

MODULE 6

# WEBSITE



The Coach School

Workbook

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# Website

*Potential clients are faced with hundreds and hundreds of messages every day, so your website matters. It needs to be a warm landing place that shows off your credibility and demonstrates your thought leadership. Here's the good news: You don't have to wait to build a big fancy website to start building trust.*

## Lesson Checklist:

- **Training 6.0 : Choosing a Website Platform**
- **Training 6.1 : Building the Right Website**
- **Training 6.2 : Why Some Websites Win**
- **Training 6.3 : Websites that Sell While You Sleep**

# Choosing a Website Platform

Do this section of the workbook first. It does not correspond to a video. It is specifically for those looking to build a website from scratch to help them choose a platform. Let's go over the pros and cons of each website host.

Just a note: there are more website hosts than the four below, but these are the ones that I recommend to all my clients.

## ► *WordPress*

**Wordpress.org** (not wordpress.com - yes, there is a difference!) is a common top choice. Here are a few benefits...

1. It's free. You will have to pay for your domain and hosting services, but the creation tools of Wordpress.org are free with your account.
2. It's self-hosted, meaning you own it and you can change it at will.
3. It has open-source software, meaning that there are many plug-ins you can download and use with WordPress to customize your website to what you need. You are not limited to the tools they provide.

WordPress is good for writers, bloggers, coaches, speakers—information-based businesses, like yours!

It's downside? WordPress is not exactly a simple platform. Even though it is extremely customizable, it can be challenging for non-tech savvy people (and even some tech-savvy folks as well!).

If you have the time, energy and the savvy to learn and operate a WordPress site, do it! But if you're looking for an easy way to get up and running and don't mind investing a little more, Squarespace might be a better option.

### **WORDPRESS: AT A GLANCE**

**PROS:** Free, self-hosted, open-source software.

**CONS:** Customizability can be challenging for non-tech savvy people, but if you have the time and the willpower to learn, do it!

### ► *Squarespace*

I often recommend my clients start with **Squarespace** sites. In my opinion, Squarespace is by far the easiest and prettiest option out there. Simple as that. Their templates are clean and bright, on-trend, and customizable (to an extent). Their interface for navigating and designing is incredibly intuitive.

Spend a day designing on Squarespace and you'll feel like a web design pro at the end, even if you're the farthest thing from it (and you can, with their 14-day free trial!).

What Squarespace doesn't do well on the templates is a lack of built-in lead magnets. You'll have to make sure you build those in. Squarespace has a lot of buttons that say "sign up for my newsletter," but you'll need to customize these into more appealing lead magnets and free gifts.

There are many YouTube tutorials and chat forums to help with Squarespace as well. Never be afraid to call customer service with a question. They have many resources on their site to help out yours!

#### SQUARESPACE: AT A GLANCE

**PROS:** Clean, bright, on-trend, and customizable templates; intuitive interface for navigating and designing.

**CONS:** Paid, harder to build lead magnets, easy to look like other sites if you don't customize your template branding.

### ► *Showit*

**Showit** sites are beautiful and allow for full control in design in a drag-and-drop format. There are hundreds of fonts you can choose from, which allows you to create a perfectly unique site. This eliminates the need for learning code, hiring a web designer, or uploading dozens of icons or fonts.

Showit sites are best when you want to have a website that is only a few pages, but the platform can be a little overwhelming to those who aren't tech-savvy, so you may need to invest in a professional team.

#### SHOWIT: AT A GLANCE

**PROS:** Beautiful sites that allow full control of design in a drag-and-drop format.

**CONS:** The blog isn't built in. It's a WordPress plugin. The customization is so customizable that it can be overwhelming to decide and edit.

► *Kajabi*

Last but not least, we have **Kajabi**. Like these other platforms, Kajabi offers beautiful templates as well as blogging capabilities, landing pages, video hosting, analytics, sales funnels—and in addition to all that, you can use Kajabi to create online courses (like *Called Creatives*, my online space for writers, speakers, and other creatives). Kajabi's downfall is its expense. It is way more cost-prohibitive than WordPress and Squarespace if you aren't already earning significant income from products, courses, or memberships.

**KAJABI: AT A GLANCE**

**PROS:** Beautiful templates, blogging capabilities, landing pages, video hosting, analytics, sales funnels.

**CONS:** It's very expensive, especially if you're just starting out.

*Website Platforms Summary & Comparison*

Even with all this information, you need to do your research on what works for your specific business! No one platform is going to be right for everyone. Go over these options and the goals of your website, sign up for a free trial on the ones that interest you, and continue moving forward. It will always be a work in progress!

	PROS	CONS
<b>WORD PRESS</b>	<ul style="list-style-type: none"> <li>• Free</li> <li>• Self-hosted</li> <li>• Open-source software</li> <li>• Choice of email integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tricky to navigate the techy side</li> <li>• Sometimes too many options</li> <li>• Separate subscriptions for hosting, domain, etc.</li> </ul>
<b>SQUARE SPACE</b>	<ul style="list-style-type: none"> <li>• Clean, bright, beautiful templates</li> <li>• Intuitive interface</li> <li>• Customizable</li> </ul>	<ul style="list-style-type: none"> <li>• Paid</li> <li>• Harder to build lead magnets</li> <li>• Can look like everyone else's site if you don't customize</li> </ul>
<b>SHOWIT</b>	<ul style="list-style-type: none"> <li>• Drag-and-drop website builder</li> <li>• Integration with WordPress</li> </ul>	<ul style="list-style-type: none"> <li>• Blog is a plug-in</li> <li>• All the customization options might be overwhelming</li> </ul>
<b>KAJABI</b>	<ul style="list-style-type: none"> <li>• Beautiful templates</li> <li>• Blogging capabilities, landing pages, analytics, sales funnels</li> <li>• Video hosting</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive, especially at the start of a business</li> <li>• Customization is trickier</li> </ul>



# Building the Right Website

Don't panic! It will take a few weeks or maybe even a couple of months to get your website made or changed to be what you want. You can't do it all in a week. (And I don't want you to!)

Refer back to this training as often as you need to while you continue the website building process. (Remember: You have lifetime access to these materials!)

## YOUR FIRST FIVE PAGES

It's true. All you need is five pages to get started. In this workbook, we'll explore what kind of content should go on each page.

1. Front Page: your main information and freebie opt-in
2. Thank you page: After opting in for emails
3. Coaching Information Page
4. About Page
5. Contact Page

## ► *Front Page*

### ▼ 1. QUICKLY SHOW WHO YOU ARE.

- What photo will you use? Choose something that is inviting, not intimidating.
- Are you a writer, speaker, or coach? Tell them point-blank.
- Use your branding statement on your front page so people know exactly what you do and who you help.
- Make sure your name is clear.

**Write it out:**

▼ 2. TELL MORE OF WHO YOU SERVE AND HOW.

- Tell briefly WHO you help
- Tell briefly HOW you help

Make it short, you'll have more room to dive into how & who you help on your coaching page. This should expand on your branding statement.

**Brainstorm some ideas:**

▼ 3. OFFER A GIFT IMMEDIATELY IN EXCHANGE FOR THEIR EMAIL.

In upcoming modules, you'll be shown a variety of Smart Lead Magnets and discover why a brilliant freebie can be a game-changer for your business. Don't forget to send your reader to a thank you page, send them a confirmation email linking their free gift, and then use this space to tell them more about you and your coaching services.

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**One of the most important things to remember about your Front Page:  
You must have "Above-The-Fold" content that calls your reader to action.**

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For your website, this means having everything visible – especially your opt-in, navigation buttons, and anything else that you want your reader to take action on – above the bottom of the screen. Don't make your reader scroll to find your MOST important information.

## ► *Your Coaching Page*

On this page, you want to go more in-depth about who you serve, how you're going to do it, and why it matters. Remember that we always want to use language that resonates with your perfect person and when they read it they will say, "Wow, she gets it and I think this is the person who can really help me!"

**Go ahead and write out your coaching page.** Use the space below to make some notes about what you'll write on your coaching page, and then go type up some content. Then come back to this workbook.

I've created a checklist below to make sure you've included all you need.

- Does this communicate who I serve?
- Does this communicate how I'm going to serve them specifically?
- Does this communicate why it matters?
- Is my language geared toward my perfect person?
- Is my language upbeat & confident?
- Does this match my brand?
- Do I have clean copy, void of filler & fluff?
- Can my perfect person connect with who I am?

If you can answer yes to all these, let's go on to the next part of your coaching page. If not, go back and write some more. Remember that this page can always evolve and grow with your services.

## TRAINING 6.1: BUILDING THE RIGHT WEBSITE

Also on your coaching page is where you want to place your free coaching call application. You can use a built-in form from your website provider or a third-party form software that will email you when you have a new application. (We will go through exactly how to build your application questions in a future training.)

After your potential client submits this form, make sure there is a confirmation email or page, so they know their application was received.

And lastly, your coaching page is where your testimonials will live. This is your own personal review section.

Reach out to previous clients, those you helped, colleagues, organizations—anywhere people have witnessed your expertise in coaching—and ask them if they'd be so kind as to write you a review.

Even a few short sentences with a photo can take someone from potential client to paying client fast! It's important in these testimonials that:

- **Positive language is used.** If someone's review gives you a critique, feel free to leave that out, there's no need to post every review word for word. And use that critique to up your game. Feedback is valuable!
- **Any quotes are still true out of context.** Pull lines from a review to show your expertise, but make sure that even by itself it accurately describes your services.
- **They are brief!** No one wants to read a novel when looking at reviews.
- **A professional photo or headshot is attached to the testimonial.** A blurry snapshot or one that isn't flattering won't work well on your page. And no image at all doesn't help with your credibility.

Testimonials are there to build your credibility. Keep the best ones. Trade out the old ones for new ones. Keep them in rotation.

**Make a list of 10 people you've helped who you can ask to write a testimonial:**

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

## ► *Your About Page*

When you are in your first few years of business before you have built up a large audience, you want to make sure your about page has information that shows how you help people, why you are passionate about it, and why it matters to you.

Feel free to mention some personal information but keep it to an 80:20 ratio. 80% about all things to reel in your perfect person and 20% interesting things about you as a person.

So let's do it. List out 8 ways in which you're going to help your people. And then add in two pieces of information about you specifically outside of being a coach.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

## ► *Your Contact Page*

This is one of the simplest yet most important pages on your site. What good is the whole website if you can't be reached?

Your contact page should have:

- a professional photo of you
- a clickable email link that brings your reader to their inbox to compose a new email
- and a simple form they can use to connect with you

Pro tip – You can even add more about your coaching services on this page to not waste the real estate!

Great job! You have a solid plan for the 5 pages you need to launch your website. Take your time building these pages. There's no need to rush, you want to get this right. And when you do, your website will be a client-producing machine!



# Why Some Websites Win

There are a million things that could be on your website, but here's how to decide what to focus on. We want to think in terms of goals, empathy, and clarity.

Having a clear goal for what you want readers to do on your site and with your business is so important. Put yourself in your perfect person's shoes again.

What do you want them to do when they arrive at your website? Of course you want them to opt in to your freebie. But what else? What do you want them to know about you first? We want to reverse engineer the experience and be sure we are telling them that as soon as they see your site.

## ► *Goal #1: Email Collection*

This is the lead magnet that you will create in the email marketing module. Make sure it is the first thing that is seen on your website.

## ► *Goal #2: Connecting With Your Perfect Person*

Make sure your messaging at the top of your site connects with potential clients. For this we need **empathy**.

While still in your perfect person's shoes, think about what they need to see from you. They need to trust your thought leadership. How are you going to gain their trust? What do they need to hear and see?

## ▼ CLARITY

Keep it simple, friend. Simplicity comes before clarity. And clarity is what we're aiming for here.

This is where your brand messaging comes into play! Use this space to formulate your website copy using your messaging done in the branding module.

First, check out this example of a health coach, whose target audience is new moms. This is what you would see on her page.

"I create workout and nutrition plans to help new moms succeed in taking control of their health no matter how busy they might be!

Sign up here to receive my '5 Energy-Building Secrets Most Moms Don't Know.'"

## TRAINING 6.2: WHY SOME WEBSITES WIN

Simple. Clear. To the point!

You know her name, it's on the site, you see her picture, and quickly you know that she creates workout and nutrition plans.

Who does she serve? New moms.

How does she serve them? She helps new moms take control of their health no matter how busy.

**Freebie:** Exclusive content relevant to the perfect person.

Try it for yourself! Who you are, who you will serve, and how you will serve them. Write it down in different vocabulary, but keep it simple. Remember, clear – not clever.

### ▼ FRONT PAGE COPY

This is the time to briefly show who you are, who you serve. The most important thing to communicate here is how you help clients reach their goals. Go ahead and give it a try.

Your lead magnet lives on your front page. Write down your top 3 lead magnet ideas below.

Now, circle the one that will best serve your perfect person. This is the lead magnet you should focus on creating. Save this for the next module where we will create it!

### ▼ COACHING PAGE COPY

This is where you will lay out what you do, who you help, and why it matters in greater depth than your front page. Remember that we always want to use language that resonates with your perfect person so when they read it they'll say "Wow, she gets it! I think this is the person who can really help me!"

Keep it upbeat and encouraging.

### ▼ ABOUT PAGE COPY

This is where information lives that shows how you've helped people, why you are passionate about it, and why it matters to you.

### ► *Your Thank You Page*

This is the page that your reader is led to after giving you their precious email.

1. First off, thank them! Giving out their email and trusting someone, a complete stranger at this point, is a big deal! They just made a step forward to say, "I trust what you're going to provide me is worth giving my personal details to you."
2. Then you'll want to reiterate the gift they just got, how it will benefit them, and how they will use it. Again, like the front page, this doesn't have to be long and drawn out. A simple thank you and message of encouragement will do.
3. After that, you'll make an offer for a free discovery call with you.

Here's how it would work with our health coach, Melody.

Thank you so much for signing up! I know these 5 secrets will help you kickstart your health journey in the right direction. I'd also love it if you joined me on a free 15-minute coaching call to help you reach your goals.

Then you'll embed an application for the coaching call where you can collect background information and details for your call.

Once you have your first five pages built you can branch out and build secondary pages like a testimonials page.

You want to add a few testimonials on your coaching page, and a full page will also highlight the great work you do!



# Websites that Sell While You Sleep

The secret to continual selling of you, your services, and your programs is great copywriting. The language you use on your site will either attract your perfect person and make her thrilled at the thought of working with you or repel her because you and your coaching doesn't seem like it can help her.

Before you make any decisions on your website you need to develop answers to these three questions. Take a moment to answer these. Use language that clearly spells out what you do and how you can solve their problem. No need to be cute and clever here, just clear.

**What does your perfect person need to see to feel connected to you? What does your perfect person need to see to feel like your services can help them?**

**What does your perfect person need to see to feel like you can help him/her?**

What is my perfect person's problem that I have the answer to?

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**Without crafting your website copy specifically to answer these questions, you won't sell to potential clients.**

**Creating a website that sells your service while you sleep only happens when you focus in and do the work to write copy that connects.**

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Now that you've answered these questions, it's time to start the nitty-gritty of website copy.

This is the copy that's going to direct you around the website. Think of it as your compass.

You want to give your reader a clear direction on what they can find where. Now that you already have your perfect person on your page, make it easy for them to get around. And steer clear of anything that could confuse them like vague language.

Remember that their time is precious, and frustration with a website can quickly lead to clicking out.

Let's label everything you're offering your audience on your site, exactly what it is. Home. About. Coaching. Contact.

**BE CLEAR. NOT CLEVER.**

**Here's one exception:** The opt-out copy. When your freebie is up on the screen, and your reader wishes to decline. Some clever copy like, "No thanks, I don't like free things," might just persuade them the other way. But if not, it still shows you have a sense of humor, and you're an easy person to be around.

## ► *How to Write Great Copy*

An overarching rule is to make sure your copy is in line with your brand. This is where you get to reap the rewards of all the hard work you did in the branding and messaging module!

Use your branding statement:

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**I help (target person) to (achieve X) so that they can (outcome).**

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Your website's first impression is to show that you are an expert that people can trust and want to hire.

### ▼ GREAT COPY TIPS

1. Write like a human. You absolutely must read your copy out loud. If it sounds robotic or fluffy out loud, it's going to sound the same inside your reader's head.
2. Take out filler words. Check for redundancies. Be clear and concise.
3. Another great way to check for filler words is to write like you're talking to a friend. Use contractions and talk one-on-one to your person. Leave the "you guys" for another time. Make your perfect person feel like you're speaking directly to them.
4. Make sure your content passes the Kid Test before you focus on driving traffic to it or it will be wasted. If a 10-year-old can understand it and navigate it, you're good to go. If not, it's time to head back to the drawing board and edit down. Keep editing your front page until your front page can pass the Kid Test (you can review this in Module 3).

Reminder – keep all copy on your front page easy to skim and digest. Readers will not read a large block of text. Make sure your paragraphs are not taller than 3.5 lines tall.

## ► *About Page*

You are writing this about page from the perspective of all you have to offer your perfect person. This isn't you boasting, this giving your reader the truth on why they should hire you. Let your confidence as a coach shine through.

## TRAINING 6.3: WEBSITES THAT SELL WHILE YOU SLEEP

Your potential clients are going to your About Page asking:

- Who is she? So tell them who you are, remember that branding formula
- Does she have experience? this is where those logos come in handy!
- Can I trust her? Stories build trust. But keep it focused on your line of work. Even a simple, "Trust me, I've been where you are." Can open up a person to give you a chance.
- Can she really help me? The answer is yes, you can. Be creative in how you're going to show that. Maybe with testimonials, stories, or videos.

The final step with your about page is to make sure that after you have used copy to connect with your perfect person (even while you sleep!) the next logical step for her is to book a discovery call with you. You are using your copy to connect first, then you use the call to close the deal.

Take a moment to build an outline for your About Page by answering all those questions above.

**Who am I?**

**What experience do I have?**

Why can I be trusted?

How am I REALLY going to help my clients?

Make sure your about page helps you position yourself as an expert and verifies you are legit and professional.

Write about yourself the things that are relevant to helping your clients solve their problems. Unless your home life is relevant and builds trust in your brand, feel free to leave that out.

Building or updating a website can be time-consuming and frustrating. I get it. So as we close out the website module, I want to remind you that you do not need to have a perfect website today. Or tomorrow. Or next week. You will be working on your website forever.

Remember these training sessions are always here for you. Your website is a process. Breathe deep and take it step by step. It will get easier as you build.

Trust me, with all these tools you just picked up, you will have a great website that works for you, helps you build your list, and brings in clients.



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# Wrap Up

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*Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.*

My biggest takeaway from this module is . . .

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The changes I made based on this module that will help my business be successful are . . .

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Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .

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