Website content aligned to your customer journey

Attract >	Enrol >	Convince >	Convert
Show up and share snackable, relevant content in places your ideal clients already hang out. We're talking: • Social channels and groups. • Industry publications & events.	Load up your site with rich content that helps people solve the problems you fix for free. Encourage folks to join your community for more good gear.	Add social proof to your site that you're the real deal.	Then make it easy for people to work with you by packaging services as offers with clear pricing.
Content that attracts your ideal clients talks directly to problems your ideal clients experience. This includes: • Answers to FAQs. • Problem solving. • How to guides. • Relevant tools and resources.	This can mean: • Signing up for your e-news. • Following you on social. • Joining your private group. • Attending a webinar.	We're talking: • Client logos. • Testimonials. • Case studies. • Client interviews. • Portfolio of work. • Publication credits. • Awards.	• Make your initial scoping process a paid product. • An entry level DIY offer for clients who can't afford to pay for your services. • Make it easy to choose. Three offers are good. One strong offer is even better. • Create sales landing pages for all offers.