All right, welcome to call number four of the sales and systems boot camp. I'm Katrina Sawa. And this is such a great series. I'm enjoying helping you guys. This is the kind of stuff I love to do is just tell people what to do to fix. I love to tell like, give you suggestions really on things you can do to get more clients get more business stop working so hard automate delegate system systematized. So I'm excited that you're all here and you're still hanging in there for some of you. I know some people this time doesn't work. We have one gal in Australia, right? It's 1.30 in the morning. So she hasn't been on the calls, but she said she's watching the reruns, reruns, recordings.

And I'm a little sick today. I've been sick for like a week because I haven't been able to stop. I've had too many things going on. You know, you just have to push through sometimes in your life. You So I'm just a little under the weather. So I hope you saw the email I sent or in the Facebook that I'm adding another call. I want to just give you guys more. And so, but I changed the time for next week. So if you can make it great, if not, I'll keep going and doing laser coaching, um, and maybe share some more other, uh, nuggets as well. So from eight 30 to 10 next week, AM Pacific time, eight 30 to 10 Pacific, uh,

I thought I would do it a little earlier. I don't know if that works for Jodi. I don't think so still, but it doesn't matter. I mean, that's all I can do. So that's a bonus. And then we'll still have the one-on-one calls, excuse me, in May, June, and July. Those are still on the calendar. I just wanted you to write it down. So tell me what you guys are feeling. I know some of you are emailing me going, I can't get to stuff. And you just have to, you know, give yourself some slack first off and know that all these things, some of these things are not the things that any of us want to do, frankly. Okay. And so, but we kind of have to do some of them.

We have to really take charge and be serious with our business in order to get where we want to go or stop working so dang hard. Right. Because the backend of your business is the lifeblood besides the sales and marketing. So, Otherwise, we're just doing this to try to keep up above water. And that's no fun. That's so anyways. So anybody have any thing to share that they've gotten done or that they've a new awareness or something new you created or anything like that, like a new fun thing or any awareness? Yeah, Rhonda. I did so much, Katrina. This is our fourth episode. time being together. And so i went back and i looked at my writing and so i leveled up my writing.

I put videos together and they're currently getting put on the website now. So for each, um, you know, each part of my menu where people are going, so they get to know me more,

you're really kicking my butt and i and i love it because I, I need that energy because it's the stuff that i am like, I want to go play. I want to go network. I want to go do these things, but I have to get myself and my team focused. And I haven't really been doing that. So I

you so much in getting me in that space. So I'm glad that we have some more time with you because I need it.

Oh, you're muted. Why did you mute yourself, Katrina?

Because I'm coughing over here. Like I said, I'm like still a little under the weather. So I'm like, I thought you had a timeout. You're trying to cut yourself. I'm pushing through. Like, you just got to do what you got to do, you know? So I'll push through. I'll sleep later. Thank you, Rhonda. I appreciate that. I love making it easier. My goal is to make it easier for you to do these things and understand what to do so that you can get them done faster, more affordably, all that kind of stuff. Does anybody have anything else they want to share as far as have you gotten something done? Did you tweak something? Did you add something? Are you excited about something that you were working on since the last couple calls?

Anybody? I just

to mention, I'm sorry, did I overlap something? We did it at the same time. You go, Cicely. Okay, thank you, Sasha. I appreciate you. Yeah, so... Katrina, I wanted to thank you so much for your time marketing checklist. I'm just going through with with your color codes because I want to be able to share this with you. And I'm almost done. So this was very helpful in being able to go to it and just really helping me to target, you know, certain areas. And. I'm pretty proud of all of the greens that I have. I didn't recognize how much I was actually doing until, you know, I saw before me in a formal way. So thank you for that.

And it really helps to keep me focused and structured, which is what I appreciate most. I do have a couple of questions in regard to, so that I don't assume. Number 30, it says pop buys and drive-bys. Can you tell me what that is? Yeah. So like a lot of realtors used to do this and it's not just for realtors, but they would go and pop by mortgage offices or mortgage people would pop by the realtor offices to try to get referrals and that kind of thing. And sometimes you drop a basket of fun goodies for those people in that office. And, you know, 10, 20 years ago, people would always be in their office. Now they're rarely in their office, I think, in some of those office buildings.

And you probably have something else to share with that, too, because you're a local marketer. So what do you have for that, Popeyes? Well, actually, Popeyes, because Katrina and I worked on this, but it's actually doing something where you're dropping off something at your client's house if they live close by. You know, like... It could be that too, for sure. Like a daffodil bulbs, you know, a plant for a poinsettia for Christmas. Oh my God. My realtor does this kind of stuff though. She'll like, she drops off an Easter basket or whatever on our front doorstep. And yeah, but not everybody can do that if you're working virtually or if your clients are all over. Yeah. But you could also do something. Um, what do they call it?

Lumpy mail. Yeah. PJ, PJ Van Hall calls it lumpy mail. So if you can't do it in person, then you do like katrina does that too, right? You do what's called lumpy mail. Lumpy mail just means it's got something interesting in it. So yeah. You might send, um, I mean, so think of it. If you're not going to have local people or local prospects or referral sources, then think of what you can put in the mail for sure. Direct mail is huge. You guys looking, have you looked in your mail in the last month or so? Is there anything from anybody really marketing you? No, not a lot. Probably maybe a couple of things, maybe a thank you card or a note here and there, but think about it.

If you're in your prospects mailbox, they're going to be like, Oh, I'll tell you the story. One time I got this thing in the mail. It came like special air delivery. Like it was from Paris. Okay. And it was bulky. Yes. And oh my God. And I'm like, what is this thing from Paris? And I didn't recognize the girl's name that was from, but I was, I had to open it immediately of course, because it was from Paris and it wasn't that big. So inside was this chocolate lipstick and, It was a chocolate lipstick in a plastic, like it looked like a lipstick. You just turn it up. Now it was broken. Doesn't matter. The point is that she sent me a chocolate lipstick from Paris, like something that was probably very inexpensive to buy.

It came with a little card that said, I don't know what it said. Honestly, I don't know what it said, but it said something like, I'd love to connect with you or do some kind of joint venture or whatever. Like, so she was looking to do a joint venture with me. Yeah. I didn't even know who she was, but immediately I had to go to her website and look her up and send her a message because she sent me a chocolate lipstick from Paris, right? So I dropped everything I did and I'm like, how? And this is genius. No one's ever done, like, this is awesome. I love this. I have to get to know who you are. Do you see? You have to get people's attention and I don't care where, how, what, but you gotta get in their face, okay?

Yeah, absolutely. One other quick thing I want to toss it to Sasha is the 12 and 13, the SEO and the Google search analytics. I've been wanting to know like how to proceed in, I guess, getting that more optimized and the best way of doing that. I have a lot of petitioners who frequent my email, wanting to do that with my website and things of that nature. And I just want to know how, and who I should best, I guess, go with to do that. If there's something I can do on my own, so on and so forth, because I know the importance of that. Yeah. So there's basic SEO you can do in your website. And we can look at this today even just to show you a couple of things.

One thing I would love for all of you to do, since we are going to be talking about websites today, is pull up your website, log into the back. OK, if you don't have a website, then you're just going to pay close attention. because you're going to need to pick a platform soon and you're going to need to start building pages. So I want you to still pay attention. But SEO, so most websites, I don't care where you are, will have a basic SEO thing where you have to put a keyword or phrase. You put a meta title, meta title. OK, and then a meta description. So there's and then a featured image. So there's really four things in that. SEO, basic SEO stuff.

Those are the things you guys should know how to do, okay? So every single page of your website, even the blogs and all that kind of stuff should have its own keyword phrase or a word. You can double up on these, but you can't have all the pages be all the same, because then it won't do any good, okay? So you really wanna get creative. And they should be based on what people are actually searching for. So you could pay someone to do some keyword research for you You don't wanna try to do that, trust me. You pay someone to do some keyword research for you, then you get these keywords that are most commonly searched for, and then you use those to try to do the basic SEO.

Here while I'm talking. What was the fourth thing, the after meta description you mentioned? The featured image of a page. So you know how when you put a URL on Facebook or LinkedIn and then it pops up an image? Right. Automatically for that page. Yeah. So that is the featured image of that page. Yeah. It doesn't pop up something when you put a URL. That means you have not put a featured image

on that page. Now, the featured image, the images you put on your website should also be titled very keyword oriented. OK, so you've got to be careful not to just and I do this all the time, but my assistant comes behind me and fixes them because I don't have time.

But I'll upload screenshots and it just says screenshot. Right. And she'll go fix it and maybe make a title. But you shouldn't do that. Don't do what I do. Do what I'm telling you. OK, so you should take the time when you have a photo to upload that you're going to title it very carefully. It could be with dashes in between or whatever the words or whatever. But it needs. So that is better for search engines when your photos have a title that is very specific to what the photo is. like woman drinking coffee on the sofa. Like honestly, you want woman dash drinking dash coffee dash on dash. I don't, I never take time to do that. But if you want to do it right, then you want to like really title tag or, but I mean, we don't care about women drinking coffee on the sofa.

You might say a woman or like depressed woman or a woman contemplating her life. If you're a life coach, for example. You know what I'm saying? So you might be a woman contemplating her life. I don't know. So you think about the keywords associated with the keyword phrase of the page, the meta description, and the title of the page. I know. So this is important to learn. And I'm glad you said that because I want to show you. Katrina, I have a quick question. It's very, very quick. When you were talking about the... You know, like the URL, you were saying word dash, word dash,

is just a space. Yeah. I usually take the space out because I'm thinking the dash is in the way.

But does that help people do the search because it gives a space how somebody might type something in? So technically, you should have dashes in your URL. But I don't. That's the one thing I don't do often because I have to remember the names of my pages. And so I don't. You can come up with a system though, where you can do that. But like my about page, the title says about Katrina Sawa business coach, but the forward slash is just about. Okay. Now I have a featured image, right? So featured image about, so this is my about page, but if you scroll all the way, this is WordPress, but so yours might be in a different location, but But Katrina Sawa, the jumpstart your biz coach is my key phrase.

SEO title is very similar. Katrina Sawa, the jumpstart your biz coach, business speaker. Meta description is want to learn how to jumpstart your business, make more money than you want to see Katrina Sawa, the jumpstart your biz coach. Do you see how I repeated those phrases in those three places? Now it should be about Katrina Sawa, the jumpstart coach. your biz coach. Technically, that would make it better for search engines. Okay. And then what you have to do, though, is on the front of the page, on the wording, you have to interject those keywords just like that. So you have to do something on the front hold on it's it's saving so technically if i wanted to be really good seo katrina saw with a jump start your biz coach now

Most people that don't know me are not looking for Katrina Sawa, the jumpstart your biz coach. And they're not really looking for jumpstart your biz coach. And they're not really looking for biz coach. So this is not a good example of what you want to do, right? Because nobody's looking for biz coach, B-I-Z. They're looking for business. Nobody's looking for the jumpstart your biz coach, right? They might be looking for jumpstart your business, maybe. And if they know me, they might be looking for Katrina Sawa. But do you see how nobody cares about these words? This is... This is what people do all the time is they do these kind of words. Now, I don't care about this particular page because this is who I am.

So I'm just going to do it on this page. But all my program pages and offer pages are free gift pages. You got to think about what people are searching for, not what you want to put there. Okay. So then when you go to the front page of, and this is just a, we're talking SEO here. So technically, I should have in the headline about Katrina Sawa, the Jumpstart Your Biz Coach. I should have that right here. I should have it in the title of the page. I should also say, hello and thank you for checking out me. People call me the Jumpstart Your Biz Coach. Do you see what I'm saying? I should, you want to put those words around here. Why listen to me, Katrina Sawa, the Jumpstart Your Biz Coach.

How I got started, da, da, da, da, da. I can put it, you know,

made all the excuses, dah, dah, dah. And now they call me Katrina, you know, the jumpstart, your biz coach. Cause I could linger those in a, I could not linger. I could add these little phrases in throughout the page. If I wanted to, that's what you want to do for SEO. Does that make sense? So once you figure out the keyword phrase, you want to sprinkle it everywhere. Another thing about SEO

yeah, this looks really funny, but it's my header one image. So when you are on the back end of a page, make sure you only have one header title. So this is a, this is, this is more of an image.

H1, H2, H2. A lot of people don't know what H1 is. H2, H3 are the types of fonts you have back here right so if I wanted to, hold on. But it's not just the font, it actually, Google looks for H1, H2. So this right here is H3, right? And this is probably paragraph, yeah. So that's your basic text on the page. This is H3, this just means it's a little bit larger or different font or different color. You can preset these in your theme, okay? But when you go to H1, you don't want to have more than one line of h1 on the whole entire page so don't do h1s all the way down the page that is bad bad bad bad for seo more than but it's more than the font the h1 is actually how google looks i understand i'm just trying to put on layman's terms here so yeah but i'm just saying that it's more than just the font that's all yes it's important for google

to make sure you only have one line of h1 and the h1 should have your keyword phrase in it is my point. Okay. All right. So I know that's a lot for some of you who don't know what the hell you're doing at the back end of your website but um no that was helpful. Um, I guess i'm trying to

now see what would be the most optimal words, um, for my Clients, would I go, like, would I use my avatar for that? Like, would I, you know, consider what my avatar would be saying or how would I most accurately determine that? There's a lot that goes into looking at that. You have to really do some keyword research. Okay. More than I can explain.

And you were saying, oh, that's right. You were saying I could pay someone to research is what you need. And there are people that do that. I have a couple of resources and has a resource for that as well. So if you're interested in getting some keyword research done, that might be something you pay for and then try to do it yourself. Now, when do you pay an SEO person? I mean, I still haven't paid a SEO person. I'm 22 years into my business. That doesn't mean you shouldn't. If you are a local business like Sabrina with the shelving company, she might want to do that because she needs to be high up on the search engines in her local area, right? So it would behoove her to do SEO and Google stuff for her local marketing, for sure.

And Anne has resources for that, Sabrina, if you're interested. But when we're virtual businesses and we have clients all over the world, Yes, it could help you to do some SEO, but it's $1,500 a month minimum usually to pay an SEO person to update and manage your SEO and Google ads and stuff, plus the ad spend. So it's a little bit of an investment. I wouldn't try it before you're $100,000 in, you know, into your business by any means, unless you were local and it was really where you needed to gain a lot of people. Does that make sense? Yeah. I was going to say, there's also a difference between paid. So you're talking about paid search versus. Right. Well, I was talking about paid SEO.

There's SEO people that that's all they do is they constantly tweak and things, what you're doing and will watch all your Web pages and watch your Google and will keep shifting things and they'll do it as a service every single month for you. I know Katrina, someone quoted me $6,000. So it's crazy. The range of doing SEO. Okay. But is that including paid ads? Because there is. Oh, no, no. I know people that will, will actually, they charge about the same to do all the strategy and the ad stuff. And then you pay the ad spend on top of that too. So you can get it. I'm not saying don't do it. I'm just saying you got to be ready to do that for a minimum of six to nine months to really give it a good go.

You can't just do it one or one or two months and think you're going to get all these leads. Yeah. I'm just saying that there's resources that are, and, and, and Cicely, if you wanted to go look at your keywords, you can go to Moz, M-O-Z, M-O-Z,

is it? Oh, Moz. We got picked off. if you could put it in the chat. Let's move on. Yeah. And I was going to say one of the other things about the, I don't know if you encountered this, but they're doing a lot of words under your images for

people with hearing, it's for blind. Yeah, I got it. Yeah. You can actually make your site more ADA compliant, is what I think you're trying to say.

Yeah. You have a lot of people that, well, I mean, you never know. If you want to be more ADA compliant for the blind and the hearing impaired, there are things you can do. I don't have those resources off the top of my head, but I'm sure we can find them for you. So I haven't done a lot with that, unfortunately, and it's not required, I don't think, right now. But if you're concerned or interested in that, please contact definitely look into it. It's different things you might have to do in the back end behind your site. Okay, but we need to move on. Christina, did you have a question? You put your hand down. Well, I did. Hold on one sec. Yeah, I think we could just move on.

I can follow up on it later. I don't do my own website. I had somebody do it. I don't know what any of this is. Yeah, if you have somebody do your own website, you do want to make sure that they are doing the basic SEO, right? And you want to make sure that they do know a little bit about it. Like my techie gal that I've been using for years, I actually did hire an SEO

about two years ago, maybe. And I signed up for a series of calls with him and she was on the calls with me so that, so I paid to help educate her a little bit so that she could, you know, manage more stuff on my site.

So that could be something that you might do is making, you can't just set it and forget it. You can't just assume that all web people and techie people know this stuff because most don't. Either they're really SEO heavy and then SEO and data heavy and they're not that great at graphic design and marketing or they're better at graphic design and marketing and they're not really SEO and tech savvy. They're not usually both, okay? So just really watch that. All right, Sasha, what's your question? OK, thanks. I am going to go to my GetResponse to see how to build a very, very simple landing page just to get started on my visibility. And so with regards to GetResponse, since you're familiar with it, will I need to or will I have the ability

to do these headers and these labelings that you're other than the images. I don't know. I don't do landing pages and get response. So, um, I wouldn't worry about that right now. You just need a landing page. So SEO is the secondary i mean like it's important, but in order to get leads and clients, you just need to get a page going. Okay. So just don't focus on this. This is not your order of importance right now, Sasha. Okay. That is yeah got it. Thanks. Yeah. Don't worry about that. Okay. See how it's important. Like not all of you need to worry about this right now. Some of you need to worry about specific things. So it's, is there, I see a bunch of stuff in the chat.

Is there anything we have, we need to cover on there? Anybody had any questions looking forward to the replay? I don't see any questions. Oh, computer. Yeah. Okay. All right. Let me, anybody else need to share any, or would like to share anything that they've actually gotten accomplished? Like something, from this class in the last three weeks that they're excited about. It's okay if you don't, I'm just checking in. Liz, I was just going to say, I have, you have finally gotten me completely lined up with delegating and I've delegated my newsletter and they're going to do it weekly for me. And we put out our first one with, and it's just gorgeous. So I've been doing it really intermittently. And so it's been really good.

And then I also, they're coming up with strategies around, because I have multiple, my newsletter or my list, my opt-in list is in a couple of different silos. So we came up with a strategy on how we're going to pull that together. And then we also came up with a strategy for a giveaway. I'm doing a concert in Arizona and, And I have some merch from a store that I created. And so I'm going to put together a package, a giveaway, and we're going to do an opt-in drawing. So if you opt into my newsletter at the end of the concert, we're going to do a drawing to give away the stuff from my merch store. So we came up with a strategy for growing the list.

And I think I'm going to do something like that online. I don't know if you can do contests like that online. Is that something you can do giveaways like that if you own the store and the copyrights on everything? Well, you could do a Facebook event and do it be live in the event somehow. OK, can you put it on an opt in site like at the end of the month? I'm going to everybody who opts in this month. Can you do that? Is that legal or do you have to have contest rules and all that kind of stuff? I don't know about Facebook rules and stuff in regards to that, but you you should you should do the opt in on your Web page.

Right. Whatever you do. And think about adding mailing address and phone number, not just name and email. Maybe don't require it or something just so you can hopefully get a lot of that, too. Yeah. And then on the autoresponder emails, you can always send them into a Facebook. Maybe it's a group, not an event. But the event is open to anybody then. Well, it could be a private event, I suppose. But if you want more people to come from Facebook, you know, when you join. I did start a Facebook group for the coaching part of my business, which this is all kind of ties together. And I could do it inside of there. You could. Or you could have a special event like this one, like we have a special group just for this program, right?

So if you make it public, but ask questions before they can join and then they have to be approved to join, then they have to give you their email and phone number, perhaps in those questions and or you have to double check and see if they've already opted in or, you know, in my groups now and the two groups that I run that are public, I ask for their name and email. in those questions before I add them to the group. Okay, interesting. So I didn't do that on the group, so I can go back and do that before I send you any more stuff. But I probably, I'm only inviting people. I probably already have that at this point. So I'm going to be ramping that up.

So what I'll do is I'll

add that as a requirement. Well, and also I would make sure you can approve people because there's some whack jobs that try to get into your groups these days. Like, so I would make sure you have to approve every person. OK, good to know. Good to know. Yeah, I wasn't sure how strict I was going to be. I'm actually, I delegated the brunt of not the brunt. That's not the right word. My coaching partner is super enthusiastic about nurturing clients. So she is, she's going to own this one. But I set it up and I'm just really proud of myself for starting to really delegate my technology. because I have four websites and I've got, somebody who's going to take the same people doing my newsletter are going to do my websites and they're going to maintain them.

So I'm turning all that over so I can go be the face of my business and sell. Yay. So I'm super excited about it. Thank you for encouraging me to go in that direction. That's awesome. Love it. Okay. Sasha, we have a question. I had, I have a comment of gratitude and that is that I'm still, you know, catching up. I'm fairly behind on certain steps and the way that you have laid it out and the

that you, You know, to me, you are jet fuel. I think I said that once before. And I so appreciate that. So this was a comment of appreciation and identifying the logic and the component sequencing that you do is very helpful. For me, it diffuses overwhelm and anxiety.

Well, good. I'm glad. That's the goal. It's one of the goals. Thank you.

Rhonda? Last session that we had, I was trying to understand like, why do I have to have an event where I'm, you know, bringing a concentrated space? There are four hours or like doing a mastermind. We were talking about that because I'm so much on video, like what I need to do. Our conversation really woke me up to there are a couple of things I was missing and even supporting my clients. And so what I put together, because it, it, actually set it up for me to be able to put a mastermind for our bring people together. So I started, I put together a thing from once you're doing a video to how you can create the step-by-step to sales.

And as I did that, which I didn't have for my clients, I'm like, oh my gosh, I have processes here. So you woke me up to that. And then I was able to see, okay, so there's, you know, like probably four steps there that I can actually do the mastermind class. So then it overlapped on what I was looking at. And then I'm like, here, I have a couple other spreadsheets I can put together based on what I know. And I haven't been doing that. And so it really woke me up as a coach and how I can support people, but how can feel pretty powerful bringing people together and really focusing in to help them get sales based on because they love to do video.

And that's mainly the clients I work with. So thank you for that. Love that. Yeah. Sometimes we have all the, some extra added bonus programs, products, offerings, systems, checklists, all this stuff. And we don't use it number one, or we don't think to use it. And another comment I might make is that your clients need repetition. And I used to think that repeating things was wasting their time when it's not because Because most people need to hear things over and over and over and over again, no matter what topic before it really gets sinks in. Right. And they're just and now they can spit it out on their own. So I would say that's important for everybody here. Right. We need repetition. And also, I appreciate you because you put together something.

I just tweaked it just a little bit when we left. But the get raw, go bold, be you to what is it to living a sexy, wealthy. life and business. And that to me, I've been working on how can I blend what I do, health coaching, along with the business to align, you know, that your body is healing while you're working, our work is healing. So you did that for me, because we were talking about sizzle stuff, and your brain just went there. So I want to tell you, I appreciate that, because I didn't know you had that skill. That was awesome. That helped me out a lot. Also updated what I'm calling a specific group that's coming together. And I see people leaning in like, Oh, instead of calling it something basic.

Now I use those words and they're like, hold on. Even my clients that don't make it to this every other week kind of thing. They're like, I should be there. And I'm like, Oh my gosh, Katrina. I love you. Thank you. I love it. We have to, not only do we have to get in their inbox, their mailbox and their face, we have to do it with some bright, shiny words that, grabs our attention, right? Some juicy, bright, shiny, we have to get more creative. So awesome. I'm glad that came to you. Hey, Katrina. Yes. Real quick in the spirit of repetition with the clients, there is a particular prospective client that was really eager to get started with coaching or what have you.

And, you know, for whatever reason, after the consult, you And after I broke down everything very specifically, she circled back around and said, oh, you know, I didn't really realize this was a process and et cetera, et cetera. But that's neither here nor there. So I was like, OK, well, maybe you'd be interested more so just for now to do the assessment. Right. Which could get you on a path of kind of self-governing, you know, your journey until you're ready to invest on a higher level. And so she said, yes, that would be perfect. And so I reached out, you know, to her several times in order to get her signed up for the assessment and crickets. Right. And so I just wanted to know how after, you know, several touch points via email, via text or what have you calling.

At what point is it OK to put a pause in that or or how long should I wait until circle back to see if she's still really interested? Okay, well, let's go back to the beginning sales conversation because it sounds like you could have maybe overshared what you're going to go through with her, right? Well, I don't know if it was necessarily an overshare, but it was just like the nuts and bolts of like, you know, and I don't know what was going on in her mind to think that this was not going to go beyond one session. She was thinking it was like a one and done. I'm like, no, it's not. what program would that be like ever? So I was just thinking, sometimes we tell everybody, okay, these are all the things we're gonna do and let me just share the whole 12

and and then boom, they're immediately in overwhelm.

Right. Or, right. And I definitely didn't do all of that, but i i think like she didn't factor her financial. So when it came to the money, when it came to the money, she was not ready. Correct. Yeah. Yeah. Well, then and why didn't you get her started with the assessment on that call? And so I well, it's something that you have to purchase first. So it's a lower ticket item. And I'm to it while you're on the call. Because she wasn't ready at that time. And so we set up another time to talk like you talked about, like we scheduled another time in which we would talk. Right. And then when I reached out and did my part, she did not respond and do her part.

So you set up a follow-up call or you set up a call that you would discuss the assessment after she took it. Which is it? That I would get her payment information. I set up a call. Exactly. At the time that she said she would be ready. Okay. Well, and she just no-showed to the call? Correct. Yeah. She's probably just... I mean, there's lots of reasons, but she could be embarrassed that she doesn't have the money. She could be just doesn't have the money and was trying to just put you off. She could have I mean, all kinds of things could have happened to her life and all that. You know, so we don't know. So I think you just have to this happens.

Right. And unfortunately, it happens if we can't if they don't commit on that first call, then there's hardly there's no guarantee they're going to commit. And so we just have to do our due diligence. I will say keep being assertive. But, you know, hey, I know if life came in and or maybe the money didn't come in, show up for you for the thing, this thing, or maybe there's some other solution. Please reach out and let me know. I don't want to bug you, but I'll just follow up again in a couple of weeks and see. That's what I would probably do. I would also stick a note in the mail if you have our address or can find it. Um, cause sometimes you can do a little recon and look at people's websites is why I think you should put your website, your mailing.

But like, try to find the address and send her a little note. Hey, I know life sometimes gets, cause I would assume something got in the way and she just couldn't do it. That's what I do. I don't know. She's blowing me

off. Um, I don't want to assume that I don't want to assume that, I mean, the, you know, uh, given the. It just came across a little sketchy, but I was like, I believe the best in people.

And I believe that, you know, you, you truly say you want what you want. So I just, you know, but I also teeter on, okay, at which point do I become a bug to people? Cause many times I like space it out or about a month if I've already done several touch points, but you're saying a couple of weeks.

So maybe a couple of weeks to a month, I mean, circle back to say like, Hey, you know, maybe something came up, you know, life was life and, and, And just want to see if you're still interested in the assessment. Yeah. Or some other solution to help. Or some other solution. XYZ thing that she wants. You have to talk about what it is she wants, right? Yeah, absolutely. Yeah. Yeah. Okay. Okay. I was just curious because I know there's a science to that. So just wanted to hear your feedback on it. I say you keep following up until they actually tell you no. Okay. I like that one. I like that one. Okay, good enough. Thank you. Once a month kind of thing.

I have a couple that I'm dealing with. They're not directly saying no, but they're like, oh, like next weekend, let me check my schedule and it keeps moving forward. But you check up, I'm asking because you're so good at the sales. If someone, if I have, like, I don't usually let them off the phone with really getting a feel if they're really serious and there's an issue with money. I push a little bit harder because I'm like, Hey, I know you wanted this transformation. Is there like a reason? Are we, are we, are you not connected to what I, my, you know, energy, or is it a, just a no in general, you're not wanting this transformation. If you are interested, I'll keep following up with you.

If you're not. Okay. Hey, it's okay. Just tell me one way or the other. Right. Yeah. I don't know. I'm just kind of blunt like that. And I'm just a little bit more in your face, like in a nice way, but it's like, just make a decision. If you, yes, you're interested. Totally. You just can't do it this month. Great. When do you think, and I'll follow up with you, right? Yeah. If you're not interested at all, you have something else you want to do instead. Tell me, I don't care. I got plenty. I like that too. I like hearing the no. So you can kind of play with that too. Yeah. Okay. stay on your email list for as long as they want.

And eventually sometimes they come back and you never know. Okay. Let me go into a few slides real quick for what we had to cover today.

some of it is a little repetitious because this is, I think what's

here and we're covering the things that really matter. So you guys can see my slides, right? Thumbs up. Okay. All right. So call number four, we're, On the home stretch, we have, like I said, for some of you who just came in late today, I added a call next week, 8.30 to 10 a.m. Pacific time. If you can make it, great. I'll just keep going on all of this stuff. And we'll just do some laser coaching and Q&A and all that. I just want to make sure you guys are getting stuff done.

And I feel like I want to give you more time. So hopefully you're seeing what to do to tweak. We need to talk about a little bit more about your website today. We need to talk about some of the perhaps technology, because if you're not choosing and deciding on which technology, we have to, because that'll slow you down if we don't get you something, right? And then delegating, we gotta figure out where you can start delegating. These are the kind of things, this list here is so important, I think, for any business owner. You've got to understand and know a certain amount and have a certain amount of skill level in copywriting. Knowing what it takes to build a funnel and effective webpage, it doesn't mean you have to do it all, but you have to know what it takes and know what it takes for foundational automation.

What's gonna make it easier for your prospect and your client, what's gonna make it easier and faster and simpler for you as well. Your email marketing strategy is critical. technology, which one you're using is critical. Let's save you some money there if we can. I don't want you to be in five different softwares if we can pick one or two, right? We got to get some people on our team as soon as possible. And so we want to talk about how to write those descriptions, those job descriptions, because you can't just say, oh, I need a VA. Oh, I need a web designer. You have to get more specific with what exactly you want them to do. So we have to really outline

detail orient that job description. You're writing a job description when you're hiring somebody, okay? And it might be two people, but I know most people want one assistant, but with the variety of things, sometimes we have to delegate, you might need two because this person loves this stuff, but hates that. This person loves this stuff, but hates that. So we have to get clear on the social and any of the online or marketing strategies that we're doing. Most of you probably also should be speaking, sorry, speaking from stage or running your events or webinars or hosting something or even talking live and broadcast because it is so much faster for people to get to know, like, and trust you and what you offer.

So you have to really get good and consistent with speaking from stage, including seeding what you do, but not being overly bushy and salesy and then making sure you have call to action and enough trust and credibility in there. So that's like a speak to sell strategy. There's a lot to learn about speaking and selling. And if you're not, if you didn't take a lot of classes on that or take workshops or have a mentor on that, there's things you can do to tweak because you can speak a lot and not get anywhere. Right. So you've got to be careful with that. But it's a really important strategy, I think, no matter what kind of business. A new website or added tech functionality.

We have to know a lot about the workings of our website. And so this is what I think a lot of people just kind of hire someone, they build it, it looks great, and then they forget about it or they send people there, but that's all they do. Okay, so you can't just do that. You have to really understand more about the workings and how things flow in and through your website or should. Okay, because it will grow the business. And then getting more visible, reaching more prospects, expanding your reach, getting in front of more people. That is so important because we can't just stay in our own little bubble and expect to grow to hundreds of thousands of dollars. And that could be charging what you're worth or creating higher end offerings and things like that.

So those are the things. This is a review of the things we talked about on call number one. You got to stay on top of mind with your vision, remember? You have to know it's possible. You are the expert in your thing. You got to stay on top of mind with the, what you really are trying to build big picture. And why, why do you want that? You want more freedom with your kids or grandkids. You want to travel more. Great. We need to make a lot of fucking money. Okay. So like you got to keep that on top of mind. You also don't have to settle for crappy people, toxic people, negative naysayers and all that bullshit. So, Really put bubble around yourself if you must be around those people.

If not, push them away a little bit so you can stay in that entrepreneurial, big picture, living big energy. You got to stay motivated on what you want. Remember, there's a journey, right? So if you haven't focused on really your business in a long time, then you're probably at year one. We've got to do the basic business setup. Some of you have some, but some of you have holes. You got to know your client, focus on fast cash, know your vision, your clarity of offerings, jumpstart your marketing, make some mindset shifts, take time for yourself, network like crazy, build your list, content creation. I mean, these are the things we all need to do pretty much on a regular basis anyways, okay? So just stay on track with those things.

I don't really want to go into too much of these slides again, but these are the things. You got to have those basics foundational set up. We just talked about all of this. Website, simplify, restructure. Keep tweaking your business models. Keep tweaking your pricing. Keep trying new things and or getting creative with what you're selling. Delegating. We've got to delegate more. Positioning. Make sure you look the expert. You have to look like the expert. We're going to talk about that a little bit today. what you look like from the outside looking in for people who don't know you. That's your website. That's your social presence. That's your zoom room. That's what you look like when you show up at an event. All of that um and then if you want to stop working so hard and have more freedom and less stress, we've got to focus on what you're selling.

You got to have some high-end stuff there somehow, some way where there's a higher profit. Because it's easier to sell less people at a higher end than it is a lot more people at a low end. Okay. And it's good to have a mix though. So you don't miss people that are floating around at different levels. How you're marketing. Remember picking a lane. We want to stay in our lane. Stay with what you really love and what you're good at. I know some of you are really good at and love at least one or two things, right? So let's just stay there and stop worrying about shitting on yourself on doing some of these other things. Lead gen and follow-up systems. If you don't have really clear opt-ins for freebies to get people on your list, you're going to not have enough people to buy courses and programs and all that kind of stuff.

We have to focus on list building. And then after the initial email opt-in, you have to get mailing addresses and phone numbers because we've got to be calling and we've got to be mailing a hundred percent. You guys, I'm telling you the wave of the future. I know it's online is the wave of the future, but But these people are too busy. Our prospects, all of you, even all of us, we have too many things. So we have to catch them in ways that other people are not, okay? We have to be easy to get on our calendar, get organized in the background, watch your email intake, you know, unsubscribe from shit, have folders in your computer, in your email inbox. You've got to get super organized, okay?

Because you're going to have a lot of people you're reaching out to. And you're going to have a lot of follow-up to do. You're going to have a lot of new things you have to do. And you got to stay organized with your paperwork and your computer stuff. So

We talked about that. We talked about the marketing strategies. You have that whole list. Most of these should be on that list anyways. And then picking a lane, either the speaking, networking, in-person kind of stuff, or the online groups and ads and courses kind of stuff. You can do a little of both if you like it, but really stop trying to hit your head against the wall on the things you don't like.

Here's where we want to kind of focus today. Sorry. Opening up your website now, if you haven't already done that. So let's look at what's missing and where you can tweak your website. Direct to the point yet descriptive copy for the homepage. That's critical. On the very top of your website, it has to say something like, like Ann's marketing has to say, you know, are you a business that focuses on local? Are you trying to get more local business for your company? Or I can't think right now because I'm sick, but it has to say local business marketing, right? For your business, getting help to grow your business, get more clients locally. right? It has to have that kind of stuff on there.

Sasha, you have to have stuff that says, you know, are you looking to tap into your intuition to be the best entrepreneur you can be? You know, do you want to attract more of your ideal clients, you know, tap into your intuition and really learn how to live your sole purpose and build your business that way, right? Then you you gotta and for Suzanne you gotta get um you know are you, do you need to live a more creative life? Are you stuck in a rut? Do you wish you could break out of the mold of the things that, uh, you know, you've been doing for the last 30, 40 years? Why not try, you know, really expanding your creativity into the world of costuming and playing and play more.

Like these are some of the things that our clients have discovered that they love doing da, da, da, da, da, da, da, right? To get them out of the rut of da, da, da, da, da, da, da. So talk to your ideal client on that homepage. You have to get really creative with what it is they want, not what you want to tell them. So you're not gonna say, oh, what you need is my system, seven steps system for da, da, da, da, da, da, da, because they don't even know you yet. They don't want that yet, right? You have to let them know that they care for, or that you care first and that you're the one who could, who knows how to help them.

Right. And then we have to get them the number one goal of your homepage, especially is to get them to sign up for something for free, not a call, not the call. It can still be on your website, but it should not be the number one thing you're trying to get them to because most people most people who don't know you yet will not come to a call with you. Some people will, but it's a very small percentage, okay? You gotta design, and and i say have a couple different learning styles, please. So hopefully you guys are looking at your website as we're talking about this. And if you don't know how to squish down the zoom room, you just drag it from the top corner.

Some people say that to me. Well, I can't do it while you're doing this, Katrina. Yes, you can. You just haven't learned how to drag your Zoom box down to where it's only a partial of your page. And then you have your website up on the side. So please, if you don't know, you have to figure this shit out. This is how to stay organized and help do stuff as we're talking about it. A video of you taking the ideal prospect, talking to them on the homepage. If you haven't added that, I told you to add it like a couple weeks ago. So why haven't you added it? We need to talk about that, right? I do want to talk about this. So fill in forms, updated photos, good looking graphics, testimonials, proof that your product works, testimonials, sprinkle them, your story, how you work.

Go into that on your about page. You can give a little blurb on your home, but you really you can do whatever you want on your about page. Give them your formal bio. Give them the top 10 fun things to know about you. Give them your story. talk to them about your family, put pictures. It's all of it because that's how they're gonna get to know, like, and trust you. Put a video on there about your stuff, about yourself, okay? That's where you would talk about yourself on that page. Your full contact info, sales pages, resources, FAQ. Sales pages are key. So a lot of times people I see, and I've seen some of your webpages where I go to your services page or whatever,

or how you work. And then there's like four different sections with links to buy. Well, it's not enough information for me to buy yet. If you just have a little blurb about what you're doing. So I'm not ready to buy yet. Each of those things needs its own sales page. If it's over a couple hundred bucks, I can tell you that for sure. Okay. Do you have a question about that? Yeah. Cause I put it in our group and I, I, um, I was a question about asking, you saw how my, um, On my website, in my service area, I have like this long thing. So I was asking, should I, under the services, have like a subcategory so they can click on free stuff, business speaker stuff, and health stuff?

Yeah, put your link in the chat. And so when I'm done with this page, we'll open up some web pages in just a sec, okay? Okay. Okay. If you guys have a specific page you want me to look at, put it in the chat real quick, and then we'll come and look at those. Put the whole URL though. Please try to make it easy for me to click. Put the HTTP. Go get it. You can do it. Okay. And then a speaker page. If you want to get booked to speak, you got to have a speaker page. Okay. People just won't know that you're a speaker unless you have a speaker page. If you sell books or you have a book, I don't care if it's a compilation book.

If you have a few on hand, put a dang sales page on your website, please, to sell it. Don't sell it on Amazon because... You want to get people on your email list, right? You got to sell your stuff on your own website, not take them off to Amazon because they may never come back. Good grammar, spelling and enough info for the search engines to pick it up. Sometimes I go to people's websites and all I see is pictures and headline, picture, headline, picture, headline, picture, headline. No wording. You have to have wording on your web pages. This is for SEO for one, but also for the visitor to really understand what to do. Sometimes we go to a web page And there's no instruction on the top.

So I don't really know what all this stuff is on the page. And you haven't told me. You just assume that I know which one to click on. And that's a big mistake. So you really have to look for that. A lot of you have that issue. OK. And it's easily fixable by with a big old paragraph on the top and a headline. Say, hey, you're on this page. You could even add a video, a video, a headline and a little blurb that says choose below from what we've done and click on for more information or These are the things, you know what I mean? Like you just have to give more information than you think. I know people want clean websites and easy websites, but you've got to have more explanation than you think.

Oops, I didn't mean to do it. SEO, we talked about already. Automation to email system updates and more. So when they do opt in, you have to write those email thank yous. You even might want a thank you page. We talked about thank you pages. So when they opt in, they get taken to a thank you page, like the thank you page for this bootcamp. So there's a sales page for it where they buy. And then there's the thank you page where I'm putting all the recordings. You have two pages for each thing, whether you sell it or you give it for free. It makes it easier for the customer, the visitor, and for you to deliver the thing, whether it's a paid or a free service.

So You gotta have a thank you page. It would just make more sense. And then the email that goes out takes them to the thank you page also. But once they buy or sign up, it can redirect them automatically to that thank you page. If you do that, there'll be less chance for problems because a lot of people aren't getting the auto emails, right? They go into their spam or trash folder. So if they don't see the email, how many times have you seen somebody sign up for your free thing like three times in a row, right? It's because they're impatient and they haven't looked in their spam or trash. And all the emails that they're looking for are in the spam or trash.

And so they sign up again going, I guess, you know, why am I not getting the thing? Right? Because they haven't thought to look in their spam or trash yet. And it's sitting over there. And so that's when, oh, dang it. Okay. And then a techie virtual assistant. So we're going to talk about that. So let's

some of these up. Okay, Rhonda, we're starting with you. Your link is in there first.

All right, so this is your services page. Can you refresh it again? Okay. Let me just make it a little bit bigger. You already made a change just sitting there. Come on. I published the change. It's a different video. Oh, it is? Yeah, then what's there? I created a new video for services specifically.

All right. But it's not there yet. Sometimes when you upload a video, it takes a little bit longer. I didn't upload. I just did the embedded code. Right. So yours is a good example of what I said could use a headline and a blurb. So I would actually put the headline on the top of the page, the video to the right and the blurb to the left of the video. OK. And in that blurb, you're going to say, hey, if you're on this page or your video probably says that I'm guessing, but the wording can be, hey, if you're on this page, you're looking for some support with blank, blank, blank. Right. And are a whole bunch of different services. I know it can look overwhelming to know which to pick.

The best thing to do is to come to a call with me and we can chat about it. And I promise that it's not a sales call. It's just, let's see where you are, where you want. You have to word it a little bit. Now, you can also go through some of these pages down below and click to learn more on each service if you'd like to get to know me better or get to know what I do. But you gotta give them a little bit more instruction, right? It's obvious, I know, but you want to handhold them a little bit more, I think, right? Okay. Because not everybody's going to want to watch a video, especially knowing it's five minutes. It's like, you know.

I have one that's like less than a minute. I know. I'm just saying not everybody's going to watch a video. Okay. Not everybody's going to watch a video before they scroll, so they may not watch a video. And if the important info you have is on the video, then they may not get it. That's why the blurb. Yeah. So, but I like how this is nice and clean down the page. So it's got a, you've got an image. So this is an online image for each thing you're doing. And notice they all look similar because she's keeping her branding going. Okay. So her branding is good here, you guys. She has a picture of her on all of them, but they're all flow branding wise, positioning wise, and they just have different titles.

So that's good. And then you have the title of it and who this is for and what they're going to go, what they get, and then click to learn more. So you have click to learn more buttons that take them to the different individual pages. So this is good, right? I think layout wise, I think I personally prefer the picture next to some text rather than

wasted space next to it. Like, and you could probably do some backgrounds in here. So, um, this is a really long page with all white background, but what if you separated it a little bit with different backgrounds, right? That broke it up a little bit. because you got to think of, you got to think about the scanners.

So this one has like an orange background. Then I have a different kind of background here. And then i've got a red one and it kind of chunks the content a little bit with the head. that's just one thing you could do to help, um, I think the flow of the web page right yeah sounds good is some do different backgrounds and put the pictures next to here, next to the wording. Okay. My testimonials throughout there. Make your testimonials pop a little bit more. They look just like, kind of like a, an afterthought almost with the light gray okay I would make them pop. And if you have the person's picture, even better. This thing looks like it's really important to see. So let's make it bigger.

That whole thing. I don't see a buy now button. Click here to fill in the form. I would have probably sprinkled the button to click to fill in the form multiple times throughout the page. So you probably want, you know, are you ready? to connect with me and see if this is the right program for you, then fill in this form. And I would just copy that wording and the button throughout the page, like maybe three more times. Okay. And then this is a speaker coaching page. So there's no video. So I would put a video on here, right? Do you have any videos of your previous clients who've done like the before and after? Do you have anything like that? Because... I want to see what you helped people do with.

Okay. Yeah. I, I have somebody that's

on a, like a 30 second, one minute kind of things that I've done. So you're saying before and after. Okay. Maybe just a clip, you know? Yeah. And you can put a wording on it, like before, and then you record, if you have a recording of her before and a recording of her after maybe it's, 20 seconds. because sometimes we can tell the difference in 20 seconds, but that's one thought, or

maybe you have video testimonials of your speaking clients, or at least put a video of you. I mean, this is a speaker coaching thing. Another thing you could do is you probably have b-roll right this is a speaker coaching page, right? So you might have b-roll of um uh

If you have my person putting that together, I think it's an excellent idea. So then you have a video up here playing in the header, perhaps. It doesn't need to be B-roll, so no wording, no voice, no audio, right? So it could just be B-roll of speaking up on the top. That would make it more of a pizzazz page, I think. I'm sorry, Katrina, what did you say? No sound? Yeah, no sound. What does that mean? B-roll video. I'm trying to think of. So it's just kind of a playful. Somebody kind of go through the motion, but there's no sound to it. So just kind of. Yeah, it's B-roll video. It's I don't. I think I have one on my business reimagined conference page.

This one actually has a voiceover sound. But if you look. this one has sound, but if you didn't have the words, don't have the words, but see the b-roll see me talking in the back yeah you roll so just i just want to see the speaker stuff in the back. Does that make sense? The beginning, ideally this part, this part. I just never thought of that before, but i mean, I'm thinking there's quite a few examples on people's, I'm seeing what you're doing here. So basically you're speaking. If we had no sound, it's just kind of entertaining, kind of like you or your speakers and a B roll, like for a minute that just looped around or something like that. That's B roll.

B roll means it's just, it's just the visual, not the audio. Okay. Cause I can pull the audio off it. So, but why would I want to do that? I'm trying to understand it. As a header. Yeah. of the website i i can't think of a page right now. So that'd be the first, that'd be the top where they can see it. It's just kind of a float as they're going down. So it kind of entertains them. But it would be a b-roll video going here without the words. It wouldn't have the words on it just might have the. Okay. Um, she has a video too, but hers is. Yeah, that's not what i'm thinking I can't

think of one right now. It's something that automatically flows as soon as they come in, but there's just no sound.

It's just kind of... Yeah, it's uploading a video that autoplays. It's just in the header. I get it now. I haven't thought of that before, but I see that energy would be kind of interesting. Okay. Okay, let's see. Who's next? Eco... Oh, I'm sorry. I have to go. I have, I have a session in 15 minutes compliance. Thank you so much. I'll watch the last part of this. I'll be

next week with you too. Okay, great. All right. Let's look at this one. I did exactly what you said not to do about 15 minutes ago, which is I paid somebody to put it up and I forgot about it like a year ago. Yeah, that's okay. So now we just need to update it.

Right. And, um, So let's look

at your bow real quick. Okay, approach. I partner with, what is ecosophy? Ecosophy. Stay in touch. Okay, and then- Zero people have ever stayed in touch via that link, by the way. Yeah, yeah. Well, the stay in touch is useless. Yeah, get rid of this whole- stay in touch thing. You have to have an opt-in box with the free thing. So nobody wants to stay in touch. Okay.

policy. So you need call to action on these pages, right? And you need testimonials. Do you have some? I have a couple of LinkedIn recommendations from clients that I could just put but they're

Okay. Or can you ask for, and what's this? This is a totally unbranded different.

Why is that coming up that way that's that should have pictures all over

Okay. Well, that's not. Something's going wrong with it. Another thing with your website while i'm thinking about it is when you design a web page you need to have other people who have different computers look at it. Because I have this huge Mac desktop and some people with a smaller laptop may see something different than I see on my desktop. You know what I'm saying? Yeah. We had that issue with the logo and the picture at the beginning. So it's sort of a compromise between a larger laptop and a phone and a smaller laptop doesn't look quite as good. No information whatsoever. We have no idea what you do here.

You definitely need a video. You need a headline. You need some... Writing on here, you need text. Nobody wants to click on all these and wonder what you do. So you have to make it easier for them. We might need little images in here. It's okay to have the boxes, but put something above it. Notice how your top is really big too. I mean, like if I was looking at this on a tablet, this is what I would

okay? If I'm looking at it on a cell phone, this is what I would

see. And I'm going to be like, contact us, no header, no nothing. I don't even know what this is. Right? So you've got to design the site in three different

at least two different formats.

So this is desktop. So I would rather see this header. Well, first of all, ecos, ecosophy is a versatile. It's ecosophy like philosophy. Maybe I should just put that and print like the very first time I say it. Yeah. Like the little phonetic thing in parentheses right after it. Some people don't have to struggle through it in their mind every time. Because the first thing we read on your website should not be the definition of your company name because nobody fucking cares. No, excuse me. But like... Yeah, I don't think that's the definition. It's just explaining. It's explaining what my practice is. Who cares? You got to talk to me first. So honestly, I would put your logo. I like... Collaborative consulting, you might put parentheses underneath it that says philosophy based on what?

What's it based on? Sustainability? It's an actual word. It's a word that means deep ecology. It's basically a philosophy around humans and nature, natural systems being integrated and tied together. Okay. Yeah. Well, if you can say it in three or four words, then you can put it into your logo. But if you can't Yeah, do you think that the definition or the pronunciation is the bigger stumbling block? i don't care about the pronunciation. We care about what it means. Like, yeah, no, I mean, yes, the pronunciation is important. But I would say i would put this logo up in the top left hand corner and give me some words that matter. Okay. Okay, because this doesn't matter to me. um and talking about you first, you haven't talked to the target audience at all on this whole entire website.

Okay. So you have to, you know, this is for you if, you know, you know, if you are a business owner struggling to try to get more sustainability and then this is who, what who, why we're here, you know? Yeah. So you really need to focus on your target markets wording and what matters to them and who this is for if you don't do this here no one's paying attention to your website at all so you could actually move this plant over to the right and then you'd have a lot more wording and a lot more space in here to actually talk to your target audience okay now I mean I use these examples all the time my other clients that I have their websites but like

You can put your plant here, your logo over here, and then do something in the middle that talks to your target audience. It doesn't have to be this long. This is a little long, right? But you have to get their attention with what it is you do or who it's for. So that's critical. Get rid of the contact us. Put the contact up in here. Nobody cares that there's buttons for contacting. Oh, and God, it goes to an email. Okay. Okay. Sorry, I'm a little sick today, so I'm being a little blunt, and I don't mean to be rude. No, it's fine. I'm honestly looking at this, and I'm so glad we're going through this because I haven't looked at it in forever and looking at it in the middle of this conversation.

I'm looking at it, and I'm realizing this was done like a year ago pretty fast because I had to have it to get into a particular show. it's really for me, like it's actually me figuring out what it is I'm doing, but it's not outward facing Christy Cassad, who's on here, she had to develop her new website to figure out her first, right? And now she's seeing it and going to the next thing. And by the way, it's going to be completely changing in the not too distant future because I think I finally figured it out awesome it's This is, we have to keep evolving, but we had to get something up for you, right, Christy? So we got up what made sense then.

And literally within like four or five months, we're changing it again. And that's just what you have to do as you grow and evolve yourself and what you're doing. Yeah. So this is, I mean, it's a great start. First of all, I love the font. Okay. I love this font. I love the gold. I like the black. I don't usually like white text on black because it's not versatile. We can't add a lot of color here. So I might think about adding some different sections in, like maybe put a gold background down here, like switch it up with a gold background. So you can add like a black text and something like a green color or something. So you can have some different variation down the page because a bunch of white words on black will just all blend in together and nothing stands out.

Right. So get rid of this gray. I would say go with gold because you're you're You don't have to have gray. Why would you have gray when you can have gold, right? So gold and black, and then a pop color like the green would be good for you. And then you have to come up with some kind of free thing.

your ideal client may not be the free thing type of person. There might be a huge company, right? They're a huge company. Could be, or yeah, or a large NGO, yeah. So they may not be like signing up for a free thing, but this is where you might wanna have like workshops, I don't know what people are going to hire you more for, but probably workshopping with their execs or their team, right?

On how to do some of this. You might want to have, when you have such few pages, you don't need to have a dropdown, like put it in the navigation. Okay. So definitely get the contact up here, but you need a contact page with a fill-in form. You cannot have, a click to an email because you're not capturing information. So when in doubt, go to katrina's website and see what she does for her pages. Seriously, for now, or go to a competitor. But my contact page says, want more information, have

a burning question. We'd be happy to answer any questions you have or how it can help to be a resource for you. Simply fill out this form, what you do in your challenge okay i mean you could write the same text, except my name, right?

It doesn't say anything about business. You could write the same thing. I have my phone number, my company, my mailing address

there. I do have some fun pictures and videos of, you know, credibility things. If you don't have that, don't put that. But you can have a little form that asks for their information and then the form has to go to your techie. And then I also put my bio on the bottom of it because I want people that go there, you know, to get the sense of credibility. I could put testimonials in here, a couple of them. Right. So when in doubt, go to my site and see what I'm doing on those pages. But I mean, I like your about.

Now this is third person, right? So that's your official bio, which is good. And then you have my, it might be more personal to say my approach, right? My approach. And so this is first person. That's good. And then you might put a video right there that talks about your philosophy.

And your welcome page. Again, you got to fix the header. Get rid of that. and put something above our services. You have to put a whole section above that that talks to your target audience. And then you can still have this section on the homepage, but push it down because they don't care about your services until they know that they're on the site that could help. Yeah. And these pictures down here are really cool pictures and I think you should sprinkle them around differently.

Like you could put this picture on your about page, right? Because you're speaking on a panel. This one's really cool for your about. Then there was one other. This one here is kind of cool. That could actually be a header image. Just snip the top off and it could be one of your headers. Right? Get creative with your headers. instead of stock photos oh yeah well because nobody cares about these. I mean, they're pretty, these are pretty but put some words on it or something or do something, not the contact button. Okay. Okay. Sabrina, let's look at hers. Shelf genie of Mesa, Arizona. Um, So my first thought, my first thought is why isn't there a picture of a shelf here? You have a picture of Arizona, which is, I get it.

But like, I want to see some shelves in the background. I would probably make a collage picture for the header background there. Where are you? Sabrina, are you still on? I am. Can you hear me? Yeah. Where'd you go? There you are. Yes. Yeah, so yeah, we're actually getting a new page. This is my local page. It's part of a franchise model. So our main site has a lot of that,

I really am trying to drive people directly to our local site. So I should have more creative reign when we get our new site come June. Okay. That is definitely one of the things. And I actually just updated my page as we were talking and added events and I'm not seeing it there.

So it's good to know when I'm publishing doesn't show up. And so you can talk to my tech team. Sometimes I have to add it to the menu. So like in WordPress, when I add a page, I actually have to then go to the library. I have to go to, where the hell is it? Under menus. So do you have WordPress or something else? I don't know. We are given a platform to, it's called, what is

It's an app. We're very limited in what we can do. change as the owners. But that should change. And that's why i want feedback so i can talk with with the people that um can help us obligation and home

strappy is what we use to control our site.

Okay. Yeah. I mean, you have a lot of the good things on here. You know, which makes me feel like i should maybe i should discontinue pointing people to our main Shelf Genie page, because it does have a lot more, I think, of what it should have. Where's your local one? If you click in the upper left where it says Shelf Genie, the logo, further down, I think right there, if you click that, it'll take you to our main page. This is parent company. Yeah, this is a better picture. Custom pool drawers for new or existing cabinets by Shelf Genie. Yeah. Yeah. This is, this is better. It talks to your, what you do. Right. This is, this is a great header. Okay.

All right. And notice that it did not open up in a new window. So your site is now gone. Yep. So you have to make things click off in a new window. Yeah. Okay. Self genie of Mesa, Arizona is not quite as dynamic as, as this header. Yep. Okay. Now I think it's a little redundant to have book a free consultation and book a free consultation there. Request a call would be the same kind of thing. I don't know. Um, lifetime three, three, three. I like this right here. This is an important little banner. This is great. Explore our solutions. This is good. I like that picture. How it works. Client transformations. What our customers say. And then I actually like the way theirs

laid out more than yours.

And then where it has this section here is where you might put local franchise owners. Okay. You put yourself so far on the top. I don't know. Yeah, I know. It's silly

they've set up a template for both the menu and the local. Should be on the about page, not the homepage. That's wasted, too much wasted space here towards the top. Yeah, for sure. Any other thoughts for her? I'm looking at your, oh my God, there's a lot of chat. Okay. Okay. And I have a little bit more time. You guys should know this by now that I might go a little bit over. So if you need to go, you can go, but I'll keep going. I like the schedule and no obligation appointment though, for sure.

That's a good form. And that goes straight to your email inbox? So it goes to our booking. They can book directly online. It goes to my schedule, to our online schedule. Okay. But you'll get this form when they fill it out? Yes. Whether they do it from the main page or this page, it comes to us, yeah. Okay. So I guess a question I have, so

do a lot of retargeting ads and they are driven off of my local site, which is why I started pointing people to my local site. But prior to that, I always went to the parent page because it just seemed more

And maybe come June when we get our new site, it'll be better. I can change my local site a little bit more.

Right now, I'm just limited. They don't allow us to change anything other than add events upcoming

and add our designer portfolios. You'd think they would want it to look more like their parent company. Yeah, exactly. So hopefully that's what's happening. But I guess in the meantime, I have a big show this weekend. So I'm thinking, well, maybe I just continue to point people to our main site. After a show, you need them in person. You need to grab them with a drawing. Yeah. Don't send them to a webpage. I mean, you can still pass marketing materials out, but your goal at a show is to capture the information. Okay. Now this on this parent company website, this form goes to where? It goes to, um,

It goes to our call center or it goes, they can book an appointment right away. If they book an appointment, I just, I will see it on my calendars. I have an appointment. I ensure an appointment in Arizona or it'll, it'll take them to their, whatever their state is based on the zip code. So it'll take them to a page. It'll take them to your calendar or it'll take them to what? It will take them to whoever the appropriate owner is in their state. All right. Yeah. All right. Well, then it's not too bad because a lot of parent companies, the parent company gets the info and you don't. So yeah, we get it immediately. Yeah. Okay. So video, adding a video too would be great.

More testing. Yeah. But I mean,

it's hard when you're not able to do a lot of stuff, I guess. Okay. Let me see. Okay. Yeah. Who else is still on? Who needs to jump off and might want me to look at their site before they have to leave? Otherwise, I'll just keep going down the list. I have a question about updating this page. So giving voice to a recovery. Liz, are you still here? Okay. Okay. All

right. So... so i'm here's

i'm having you look at this again, because you gave me some really good feedback on the, um, on this page. Um, this was originally a, the goal of this was just to promote a podcast. And then i added a

channel and i'm a musician, but i also have a

program and a journal and it's all in the community of recovery.

And I'm known in that community as a, an advocate on a national level, and I sing nationally around this subject. So what I've been doing is monetizing this. So I actually have been successful in growing the YouTube channel in the podcast, and I'm going to be monetizing that shortly because I'm right on that cusp of YouTube paying me for ads and stuff. But what I'm thinking about doing, Katrina, because you gave me some feedback. this is a whole lot of space about the podcast and my hair changed and i don't have any makeup on right now but

i i'm thinking i might might want to put a video up here about me talking about the overall thing and then putting

the menu also looks really wonky.

And this is one of those older i'm going to undo this, whatever you call this kind of formatting where they yeah that's growing yeah it's obnoxious to me. So that's, I'm going to take that out. Okay, so but i'm thinking about putting a services tab up here and then taking the coaching and all that, because all the opt-in and everything is inside the coaching thing and the um and and

so nobody's seeing the opt-in the opt-in is yeah this is one of the opt-ins the free download, and this is the sales page, but it's just really feels like it's everywhere. It's like everything's everywhere. okay This looks like it could actually be a free stuff page. Or maybe you need, under resources, you need all your free stuff.

And it needs to say... Well, the top of it's free stuff, but the bottom of it's services. So I've got like... I get you. So you need services in one page, free stuff in another, perhaps. And then so as far as the... First of all, let's make the logo smaller so it's not such a wide top. okay because then it'll skinny this up to about half the size of this this top area. It doesn't need to be. It's too big. okay so make it a lot smaller in the corner. Honestly, I don't like the social media at the very top because i don't want them to go clicking all over when they're on your website. I'd actually put all of this on the footer okay and um inst however

you're big on YouTube. So I might only put something like, um, follow me on youtube for, you know sick don't you have like thousands of people on YouTube? What's that? so you have tons of thousands of people on YouTube? I forget. I've got about four four thousand right now. Okay. Subscribers. So I'm getting there. The big thing for you right now, you might leave just the youtube and you might do a little graphic up here next so be small graphic up here and your small logo up here. Above the navigation, if that's your thing and put the rest of the icons down on the footer. But so your navigation, get rid of the GV2R and just put home podcast. You won't need the YouTube here in the navigation because you'll have it up here and in the footer.

You might just put boutique. You don't need recovery gifts boutique. You just put boutique and coaching and workshops is fine. Leave that. This would be about. Okay. about actually a specific playlist that gets the most play in my youtube channel. Okay. It's actually the official lyric videos and the story behind the song it's okay maybe maybe it's here i don't know. But we have to skinny up these things because you know maybe it goes under the music like totally take the music it could be a drop down so put music uh my uh Instead of Elizabeth's music website, just put, I don't know, entertainer web, something shorter. You don't want, you don't want three word tabs. Okay. Music website and then a dropdown story behind the song.

Okay. And then what's advocacy and action and why is it in your header? Okay. It's because a lot of people know me from that and are interested in what is going on. But again, this page needs a description. Okay. It needs a description and a header. Like don't just, you're just have like little things plopped on it. So instead tell us what this page is about. Like a lot of people know me from my advocacy and action. And this is what, and I've been so passionate about la la la. And again, You know, these are some of the things that I've been fortunate to help out with. And you can put a video, you can put a blurb and a headline. This is a page that needs that explanation.

OK, but the navigation is just advocacy because people understand. So, OK, what's the advocate about? Right. Recovery resources, just resources or free resources. If you're going to put the free stuff there. And the boutique would be the boutique. And then you'd need a services for services and contact. Get rid of the word page. You don't need the word page on a contact. So those are just ways to skinny up the navigation, first of all. OK. I think. Let's go back to the homepage.

You're going to fix this header and make it more static. You probably get rid of these things here because or figure out what works. what's important? I think i need, they do work. They click through. If you click on them.

Unless they know what it is. We don't know what kind of audio it is. We don't know what kind of video you're trying to click us to. You have to be more descriptive as to are you okay so the icons for youtube and podcasts don't click, come through. because that's what those. Okay. And why do you need that when you have podcasts in the navigation and you have a youtube thing up here, you don't need that right off the bat. That's just extra added. Again, you got to talk to your target audience. This is all great stuff. Now, you want this to be more of a coaching, like let's monetize this website. So don't just put this stuff up here. This should be down by like a blog, like where the blog is on a homepage.

The blog stuff on the homepage is at the bottom. So you need to make this a homepage with like who this is for, why they should care, if they're looking for this, these are the kind of resources I do, and da-da-da. Okay? So push the podcasts and interviews down because if you look up at the top of the menu, let me see. I used to have this a little bit different real quick on the top of the menu

the drop down about who it's about. I should probably if you click on the home, there's no drop down about the show. Yeah, that's probably what you're

for. That should be right there. That could be about for sure. Okay. page in here so that needs to come out on the front and the blog on the bottom okay yes because

your home page is the first page they usually go to and then the about page okay so we need to about now this get free copy of your 100 reasons to be grateful um can be printed out and kept in your journal and attitude gratitude um i don't know i think do you get a lot of people signing up for this

I've had some. Yeah, I have another one that's better that I think I'm going to replace. I think it's time for a new freebie. Honestly, those who know we need to be more grateful, we don't need to read 100 Reasons to be Grateful. It's an infographic type of thing. So the infographic needs to be here, not just the logo. Okay. Okay. Yeah, because this is just a really big thing. And it's weird because the headline and the description of the freebie is outside the Of your little section divider. So I don't know why it's outside of your section divider. So. Yeah. So, and it's just taking up too much space. You could skinny this all down and give this away, but it needs to be above this latest podcast and interviews thing.

Okay. Cause that, but it needs to be after the, who this is for and why they should care. And like, like she has this free gift. So she has, she has a little. Have some kind of, you need an infographic for. for your free thing um you just have to have something like uh um i had something um i used to have an old one on here. I forget what it looked like but it has to have some kind of little graphic for that thing. Okay. Um,

Yeah, there's just not enough information on here at all for who

you coach and why they should care. And they're not going to just click over to your coaching site um and then this page it's there's too much stuff just.

So this is

feeling sad, frustrated, confused or overwhelmed. Coaching might be for you. What make and what you want instead is. Yeah, I mean, why coaching? Okay. So these are important. This is important content here but you have to have more. I think and this is just a free thing. Oh, this is a different info. Yeah, that is a different free thing. And that one does pretty well. Okay. so this is the image that you would put on the home page, not any bigger because we can't see it. We want to have to opt in for it to get it, of course um yeah that's just, you have to ask coaching and workshops page. Okay. What's that?

It should not be on this page unless it's on the very bottom.

Like, don't forget if you you know if you haven't gotten my data you should sign up here. Why should it be it should be on the

Yes, because the coaching workshop should be for coaching. So. This is kind of like this here is a miniature coat. These are both opt ins right here. One's a free session. And this one is like a free mini class. This is not where to put the opt in. OK, the opt in can be on the homepage and or on the bottom of inside pages because of the page and they haven't gotten a freebie. But the coaching page is where we need to learn about how to work with you. So you need to talk to the ideal client.

Here's one, work with me. Some of my, I have two different pages right now. So

your coaching page might say something like, work with me. Are you trying to figure, you have some of this content already, but do it like this. Are you trying to figure out how to da, da, da, or do you need help with blah, blah, blah? Are you feeling stuck? Are you looking for support? i have a video. You're in the right place. This is what i do to help people. If you've been thinking about that, you aren't sure, you know um i encourage you to read on and or sign up to speak with me. Let's just chat and see if it's a good fit. You could do something very similar.

A lot of you could. okay schedule a free call. Read through the ways i can support you. Takes you to a different page that talks about different programs. Then my philosophy is all about blah, blah, blah, getting more stuff done, read through the various ways, links you to the same page, where to start. It's all about your order of importance, what's important, da, da, da. And this is, again, it's talking to them. This is them. Yeah, I think the content

the middle, I think it's lost where it's at because I do have talking to them. It is lost, but it's not enough. And you're not talking to them. You're bullet pointing them. Oh, okay. So actual paragraphs. No, bullet points are good, but you got to do a mix and you have just a teeny bit of regular paragraphs.

Okay. So more.

more. And then take them on. I'm taking people on a journey down the page, right? How do you like to learn? You like to learn in a group, a live event. These are the ways I can support you, right? Yeah. i can definitely help you increase your business if you say yes to any of the following. This is where i did a big dump of all the things, right? I encourage you to take action with something, soft stop sabotaging, sign up for a street that's where you put the free strategy session button that you have on the very top because nobody cares about the strategy session button until you've talked to them a little bit first. I see. Okay, I get it now the wrong place.

And then I have testimonials and videos and read more testimonials. So I do have two testimonials on the bottom. Would you keep them down there at the kind of... These? Yes. But they're squished together. Like, I don't even know. Like, I mean, they're squished together. So, and I don't like scrollers. So like... How long do I have to wait to read all these testimonials sitting here in the middle here? Do you see all these? You need to make little graphics or images with those testimonials instead of having a scroll. Get rid of the scroll testimonial for sure. Anybody that has one, get rid of it. Okay. This is

example of like a coaching page. So it has my header on the top about coaching, right?

So it says, jumpstart your lifestyle, next level coaching. It's very clear that you're on my coaching page.

has similar wording here. It's actually a different video, I think. And then it's talks about this um it takes you back to that other page i was just showing you,

See how you could make a little image with a testimonial and a picture? Yeah, that's a great idea. I love that. And then here is where i have, I don't really like this layout and i just haven't had time to fix it. But and I haven't had time to fix the wording because it's next level mastermind. So one on one

months, it tells a little bit about this is by far the second most popular option working with me.

Schedule a call. Learn more here. So this one has a sales page. This one doesn't. Right. One on one sign up. This one doesn't have this one just takes you to buy a

sales, a VIP day. And nobody does. Okay. I'm just saying, but there is plenty of information on here to help if they

were to one-on-one three call package. This takes you to buy two. I want them to actually see how much it is for a three call package, right? $2,100 to try me out for three calls. So that's clicked there that mastermind retreats publishing and then website strategy calls, right? Some of these just take you to a call with me. But it takes you to that page. No, it takes you to the contact page.

It should take you to the other page. But regardless, it gets their contact information. And then again, more testimonials in my bio. Okay. And then look, a free sign-up sheet on the bottom. So this is kind of like my main thing. Now, I'm not saying sign up for my newsletter. I am. I am. But I added to it. Sign up now to receive my email newsletters, video tips, articles, advice, free and paid events and opportunities, plus tools and resources to grow your business every week. I'm not saying sign up for my newsletter, but that's really what they're doing right here. OK, so this is for all of you. Right. So get more specific, get more

in there. All right, let's move on to some.

Does that give you some ideas? Yeah, thank you. That was very helpful. Let's see. The mystical market.

Have you updated this since we talked last? Are you here? I'm here. Yes, I've been updating it. Foremost costumes and holiday pop-up sale. April.

Recharged by Merce the Magic of Costumes. So this is good. Oh, pop-up. Hello, pop-up. Keep me in the loop. And I know I've got to add the freebie. I don't have it yet, so I've got to add that. I'm not a fan of the scrolling headers anymore because we just don't have time to wait and see what the next one says. So if you

to change your header, like right now you have a pop-up sale, then change it for right now to this next one.

I think it was, no, it was this one. This one. This is what it should be right now. This is what your header should be. But it doesn't have to be this tall either. In

this case, I can't change those. It's a template. So I'm moving this to my Wix site after this sale. You can change it. Trust me. You can

rid of this header and add a big image up here instead. And boom, you changed it. So you can. Yeah.

OK. And then support local theater, step into a world of enchantment. So there's a whole bunch of events down the page. No, it's all about that event. It's different aspects of the same event. Okay. There's a lot. I don't know if I know what to do.

Get your,

you know, what I want to see is I want to see a navigation. Like I want to see navigation, like get your tickets, sign up and volunteer, contact us about. And at this point, I have a one page site, so

I can't fix it in two weeks. That's all I would do. I mean, for your particular event,

I know it's coming up, so you don't have time to do anything. Name and mobile. Where's the email? Oh, that's that's text club. Learn more.

There's so much stuff here. I don't even know where to start. But your people probably do. But the people that don't know you, that's why we designed the website, right? So I don't know what you want me to tell you.

If you don't have time to change this site, I can't help you, right? I mean, I can try to fix it, but I only have a one-page site. So I can fix it on one page. You don't have time. You just need to market more. It's too close to this event for me to tell you to change the page. Okay. And so what I'm... was planning to

was because of course the GoDaddy people are irritating me. So I'm going to add it as sort of a sub page on my fairy ball thing. So I'll have different

of it, but I didn't really want to have to pay for two hosting and two emails. So that's why I think it has to be under the fairy ball.

You don't need two sites. You need one site. And then you just need to use dropdowns and different redirect URLs to different pages and stuff like that. Cause it all has to do with the same kind of thing. You need one website. Yes. And it'll save you money on hosting and updates and all that kind of thing. But so, I mean, it's going to be a process. It might take you a few months to really merge them both into one. It's going to take you a while. Just know that it will. And you're going to do the best you can with the time you got. And just put an order of importance together. Like build that first homepage first. So pick a platform, wherever you're going to build it.

The homepage is the most critical, right? Build it for the ideal client. Build it to get them on the list, right? Okay. And then... And then inside, just click and link them to these other pages until you can build all the pages out. So for a while, you might even have three sites. You might have the new site here and these other two sites over here. And you're just going to keep building pages and keep adding things until these sites are no longer and this site is left and then you can let those go. That's sometimes you have to do it. Because even for just the Treasures Market, you're talking, you want people to consign their stuff. You want people to come shop.

You want people to buy VIP tickets and support the nonprofit. So there's multiple areas in my class. So you need a navigation. You've got to have navigation. Or on the very top, right now, you just have sections of each of those things. And so we have to scroll to see the sixth thing you're talking about. Instead of at the top going, there's lots of ways to get active in this particular event. Here's the six ways. scroll down for more information on each one of them. You have to, again, talk, describe what the site is and what they should be doing. So you could have little boxes of the six or buttons of the six things. And those buttons could link down to that part on that.

I think I can, I could add a section that could do that. It's not meant to do that, but I think I can make it do that. You should be able to. Yeah. Yeah. Okay. Okay, great. Thank you. Yeah. And so with pop-ups, I know Jill, you mentioned something with wellbeing, you're still here. With pop-ups are great. However, if they're a brand new person, sometimes we just click off, you know? And so that information has to still be on the webpage, either the homepage or all pages. So we can't just have the pop-up information in a pop-up, whatever you do, but I don't mind a pop-up. Just know that most people are going to pop out of it and like click out of it.

Most likely, but it could catch people. I don't know. I don't, I don't worry about them too much anymore. I did way back when, but I don't anymore. Okay. Anybody else have, what about you, Kat? Where's your website? We haven't talked to you. Where's my website? Kat Mitchell or Kathleen Mitchell? Oh, I don't have it under my name. What is it? There's like 10,000. Path to discovery.com. Yeah. Okay. Because you didn't put it in the link in the chat. No, I didn't. You don't want feedback? Huh? You don't want feedback?

I'm taking a lot of notes. I've been updating it and changing it. And, you know, there's some things that

I, like... I have the scrolling testimonials that my web designer put on there.

I'm like, oh. Yeah, I wouldn't do that. And in fact, I probably wouldn't put them on top of this background. I like the background, but I would really make them pop somewhere. I don't know. Yeah, that was all that my web designer did. And so I haven't touched any of that. I like the pretty. We have, I only see like two colors though. I feel like you need a third color. And you're using a lot of earth tones. So you have a very muted blue teal and white and that's it. I feel like you need a pop color. Yeah. It could be orange. It could be like a burnt orange because you like the, you know, it could match some of the colors you've got going on here.

Well, and now that my hair is white, I like the bolder color. So I'm like, eventually some of this will change. But I'm just trying to get some changes on here on my website now before I head to Arizona. Yeah. Yeah. So where's your free thing? So, I mean... You may not fix it before Arizona, because I know you're leaving soon, but this header has to really go, right? This whole video header. So this is a video header. Who was I talking about with the video header? You were talking to... Yeah, the B-roll. So this would be a video header, however, but you have a different video in there. But it's... I like the wording. I don't know that we're going to click on I'm ready because I don't know that I'm ready.

And apparently it didn't take us anywhere. So the work with me page is not up. FYI. I wonder why that's broken. OK, well, you got to click on your stuff every once in a while here. I like this. i like all the pictures of you. I like this section. I just i think your testimonials would be better somewhere else um

so this is a click to register five week workshop. So this particular thing it's for sale, right? You need a whole sales page for this. You can't put all this You can't put the start date and the pricing here. You have to get, you have to remove this, put a learn more button and get rid of the click to register. And you need to go create a page for that.

Okay. You need a whole sales page for anything over, over like a hundred bucks.

me. I see speaking, but I don't see coaching. you say not certain, let's chat. Okay, so where's your where's your click to sign up for a call button right here? But I still don't know how to work with you. So this services page, I don't think has enough. It doesn't have enough. And maybe the works, so maybe it shouldn't be a services. Maybe you should have a one-on-one coaching page and a group coaching page instead. And then a speaker page. That might be what I would do. Because I think that's the way you sell stuff. So divide this content up into that. Okay. And put a contact page up here.

Well, get rid of it. I don't think you need a button. I would just put it in the navigation. Oh, you have a workshops page. Good. Okay. And your books.

Yeah. And the only thing I don't see is free stuff. Where's the free stuff? That's the workshops page. Is the free workshops. So they were free. I would assume they're paid by the way they, by the way, the. Yeah. So those are all the free ones. Okay. Then you want to put the word free up here. Free workshop. Yeah. I have a note about that. Cause you mentioned that on somebody else. And then on the homepage, it's like ready to make these. Sign up for a free call. Check out my