WHAT TO SAY ON YOUR WEBSITE

PLUS BRAND GUIDELINES KIT

Make An Unmistakably Clear, Intentional, And Attractive First Impression To Prospects Through Your Website And Visual Identity.

The 7 Simple Secrets Behind Personal Brand Websites That Get Results

Your website's homepage will often be the first point of contact for prospective customers and clients. That said, you never get a second chance to make a first impression.

In this guide, my friends Robby Fowler and Lyss House are lending us their incredible expertise when it comes to websites and branding. I highly recommend you connect with them on social media. They've worked with hundreds of businesses, from Fortune 50 corporations to the solo entrepreneur and everything between.

The purpose of this short guide is to help you make an unmistakably clear, attractive, and strategic first impression to prospects.

Your Personal Brand Website Is Doing More (Good or Bad) Than You Think

You need to embrace the critical role your website plays in your personal brand business. It does two things:

- **It's your sales rep:**
  Your website, and particularly your home page, is your 24/7, 365-days a year sales rep. It will have more interested buyer eyeballs on it than any other marketing or sales piece you have

- **It's your sales pitch:**
  Your website will have more 'sales conversations' with potential buyers than you ever will. It's what your 'sales rep' is saying 24/7, 365.

So what should you put on your personal brand home page if you want results?

The Secret… Answer These 7Ps For Your Customers

Your customer needs answers to these 7 questions to make a buying decision on your website home page. I call them "The Secret 7P's of a Profitable Homepage."

What Problem do you solve OR what Possibility do you help secure?

When a potential customer hits your website, studies show they develop a first impression faster than the blink of an eye, literally.

In the clearest terms possible, tell your customers what problem you solve. Tell them you can help secure a future possibility they cannot attain without your help.

Problems come in two basic forms:

1. **Something your customer CANNOT DO.**
2. **Something your customer DOES NOT WANT TO DO.**

Possibilities also come in similar form:

1. **Something your customer CANNOT ATTAIN without help.**
2. **Something your customer WILL NOT WANT ATTAIN without help, guidance, or accountability.**

Customers want to know what problem or possibility your business solves or secures right up front. Now is NOT the time to get cute, creative, or embellish.
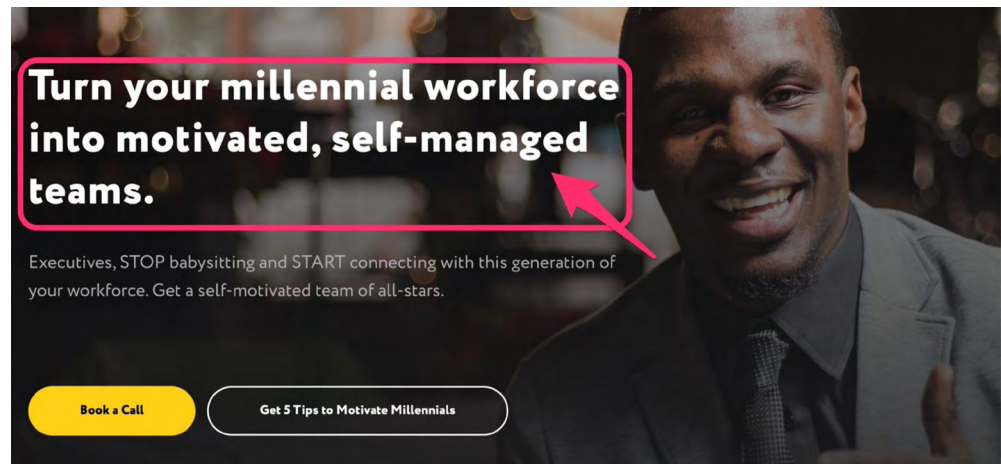
If you fall short here, customers bounce. All the hard work you put in on the rest of your home page won't matter. They'll be gone.

Yep, it's a cruel world out there on the interwebs!

So…

Here's what it looks like done well…

State the problem you solve or possibility you help secure in the HERO section of your website. Go big and be ruthlessly clear.

(The 'Hero' is the section at the TOP of your homepage. It's where all the eyeballs land.)

What group of People do you help?

Stating the problem you solve or the possibility you secure goes a long way.

If you've scratched your customer's itch, they want more. They need to know WHO you work with.

You could solve the same Problem or Possibility for any number of people. If the problem you solve is 'monetizing your Instagram or Facebook platform', who do you do that for?

- **Fortune 500 companies**
- **Local brick and mortar businesses**
- **Influencers**
- **Startups**

Customers don't just want to know IF you can help. They want to know IF you can help THEM.

Here's what it looks like done well...
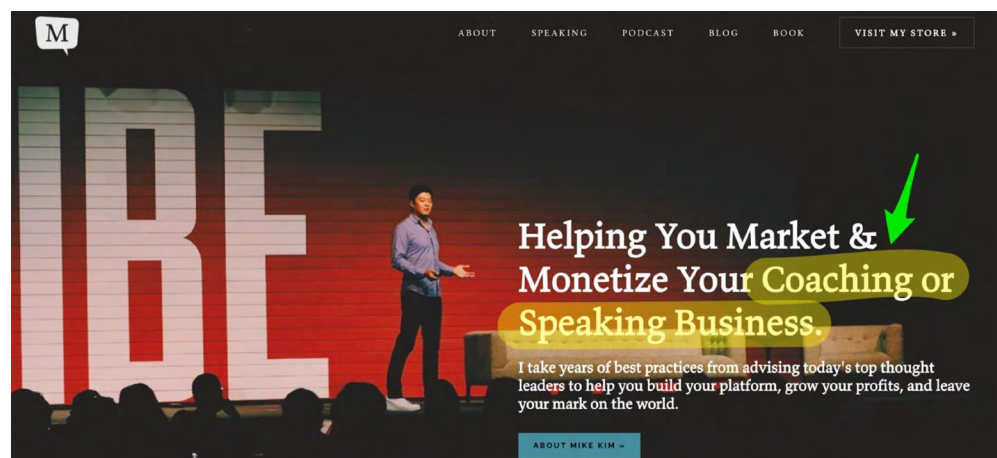
Tell your customer who you work with in the 'Hero' section of your homepage.

What Product offering do you want me to pay you for?

This may seem obvious, but it's missing from too many personal brand websites.

You need to package the problem you solve (or possibility you help secure) into a product so people can buy your solution.

Nothing is more frustrating to interested website visitors than having no clear way to pay you to solve their problem.

Package your solution into an appropriate offer for the people you serve.

Here's what it looks like done well...

4 What <u>Process</u> do you use to help?

There are lots of ways to solve the same problem. Your customer wants to know how you solve it. They're not interested in all the details. They simply want to know enough to inform their decision.

Do you solve it through…

- **1-on-1 coaching or speaking**
- **Your own framework or as a certified guide for another framework**
- **Marketing tactics or business strategy**
- **Doing it for them or doing it with them**

If I told you, "I can make you look better." Your next question would be, "How?" So tell them your process or approach.

Here's what it looks like done well…

5 What's the <u>Plan</u>?
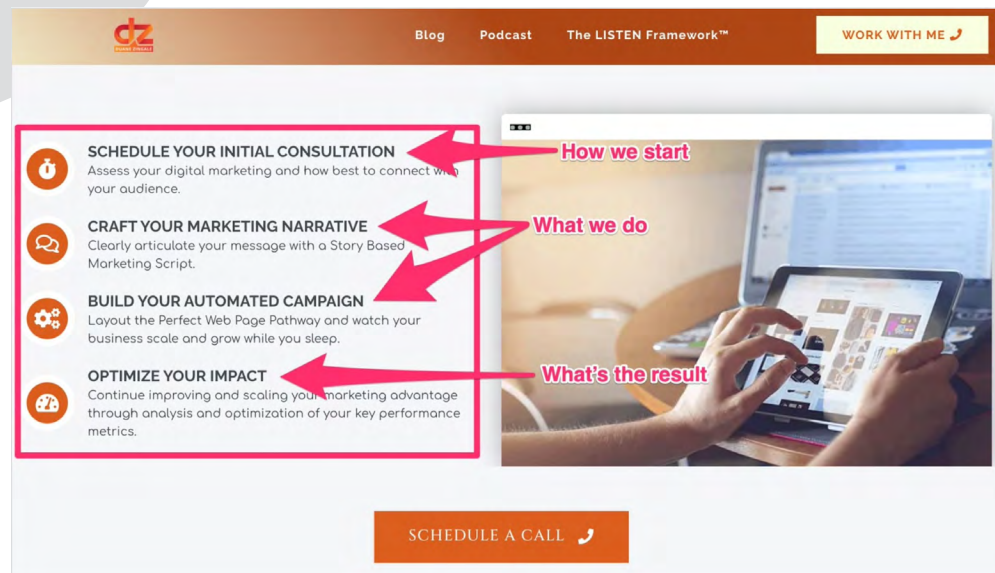
Your customers want to know, "If I say yes, what will it look like to work with you?"

Give them a clear plan and keep it simple. They're not looking to buy more complexity! So no matter how detailed your approach, keep the plan short and sweet.

The 3 parts of a good plan include…

- **How do we start**
- **What do we do**
- **What's the result**

Here's what it looks like done well…

6

Where is the Proof this works?

Customers want confidence before they buy. Show them they can trust you by demonstrating the results you've helped similar customers achieve.

You can use testimonials, guarantees and social proof—the logos of companies or brands you've helped.

Here's what it looks like done well...

Where is the Play Now button?

If you want a website that gets results, you've got to call your customers onto the playing field! Invite them to "press the play now" button and get started on transformation.

Your primary Call to Action should be a bold button with a clear action step.

Examples include…

- **Schedule a Call**
- **Register Now**
- **Get Your Copy**
- **Apply Now**

Lastly, give your customers more than one chance to get in the game! Put your Call to Action button several places throughout the page.

Here's what it looks like done well…

Answer the 7Ps on your home page and start seeing visitors become buyers.

1. **Problem/Possibility:**
   What problem do you solve or possibility do you help secure?
2. **People:**
   What group of people do you help?
3. **Product:**
   What product offering do I pay you for?
4. **Process:**
   What process do you use?
5. **Plan:**
   What does it look like to work with you?
6. **Proof:**
   Where is the proof this works?
7. **Play Now:**
   How do we start?

Robby Fowler is a branding and marketing strategist who helps high-integrity personal brands serve the socks off more and more of their ideal clients fueled by radical empathy. Robby believes too many personal brands pitch to everybody, get heard by nobody, and settle for anybody. Rather than relying on manipulative marketing hacks or fads, Robby teaches brands how to use Radical Empathy to gain clarity, grow impact, and give clients maximum value. Get more insights on his podcast, The Brand ED Podcast.

Free Cheatsheet: 4 Ways to Make a Great First Impression With Your Website

Get Your Copy »

Robby Fowler

Building a Confident Brand

A Confident Brand is:

- **Secure** - You know who you are, what you do, and who you serve. People sense this about you through your presence online and in person.
- **Trustworthy** - You provide quality services or products and people can rely on you to do so.
- **Unique** - You are unapologetically you. You stand out for all of the right reasons. You have a unique perspective without being too abstract.
- **Clear** - People can tell quickly what you do and who you serve. It isn't cluttered or confusing in any way.
- **Consistent** - When someone experiences your brand, they know it's you.
- **Strategic** - You use data and research to help drive your decisions and path.

Why Confident Branding Matters

1 You can only make a first impression once.

A study by Google found that online users form design opinions in 50 milliseconds. Another study of product-based sales showed on average, a shopper spends only 1.9 seconds at the shelf. This first impression can make or break a sale, turn a new subscriber away, or prevent someone from engaging with you in the first place. While this can feel intimidating, it's important to remember that a good impression can be also made through good design! You can create a customer for life in those first 50 milliseconds.

2 Good design builds trust and loyalty.

Have you ever landed on a website or received an email and the design made you question if it was a scam or a legitimate site?

Or how about this, imagine if you stepped into a doctor's office for a procedure. If the floors were dirty, the lights were flickering, and the nursing staff looked like they hadn't showered in a while, you'd probably turn around and run out the door. When you step into a clean, well kept doctor's office with a staff who is knowledgeable you are probably going to be more inclined to trust that you will be taken care of and your procedure will go off without a hitch.

The old adage "don't judge a book by it's cover" doesn't apply in branding. We judge everything on how it looks and feels to us. Even if you don't consider yourself artistic or think you have a "good eye", design impacts every decision you make. Good design builds trust and communicates legitimacy.

Why Confident Branding Matters

3

Brand Recognition

On average, it takes 5 to 7 impressions for people to remember your brand. This means that people need to see your logo (or your photo!) more than 5 times to be able to connect it with your name or business! Think of the big brands you recognize instantly: Starbucks' green straws, Nike's swish checkmark, Apple's fruit icon. Simple, recognizable icons and colors are the common thread among these brands and is the reason why you recognize their branding immediately, without using language or any other context.

4

Brand Strategy

Developing a strong, authentic brand and delivering it consistently is the foundation upon which every successful business is built. Before building any visual aspects of your brand, aka: branding, you should be clear on the following, with data-driven research.

- **Who you are, what you do, and how you serve your ideal customer**
- **Who your ideal customer is, what they are searching for, and how you bridge that gap to best serve them.**
- **What makes you stand out from your competition**

Why Confident Branding Matters

5 Brand Adjectives

There are tons of different brand adjectives you can use to help define. I provide a list of options like this to help my clients dive deep into the vibe of their brand. This is just a sampling of different brand adjectives you can use- take a few seconds right now to write down the adjectives you want associated with your brand. You can make a more extensive list later on but if you pick 3 or so right now, that's a great start!

6 Brand Aesthetic / Personality

If your brand was a person, what type of personality would it have? Think of it this way: your vibe will attract your tribe. You can use brand adjectives to start building your brand personality. A few examples of brand adjectives to get you thinking: fun, youthful, bold, inspirational, soft, calming, adventurous, analytical, practical, traditional, dependable, safe, exciting, daring, affordable, luxury.

7 Color Palette

Color theory and psychology is fascinating and helpful as you select your brand colors. If you work with a designer, they will use this when building your color palette, but you can also do this research on your own. I recommend selecting three main colors that work well together. If you find you are needing more contrast or colors, use shades within your selected colors to round out your palette.

Visual Elements of a Confident Brand

8 Fonts

You should select two to three fonts which you always use and never stray from. These include your primary font, or your brand font. This is usually seen in your logo and in headings on your website. A secondary font should compliment the primary font, and a paragraph font to use for body copy on your website and other marketing. You can also use an accent font, such as a script or handwritten font, but I encourage you to do so sparingly to avoid busyness or confusion.

9 Imagery

From your website, to your profile picture, to social media posts, a picture speaks a thousand words! High quality, professional photography that aligns with your brand aesthetic will set you apart from your competition and communicate your value as high quality. Brand photographers are popping up everywhere and you can receive professional images at a variety of price ranges that fits your budget. Be sure to work with a photographer to incorporate your brand colors and style in your photos.

10 Logo

Your brand is NOT just your logo! It's actually one of the final pieces of the branding puzzle. Your logo should be clear, simple, and easy to read/understand. In my design rulebook, rule #1 is less is more. As mentioned above, Apple doesn't use a graphic of a computer in their logo, nor Nike a sneaker. You can communicate your business name in a simple, effective way through your logo. The rest of your brand elements will compliment your logo to continue to build brand recognition.

Visual Elements of a Confident Brand

10

Brand Guidelines / Style Guide

A document that displays all of the visual elements of your brand (#s 1-7 above) and communicates how and when to use them. This should be distributed to everyone that works with you; from your employees to contracted workers, to your copywriter, to your social media manager, to your local printer that prints your t-shirts. Brand guidelines are put in place to ensure consistency and cohesiveness across all platforms.

11

Marketing Materials

Every piece of marketing material should reflect your brand using your branding and brand guidelines. Those include:

- **Your website**
- **Social media content**
- **Business cards**
- **Flyers**
- **Apparel**

Ready for your Confident Brand? My free Confident Brand Guide is a step-by-step interactive workbook designed to help you build your brand strategy and lay the foundation for a successful and Confident Brand.

Confident Brand Guide

http://lysshouse.com/YATB

Lyss House

You've Just Finished Reading This Guide.

So, Now What?

The best thing to do for now is to subscribe to my podcast, The Brand You Podcast with Mike Kim. The show is consistently ranked as a top show on personal branding on Apple Podcasts. Each episode provides marketing tips, business strategies, and success stories that will guide you.

Subscribe to The Brand You Podcast here »

Wait, One More Thing!

In addition to my podcast, be on the lookout for a special invitation to a series of exclusive coaching calls over the next few weeks to help you start, run, and grow your personal brand business. You'll get the invite in the same email you used to get this magazine.

(Add my email to your contact list: **mail@mikekim.com**. That way your invitation won't go to spam.)

Let's make this the year you start building a compelling personal brand to build your business around. Together, we'll learn how this weird world of marketing works and get you on the right path to start, run, and grow your business.

It's time to live your message, love your work, and leave your mark on the world.

At your service,

Mike

Mike Kim
Author, *You Are the Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business*

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