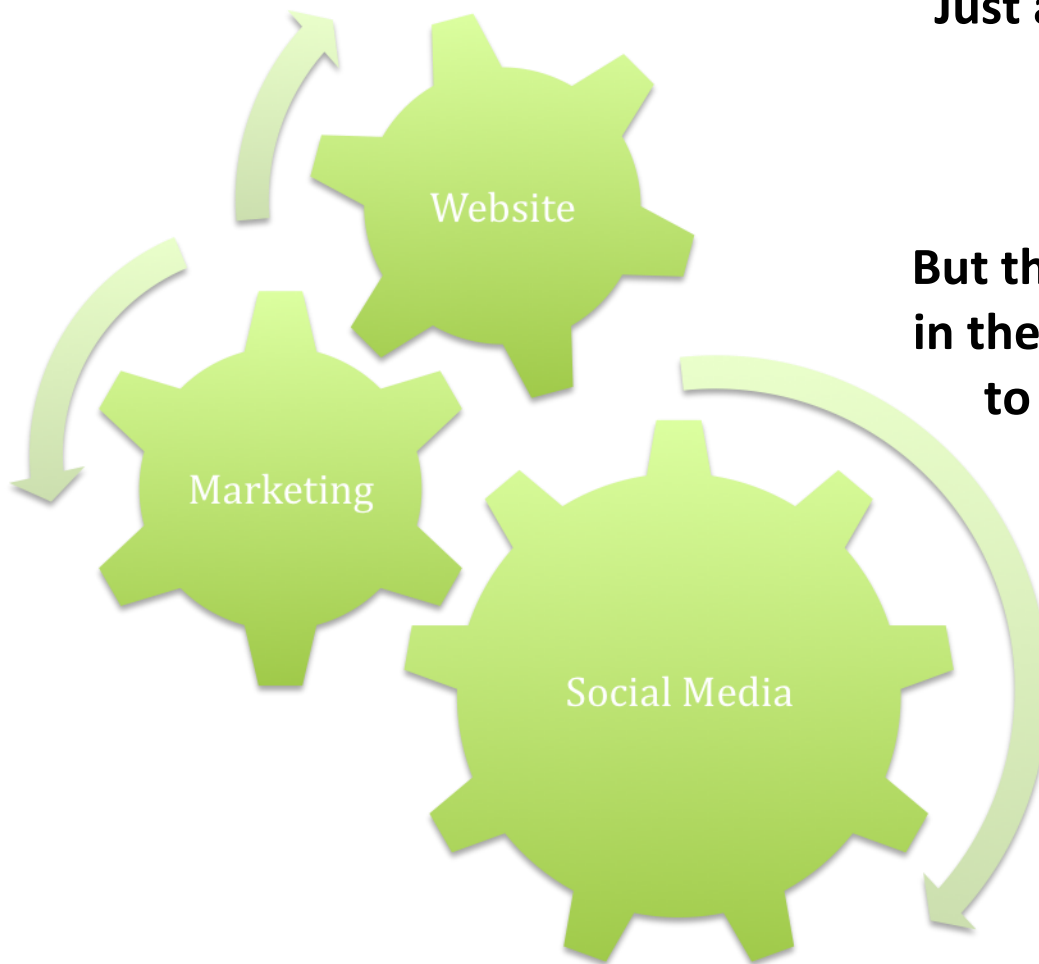


“KNOW PAYNE – KNOW GAIN” WARNING: If you are just beginning to create your website YOU MAY BECOME OVERWHELMED by this workbook. Read through it two or three times before taking action. Visit thewebcoach.net to DOWNLOAD the audio version. LISTEN to it. USE the PROGRESS TRACKER on page 2. See page 23 for special offers.

Web Coach Tip™ Exclusives:

The *QuickStart*

Web Workbook



Just about *Anybody* can figure out HOW to create a website.

But there's REAL GENIUS in these **17 Sure Fire Tips** to create a Successful & **Profitable** Client-Attracting Website



Version 9.0
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419 775-7424

For more information about other programs and services, email us at:
Donna@thewebcoach.net

This workbook is designed to help you get started with 17 KEY COMPONENTS to creating a successful and profitable website. Please use this worksheet to your fullest advantage by **writing down thoughts and ideas**. If you're like me, you'll have a printed hard copy close by for those ah-ha moments of which you'll translate to a soft copy later so you'll be able to read it tomorrow! LOL!

Please keep in mind, **perfectionism is NOT permitted! DO NOT obsess about this!** Creating a website does not need to be stressful. If you find yourself struggling with something—move on and come back to it later. Sometimes it's so hard to accept that “good enough” really is GOOD ENOUGH!

When you have an inspired thought, you must ACT on it! Trust in yourself - and make sure you get your great ideas on paper.

“KNOW PAYNE – KNOW GAIN” WARNING:

The extraordinary Dan Kennedy says it perfectly and I quote:

“Warning: The single biggest obstacle to you making big money in consulting and coaching is the wholly erroneous idea that you have no expertise to offer worth big money, [and] that you are not qualified to do this. You don't have to be Mr. or Mrs. Know-it-all to do this. You just have to know some things your clientele do not...”

PPS. And finally, contact me if you get stuck or when you're finished. I offer FREE friendly advice – so be sure to take me up on it!

Let's get started!

Progress Tracker		% Completed			Woohoo!!! I'm Done!
Page	Section	25%	50%	75%	
3	Domain Name				
3	Types of websites				
4	Setting up Wordpress as your website				
5	Think about your “BRAND”				
6	The single most important part of your website				
8	Your “single point of entry”				
7	Services you offer				
10	Pricing structure				
11	Automation & shopping cart				
11	Testimonials				
12	Articles & publications				
13	Build your mailing list				
14	Publicity & the photographer				
16	Key words				
17	Sample website architecture				
18	Intro to Social Media Marketing				
22	Popular social networks				
23	Critique Coupon & Special Offer				

Hint: Track your progress at a glance by using this checklist



Think about a domain name: i.e. www.yoursite.com. This will also be part of your email address: **You@yoursite.com**

Make it short, easy to remember, hard to misspell, and relate it to your business name, niche, or products if possible.

Using your name: www.DonnaPayne.com is acceptable if you're a Coach, Therapist, or other Solo-Professional because YOU are your "brand".

Here's a fun resource: put in two key words and "Nameboy" will generate a domain name for you.

<http://www.nameboy.com/>

DO NOT PURCHASE A DOMAIN YET!
IF you want to save money I can get you hosting & a domain (as I do for all my web clients) at a wholesale discounted rate of \$39.95 a year. Just let me know!
(This is done automatically for all my new website clients, so you may skip this process).

Stuck? I HIGHLY recommend this book: [*POP! How to Stand Out in ANY Crowd*](#), by Sam Horn.



Different types of websites for all budgets!

"Business card"

A simple one page website with your company information – a brief description of services and how to contact you. You can do this simply with Wordpress.

"Brochure" Website

- Home page with opt-in, About, Products/services, Contact page.
- Brief descriptions of products and/or services, bio or about us (300-500 words).
- You can do this yourself easily with Wordpress.

"Sales Letter" website

Launching a teleseminar or product? A direct response sales letter website is what you need. This is the "annoying" long page that goes on and on... but SELLS over and over again.

Sales letter sites need:

- Home/sales page
- Affiliate sign-up, Affiliate tips
- Thank you pages (3)
- This site also needs configuring your shopping cart for your Opt-in's, product and affiliate programs.

"Teaching/facilitator" site with private member area

Offering web-based courses is a very popular stream of income and a great use of your time. Sharing your expertise with others without spending any time in a classroom rocks! (had to say that) You need to be aware: there CAN BE a lot of work on YOUR part with producing a teaching site depending on the business model you choose to follow.

Today there are free resources available online. With Ning <http://www.ning.com/> you can create your own social network in a couple clicks. My pal, Mel McGee of <http://www.supermummymumpreneurs.com/> set her site up on Ning.

Setting up Wordpress as your website. YES! YOU CAN DO THIS!

The minimum tools you'll need to get started are:

- * your domain and hosting with a MySQL database
- * a theme (what you call a template in the Wordpress world)
- * free ftp software. (Or Dreamweaver if you prefer)
- * a little bit of time and patience



When you purchase your domain and hosting together, most of the time a MySQL database is included in the package.

Why Wordpress? <http://wordpress.org/> Because:

1. It's open source. Which means thousands of people are continuously updating and making it better for the greater good of mankind.
2. **YOU will be able to update your site from anywhere.** It's web-based, you only need an internet connection and a browser to access your site.
3. Creating new pages, uploading images, and video only takes a couple clicks and you're done.
4. Writing and formatting your copy is just like editing a word document. Easy-peasy.
5. Plugins and Widgets! These two nifty elements will add personality and function.

Before you begin, find a notebook to keep track of your passwords. In my online client area, I create a file called "Access - Passwords n'such", that way we can both update and have access to passwords. Examples of passwords we keep track of are email, shopping cart, hosting, ftp, database, Wordpress, audio, Facebook, Twitter etc.

Assuming you have already purchased a domain and hosting, begin by accessing your hosting company's control panel (cpanel). There you will see common areas like "Website, Email, Domain, E-Commerce, Scripting & add-ons, Marketing Services, and Account info." This info may be different, as all hosting companies cpanel's are different.

You can start with the database setup first:

1. click on "manage MySQL Database" or "Create MySQL Database"
2. Create a "Database Name":
3. Create a Database Login
4. Create a Password:

All done. And you wrote all of your database info down, right? Of course you did!

Next, you'll move to the "Scripting & Add-ons" or "Install Central" section. There you'll find Wordpress and a bunch of other goodies. We're only concerned with Wordpress right now.

Click on install Wordpress and enter your database name, username and password when prompted.

As Wordpress is installing, you'll need to think of an administrative username, password and give an email address since you'll be the admin of the site. You're almost done!

When Wordpress is completely installed, you can access by typing in <http://yourdomain.com/wp-admin.php> and enter you're admin username and password. See! That wasn't so bad now, was it? :)



Think about your “BRAND” for your business and website.

Remember: SIMPLE IS BEST!

6 months ago, I would have preached the importance of your brand. Today – at this moment, if you’re just starting out – get the website up and worry about the brand later. Don’t let the fact that you don’t have your brand hammered out yet hold you back.

Here are good brand examples:

Hello! My name is Scott! (<http://www.hellomynameisscott.com/landing.aspx>)

Scott’s whole deal is about being approachable... and his “name-tag” is his brand image. (He even has a TATOO of a name tag on his chest!)

Or, Michael Stelznerns “**Writing White Papers**” website.

<http://www.writingwhitepapers.com/book/g.php>. Notice what’s consistent throughout his site? The little paper airplanes!

Ask yourself:

- ✓ **Who/What is your niche?** Professionals, solo-preneurs, home-based business owners, women over 40, executives with assets of over 5-million, teenage girls with ADHD... *Get the idea?*
- ✓ **What is your message?** Example: “Maxwell House Coffee – Good to the last drop”
- ✓ **What image are you going to portray?**

Stuck? Again, I HIGHLY recommend this book: [POP! How to Stand Out in ANY Crowd](#), by Sam Horn.



Today you can easily get a custom logo and/or brand identity with "contest" services like 99Designs.com. Simply post what your desires are, and several graphic designers will post their concepts. You give feedback, pick, choose and eliminate the unfavorable ones and are left with a design. It's very important to have a unified brand across all of your social media outlets.

Back to the “Look”

Wordpress templates are abundant on the internet. Free templates are everywhere! But, if you are willing spend anywhere from \$50 to \$150 US you can purchase a premium template. One that looks great and is flexible.

Here is a list of resources for Wordpress Themes – some free and some premium:

[100 Excellent FREE Wordpress Themes from Smashing Magazine](#)

[Woothemes.com](#) – I love Woothemes!
[iThemes.com](#)

Note: Be sure to write down the template ID#'s of the templates you like best below.

Branding ideas:

Template Id's



**Here's the single most important part
of your website: YOUR WEB COPY!**

And remember: Your website isn't about YOU, it's about THEM

Note: May I add, this is an area where most of my clients get stuck...If you find yourself at a total loss when it comes to writing, please let me know.

Write/gather/compile: prepare copy for your main pages:

- ✓ **Answer questions.** Frequently asked questions *woven into your copy* will give your visitor confidence in you because you answered their concerns right away. **Think of questions you've been asked and document them** providing the most detailed and complete answer you can. This will save you lots of time in the future.
- ✓ **Focus on the pain your prospect is experiencing.** Your client is looking for someone to take away their pain or help solve their problem. What's bugging them? What keeps them up at night? Why are they looking for you? If you don't **get in touch with your prospect's emotions** they are not going to connect with you, or hire you. Give a **positive outcome** for each pain they have.
- ✓ **Your copy needs to be as specific and clear as possible to the kind of client you want to attract.** Why? To **weed out the wrong kind of clients**, that's why! Why waste your valuable time on a comp session with someone who wants a life coach and you only coach corporate executives in career transition? If your home page message is crystal clear, prospects can determine right away if you are right for them before they contact you.
- ✓ **Remember to be personable and approachable.** Even go as far as to write down 10 characteristics of your perfect client and make up a fictitious individual who has all these characteristics and write your copy "to" that person.

RESOURCE BOX

[Red-Hot-Copy](http://thewebcoach.net/red-hot-copy)

<http://thewebcoach.net/red-hot-copy>

[Add Audio to your copy!](http://thewebcoach.net/audiogenerator)

<http://thewebcoach.net/audiogenerator>

- ✓ **Make your website come alive with AUDIO.** Increase your sales with this inexpensive and brain-dead simple way of engaging your visitor. (see resource box above for links)

Your prospects want to learn more and be closer to you. They will love reading about your human side. People do business with folks they like. Remember, your business is built on relationships!

Hint: Most everything I write goes to my senior editor first—my 14 year old daughter! If she can't understand the basic concept of what she's reading, I need to start over.

In other words: write in simplest terms. Keep your sentences around 10 words or less. (a client once had a sentence that had 39 words! Needless to say I was cross-eyed just trying to figure out the point of the whole sentence!) Break your writing into readable "chunks" easy to understand. Big words don't impress and make some folks feel like you're talking "above" them.

Write so that your information is "scan-able." People rarely read word-for-word. Their eyes scan down the page when reading a sales letter or ad copy. **Bolding key phrases** in your copy, makes your information scanable and lets this person know immediately if they want to read further or bail from your site.

You MUST have a killer opening line. Something to snag your prospects attention right now! Start paying attention to articles and ads in your local paper...or if you're feeling adventurous, take a gander at the tabloids in the grocery checkout. You'll see some pretty interesting headlines AND as corny as they sound, they SELL like crazy!

Here are few real-life examples:

- **"Copywriting: The Secret Weapon Your Competitors Hope You Never Figure Out How to Use!"** (Lorrie Morgan Ferrero's Red-Hot-Copy.com)
- **"Get Clients with the Proven Book Yourself Solid Lead Generation and Small Business Marketing System"** (Michael Port's BookYourselfSolid.com)
- **"Publish Your Own Ezine for More Clients and More Sales!"** (Alexandria Brown's Ezine Queen.com)
- **"NO B.S." APPROACH AGGRAVATES MANY, BUT ENRICHES THOSE WHO ACT ON HIS ADVICE"** (Dan Kennedy.com)

How to... "How to lose 15 pounds in 15 days", "How to meet the love of your life!"
7 secrets... "7 secrets to attracting better clients", "21 secrets of master coaches."
If and Then... "If you have an itchy scalp, then get Head & Shoulders."

Make sure your copy is BENEFIT RICH. List all the benefits of doing business with you and **OVERCOME OBJECTIONS.** When you're finished with your spiel, give a clear and concise **CALL TO ACTION.**

For example:

- ✓ "Subscribe now and receive a free doo-dah", "Click here to buy now".
- ✓ Tell them exactly what to do.
 - "Click here to schedule a complimentary coaching session"
 - "Click here to get our free e-book chock full of powerful interviewing tips"
 - "Take out your credit card and purchase now using our secure server"

And lastly,

Write all of your internal web pages FIRST, and **save your homepage for LAST**. It will much easier for you to prepare homepage copy if you're able to pull information from existing pages you've already written.

Notes about what you wish to write:



YOUR SINGLE POINT OF ENTRY: What are you giving away for FREE?

When you were a kid (for me that was last week) and you played board games, do you remember the "GO" or "start here" position? ie. Monopoly, Candy Land, etc.

You knew exactly what to do, "start here", roll the dice and make your move. Your business operates very much the same way although you may not realize it.

Imagine your business spread out like a game board complete with players, products, money, and dice. Now invite your customers over to play. You all sit down, figure out who gets to be the shoe, thimble, dog and racecar.

Then what happens?

Where does everyone start? How do they play the game? How does your prospect begin to "play" with you?

Here is a great example:

[Dan Kennedy](#), Magnetic Marketer Extraordinaire.

Did'ja ever notice his "Most Incredible Free Gift Ever" that he gives away to EVERYONE? (\$700-some dollars worth of valuable information - yours for the taking and a 90 trial to his amazing newsletter) *The offer is so irresistible no one thinks about not taking it.* And therein lies the secret and holy grail of marketing. The secret is his "**single point of entry**", aka. the "most incredible free gift ever. " You see, once you're into his lair of products and services you are completely and helplessly HOOKED! It's almost like a shotgun blast catapulting you into Dan's Land. You WANT to learn more, you WANT to purchase everything he offers... all because he strategically lured you in with his free gift. (and because his material is just that !@#\$ good!)



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When we study marketing we're traditionally taught about the "marketing funnel." The mouth of the funnel usually has several inexpensive products and services you offer. The narrower the funnel becomes the more expensive the products become. The idea is to get everyone flowing down through the funnel.

The "Single point of entry" approach is simply the opposite. Begin wooing your market with one single item - one place to start. An item so exciting and valuable the prospect is clawing at the door trying to get in and see what else you've got. (Reminds me of waiting in line outside a store to get in and purchase the latest video game before Christmas!)

Does that make sense? A single, simple, VALUABLE piece of information to lure prospects into your business. One starting point. No question, no doubt, and easy to "give out."

Another example:

GOOGLE! When I'm doing research I position my hands over the keyboard... pause for a moment and think of relevant keywords for my search. My starting point is always the same - google.com. There's no distracting fluff on the Google home page... just a simple text field to enter my keywords. aka. the single point of entry.

Now it's YOUR turn!

Action Step:

- * What/where is YOUR single point of entry?
- * Is it a no-brainer that is perfectly tailored to your prospective market?
- * An easy "hand-out" to give to EVERYBODY?

It doesn't have to be highly complex or profound - just do it! Take action and DO IT NOW!

Notes about what I have to offer:

Come'on now! You have a LOT to offer... keep adding to this list and refer to it often. 😊



Your pricing structure:

✓ **What do you charge per hour, month or per program for your services?** It's better to start out low, and raise your fees than to price high and offer discount. Why? Because discounting depreciates the **VALUE of your service.** (*that doesn't mean you can't have a "sale" or "promotion"*)

✓ Remember, you're selling a **result**, not a physical piece of merchandise and you must **stress the client's perceived value** of their outcome of doing business with you. (*i.e. If I hire Travis as my coach, I'm sure to achieve my goal of becoming CEO of Microsoft, and I'd pay whatever his coaching fee is to get me there.*)

✓ **Have you thought about different ways to "package" your products or services?** Here's a tip I learned at a recent seminar to package a product 4 different ways, WITH NEXT TO NO COST! Listen up! YOU DON'T WANT TO MISS THIS FREE ADVICE!

1. **Read your ebook/workbook out loud to record an mp3 on my computer.** Sell the instantly downloadable Mp3 for \$37 + a boat-load of irresistible bonuses (don't forget those). Cost to you? —\$0.
2. Of course you'll have a draft of your book saved as a .pdf file. The next package will be: **the instantly downloadable Mp3 & .pdf file** and the irresistible bonuses for \$97. Cost to you? — \$0.
3. I just love this one. A **hard copy book with CD of the audio, the downloadable Mp3 & .pdf, PLUS 30 minutes of free coaching**, and the bonuses for \$197. Cost to you? — under \$20.

Do you see how this is working...just keep sweetening the pot a little at each price point.

4. **Ahh! The ultimate package!** All the goodies from #3 PLUS a seat in your upcoming teleclass for \$397. Payable in 2 payments (you can do that thru your shopping cart or Paypal – being flexible is key!) Cost to you — under \$50 + time setting up the seminar.

And another Bonus tip... get a small digital recorder or subscribe to an audio service that allows you to record your teleseminars! People love listening to audio.

Now the double edged sword of this philosophy... In today's economy, you might just over-price yourself out of business.

Notes about how you can package your products/services by using the example above:

RESOURCE BOX

By far the must have solution for your website, I HIGHLY recommend [Professional Cart Solutions](#). (That's who I use, PLUS they have a 30-day free trial) <http://thewebcoach.net/shoppingcart>



Shopping cart & Automation:

- ✓ **A good shopping cart system is the backbone of your internet business and is absolutely critical to your success.** The shopping cart allows you to take orders properly, deliver the products in a prompt and effortless fashion, follow-up with prospects and customers, keep track of your visitors, run your affiliate program and a whole lot more!
- ✓ My ONLY recommendation is [Professional Cart Solutions](http://theprocoach.com/professional-cart-solutions). ← Click here to sign up. Here's the link if you need to copy and paste. <http://theprocoach.com/shoppingcart>. I'd be a nutcase without them. I've tried others and none even came close to what Professional Cart can do for your business.
- ✓ Write down your user name: _____ password: _____

Notes or questions to ask later:



Testimonials:

- ✓ **Document favorable comments** you have received from peers, clients or other professionals using the SAR format. (Situation, Action, Result) *Don't forget to get their photo!*
- ✓ **Testimonials don't need to be certified documents or anything of the like;** but do provide references or contact information. (ie. Their website address) *You ask around before you try a new restaurant, right? Do the asking for your prospect beforehand.*

Notes:

I need to get testimonials from:

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

RESOURCE BOX

There's nothing better than a REAL LIVE [AUDIO testimonial](http://theprocoach.com/audiogenerator) on you're your website. And it's so easy... just give your client a pre-assigned 800# to call and leave their voice testimonial. Then they hang up just like leaving a message on your voicemail. Simple as that!

<http://theprocoach.com/audiogenerator>



Your articles or written publications:

- ✓ **Sharing your knowledge and expertise** with articles on your website is important for keeping your visitors engaged. Articles allow your prospects to get to know you better and trust your recommendations.
- ✓ **Write so that your prospects simply can't stop reading.**
 1. Relate to the audience.
 2. Write from the heart.
 3. Tell them a story or share a personal experience
 4. **Write using 1st person**, not like you're writing about someone else.
 5. Don't be generic or use clichés.
 6. Be REAL! Show your witty, whimsical or silly side...its ok! Really!

RESOURCE BOX

A TRUSTED resource for article writing is Jeff Herring. Soak up everything he knows here:
<http://fromthedeskofjeffherring.com/>

Article Ideas/Notes:

Try drawing ideas from an every day occurrence, movie, song etc and how it might relate to your service/product.

My Top 10 Article Headlines are:

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



Publicity and a Good Quality Photo Should Accompany Your Website

Joan Stewart, The Publicity Hound®, bets that 3 out of 4 of you who are reading this don't have a good-quality photo that you could give the media if a reporter called you today.

I check the EzineArticles.com website at least once a week, looking for articles for The Publicity Hound, my subscription newsletter on how to generate free publicity. When I find an article my readers would like, I email the writer and ask for a photo. More times than not, I'm disappointed. Three out of four people have poor-quality photos or none at all.

Writing articles to position yourself as an expert in your field, sell more products and services and pull traffic to your website is admirable. But don't stop there. You need a good-quality above-the-shoulders photo for publishers like me who want to use it online or offline and give you lots of free publicity.

If you're among the 3 out of 4 who don't have one, stop being a media mutt and start acting like a true Publicity Hound. Here are tips on how to get an inexpensive, good-quality photo.

Use a professional photographer If your cousin has a new digital camera, or a cell phone with a camera, and offers to take your photo to save you money, use a professional instead. Trust me; the expense will be well worth it.

Many of the bad-quality photos I see are too dark, out of focus, grainy, scanned incorrectly, or taken against a busy backdrop--often by amateur photographers. I've seen photos that look as though people have plants growing out of the tops of their heads. One writer gave me a photo that shows him with his eyes closed. A woman gave me a photo of her in a sleeveless blouse, with her bra strap showing.

Some people offer snapshots that show them with friends and family members. Most editors won't bother cropping out babies, husbands or friends. They just won't use your photo.

A standard, above-the-shoulders color photo is the bare minimum. Prices vary from market to market, but you can usually get a professional business portrait for less than \$75 from a professional photographer.

To find a photographer in your price range, start with the Yellow Pages. Or ask people you know for recommendations. Even photo studios at places like Sears and J.C. Penney can often produce inexpensive photos that are better than the ones taken by your cousin.

Here are tips to follow if you're having your portrait taken:

- Wear your usual hairstyle. Don't try anything new.
- Make sure your hair is styled the way you want it before you arrive at the studio.
- If you need a haircut, have it done one or two weeks before your photo session.
- Wear clothing appropriate to your profession. If you're a gardener, don't have your photo taken in a suit and tie.

RESOURCE BOX

If it's time to write a news release or lead a publicity campaign but you don't know anything about the topic, I've found the very best site on the Internet to help you. Joan Stewart, The Publicity Hound®, has tips, tricks and valuable educational tools. She's a great resource. [Click here](http://thewebcoach.net/joanstewart) to visit her website.

<http://thewebcoach.net/joanstewart>

- Avoid high-neck clothing that obscures your neck.
- Avoid sleeveless clothing.
- It's risky to wear prints that draw attention away from your face. When in doubt, be safe with solids (but not black or white).
- When applying make-up, pay special attention to your eyes. That's what people see first.
- Eye shadow adds depth. Avoid iridescent colors. Stick to neutral.
- If you wear glasses, ask your optometrist if you can borrow a pair without lenses. That way there won't be any glare.
- Powder reduces shine and helps eliminate shiny foreheads and noses.
- Be sure to tell your photographer the photos are for publicity so he knows what kind of backdrop to use. And tell him not to use a "soft focus" lens. Your photo should have sharp tones with good contrast.
- Don't have your photo taken when you have a dark suntan or it will look like your face is oily.
- Don't forget to smile! If you don't, you might come off looking bored or sad.

When I have my photo taken every two or three years, I splurge for a hair and make-up artist who preps me until I look my best, then stays with me during the entire photo shoot. Her fee is about \$150, and the results are worth every penny. But you don't need to spend that kind of money if you don't have it. Just follow the tips above and you'll be fine.

Pay for as many shots as you can afford so you have a good selection of images from which to choose. Also, ask the photographer if the photo shoot can include one or two wardrobe changes.

In addition to the head shot, you might also consider a storytelling photo that shows you with "props" related to your event. A toy train collector who will be featured at a train show, for example, might be photographed behind his model train display. Weekly newspapers that don't have photo staffs would welcome these types of photos.

Ordering your photos

Most print and online publications use electronic photos, but some don't. So you should have several wallet-size photos and at least one 4-by-5 print on hand just in case someone asks for it. If you're mailing prints, attach a label to the back of the photo. It should include your name, address, phone number, email address and the year the photo was taken.

Never write on the backs of photos with a pen or felt-tip marker. If you are mailing more than one photo, slip a blank piece of paper between them. Sometimes the pressure of the post office's mailing equipment can cause the back of one picture to rub off onto the front of another.

I advise Publicity Hounds that when sending prints to publications, don't ask editors to return them. It makes you look cheap. Besides, you want to encourage them to keep the photos in their files for use months or even years later.

Make electronic versions available

If you're posting your photo to your website, you can scan it at 72 dots per inch and it will look fine.

But editors who want to use the photos in print publications will need the photo scanned at 300 dots per inch, at the size they want to use the photo or larger. That means you can't take a thumbnail-size headshot, scan it at 300 dots per inch and offer it to an editor who wants to use it at 2-by-3 inches. That editor needs at least a 2-by-3 photo scanned at 300 dpi. So make several sizes

available. I make four sizes available scanned at 300 dots per inch. You can see how I offer it to editors [by clicking here](http://publicityhound.net/prblog/?page_id=2770). (http://publicityhound.net/prblog/?page_id=2770)

For most flexibility, offer a 4-by-5, color jpg scanned at 300 dpi. Any professional editor or publisher will be able to work with that. Some may use it in black and white, some may make it smaller, and some may lower the resolution.

I suggest you include your photos under a "Media Room" button on your home page so it's easy for editors to find what they're looking for. And remember to smile!



Key Words: This is tricky!

Today's Internet is changing CONSTANTLY! The only tried and true method for being found on the search engines is by WRITING ARTICLES and submitting to <http://ezinearticles.com> and updating your WORDPRESS website frequently. But if you really want to pursue the keyword factor, read on.

Go to <http://searchmarketing.yahoo.com/rc/srch/> and click on the "**Keyword Selector Tool**" link. A small pop-up window will open. Enter in a word or phrase that you think people will use to find your website on Google, Yahoo, or any search engine.

ie. "small business coach." **At this moment, the term coach was searched for 232,699 times in January 2007.** You will also see other words and variations of the search term



"coach". This should help you figure out what search phrases people use to find YOU.

Another hint: search under your businesses "generic" search term. Ie. "small business coach" in Google.

← Here are the top "organic" result. If you click on the "cached" link, each key

word on that page is highlighted to let you know how many times they used it in their copy. Good keyword density is how you're site will rank higher in the search engines that your competitors.

The first result has "Small" used 10 times, Business used 26 times, and Coach 5 times. Her Key word tags are very simple: small business coaching, business coaching, business coach. You can view the web pages keywords by going to "view" and "source" in your web browser.

Key word possibilities:

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



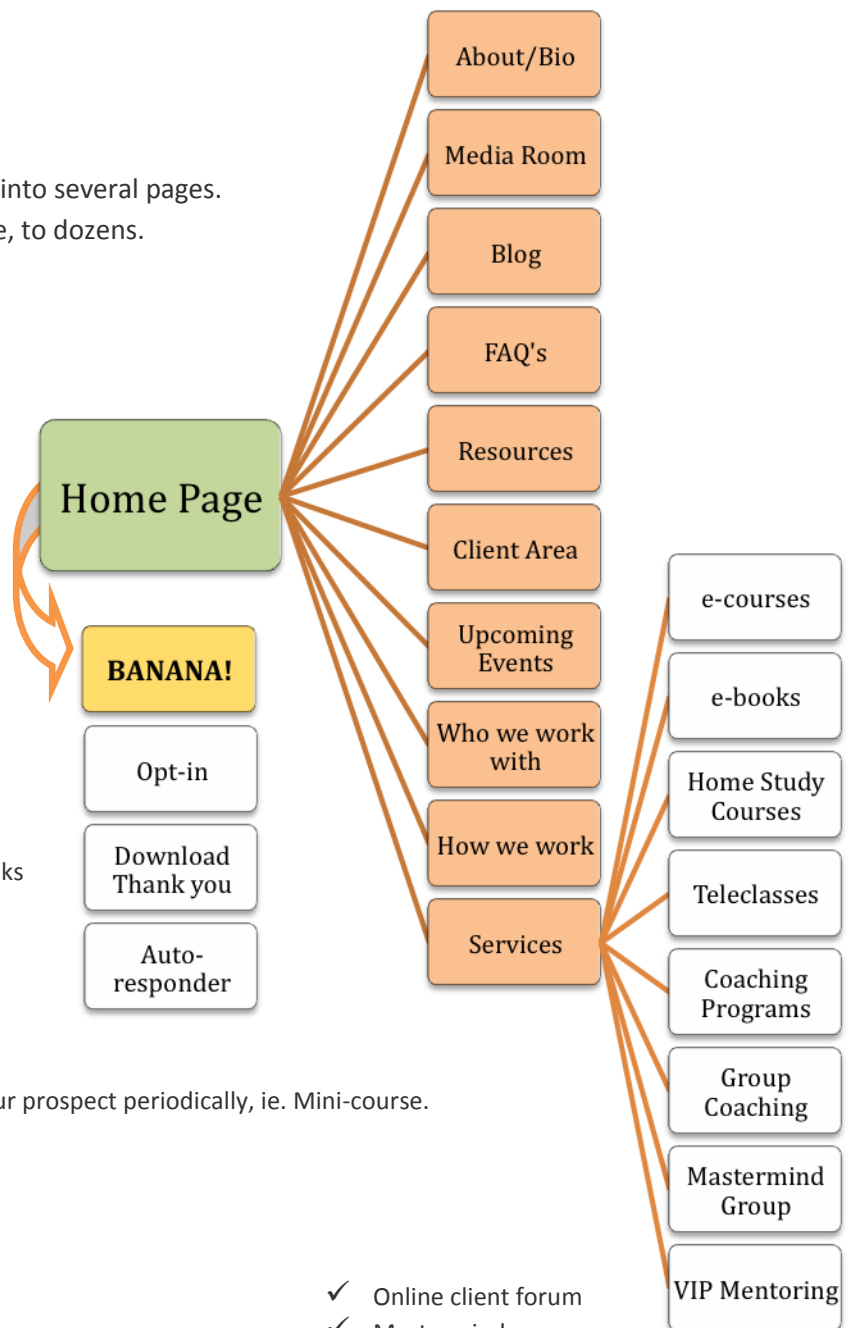
Basic Sample Web Site Architecture for Coaches, Consultants and other Professionals

- 📄 Home page
- 📄 Bio
- 📄 Services – all on one page or break out into several pages.
- 📄 Products – this could range from 1 page, to dozens.
- 📄 FAQ's – generally this is one page.
- 📄 Resources
- 📄 Coach's Client Window™
- 📄 Client area
- 📄 Upcoming Events
- 📄 Privacy, Terms of Service, Warranties

- 📄 Contact pages (5) pages
 - 📄 Client Window™
 - 📄 Coaching request
 - 📄 General contact
 - 📄 Media
 - 📄 Event registrations

- 📄 Thank You (4-5) pages
 - 📄 Call to action / freebie thanks
 - 📄 Contact us – general purpose thanks
 - 📄 Client Window™ thanks
 - 📄 Product purchases thanks
 - 📄 Teleclass registrations

- 📄 Auto responders (3-10) e-mails
 - 📄 Series of emails that will touch your prospect periodically, ie. Mini-course.
 - 📄 Client Window™



More page ideas:

- | | |
|----------------------------|-------------------------------|
| ✓ Teleclasses | ✓ Online client forum |
| ✓ Bookstore | ✓ Mastermind group |
| ✓ Recommended reading | ✓ Affiliates |
| ✓ Newsletter & archives | ✓ Blog & podcast |
| ✓ Testimonials | ✓ Members / Client area |
| ✓ Media & Publicity | ✓ Articles |
| ✓ Appearances, LIVE events | ✓ Case studies |
| ✓ Client list | ✓ Who I work with |
| ✓ Partners | ✓ How I work |
| ✓ Directions | ✓ All about you / Assessments |
| ✓ Customer Service | ✓ Paid Subscription Area |



Intro to Social Media

Social media (SM) is not just a fad. It is here to stay and if you aren't plugged in, your market will move on to your competitor. *(See page 22 for a list of popular social networks)*

Consider this:

- Newspaper advertising has been on the decline sharply since 2008. So much so that there is now a site called "NewspaperDeathWatch.com" that has data on which newspapers are closing the doors. I.e. April 1, 2009. The UK's Guardian announced today that it will cease print publication after 188 years and go Twitter-only.
- Television advertising is being fast-forwarded thanks to DVR's and Tivo.

In other words, social media challenges every assumption that businesses make about how they should communicate with their market and embrace the change. SM is all about opinions, raw and unfiltered. To many, this type of communication is disgusting and annoying.

Take it easy! SM is just a new form of expression and nothing personal. Keep your rose-colored-God-glasses on and you'll do fine.

I could begin with telling you how to set up accounts with the various social media sites i.e. Facebook, Twitter, StumbleUpon, DIGG, etc. But that would be too easy.

What I'm hearing from folks that no one else is really addressing is ***HOW*** to find people to follow or friend.

Most people just dive right in. Create an account with various social media sites and start following everybody and joining every group they can. That's kind of like a "shot-gun effect" and not a very good use of your time or energy. Not focused, nor direct.

To really use your time wisely and approach this from a practical standpoint, you should do a little **research first**.

Who are you trying to attract? Again, I'm talking about your target market. But that's not enough. You should also be thinking about people who you can observe, learn from, and grow with. I'm talking about experts in your field.

Take the time to do research and figure out who's who in your field and other related fields too.

Step 1. Tools

One tool I use is bloglines.com. This is an online RSS reader that keeps track of all the blogs you subscribe to. Right now I'm following 160 blogs. Now, if I had to go to each of those blog sites, it would take me a week to read them all. But with bloglines, all new postings show up in my reader and I just scroll thru and read them quickly and easily.

What blogs do I follow? Industry leaders, competitors, collaborators, other successful people NOT in my industry. Why? You can always learn from others, and keep yourself sharp. Most any successful marketing tactic can be applied to your business in some way. As with any business, you must be willing to be flexible and adapt – by watching others, you can model their practices and do it better!

Action Step: Sign up for a free Bloglines.com -or- if you prefer; Google reader account.

Step 2. Ways to find people to follow, and yes, stalk them 😊

One way is to follow popular blogs of authority. To do this go to <http://technorati.com> a search engine for blogs, and <http://alltop.com> an online “magazine rack” of the top blogs on all topics.

Other blog search engines are: <http://blogsearch.google.com/>, and <http://www.icerocket.com/>. You can even try micro-blogging engines <http://search.twitter.com/>, and <http://twittertroll.com/>

Action Steps:

1. I'd like for you to spend a few minutes creating a short list of people in your industry, your competitors, and other successful people NOT in your industry.
2. Next make a list of search terms. Be creative and think like the customer. Narrow your search terms for better results.
3. Your search doesn't end with Blogs and Twitter. You can also check out Video, Articles, Podcasts and photographs via Youtube.com, Vimeo.com, EzineArticles.com, Apple Itunes.com and Flickr.com.
4. And finally, don't forget about professional networks like: LinkedIn.com, VisiblePath.com, and Plaxo.com.
5. Most blogs have a “subscribe” button, so go ahead and subscribe via Bloglines. Now you'll be sure to get the latest updates.

Step 3. Now you're ready to sign up and be social.

First lets talk about etiquette.

The rules of conversation are universal and also apply in social media.

- Don't forget: **social media is about sharing, "Be empowered, Share the LOVE!"**
- Don't use bad language: profanity (duh), poor grammar, etc.
- Don't SPAM. Ie. Always promoting yourself and not joining the conversation.
- DON'T USE ALL CAPS ☺
- Follow people who follow you
- Play nice. NEVER, EVER make a rude, nasty or flavorful comment.
- Give people the benefit of the doubt. The written word almost always comes across as harsh when the intention was not. So please, don't assume someone is being nasty when they really don't mean to be.

For your protection.

- DON'T post your actual home address (Facebook). Read this great article: <http://www.allfacebook.com/2009/02/facebook-privacy/>
- DON'T post photos you wouldn't want your grandparents to see.
- Check out the Twitter Wiki <http://twitter.pbwiki.com/> regarding jargon and anything else you may not understand.
- And for the new Facebook profile: <http://www.allfacebook.com/2008/07/facebook-profile/>

It's ok to be cautious about people who want to friend you. Most likely, they just think you're interesting or you share a common friend. I've met some really neat people I didn't know just because we had mutual friends. Read my article "**Web Coach Tip: What is the SOUL purpose of Facebook?**" <http://ezinearticles.com/?Web-Coach-Tip---What-is-the-Soul-Purpose-of-Facebook?&id=1768098>



By Clark & Vizdos

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Lets assume you have signed up for Facebook and Twitter. Since Facebook's conversations don't flow as quickly as twitter, I'm going to talk about two of my favorite twitter desktop applications to use and *why I use them*.

One is **Twihirl**: <http://www.twihirl.org/> and two is **Tweetdeck**: <http://www.tweetdeck.com/beta/>

I like Twihirl because it takes up less space and "chimes" when someone "@replies" me. I keep it running in the background while I'm working so I can hear someone reply to me. Crank up my volume and I can prepare dinner and still hear replies! (*I don't do that too often, I'd rather pick up the phone!*) **Twihirl is a good app for beginners and I suggest you use Twihirl first.**

I like Tweetdeck when I'm solely focused on chatting w/my peeps (friends). I have listed categories: "All friends", "replies", "group of fav peeps", "direct message" and "twitScoop".

I can follow my favorite peeps much easier since I have them in their own category. Categorizing is especially helpful when you have more than 500 followers.

Twitscoop <http://www.twitscoop.com/> is just cool because it shows trending topics on twitter. I'll never forget seeing the topic "earthquake" begin to grow in popularity the morning of the Italian earthquake in March. I knew about the earthquake before CNN did because people in Italy were tweeting about it! I also like to tweet about the #apprentice while I'm watching Celebrity Apprentice... it's fun to talk about the show in real-time with other viewers.

***The downside to using a desktop app is you may run out of "api's" if you're in a conversation. Api's are how many times twitter allows this application to "ping" and get your information. If you're tweets aren't updating or you've used up your allowance of api's per hour (usually 100), just log into twitter.com and continue your tweeting there for awhile.

If you feel like your head is about to explode, don't worry – new social networks are popping up all the time. I can't even keep up!

Popular social networks:

Communication

- **Blogs:** Blogger, LiveJournal, TypePad, WordPress, Vox
- **Internet forums:** vBulletin, phpBB
- **Micro-blogging / Presence applications:** Twitter, Plurk, Pownce, Jaiku
- **Social networking:** Avatars United, Bebo, Facebook, LinkedIn, MySpace, Orkut, Skyrock, Netlog, Hi5_(website)
- **Social network aggregation:** FriendFeed, Youmeo
- **Events:** Upcoming, Eventful, Meetup.com

Collaboration

- **Wikis:** Wikipedia, PBwiki, wetpaint
- **Social bookmarking (or Social tagging):** Delicious, StumbleUpon, Stumpedia, Google Reader, CiteULike
- **Social news:** Digg, Mixx, Reddit
- **Opinion sites:** epinions, Yelp

Multimedia

- **Photo sharing:** Flickr, Zoomr, Photobucket, SmugMug
- **Video sharing:** YouTube, Vimeo, Revver
- **Art sharing:** deviantART
- **Livecasting:** Ustream.tv, Justin.tv, Skype
- **Audio and Music Sharing:** imeem, The Hype Machine, Last.fm, ccMixer

Reviews and Opinions

- **Product Reviews:** epinions.com, MouthShut.com
- **Q&A:** Yahoo! Answers

Entertainment

- **Virtual worlds:** Second Life, The Sims Online
- **Online gaming:** World of Warcraft, EverQuest, Age of Conan, Spore (2008 video game)
- * **Game sharing:** Miniclip

If you have any questions regarding the content of this workbook, please call me direct at 419 775-7424, EST – Ohio, USA.

By all means, share this with others who are working on (or even just thinking about) creating their own website.

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Donna Payne



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Simply email your website URL to Donna@thewebcoach.net,
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Please allow 2 weeks for my response

Be sure to include your name, address and phone number as well



A handwritten signature in black ink that reads "Donna Payne".

Donna Payne, CWG