WEBSITE SUCCESS FOR 2025

A Podcast Series, Part 1

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Part 1: Why "Just Having a Website" Isn't Enough: The 3 Key Pieces Your Site is Missing

Introduction

Hey there, website warrior! You've got a site, but it's kind of... meh? Don't worry—you're not alone. In this episode, we're tackling why a *"just there"* website doesn't cut it anymore (sorry, 2018!). We'll show you how to transform it into a client-attracting machine that crushes your 2025 business goals. Let's go!

Key Takeaways

Your Website: It's More Than Just a Digital Brochure

- It should do things—like bring in clients, streamline processes, and make your life easier. So, before we go any further, think about this: What do you want more of next year? Clients? Sales? Less time doing stuff you hate? (Yes, please!)

The 3 Pieces You're Probably Missing

Client-Focused Copy:

- Don't be that site that talks at people. Your copy should feel like a convo between two BFFs, where you really get what's going on in your client's world.
- Use the P.A.S. Framework:
  - Problem: "Ouch! That's my problem!"
  - Agitate: "Wow, this could get worse?"
  - Solution: "OMG, you've got the fix!"
  - Example: Skip the "We have 10 years of experience" and say, "Sick of feeling like your stomach's got trust issues?" Boom—instant connection.

Listen to the episode and try your hand at writing a PAS-style headline for your homepage here!

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Automated Next Steps:

- Your site shouldn't be a dead end. We're talking seamless calls to action that make taking the next step easy peasy.
- Pro Tip: Use tools like Calendly or Acuity for easy scheduling, or a practice management software like Practice Better or Simple Practice. Seriously, nobody wants to email back and forth like it's 2005.
- Bonus: Ask a few good questions before the call (via your scheduler) to make sure you're prepared for a productive call aka you can dive into the specific problems your prospective client is facing, and your unique approach to solving them.

Lead Magnets to Build Your Email List:

- Gimme your email and I'll give you [insert freebie of awesomeness]. That's the gist.
- Whether it's a mini-course, checklist, or something equally binge-worthy, lead magnets are the secret sauce to staying in touch with visitors who are "not quite ready yet."
- Remember: Growing your email list is like planting seeds. Water 'em (aka nurture 'em with valuable tips and resources delivered to their inbox regularly), and watch your sales bloom—sometimes two weeks later, sometimes two years. Patience, grasshopper. The important part is that you're planting new seeds every day!

Action Steps

- Rewrite your website copy to feel more like your ideal client's BFF.
- Set up an automated scheduler and say goodbye to the back-and-forth emails.
- Create a lead magnet your audience can't resist—think snacks, but digital.

What's Next? Glad you asked!

Subscribe to the podcast to find out when Part 2 of our series drops, and in the meantime, get more resources and inspiration at whitneybateson.com