

# Top 5 Things Your Coaching Website Should Be Set Up To Do

Gone — thank goodness — are the days of the "billboard website" (name, list of services, testimonials, "what is coaching?", etc. And welcome to the website that actually **SERVES** the visitors versus just informing them. Here are the five things that your website should be set up to do when someone visits it.

## 1. CAPTURE THE VISITOR'S E-MAIL ADDRESS

Offer whatever you have to in order to get the visitor to type in their e-mail address. Try a free report, e-book, subscription, coaching session, access to information on your website, TeleClass, etc. You need e-mail address in order to market your visitors effectively — later — once they have gotten to know you a bit. Ease them in closer and closer to your inner circle.

## 2. PERMIT VISITORS TO SCHEDULE FREE OR FEE SESSIONS OR TELECLASSES ONLINE — AUTOMATICALLY AND IMMEDIATELY

It is good to give out your telephone number on your site and invite folks to call you, but it's even better if you set up a little calendar with the times and dates you are available today and in the next several days, so the visitor books themselves into your schedule, right then, when they are at your site. Alternatively, install HumanClick (<http://www.HumanClick.com>) so the visitor can click on the icon and ask you questions immediately. (Go to [CoachVille.com](http://CoachVille.com) to see how this works.) HumanClick has a free version available.

## 3. DEMONSTRATE YOUR EXPERTISE AND KNOWLEDGE

The stuff that you know and take for granted is GOLD to someone who doesn't know it. Why not compile an e-book of your 'success tips' or 10 Top 10s on your favorite subjects. Or, tape yourself and post as a RealAudio interview so the visitor can hear your voice, which is important given most coaching is done over the telephone.

## 4. HELP THE VISITOR TO BUY SOMETHING YOU ARE OFFERING, ONLINE

Eventually, every coach will have a merchant account and a shopping cart that enables visitors to hire you on the spot, and prepay for your coaching services, e-book, TeleClasses, etc. It's just a matter of time. And once you get started, you'll be hooked!

## 5. DIRECTLY ANSWER THE TOP 5 OR 10 QUESTIONS THAT YOUR IDEAL CLIENT WOULD HAVE

Everyone coming to your site (or any other coaching site) DOES have questions. If you can answer these questions, you will be building a relationship with your visitors. Relationships and credibility lead to clients. Ask yourself, "If I was my ideal client, what are the 10 questions I would most want straight answers to?" Then, post these prominently on your home page. Visitors love Q&A.

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