



What you'll learn in the Masterclass:

- How targeted visual design connects with your ideal client
- How to communicate your message quickly and clearly
- How to keep you ideal client on your website longer



The 3 Website Secrets You Need to Know to Connect With Your Ideal Client

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Ask yourself these 2 questions

- What do you want your website to do?
- What do you want your ideal client to do?

The answers to these two questions will help you decide what your "call to action" should be.



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Secret #1 Targeted visual design connects

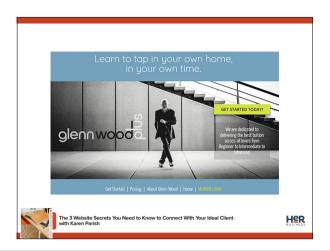
- Focus on the top section of your website
- · Needs to be visually striking AND relevant
- · What is the instant impression?



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Secret #2 Show you understand and care

- Talk about your ideal client's PAIN or PROBLEM
- Tell them you understand show EMPATHY
- · Use customer-centric copy
- It's about them, it's not about you!



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"To launch a business means successfully solving problems. Solving problems means listening."



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Secret #2

Demonstrate how YOU can help

- · What is your how?
- Explain in more detail how you can solve their pain or problem

(It is about you now!)

• Make your "call to action" prominent



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Secret #3

Keep them a little longer

- Your ideal client needs to understand that YOU are able to solve their pain or problem
- By now, they should have a good feeling that they are in the right place and want to know more
- Give them relevant and useful information to show your expertise
- Add social proof from happy clients





Warning: Too much information

- · Confused people do nothing!
- · Be brief, don't overwhelm with information
- Skimmers will simply go on "gut feel"
- Once engaged, detail lovers will continue exploring until satisfied you have the knowledge or expertise they seek



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Summary

- 1. Striking and relevant visuals at the top of the site instantly connects with your ideal client
- 2. Demonstrate your understanding of their pain or problem, and how you can help
- 3. Keep them on your site with relevant, useful information and show your expertise



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MEMBER QUESTIONS



Member Offer for people on this webinar

Learn how these guidelines may be applied to YOUR website.

- Book a 45 minute call with our Red&Crew Senior Designer, Karen Parish (me!)
- I will review your website and give you some tips to help convert your ideal client.
- · Just fill in the Offer Questionnaire and send.



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Contact Me

- Review My Website Questionnaire:
 redandcrew.com.au/webinarspecialoffer
- www.redandcrew.com.au
- · karen@redandcrew.com.au



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Thank You



Karen Parish

Red&Crew



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