Legal Nurse BUSINESS

HOW TO CREATE A WOW WEBSITE

SESSION 2

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How To Create a WOW Website: Session 2

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Pat: Hello this is Pat Iyer and welcome back to "How to Create a WOW Website". This is Session 2 in which we're going to be delving into the whole area of the content.

In Session 1, Paul took you through how you identify a good name for your website and how you get it registered and how you set up hosting. But once you have your website you have to have content on your website to attract the people who you want as customers for your business.

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One of the key things that we have to think about is, "Who do you want to attract? Who are your perfect customers?"

Depending upon the type of your business that answer is going to be greatly different for the people who are in this course. No matter who it is that you want to attract it's important that you step into the shoes of that person. Some marketers even create a profile and give that person a name, an occupation, an age and other details. This is called a "Buyer Persona" or an "Avatar".

Contrary to what you might believe not everybody is going to be a customer for your business. Every day I encounter people who talk about wanting to start a business or maintain their business, but they don't always understand the people who are going to be buying from them. Once you have that identified them the content on your website flows from those decisions.

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One of the basic questions that have to be asked is, "What is the educational level or income range of the people that you see as your ideal customers?"

The wording that you use on your website is going to be geared differently if you are looking for college graduates or post doctorates

compared to people who may have a high school education or a grade school education.

- What is their income range?
- What are the images that are going to appeal to them?

For example, if you had a luxury car business you know that those images would stress your cars. Mercedes Benz, for example, is going to use different images and different approaches than a company that's selling a lower end car.

Are your buyers typically male or female or maybe you are appealing to both males and females? In thinking about this I envisioned work-at-home moms as a large segment of our population. The images on websites geared to work-at-home moms are going to be very different than the images that are geared to people who are hunters for example, which is primarily a male sport, although I'm sure there are female hunters as well. Those images and that content are going to be driven by the sex of the visitors who you expect will come to your business.

What age range are your typical customers?

You would pitch your images and your language to people who are in the Millennium generation very different then people who are in the Baby Boomer's generation, for example.

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Another key question to ask when you're creating your content for your website is, "What are the biggest sources of pain that your clients are experiencing?"

- "What are the things that they find frustrating?"
- "What are their fears?"
- "What are their needs?"
- "How can you be the answer to those individuals?"

- "How can you stir up their emotions to have them feel those painful points, sources of frustrations and fears so that they see you as a person who has some answers for them?"

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- "What are their hopes and their dreams?"
- "What is it that they want to achieve for their businesses as a result of working with you?"
- "What do they want versus what do they need?" (And there's a difference there).

The simplest way to explain the difference is that people may have a set of needs that they don't necessarily tap into, but they know what they want. You as the person who is providing the service may identify the needs and wants of your customers.

There's a marketing expression that says, "Sell people what they want, but give them what they need." That is a little tricky, but the key message behind that is to say, "What's going to attract that person? What did they see that they want?" But in the process of satisfying those wants, also give them a broader range of services or assistance for what they truly need.

Before I go on, Paul, is there anything that you wanted to add to what I've said so far?

Paul: No, it's great that you're touching on building that persona or the avatar of the ideal client because a lot of people don't do that. People think that everybody is their customer and that's certainly not the case. When you have that avatar you know what their characteristics are and the attributes of your perfect client. When you reach out to somebody with those demographics or those characteristics knowing the gender, the age and the education, all of that is a key point. They will also pick up and realize that you are there to serve them as opposed to you serving everybody. They will actually feel more special in the relationship and that's a key point.

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Pat: What I'm going to share with you now are the actual pages that you should consider for your website. We're going go from a simple to a more expanded model, so that you see the range of what you can offer on your website.

It used to be that people put up one page websites or a couple of pages. There was at a certain point in our Internet history a group of people who put up hundreds and thousands of websites consisting of just a single page. They were flooding the Internet with these websites. They were also putting on the websites information that sounded like it was written by a computer.

You may remember this point because you would come across something that was written in English, but it wasn't coherent. It was disjointed and those articles were spun from other articles. What Google did was rein all of that in and overnight put thousands of websites out of business. They said you can't just fill up the Internet with websites to sell a product on a single page. You need to have content and give substance. Your websites have to be written for humans, not for spambots or not for spiders. They have to be written to give value to the customer.

Each one of those updates that Google has done has been given the name of a living creature like a penguin or a panda and I'm sure more of them will come in the future. What we're focusing on in this course is writing a website for people with real value and real information, selling your services or products so that you will attract people to you.

This is a basic course, but Paul and I have studied this whole area for years and years. We may lapse in to more complex concepts and I'll give you a warning about that when it's coming. I don't want to overwhelm you with information. I want you to understand that there's a basic structure that you need to follow and you could always enhance and add.

There is a bare minimum in terms of having pages on your website, and this is in addition to your home page, which is where the viewer typically will land. They may land on any one of those pages that we're going to be talking about. Describe the services of your company, give people a chance to contact you with a contact form and then to describe yourself: who you are and what you offer.

It's important when you are creating a website not to have your email address on your home page because that's how the spammers will grab your email address and then use it to send out messages to people promoting services or products that may have nothing to do with you.

A contact form, however, is simply a plugin that enables you to fill in certain fields and then push a button. That information goes to the website owner and that's a safer way for people to be able to contact you whether than listing an email address on your home page.

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As the next addition to this, typically most websites do not focus on the visitor, which is the "About You". The "About Me" page is referring to who you are as the website owner, your educational background, your accomplishments, your special skills and why people should pay attention to you.

The "About You" page is focusing on your visitor. If you remember what I said a few minutes ago about your ideal customer, that individual is the person that you're trying to attract to your website. Most people focus only on themselves on the "About Me" page and they talk too much about themselves. They don't necessarily demonstrate that they understand the challenges, the needs, the frustrations or fears of their visitors, which is where the "About You" page comes in.

As an example if you were a legal nurse consultant and you were focusing in on attorneys some of your "About You" content might be,

- "Are you frustrated by mountains of medical records?"
- "Would it help for you to be able to rely on a summary of medical records?"
- "Are you concerned about your adversary might know more about the plaintiff's medical records than you do?"

Those are questions that get at the pain points of an attorney. For SomervilleBakery.com, which we know is now a brand new website, the "About You" might be this: Say Somerville Bakery wants to have

gluten-free bakery products in addition to wheat-based bakery products. Their "About You" questions might be:

- "Are you searching for a delicious source of gluten-free bakery products?"
- "Are you getting ready to run to your child's birthday party at the school and need to have cupcakes that will be healthy and an assortment that would be guaranteed to please a group of kids?"

My children are well past school age, but I remember as a parent needing to bring cupcakes for birthday parties. That was a requirement. If your child was having a birthday, you had to bring enough cupcakes for everybody in the class.

Other "About You" questions for a bakery might be:

- "Are you concerned with your sugar intake? We have decreased or sugar-free products to meet the needs of health conscious consumers."

Those are the questions that you put on a specific page that would relate to the needs of your ideal customer.

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Video is a huge trend on the Internet. I started hearing about this at least a couple of years ago. I went to a program presented by a man named Brendon Burchard who told us in 18 months you will absolutely have to have video on your website because there's a huge trend for sharing information by video. He was absolutely right in his predictions. There are now video courses, welcome videos and instructional videos on YouTube. People are putting videos on their websites to describe products, to describe themselves, to focus on specific needs of their clients and answering frequently asked questions.

The focus of the course that you're taking right now is not on creating videos. That's a whole separate area, which is extremely important for business owners. I'm referring to a welcome video that would sound something like, "Hi, my name is Paul Taubman and welcome to

Somerville Bakery. This is a site in which you will be able to get sugar-free and gluten-free products meeting the needs of all kinds of dietary restrictions. We've got colorful, fun, creative cupcakes. Come in and visit us at 123 Main St, Somerville, New Jersey."

That's a very simple welcome video and Paul, I'm plugging your company. I hope that you appreciate that.

Paul: That's perfect. Now I have to go start the bakery.

Pat: Those are very early morning hours for bakeries too. They start baking in those ovens at like 4:00 in the morning, so that may not fit with the lifestyle.

Paul: No, this is not sounding appealing anymore.

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Pat: In terms of the "Benefits" page what we are talking about in this case is not simply describing your services, but describing the benefits that your customers will receive from your products and your services.

It is very typical for websites to describe a list of products. Legal nurse consultants, for example, typically list the same list of services over-and-over again on their websites, meaning all the websites are uniform in describing the services. However, what's missing is what are the benefits to the attorney. It is an error to assume that because you know your business and you know what you offer that the benefits for your customers are going to be clear cut, but you need to spell them out. You need to focus on how that individual is going to be assisted by your business.

Focusing on the benefits is different than the list of things that you do or products that you sell. They are specifically focused on the pain points that I talked about for your ideal customer, the frustrations, the fears, the challenges, the hopes, the needs and the desires. The things that will motivate them to want to pick up the phone and call you or fill out your contact form.

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Another important aspect of a website is to have a "Blog". I know that you've likely read blogs. You may have written blogs. You may wonder how you can improve your writing of blogs and that also is a separate course that we could offer depending upon needs and interest.

Blogging is a very important way of getting the search engines to visit a website. The word comes from web blog and got shortened to blog. Typically these are articles you write that include some images and that are designed to use some specific words that you know will be appealing to your customer that will bring people to your website. For example, the Somerville Bakery may use words like gluten-free cupcakes, bakery goods or bakery goods in Somerville would be typical keywords that would be woven in through blogs.

A legal nurse consultant's blog might have legal nurse consulting, how to read medical records, medical record interpretation or expert witness location, depending upon the services of that legal nurse consultant's company. Each of those articles ranging from 300 words as a minimum to 1,500 or 2,000 words are published on your website on a predetermined schedule, which WordPress allows you to do.

I can write a blog today and I can say that I want it to appear on Friday morning at 6:00 AM and I won't need to be sitting awake at 6:00 AM to push the button to publish my blog.

The experts on the frequency of blogging tell you that you should blog at least a couple of times a week. Ideally the more you blog the more traffic you bring, but the frequency has to be realistic in terms with what fits in with your life. I wouldn't recommend to a busy business owner right in the beginning of starting a website that she try to blog every single day if she doesn't have anything to say or if she doesn't have enough to say and also consider the demands of running the business.

I know that Paul has run what is called a *blog challenge* of encouraging people to blog more frequently. Paul, what kinds of results have you seen people getting when they do blog more frequently?

Paul: When people blog on a regular consistent basis it helps drive traffic. It helps the visitors get more engaged. It helps so many things. The search engines start to see the traffic go there, so you get better rankings. The more frequent you can blog, the better it is for you.

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Pat: Another piece that I wanted to talk about is an "Opt-In". Again, I'm giving you the overview of what I think would be the ideal for a website. I don't think that you have to have all these pieces immediately, but I want to give you the whole picture in terms of what would be most useful in growing your business.

There's a saying that “the money is in the list”, meaning that your goal is to attract people to your website and sign up for some free information. I'll be going into this in a little bit more detail in a few minutes.

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This is the overview then of all the pieces that I've talked about so far. The key point is that your goal is to demonstrate your expertise. In the types of websites that we talk about that focus on services, your goal is to encourage your website visitor to come to you and ask for your assistance. You're there to market your services.

The website that we're talking about in a business context is designed to create money. Other websites for nonprofit organizations or religious organizations may have different objectives to attract people who would sign up for events that would raise money for the organization. The framework that Paul and I are sharing with you in this course is for generating revenue for a company, attracting people to you so that when they receive information about your business or they read about your website and they say, "This is a person who knows what he or she is doing. I want to get in touch with them."

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There are certain pages on your website that really promote your expertise. First of all is your "About Me" page in which you describe your background and how it relates to the needs of your ideal

customer, the opt-in which I will go into more depth on in a few minutes and a blog.

As I mentioned the blog is the place where you share information with your ideal customer based on your expertise, what you can knowledgeably talk about. This is your opportunity to discuss work that you've done with other clients, of course protecting the anonymous aspect of that, to talk about trends in your profession, to talk about new services that you're offering and to share Top 10 tips or to answer frequently asked questions. That's another key place in your website where you share your expertise.

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The goal of your website is to develop the ability to communicate with your prospect to show that you know that person. You know what their challenges are. Recall I talked about knowing your ideal customer, being able to hone in as clearly as you can on what that person needs from you and how you can assist.

The objective is to develop a relationship with the person who's coming to your website or signing up to join your list to get your free product, free report or free offer. You want them to like you and know you understand that person's needs. Therefore there is an affinity that develops and a sense of trust that you are providing the person with information that he or she can rely on or a product that is going to do what it is supposed to do and that you are a trustworthy individual.

Think back to when we started to be able to do commerce on websites. I don't know how you felt the first time that you had to enter your credit card on a website and you thought, "Is this really a good idea? Can they take my credit card and start going on a spending spree?"

That feeling of trust has become so solidified that now you don't think twice about putting your credit card on the Internet. You know that there are security layers behind that and that there are systems designed to protect your information. Similarly you want people who come into your website to trust you and to know that you are going to be able to provide them with the assistance that he or she is looking for.

Before I go on Paul, is there anything that you wanted to add to what I shared so far?

Paul: No I think you've got it covered. That's great.

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Pat: I've talked about an opt-in offer and the objective is to build that relationship so that the prospect knows you, likes you, trusts you and wants to get more information from you.

I'm sure that you have seen these on websites. There's usually a box with some fields and an image of a product. It says "Sign up for" and then you are offering that individual something of value. That something will depend a great deal on who your ideal customers are. What would be appealing to a hunter is going to be different than a person who is running a party for children versus a company that is offering leadership training to corporations. It's all highly individualized based on your services and the focus of your business.

Typically there's also a follow-up sequence of emails to stay in touch with that individual who has downloaded your report, your eBook or whatever it is that you have offered or has watched a video that's on your website because videos are also popular opt-in offer methods.

The objective is to give them what's called a lead magnet, which is used interchangeably with an opt-in offer so that individual will raise her hands and say, "Yes, I want that."

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There are five words that ruin your ability to attract leads or prospects and those are "Sign up for my newsletter."

Most people feel that they have enough email. If you don't have enough email, I could give you a screenshot of my email box which would horrify you if you could see my 19,272 emails in my inbox, which drastically needs to be cleaned out and thinned out.

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A newsletter doesn't sound appealing if it's seen as just another email, so we go beyond signing up for newsletters into thinking about what

are lead magnets that will cause people to want to sign up to join your list. It's typically something that your ideal customer wants to know about and is irresistible. It promises that it's going to improve some area of their life or make them feel better and it will cause them to take an action, meaning to buy your product or your service.

Lead magnets that are particularly successful are clear, concise, are specific of the needs of the target market and they are also visually appealing. They use the language of that ideal customer.

Paul and I both are involved with the same business coach and one of the things that she has been teaching us is using the language of your customer. I remember she sent me an email about six months ago and said, "Why do you find my coaching services useful to you?" This was in essence a way to get a testimonial in my words using the type of language that I typically use.

We know that people have different personalities and they express their needs and admiration for somebody in different terms. She was using my language and my testimonial on her website knowing that it would appeal to a certain segment of her market who react and think like I do. The key is to think about your ideal customers when you are creating your content so they know that you're talking directly to them.

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There are different types of opt-ins that you can offer. You can offer a video to explain a process or a common problem that needs to be solved or a special report that has tips about a topic. You can offer webinars or teleseminars that allow you to teach new concepts. How about a checklist that your ideal customer will find useful to explain a process related to your business?

There are some opt-in offers that consist of podcasts or spreadsheets that make important calculations. For example, a person who does bookkeeping on an independent basis with clients over the Internet may find it useful to offer a checklist "Getting Ready for Tax Time" or "Ten Most Important Tips for Keeping Track of Your Expenses".

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A key concept in opt-ins is to keep it as brief as possible. People have really short attention spans. You may have heard that people have the attention span of a goldfish, which is about seven seconds. That's really demeaning to the goldfishes and the people of the world, but by breaking down your content into two to five minutes you can retain the attention of people and be aware that we are continually being conditioned to have shorter and shorter attention spans.

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Studies also have shown that in order to increase attention to your opt-in offer that you should have a picture of a person who is looking at the opt-in offer. This means that your eye is traveling upwards toward the image of the book that I offer on PatIyer.com. This makes your brand more memorable and it makes people pay more attention to what you're offering then if you left an opt-in offer without that photograph near it.

Paul, is there anything that you would like to add before I go on?

Paul: You had five words that are going to make people go crazy. I think the only one that's worst is "Sign up for updates." It's so generic and so obscure. Nobody has any idea what it is. Your idea of being specific is spot on. If you can give something that people can use and can consume immediately to solve their issue, that's perfect so I'm 100% in agreement with you.

Pat: Okay, terrific.

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Paul and I want to be able to offer you a solution to this particular problem. As you listen to the structure of this coaching program keep in mind that the steps that this program takes you through are the ones that are going to tie all of this together for you.

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First of all the solution to this is to first identify your perfect customer as we've been talking about, knowing who it is that you want to target. The coaching program that I offer includes a focus on figuring out exactly what your perfect customer needs and then secondly what type

of opt-in offer should you provide. We've talked about videos, podcasts, special reports, eBooks, tip sheets and spreadsheets.

When do you pick which one and what is the range of things that you can offer?

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You also know that people learn in different ways, so for example some people want to see a video and other people would prefer to get the transcript of that video so that they can review it more quickly.

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Another aspect of this is to think about the systems that you need to have in place in order to deliver your opt-in report or opt-in offer. It needs to be delivered to the customer by some mechanism.

What is that mechanism going to be and what type of systems should you use in order to deliver that?

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In addition there's a logical sequence of providing information to people and to be able to provide follow-up emails. I mentioned having an email delivery system. What you don't want to do is to start developing a list of people and start accumulating those names in your email system. For example, let's say you sent out email through Gmail, Gmail will begin to flag messages in which there are as many as 100 people attached to that email.

Is this something that is spam as opposed to a list of people who signed up for information?

They start flagging and then they can start blocking emails that contain large numbers of recipients. I'm not sure what the current thinking is in terms of the number that they see as spam. The key is that you don't want to get to that point were Gmail starts saying, "No, we're not going to send out these emails anymore."

There are companies such as Constant Contact, MailChimp, Aweber, GetResponse that provide email services that enable you to keep in

touch with your list and then send them follow-up information that they find to be valuable.

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Finally once you have your website and your opt-in offer how are you going to get traffic that will come to your website?

Paul and I are talking in this course about the basics of setting up the website, the URL, the hosting and now the structure of the pages, but there is no truth to the expression "If you build it, they will come". That's a Hollywood movie with Kevin Costner in which he heard a voice in his head that said, "If you build it, they will come".

Hearing voices in your head is not always associated with success. There's a whole other realm of life that's associated with hallucinating, so it's a little bit of a dangerous and perhaps naive concept to think that once you have your website automatically your ideal customers are going to find you.

Part of what I offer in this coaching program is some additional information on how you can drive traffic to your website and have people sign up for your list. That's the whole purpose of creating a website is to be able to get people to come there, engage with you, want to hear more from you and hire you.

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In the coaching program that we offer there are only four pages per lesson. I provide personal responses to questions and also I personally review the brief assignments that are associated with each aspect of the coaching program.

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You get real progress and real results. My objective is to make sure that you have an opt-in offer on your site that's working for you.

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These are the pieces that come from the program like finding your niche and identifying your ideal customer. I help you to create irresistible content. There is a step-by-step guide for creating a special

report, one example of an opt-in report and you will also have the opportunity to sign up for an email service.

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The program also focuses on creating an opt-in form and helps you identify what follow-up messages you want to send so you are connecting with your list, building value and they are liking you, knowing you and trusting you. Plus, you get some real good ideas on generating traffic to your site.

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This program is available at a price of $197, the five day coaching program. If you are a nurse and you need contact hours, it is now set up to be able to give you 20 nursing contact hours which are good for recertification and relicensure.

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There are also a couple of additional bonuses that come with this program. One of them is the "Secrets of Creating and Promoting Opt-In Offers", which is a special report that goes deeper into the five lessons.

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It focuses on helping you know exactly what your prospects want, as well as in addition to this special report there are six additional types of opt-in offers. I also share with you a resource to create 3D images without needing any graphic skills. By 3D images what I'm referring to is that book that's on the side of your screen that shows you what looks like a physical book. I didn't sit there and create that with Photoshop. I popped in a couple of images, picked a template and was able to pump that out in about five minutes.

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This special, "Secrets of Creating and Promoting Opt-In Offers Report", also goes through what is spam, what are the rules and what can you do in terms of having people on your list. I also give you a head start in creating your auto responder messages by giving you

some templates that make it easier to figure out what you want to focus on. There's even more in-depth information on driving traffic to your opt-in offer. This report I sale separately for $29 and has 1 nursing contact hour.

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Finally. another part of this package that you will receive is a nine video course. These are 9 brief videos lasting no more than seven minutes that focus on identifying what types of opt-in offers you want to provide, how you structure them, how you provide different types of opt-in offers to depending upon your audience and what they are particularly interested in and taking you through a structured process. The whole set of these videos is sold separately at $47, which is also worth one contact hour.

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I put this together for you in a package with the coaching program and my personal feedback, as well as the other two components. There are some criteria before you would get started in this program. One of them is you should have a website, which we are assisting you with right now or you should be thinking about a website and should be planning one imminently or right now.

The limit of people in this coaching program is 40. There are no refunds because I'm providing you with my coaching time and my feedback. I don't get my time back.

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The investment of for this includes the PDFs, which is how the course is delivered. You don't need any special software, just the ability to read PDFs which you can do through Adobe Acrobat. You have four weeks to complete the program and you will receive all three of these pieces that I have described. The coaching program for $197, the "Secrets of Creating and Promoting Opt-In Offers" which is the special report and then the whole set of videos.

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I sell these separately on my website for $263, but because you're part of this course I will offer this to you at a package price of $197. In order to get that price you need to fill in the coupon code the word 'website' and that will give you the special discounted price of $197 at the website http://legalnursebussiness.com/optin.

With that Paul, I will turn it back to you and see if you have anything that you would like to add for this session. I then will also remind our students that we will have a Q&A call set up so that you can go through these first two lessons and ask us some questions.

Paul: I think it's great, the Q&A that's coming up if people want to ask the questions we are happy to answer them live on the call and get any misunderstandings or anything clarified that people need. The idea of knowing your client is just awesome and that's probably one of the biggest steps that people just seem to skip over. Nobody likes to take the time to do that.

It doesn't necessarily have to take a lot of time, but just put that thought in to it so that you know to whom you're communicating. The easiest thing is gender and education like you mentioned. Ask, "Is this somebody who has a stronger vocabulary or is this somebody who just kind of uses the vernacular and colloquialisms?"

Marketing to a male will be different than a female, so take some time and think about your ideal client and who they are. Write it down. Imagine it as if it was a person.

- "Are they married?"
- "Are they single?"
- Keep going back to education or gender.
- "How many kids do they have if they have kids?"
- "What type of car do they drive?"

We talked about marketing for an auto company, well just knowing what kind of person drives certain cars can help you market and get the word out to them. It makes that connection stronger. When people

know, like and trust you that's when they will become a customer of yours. This is great information, Pat.

Pat: Terrific.

All right, well we look forward to joining you on the first Q&A call and we'll be back again with Session 3 and Session 4. Those two sessions will be followed by a second Q&A call, so we encourage you to delve into this and look at your website. If you don't have one, set one up. If you do have one, take a look at the information that I shared in this session and see what pages or components are you missing. I would bet that if you go through that process you will find a way to enhance what you already have and expand your number of pages.

Google likes websites with more pages than only a few. You are always encouraged to add and expand what you offer your visitor to keep them on a website longer, more engaged with you and then signing up to be part of your list.

Thank you for joining us today and we'll see you the next time.

Paul: Bye-bye.