Daniel Hall Presents

Episode 66

How to Build Your Business Website without Outsourcing

with Christina Hills

Welcome to this episode of the Real Fast Results podcast! Christina Hills is today's special guest. She is the founder of the Creation Workshop website. She teaches non-techy, heart-centered entrepreneurs, authors, experts, and coaches how they can easily create their own websites in WordPress so that they can get their message out to the world.

One of the best things about Christina is that she puts a lot of fun into teaching this technology, and she empowers people to be in full control of their marketing and online presence. If you've listened to this show for any length of time, then you know that this is super-important to your business. **You should be striving to be in control of whatever it is that you are doing and the vehicle by which you are communicating with your marketplace.**

Christina has devoted her WordPress training program to an international audience for a number of years. She loves to teach people about WordPress, and she does so in a very creative way, and in a way that the Real Fast Results audience would likely appreciate. She's also a 12-year online marketing veteran and is often seen at events as an expert speaker, teaching on a variety of topics, all with a focus on WordPress websites.

Before becoming an entrepreneur, Christina worked in the entertainment industry, doing network promotions, and so forth, for NBC TV and as the senior technical director

in the feature film division of George Lucas' Industrial Light and Magic with film credits for Star Wars, Jurassic Park, and many, many more. Thank you and welcome to the show, Christina…

Promise: How to Build/Maintain Your Website without Outsourcing

What we're going to be talking about is website building and the essential pages that you need for your website. You want to remember, when you're building a website, when you're building a business. For online businesses, your website is your storefront. If you don't have that together, people are going to leave and they're not going to be interested. **This call today is about focusing on your website and your web presence, and being able to do it yourself without having to hire out.** That's the key thing.

For the last nine years, I've been teaching non-techy entrepreneurs how to build their websites themselves using WordPress because that is your front-face to the world, and if you can't do these things yourself, you've got all of that back and forth. Even if you've got a great web designer, there's still going to be that email that they didn't get until a couple of hours have passed, and then they have to call you for clarification, and you waste so much time. **These days, being in business requires you to have the ability to be speedy.**

Beyond speedy, and beyond the cost (which is a big one when hiring out) is that they don't always get your vision and your message, and sometimes it's too cumbersome to communicate that to others. So, it's like having someone else hold your pen and telling them what to write, and then, it's like, "No, wait. Back up. I want the paragraph over there." It's impossible. This is why my goal, my reason for being, is to help people be able to do this themselves.

Pin Down Your Call to Action

I'm going through this "Do It Yourself" checklist that I have, and I'm just going to talk you through it. The first thing that you need to think about is, "What is your website's call to action?" **What this means is, when a person comes to your site, what action do you want them to take?** It's different for every business. People who have online businesses have websites, of course, but these days, even brick and mortar businesses have websites. Even doctors have websites. You may remember that just a few years ago, doctors didn't really have to bother with a website, but now they have websites.

A doctor's call to action is they want you to come in and book an appointment. A coach or a consultant, their call to action might be, "Call me for a free 15-minute consultation." Another person's call to action might be to buy your products. You know,

maybe you sell T-shirts, knickknacks, or whatever you're selling online… eBooks. So, first you want to think about, when someone comes to this website you own, what do you want them to do. That decision depends upon your sales process.

Some people close and sell over the phone. Some people are massage therapists, and they're coming in person. So, that's the first thing you want to think about. That's the big picture. **Pin down what action you want the visitor to take when they visit your website.** For some people, it's opting in. For some, it's making a phone call. For some, it's walking into your office. For others, it's buying something.

There's a guy that I helped who sells opera CDs. He doesn't really want people calling him. He doesn't do consultations. He wants people buying these opera CDs. I work with lots of coaches and consultants, and their call to action is that free 15-minute consult, where you can get to know them better.

Important Pages to have on Your Website

Once you've decided that, all roads lead to Rome, right? **Everything on your website should be leading people to that call to action, be it an opt-in, a phone call, or a purchase.**

About Page

So, let's say that you are a coach or consultant, and you're really selling yourself. **The next thing you'll need is a really good "About" page because people are buying you.** If you are a coach or a consultant, people are buying you. You know, if you're selling opera CDs or T-Shirt, they aren't buying you, they are buying the T-shirts. So, for that kind of website, the "About Our Company" isn't as important.

I see this all the time. I go to people's "About" page, and there's no photo of them. They say to me, "Well, I've got the photo of me in the sidebar," and I'm like, "No, if they're buying 'you,' you've got to have a good photo of yourself. At least one, and maybe a couple, on your 'About' page because they are going to connect with you. They are going to connect with your photo." That's really important, and typically, the "About Us" page is written in the third person point of view. So, you might have a blog on your site where you say, "I've been at this event today, and here's pictures of me." You know, you might be writing your blog in the first person, but your "About Us" will need to be written in third person. Some people make that mistake.

Contact Us Page

Another important page is your "Contact Us" page. **How do you want people to contact you?** You know, if they need to contact you. You should have a "Contact Us" page, and you don't need to include your address if they aren't coming in person.

Products/Services Page

To continue on, some people's websites are meant to sell products, some people's websites sell services, and some people have a combo. So you want to have your "Products" page and/or your "Services" page.

Opt-In Page

I did mention an opt-in, right? **Collecting email addresses, that is how you're building relationships.** For some people, maybe it's not as important, like if you're a mortgage broker, I'm not so sure how well that would work. But, for most businesses, an opt-in page... You want to give them a sampling of what you're all about, and for different businesses it's slightly different. It's a way to show off your expertise.

If you're listening to this podcast and thinking, "Oh, God! An opt-in... What am I going to do?" **Start simple.** It could just be an opt-in for a free 15 minute consult, like they can't get a 15-minute consult unless they opt in to your list. If you're an author, it can be chapters of your book, or you can take chapters of your book and maybe record a video. If you are unfamiliar with opt-ins, think about when someone is visiting your site, and you have whatever you're selling, what would be something that they would want and need that would make them really excited to give you their name and email address? **It's really an exchange. It's a gift.**

You have an expertise, and they are opting in for that gift. So, you want to think about, what would be something that they would want? Then, you want to think about what format you are going to give it to them in. The decision on the format should depend on two things. One, it should be, what are you good at? If you are great at writing, have them opt-in for a PDF report. If you're good at video, have them opt-in for a video that would help them. If you're good at audio, have them opt-in for, maybe, a tele-seminar.

What are they opting in for, and what is the format that you're going to deliver that in? The format needs to be whatever is easy for you to do because then you'll get it done. All of these things are some form of digital download. So, what would be helpful, and useful, and get them excited to opt-in? That is what it should be. I'll have people who have been sitting on my email list for years because they just weren't ready, but they liked my content and what I put out. Or, they've been on my list, but have been working with a web designer, but they finally got tired of that and wanted to do it themselves.

Be patient with people. The email opt-in is a long-term relationship. Some people opt-in, and boom, they are buying right away. For some, it takes a few weeks or a few months. If you think long-term, like, "I'm building this relationship with you long-term." You know, it's not just going to be a quickie; it's going to be this long-term thing. You'll do better if you have that mindset.

FAQ Page

One that I think is really important is having a FAQ page. That's a "frequently asked questions" page. **There are two ways that you can make a FAQ page, or you can combine these two concepts.** One is an FAQ about the terminology of your business. So, let's say that you're a life coach. You might have, on your FAQs, "What is life coaching," and "How does one work with a life coach?" Then, you can add, "How do you work with me," because every life coach runs their business a little bit differently.

That way, by having an FAQ page, it's going to cut down on customer service, or inquiries, or just simple questions. I do a lot of webinars and tele-seminars, and I always get the question, "Is there going to be a replay?" You can add that to your frequently asked questions, your FAQ page. So, your FAQ page could be about your industry. Let's say that you sell essential oils. You can explain what essential oils are, why you should use high-quality essential oils, and just kind of create a brain dump of everything your prospect might be thinking of. Like, why would they want to buy your essential oils versus something they could get at the supermarket?

The other great thing is that once you put together this big FAQ, you'll get ideas for blog posts. So, you can just pull from your FAQ, and just write an article about each of the various topics. It should be FAQs about your industry and FAQs about how you work with people, which will be different, or you want to make it unique from working with other people. You're convincing them to buy from you and/or work with you, so you want to point out how you are different.

Another thing I like about a FAQ page is that it really helps people to get over writer's block. Some people are like, "Do I have to hire a copywriter," and I'm like, "No, just start writing because you know all of this." You know your industry. You know your business. Just start writing out your FAQs, and that's a great place to send folks. Then, always weave in your call to action. You need to use statements like, "Opt in for your report," and "Call me for a 15-minute consultation." Your website should continuously lead back to your call to action, or everything should always be pointing back towards the intention you have for the site, whatever that may be.

Testimonials Page

If you are starting your business, you might not have this right away, but you should have a "Testimonials" page. **Just think about how many businesses are based on testimonials, like Yelp, which is all about testimonials and reviews.** On Amazon, you go to buy a book. How many people look at the reviews before they buy

the book? It's likely that you do too. So you want to have testimonials about what it's like to work with you or what your products are like.

It takes a little time to collect testimonials, but here's a tip. **If you are a consultant or a coach, get your testimonial right away because you've helped that client get a result, and they are super-happy right at that moment.** You've helped them overcome that hurdle, so get the testimonial when the emotions are high. You can, sometimes, go back to them and get a testimonial in six months or a year, but it's best to just get it right away. Even if you don't have your site ready, or your page ready, capture those words and that testimonial. It will definitely come in handy.

Testimonials sell you. It's almost like having a little sales force selling you because they are speaking from their own words. It's one thing for me to say, "Christina is great," but it's a whole other thing if someone else comes in and says, "Christina is my go-to person when I have any kind of issue with my WordPress website. Christina is it! I don't even think of anyone else." In other words, it's way different if someone else says something good about you, as opposed to you just describing yourself, your services, or your products.

Here's another tip. **If people say nice things about you on Facebook, get a screen capture.** Just screen capture that. If people were happy working with you, they will say nice things. Just keep that in the back of your mind. Don't stress about that. Just try to collect them. Facebook comments are great. I do that as well. Here's another great aspect of this. Let's say that you give your product to someone, and they don't really like it that much. You can use that feedback to make your product better. So, it's a win-win, whether they give you negative feedback or positive feedback. You can use it to improve your products, services, or whatever it is that you're offering.

Blog/Newsletter

We've been giving really broad strokes, and obviously, many websites have hundreds of pages. Don't think that you have to have that when you're getting started. Just don't think that. You'll add more and more. This next one, the search engines really love, which is having a blog or a newsletter. Now, I use the terms "blog" and "newsletter" kind of interchangeably because some people don't want to be "bloggers". They don't like that term, so I was like, "Fine, you can have a newsletter instead," or you can call it your "events". So, maybe you do in-person events.

In any case, the more content that you produce, the more the search engines are going to like you because they are like, "Oh, wow. There's new content on this site." The content that you add doesn't have to be long. You know, 500 words is fine, or even 300.

Final Tips

These are the main broad strokes. I could talk about policy pages, but that's, kind of, after the fact. Here's the thing that I want you to remember. **Building your site is about getting your message out and communicating with the world who you are, your point of view, and how you can help others.** All of this money exchange is all about helping somebody else. So, you have a skill, and they need that skill, or you have a product, and they need that product. They are paying you, and you're giving them that. So it's all about this exchange.

Don't worry if there are other people in your market. Don't think, "Hey, there are lots of business coaches." You're going to be a different kind of business coach than anyone else. By being able to update, change, and add things to your website yourself, you can get your marketing out a lot faster. We've been talking about the broad strokes of your website's call to action goal, your "About Us" page, a way for people to contact you... I didn't mention, the contact page gives your visitors a sense of security. It shows that you are credible because you're saying, "Here's my phone number. Here's my email address. I'm really in business." You've probably been to a site that made you question, "Where's the contact page? Is this a legit website?"

We talked about product and services pages, depending upon what you're selling. We talked about having a frequently asked questions page and a testimonials page. Again, you always want to have links, or buttons, leading them to that big call to action. Then, the blog or the newsletter... If you are getting started and can't come up with an opt-in gift, you can have people opt-in for your blog or newsletter. It doesn't work as well as it did years ago. It's better to give them something tangible, but once they opt in for that, then you can continue to update them with your blog, and tips, and so forth. They can be video tips, they can be your writing, they can be tele-seminars, and all kinds of things.

Connecting with Christina

We've been talking about this do-it-yourself [website creation checklist](#), and I've got the download for you at [RealFastResults.com/webtips](#).

Real Fast Results Community

If you are diggin' on this stuff and really love what we're doing here at Real Fast Results, would you please do me a favor? Head on over to [iTunes](#), and make sure that you subscribe to this show, download it, and rate & review it. That would be an awesome thing.

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