



Interview with Morgana Rae

Host: Bart Baggett

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Bart Baggett Interview with Morgana Rae

Bart: Hello everybody, this is Bart Baggett, co-host of 100 Coaching Tips. My partner, Steve Davis, and I welcome you to the program. This has been an incredible season 1 with 24, actually 25 of the highest paid speakers and coaches in the business. We have been talking to life coaches, wellness coaches, health coaches, money coaches, law of attraction coaches, business consultants, Fortune 500 consultants, and everything in between.

If you're new to the program, welcome. Today's interview is going to be just really off the hook as far as content and I just can't wait to get started.

If you are new to 100 Coaching Tips, I want to remind you to opt in and make sure you're on our email list. We will be creating excerpts and some audio files and some newsletters throughout the coming year. There's a lot of information that we've extracted from really behind the curtains. I mean, imagine if you had all these amazing coaches with these 10-, 20-, 30-year careers and you could sit in the hall and ask them any question you want, that's what we've created at 100 Coaching Tips.

So welcome to the program. My name is Bart Baggett. I have had the luxury of hosting and interviewing some of these people. Some people have been my friends for many years, like the host today, I'm very excited about our guest today, and some were new friends of mind. So make sure that you check out the interviews, look at all the past interviews that you might've missed. Some of the replays are still available and I guarantee you it is chalked full of usable information.

So I have so much to talk about with today's guest, so without further ado, I will get right to it. Morgana Rae is our guest and she's an internationally acclaimed life coach, author, professional speaker, and she's regarded as one of the top relationship coaches with money. So she's basically a money coach. But I've asked her to kind of pull back the curtain and talk about her business model.

When I met her, she was just helping and kind of transitioning from her career as a very successful actress and now she's had at least a decade of not only a successful coach, but a published author with her best-selling book on Amazon, and that is called *Financial Alchemy, 12 Months of Magic and Manifestation*. And she's also been featured in, you know, magazines, she's, you know, those magazines Deepak Chopra, Marianne Williamson, John Gray, she's quite successful. And today she's going to talk about multiple six-figure client magnet formula, which is something

kind of new. And when we talked about the closing day of 100 Coaching Tips, we thought, well, who are the best people we could get that would really help your practice? That would really skyrocket you and what we based on our survey is Morgana is the perfect person, because she's going to talk about something she's never talked about before, which is specifically how she creates a website that gets clients to call you.

So here's what you can expect the next coming hour: how to be known as an expert in your niche, how to get a global following of raving fans, how you can help more people, and then encourage clients to really convince you why you should let them hire you.

So it's a really great interview, Morgana, thanks for being on the program.

Morgana Rae: Oh, my pleasure, my pleasure. So it's always so funny to hear myself described. It's kind of one of the perks of the business, it's like, "Wow!"

Bart: Wow! I've done a lot in my life! Wow! We forget though, because we're in the middle of running a business and then yeah, when you hear somebody, it's like, "Wow, I've really done a lot in 10, 20 years that I've been creating content." So congratulations.

Morgana Rae: Thank you. And I want to mention a couple of the magazines, like *Wall Street Journal*, *Entrepreneur Magazine*, I'm now on this year the cover of *WE Magazine*, which I think stands for Women Entrepreneurs, as one of the top women in eCommerce for 2012.

Bart: Wow! Congratulations.

Morgana Rae: Thank you. But you know, really, I'm a life coach. Even the money, I don't give anybody financial advice, I just came upon a solution to a problem that other solutions weren't working for, which is primarily people stressed out about money, not having enough money, holistic practitioners and coaches more than anything. If *The Secret* isn't working for them, because it wasn't working for me, I was doing everybody's stuff and getting nowhere, it's a gift when nobody else's stuff works for you, you have an opportunity to give birth to the next thing that the world wants.

Bart: Now, you transitioned, just a little back story here, I know that you and I share some interest in acting and theater and film and TV, but you, I guess over a

decade ago, decided, "I want to supplement this with coaching," and you've become wildly successful at it. Was those first few years of transitioning from one career to another a struggle? Because a lot of people on our program are in the first year or two of their business and it has been a struggle and they're looking for some, you know, formula to help them, you know, supersede and kind of skip that struggle.

Morgana Rae: Well, there was no transition. I just decided that I didn't want to be an actress any more.

Bart: Oh, okay.

Morgana Rae: I just didn't like what it brought out in me. And I had been coaching as a volunteer, not getting paid, just coaching as a volunteer to feed my soul, because sometimes that, like that hustle of being an actress, and lying about my age, and all that kind of stuff was just so heavy that I would take off a month or two a year to focus on helping other people get their goals, and that's how I discovered coaching.

The first few years, in terms of getting client results, that was always really, really easy for me in that, I don't know why but I've always had a magic touch. So the first time I was a volunteer coach, within weeks one of my clients was nominated for an Emmy, I helped another girl with no credits get a hit TV series, I was helping—you know, giving value is easy because I love that. Getting paid? Horrible. Nobody could've been worse at it. And even after I had spent a year flying out of town every weekend for these in-person coach trainings in Northern California and all the money, all the investment, hundreds of hours as a coach to get up the credentials to just take the certification exam, after all that, I was making \$100 a month.

Bart: Wow.

Morgana Rae: And I had a website, I had brochures, I had a business card, I was spending a fortune on networking meetings. And the problem is, there were two things. There was my own relationship with money that I was completely unconscious about and other people's programs weren't helping, even though I was a good student and doing them.

And the other thing is that, there's really not very good business education in our coaching schools. They are doing the best they can, but it's not their highest value and they're just not really up to date on it. They teach coaching. And to this day, if I relied on getting coaches from LA, and this is a pretty big damn city and very

coaching friendly, I would probably be out of business. If I was trying to get \$20,000 clients from networking lunches. Just not easy.

But I've already made a quarter of a million dollars this year and all of my business, my clients, my sales, come to me organically online, I don't pay for advertising. Anywhere I go on the planet, people come up to me. They recognize me. I was in Bali for the first time last year, eating breakfast at my favorite little breakfast place in Ubud, which is where *Eat, Pray, Love* was. And this Australian woman comes up to me and says, "Excuse me, are you Morgana Rae?" And she introduced me to a friend of hers who then took my Ultimate Money God is Bali retreat this year in May.

So, you know, it's much easier, whatever you're coaching, whatever you're doing, it's much easier to get clients and have your people find you if you're marketing, if you're on the internet. Because suddenly you've got seven billion people and it's almost free, a lot of it is free. Some of the stuff that people would charge you the most for is actually free, and I'm going to share some of those secrets on the call.

As for the building the website, because I know it said I was going to teach you how to build your website, I don't want anybody here doing the building themselves. What I want to teach you here is I want to teach you the strategy for creating this outrageous, unlimited client-attraction machine. I'm going to give you the strategies that you need to know so instead of spending thousands of dollars on a beautiful website that gets you nothing, when you know what you're doing, and I'm going to take you a long way toward that today, then you can pay somebody a couple hundred dollars and they can create a website for you that can make you hundreds of thousands of dollars.

Because the first year I hit \$100,000, I had a \$200 website. How does that sound?

Bart: I think that we are salivating because we've talked about strategy, we've talked about writing books, we've talked about all these different, you know, phrases. But you're the first person to say, "Look, you got to have a website and here's what's going to be on it."

Morgana Rae: Yeah.

Bart: And I hope we have time within 55 minutes to really dig in to some of those details. And I'll tell you, I'll convey my, with some of our student in my coaching practice, we had a program for eight years where we help our graduate handwriting experts, very, very specific forensic experts, and the marketing piece was the

biggest challenge for them to get their head around. And the part about not building a website is so important because you don't need to know how to build a website. But you need to really fight sometimes with people that build websites so that what's on it is attracting clients, it's taking actions, call to actions. These things which, you know, they're not in coaching schools, they don't teach marketing, and it's not their fault. I think even this 1 24-speaker program is about as much marketing as you could ever find in one place on how to market your business.

So I just want to sit back and listen to you for the next 55 minutes about the website that makes money.

Morgana Rae: Awesome. Awesome. Yeah, even your web designer, it's not her or his business on the line. It's your business. So I'm going to give you a framework to start with, which is the purpose of your website. And we all want it to be pretty, and my new website is really pretty. But the purpose of the website is to get you business and make money. It's not just a business card that maybe somebody will contact you if they ever find it by accident. It's to make you money. That's why you have it, and it's to get your message out into the world.

So everything that you do needs to be coming from the place of what is the purpose of your website, which is to bring you clients and make money by helping them. You know, all three always have to be in place. You're helping people, and you're getting clients, and you're making money.

So you need, you need to start there. I'm going to give you an acronym that I made up to help you organize creating this website strategy. And it's bigger than just your website, but the website is where you're going to make your money. It's where your people are going to find you, it's where they're going to request more information, it's where they're going to click the "buy now" button. And I'm actually closing my windows right now because I can hear in the distance that the gardeners are coming because they only seem to come when I'm teaching a teleclass. It's like we have this psychic connection that way.

Bart: Yeah, I used to have helicopters low only when I'm teaching a teleclass. But this is a live class, so nobody cares about a little gardener in the background, no problem.

Morgana Rae: Yeah, if I screw it up, you get to hear it. Yay! All right.

So here, I call this ACES, you know, like in cards? ACES. This is what your website needs to do and it needs to do this in order and have this in front of you when you are interviewing a web designer and when you're building your website.

And the first job of your website, or nothing happens, is it needs to attract traffic. And there are ways to measure how it's ranking and how much traffic it's getting and I'll go into that. But the first thing is you need eyeballs and you need your people's eyeballs at the website and you want as many as possible.

The next thing it needs to do, and again, it needs to serve these purposes in this order. And most coach websites get it out of order. As soon as they're at your website, you need to capture the visitor's information. There's a very specific way to do that effectively. And this is, I believe this is the most imperative, if they just go to your website and they don't do anything, their lives haven't changed and you have failed.

Now, of course, you won't get everybody, but you want to get as many as possible because the only reason you became a coach is because you wanted to change lives. There are other ways to make money.

But to stay a coach and to be a really good, effective, impactful coach, you want to make a lot of money. Because if your clients see that you're successful and you're happy and you're living your values and thriving, they're going to want to be like you and they're going to want to work with you.

So, I digress.

Bart: Let me interject here for a second.

Morgana Rae: Yes.

Bart: Your first tip is, you've got to get their email address and you've got to build a relationship over time. The misconception is, if they come to the website, they're going to continue to come back and stay in touch because they love me so much. There's nothing further from the truth, even if you were giving away gold bars, the attention deficit we have is overwhelming.

Everyone on this phone call went to 100CoachingTips.com, and they were basically forced to opt in to the newsletter. Now those that have been with us for six weeks, they've been thrilled. We're not pushy, we say there's a free event. We're building

relationships, we're creating quality content, and over the time, we've made friends. I mean, literally Steve and I have made good friends that we didn't have before. Because of that, we now have a relationship.

But what you experienced on this website is what we call a squeeze page.

Morgana Rae: Right.

Bart: And that terminology is, you can navigate around the site, you totally can, but if you give us a little bit of trust with your email address, we're going to give you a whole bunch of warm and fuzzies back.

So tell me how you get people to opt in, because a lot of coaches are afraid of an email list, they're afraid to ask for the email, as if that's pushy.

Morgana Rae: I'm going to go into that a little deeper. I first want to give the bones of what we're going to cover. Is that okay with you, Bart?

Bart: Hey, I'm totally okay with you, you lead the ship here.

Morgana Rae: I want to give you the bones and then you can fill them out, and I'm going to give you lots of flesh, too. But I want you to start with, the first job is to attract. Then to capture the information for exactly the reasons that you shared. You're building a relationship and that is the most precious thing in the world. And you need to capture your visitor's information, their name and their email address at least.

And that allows you to do the next thing that Bart is doing with this program, which is to educate. And in my notes here, my little subtext for educate, is how to make them love you. By being generous, by being wonderful, by being the expert, by repetition, by just giving benefits and benefits and benefits and benefits. And you'll notice I haven't said anything about *****. We're attracting traffic, we're capturing traffic, we're educating, that's the E. Then when those are in place, then you sell.

And the thing is, when you sell, it doesn't feel like selling, it doesn't sound like selling, they're kind of selling themselves for you. By the time I get on the phone with a client, they've already told me why me? Why they chose me, why they want to work with me, what they want to get out of working with me—before I have a conversation.

And when I have a client interview, it serves two things exactly, which is can I help this person and why do they want to work with me? So they're telling me how they see me helping them, and I'm listening with total integrity over whether I think that I can help them. I get people on the call who want something that I don't provide. And I'm so excited to send them to somebody else who will be better at what they want, because there's nothing more depressing and draining and not worth it than an unhappy client.

So I just don't go there. And this is what I want for the people on this call, and so what I'm going to do is I'm going to actually give you tips on each piece of that. Is that okay? And interrupt and ask questions any time you want, Bart, because I love dialogue.

Bart: Well, thank you. So the difference is, you're using your website to attract people, to build the relationship so that they know, like, and trust you, and you're selling or having offerings are a second step in that relationship building. I guess it's akin to dating. You don't walk up and say, "Hi, I'm Bart, would you like to get married?" That's hardly going to work.

Morgana Rae: Yes. Okay. Married.

Bart: That's not going to work for most people unless let's say maybe you're a movie star, but then they already know you, like you, trust you, and adore you. Then maybe you'll get a yes.

Morgana Rae: And the thing is, is most of the people that come to my website, I don't expect them to ever pay for anything. And that's okay, because the whole education part, like the teleclass I'm teaching today, and the articles and the videos that I post on my blog, that's how I take care of and help more people than I'll ever coach directly. And that feels really, really, really good. Because I really only want to work with up to four people at a time now.

So it's everything that, you know, there's this whole thing in coaching and, you know, our service, our spiritual and our service providing industries about marketing being icky and bad and to me, my definition of marketing is coaching for free, without killing myself. Like I don't do one on one coaching for free ever, ever, ever, ever! But I teach stuff generously and it comes back to me and I'm not the kind of person who says, "Well, I say on page blah, blah, blah, you know, and you can buy that to get the information that you got on the phone for," I never do that kind of thing.

But the whole education thing, again, I've made hundreds of thousands of dollars this year by giving away free information. And then if people want more, I give opportunities for that. They ask. They ask for stuff to buy. And the most valuable thing that you have is your one on one coaching, so don't do that for free.

But if you follow the tips that I'm going to be giving you, you build a perception about yourself where people really get more value from hiring you and investing in themselves by working with you than they get from the free stuff, and you also are doing like a giant mega-mitzvah around the world. Mitzvah means good deed.

So I'm going to start giving the actual strategies, starting with attracting traffic.

Bart: Okay. Let me clarify something that I know some people will be asking.

Morgana Rae: Yes.

Bart: Many of the coaches on the program have talked about a free session as an introductory session or never giving a free session. My advice based on what I've heard is, if you have enough content online, enough videos, content articles where they can get a taste of who you are, you probably don't need to do a free session.

Your philosophy is never, ever do free coaching, that includes a free session or only because you now have so much content, they're getting a taste of you before they sit down with you?

Morgana Rae: Oh, I love that question. Everybody gets a taste of me before they sit down with me, if they don't, they have to before—I actually do, for people who qualify, I will give a free one on one assessment session when I have an opening, because I only work with four people and if somebody qualifies, if I like their application enough, I will. And they know going in that to work with me is \$20,000. But the thing is, is they, because I warn them, I give them indications of, you know, what to expect. At least that's the mentorship price.

So yeah, I do, but the thing is, to qualify to have that interview with me, and I call it an interview with me, I don't call it a sample session, I don't coach them through my process. Now, a lot of people who have had my interview have made \$10,000 that night because I have affect on people. It's kind of weird. That's why so many people know about me and will work with me.

But I'm at a place now, by doing what I want to teach on this call, that if I were to offer a free session, last time I did that, I had 180 requests. I could not do a business and do 180 free sessions.

Bart: No, especially if they're unqualified, that would be a bad decision on your part about investing your time.

Morgana Rae: Absolutely. Absolutely. So the people who didn't qualify, I gave them a free audio class, because I wanted everybody to feel good.

But what I do now, actually, is I go out of my way to scare people off. Isn't that a nice problem to have? Is that too many people wanted me so now I actually have been designing things around scaring people off. We don't want to do that—

Bart: Or prequalifying people. Like if you're running an ad—well, you don't run ads, but I run ads and say, "Hey, my price is \$997 to get started." That takes all the tire kickers and they never click on that ad for one business I own. That's what you mean by scaring off, you're prequalifying so only the really high qualified prospects keep looking.

Morgana Rae: Well, I had a coaching call with one of my clients this morning who, she is, I'm so blown away by what we're creating, such, such a money maker by giving tremendous value. I'm just, oh, I'll tell you, she's been a top dentist in Connecticut for decades and clients have spent, you know, thousands and thousands of dollars on TMJ and root canals and all this pain. And she has created a new technology, a new form of hypnosis to alleviate the problem from the root cause. And through this audio program that she's creating, she's going to save millions of people thousands of dollars each by programming them from the inside out to relax their jaw and not clench.

Does that sound like a money maker? And the reason she's doing this is she doesn't want to be, being a dentist for the rest of her life. So already, there're press releases since we've been working, we've only been working together for like four months, and she's already in the news, and I've been taking her through the process that we're going through now, as she's interviewing people to build the website and I've designed the whole marketing strategy for her.

I was so excited about that, that now I'm trying to remember why I brought that up.

Bart: Well, you were about to start listing some of the specifics and I derailed you by asking about the free session. So I think you answered it really wonderfully and ecologically, so that now we know, depending on the stage of our career, it might not be a good plan.

Morgana Rae: Yeah, but she's moving to passive income and helping more people for less. So gosh, it related and then I got into it and I forgot. Mostly I'm just so excited, because this is what I'm doing with her. I remember why now. She has invested, and this is really important for coaches to hear, and then I promise, I'll jump into content, because I'm really excited about it.

But we were talking about this, it is so scary for her to start this new business and come up, you know, with the logo design, interview, you know, the right web person to build it for her, and to be playing in this bigger field where her own clients actually read her press release and they're talking to her about it.

And she said that if she had not invested so much in coaching, she wouldn't be following through. But because she's invested so much in herself, she knows she has to make the money back. And these are the clients that you want. The clients who are so invested that they have to get the results. That's who you want as a coach, those are the clients you want. And when you're well known enough, and you get enough traffic, you can pick and choose and only take those clients.

So one of the ways actually to get traffic to your website is what I'm doing right here, right now. It turns out, because I didn't remember this, but I found out on my coaching call with her this morning, that she first found out about me on a teleclass where I was just selling a \$99 product. I sold over a thousand of those \$99 products, so while I'm a coach, I also made over \$100,000 selling digital products.

So what you said, Bart, about coming, recognizing, having something that you can talk about specifically, is the foundation. The ways to get traffic, and I'll talk ways to get traffic from inside the website and outside the website—you brought up outside the website. I'm going to start from inside the website to get traffic.

Now, to measure traffic, when I talk about traffic, I'm saying, "How many people are coming to my website? How many thousands of unique visitors are coming to my website every month? How does my website compare in popularity to other websites?" And I'm going to actually give you a website to write down right now called Alexa.com, and I'll spell it out for you, A-I-e-x-a.com. When you type in a website, it will tell you what the ranking is. It'll tell you that Facebook is the second

most popular website in the world, and Google is the most popular website in the world, and Yahoo.com is probably the third most popular website in the world.

When you type in your own website, if you have one, it will probably come in in the millions, which means nobody's seeing it. You want your website to be in the hundreds of thousands. The very best are in the top 100,000. Mine used to be just above that and then I built a new website, so now I'm at about 300,000, working my way down. But that means that I'm still getting about 5,000 unique visitors every month, unless I do something special and then that can go up to 8,000. So to measure traffic, you go to Alexa.com.

Bart: So 5,000 is a good number.

Morgana Rae: Yeah. It is for me, thank you. There's a lot of people out there who are going to want to sell you on getting number one on Google, if that makes any difference. Being number one on Google is good if—and this is the big if—if they're searching for what you're selling. It's very, very easy to be number one on Google if your search terms, the words that people type into Google, are things nobody is searching. You have no competition, and you're going to get no traffic. Or people are going to be looking for something else.

Ten years ago on my first website, I re-published a poem called *Wild Woman Prayer* because I just loved it, by this guy named Rob Bresney. I got a lot of traffic for that. But I could see that people who were going there were clicking from porn sites. So when they saw *Wild Woman Prayer*, what they were coming to my website looking for porn! They were not my customers.

Bart: That's not your target market.

Morgana Rae: I was number one on Google for **** isn't my target market.

Bart: And Morgana, just for people that aren't real technical, how do you know this, what software do you use to know where you're getting traffic from and where those inbound links are from? What do you use?

Morgana Rae: It depends on the website. At that time I was using software that built that in that told me. You can have your web designer give you that information in the dashboard of your website. This is not for you to have to worry about building yourself. Ask your web designer to have that on your dashboard. And the thing that everybody can use universally, and this should be installed in your website, it's called

Google analytics, and it's a service of Google and it's totally free. **** what your web person needs to do. And again, don't try to do it yourself, you can if you like, but I say that, you know, I'm going to give you enough mental heavy lifting to do, and there are other people who can do it in five minutes. They will create an account for your website and they will stick it on the pages and then you can go to Google analytics and you can see how many visitors you're getting, how many are unique, how many minutes they stay on the website, right now the average stay time is 3 minutes, which is really, really, very, very good, on my website. What keywords, what they're typing in to find you, where they're coming from.

And there are a few places that I found really, really good for getting traffic that are not necessarily, that are actually not obvious. And it all starts, and this is—yeah?

Bart: I'll give a quick tip, I was looking—

Morgana Rae: Am I going too fast?

Bart: Well, no, I just want to give a detailed tip because I'm taking notes. Not only do you have to have analytics, but there's a site called Fiverr.com, and I saw four people that will actually install that for you, for \$5. And that's the end of the relationship, so this is not something you need to spend—

Morgana Rae: Love that site!

Bart: You can't, you just don't spend ten hours learning this stuff, go hire somebody, and that's just a little free tip for you from Bart and Morgana.

Morgana Rae: Yeah. You're a genius, I'm so glad you brought that up, Fiverr, F-i-v-e-r-r.com. I met a guy a couple of weeks ago who has this puppet that he calls Professor Puppet that he, he'll do a puppet commercial for you for \$5, and he sold 2,000 of them. I just thought, "Wow, that is brilliant, that's genius." God, so what a great suggestion.

Bart: Well, I want to get back to your tips because we're running low on time, but that website, if you look at the front page, you'll think it's a bunch of buffoons doing silly stuff for \$5, but you can literally get specific detail, like install Google analytics, install a goal, fix a problem. So it definitely has gold in there if you know what to search for.

Okay, back to your tip, sorry about that.

Morgana Rae: The most important thing that you're ever going to do in your business is choose your keywords. This is going to be the foundation not only of your website, but of all your marketing to get traffic to your website and all of your marketing materials period. And the keys are going to be look at the benefits of what you do and who you do it for.

So I'm, please tell me that you've had other people talk about niches, right? On your teleclasses, Bart?

Bart: Yea. The idea of nicheing and really knowing your market has been discussed ad infinitum, but not how it's related to getting inbound traffic and keywords on your website.

Morgana Rae: Good, good, good, good! Don't have to educate everybody about that.

So what you want to do is you want to be the person they find when they type in a certain word. And the important words to find the people who want you are going to be in the benefits of your niche, your group, the problem you solve.

And now I'm going to give you a secret for free that people will charge you thousands of dollars for, that you can do for yourself for free. If you go to Google and you type in "free keywords tools" or "free keyword tools," and you Google that, because I've never memorized the URL address and it's too long. Anyway, you will see that there is a Google keyword tool for Google Adwords. And the URL is Adwords.Google.Com/O/keywordtool. You can remember it if you want, or you can just Google it every time, like I do, free keyword tools, and click on the Google's keyword tools.

And what you do when you go to that website, you type in, you just type the words you're thinking of, and you get to test it and you get to find out exactly how many people are looking for what you're selling.

And you get to see what the competition is. So, for instance, I'm going to just type in some, for myself right now, to help you see how I chose my keywords. So I'm typing in, I'm testing Money Magnet, I probably should have done this before the call, but it didn't even occur to me, Money Magnet, and Morgana. What I found with that, I can't even read the validation, so I'll tell you what I remember. Money Magnet is not bad. It may have about 12,000 searches on Google any given day and if you

Google Money Magnet, my websites will be on page 1. In fact, the website that I just shut down will be number 1 on page 1 for Money Magnet.

But if you type in Morgana, I'm lucky, Morgana gets something like 800,000 searches every month. So I changed my website name to MorganaRae.com, because I found, and nobody that I ever hired for SEO or would hire for SEO would ever tell me this, but that word itself is a real money maker for me, especially since what I do is kind of magical, so people who are looking for Morgana are going to be curious about what I do.

Other really popular words that I found from research are abundance and prosperity, so I created a website called Abundance and Prosperity. And this is really scary, but I spent over \$1,000 to buy that URL.

Bart: Because the keyword was—

Morgana Rae: And it made me \$100,000 in the first year.

Bart: Because the keyword was so relevant?

Morgana Rae: Yes. So here when you go there and you see how popular the keywords are and you see how competitive, you'll see columns that will tell you that. And then you can type in those keywords, Google the keywords, and see what kind of websites come up. And if porn comes up, that's not what you want, if that's not the kind of coach you are.

Let me teach you how to use your keywords to get you traffic. And really, this is such a content dump and we're still on only ACES, A on the attract traffic.

Have it in your URL, that is the name of your website. So what's the name of your website, Bart?

Bart: I have so many of them. This one is 100 Coaching Tips, that's the one that, you know, with the coaching community.

Morgana Rae: Okay. And what about the handwriting one?

Bart: One's called Handwriting Expert USA.

Morgana Rae: Great, so if somebody wants to learn about handwriting, handwriting expert is going to be very, very attractive. You want to have it in the name of your website.

Bart: Let me tell you a brief 60-second story that will illustrate this. One of our coaching clients that signed up 6 years ago, we helped him build a handwriting practice for forgeries. She's no longer a coaching client, but she was on the number one page of Google for the word handwriting expert for six years, like she was number three. And recently she switched website designers, and they talked her into getting rid of all five of her domains and consolidating them into something like XYZ54.com. And within minutes, she lost the number one place because she listened to a web designer, and not a marketer, after we had worked all those years to get her at number three for the word handwriting expert, which is highly competitive.

And so what Morgana's telling you is so important and so if you have a keyword you know gets traffic, got to have it in the domain.

Morgana Rae: And never, ever give up your domains. Google decides how important a domain is based on several different things. One of them is how long it's been going on. So even though Charmed Life Coaching is no longer my website, even Abundance and Prosperity is no longer my website, those domains have a lot of traction, they have history so they forward to my current website. Never, ever, ever give up your domains. Google votes on a site's importance, Alexa measures the traffic.

So how popular the keywords are are going to affect how important your website is and the traffic that it gets. The richness of content and how many people are visiting from outside sources and how important the websites people are clicking from are all going to be really, really important for telling Google that you're a real site.

And these are things that you can do so that when Google changes its algorithm, I've never been harmed by Google changing its algorithms, because I'm doing clean things.

So let me give you, just briefly, how to use the keywords on your website to make Google happy and to get traffic. In the name of your website, in the description of your website, and this is for your web designer to do the technical work, but you come up with the title of your website.

There's something called meta tags, and those are basically a list of the keywords. The first five are the most important, after that, it starts telling Google that none of them are that important.

Blog post tags. Having a blog is one of the most brilliant things that you can do to get traffic. It gives people reasons to keep coming back. Google loves blogs. So you choose keywords in what are tags, you use the keywords in the headline. Each blog post is like a mini website. Google is going to be measuring how often you use your keyword in the body of your article, and all of this is stuff that will get you traffic, and the more popular your website is, then it doesn't even matter what you write about, if you write about boiling water and you have a top-rated website, if somebody wants to know how to boil water, they're going to go your website even if your website is how to sleep at night, or how to live your dreams.

So you want to know the keywords first, then ways outside the website to get people to come in, and these, this can get you so much traffic so quickly. It's work to set up, you don't have to do everything at the same time, but here are some tricks:

If you write an article on your blog, you can do something called article spinning. This is not the first thing to do, this is once you have blog up, because I don't want anybody doing everything all at the same time. You write an article and you change it just enough that Google knows that it's different than what's on your blog, because you always want your blog to be the most important, your own website to be the most important, but you change maybe 10% of the words, and then you post it in article databases, it'll bring you traffic.

Have a fan page on Facebook and grow it and then every time you have a blog post, you post it on Facebook, it'll get you tons of traffic. You post things to other people's blogs, with a link back to your website, especially if it's an important website that gets a lot of traffic like mine, if you post a comment to one of my blog posts, and you have a link back to your website, Google and Alexa are going to pay attention and they'll think your website is more important.

Then if you really want to crank it up, YouTube is the Holy Grail. Shooting videos, I recommend shooting videos on your computer so you can see what you look like, that you know the lighting is nice, that the background is pretty, that you look pretty, because nobody wants to buy prosperity from crack whore, that's like one of my mantras. So I like to shoot my videos on my computer so I know what I look like.

And you make it short, like two or three minutes with links back to your website, and you mention your website, you have your website visual, you have it in the description, and Google owns YouTube, so anything you do on YouTube is going to be really, really important, so use your keywords and give something really high value and short, and it will get you so much traffic.

When you go to step two and you capture the information—and by the way, that is set up before you're attracting traffic—when you're building your website, your number one priority is going to make sure that they know how to sign up and that they want to sign up, because it all is going to become circular very, very quickly.

One of my best ways for attracting traffic to my website, is after they've already come to my website, after they've already opted in for my free video series, after they're already getting my weekly newsletter, which is the educate part. Every newsletter has a video or an article that they really, really, really want to see or read the rest of, so they click back to my website. Devious, isn't it? What's going to happen is from now on, everything you do is going to be doing all four things at the same time.

The priority starts with attracting traffic, the number one thing they need to do when they get to your website is give you their information, no matter what. And from that moment on, everything you do is going to continue to attract traffic, is going to continue to build relationship, and is going to sell organically without being sales-y.

So because I think we've got like five minutes I'm going to take you very, very quickly through just an overview of the other three things. Is that okay that I speed along like this, Bart?

Bart: I think we need to, because we've been trying to respect time, but I love what you're saying and for newbies, this is all very, very important and I would encourage you to listen to the replay and maybe write down those words and URLs. If you're more experienced, then the idea of SEO can seem overwhelming. So I'm really excited about hearing your other tips, because I know there's so much more on a website and you can probably intuitively look at a coach's website and within 10 minutes give them, you know, 6 hours or 16 hours worth of wisdom.

But give me those other three or four tips so we can actually maybe go home and change our website today based on it.

Morgana Rae: I hope so, especially the keywords, if you take nothing else away, research the keywords the way I told you to.

I'm a little concerned that I'm making people's heads explode on the other side of the line. I can almost see that I'm making people's heads explode and I don't want to overwhelm.

So I'd like to pause and give you a chance to breathe and say, I've spent 10 years and truly hundreds of thousands of dollars learning and mastering all this kind of stuff, so I'm going to save you a few years and at least \$5 or 10,000 just on this call with what I'm sharing here. And I don't expect you to master everything from a single phone call, so what I agreed to do with Bart is, my time, my going rate for coaching is \$2,000 an hour. What I'm going to do for the people on this call is I'm going to actually, and I'm not taking new clients right now, because I'm booked. But what I am going to do, is I'm going to actually offer a, what I'm calling my client magnet machine strategy session half hour with you to actually go over your situation, your coaching niche, your objectives, your website, if you have one, or the website that you want to create, and what your goals are for a half hour, which is a \$1,000 value. And again, I'm the girl that people talk to and they make money. And I'm going to do all of that for only, I think I priced it at \$97. I don't coach for free and this is the only—

Bart: You are basically being incredibly generous.

Morgana Rae: Thank you. Yeah, this is an experiment. I've never done this before. Truly, honestly, I don't do this. And I know for myself, that the information can be overwhelming. I know for my clients that information is overwhelming and the reason they hire me is so that I can say, "No, don't do that. No, you don't have to do that. Don't worry about that. All you have to do is this, to help." And so, I just felt I could give better value not with a package of information but to actually meet you, so you have the link for that, right, Bart? You're going to provide that?

Bart: Yeah, with all our speakers, it's their first name, it's 100CoachingTips.com/Morgana. But none of the other speakers have offered some time, like you, for such a low rate, and that's really appreciated and as someone who has coached authors and other people through different niches, this is an overwhelming idea and to have, literally it's like that old joke about the hammer and the plumber and where you hit the nail, one tip, I saved a guy \$20,000 in advertising with one small tip. Because that's what I do, I've been doing marketing for 15 years.

So what you're offering is just amazingly informative. So if you guys need some help with your website, go to the 100CoachingTips.com/Morgana and this conversation can be elaborated, and you'll probably open up and look at their website, right? You'll give them a laundry list of things to do.

Morgana Rae: It's an experiment. If we get two, you know, I'm hoping not to get hundreds of people taking me up on it because then that would be overwhelming. So I may have to limit it, but at this moment, I'm just saying, you know, go for it, this is what felt right when I was planning the call. It's an experiment, I don't know if I'll ever do it again. But I'm doing it here.

So let me, to just give you some tips on the rest of it, I just thought that starting with the purpose of the website and the keywords—essential. And I actually do want to go back to that. The two things that you must have in a website to attract traffic are keywords and content. That's why blogs are so valuable because it's more and more content. Google loves dynamic content, it gives people a reason to come back, but the keywords are how they find you and it's how you get known for something specific, and so I've told you how to research the keywords. When you get there, you want to capture their traffic and there's some really, really, really awesome ways to do that, that will serve you.

Getting people to give you their information, when they're already so overwhelmed, you need to give them a good reason. So it goes back to the benefits. The benefits, the benefits, did I mention benefits? Use those keywords. Give them an ethical bribe. Come up with something that they want, a free report or a free audio class or a free quiz or an e-course, or here's the easiest, cheapest thing that you can do right now without even creating a product is what is their number one burning question on the problem you solve? Ask them! This, by the way is genius, and I didn't come up with it, I learned it from Alex Mandossian. They will tell you what they want you to solve! It's your market research. They will tell you what your next blog article should be about or what your next video will be about. They will tell you what they want so that you can create products and programs that people already want.

It is so easy to sell people what they want, and then you get to give them what they need. I sell prosperity because that's what people want and I'm able to provide that, but what I really give is self-love. What I really teach is what they need.

So a couple of ideas, give them something really of value, stress the benefits of they're giving you their information, they're going to get something that solves the

problem. Reduce their choices. This is the biggest mistake on websites, is there're just so many things they can do. They can read or they can check this out or that out. If you go to my website, MorganaRae.com, you will see the biggest banner that ever was. It takes up the whole screen, all you see when you first come to my website is the ethical bribe.

Now, it's a brand new website and there was a mistake made, so I need to get rid of that banner after you opt in, otherwise it becomes annoying, but you want to reduce their choices.

I know, I know, but hey, they're opting in.

And because it's so important to get their information because you cannot help them without their information. This is your good deed, is you educate, then you continue to educate with free teleclasses, with your free newsletter, with free e-courses, more and more small sales, blog content, I mentioned article spinning, and every one of these things is going to compound to bring more traffic to your website and bring new people, this is why I get so many thousands of people. And my mailing list is 11,000 people and it just keeps growing and growing and growing.

And then finally, selling. Now, there's a lot, I could teach a whole class on how to sell in a way that doesn't feel sales-y. It's about them, it's not about you. It's about their belief in themselves. It's about investment, not cost. And here's like the biggest secret in the world that took me a very, very, very long time to figure out, is they need to believe in themselves to invest in themselves. And they need to invest in themselves at least as much as you invest in them, or they're not going to get value. That's why being cheap is not really being of service, because they need to have skin in the game. You want to charge enough that they cannot afford to waste the investment.

So I have a lot of strategies. I will say again, sell what people want, not what you want them to want, and I want you to write that down right now.

The people you want to help, find out what they want Give them what they want, that gives you the right and the privilege of giving them what you really want to give them.

What I care about is happiness. What I care about is self-love. What I care about is people valuing themselves. What I care about it people being loved. And people

feeling safe. And people having freedom. Money was not in anything that I just named.

People come to me because money is the number one dream killer and when I wrote an article about my totally weird way of changing relationship with money and it went out in my e-zine, and then it went out in a magazine, the response was so monumental that it just kind of knocks me on my tush. And I thought, "Oh, I guess this is what the universe wants." So that's what I teach, that's what I market, that's what I sell, But as soon as somebody comes to me, the real work is all the juicy life coaching stuff underneath.

So it all becomes circular, it all boils down to truly getting very, very, very clear on why you're coaching, the problem you solve, who you help, and speaking to that. That is the foundation beneath attracting the traffic, getting them to give you their information, continuing to serve them, and then selling.

And I saw a statistic before our call that according to the International Coach Federation for 2012, the median income, it's gone down. It's gone down. It used to be \$80,000, now it's \$25,000. 50% of the tens of thousands of coaches out there in the world today are making less than \$25,000 a year. And if they have a website, it probably, the people not making money, they probably have butterflies, they probably have waterfalls, and nobody is seeing their website, nobody is giving them their information, nobody is getting into relationship, and they aren't buying. And I really, really want to save you that heartache, because I know what it's like because I know, I was there. I don't want you to ever be in the position of trying to convince somebody that they should hire you. I don't want you wasting your money on networking meetings, where people are not looking to hire, they're just looking to sell. I don't want marketing to feel hard for you. And I want your website to consistently bring you lots of clients and make you money while you give value and change the world.

So we are out of time, I'm so apologetic, I feel like I didn't get to go as deep as I would've liked. Are you still there, Bart?

Bart: Well, having taught internet marketing for 15 years, you can never get as much content in, in this short of time, because there's so much technical side and there's the strategies, which is what you actually are articulating very, very succinctly. They're so important that a lot of people can't hear them until they're comfortable with technology. So what you offered, a little hands on review of the website is really powerful. So I think even if we had five hours, you'd probably still

feel like you could've given more because this is what you've experienced for over a decade. No, I think you did fabulous and thank you so much for your time.

Morgana Rae: Oh, my pleasure. My pleasure. It's important work.

Bart: Just to remind you, the 100CoachingTips.com/Morgana, that's how you can click through to her website and also pick her up on that one-time offer. And this really is a one-time offer, her rates are really high and you've been generous enough to work with our people on this phone call today. So I hope people take you up on that.

Is there any final thoughts you want to share with the aspiring coaches? Especially those that, you know, aren't making a full-time living? Because you've done it, and you help people do it. What's your final parting salvo?

Morgana Rae: It's such a joy. You know, you're in the hard part right now and what I shared today may not sound very sexy, but it's all in service of your dream. And let me just share a little bit. I didn't really share much about myself, it's a little late in the game, but I'm flying to New York next week because yesterday somebody who I coached offered me front row center tickets to a big fashion show for New York City's Fashion Week. I led a retreat in Bali, because there's so many people who want to play with me. And I was even able to save my friend's farm, because I'm making so much money now, that when her farm was about to go into foreclosure, I could wire her the money.

Bart: Incredible.

Morgana Rae: And the foundation of it really, is doing your homework, other people have talked about, you know, identifying your niche. I talked about taking that information and creating the keywords so that you can have a machine online that gets your words out there and your gifts out there for you while you sleep. Lets people know who you are and why they want you and to have thousands of people clamoring to your website to get your gift every week, and hundreds of people clamoring to work with you and buy from you every month, while you take trips to Bali. And New York, and Oslo, and Seattle and Australia, and anywhere else that is on your map of what you want to do with your life. That's the big why.

Bart: I think that's a great closing.

Morgana Rae: Thank you for this opportunity to share, Bart.

Bart: You have been wonderful, I hope you come back for season two. I hope that you guys visit her website, 100CoachingTips.com/Morgana, and of course, your website's MorganaRae.com, and you've just been wonderful.

And everybody, remember our final phone call is tonight. John Assaraf is our closing speaker and our replays for today and tomorrow will be on the website.

If you don't get our emails now, go to 100CoachingTips.com, make sure that you opt in, there's a whole bundle of free gifts, what Morgana called an ethical bribe which says, "Hey, if you let us build a relationship with you, you get lots of free stuff." So make sure that if you are on this phone call and opting in, you do that.

And then also, at the very top tab you'll see other options, such as listening to previous replays.

Morgana, thank you for being our guest, you were wonderful and informative, and I hope people continue to build a relationship with you after the phone call.

Morgana Rae: My pleasure. Thank you.

Bart: Okay, everybody. Have a great afternoon. This is Bart Baggett, good night.