

FIVE WAYS TO  
IMPROVE YOUR  
COACHING WEBSITE



CAM Monthly Webinar

May 11, 2017



# BEST PRACTICES

- Lots of attendees, so everyone is MUTED.
- Use the QUESTION feature to ask and share anytime
- SHARE your experiences and examples
- Keep things CONFIDENTIAL

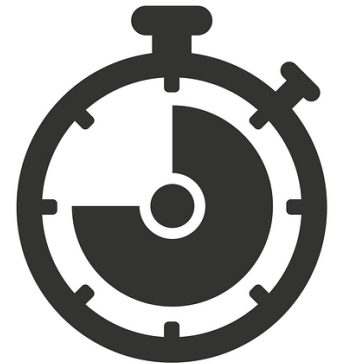


WHAT'S THE  
**PURPOSE?**

# Agenda

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- ✓ Four Types of Websites
- ✓ Five Ways to Improve Your Website
- ✓ Time for Questions and Sharing



**45 min**

# Four Types of Websites

Online Brochure	Blog	Build Your Email	Online Business
Static; few updates	Mostly static except for blog posts	Some updates, more behind-the-scenes work	Constantly updated
One way communication	Mostly one-way, but Comments allow for some two-way	Two-way via email communication	Multi-way communication; perhaps a community
Easy to set up and maintain	Easy to set up, blogging isn't for everyone.	More moving parts, but also more options for visitors	Content Marketing Selling products or affiliate products
Legitimacy	Provide value	Establish a relationship	Make sales

# Four Types of Websites

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Which type of website  
is for you?



Five ways to improve your website...

1

**Make the client the hero of the story**





A young boy with short brown hair is smiling and flexing his muscles. He is wearing a white t-shirt, a red cape, and black superhero goggles. The background is a bright, out-of-focus outdoor setting with green foliage and a sun flare in the upper right corner.

1

# Make the client the hero of the story

Your website should be about your client, not about you.

Tell the story of your client succeeding (and you helping her succeed)

2

Speak to your  
client's problem





2

## Speak to your client's problem


Nobody buys coaching.

Your website needs to clearly state what you help your clients overcome.

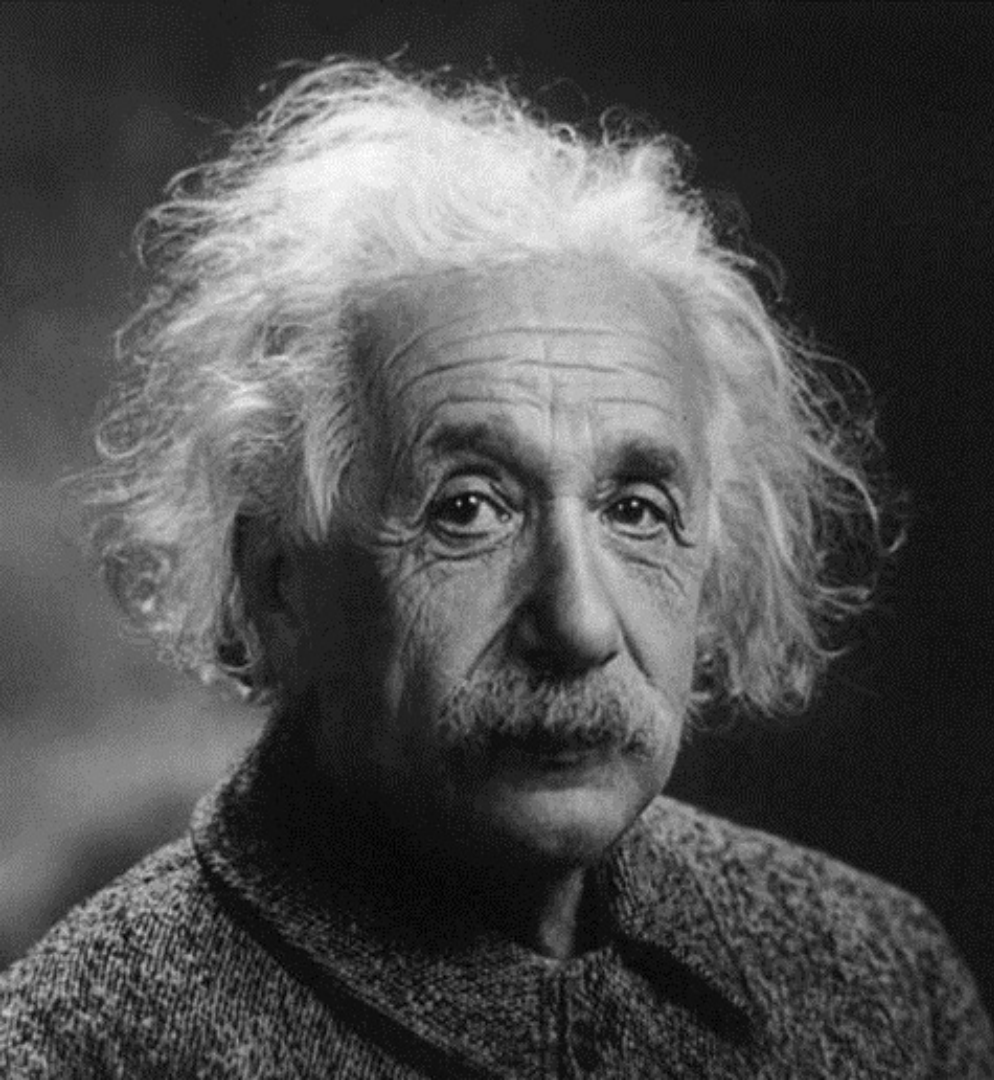


2

## Speak to your client's problem

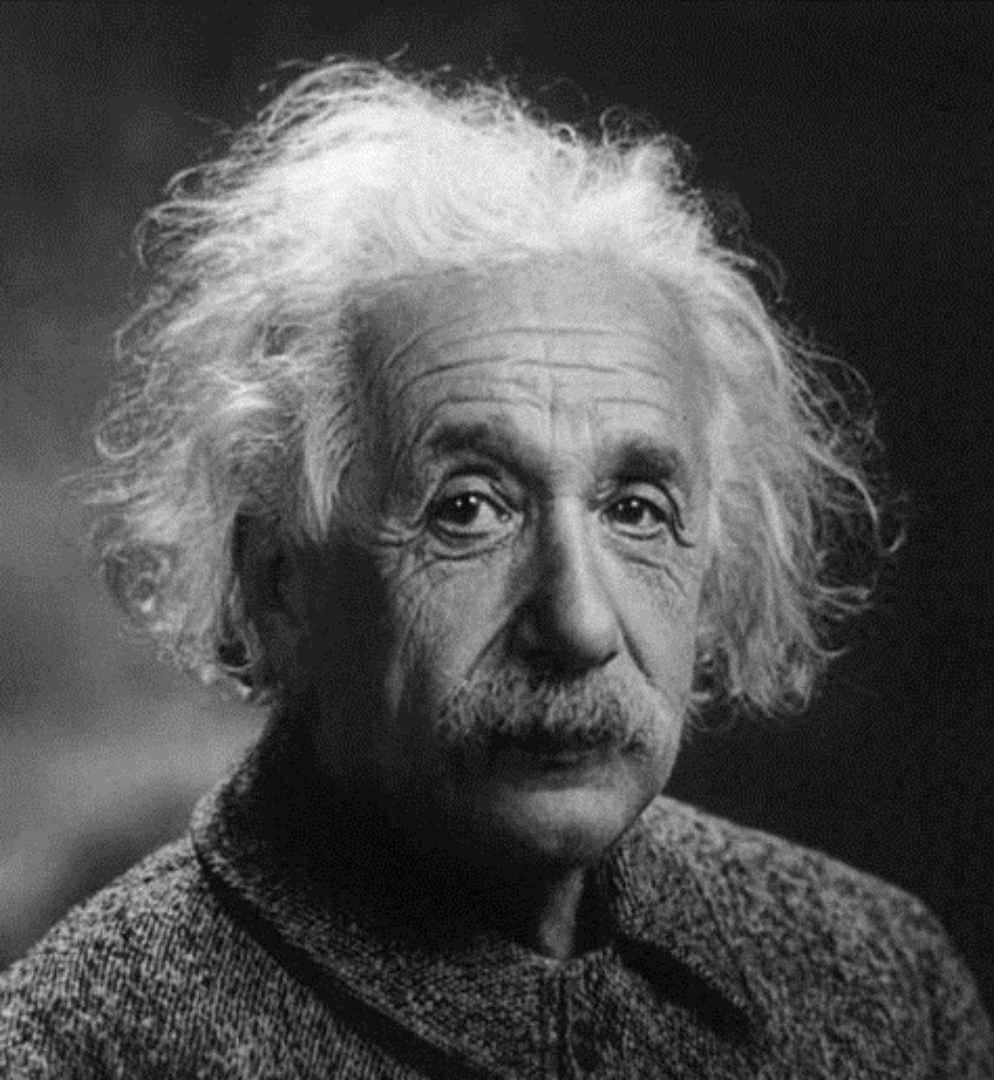


External problem: new to leadership.  
Internal problem: fear I won't have  
what it takes



3

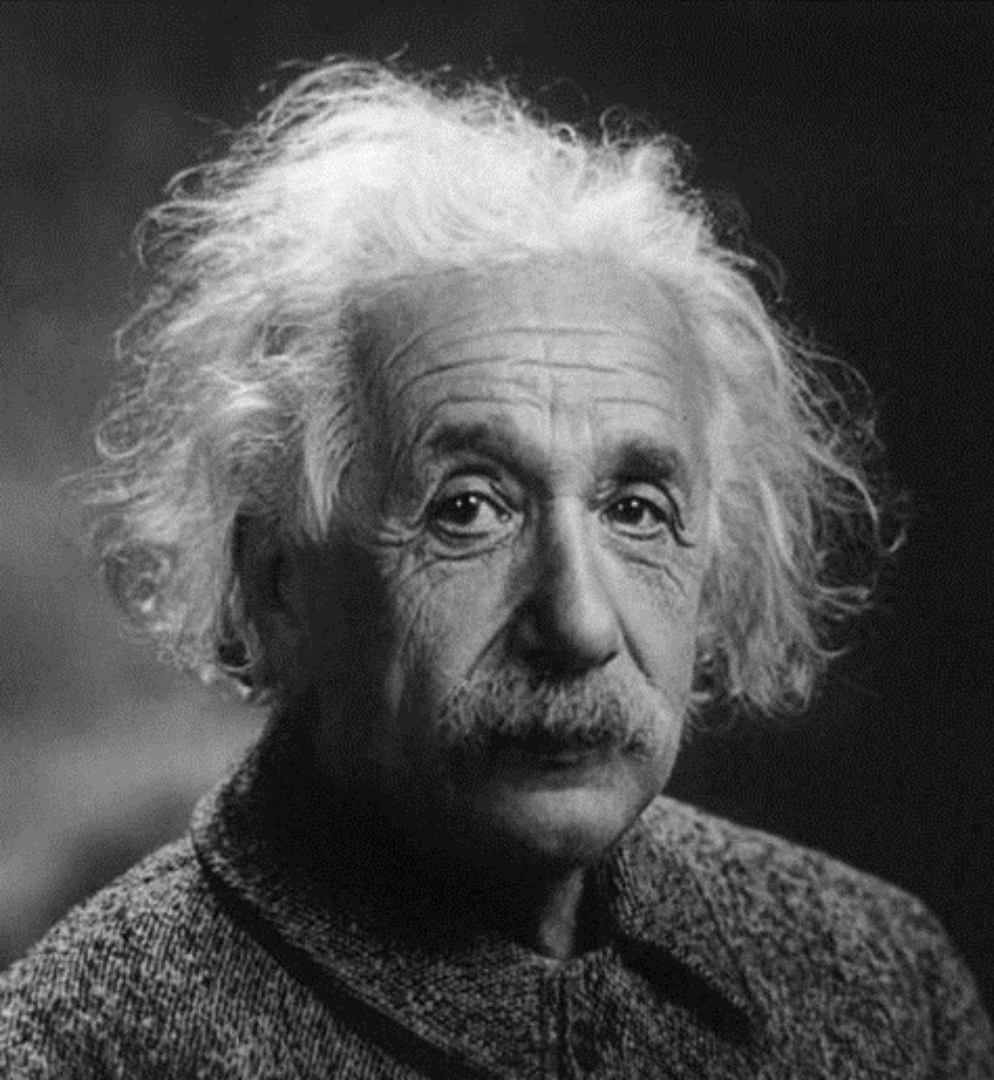
You need an easy-  
to-understand  
tagline.



3

“Even pastors need  
a coach.”

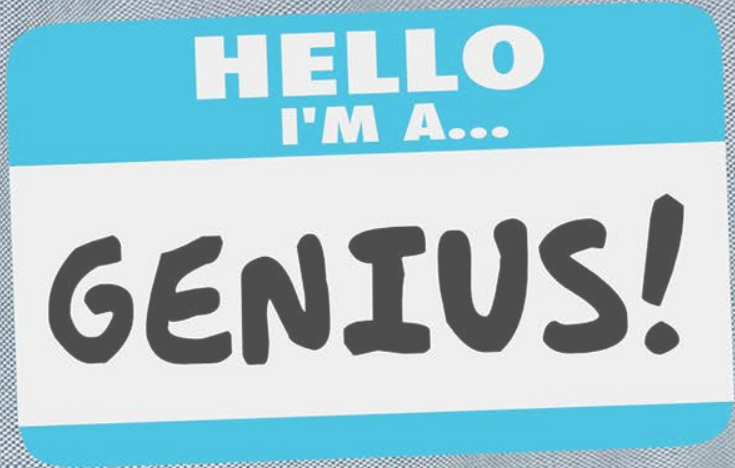
“I help marriages  
last forever.”



3

Dumb it  
wayyyyy down

(avoid the curse  
of knowledge)



4

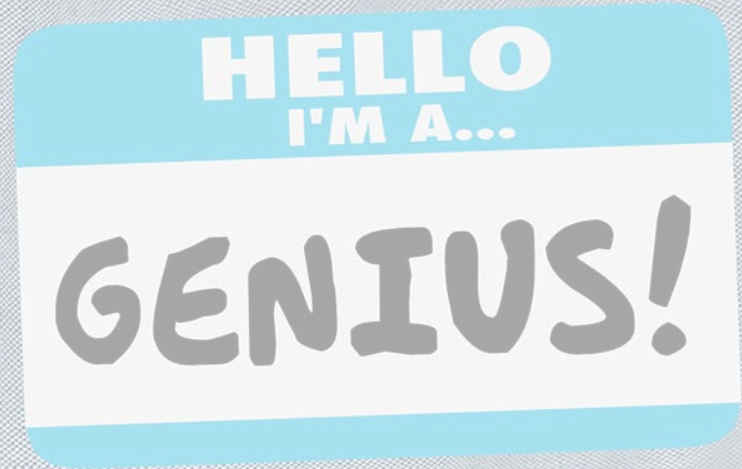
Brag, but not too much.



4

Brag, but not too much.

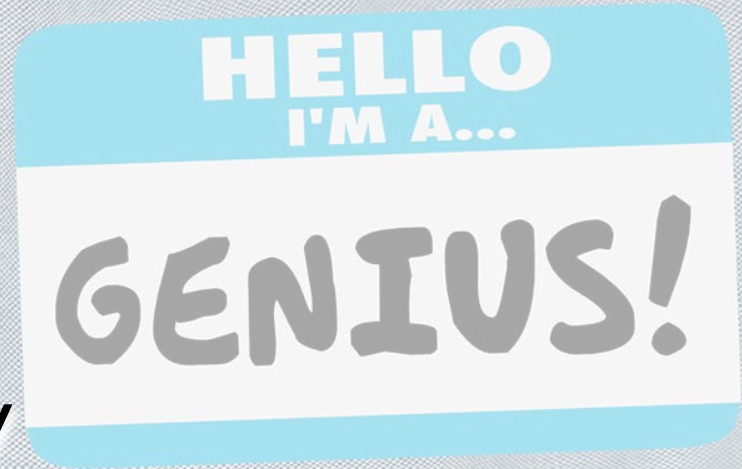
Credibility comes  
from testimonies,  
experience and  
training



4

Brag, but not too much.

Credibility also comes from being able to state clearly what your client is going through.



5

Provide a clear call to action



ENGINE  
START  
STOP

5

## Provide a clear call to action

What exactly do you want your website visitor to do?



5

## Provide a clear call to action

Direct call to action = “hire me”

Transactional call to action = “show interest”



# FINAL THOUGHTS

What's one way you will improve your coaching website?





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Certified Christian Leadership Coach

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# Questions and Comments

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