say to themselves, "Yes, I want more of you."

You want to have a call to action. The majority of freebie's don't have a call to action.

Initially good call to action is to e-mail you.

- Get stuck anywhere? Let me know – I genuinely love helping people who don't have ...
- Or, strut your stuff over here, check out work with me.
- Sell them on the benefits. Figure out wording on how to do that.

If you do a PDF,

1. It needs to have picture of you plus a bio. Statistics show when picture of you present, people are more likely to trust you and buy from you. They are more likely to say yes to call to action.

2. Anytime you are creating the name of anything ask what's the end result? It's free.
3. Get the PDF beautified.
4. Create an e-mail that accompanies PDF. Write an e-mail that sells. When you are writing an e-mail that sells, the sales cycle begins with a subject. Don't have to write subject first. You can write it after you write the e-mail content. FYI, it will go straight to trash if it doesn't have enticing subject.

Then, you have to self-promote your freebie! Feel really good about sharing it because you are putting a lot of effort into it and it's free.

Squeeze page set up and follow up.

- On your squeeze page, put 3 pain points. Here's an example if your target is overworked, tired Moms:
 - Are you a mom who feels exhausted when you look at your to do list?
 - Do you wake up in the morning and want to pull the covers your head?
 - Do you sometimes dream of changing your name from Mom to something else because everybody needs you all the time
- Learn how to cut your to do list in half so that you can have peace and time for you. It's free.
- Then opt-in box and request just first name and e-mail address
- Have a link to that and post it all over social media where your people hang out.
 - The link could say something like this: "Feeling overworked? Have too much to do? Click here to learn how to cut your to do list in half."
 - Post it least twice a month on social media where your people hang out. Put it in your e-mail signature.
- Next, follow up and create 90 days worth of touches. Keep showing up in their inbox. Hey, I'm here and I can help.
- If you're concerned about sending people straight to squeeze page versus web site, just know that statistically speaking, squeeze pages convert.

Subject lines:

Examples:

1. As promised: how to cut your to do list in half.
2. Give me _ and I'll ____ : 2 hours and I'll show you how to lose weight without exercise
3. Blank ways to ... 50 ways to eat what you want and lose weight

Everything is selling someone – you are selling your people on opening and continuing to read e-mails. So many biz owners screw this up.

Create a killer opening. Start with a pain point or a benefit.

- I'm here today to talk to you about how I can help you make more money in your business.
- I'm excited to share this life-changing strategy with you because I have seen people cut their to do list in half when they use this strategy.

Every e-mail needs to have a call to action like, download the freebie. Now we want them to read it. If you don't create an e-mail that entices people to use freebie, the person won't get the sample.

3 things that must be included in e-mail so that they sell:

1. Killer headline/subject
2. Enticing opening
3. Call to action

Homeplay

If you don't have a web site and opt-in, start making a plan to develop one using these tips. If you already have one, see how it does against this checklist.

Post in the Facebook group to get feedback.

Creating hot copy that is riveting to your Divine Right Client.

Copywriting is a big topic and there are lots of great courses out there through which you can learn more. What I'm giving you here is a foundation.

That said, I suggest that you become a student of copywriting so you can continue to improve this important skill.

GOOD COPY IS ESSENTIAL TO ATTRACTING YOUR DIVINE RIGHT CLIENT

If you don't have good copy, no matter how good you are, your DRC's will not know that you are what they need. You'll be a well kept secret. So, what does it take to create compelling copy? Here are the keys to copy that connect to the hearts, spirits and minds of your DRC's. Here's how to position yourself, have influence and create connection.

Use this information to help you write compelling email subject lines, social media updates, headlines, blog post titles, bullet points in sales letters and even in your PAID content!

COPYWRITING DO'S AND DON'TS THAT COMPEL YOUR CLIENTS TO SAY YES TO YOU - COPY THAT CREATES CASH

1. **DO** write in your voice, the way you talk. Be authentic. Bring your fabulous personality and character into the communication. Your brand comes through in your copy. **DON'T** write in a formal, guarded, distant way.
2. **DO** focus on results and outcomes, the transformations you provide. **DON'T** focus on the process.
3. **DO** write like you are writing to one DRC, to one good friend of yours. **DON'T** write to your DRC's as a group.
4. **DO** write very simply and in short sentences in language that a 3rd grader would understand. **DON'T** get too intellectual and complex.

5. DO write to your DRC and DON'T write the way you might write to your peers.
6. DO let your DRC know that you understand how he/she feels. Empathy is soooo important. DON'T talk down to your DRC.
7. DO create the experience that you are a mind reader, that you know your DRC's deepest darkest secrets, their shadows, the things they are embarrassed about, scared of ... the things they deny and hide.
8. DO create credibility. DON'T undermine your credibility by over-sharing about current issues that aren't healed yet or by pulling on your audience for support.
9. DO create your copy from a place of deep service. DON'T come from a place of selling or convincing.
10. DO use curiosity to pique the interest of your DRC so that your DRC feels like she must know the answer to that. You are teasing your DRC into feeling that she must know the answer to that. Notice which messages make you curious and start saving those messages.
11. DO know your DRC so you can be specific and tease about the things she's already thinking about. DON'T be too general.
12. DO get really specific about the results your DRC can create. Treat your life like an act of devotion to truth so that _____. Get your inner stuff sorted out and in alignment so that _____
13. DO address their inner dialogue in their head that is getting in their way, their objections.
14. DO get excited and let it show. People can feel your passion and it is magnetic. DON'T hide your enthusiasm or be overly professional.
15. DO take them on a journey from where they are to where they want to be. DON'T share too many details of this journey ... share the high points so you keep their interest.

16. DO be aware that some people read every word of what you write and some just skim. Your headline and sub-headlines should tell a compelling story, even if they don't read the rest of the copy.
17. DO include just one idea per sentence.
18. DO keep your paragraphs short with no more than 3 sentences per paragraph.
19. DON'T use too many crazy fonts, colors and sizes. Get help in this area if you aren't sure what to do.
20. DO create standards for the font, color and size of regular copy, sub-headlines, main headlines, bullets, etc. and don't deviate.
21. DO use small, digestible bites online.
22. DO talk about their pain and what they want. Keep in mind that people tend to be more motivated to get out of their pain than they are motivated to move towards their pleasure.
23. DO write compelling teaser bullets! Examples
 - a. Why dieting is a waste time and what you should do instead that will help you lose weight effortlessly
 - b. The big myth that people believe about business and why believing this fallacy dooms you to overwhelm and failure to make money.
 - c. 20 energizing exercise routines you can do in 10 minutes or less
24. DO write good headlines because you need to do whatever it takes to get someone to open your email, read your copy or click on your message. Headlines make this happen. If prospects don't read your offer, you can't make a sale. DON'T think that your headline needs to sell. It does not. It's ONLY job is to get your prospect to continue reading. Use:
 - a. Curiosity
 - b. Bold statements
 - c. Shock factor
 - d. Facts

- e. How to
- f. Questions are preferable to statements
- g. Problems are more interesting than solutions
- h. Specifics are more compelling than generalizations

25. DO write good e-mail subject lines that are CUSTOMER focused, fun, unexpected, or entertaining. Your subject line should always match the brand, tone and style of you and your business! Some things you can do with your subject lines include:

- a. Create connection and include something personal like “My most embarrassing moment”
- b. Share relevant info like “Your download is ready”
- c. Curiosity like “Did you see this bizarre picture yet?”
- d. Selling or promotional like “Last chance”
- e. Being contrary like “Why eating raw vegetables is overrated (proof inside)”
- f. Shock/controversy like “Watch out for this hidden killer in your home”

Sacred Selling Tips

#1 secret to being utterly magnetic and irresistible to your dream clients

The secret is to deeply understand them, to know who they are, what they are struggling with, what they think want and need to do about it.

- **Make them feel understood:** When you understand them in this way, with deep love and compassion for their situation, they feel gotten in a way they never have. They feel like you are the answer to their prayers.
- **Love, Empathy and Compassion:** You can only get to this deep level of love, empathy and compassion for them when you have this kind of deep love and compassion for yourself.
- **Meet them where they are:** There is a big distinction between what they want and need and what you think they want and need and the more you meet them where they are.

Here are some things you want the client to feel as you are sharing what you offer.³

1. Get inside of your client's inner dialogue, that voice that is speaking to them all the time!
 - a. "How did you get inside my head? How did you know that about me? I don't really talk about _____, with anyone! I feel so deeply understood, heard, and seen."
 - b. You do this by going back to the Divine Right Client exercise and your list of their challenges, wounds, and pain.
 - c. You can start here or with #2 – either way works. It is about what feels right to you.
2. Create an offering that deeply meets the Dream Client's needs
 - a. "That's just what I need, and I didn't think it existed! How cool that you are offering it."
 - b. You have done a great job feeling into what your Dream Client wants and naming it for them.
 - c. The next layer to this is to name something for the Dream Client that they don't even really know they want yet and

³ Big thanks to Anastasia Netri – I learned some of this from her and adapted it.

haven't quite named for themselves ... and, then when they see it, they really want to know more. This level of knowing comes from really feeling into the energy and experience of your client.

3. Share your story with vulnerability and credibility
 - a. "I can't believe that someone like you has also been through this kind of pain, this kind of challenging experience! I feel less alone. I'm really inspired by your story, I feel like I know you, I really like you, and I trust you. I can feel and see that you have figured out a solution to my problem, a solution that really resonates with me. I can't wait to find out more! I'm so excited that there is a way to get the result I want in a way that feels really good to me."
 - b. Share what you are comfortable sharing about your journey. Warning - Don't share about things that you aren't feeling complete about yet.
 - c. When we read about the vulnerable stories of others and how they have overcome challenges like ours, we feel less alone. As you share your story, your people will feel more connected to you. They will also see that you are a few steps ahead of them, and that you can guide them.

4. Share the transformation that you offer.
 - a. "I'm so thrilled to hear that there is a way to get what I want and need in a way that feels good to me. And, the way you talk about it, I can really imagine having that ... I didn't really think it was possible and now I'm beginning to see new possibilities. I can have what I have been dreaming of having, and things I have been afraid to dream about having. This feels really good. I'm buzzing with happiness and excitement!"
 - b. Don't share every benefit, outcome and transformation. Choose a few that are the juiciest.
 - c. The offer will vary depending on if you are making it 1:1, from the stage, in a workshop, or on a virtual event.

5. Address concerns as they pop up along the way
 - a. "This will work for others, but not for me. I have tried so many things that haven't worked ... why will this be any different?"

- b. Identify other major concerns that may come up for them, and make sure to address the major ones very clearly and authentically.
- 6. Share the price and really stand in its value as you share it!
 - a. “This program sounds amazing and it must be very expensive. How much does it cost?”
 - b. We talked about standing in your value in Module 2. We will also talk about it more in Module 4, the money module.
 - c. Price is based on what your Dream Client feels the transformation is worth and also what benefits they expect to receive from having the transformation.
 - d. Sometimes money is the real issue for people, and sometimes it isn’t and there is something else underneath. We will talk about this more in the money module.
- 7. Tell them how to sign up and offer some kind of incentive to sign up now.