



MASTERCLASS

The 3 Website Secrets
You Need to Know to
Connect With Your Ideal
Client - with Karen Parish



HER
MASTERCLASS

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HerBusiness Growth Zones™

- Planning
- Sales & Marketing
- Products
- Systems
- People
- Money
- Technology
- You

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

Today's HerBusiness Growth Zone™



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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 your ideal client on your website longer



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Karen Parish

Red&Crew



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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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WestCASA
Western Region Centre Against Sexual Assault
03 9216 0444

Have you recently been sexually assaulted?

Do you need counselling or support?

Do you want information about sexual assault?



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I am an estate planning specialist, and a writer, lawyer, business owner, mentor, speaker and advocate.

I help women who feel disempowered or intimidated to find out about their legal rights and ways to stand up for themselves. I help women to realise that equality is possible and to empower them to overcome the dissatisfaction they may feel with their lives.



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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."
RICHARD BRANSON



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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



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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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