- **THE ANATOMY OF A** -

CLIENT ATTRACTING
WEBSITE

6 F
B A

6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS

THE BASIC 6-PAGE WEBSITE:

1. HOME
2. ABOUT
3. SERVICES
4. TESTIMONIALS
5. CONTACT
6. BLOG (optional)

HOME PAGE

The Home Page of your website needs to serve as more than an "introduction" to your work. It has two very important purposes:

1. To attract and prequalify the "right clients" (and weed out those who aren't a good fit for what you do).

2. To entice your visitor to take one of two actions: to get people to "sign up" for some free materials from you in exchange for entering their email address and/or to inquire about your services.

It's important to know that approximately 96% of website visitors are NOT ready to buy. This means that your best chance of turning a website visitor into a paying client is to nurture the relationship via your lead magnet, nurturing email series and subsequent email marketing, typically in the form of frequent and regular newsletters.

Eventually, you can make offers to them in the form of either an invitation to claim a free strategy session with you or to sign up for a paid course or program.

Here are the components that we usually see on an effective Home Page:

• **Navigation Bar** - lists each of your webpage titles

• **Company name**, etc in the upper left hand corner

• **Top Banner** with your Photo (looking at the camera) establishing your Company Name (or your name if that's what you're using) - you can also add a powerful quote, the promise or "hook" of your business, tagline or a short version of your "what do you do" statement.

• **Headline or Clarifying Sentence** that states who you help and what you help them do. The font should be large and bold, and dominate visually so that it captures your visitor's attention as soon as they land on your site. You have less than 3 seconds to grab the attention of your visitor so if it's not immediately clear that they are in the right place you'll likely lose them. Clear and concise bets clever and confusing any day.

• **Sub-headline** often it's helpful to include a sub-headline (just beneath the headline) to elaborate further (in smaller font).

Examples:

• *Headline: "Specializing in Thyroid and Hormone Disorders"*

• *Sub-Headline: "Get Your Life Back With Our Functional Nutrition Approach"*

• *Headline: "Does Your Child Have Multiple Food Allergies?"*

• *Sub-Headline: "Let Us Take The Stress Out Of Meal Planning"*

• *Headline: "Are You Struggling To Attract Clients And Create Income In Your Health & Wellness Practice?*

• *Sub-headline: "Running a Profitable and Fulfilling Practice Doesn't Have To Be So Hard"*

• Don't worry about a fancy **logo** – stylized text is fine or use (www.fiverr.com to get an inexpensive design).

THE ANATOMY OF A CLIENT ATTRACTING WEBSITE

- **Compelling "Opt-In-Box"** for your free gift/lead magnet. Ideally placed above the fold (high up on the page so it's very easy to see and your visitors don't have to scroll down to see it).

NOTE: your opt-in box should display graphics representing your free gift, it should make clear that it's FREE, it should have fields for them to enter their FIRST name and Email Address, and it should have a "Grab Your Copy Now" button. Also be sure to add an enticing sentence or two inviting them to get their free report (example: Download My Brand-New FREE Report and Start Building Your Own Profitable Practice Today! Just Fill In Your Name and Email Below).

The Home Page Web Copy Should Include:

- **Few Small Paragraphs about the Problem and what you do.** (this is the most important part of the home page web copy). Here you'll want to identify your ideal client's problem or felt pain (where they are at now). Go into some detail so they feel deeply understood. Be sure to help readers SCAN your website by making paragraphs very short and concise!

For example in my business I might talk about the fact that most well-meaning practitioners who have so much to offer and care so much about helping others are struggling because they don't know how to attract clients, they haven't learned the "business side" of running a successful practice, and unfortunately many of them continue to struggle - not because they are't wonderful at what they do, but because they aren't getting themselves in front of the people who ned them most.

- **Tell them "it's not your fault"** and that the "good news is that there's a solution".

- **Identify yourself as the bridge between** where they are and the results that they desire. Explain your approach to overcoming their issue without becoming bogged down in the logistics and details. You might also compare this to approaches they've likely already tried without success thus adding to their frustration with a Call To Action (your CTA could be

THE ANATOMY OF A CLIENT ATTRACTING WEBSITE

"let's chat" with a hyperlink to your contact page).

Example:

You are not alone. It's exasperating to have chosen a career based on your passion to help people, and to have become so well trained that you truly can turn people's lives around.

And then…. there's the "getting clients." And that has turned out to be harder than you thought.

But that's not your fault.

You didn't come "up the ranks" from a sales or marketing history. Your background is in the health modality that is your specialty! So why should you know this stuff?

Here's the good news.

I help health practitioners learn the business-building tools they need to gracefully attract clients, charge what they're worth, and create credibility and authority in their area of expertise.

Intrigued? Let's talk.

Tell them about the results they could have (where they could get to with your help). Example:

> **As a result of our work, my clients:**
> - *Create a powerful presence in the market*
> - *Are seen as a leading authority*
> - *Consistently attract clients*
> - *Feel energized by their careers*
> - *Make ample money*
> - *Help a lot of people*
> - *Live a life of abundance and meaning*

THE ANATOMY OF A CLIENT ATTRACTING WEBSITE

• **How to Contact You and Learn More** (hyperlink to Services Page)

Optional Home Page Sections:

• **Testimonials (side or bottom of Home Page)** - consider partial testimonials or headlines hyperlinked to Testimonial Page

• **Social Media Icons** - shortcuts to your social accounts. Include envelope icon for email.

• **Logos/emblems** for any Associations you're a part of or from your Training/School to add credibility. Do not make these clickable links - you don't want readers to leave your site.

• **Current Blog Articles** - include your most recent 2-3 blog posts (bottom) to increase your SEO. These should be hyperlinked to your blog page where all of your articles are housed.

• **Compelling video of you that specifically directs people to sign up for your "Freebie."** The purpose of this video is to not only share some important information about what you do and the amazing solutions you can help them achieve, but more importantly, it's to get them to ENTER THEIR EMAIL ADDRESS – this is the most important thing. If you use video, be sure to also include the written narrative on why they need to grab your freebie (some people won't watch the video).

• **Add a Pop-Up Screen for Your Opt-In.** I know these can be irritating but they WORK! Set the timer for 20-30 seconds after landing on your home page.

THE ANATOMY OF A CLIENT ATTRACTING WEBSITE

ABOUT PAGE

This is the second most popular page on your site - many visitors will go directly to your about page from the home page. This page is important because it addressed key questions on visitors' minds and lets them know that they are in the right place and serves to build credibility and likability.

- This is actually a sales page - it isn't just about you.
- Use a benefit-driven headline.
- Use Photos
- Always include a C.T.A. (on every page of your site)

Answers these questions for your visitor:

- Who are you both professionally and personally?
- Can you help me to solve my problem?
- Can I trust this you?
- Will I enjoy working with her?
- What's in it for me?

Credibility comes in Two Parts:

1. Part One: Are you qualified?
   - This should be in the form of your story, not a list or resume - Where did you study?
   - How long have you been in business?
   - Awards, honors, etc
   - What kind of tangible results do your clients achieve?

2. Part Two: Why do you care?
   - The story of how this came to be your calling and why this work is important to you. Ideally, this story resembles your ideal clients' journey.

3. Optional: Your Personal Life
   - Where do you live?

THE ANATOMY OF A CLIENT ATTRACTING WEBSITE

- Do you have a family?
- What do you do other than your practice?

SERVICES

• Speak directly to their needs - their "felt pain"

• Describe your offers in terms of results, not just logistics

• What kind of programs and offerings do you have? If you have programs/packages I recommend including a few very short paragraphs describing why (why you offer multi-month programs versus traditional "a la carte" visits. You'll want to emphasize that programs encourage the commitment and the follow through that it takes to get great results. In other words, committing to a program is the best way to set themselves up for success.

• Paint the picture of what it is like to work with you - this is a chance to overcome their fears and objections.

• Include a bulleted list of the inclusions for your program (add the benefit where ever you can!).

• Include a Call to Action - which could be filling out an application to for a strategy session with you or a link to your contact page to get in touch with you.

• Include information about any group programs and courses you offer.

• Pricing - I do not recommend that you list prices - especially if you are within the first few years of your business and/or are struggling to get enough inquiries to fill your practice. The only possible exception here might be if you are being bombarded with people reaching out to you and then getting "sticker shock" when you discuss pricing - you could add your prices - but you must know that doing so will most definitely reduce

the number of inquiries about your services! If this is happening to you
- a better solution is to revisit the enrollment conversation template to
increase the effectiveness of your sales calls.

TESTIMONIALS

- Skip this page if you don't have any yet.
- Testimonials do not have to only be from paying clients.
- Use testimonials that describe specific results.
- Be sure to use Headlines for all Testimonials (makes it easier to scan)
- Keep them Concise (you need to cut out words to make it more readable).
- BE SURE TO GET WRITTEN PERMISSION TO USE TESTIMONIALS (you already knew this). If you need a legal template to help you check out http://bit.ly/LisaFraleyTestimonials*.
- Consider doing video testimonials on Zoom and getting them transcribed. You can get the videos edited (cutting you out) with captions added. This way you can use written or video versions in various places.

Simple testimonial framework:

1. What was it like before they worked with you? What caused you to seek help?
2. What happened as you worked together? Changes, breakthroughs, results?
3. What is your life like now? Have them describe the emotions.

CONTACT

- Make this a call to action page, not just info.
- Invite them to chat with, find out more, etc.
- Use a message form they can fill out.
- Provide your email address.
- Use Name, Title or Business and Photo if possible

- Provide location if you have a local business or see people in person.
- Phone is optional

OPTIONAL PAGES

- Media: videos, interviews, articles
- Your philosophy or approach
- Blog
- FAQ
- Events
- Book
- Shop or Supplements (Fullscript Account- http://bit.ly/FullscriptAccount*)
- Resources: recipes, how to's, meal plans, tools, recommended books

ON EVERY PAGE

- Top navigation
- Contact info
- Free offer
- Footer (reoccurring bottom section) with Privacy Policy, Disclaimer, Terms, Copyright, Other Credits (see Addendum for more information)

TECHNICAL RECOMMENDATIONS

- Domain registration: namecheap.com
- Domain hosting: siteground.com or dreamhost.com
- Stay away from GoDaddy if possible (expensive and low quality).
- Use an email from your domain: name@mydomain.com not gmail.
- Most reputable hosting companies do not charge extra for unlimited email addresses.
- You can use Google G-Suite for your domain email if you really like the gmail interface.

• Wordpress gives you the most flexibility in the design of your website. There are thousands of themes to choose from both free and paid.
• If you want a more plug and play, DIY website, Wix.com and Squarespace are good options (you don't have to host your domain elsewhere but you do have to have a paid account in order to use your domain and get email).

Addendum

There are a few **legal documents** that you'll want to add to your website including:

1. Website Terms & Conditions: this document helps to keep your website content safe as it spells out exactly what you visitors can and can't do with the content they access on your site (i.e. blogs, articles, website copy, artwork, etc.). This document also outlines how and for what purpose(s) any collected data will be used and safeguarded. See http://bit.ly/LF-Terms*

2. Disclaimer: This is a document that tells your visitors that you are providing educational material but that they are responsible for their own health and that they should use their own judgment and consult with their own physician for personalized medical advice. This one is mandatory! See bit.ly/WebsiteDisclaimer*

3. Privacy Policy: If you collect emails and names you need to have a privacy policy that describes how you keep their data safe. See http://bit.ly/LFPrivacyPolicy

NOTE: Please consult with an attorney for all of your legal needs. My favorite (and my own business attorney) Lisa Fraley, JD who sells a variety of DIY legal templates. Click here for more information.* I have purchased all of Lisa's templates myself and highly recommend them to anyone that wants to simplify this process.

*denotes affiliate link

THE ANATOMY OF A CLIENT ATTRACTING WEBSITE