



LIVEYOURMESSAGE



ESSENTIAL TACTICS

for Building & Marketing a Killer Website

WITH MARISA MURGATROYD

INCLUDES:

7

Web Strategy Secrets
Biggest Web Design Mistakes
Deadly Internet Marketing Sins

YOU'VE SPENT YEARS DEVELOPING YOUR PRODUCT, SERVICE OR EXPERTISE & YOU'RE READY TO TAKE IT TO THE WORLD ON A MASSIVE SCALE.

You know you need the internet to build your business and help more people, but the technology is overwhelming and you don't know where to start.

Whether you've been down this road before (and had a bad experience) or you're just getting started, it's hard to know who to trust. The online world is full of aggressive marketers and sketchy service providers who talk big and don't deliver.

We're here to help you create the materials and marketing you need to get results in a way that feels authentically YOU. Because we know that you're competing with 130 million websites and the only way to stand out is to look good, be different and provide value.

Live Your Message is a full-service web design and internet marketing agency founded by Marisa Murgatroyd. Our mission is to support and amplify the work of visionary entrepreneurs—including doctors, coaches and creative professionals—so you can make the impact and the income you deserve. We're dedicated to providing you with the strategies, systems and solutions you need to run a successful business – both online and off – so you can focus on doing what you're best at.

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You'll leave this session with 3 things you can implement now to jump-start your results online.



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7

WEB STRATEGY SECRETS

I've seen so many people get stuck or screwed when they first decide to take their business online simply because they didn't know the right questions to ask. So I thought I'd share the 7 things you absolutely have to consider when planning your website or online platform IF you want to make money and get clients doing what you love.

These 7 essential planning secrets are designed to help you walk the shortest, quickest and easiest path to achieving your goals online.

1 PLAN, PLAN & PLAN SOME MORE

It's tempting to want to jump straight in to designing your site before you're ready, just because you think you need a website. OR get so overwhelmed and intimidated by the process that you don't even start.

But trust me, every single minute you spend planning your site will save you dozens of hours and possibly thousands of dollars in mistakes and hair-pulling later on down the line.

I know planning doesn't sound that sexy, but you wouldn't believe how many people have told me, "Marisa, I wish I met you three months ago before I started building my site. You could have saved me so much time and money." I know it's hard to have this perspective before you start but, trust me, you want to go into this process with your eyes open.

2 BE REALISTIC ABOUT YOUR BUSINESS AND KNOW WHAT YOU WANT TO ACCOMPLISH ONLINE

Clients sometimes come to me sounding like they know exactly what they want for their website, but it doesn't always make sense for their business at that time.

If you're just starting out and you haven't gotten your first client yet, it might not make sense to focus on building a website at all. Be realistic about where you are right now and clearly define your short and long-term business goals before starting a web project.

The reality is your business might not be ready for all the bells and whistles. If you don't have a mailing list or a large client base, it may be too soon to invest in a membership site or sign up for an expensive e-commerce solution.

Once you've thought through your goals, you'll have a lot more clarity on what type of website and functionality you need. And you won't be making costly decisions based on the latest cool thing.

3 KNOW YOUR VALUE

I know this sounds basic, but think about it. How often have you told someone what you do and they just looked at you blankly or made some vaguely polite comment like "interesting"?

Unfortunately, if that's the response you're getting offline, it's going to be even worse online when you're competing with 129 million websites.

If you're not talking to the right people, they don't get what you do, or they don't think they need it, it's going to be a tough sell. You have to be crystal clear about who you are, what you do, and why it matters before you start building a site.

You have to know first-hand the value you provide people and how you can improve their lives.

While you can't expect to get your message perfect right out of the gate, it's really good to know whether you're barking up the right tree and whether you have something people are willing to pull out their pocketbooks for – before you invest time and money building a site.

4

KNOW YOUR CLIENTS

The tendency is to want to be all things to all people, rather than really zeroing in on who specifically you help. Most people think they're limiting themselves by choosing a target audience or niche, but what you're really doing is laser-focusing your message to the people who need you most. The more specific you get, the more your audience will feel like you understand their problems and you're speaking directly to them. And, the more likely they'll recognize you as someone who can help them.

Think about it. With over 2 billion people on the internet, all with massive problems and aspirations, whatever your niche is, there's an audience for it.

But every single decision you make online has to be focused on attracting and engaging your target market. Because your website isn't about you and what you do, it's about the problems you solve for people and the transformation you provide.

5 KNOW YOUR KEYWORDS

Once you know who your target market is, get into conversation with them and find out what makes them tick. What are the problems they're actively looking to solve? And how do they talk about their problems? What language are they using? What words or phrases are they actually typing into Google?

It's really important to create your site and content around what your target audience is actually looking for. I cover this in-depth in my Build Your Site, Launch Your Business workshop. Because once you know your keywords, you want to incorporate them into everything on your website – from your URL and headlines to the titles of your videos and the topics you blog about. The more you use your client's language, the more likely they'll find you right when they need you the most.

6 STRUCTURE YOUR CONTENT AROUND THE ACTION YOU WANT PEOPLE TO TAKE

I've seen so many people create home pages or entire websites for their work without thinking about what action they want their visitor to take. This is a huge mistake.

The #1 goal of your website is to get people's email addresses. While you do ultimately want to sell your products and services, it can take time to build enough trust and credibility to convince someone to buy. And the best way to build this trust is to nurture a relationship over time by providing value on a regular basis through email.

If you don't have a way to capture a visitor's email address, chances are they'll leave your site and never come back. You won't know who they are or be able to follow-up with them, and most likely they'll never become your client. You've just missed an opportunity to help someone and make money doing it.

Your home page should be structured around giving enough value and engaging someone long enough that they opt-in to your mailing list. Getting someone's email address gives you more control over how the relationship will unfold. Other pages of your site and blog can be written in a way that provides value while building desire for your products or services.

7 DON'T FORGET 'THE YOU FACTOR'

The internet may seem like an anonymous, faceless place. But the truth is, more often than not, what makes you stand out from the competition is YOU or how you do what you do – the unique promise that only you can make. In marketing terms, this is often called your unique selling proposition. But I prefer to call it the YOU Factor.

Like it or not, we live in a personality-driven culture. We're social beings. We like to connect with other people and find out about their lives. And we're much more likely to buy from someone we know or feel we know, which is why video is so powerful. This is even more true if you're offering a one-on-one service like coaching or bodywork.

When you're writing copy, speak directly to your clients needs, using your own style and voice. Tell your story. Let people know why you do what you do and the struggle you went through to get where you are today. This will make you much more relatable and trustworthy.

But remember, it's a fine line. Your site isn't about you. It's about connecting with the people you serve, speaking to their problems and desires, building trust over time, and offering credible solutions that differentiate you from everyone else.

So if you want to save time and build your website from a rock solid foundation, remember these 7 secrets as you start to plan your site. And by website I mean more than just an online brochure, I mean the platform you stand on to share your message with the world; the complete business system that will drive and support your growth; and the vehicle that allows you to build lasting relationships with the people you serve.

For more Big Picture Business Strategy,
download my **FREE** Report
The 7 Pillars of Attracting Massive Authority
How to Go From 'Best Kept Secret'
to #1 in Your Field

<http://www.liveyourmessage.com/report>

For questions and comments,
the best way to get in touch is via my **Facebook** wall:

<http://www.facebook.com/liveyourmessage>



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BIGGEST WEB DESIGN MISTAKES

On the web, you have just 3 seconds to make a first impression. That's it. By now, you've already decided what you think about me and whether you're going to keep on listening. Trust me, your visitors are just as unforgiving. They'll click away in a heartbeat and never come back.

Now let me ask you, "What first impression are you making?" If you approach a designer to build your site before you're crystal clear about how you want to come across – or more importantly before you know what you do and who you serve – you won't get a site that reflects your business and attracts your clients.

This is just one of the many mistakes I see people make when it comes to designing and building your site and some of these mistakes can cost a lot of money and a lot of grief. I really don't want to see that happen to you, so I thought I'd reveal the 7 biggest and deadliest web design sins. Make sure you stick around to the end because mistake number 7 is a real doozy that will cost you big time.

1 DON'T MISTAKE YOUR LOGO FOR YOUR BRAND

A lot of people get really distracted with creating their logo, instead of spending their time thinking about the bigger questions like: How do you make people feel when you deliver your services? How do you want to show up and add value in the world? What's that very first hit you want someone to get when they land on your site?

Really think about the qualities you want to channel in every single client interaction – from your home page to the emails you send to the way you present on video. Your brand is not a symbol, it's the accumulation of impressions and interactions or the consistent experience you create for your clients.

Branding guru Marty Neumeier says, "A brand is a person's gut feeling about a product, service, or company... When enough individuals arrive at the same gut feeling, a company can be said to have a brand. In other words, a brand is not what you say it is. It's what THEY say it is."

2 TRYING TO LOOK LIKE EVERYONE ELSE

With over 129 million websites on the internet, you have to dare to stand out in the marketplace. I see so many companies offering cookie cutter websites with almost instant turnarounds. And yes, you can build a professional-looking starter website in an hour or three or ten. But Rome wasn't built in a day and you can't create an effective, enduring business platform in a matter of hours.

The very first step in what's called the "product reading sequence" or how someone experiences your website is to simply get noticed. You don't have to spend a lot of money to get noticed, but you do have to know how to leverage color, contrast, imagery, shape, and fonts to create a memorable first impression.

If someone doesn't instantly get what you do and connect with your site, it doesn't matter how great you are. They won't stick around to figure out what you're offering, why they should care, and how to take the next step.

3

PUTTING DESIGN AHEAD OF CONTENT

While it's crucial to have a site that stands out and gets noticed, at the end of the day it's your words and your content that will sell your services. It's who you are, what you do and WHY it matters.

So don't fall into the trap of creating a site that's all style and no substance. It doesn't matter how pretty your site looks if it doesn't get results. The real goal of design is to guide people's attention to the most important content on the page WITHOUT distracting from the message or action you want them to take. Headlines are big, bold, and red for a reason – they're meant to draw you in and get you reading before you even realize it. Design structures how someone experiences your site, the way their eyes move across the page, and how they navigate through your content.

4

FILLING YOUR WEBSITE WITH UNNECESSARY STUFF

The temptation is to want to put everything and the kitchen sink into your site, rather than focusing on what's really important. Not only does this take a lot more time and a lot more money, if there are too many options or just too much stuff on the page, you're going to lose your audience. The more clutter you put in there, the harder it will be for someone to understand what you do, how you can help them, and what the next step is. Attention spans are short and people aren't going to stick around to figure it out.

Now, you don't need to hit someone over the head with an anvil to get them to pay attention, you just have to be clear, direct, and focused on one primary message or selling point.

Every single word and image on your site has to serve a function or it shouldn't be there. Before adding anything to your site, ask yourself "what does this do and why does this matter?" If you don't have an answer, cut it.

5 CHASING PERFECTION

Another mistake I see all the time, with pretty much every client I've ever had is the desire to make everything perfect before it goes online. I had a client who made round after round of text edits on each page of her website while we were still in the design stage, when she could have made these changes herself in just a few minutes once the site went live.

Besides the lost time and money, the reality is that no matter how many words she revised, there's no way she could have made it perfect before she saw how people responded online. As they say, the proof is in the pudding.

While I do want you to take the time to think through your site and put your best foot forward, it's more important to get something up and learn from it than to chase some standard of perfection that's impossible to achieve. No one else will see your site in the level of detail that you see it or even notice many of the details you spent so much time agonizing over, so **GET OVER YOURSELF**.

Remember the goal of your site is to launch your business and earn money. The more time you spend spinning in circles, the longer it's going to take you to make your business sustainable.

6

CREATING A WEBSITE YOU CAN'T MAINTAIN

This reminds me of the scene from Frankenstein. When the scientist exclaims in horror, "What have I done? I've created a monster!!!"

Websites are no longer static brochures that you build once and never touch again. Your website is a living, breathing part of your business that you should easily be able to update on a regular basis as your content changes and as you start blogging about the work you do. But if you create that blog or that mailing list you have to be willing to maintain it or it'll look like you're not on top of it.

When I've been really busy, I've gone months at a time without updating my blog or sending out an email to my list. And I'm the person who teaches other entrepreneurs how to build their web presence. I get it, it's a commitment and it's hard to do, but marketing is **THE ONLY WAY** you bring new clients into your business. We'll talk about that more in the next section.

But for now, remember, as you create that membership site or those 10 blog categories or those dynamic content areas, think about whether you're really ready and willing to maintain it.

7

GIVING YOUR DESIGNER OR PROGRAMMER CONTROL OVER YOUR WEBSITE

The purpose of your site is to set you free, not get into an arms race with your web developer. Most designers and developers are concerned with making your site pretty, making their work easy, or extracting as much money from you as possible. They're not thinking about growing your business and giving you the freedom and flexibility to do what you need to do online anytime and anywhere.

You want to make sure that you set up all your own accounts or at least keep all your passwords, so you can easily access and change your site even if your web guru gets hit by a truck or moves to the Bahamas. I know this can be intimidating, but it will save you a lot of grief later.

Whatever you do, don't let your programmer host your site for you, since this will make you reliant on them.

But, most importantly, don't let them build your site on some proprietary content management system that only they know how to use. Your content management system or CMS, when built right will allow you to quickly and easily update your site without having to pay someone to do it for you. After trying almost all the content management systems out there, I HIGHLY recommend Wordpress. It's the most popular CMS in the world with thousands of plug-ins that easily allow you to do almost anything you can imagine online. I cover the most reliable and effective technologies to run your business in my 30 Day Challenge program. But if you only remember one thing today, remember this, **CREATE YOUR SITE USING WORDPRESS** and maintain control of your domain name and hosting.

May the force be with you in building your site and launching your business. I hope you remember and avoid these 7 deadly sins, so you can walk the quickest path to success online.

Supercharge your website to get results:
download my **FREE** Report
***The 7 Pillars of Attracting Massive Authority
How to Go From 'Best Kept Secret'
to #1 in Your Field***

<http://www.liveyourmessage.com/report>



7

DEADLY INTERNET MARKETING SINS

Most people spend weeks, months or even years getting their website up, then they wipe their brow, put their feet up and think they're done. I hate to break it to you, but having a website is just the beginning.

Over 150,000 new sites go online every single day, but where are they? How many of them do you actually see? It's like the zen proverb of the tree falling in the forest with no one around to hear it.

If you don't want your site to get lost in cyberspace, then you have to market it. But wait a minute, Marisa, I thought my site was marketing? Which brings me to...

1 THINKING YOUR WEBSITE IS YOUR MARKETING

Marketing is, by definition, the act of getting NEW clients interested in your business. It's about the consistent repetition of a set of activities, not a one-time action you cross off your list. Without the right kind of visitors, your website means nothing. You want to attract the kind of person who's eyes light up when you tell them what you do and how you can help them. And the best way to do that is to regularly get in front of your prospective clients where they're already hanging out. And doing that over and over again.

2 NOT MARKETING OR NOT MARKETING ENOUGH

The most successful online entrepreneurs market every day – whether that's testing a new Google ad, posting content on Facebook and Twitter, or sending an email to their list. And I'm not talking about 5 minutes a day. I'm talking 2-3 hours a day, sometimes more.

Now you may be asking yourself, "How am I going to get anything done if I'm spending a third of my time marketing?" But think about it, your business is your customers. It's not your products or services. If you have great product, but no customers, you don't have a business or you have a broke business. But if you **HAVE CUSTOMERS**, you're in business, even if you're still tweaking and refining your offerings.

If you're really serious about growing your business, helping more people, and making more money, then you have to commit to spending a huge chunk of your time marketing. There's no way around it.

But, Marisa, I spent 5 hours last week blogging and emailing my list. Doesn't that count? Maybe, but maybe not.

3 MISTAKING CONTENT FOR MARKETING

A lot of people distract themselves all day long blogging, trolling around on Facebook, and sending bits and bobs of content to their list. But content alone isn't marketing unless it's building up to an ask. Yes, it's true that you have to give to get. But in order to get, you have to bite the bullet and ask for something. You have to make an offer and sell something.

Every single blog, email and social media post you write should have some call to action whether it's leaving a comment, clicking on a link back to your website, forwarding something to a friend, or opting-in to a new launch sequence. Whatever it is, you have to train your list to take action.

OK, Marisa, I'm getting this. I should email, blog, Facebook, Twitter, YouTube, and....

Wait a minute. Hold your horses.

4 TRYING TOO MANY TACTICS AT ONCE AND GIVING UP BEFORE YOU GET RESULTS

Yes. There are dozens of ways you can market your website, but the problem is there's only one of you. And unless you have some unique talent as a marketing juggler or acrobat, I'd recommend focusing on just one or two at a time. Remember, marketing is about consistent repetition until you see results. It can take a couple months of doing something every day before you really start to see the payoff. How many times have you seen someone launch a Facebook page, get frustrated after a couple weeks because they only have a handful of fans, and stop posting?

Choose what you know you can do well now, be patient, and stay focused until you see the payoff. Don't let anyone tell you that you have to be on Facebook or Twitter or do this or that marketing strategy. All those tactics will still be around in a month or two when you have the time to really learn them and do them well enough to get results.

But, Marisa, how do I know when I'm getting results?

5 FAILING TO TRACK YOUR RESULTS

There's a fine line between giving up too soon and wasting your time on activities that aren't getting results. Oftentimes, if you're not getting results, you're not doing something right. Maybe you're not talking about your work in a way people relate to or maybe Twitter just isn't the highest leverage marketing activity for you right now. So, how do you know?

Metrics, everybody's favorite word. Seriously, if it's not your favorite word, it should be because metrics and analytics are what make the internet such a powerful marketing tool. Before online metrics, marketers had to wait months to see the results of their actions. Now you can instantly track dozens of metrics including the number of people who open your emails, how many people click on each link you post regardless of where you post it, exactly where your website visitors are coming from and how many of them are opting in to your mailing list.

All marketing is a test until you start getting results. And once you get results, keep testing, so you get better results. And onwards. And upwards.

6

NOT CREATING MARKETING IN ALIGNMENT WITH YOUR OFFER

If your metrics show that thousands of people are coming to your site each month, but only 1-2% are signing up for your mailing list. Then you're either driving the wrong people to your site or your opt-in offer isn't striking the right chord.

If you want to attract the right people to your site you need to know exactly who your audience is and what they need, then speak directly to that need.

You might feel compelled to blog about a date you had last night, but if that's not related to your business or your offer, you might want to let that one go OR make it relevant to your work. Stories have a lot of power, but make sure they have a point.

All your marketing should be at the intersection of what your audience wants and what you offer.

7

HAVING A WEBSITE THAT CAN'T BE FOUND EASILY

The amazing thing about Google is that people can find you at the exact moment they're looking for you. It's like going to a grocery store when you're hungry – you're going to buy something and you might even buy more than you need.

But how do you make sure your clients can find you? There are a number of things you can do both on your website and off your website to improve your search engine rankings.

The first part of this process is defining relevant keywords that have high commercial value and low competition, then optimizing your site for these keywords. You also want to make sure people are staying on your site as long as possible and interacting with your content, since this shows search engines that your content is valuable. Having video on your site is a great way to encourage people to stay and blogs by their nature are designed to invite interaction.

The second thing you want to do is develop links back to your site from other reputable sites across the web, since this also shows search engines that you have good content. Doing article marketing, guest blogging, and getting your site listed in online directories are three of the many ways to generate back links to your site.

Needless to say, there's a lot more to planning, building and marketing your web presence than I was able to cover in this ebook, but I hope this got you started. If you'd like more support in getting your message out there on a massive scale, check out our 30 Day Challenge at: <http://www.liveyourmessage.com/challenge>

Now go out there and Live Your Message...



Marisa Murgatroyd

CONTINUE THE JOURNEY...

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About Marisa Murgatroyd

Marisa is a branding, web and marketing expert. Through close, collaborative relationships with clients, she builds leading brands and world-class websites that capture your essence, stand out and get results. She also supports clients in integrating all their business and marketing efforts – from services to social media – to create a powerful branded experience that drives traffic and converts visitors into long-term clients.

Marisa's unique background brings together professional work in the fields of writing, photography, filmmaking, print design, publishing, web design, internet marketing and special events media. This diversity of experience provides real world perspective in all aspects of your online platform from your information products and copy to your videos and headshots.

Marisa has produced dozens of large-scale web, video, design and interactive media projects for clients like the Getty Museum, PBS, UCLA and the State of California. These days, she dedicates her time to working with coaches, experts and entrepreneurs who want to become the #1 Authority in their fields.



CHECK OUT MARISA'S BLOG:

www.LiveYourMessage.com