

## Your Personal Web Site

Here is what is the minimum that is required for you to set up your web site

### **WEB TREE**

**1:** Interesting Graphic Header – your picture or logo or art that gives the feel of who you are as a person and a coach

**2: MENU BAR (5 web pages + testimonial page + Blog)**

**Home (Front Page), About (your name), About Coaching, Make an Appointment, Blog, Contact**

**3: Front page** – Description of what you offer – what benefits the person visiting the web site. Personal stories of from here to there (I once was and then I had this xyz experience and now I am) and you can have that too for example.

**Also on the Front page side bar a From** that offers a gift that ties to your YMLP data base that then sends out an auto response thanking them and delivering the gift. This is all automated and your web person will set it all up for you.

### **What you have to do and provide is:**

A: You can record an MP3 as a gift – How to XYZ or Success Stories that Inspire or some title that would interest those visiting your web site and then making a 30 – 45 minute MP3 talking about the subject finishing by taking them though a command sequence and inviting them to coach with you. (See Resources PDF for where to record) or

You can write an interesting article or a small eBook to give as a gift.

B: #1 AR (Auto response) Write a message that says –Thanks from XYZ for your interest in XYZ. Check your email where your gift will be delivered.

C: 2<sup>nd</sup> AR Longer message telling them about you and your services and that you are happy they have asked for their gift and a link to the delivery page.

D: Web person creates delivery page and uploads PDF or MP3 to page for you.

You now have added a potential coaching client to your DATABASE and can follow up later with email invitations for special coaching packages or events where you will be presenting.

**4: About You** – also on side bar the GIFT form again and also a link to Success stories or testimonials or you can weave them through out the web site.

Photo – your story and credentials and mission of how you can make a difference in others lives through your services

## **5: About Coaching**

Description of the benefits of coaching with you and The One Command process – see Asara.com/coaching.

Here you have a link to make an appointment that goes to your shopping cart or you can offer free session introduction. [This requires your web person to create a form for them to fill out to apply for a free session.](#)

[Click here to schedule your appointment](#)

## **6: Make an appointment**

Write something that describes a sense of urgency as to why they would benefit from coaching with you. Do not list prices until they go to make an appointment .

[Click here to schedule your appointment](#)

**Here is my link as an example**

<http://commandingwealth.com/PWC/asara-coachsession-0513-3mo.html>

You also need to create an AR thanking them for their appointment request and telling them they will hear from you in 24- 36 hours by phone or email.

**7: Blog** – when you set up your word press site you will have access to write messages in your blog. This is one of the proven methods for building your web site presence and interacting with others. Make sure that your blog has the feature enacted where you accept incoming message only or you will be over run with those simply sending spam to your blog for their products, services and events. In your resource PDF there are blog sites that you or your web person can set up to automatically post your blogs.

A virtual assistant is also good for helping here and checking to post Responses to your blogs.

**See Blog Directories for places to list your blog in your Resources**

**7: Contact** – It is important to NOT PUT YOUR ACTUAL EMAIL ANYWHERE ON YOUR WEB SITE – but make them use a form to email to you. This prevents spammers picking up your email.

See Asara.com/contact-us/