

**BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

MICHELLE SMITH

Copyright © 2015 Michelle Smith
All rights reserved.

ISBN: 1517679281
ISBN-13: 978-1517679286

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, recording or otherwise, without the prior written permission of the author or publisher.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY

This book is presented solely for educational and entertainment purposes. The author and publisher are not offering it as legal or accounting advice. You should seek the services of a competent lawyer or accountant prior to taking any action. While best efforts have been used in preparing this book, the author and publisher make no representations or warranties of any kind and assume no liabilities of any kind with respect to the accuracy or completeness of the contents and specifically disclaim any implied warranties of merchantability or fitness of use for a particular purpose. Neither the author nor the publisher shall be held liable or responsible to any person or entity with respect to any loss or incidental or consequential damages caused, or alleged to have been caused, directly or indirectly, by the information or programs contained herein. No warranty may be created or extended by sales representatives or written sales materials. Client further expressly assumes the risks of trying new strategies for his or her business. Client realizes that a number of factors determine the success of a given strategy for a business and that not every strategy will work for every business.

First Edition, 2015

Z&B Consulting, Inc.
www.zandbconsulting.com

Table of Contents

ARE YOU READY?!	vii
PART I THE FOUNDATION	1
CHAPTER 1 SUCCESSFUL BUSINESS OWNER	3
CHAPTER 2 MISSION & VISION	9
CHAPTER 3 BRAND	13
CHAPTER 4 BUSINESS/MARKETING PLAN	17
CHAPTER 5 SYSTEMS & PROCESSES	22
CHAPTER 6 SUPPORT TEAM	27
CHAPTER 7 FINANCES	33
PART II THE STUFF AKA “WHAT YOU DO” & “HOW YOU DO IT”	39
CHAPTER 8 PRODUCTS & SERVICES	41
CHAPTER 9 MESSAGING	45
CHAPTER 10 PACKAGES	49
CHAPTER 11 TOOLS & RESOURCES	53
CHAPTER 12 PLACES TO FIND YOU	57
PART III THE EXTRAS	63
CHAPTER 13 SOCIAL MEDIA	65
CHAPTER 14 ADVERTISING & PR	70
CHAPTER 15 NETWORKING	74
CHAPTER 16 WEBSITES	79
CHAPTER 17 BLOGS & NEWSLETTERS	84
CHAPTER 18 GIVEAWAYS	89
PART IV NEXT STEPS	95
YOU DID IT!	99
WHAT PEOPLE ARE SAYING	100
ABOUT THE AUTHOR	102

CHAPTER 16

WEBSITES

Your website is one of the first places people will look for you and chances are it will be from a mobile device. It's important to secure a domain for your website as soon as you determine your business name so that you can ensure what you want is available. Where most businesses head next is to start setting up their website. They'll spend tons of time there so people can find them online. The problem with that, though, is that more often than not they haven't built their foundation. So they are slapping a website together with an inconsistent brand, poor messaging and undeveloped products and services.

The successful business owner, though, secures a domain and creates a sharp page with some general info about the business and their contact information. They then let the site sit temporarily until they finish building their foundation. Without the foundation, the site will receive poor results because there isn't a set direction or goals. "Temporarily" is the key word here because search engines look for relevant content and changing content to find pages to display. Once a foundation has been built, a system and process should be developed to get the website built while still working on the stuff of the business. Additionally a process should be developed to perform regular updates to the website.

Information on the website should be clean and easily skimmable. Most people search websites for answers to questions they have and don't read it from start to finish like they would a book. Less information is really more. Think in terms of bullets and key headings. Also, be careful with the colors you use for words. Be sure they are easy on the eye and that they are in line with the brand you've created. When writing, think about your ideal client and speak to them. You want them to feel like you are talking to them when they are skimming your site. Keep that in mind when you write the content. Similar to networking, be "them" focused instead of "you" focused.

The great thing about websites is that they can be changed often and can continue to expand. So start with the most pertinent information you are already certain about and continue adding from there as more information becomes solidified. If you already have a website, this is a great time to take stock and consider how it represents you and your company. Are the colors and fonts similar to those you use in your advertising and on your business card? Is the information about your products and services up to date? Does the site encourage your ideal client to stay there and learn more?

Since most people will go to your site to learn about you, a key element is an opt-in section. This section gives them a chance to be added to your email list and usually has a free offer that is given as your gift for joining the list. The better the free offer, the more likely you are to get people to sign up.

SEO is another really important part of websites. SEO stands for “search engine optimization”. It’s what helps your website show up when people do a search. The websites with the best SEO take time to really think about what people will type in when they are looking for their services, usually referred to as keywords. They then use those keywords in the text that people read and in the computer code for the website. A good place to start looking for your keywords is by combing through your notes in the first two sections of the book, “*The Foundation*” and “*The Stuff.*”

