# Website in a Week

## Seven Steps for Building
## Your Own Professional Website

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# Notes to Our Readers

**Welcome! We hope you will enjoy this book.** It opens the door to the wonderful opportunities that can come from an internet business.

**Please don't copy or give away this e-book.** Hundreds of hours have been devoted to the creation of this book. Your purchases support the Awakenings Institute, a non-profit organization, in its mission of helping people to realize their true potential and creating a more loving, caring, creative, collaborative, and prosperous world.

First Edition

# Contents

# Overview of Your Possibilities

Are you a service provider who wants to build your own website?

Have you been putting it off because you didn't know how to start?

**If so, this step-by-step booklet is for you.** As you likely know, an internet presence is almost a must now for any heart-centered professionals like the holistic practitioners we work with. The potential of reaching clients, customers, and students around the world on cyberspace is tremendous.

We wrote this booklet because we don't want likeminded practitioners to miss out on the possibilities. It's for people who feel intimidated by the potential complexity of creating a website. Here's the good news. If you want to develop a presence online to draw attention to your offerings, you can start with a simple website and develop it over time.

> *From our perspective, it's better to get started*
> *than to wait to get it perfect. Too many people never take a*
> *chance in life because they think they must be perfect.*

Striving for perfection can stifle creativity. Our suggestion: take the pressure off and decide to enjoy the experience. You have a message to share and an opportunity to share it. With this booklet, you can learn how to build a professional website from scratch quickly and easily, so your site can be up and running within a week.

In this booklet, we assume that you are generally familiar with being on the internet and performing basic word processing functions. If the internet is completely new to you, we still suggest starting now with the understanding that it may take a bit longer.

Starting now is worth the effort when you weigh the benefits. Here's the price of procrastination. If people who might be interested in your services (and possibly other offerings like products and courses) google your name and nothing comes up, your reputation suffers. If you want to build a contact list to reach likely prospects, it isn't happening.

To avoid overwhelm, the key is to have a targeted approach, where less is more. You just need to learn the basics that you'll find here.

## Building a Professional Website from Scratch

We've been on the internet since 1997, and we've spent thousands of dollars learning effective marketing. The internet has evolved in amazing ways and now provides opportunities for smart heart-centered professionals to create highly successful businesses and reach large numbers of people in ways that we couldn't have imagined back in the 1990's.

As you might suppose, we've gone through a number of stages in our professional growth on the internet. In the process, we have spent a lot of time researching, trying different approaches, and changing services as we discovered that we were missing essential features.

We want you to succeed with less trial and error, and we have reasons for everything we suggest in this booklet. In retrospect, we can see that we could have saved a lot of effort by doing it right the first time. Unfortunately, it wasn't that easy. In the early days, we had to build our sites using HTML coding. It's a lot like learning a new language if you don't understand it. Overall, there weren't a lot of tools, and the choices we had to make weren't as clear as they are now.

## The Danger of Driving in the Dark as You Build Your Website

Early on, we felt like we were driving largely in the dark. Learning HTML was challenging. Then came CSS, which is equally foreign for most people.

Fortunately, you don't have to do any of that now. If you follow our formula, it's much easier now. Products and services for creating a presence online are still changing every day, and there is no way of knowing what might happen next in cyberspace. Regardless, getting off to a good start with high-quality providers early in the development of your online business will give you a firm foundation to build on in years to come.

There's no time like the present to build your site. Your domain name gains status with the search engines with age. The point here is this:

*Every month you delay getting started with your website sets you back.*

On a related note, you also want to start building a contact list of prospects as soon as possible. This will take time, and you don't want to wonder next year why you didn't start now.

## Shining Light on Your Possibilities

We now have a small collection of websites and we've learned how to create a simple and effective site in less than a week. To save you some time and effort, we're sharing the services we use on our sites. As mentioned, there are important reasons for using each one.

This booklet should shed some light on what you need and where to look. If you use these tools, you can have a website up and running in as little as a week. If you still feel intimidated, make it easy on yourself. Maybe you could allow two weeks and relax a bit more as you go through the steps.

## Eight Steps to Success

We've organized the process into Eight Steps to Success, which include the following:

**Step 1. Register Your Domain Name (URL).** It starts with a name.

**Step 2. Set Up Your Site with a Web Host.** You need to store your files in a place where they are available on the internet.

**Step 3. Select the Design (the "Theme") for your Site.** Fortunately, you don't have to worry about the overall design of your site. That will come with a Wordpress theme, which we describe in Step 4. You'll just need to customize it with your message and image(s).

**Step 4. Install Wordpress and Your Theme.** This provides the general design for your new site.

**Step 5. Start to Add Content.** Now you're ready to get your message out to the people who are looking for you. We have formulas for this to make it easy to start.

**Step 6. Create Your Opt-in Offer to Start Your Email Contact List.** We'll tell you how to make it easy.

**Step 7. Offer Your Services and Other Offerings.** This can be easy, too.

We'll conclude with some ideas for continuing to build after the first week. You may want to take a break. Once your site is online, you may also recognize that more may be possible. Over time, you can fine tune and add more features, as desired. You can also learn from selected experts over time and we'll help you here, too.

As you prepare to begin, we want to mention a lifesaver we use almost daily to learn a host of things we don't know now. It's Google.com. If you get stuck, ask your question on google. You'll find information on just about everything we discuss in this booklet and much more on Google.

# Step 1. Register Your Domain Name (URL).

Your URL is your web address, like exploreiahp.org. Your web address in cyberspace is much like your street address in the place you live. It shows up in the address bar at the top you're your web browser (like Chrome or Microsoft Edge).

When you go to [http://www.namecheap.com/](http://www.namecheap.com/), you can check to find out if the domain name (URL) you want is available. A URL (Uniform Resource Locator) is a protocol for specifying addresses on the internet. Namecheap's prices are reasonable, generally under $15 per year, as are their terms and conditions (another important factor).

## Selecting Your Domain Name

If you don't have name recognition, a hint for choosing your domain name is to consider using a term (keyword combination) that people will search for when they are looking for you. As example, stressreliefwithemily.com learneftwithemily.com is probably better than emilyssite.com or emilysmith.com.

Also note that you don't want your URL to be too long. For our site exploreiahp.org, we avoided using internationalassociationofholisticpractitioners.org for this reason. We couldn't expect visitors to remember it or spell it all correctly. Exploreiahp.org is a compromise that is also intended to be inviting and we know we can target our main keywords elsewhere.

### *Careful selection of your URL will serve you well over time.*

When you're researching domain names, start with keyword research. Keywords are the terms people will use to find you. This is the key. Including terms people are searching for in your domain name helps you to get a higher ranking in the search engines.

We didn't understand any of this when we started in the late 1990's, so our main website is called gettingthru.org. It still works, because of its age, but if we had it to do again, we would have done something different. Now, we also have several focuses, so we use keywords in our secondary categories. Examples are gettingthru.org/holistic, gettingthru.org/learn-eft, and gettingthru.org/life-coach. This is another approach to consider, particularly if you are thinking big in the long term.

## Preparation Time

You may benefit from putting a bit of preparation time into keyword research before you register your domain. Learning how to use keywords effectively is an education in itself. It's well worth the effort, because it can make a tremendous difference in your success.

For your domain name, also consider your broader message. For example, if you are a holistic practitioner like the ones we work with, you may be thinking of several specific areas of focus, like weight loss and stress reduction. If you have more than one specific focus, these can be secondary like ours, with your main message being something more general, like healing your life or holistic healing solutions.

Free websites that help you to identify good keyword combinations are https://KeywordSpy.com and https://semrush.com. With keywords and other topics we discuss here, remember, too, that you can google terms like "keyword research" to learn more about specific topics. In cyberspace, you have access to a wealth of information.

## Purchasing Your URL

As mentioned, we recommend https://namecheap.com, both for their prices, as well as their terms and conditions. Some similar companies may claim ownership of your information, which you definitely want to avoid.

Part of the challenge with your domain name is that many of the best ones are already taken. You may have to be a bit creative to get the right one for you. Once you do, it only takes a few minutes to purchase your URL at Namecheap.

# Step 2. Set Up Your Site with a Web Host.

Next, you need to get a web host. Your web host provides access to the "server" (shared computer) that stores your files and delivers them to the internet. You must have one to get started.

We've used http://hostgator.com for many years now; Their hosting services are reasonably priced, starting at around $5.95 per month for a Wordpress website, which is what we recommend here. Hostgator also provides 24-hour live customer service. This is critical. Things happen, and you can call them any time, 24-hours a day, to help you. Their support can be a life-saver when something unforeseen occurs, and you want to resolve it right away.

Once you sign up with Hostgator, you can call them and have them help you to connect your domain name with your new server. This is how people find you when they type in your URL. It's actually pretty simple if you know how to do it, and Hostgator can explain everything to you.

Once you have the information, which is what they call "custom nameservers," you can have a live chat with Support at Namecheap. They can help you to enter the new information into your account. That's all there is to it!

# Step 3. Select the Design (the Theme) for your Site.

Once you have your webhost, it'll take a day or two for the host to connect your domain name with the server. This is a perfect time to start thinking about your design.

The most effective designs are easy to understand and navigate. Wordpress, which we discuss more in Step 4, takes care of a lot of this for you with Wordpress "themes." You don't have to know anything special to create a website that looks professional. Your theme is pre-formatted with most of the basic features of your site. It's remarkable.

Website design is a critical key that's often overlooked by new website owners. Every element of an effective website needs to be strategic. This doesn't mean it has to be complicated. In fact, awareness of the keys to success will help you to simplify the process. Here's the point:

### *Nothing on your new site should be accidental.*

Everything needs to be done with a specific goal in mind. The main goal is to attract your desired clients (and customers, students, etc.), so they'll want to learn more about what you are doing and what you offer.

## Create a Professional Appearance.

As you wait for your website to show up online, focus on the general design of your site. With Wordpress, you can use one of many "themes" (preformatted designs), which you can view at wordpress.org. The theme takes care of where different elements are located, menus, and the general style of the site.

As you build your site, remember this:

### *The main qualities to strive for in the design of a website are professionalism, confidence, and authority.*

You want to establish yourself as an authority, so your website needs to project the image that you are a highly regarded professional. If you are just getting started, don't let this intimidate you. Your authority is most likely based on your journey and the things you have learned in life.

Also remember you don't have to be perfect. Trying to attain an imaginary ideal tends to consume a lot of time and energy that could be better used to do something tangible. Why not just start? You can always change things as you learn and grow. You aren't doing anything that's set in stone, so you don't have to take it too seriously.

Most Wordpress themes come with simple, professional looking headings and menu bars that you can use to get started. The design theme even includes font styles and sizes for the various elements on the site. Once your website is up and running, you can refine your design over time.

## Select Your Main Picture or Image

This is a good time to consider a photo or image for your heading. This is a common feature of most Wordpress themes. Here, your image should reinforce your main message. For instance, if your message is about helping people to build confidence, the photo or image in the heading should exude confidence and provide validation that the visitor can get more confidence on this site.

You can find images on a number of image sites, which you can google. Some, like https://dreamstime.com, even have some images for free. Be aware as you search for an image, that you can't just take one from another website. That's like stealing. You have to use an image that is approved for your intended use.

## Formulate Your Message

Your image reflects your message, so this is also a good time to start thinking about what you want to say. In your message, your focus is to let your visitors know how you can solve problems. It also helps to recognize that people want to work with people who they know, like, and trust. As you interact with visitors to your site, you are building relationships.

Formulating your message doesn't have to intimidate you either. Consider this advice from internet entrepreneur Brian Chesky:

*"Build something 100 people love,*
*not something 1 million people kind of like."*

It makes sense to share from your heart with a mission to build a site for the people you most want to attract as clients. Who do you like to work with? As you answer this question and put it in words your site, the right people will be drawn to your message. They'll want to stay

and return again over time if they feel better about themselves and about getting what they want as they get to know you. But here's the tricky part:

*Visitors often form an opinion of a website within seconds.*

If new visitors don't find your website attractive, or feel confused about what you're doing, they'll go somewhere else. The goal, then, is for the visitor to feel that "this site is for me."

This again highlights the importance of your heading image. It needs to speak to your visitors. As you plan your site, imagine you're communicating with your perfect prospect and telling them what's in it for them. Your visitor's first impression also includes your main message, which we discuss in Step 5, which is about adding content.

# Step 4. Install Wordpress and Your Theme

You may be be amazed how easy it is to install Wordpress with just a few mouse clicks. Hostgator can help you here, too.

Wordpress.org is the state of the art for websites today, and it's free. An important point: wordpress.org (which you want) is different from wordpress.com (which you don't want). Wordpress.com is hosted by Wordpress. The problem is that your options are severely limited. You won't be able to do much with your site as it grows. You also have to pay extra to have your own URL on wordpress.com, and having your own URL is essential for your professional image.

Wordpress.org provides a simple platform that allows you to create a blog and/or a group of pages (a static website) with amazing ease. As promised, you don't have to learn any technical languages like HTML and CSS. This is made even easier with Wordpress themes, which are different designs you can use to create the look you want.

As mentioned earlier, Hostgator can help you to set up wordpress. Just give them a call. Once installed, it's time to select a theme. your wordpress.org theme provides parameters for the design of your website. This includes things like the heading design, menu bar, number and arrangement of columns, font styles and sizes, and more.

*Remember this is a step-by-step process.*
*All you have to do is take one step at a time.*

This approach – taking one step at a time – can produce tremendous benefits for your presence on the internet, as it does in life.

## Your Theme and Heading

With Wordpress, you have the choice of a wide variety of themes. It comes with a simple theme and we have chosen one that we have used on our website at http://phillipandjanemountrose.com. Our recommended Theme, which is called Flash, has an image on top that you can customize. There are also some specific customizations we recommend below. From there, you'll be ready to add your content, and this booklet will help you to get started there, too.

There are also many more themes available for free and others that you can purchase quite reasonably to get more features. The key now is to make it easy on yourself. You can change your theme any time as your site grows. We've done this ourselves several time.

Don't let your fear of making a mistake stop you. We've helped a lot of people to formulate their message and improve their sites in various ways once they got started.

## Being Mobile-Friendly

These days, your website must be mobile-friendly, so it looks good on mobile devices as well as desktop computers. Most of the latest Wordpress themes, including Flash, have this feature, but it's important to verify if you choose another theme. Being mobile-friendly will also help your rankings in the search engines as the internet continues to change. It's reached a point now where you may have as many visitors on mobile devices as personal computers.

## Things to Do to Get Started with Wordpress

The instructions provided in this booklet are precise steps for creating a simple website. As a model, we have created a similar site that you can view at http://phillipandjanemountrose.com using the Wordpress Flash Theme, which is the one these instructions describe. We selected the Flash theme because of its simplicity. It also has full documentation at https://docs.themegrill.com/flash/.

If you just take the steps below one at a time, you can have the basics set up quickly. As you might imagine, you can do a lot more with Wordpress, if desired. For now, we just want to get you started without overwhelming you.

### Going to Your Dashboard

With Wordpress installed, you're ready to go into your Dashboard. Your dashboard is like your back office, where you edit the features of your site. To get there, follow these steps:

- Enter your URL and add /wp-admin." As an example, it would look like mydomain.com/wp-admin
- Now you can enter your username and password to go to your Dashboard.

When you get to your dashboard, you'll notice there's a lot there. Don't let that scare you. We'll guide you through the basics and you can learn more as you progress. As we mentioned earlier in our description of Wordpress, you can do a lot with it, as you'll see.

Below are our suggestions for getting started. If you follow these directions, it won't take long for you to start adding your information.

- Highlight your title (where it says "Howdy, ...") in the top right and click on "Edit my profile" to go to your personal options and change your password to something you'll remember next time.

## Installing Your Theme

Next, it's time to install your theme. As mentioned, we suggest "Flash." You can get lost in the themes – there are probably hundreds to choose from. We selected on that will allow you to get started easily and continue to build over time. You can also change your theme later, if you want to.

- On the vertical menu at the left side of the Dashboard, select "Appearance/Themes."
- Click on "Add New" at the top of the page.
- Then enter "Flash" in the search box on the right.
- When it comes up, select "Install," then "Activate."

When you activate the theme, you will be sent to a Flash Welcome Page, where you can get started with Flash.

- Also, on that page is a list of recommended plugins, which are extra features. You may want to explore at some point, but they are not required for getting started with these instructions.
- As you move around, you'll also notice a lot of other suggestions for adding things. You can explore them if you want to, but you don't need them now.

## Using the Wordpress Classic Editor

For beginners, we also recommend starting with the Wordpress Classic Editor. It's much easier to use, and you can experiment with the new editor, which is more complex, later, if you want to.

- To access the Classic Editor, click on "Plugins" on the vertical menu on the left side of the Dashboard.
- At the top of the Plugins page, click on "Add New."

- On the Add Plugins page, you'll see a search box on the right side to "Search Plugins." Enter "Tiny MCE Advanced" in the box and press enter.

- When you find it in the list of plugins that come up, click on "Install Now," then activate it.

- TinyMCE Advanced allow you to go to a simpler editor. You can also add features to your editor, as desired.

Repeat the process to add "Yoast SEO" and activate it.

- Yoast SEO will come in handy later, when you are ready to learn about how to optimize your pages for the search engines. This is beyond what you'll learn here, but you can find a lot of information about it on the internet, when the time is right.

Next, go to "Settings" on the vertical menu and choose "General."

- Add your Site Title, Tagline (a brief description), and your Time Zone. Your site title and tagline will show up at the top of your page.

- Go to the bottom of the page and "Save Changes"

Go to Settings again and select "Tiny MCE Advanced."

- Scroll down to "Advanced Options" and add a checkmark to "Replace Block Editor with the Classic Editor. This will allow you to create a simple page.

- Go to the bottom of the page and "Save Changes"

- Later, you can use it to add more editing options or change your editor preferences.

Go to Settings again and select "Permalink Settings"

- Under "Common Settings," select "Post name." and save your changes.

- This is important. It will allow you to use the keywords that are in the name of the post or page as your URL for each page. This is important for SEO (search engine optimization).

With your website up and running, you're ready to add content.

# Step 5. Start to Add Content

When you get to this step, you may begin to feel excited. Your site is starting to take form, and you're ready to get your message out.

## Setting Up Your Main Page

In your Wordpress back office, you have a choice of choosing a blog post for your main page or a "static page." For a simple website, we recommend starting with a static page. You can add a blog later.

- For this, go to the vertical menu on the left side of the Dashboard again and select "Pages." Here, you will see a list of a few pages Wordpress creates. In the end, you probably won't need these pages, but it's a start. In the future, this is also where you can find the pages you add later.

- For your main page, click on "Add New" at the top of the page.

- Now you can add your title at the top of the page. We generally do something like "Welcome to …"

- From there, you're ready to add some content in the box below. You'll see some common editing buttons above the content box and you can add more from Tiny MCE Advanced, if desired.

## Your Focus for Adding Content

We'll have a few more steps for you to take as you add content. First, we want to help you to decide what to say. This is an area where we find a lot of mistakes and we want to help you to get off to a good start.

The focus now is on letting your visitors know what they can expect and what to do next to learn more. If you feel intimidated about marketing, as many people do, consider this advice from leadership mentor Michael Hyatt:

*"Marketing is really just about sharing your passion."*

Marketing is also about helping people to get something they want. You are doing a service by helping them to understand what you uniquely have to offer. Your visitors will also sense your sincerity if you speak from the heart about your purpose in life.

On your website, your visitors are people you care about and want to help whether they buy from you or not. We find it fulfilling to realize we are probably helping many, many people who will never contact us directly. This is part of our mission, as is our dedication to the books, courses, and services people can access on our site.

## Editing Your Main Page in Wordpress

As you add your content, here are some more tips and Wordpress customizations.

- Until you have a usable site, we recommend adding a sentence at the top of each page saying "This site is under construction." Then, in the next paragraph, you can start creating your content.

- As you write, you'll want to save your work every 5 or 10 minutes to avoid losing what you've done. You'll find a "Save Draft" button on the right side of the page, along with a "Publish" button you can choose when your page is ready.

- If you want to copy and paste from word or another word processing program, be sure to avoid adding anything with formatting. We usually copy from Word into Notepad and copy from Notepad into Wordpress. We discovered the hard way that extra formatting can create big problems on a Wordpress site.

- When you finish editing for the first time, this may be a good time to publish your page. Just click on "Publish" on the right when you are ready. This will allow you to coordinate your main page with your settings.

Once you have your main page is published, you need to change the settings, so it will appear as your main page when people come to your site.

- Go to Settings again and click on "Reading." On the Reading Settings Page, select "A static page" and in the box below select the title of the main page you are creating.

- Scroll to the bottom and click on "Save Changes."

Once you're started, you can choose the format of your page. This determines your columns.

- Go to "Appearance" and choose Customize. Now choose "Flash Theme Options," then Page Settings.

- We suggest starting with a single, narrow column, which is the last box on the right

- While you're there, you may also want to check the "Remove header search box," since there isn't much to search on your site.

- When you're done, select "Publish" at the top.

While you're customizing, you may also want to check out the other settings for future reference.

- One of the things you'll want to note is the "Header Media," which is where you upload your Header Image. We wanted to have a full width header, so we created an image that's 2400px wide and about 400 px high at 72 dpi and uploaded it there. You can add your header image when you're ready.

- If this is a challenge, don't despair. As mentioned in Website in a Week, you can start by hiring someone at https://fiverr.com for about $5 to create an image for you.


## Five Tips for Adding Content

### 1. Keep it simple. For the first week, you can start with just a few items:

- **A Main Page,** where you describe what you have to offer. We're going to help you with this.

- **A Contact Page,** where you let your visitors know how to reach you.

- **A Free Resource** you can provide for an opt-in, to add emails to your list.

- **An About You page (optional),** where you describe who you are, your qualifications, etc. To make it easier getting started, you could hold off on the About You page. You can start with a paragraph about yourself (or -selves) at the bottom of your main page and add the About You page later.

For getting started, it might be more important to have your free resource and opt-in than an offer for your services. Your mailing list will be your greatest resource over time, and you don't want interested visitors to leave without opting in to learn more. Think of it this way. This may be your only chance to reach a person in need who is searching for the exactly what you provide. Do you want them to miss out?

## 2. Focus on First Impressions

As we mentioned earlier, very element of an effective website is strategic. The people who visit your site generally want to know if you can help them to solve a problem. Think in terms of the things that are keeping them up at night. This Is a critical point that many new web owners miss. For first impressions, your visitors are less interested in your qualifications than what you can do for them. Speak more in terms of "you" (the visitor) than "I' (yourself).

Your main page is the first impression most visitors get of your website, so we want to offer some suggestions.

Some thoughts on making a good first impression:

- Your headline (page title) and byline (subtitle, a brief message below your headline) need to communicate a message that speaks to your target audience.

- The byline should essentially say that you provide the very thing that your ideal client or customer wants. Effective bylines are results-oriented. For the search engines, it also helps to include your main keyword combination in the first paragraph.

- If your ideal customer wants to build confidence, your byline might say something like this: "Raise Your Self-Esteem, Build Confidence, and Be Everything You Can Be."

- Another option for the byline is to ask two or three questions to engage your audience. With confidence, you might say something like this:

  "Is your inability to build confidence stopping you from doing the things you really want to do with your life?

  "Are you ready for a new start and a new life where you feel great about yourself and your possibilities?

  "If so, you're in the right place …"

- A friendly, professional-looking photo can further reinforce your message, if you have one. As mentioned earlier, the goal is to communicate professionalism, confidence, and authority. If your personal presence is an integral part of your message, your photo should be located near the top of the main page (or in the heading), where visitors can see it right away. This will help them to feel like they are getting to know you. Note: If you don't have a suitable photo, you can add it later.

## 3. Set Up Your Main Page

The focus in the first week is primarily on getting the main elements onto your site, so you will want to start on your main page with information targeting your main keywords. To keep it super simple, you can actually begin with a one-page website. As you do this. Put yourself in the place of the visitor, who wants to know what you can do for them.

Expert Marketer Robert Middleton advises including the following information on your main page:

> Paragraph One: Address exactly who your ideal clients are and what they want but don't have. What is missing for them? Relate to their pain.

> Paragraph Two: Discuss the outcomes you know your prospects want and what things could be like when they have those outcomes. Don't mention yourself or your business yet.

> Paragraph Three: Explain the essence of exactly what you can do to get your clients from where they are now to where they want go.

> Paragraph Four: Briefly mention your services that produce these results, and offer some free but valuable information (a report, e-book, video, etc.) and invite them to learn more by opting-in. We'll discuss this more in Step Six.

## 4. Tell Your Visitors About You

This could be Paragraph Five on your main page or on an About Me (or Us) Page. Here, you want to tell your visitors a little bit about yourself (or yourselves), your qualifications, your journey, and your mission. As you write, remember to stay focused on what your visitors probably want to know, and share from your heart. This may include some information about your successes and common results. It could also include information about scientific data that supports your approach.

## 5. Build a Short Contact Page

Here, you might want to provide an email address and possibly a phone number. It's a very simple page. That being said, you may want to encourage interaction with something like this: "Thank you for visiting my (our) site. I'd (we'd) be delighted to hear from you and answer your questions."

You can also get a plug-in that automates the process with a simple contact form. This saves your from having to share your personal information online. By definition, "a plugin is a piece of software containing a group of functions that can be added to a WordPress website. They can extend functionality or add new features to your WordPress websites."

Plugins are also easy to install. You can learn more about plugins and simple contact form plugins on Google. Adding a simple contact form to your Wordpress site is an easy way to get started with plugins.

## Adding Your Main Menu

Another feature to note on the Wordpress Dashboard is the "Menus." When you have a few pages, you can create your main menu for the top of the page.

Under "Edit Menus," you start with "create a new menu." We call ours Main.

- Then you can add your pages to the menu, so they will show up on the top of your pages.

- You can also move the menu items around by holding your cursor over them and moving up or down. You can also move a menu item to the right, which will make it a submenu to the one above it.

- When your menu is done, be sure to save it.

- Then go to "Manage Locations," and choose Main as your primary menu.

- You'll also note there that you can add a footer menu, which will show up at the bottom of the page.

It's a real website now, so you're ready to develop relationships.

# Step 6. Create an Opt-in Offer to Start Your Email List.

Free opt-in offers are related to your specialty or problem that you solve. It's one of the best ways for you to start building relationships with people who are interested in your services.

If this is new to you, here's the definition of an opt-in. "An email opt-in is a web form that businesses use to capture the email addresses of interested visitors and get their permission to send them offers."

As a non-profit, we also consider our free offers to be a public service. If we can help people who may not be able to afford our services to help themselves, we consider this to be part of our mission, too. You may feel the same way.

Your email list may be one of your greatest assets online, so we recommend creating an opt-in offer as soon as possible. Social media is another way to connect with people, and this is another avenue to explore as you progress. Even there, you may want to direct contacts to a free offer.

## Getting Started with an Autoresponder Service

To capture email addresses, you need to have an autoresponder service. You can research the many that are available. We use https://Icontact.com, which currently starts at around $12/month for a small list.

## Creating an Opt-in Offer

A lot of people get hung up thinking they need to create something big to offer. We have free ebooks and other offers we've created over time. We also have some simple offers. To continue with our focus of making it easy to begin, your first free offering can be quite brief, like a short quiz that can help visitors to decide what's right for them or a cheat sheet with 10 time-saving tips for organizing their time (or for getting whatever your ideal prospects want). If you enjoy doing videos, it could be a short video with some key information your visitors want.

You can highlight how short and simple your free offer is as a benefit. It won't take much time. It might be as little as a single page. If, as in the case of the tips for organizing one's time, it's a page or two your visitors can print out and use as a guide, they now have something tangible in their environment with your contact information on it. This helps you to develop your relationship and reminds the visitor to stay in touch with you.

For future reference, along with your opt-in, you may also want to plan to add a newsletter or update of some kind in the near future. Your goal is to stay in touch with the people on your list to foster relationships. We'll go into this more in Step Seven, where we discuss moving forward after the first week.

### *All-in-all, your email list is a great investment in your future.*

It's also a way to make a difference in people's lives, regardless of what they do. We often hear from people who tell us they've been watching what we're doing for months or, in some cases, even years. They thank us for the benefits they've received and tell us that they are finally ready to take action on one of our offerings.

# Step 7. Offer Your Services

As you've seen, your focus during this first week is on the basic structure of your website. At the same time, you obviously want to offer your services. You may also have (or plan to have) more offerings, like classes, books, audios, and other products.

To start, you might want to refer prospects to your contact page, where they can contact you to discuss specifically how you can help them. On your main page, where you discuss your services, you could offer a free 20-minute strategy session, as we do and often recommend to our students. This encourages prospects to contact you to learn more.

For payments, you can start simply with PayPal, because it's free and easy to set up. It allows you to put payment buttons on your site, but it is limited, and some people don't want to use it. At some point, you may want to go further with a more professional e-commerce platform that allows you to accept credit cards and provides more options.

We use several ecommerce platforms, for a variety of reasons. Along with PayPal, the one we use and recommend for getting started is https://sendowl.com. It's easy to use and economical.

# Continuing to Build After the First Week.

After about a week, your website could be up and running. When you get this far, you may want to take a break. You also may be excited about focusing on where you want to go from here.

Putting your website together is like solving a puzzle for your visitors. When planning your content, continue to focus in on how you can best meet the needs of your prospects.

As mentioned, people pay people to solve problems, especially the frustrations that keep them up at night. Your job is to continue to learn what your prospects want and how to communicate effectively with them.

Here's an important point that's often overlooked.

> *Above all, avoid trying to offer something*
> *you know your prospects need but don't want.*

This is a common mistake. Offer what they want and when you provide it, you can include the things you know they need. First, aim to address what your clients perceive as their most urgent needs. If you're not sure, ask them. This will show them that you care and that you really can help them. Then, as your relationship and trust level progresses, you can go further with greater ease and explore their deeper needs.

## Your Possibilities

Here are some possibilities to explore after the first week:

- **Homing in More on Your Services:** At some point, you may want to have a page (or pages) devoted to describing the details of your services, teachings, or products. If you have a combination of offerings, you may plan to create separate page for each one.

- **Starting a Blog:** If you enjoy writing, you could add more supportive information on your topic(s) on a blog.

- **Writing Email Updates:** Along with your opt-in, you can also plan to add a newsletter or update of some kind to stay in touch with the people on your list. This, too, can be

something simple, like a free monthly idea for solving their problem or weekly inspirational quote. Be creative.

- **Developing a Professional Presence on Social Media:** This is another way to connect with people that's worth exploring as you progress. You can direct your social media contacts back to your free offer.

- **Adding More Pages:** With the basics covered, you can explore what else might help you to get your message across, and to be compensated for it. Some ideas are below.

## Pages You May Want to Add

Pages you may want to add to your website include:

- **Terms of Use and Privacy Policy Pages**: Google looks for these elements and rates your site accordingly, so it is important to have them in the long term. We generally provide links to these pages on a menu bar at the bottom of the page. This preserves the prime real estate on the main menu bar for the items we most want visitors to see.

- Specifics About Your Different Offerings

- Frequently Asked Questions

- Client Results or Success Stories

- Blog Posts and/or Articles

As you progress, you can also add more keywords that will draw more of the right people to your site. Articles and blog posts are great ways to target different keyword combinations for different pages to bring more people to your site from the search engines.

Before you go further, we recommend learning more about how to find the right keywords and how to use them effectively. You can easily start by searching on Google and exploring the keyword tools we use:

- https://www.keywordspy.com/

- https://www.semrush.com/

With an understanding of the problems you are solving for people, you can select five to ten keywords and write articles or posts on each of these topics. If you enjoy videos, you can also create video posts or articles, with some added content on the post or page.

To draw the search engines to these posts or pages, be sure to put the keywords in the page titles and article titles and in the URL for the page. Also use them in the content, especially the first and last paragraphs.

As an example, if you are writing an article based on the keyword "power of positive thinking," the URL on your Wordpress blog may be something like this:

http://yoursitewithmainkeyword.com/power-of-positive-thinking.

An intentional use of keywords is an important secret for attracting traffic that many people miss. As a note, you can use this keyword information on all of your pages, including your offerings, etc. Keywords are a key to your success.

## Staying Focused

As you continue to plan and implement, stay focused on making it easy for people to find their way around your website. Complexity may not be much of an issue when you're getting started, but it is something to watch as you develop your site. Always know what you want people do next on your website. Maybe you want them to read success stories or opt in for something that will help them to solve their problems. Then you can help them to take the steps you want them to take and to get where they want to go next to learn more.

**If you want help with design (or other tasks), here are a few suggestions:**

**A.       On a budget?** Check out https://fiverr.com. This is a site where people offer a variety of services for $5. If you look up web design, for instance, you may be able to find a person who can create a simple heading for you or solve other simple problems for $5. Another site where you can hire people to complete specific tasks for a reasonable price is https://Upwork.com.

**B.       Hire a designer.** This is another option that may also be of interest. Once you are online, you can find help in refining your website and adding features. One caveat here is to avoid turning control of your site over to a person who you have to contact and pay every time you want to make a change on your site. This can be time consuming, inconvenient, and costly. It can also feel inhibiting when you have an inspiration to add something of value to your site.

# Learning from Selected Experts

Life is a learning experience. As you build your business, you'll want to get more keys to success in the weeks, months, and years to come. With all of the offerings out there, this can be confusing. All of us are barraged by information.

You don't want to allow this to overwhelm you, but you do need to continue to expand and grow. The first thing to do, as we suggested with your website, is to explore more ways to be strategic, and make things easier for you. Unsubscribe from the people whose emails just fill your email box and hone in on a handful of people who can help you. Clear the clutter and enjoy getting organized.

There are many people who can help with websites and online marketing. We mentioned Robert Middleton at https://actionplan.com already. Of all the marketing experts we have encountered over the years, Robert Middleton stands out as being extremely knowledgeable, straightforward, and free of hype. His focus is on service businesses, which include holistic practitioners like the ones we serve.

Robert Middleton provides a wealth of tools and information for a very reasonable price in his "More Clients Club Membership," which currently costs just $9 per month. In the club, he provides what he describes as more than $10,000 worth of programs and resources focused on helping service providers to attract more clients. We have been members for many years and still receive value from it.

We are also available to provide personal guidance building your website and online presence, along with clearing the kinds of internal blocks that keep people like us stuck. Contact Phillip and Jane here:

https://gettingthru.org/holistic/contact-us/

On the next page, we close with a summary of the Seven Steps that you can use as a checklist.

*Best wishes on your success.*

# WEBSITE IN A WEEK CHECKLIST

Seven Steps for Building your Own Professional Website


_____ **Step 1. Register Your Domain Name (URL).** It starts with a name.

     Notes:


_____ **Step 2. Set Up Your Site with a Web Host.** You have to put your files in a place where they are available on the internet.

     Notes:


_____ **Step 3. Select the Design of your Site.** Fortunately, you don't have to worry about the overall design of your site. That will come from Wordpress, which we describe in Step 4. You'll just need to customize it with your message and image(s).

     Notes:


_____ **Step 4. Install Wordpress and Your Theme.** This provides the general design for your new site.

     Notes:


_____ **Step 5. Start to Add Content.** Now you're ready to get your message out to the people who are looking for you. We have formulas for this to make it easy to start.

     Notes:


_____ **Step 6. Create Your Opt-in Offer to Start Your Email Contact List.** We'll tell you how to make it easy.

     Notes:


_____ **Step 7. Offer your services and other offerings.** Here, too, you can start simply.

     Notes:

# About the Authors

*"Phillip and Jane Mountrose have been pioneers, innovators and integrators for many years, now having contributed a number of excellent books, videos and audios to this growing field of energy and spiritual healing and change. I have been privileged to read, watch or listen to many of these innovative products and I have been amazed at times at how prolific they have become. I have been both delighted to observe their own professional growth along the way and very appreciative of their willingness to be of service to both their clients and their colleagues."*

PHILIP H. FRIEDMAN, PhD
Author of *The Forgiveness Solution*

Drs. Phillip and Jane Mountrose are holistic coaches, energy healing pioneers, and founding directors of the Awakenings Institute, a non-profit organization dedicated to creating a more loving world where everyone is honored and nurtured.

In their roles as Ministers of Holistic Healing with Awakenings, Phillip and Jane have devoted more than two decades to exploring the fields of personal and spiritual development, along with the heart and soul of success. Their passion in life and greatest joy revolve around helping people to overcome personal challenges, discover their life purpose, and create extraordinary lives.

They wrote *The Ultimate Paradigm Shift* to support their readers, clients, and students with building a strong foundation for the future they truly desire.

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The Mountroses live on the California's scenic Central Coast, with their two dogs, Sunny and Sally.

## Publications

Over the years, the Mountroses have written more than a dozen books and manuals that are sold worldwide. These include some popular books on EFT, Spiritual Kinesiology, love and happiness, and more.

More books by Phillip and Jane Mountrose include the following:

- The Ultimate Paradigm Shift (highly recommended)
- Getting Thru to Your Emotions with EFT
- Getting Thru to Your Soul (which includes Spiritual Kinesiology)
- The Heart and Soul of EFT
- The Holistic Approach to Living Healthier Longer
- Spiritual Kinesiology Magic in Minutes
- Tap into the Power of Love and Happiness with EFT
- Holistic Life Coach "Get Started" Manual
- Holistic EFT "Get Started" Manual
- Awaken to Your True Purpose
- Intuitive Techniques for Getting Thru to Your Soul

## Personal Consultations

If you want individual assistance, Phillip and Jane Mountrose are available for personal consultations by phone and by online video conference. They focus on helping clients to shift their set points in relation to their potential for success, life purpose, prosperity, happiness, health, and more.

Phillip and Jane recognize from personal experience that some blocks to success are harder to shift than others and everyone needs help at one time or another.

If you are facing challenges you can't resolve on your own, Phillip and Jane would be happy to discuss your possibilities. You don't have to feel like you are alone. Find out more now at https://gettingthru.org/holistic/private-coaching-and-healing-sessions.

## Courses and Programs

The Mountroses also train budding and established holistic professionals, creators, and spiritual seekers to tap into the leading edge of healing and personal transformation with EFT (Emotional Freedom Techniques), Spiritual Kinesiology, and holistic coaching. They offer state-of-the-art Holistic EFT, energy healing, and coaching certification programs. Their heart-centered approach helps students to expand their possibilities and build confidence.

Students at Awakenings Institute learn powerful tools and resources for creating profoundly joyful and fulfilling lives, along with creating a strong support network so they can prosper.

## Online Resources

If interested, you can learn more about the courses and programs now at https://gettingthru.org/holistic/eft-courses.

For more resources on tapping into the leading edge of human development with EFT, holistic coaching and healing, visit www.gettingthru.org/holistic.

For information on Awakenings Institute, its dream for making the world a better place, its mission, and offerings, visit https://gettingthru.org/awakenings.