

AUDRIE MARIE ROSE'S

# WEBSITE *Planner*

The starting steps you need to bring your business vision to life with as little tech and stress as possible. So you can attract ideal clients in a sustainable way without burning out.



WWW.AUDRIEMARIEROSE.COM

# BUSINESS OVERVIEW

Business Name:

Tagline:

Website:

## SOCIAL MEDIA HANDLES:

Facebook:

TicTok:

Instagram:

Youtube:

Pinterest:

Twitter:

## PRODUCTS AND SERVICES:

Products

Courses

Services

# CORE CONCEPT

WHAT PRODUCT OR SERVICE ARE YOU OFFERING?

WHO IS YOUR IDEAL CLIENT?

WHERE AND HOW CAN YOU REACH YOUR IDEAL CLIENTS?

Write down the marketing channels you will focus on first (paid ads, free content etc).

# WHAT DO YOU DO?

WHY WILL CUSTOMERS BUY FROM YOU?

HOW IS YOUR PRODUCT/SERVICE BETTER THAN COMPETITION?

WHAT ARE THE MAIN PAIN POINTS YOU ARE SOLVING?

Do you help save your customers time? Money? or maybe you help their business

WHAT IS YOUR UNIQUE SALES PROPOSITION?

1-3 sentences/headlines you would use to describe what you do - reflect the pain points of your customers

# COLORS & FONTS

Select 2-3 fonts that reflect your brand:

1

2

3

Select 2-3 colors that you relate to and express you. Write down the hex codes so that you can replicate them perfectly:

1

2

3

What are 3 adjectives your photos/images will have?

Ex: Travel + scenic dramatic photos, photos at work, bright and colorful:

1

2

3

# BRANDING KIT

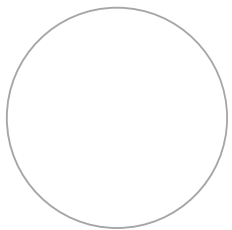
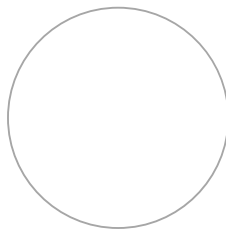
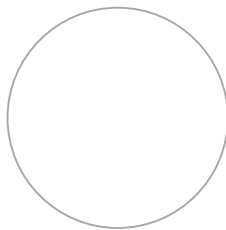
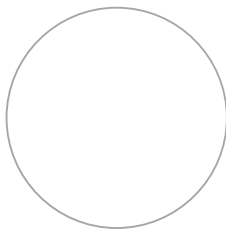
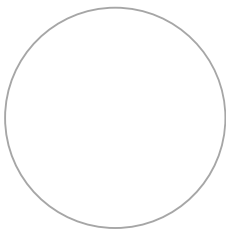
Logo:



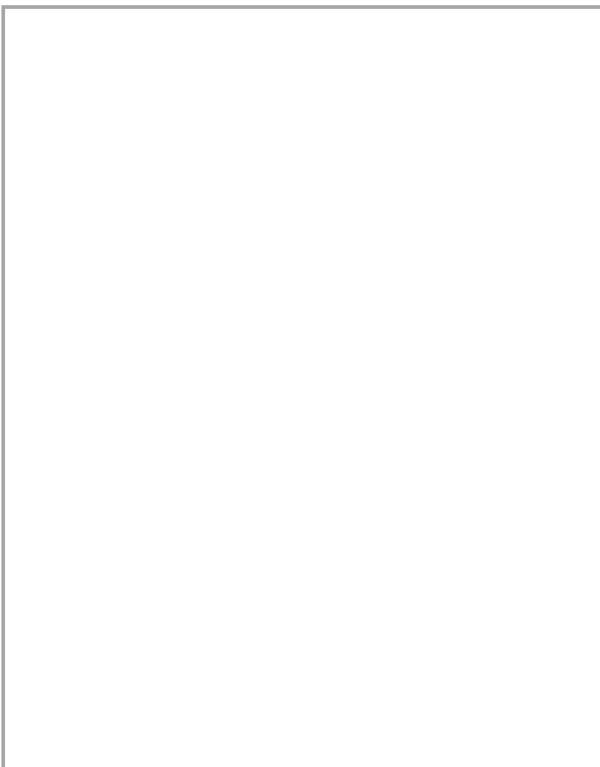
Fonts:



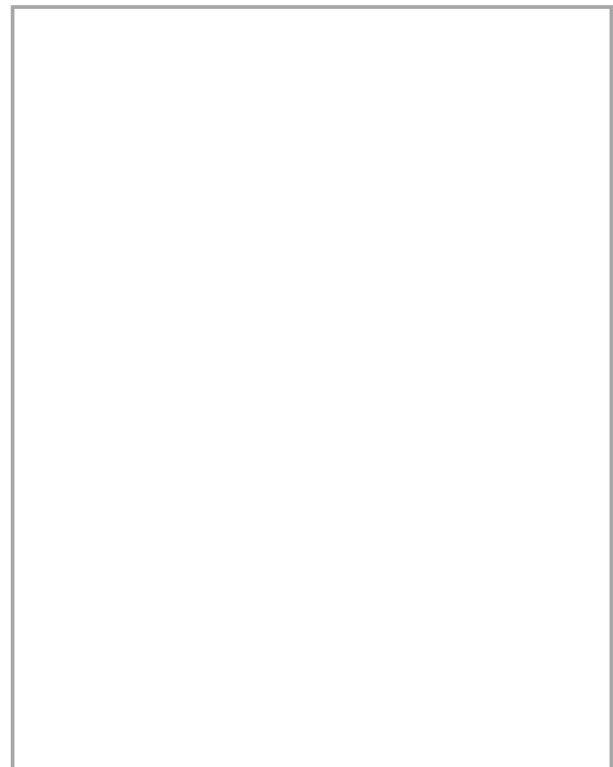
**BRAND COLOR HEX CODES:**



**Key Message:**

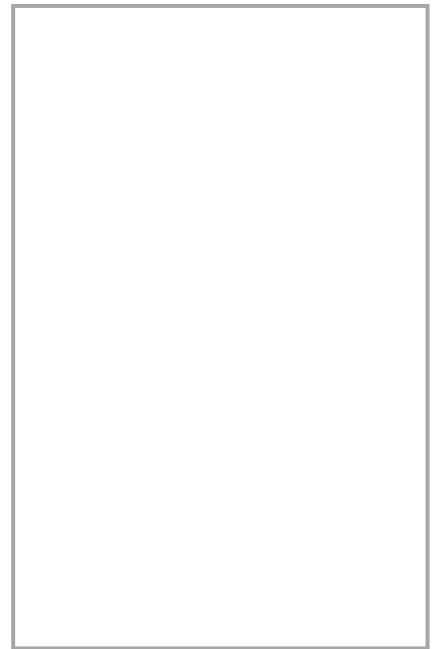


**Notes:**



# BRAND MOOD BOARD

Textures,  
Backgrounds,  
Imagery,  
Settings,  
Moods,  
Art associated  
with your brand



# WEBSITE PROFILE

WEBSITE NAME:

DOMAIN NAME:

HOSTING:

EMAIL USED:

WEBSITE GOALS:

CALLS TO ACTION:

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SALES STRATEGY

IMPORTANT LINKS

ADDITIONAL INFO

NOTES

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# SALES FUNNEL SOFTWARES

Software rec: **Calendly**  
Price: Starts @ Free  
Purpose/use: Booking Appointments

Software rec: **Zoom**  
Price: Starts @ Free  
Purpose/use: Virtual Meetings

Software rec: **Sitejet**  
Price: Starts @ \$15/month  
Purpose/use: Website

Software rec: **Vimeo**  
Price: Starts @ \$1/month  
Purpose/use: Video Hosting

Software rec: **Memberpress**  
Price: Starts @ \$99 + \$9/month  
Purpose/use: Courses & Membership

Software rec: **Convert Kit**  
Price: Starts @ Free  
Purpose/use: Email Autoresponder

Software rec: **Canva**  
Price: Starts @ Free  
Purpose/use: Graphic Design

Software rec: **Perfect Recall**  
Price: Starts @ \$15/month  
Purpose/use: Repurpose Videos

# DOMAINS

[illegible]

# WEBSITE PLANNER

Launch Date

Keywords/Tags

Research Ideas

Launch Ideas

To Do List

Notes

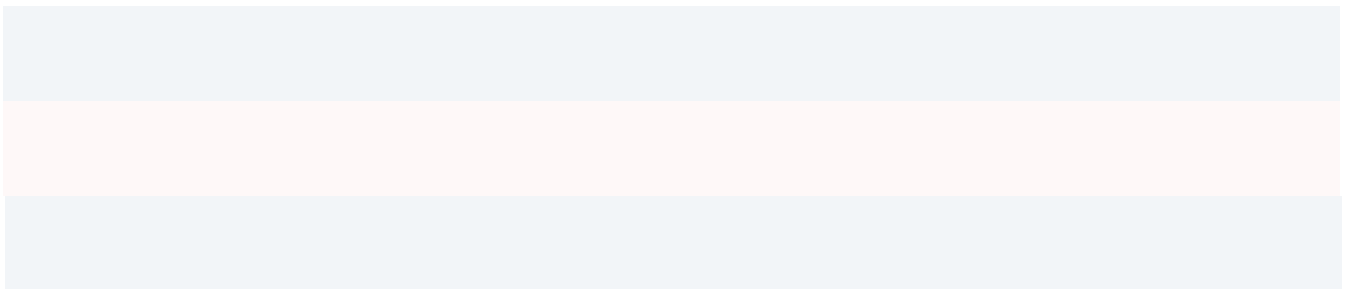
# YOUR LOGO

Now you've decided on a name it's time to brainstorm how you're going to visualise your brand.

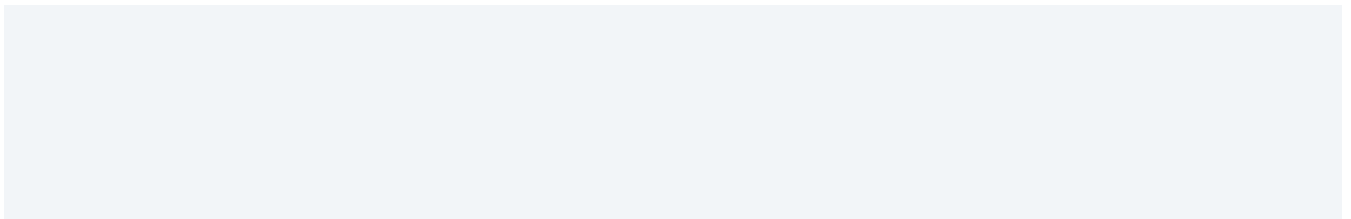
What colours work best to communicate your business?



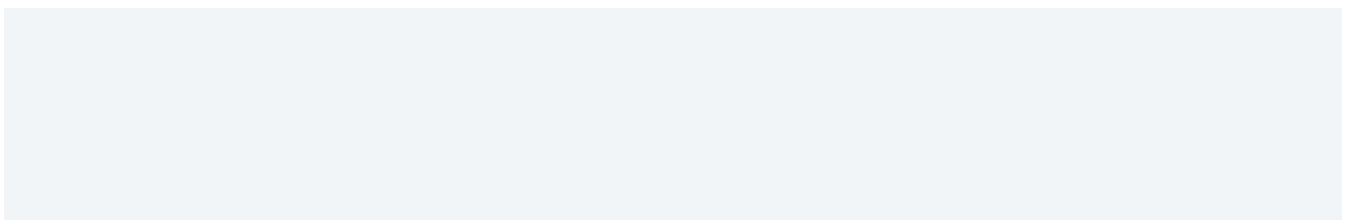
What are the 3 main platforms you will use to promote your brand?



What type of logo works well on these platforms? Square? Circle?



Do you need graphics to help you communicate your brand message?



# TARGET AUDIENCE

Time to dig deep and start thinking about whom you want to attract!

Knowing your ideal customers will help you understand how your products match their needs and how you can help solve their pain points.

Gender

Age

Location

Education

Income Level

Occupation

What do they do in  
their free time?

Your favourite brands  
and shops?

What are some of their biggest frustrations?

# ABOUT ME PAGE

1. Who is your site for? Who are you talking to?

2. What value is your site providing to the reader?

3. List a few details about yourself.

# ABOUT ME PAGE

4. List ways you can show your expertise. Or why the reader should trust you. What do you bring to the table that other bloggers don't?

5. Call to action. What action do you want the reader to take after reading this page?

6. Is there another place in this site that you want to direct the reader? Is there a post or page you want to highlight?

# ABOUT ME CHECKLIST

## Hook them quick!

Identify pain points quickly on your about page so that your ideal audience will feel that you can solve a huge problem they are having.



## Talk about your accomplishments

Highlight your experience, your expertise, where you work has been featured and include some client testimonials if you have them!



## Know who you're talking to

Make sure your about page is written to your target audience. Even if other people read it, you want people to contact you if and only you're a good fit for one another.



## Show your face

Make sure that you get out from behind the camera and use a photo (or several photos) of yourself so that your ideal customer can have a face to which to connect!



## Let your personality shine

Yes, your about page has to include some sales copy, but make sure that you don't sound robotic. Give them a glimpse into who they'll be working with.



## Give a very clear call to action

Even if you have a call to action elsewhere, make sure your about page includes one as well. Tell your audience what they need to do to solve their problems! Don't assume they know.



## Be succinct

In the age of instant gratification, many people have lost the art of reading. Don't spend a ton of time writing and hashing out everything on your about page.





# POSSIBLE ELEMENTS

## Remember, It's Not About You!

This page is really about *WHO* you can help and *HOW* you can help them. Most of this page will address your ideal clients needs. Share how you can help your ideal customer - who you serve best and what topics or products you can offer them. Identify who your ideal client is so they know they are in the right place.

- ☐ a good quality headshot where you are looking at the camera
- ☐ Include your name!
- ☐ optional: other casual photos of you
- ☐ copy that addresses their struggles - use their language
- ☐ copy that includes connection point with your ideal audience
- ☐ share your story
- ☐ a call to action - what action do you want them to take from here? View your services? Contact you?
- ☐ show how you have helped others
- ☐ testimonials these are good to have "sprinkled" throughout your site

## Show Your Value

What qualifies you to help your visitors? How are you different? How have you helped others and how can you relate with their struggles and help them overcome it? Show past results with other customers.

# HOME PAGE

Your visitor want to know that you can help them - add some copy that explains how you can help them.

Example: "I work with \_\_\_\_\_ to help them \_\_\_\_\_ without\_\_\_\_\_.

What makes you unique? Can you fix their problem better than anyone else?

- ☐ banner image
- ☐ tag line
- ☐ copy that shares who you help and how you help them
- ☐ a call to action (email sign up, join a Facebook group, check out my portfolio etc.)
- ☐ social proof:  
testimonials (a few of your best ones - snippets only if they are long)
- ☐ as seen in logos
- ☐ information on the services you offer - options for readers to select the service they are most interested in
- ☐ graphics or images to make it appealing
- ☐ a search bar
- ☐ latest blog post teasers
- ☐ a way to contact you
- ☐ your location if you a locallybased business
- ☐ social account links for social sites you are active on

# SERVICE PAGE

## The Before and After

This page will emphasize how you can solve your customers problems. Give them a before and after picture - what is it like now before working with you and what it will look like after they purchase your service.

- social proof - include testimonials from past customers, any awards you have received, "as seen in" section. This builds the "trust" factor as they are thinking of handing over money to you and need to know your product will be beneficial to them.
- FAQ section
- any packages / services you offer along with their names, price and what's included
- a clear call to action - how do they purchase the service? Do they contact you or is it a link to a booking page? What is the process?
- optional link to a sales page for a high ticket service

## Address Any Hesitations

Sell the results rather than the specifics. Answer questions before they are asked. Make a list of potential questions you receive regularly and create a FAQs section.

For each objection provide a clear counter objection. For example, if they think your services are too expensive talk about the value of your product or service.

# WEBSITE CHECKLIST

- ☐ Logo
- ☐ Buy your domain
- ☐ Get a web host
- ☐ Choose a product hosting platform
- ☐ Choose a website template
- ☐ Decide the colours for your brand
- ☐ Get professional head shots
- ☐ Create your home page
- ☐ Create your home page graphics & mockups
- ☐ Create your service page
- ☐ Create your service page graphics & mockups
- ☐ Connect your email system
- ☐ Setup your Facebook group
- ☐ Collect your testimonials
- ☐ Contact page
- ☐ Blog
- ☐ About me page
- ☐ Privacy page
- ☐ Terms of use
- ☐ Disclaimer
- ☐ Refund policy page
- ☐ Connect your cart or booking system

# KEYWORDS RESEARCH

Take one your product name and brainstorm keywords with topics and sub-topics asking the below questions. Think of at least 3 sub-topics for each question. The idea is to create a web of related words stemming from your general topic or product name.

Topic

What

1: \_\_\_\_\_  
2: \_\_\_\_\_  
3: \_\_\_\_\_

Why

1: \_\_\_\_\_  
2: \_\_\_\_\_  
3: \_\_\_\_\_

How

1: \_\_\_\_\_  
2: \_\_\_\_\_  
3: \_\_\_\_\_

Where

1: \_\_\_\_\_  
2: \_\_\_\_\_  
3: \_\_\_\_\_

Which

1: \_\_\_\_\_  
2: \_\_\_\_\_  
3: \_\_\_\_\_

When

1: \_\_\_\_\_  
2: \_\_\_\_\_  
3: \_\_\_\_\_

Notes:

# KEYWORDS PLANNER

General/Broad Keywords

Long Tail/Specific Keywords

**VARIATION 1**

**VARIATION 2**

**VARIATION 3**

# SEO CHECKLIST

☐

Choose 1 main long tail keyword to target

☐

Choose 2-3 secondary, closely related keywords to use in your copy

☐

Use the targeted keyword in your title tag if natural

☐

Use the targeted keyword in your meta description

☐

Use the targeted keyword in the first paragraph and conclusion where natural

☐

Use the targeted keyword in your H1 (header tag) if natural

☐

Use the targeted keyword in your image ALT text

☐

Use the secondary keywords in remaining body copy

☐

Use the secondary keywords at least in one or two subheadings where natural

☐

Include at least two images per post

☐

Name image files with your keywords

☐

Include subheadings H1, H2, H3

☐

Meet minimum word count: 500 words. Aim twice or three times more than this!

☐

Link related content to at least other 2 posts

☐

Make sure your blog doesn't take too long to load

☐

Once published, share your blog post on all of your social media platforms

☐☐☐☐

# SEO KEYWORD FOCUS

## KEYWORD IDEA

1

What Page Does It Rank On? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

AVG MONTHLY SEARCHES:

COMPETITION:

## KEYWORD IDEA

2

What Page Does It Rank On? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

AVG MONTHLY SEARCHES:

COMPETITION:

## KEYWORD IDEA

3

What Page Does It Rank On? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

AVG MONTHLY SEARCHES:

COMPETITION:



# ONE PAGE SEO CHECKLIST

## FOCUS KEYWORD

☐

**Is the keyword on all of your web pages?**

☐

Home Page

☐

About Page

☐

Policies or FAQs page

☐

Shop and product page

☐

Contact Page

☐

Blog Page

☐

Testimonials and reviews page

☐

Other pages

☐

**Is there keyword in your URL?**

☐

SEO friendly page URL

☐

Keyword rich categories

☐

Internal links

☐

**Is the keyword in your meta data?**

☐

Meta-description

☐

Title tags (H1 tag)

☐

Meta keywords and tags

☐

**Does your writing highlight the keyword?**

☐

Headings and subheadings

☐

Stylized text - bold, underline or italics

☐

Keywords are natural, not forced

☐

Keywords appear early on

☐

**Is the keyword in your images?**

☐

Are there images to support content?

☐

Image file name

☐

Image alt text

☐

Images are compressed in size

# SALES FUNNEL CHECKLIST

## LEAD MAGNET

☐

Create lead magnet

☐

Make landing page for lead magnet

☐

Connect your lead magnet to your system

## LOW TICKET OFFER

☐

Create a low ticket offer

☐

Create a sales page for your low ticket offer

☐

Direct all successful Lead Magnet sign ups to the low ticket offer page

☐

Add ultimatum to your Low Ticket offer page (optional)

☐

Create expired offer page for your low ticket offer (optional)

## EMAIL

☐

Set up a welcome email sequence for your Lead Magnet signups

☐

Write and set up pitch emails for your offer

☐

Connect your email sequence to your Lead Magnet signups

## OFFER

☐

Set up your High Ticket offer & payment gateway

☐

Create a sales page for your offer

# AUTHOR BIO

For potential customers or clients to align and engage with values and transformation of your product.

What is your purpose for being a:

What is the purpose of your business. Who do you help? What do you help them do?

What is the purpose of your product/service/offer? What's the #1 transformation you're selling?

Why did you create the product? What need did you see in the current marketplace?

# AIDA MODEL

The AIDA model is an acronym - it stands for attention, interest, desire, and action. It is a model used in marketing that describes the steps a customer goes through in the process of purchasing a product. If you're a beginner copywriter apply this formula as it helps you create content that grabs attention and engages your audience, you'll incite a curiosity that leads your audience to discover what your brand actually does.

## ATTENTION

## INTEREST

## DESIRE

## ACTION

# THE RULE OF ONE

Before you start writing your copy, identify all four of the below ingredients:

## **ONE READER**

What is your ideal market segment? Speak directly to them.

## **ONE BIG IDEA**

What is your most powerful benefit? Make it easy to see.

## **ONE PROMISE**

What can you guarantee? Amplify your offer with a promise.

## **ONE OFFER**

What's the single offer you're making? Match it to your reader.

# WHAT'S IN IT FOR ME

LIST YOUR FEATURES, MOST  
UNIQUE TO LEAST UNIQUE

WHAT'S THE TANGIBLE  
BENEFIT TO YOUR CUSTOMER?



# Keep in Touch

**IF YOU'D LIKE SOME SUPPORT IN BRINGING YOUR BUSINESS VISION'S WEBSITE TO LIFE, I'M HERE TO GUIDE YOU IN TAKING SUSTAINABLE FIRST STEPS TOWARD YOUR DREAM STREAMS OF ONLINE INCOME.**

**VISIT [WWW.AUDRIEMARIEROSE.COM](http://WWW.AUDRIEMARIEROSE.COM) TO BOOK YOUR FREE 30 MINUTE BUSINESS VISION CHAT. SO YOU CAN TRANSFORM YOUR IDEAS INTO IDEAL CLIENTS.**

**CONTENT MARKETING PRODUCER ~**

*~ Audrie Marie Rose*