

ATTRACT CLIENTS ONLINE

1-Page (or Homepage) Website Template

1) Call out your target market

(This is optional – some websites have a relatively small text pre-headline)

Example: 'Coaches, healers, consultants' or 'Single working dads'

2) Headline

Large text, ask an engaging question

Example: Would you like to achieve your goals, make more money, feel more freedom – quickly and easily?

3) Ask the Pain Questions

Part 1: Engaging question Example:

Are any of these true for you? Or

Do these sound like you?

Part 2: Pain Points Example:

- I'm stressed trying to create a successful business.
- Marketing my business feels uncomfortable and inauthentic.
- I'm suffering from procrastination and overwhelm and can't shake it.
- I have a fear of public speaking.

4) Imagine a Different Future

Part 1: 'Imagine' Example:

But what if things could be different? Imagine yourself saying:

Part 2: Benefit statements Example:

- Marketing my business feels easy and authentic!
- I feel at ease speaking in front of people.
- I'm totally comfortable quoting my new higher fees.
- My business is organized and running smoothly.

5) Personal Story and Statement of Support

Example: How do I know this is possible? Because I've been there... But I achieved X result and you can too!

6) Testimonial (Optional, but adds credibility)

Hint: Make the testimonial short or use a longer testimonial but **BOLD** the parts of it that are most powerful.

Example:



I've made \$70,000 in three months!

"Hiring a business coach was part of my strategic plan to take my business to the next level because of my wide exposure to many excellent business coaches.

Pamela Bruner stood out head and shoulders above the rest as a master business coach with the exact experience and expertise I needed and wanted. So I expected great things when I hired her...but that's not what I got."

The first week she had me "tweak" something that resulted in a 4X increase in revenue that literally paid for my entire investment in her coaching program twice over! Next, she helped me design and launch a brilliant set of programs – based on what I love to do most – that grossed over \$70,000 in 3 months.

Pamela coaches from both her heart and her brilliant mastery of business and I trust her completely as a key player in my business and in my future."

Margaret M. Lynch
Success Coach, EFT Expert

7) Invite them to Take the First Step Invite them to sign up for your freebie!

Template:

I want to invite you on a journey of transformation. A journey where (add additional results with emotion)... To get started now just _____(creating the benefit you offer) download my free (report, audio, video, checklist, template)...

Example:

Get started now growing your coaching business by downloading my report 'The 5 Biggest Branding Mistakes Coaches and Healers Make'.