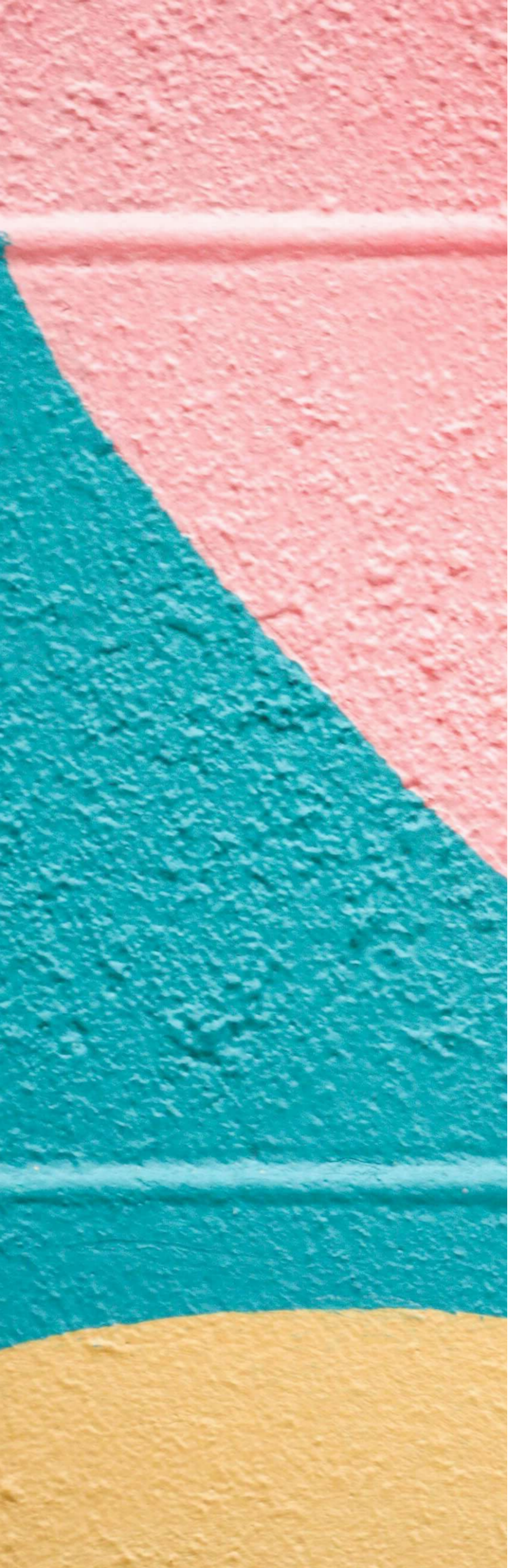
8 EASY WAYS TO **INSTANTLY CAPTIVATE** HEARTS ON YOUR HOMEPAGE

Busy Mom Launch Squad



INTRODUCTION

I'm Dara, a web designer passionate about helping busy moms like you get amazing websites that **actually convert visitors into clients,** so you can increase your impact and income WITHOUT taking away time for your family.

You see, for far too long, we've been fed the lie that if you get a website, your business will grow.

But the truth is having a website alone is not enough to book your services - no matter how gorgeous it looks!

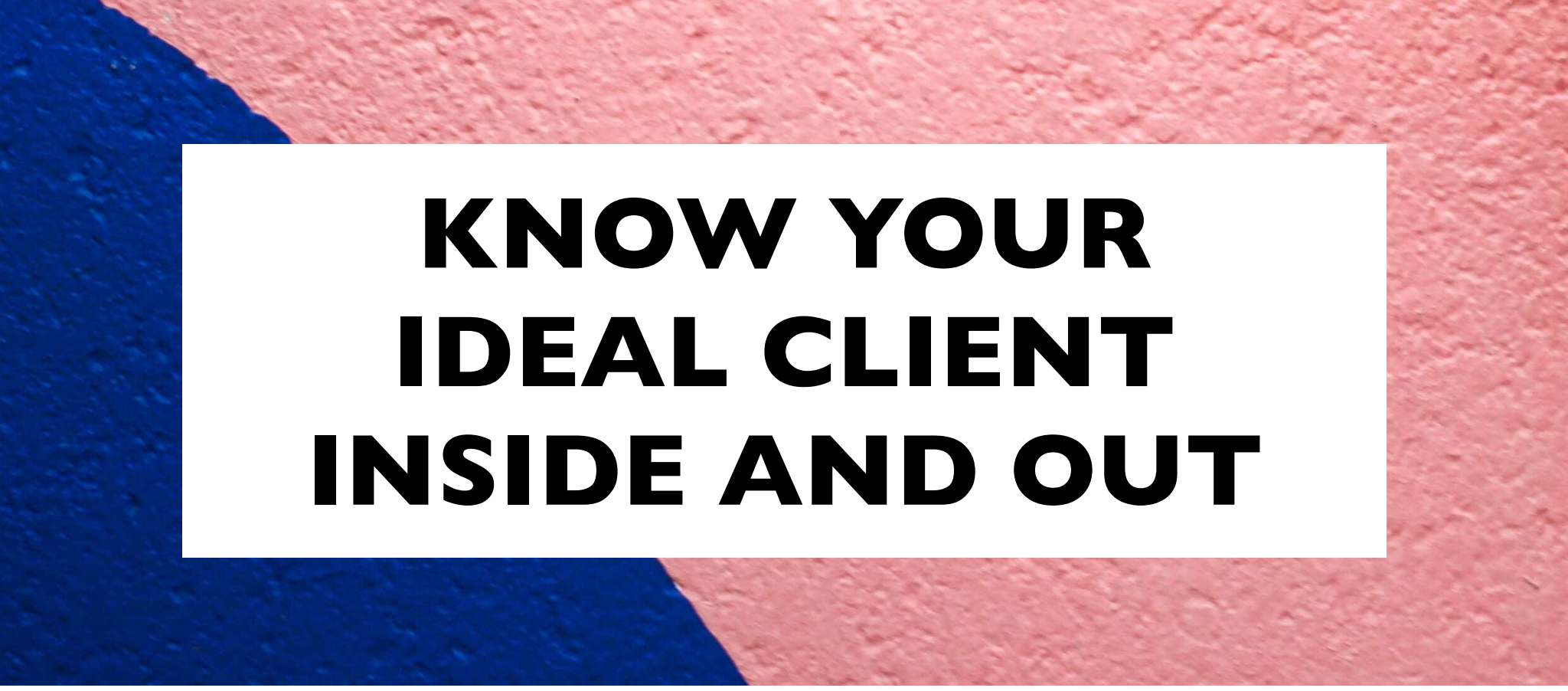
Great websites are about so much more than just beautiful colors or flowing designs. **They also have copy and branding that actually connects to your ideal clients,** captivating their hearts so they think, "I've got to work with her!"

This is the secret that those people selling you their courses aren't telling you!

But it's high time that moms like us get in on the secret so we can stop feeling like there's something we're missing and **finally grow our businesses to the level we want- and our families need!**

Ready to learn the secrets to a great website so you can grow your business, too?

- Dara



KNOW YOUR IDEAL CLIENT INSIDE AND OUT

There's a reason that everywhere you turn, everyone is telling you to get to you know your ideal client. It really does hold the key to growing your business!

And **I don't mean know what kind of coffee they drink or their favorite store to buy shoes from** (Mine's a flat white and Kohl's, in case you're wondering). I mean knowing what age they are, where they are in life, what motivates them, and what they're afraid of.

Here's a quick exercise that really help: **Give your ideal client a name and write out her story.** And then go find a photo that represents that person.

Print the photo out and put it somewhere you can see often. Let it be a visual reminder of **who your business and website is meant to captivate**.

My ideal client is named Brittany. She went to college and immediately got a job that she's good at and loves going to. She's married now and just had her first baby. She loves being a mom, but also loves working and applying herself in her career. She feels so torn between her family and career, and wishes it wasn't so hard to do both.

Notice what I didn't tell you? What magazines she reads or her favorite TV shows. Keep your ideal client exercise **focused on the most important things**, and that story will stick in your mind!

ACTION POINT: FIND A PICTURE OF YOUR IDEAL CLIENT AND WRITE HER STORY

UNDERSTAND HER ACTUAL PAIN POINTS

I used to have this nonstop back pain. It wasn't enough to keep me laid up in bed all the time, just enough to annoy the daylights out of me. After several years of this going, I finally had enough and went to the doctor.

I was shocked the doctor told me my persistent back pain was actually a symptom of digestive issues. I could have done all the yoga or physical therapy I wanted for my back and **it still wouldn't have fixed my pain- because that wasn't where the real issue was!**

But if someone had advertised for an easy way to fix digestive issues, **I never would have bought it; it wasn't where my actual pain point was!**

So many times our clients come to us thinking they have one problem when really it's **just a symptom of a bigger issue.**

My clients come to me for a website, but I know that most of them are SOO sick of wasting time on social media trying to grow their business. **That's the pain point that gets their attention and gets them to actually be motivated to buy.**

ACTION POINT: WRITE OUT WHAT YOUR IDEAL CLIENT THINKS HER PAIN POINTS ARE AND WHAT THEY ACTUALLY ARE

USE IMAGES SHE CAN RELATE TO

Ever waste WAY too much looking for the perfect stock photo, just to say, "Forget it, I'll just use another desk scene or pretty flower!"?

Go look at any clothing company website and you'll see pictures of beautiful, happy people in their clothes.

We look at those photos and subconsciously think, "**If I buy what they're selling,** I'll be full of confidence and look amazing!"

That's what you want the images on your website to do for your potential clients. **That hope in the future is what easily sells your services.**

Here's a quick tip: go back to your ideal client and choose photos that **LOOK like her AND will inspire her.**

Also, pick photos of what your ideal client will **look like AFTER working with you.** (So steer clear of those frustrated, hands in head photos).

When your ideal client sees pictures of what she'd like her life to look like on your website, she'll immediately be captivated and want to read more!

ACTION POINT: FIND 3 STOCK PHOTOS THAT YOUR IDEAL CLIENT WILL RELATE TO

USE YOUR IDEAL CLIENT'S WORDS

After all those experts tell you to narrow down your ideal client, then they say, "Go do market research!"

But what are you *actually* supposed to do with that market research? What's the point of asking all of these questions anyway?

The key to using market research effectively is **using the exact words or phrases** your ideal client says in your market research on your website.

If you're a business coach helping other moms start a business, do your ideal clients say they want to "start a business" or "make money"?

Using those little words and phrases throughout your homepage are what get your ideal client to **think you're talking right to them - or even that you're in their head!**

And, yes, to do this, you've got to **actually get out and TALK** to your ideal client. Posting in Facebook groups is one thing, but getting on a call with people will give you a TON of great info you won't get any other way.

ACTION POINT: TALK TO 3 PEOPLE WHO WOULD BE YOUR IDEAL CLIENT ABOUT WHAT'S FRUSTRATING THEM

WRITE HOW YOU TALK

I know, I know, I just told you to write like your ideal client talks. And that's true.

But you've also got to write like you actually talk. Sound personable, sound friendly, sound gentle- whatever you sound like, just write like you!

One of the biggest ways to **repel clients you'd love to work with** is to sound super corporate on your homepage.

Listen, you aren't a mega corporation; you're a personal brand. **You ARE selling you! So sound like you!**

So **use words and phrases that your ideal client says, but have the rest of your copy SOUND like you.**

Here's a quick tip: After you write something, **say it out loud to yourself** and see if it sounds like something you'd actually say. If you just sounded like a corporate robot, then for Pete's sack go back and rewrite it!

ACTION POINT: READ YOUR CURRENT HOMEPAGE OUT LOUD TO YOURSELF AND SEE IF IT SOUNDS LIKE YOU

USE A PHOTO OF YOURSELF

Understanding your ideal client's pain, using words and images they relate to is all meant to get their attention. **Using a photo of you on your homepage connects them to you!**

Your website is like your first date with your ideal client. **They've got to see you to fall in love with you!**

A photo of yourself on your homepage really connects the words that they are reading to an actual person. It takes you from being the woman behind the curtain to a r**eal, living, breathing person they want to get to know more!**

Want to take that connection a step further?

Put up a short video of yourself on your homepage. Video is amazing in helping us feel like we're getting to know someone for real because we get to **see AND hear them!**

The video doesn't have to be long, but it does have to show your ideal client that you understand **where they're at, where they want to be, and how you have to solution to get them there.**

ACTION POINT: CHOOSE A PHOTO OR RECORD A VIDEO FOR YOUR HOMEPAGE

INFUSE YOUR PERSONALITY

Now I'm not talking about choosing your brand colors off of what you like and don't like *(That's actually a terrible idea- don't do that! Not everyone is your ideal client, so it doesn't matter everybody thinks of your brand colors!).*

I'm talking about **letting your personality shine through what you write, your photo, and your video.**

If you have a gentle personality and give your clients the feeling of sitting down for coffee with you every time you meet, don't make it seem like you're a glam queen on your homepage!

And if you're bold and loud and proud, don't have your homepage make it seem like you're a calm person who spends her day sitting quietly in a coffee shop.

That just confuses people when they actually talk to you, and as the saying goes, confused minds don't buy!

So don't be afraid to be you! **Your ideal clients will fall in love with YOU** on your homepage and then all over again when they start working with you!

ACTION POINT: THINK ABOUT WHAT ASPECT OF YOUR PERSONALITY DO YOU WANT TO HIGHLIGHT ON YOUR WEBSITE

BE POLARIZING

The hardest pill for people pleasers like me to swallow is **not everyone is going to like you!**

I know, you're an amazing person and everyone SHOULD like you. But the truth is not everyone is your ideal client.

And that's okay.

So don't be afraid to be specific in who your website is targeted to.

I'm not talking about being in your face offensive here.

For instance, my ideal client is a young mom, so my images are of younger women. A 65 year old women might land on my website and not relate because she can't see herself in my stock photos.

That's okay. She isn't my ideal client anyway.

When you start seeing being polarizing as a good thing, you'll be free to really captivate your ideal clients' hearts.

ACTION POINT: DECIDE IF YOUR CURRENT SITE IS POLARIZING ENOUGH TO ATTRACT JUST THE RIGHT PEOPLE

HI, MAMA!
I'M DARA

Getting a website is a major investment in your business, whether you're spending money to have someone design it for you or you're putting in the time to do it yourself.

If you're going to put in that kind of investment, you should **make it time or money well spent!**

I create custom websites for busy moms **strategically designed to help them book more clients.** After we work together…

You'll look like someone worth investing in, with a gorgeous AND strategic design that establishes a relationship between you and your ideal client

Your new website will work while you sleep or play with your kid, answering questions, growing your email list, and booking discovery calls.

All of your tech (like email lists and call scheduling) will be integrated seamlessly so you'll save loads of time and have fewer headaches.

Ready to get started?

LEARN MORE