

# Website Buildout Overview

Virtual Workshop

# SCHEDULE

- **Day 1: Saturday**
  - 12pm EST - 4pm EST
  - Homework (2 Hours Tonight)
- **Day 2: Sunday**
  - 12pm EST - 4pm EST
  - Full Implementation (This Week)



# TOPICS

- **Day 1: Website Components**
  1. Overview of Components
  2. Copywriting for Components
  3. Graphic Design Basics
  4. Funnel Walkthrough
  5. Homework Assignment



# TOPICS

- **Day 2: Technical Buildout**
  1. Responsive Design Overview
  2. Home Page Buildout
  3. About Me Page Buildout
  4. Work with Me Page Buildout
  5. Products Page Buildout



# TOPICS

- **Day 2: Technical Buildout (cont.)**
  6. Setup Your Menus
  7. Setup Your Legal Policies
  8. Setup Your Blog & Site Navigation
  9. Other Important Stuff

# What Does a 6-Figure per Year Website Look Like?

What Needs to Be in Place?

1

Logo: Wealth Strategies For Everyday People

Navigation: Home, About Us, Financial Protection, Income Generation, Future Planning, Resources, Get Help

Hero Section: CLAIM YOUR "JUMPSTART TO FINANCIAL FREEDOM" BLUEPRINT. Includes a video player and a form to request the blueprint.

Sub-sections: Protect Your Finances And Grow Your Income. Three small images: people celebrating, a growing plant, and hands holding a stack of money.

2

Navigation: Home, About Us, Blog, Personal Products, Testimonials, Contact Us

Hero Section: 7-Step Lead Generation Quick Start Guide. Includes a video player and a form to request the guide.

Sub-section: 10-Day Online Marketing Bootcamp. Includes a video player and a form to request the bootcamp.

3

Navigation: Home, About, Work With Us, Student Resources, Contact Us, Privacy Policy

Hero Section: Get A Free 10 Day Online Recruiting Boot Camp. Includes a video player and a form to request the boot camp.

Sub-section: FINALLY! Includes a video player and a form to request the content.

4

Navigation: Home, About Us, Blog, Work With Us, Testimonials, Contact Us, Sign Up Now

Hero Section: FREE 100% DOWNLOAD. Includes a video player and a form to request the download.

Sub-section: Network Marketing Tip So That You Can Overcome Your Excuses. Includes a video player and a form to request the tip.

5

Navigation: Home, About Us, My Secret, Attraction Marketing, Products, Test Us

Hero Section: Shocking FREE Video Reveals How To Cash In On The 'Mobile Revolution' in 2014 And Get To \$7,332 PER MONTH With Less Than 100 Customers. Includes a video player and a form to request the video.

Sub-section: Train Yourself In Web Marketing As. Includes a video player and a form to request the training.

6

Navigation: Home, About, Blog

Hero Section: End Your Frustration, Rejection and Struggle in Network Marketing. Includes a video player and a form to request the content.

Sub-section: Why Company Leaders are Secretly Using the Internet to Prospect & Recruit, While Telling Their Downside to Keep It 'Old School'. Includes a video player and a form to request the content.

7

I am Karin Angelly,

and I am so excited that you are here! I am an online coach and entrepreneur that wishes to help you attain your goals.

8

Welcome to MikeandCarla.ca!

Did you know that 97% of people struggle to network marketing and home based business, and

9

Welcome My Website!



I help network marketers and Entrepreneurs build their business online and offline. I have extensive training in marketing, speech, and copywriting to help create an expanding and profitable business.

10

Sales Offer: 5-Step Traffic Dance To Explode Your Business - Step 2 [Video]

Free Gift! Get My Proven Video Lead Generation Formula...

The Exact Method Used For My Business Lead

Enter your Email Address:

Free Instant Access

11

12

Hello friends and thank you for visiting!

I am Lee Reardon! I have had a passion for entrepreneurship over the course of my life as I've seen you have felt the same way which is what lead you here. You had many business as well as many failures along my journey, but one thing is for sure, I have learned and grown from each of them. Because of that I have a burning passion to share what I've learned!

# And the Winner Is...

#11



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.com

# Wait... What?!? This One?!?

Home Meet Partner With Mental Wellness Contact Me Blog



Attract Your Dream Team Online. Free Video Training Course.



Name

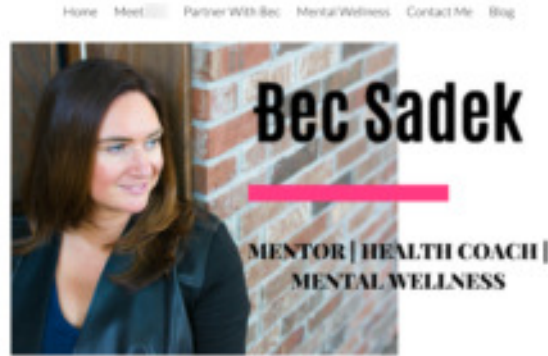
Email

[Get It Now](#)



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# Behold.. 6-Figure Website Glory!!!



# Let's Take a Closer Look...



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.com

# Blog Posts

Bec Sadek

[Home](#) [About Bec](#) [Partner With Bec](#) [Merch Website](#) [Contact Me](#) [Blog](#)

[Home](#) / [Blog](#) / Uncategorized / [How To Avoid Sabotaging Your Network Marketing Business On Social Media](#)

## How To Avoid Sabotaging Your Network Marketing Business On Social Media

Have you ever wondered if your business posts are annoying the heck out of people?

The truth is that many Network Marketers are unknowingly sabotaging their business on social media. In this blog post I'm going to share 5 different types of posts that are turning people off, but most importantly I'm going to share a strategy that will actually help you grow your business online.

Most up-liners are teaching an extremely outdated approach to building online. What worked 5 years ago to bring massive success to others in your company doesn't work anymore.

Even worse, it might actually be repelling people.

Top 5 Warning Signs That Your Social Media Posts Are Actually Spam:

1. Do you post photos of yourself drinking your magic shake?
2. Is your first private message to a stranger on social media including a link to join your opportunity?
3. Is your Facebook feed 80% before/after photos?
4. Do you PM people you haven't spoken to since High School?
5. Do you engage in interactions online, with a hidden agenda, hoping to transition the



**FINALLY!**

An Easy Way To Recruit People Into Your MLM Business Online - Rejection FREE - Without Wasting Your Time & Money Chasing Dead Best Prospects & Leads...

**ATTRACTION**  
— MARKETING FORMULA —  
**BOOT CAMP**

**CLICK HERE**

[About Me](#)



attractionmarketing.com

# Capture Page

**FINALLY!**

**A Simple Way To Recruit People** On Social Media - Without Turning Your Profile Into A Billboard Or Sending Awkward Private Messages.

This is the exact information I've personally used to build a team of 1000 people and rank advance 9 times in ONE year. Without social media spamming or using other outdated methods.

**In This 5 Day Bootcamp, You'll learn...**

- ✓ How to use social media to find and recruit highly qualified prospects into your business.
- ✓ A simple posting formula- That will have your prospects commenting and messaging YOU for more info.
- ✓ How to launch your business - and new team members online in JUST 7 days.
- ✓ How to build an audience of raving fans - and ready to buy prospects on Facebook.



Click the button below for your Attraction Marketing Boot Camp and receive step-by-step instructions on how to ATTRACT prospects & customers to your business!

**Yes! Send me my FREE Bootcamp!**



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# Light Box Capture Page

Almost there! Please complete this form and click the button below to gain instant access.

**Yes, I Want The Bootcamp!**

Enter your best email address below and click the "Get Instant Access" button to get your 10-day Bootcamp now...

Email

**Get Instant Access**

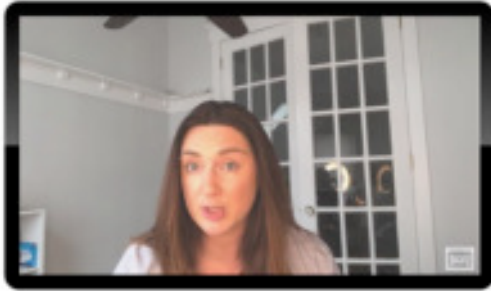
We respect your privacy. Your email address will never be shared or sold.



# Thank You Page

**AWESOME...** Your Bootcamp Is On The Way to your inbox...

(remember to check your spam folder if it isn't in your inbox)



To **FAST TRACK** your results watch the video and then click the button below to check out the **EXACT** strategy I personally used to build a team of 1000 people in **JUST** one year. This is the strategy that will teach you how to attract highly qualified prospects into your business without social media spamming or using other awkward and outdated strategies.

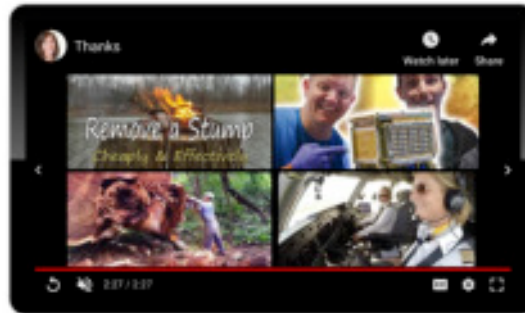
[Find Out Now!](#)



# At End of TY Video...

**AWESOME...** Your Bootcamp Is On The Way to your inbox...

(remember to check your spam folder if it isn't in your inbox)



To **FAST TRACK** your results watch the video and then click the button below to check out the **EXACT** strategy I personally used to build a team of 1000 people in **JUST** one year. This is the strategy that will teach you how to attract highly qualified prospects into your business without social media spamming or using other awkward and outdated strategies.

[Find Out Now!](#)

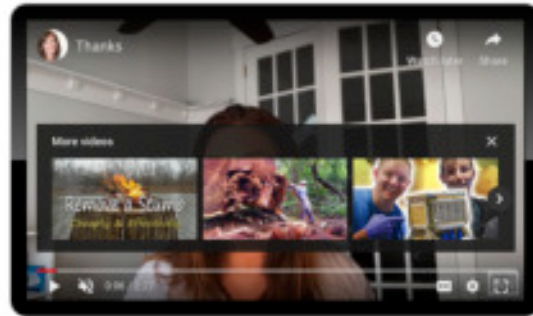


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# If You Pause Her TY Video...

**AWESOME...** Your Bootcamp Is On The Way to your inbox...

(remember to check your spam folder if it isn't in your inbox)



To FAST TRACK your results watch the video and then click the button below to check out the EXACT strategy I personally used to build a team of 1000 people in JUST one year. This is the strategy that will teach you how to attract highly qualified prospects into your business without social media spamming or using other awkward and outdated strategies.

[Find Out Now!](#)



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# Bec's Page Creator Pro Site

- \$104,261 in Commissions w/ EMP
- Lead List of Over 10,000 Prospects
- 6-Figure MLM Income
  - Joined a New MLM in April of 2018
  - First 5-Figure Month Oct
  - Currently at \$15,000 Minimum per Month
  - Team of Over 1200 Distributors



# In Fact...

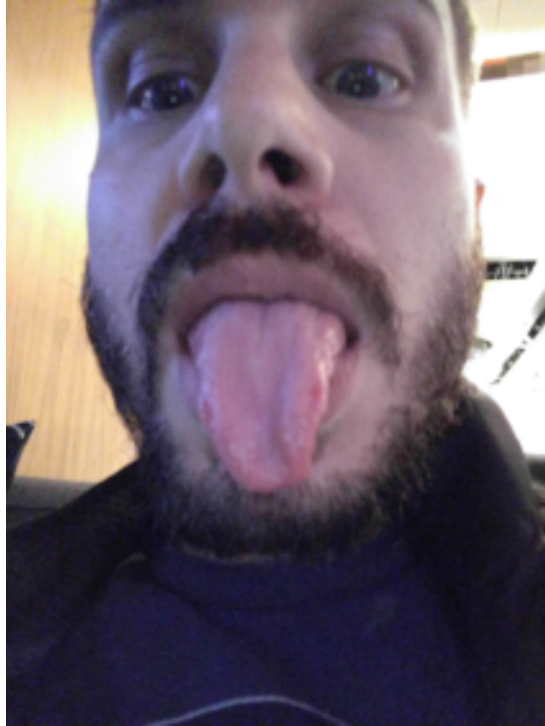
- Bec Sadek...
- Whit & Cari Higham...
- Brandy Shaver...
- Bren Blaze...

All Used PCP Well Into 6-Figures



# It's So Easy...

## Tim Erway Can Do It!



# Website Components

## – Homepage

- Tagline/Hero Shot Message
- Welcome Message
- Professional Photo

## – About Me


## – Products

## – Work with Me

## – Blog



# Homepage



"Hi, My Name is JT DeBolt &

....

I Help Speakers 10X Their Speaking Business and Create The Ultimate Speaking Empire...



**FINALLY!**

An Easy Way To Recruit People –Rejection FREE -- Without Wasting Your Time & Money Chasing Dead Beat Prospects & Leads...

[Get Instant Access!](#)

## HELLO AND WELCOME TO YOUR SPEAKING EMPIRE!

My name is JT DeBolt and I work with people like you who are motivated and serious about building a thriving speaking business and lifestyle which allows you to get paid to travel & see the world. I am world renowned speaker, trainer, best selling author, husband and father of 2 incredible kids.

Over the past 10 years, I've mastered the art of speaking, training and selling from stage - both low ticket and high ticket sales - and have helped countless clients maximize opportunities that come from hosting live events.

Unlike most professional speaker trainers, I like to help my clients identify their unique differentiator which can set them apart in the speaking world, while rooted in the on-stage fundamentals of the world's highest paid professional speakers.

# About Me

## ABOUT ME



**Identify your purpose and audience.** Before you get started writing, you need to know who you're writing for. The bio you would write for a personal web page might be very different than the bio you would write for a college application. Use this to make your bio appropriately formal, funny, professional, or personal.

**Narrow down your information.** Be ruthless here—even the most interesting of anecdotes may not be appropriate. For example, an author's bio on a book jacket often mentions past writing accomplishments, whereas an athlete's bio on a team website often mentions the person's height and weight. While it's often okay to add a few extraneous details, they should not make up the majority of your bio.

**Write in the third person (optional).** Writing in the third person will make your bio sound more objective – like it's been written by someone else – which can be useful in a formal setting (ex. for work). If the bio is personal, however, writing it in the first person will make it sound friendlier. Write your name. This should be the first thing you write. Assume that the people reading the bio know nothing about you.

**State your claim to fame.** What are you known for? What do you do for a living? Don't leave this to the end or make your readers guess—they won't and they may well lose interest quickly if it's not up front. This should be explicitly stated in the first or second sentence. Usually, combining it with your name is easiest.

**Mention your most important accomplishments, if applicable.** This is a tricky one, and might not be applicable in all situations. Remember that a bio is not a resume. Do not list your accomplishments, and only include them if they are relevant and you have space.

His 2011 series "All that and More" earned him Boulder's prestigious "Up-and-Comer" award.

**Include personal, humanizing details.** This is a nice way to invite the reader to care. It's also your chance to get some of your personality across.

When he isn't glued to a computer screen, he spends time working in the garden, playing trivia at the pub, and trying very hard not to be the worst pool player in the Rockies.

**Include contact information.** This is usually done in the last sentence. If it's to be published online, be careful with the email address in order to avoid spam. Many people write email addresses online as something like: greg (at) fizzlemail (dot) com.

**You can reach him at dkeller (at) email (dot) com.** Aim for at least 250 words. For an online blurb, this is just enough to give the reader a taste of your life and personality without becoming a bore. For a more serious post such as a college entrance bio, delve into the details a little more.

**Proofread and revise.** Rarely is writing perfect the first time it hits the pages. And because personal bios are only a small snapshot of a person's life, upon rereading your bio, you might realize there was information you forgot to include.

# Products Page

## PRODUCTS

### ATTRACTION MARKETING FORMULA -BOOTCAMP

#### 10 Day Recruiting Bootcamp

Finally, An Easy Way To Recruit - Rejection FREE - Without Wasting Your Time & Money Chasing Dead Beat Prospects & Leads...

This is the exact info used to grow a 6-figure network marketing business and finally fire your boss... without cold calling or bugging friends & family... and I'd like to show it to you as well!

In this 10 day Online Recruiting Bootcamp, you'll learn...

- ✓ About how to use the internet to generate leads, separate your hot prospects from the "suspects" and get paid to do it.
- ✓ How to become the hunted, instead of the hunter and have prospects knocking down your door or calling you with credit card in hand, ready to join or buy from your business.
- ✓ Get a Cool Method to Get Leads & Prospects to Call YOU about Your Business.



Click the "GET ACCESS NOW" button below for your Attraction Marketing Boot Camp and receive step-by-step instructions on how to ATTRACT prospects & customers to your business!

GET ACCESS NOW

### ATTRACTION MARKETING FORMULA

#### Recruit Rejection Free

Are You Ready To Kick Rejection To The Curb And Explode Your Network Marketing Business?



# Work with Me

## WORK WITH ME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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## WHO I'M LOOKING FOR...

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# Blog Posts

## How to Attract High-Quality Prospects, Enroll Serious Builders into Your Business, and Grow Your Team – FAST! – Using LinkedIn



This sound familiar...? You're constantly inviting people to take a look at your business—but all too often you're hearing a resounding, "No!" ...or worse yet, "Let me think about it." Kinda discouraging, right? Maybe you've started thinking to yourself... "Sheesh, I just want to stop CHASING people!" How do I get people to ASK ME about my business? How can I finally [...]

[Read More](#)

by [S338v0928C](#)

## 7 Powerful Ways to Add Thousands to your List and Master the MLM "Numbers Game"



### FINALLY!

An Easy Way To Recruit People Into Your MLM Business Online - Rejection FREE - Without Wasting Your Time & Money Chasing Dead Best Prospects & Leads...!

  
**ATTRACTION**  
— MARKETING FORMULA —  
**BOOT CAMP**

[CLICK HERE](#)

### About Me



Elite Marketing Pro is a global community of over 20,000 active small business entrepreneurs in more than...



Walkthrough of...

# WORDPRESS & THRIVE



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.com



“You’re Always Influencing”

# HOMEPAGE COPYWRITING



# Tagline/Hero Shot Message

## Tagline Formula:

- “I Help/Train/Coach [Target Market] to Use [Something Cool] to [Get Result/Benefit] ”
- “I Help/Train/Coach [Target Market] [Get Result/Benefit] and [Benefit of Benefit] “
- “I Help/Train/Coach [Target Market] to Use [Something Cool] to [Get Result/Benefit] So They Can [Benefit of Benefit]”



# Bumper Sticker:

“Who Do You Help and What Do You Help Them Achieve?”



ADRIAN  LINDEEN

I help entrepreneurs and network marketers  
take their business online the modern way  
creating rapid success so they can  
live life on their terms.



attractionmarketing<sup>™</sup>  
.com

*hm*  
Helen Martin

**Helping Home Based Business Owners & Entrepreneurs  
Leverage Social Media to Build Their Business**

- Social Media Strategies
- Branding
- Attraction Marketing
- Video
- Personal Growth



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.com

Helping **Business Owners & Entrepreneurs**  
Use The Internet To **Generate More Leads**  
& **Make More Sales.**



**attractionmarketing**  
.com



*Hi*, my name is Brandy Sher Shaver.  
I coach and train network marketers like  
you, to use **powerful online strategies**  
to build a successful business  
*that you love!*



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.com

# Take 15 Minutes to Write the 1<sup>st</sup> Draft of Your Tagline

**GO!**

Say 'Hi!'

# WELCOME MESSAGE



# Approach #1 - ICU

1. Identity - Who I Am & What I Do
2. Credentials - What I've Accomplished & Done for Others Like You
3. Unique - What I Do That Is Unique, Different or Better Than What You May Have Seen



## HELLO AND WELCOME TO YOUR SPEAKING EMPIRE!

My name is JT DeBolt and I work with people like you who are motivated and serious about building a thriving speaking business and lifestyle which allows you to get paid to travel & see the world. I am world renowned speaker, trainer, best selling author, husband and father of 2 incredible kids.

Over the past 10 years, I've mastered the art of speaking, training and selling from stage - both low ticket and high ticket sales - and have helped countless clients maximize opportunities that come from hosting live events.

Unlike most professional speaker trainers, I like to help my clients identify their unique differentiator which can set them apart in the speaking world, while rooted in the on-stage fundamentals of the world's highest paid professional speakers.



## Hi and Welcome!

---



My name is Bec and I work with people like you who are motivated and serious about building a thriving business and an amazing life. I am a business mentor, speaker, health coach, and mom of 2.

Over the past several years I've built a successful Network Marketing Business and a thriving health coaching practice.

Everyone has something special and unique to offer the world. I am here to help you stand out from the crowds and build the business of your dreams.



## Welcome & Hello!

Hi, my name is **Brandy Sher Shaver**. I train and coach network marketers to use **powerful online strategies** to build a successful business that you love!

If you'd like to get your hands on **proven ways and unique methods** to use the internet to recruit and grow your team, you are in the right place!

- Brandy x



# Welcome To Adrian Lindeen DotCom!

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It's great to meet you! I'm a wife and mom of 2 and I also have a passion to help Network Marketers and Entrepreneurs create rapid success while living life on their terms. Let me know how I can help you create your own success story!



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.com

# Approach #2 - 60 Second Sales Hook

1. Identity - Who I Am & What I Do
2. Struggle - Brief Story of Struggle
3. Discovery - What You Discovered & How Does It Works
4. Result - Business Result from Discovery
5. Impact - Positive Impact on Your Life



## **Identity**

I'm Kevin Rogers, I spent years as a dead-broke stand-up comedian, until I discovered how a simple joke formula can be used as an irresistible sales hook and began teaching marketers how to use it to skyrocket sales and grow their businesses. Now, I'm one of the most in-demand sales consultants online, earning more in one month than I once did in an entire year.



## Natural Health

Hi, I'm Kevin Rogers, 6 years ago a blood infection I contracted during a routine dental cleaning left me minutes from death. A heart surgeon saved my life, but the new medications were killing me all over again. Then I discovered a natural solution that has helped me get into peak condition and rid myself of dangerous and expensive prescriptions forever.



- Hi, I'm Ferny Ceballos and I'm the Co-Founder of the No Excuses Summit. When I got started in network marketing 8 years ago, I struggled for an entire year, unable to make money or sponsor people, constantly dealt with rejection and criticism from my friends and family for being involved in one of those "pyramid things". Then one day, I discovered a unique method for recruiting and selling on auto-pilot using the internet, which transformed my life and income forever. Two years later, I was able to quit a job I hated, four years later my business had grown to 7-figures and today I devote my life to helping ALL home business entrepreneurs build automated systems for growing their incomes online.



# 60SecondSalesHook.com

**EXECUTABLE IDEAS**

**The Amazing 60-Second Sales Hook That Creates An Instant Bond With Your Best Prospects...**



**PLUS:** get fill-in-the-blank templates and word-for-word video scripts that instantly establish Know, Like and Trust with visitors to your site!

*Kevin Rogers*

First Name \*  
First Name \*  
Email \*  
Email \*  
Which best describes you? \*  
 I'm a freelancer  
 I'm a business owner

[Download Now](#)



Hi, I'm \_\_\_\_\_

I'm a [AGE, JOB TITLE, FORMER JOB TITLE] from  
[PLACE].

For years I struggled to [HURDLE YOU COULD NOT  
OVERCOME].

Then I discovered [SPECIFICS OF DISCOVERY].

Now I [RESULT OF DISCOVERY] and...

[POSITIVE EFFECT OF DISCOVERY ON YOUR  
LIFE OR LIFE OF CLIENT, LOVED ONES ETC.]



**Take 20 Minutes to Write the 1<sup>st</sup>  
Draft of Your Welcome Message!**

**GO!**

It's About Selling You!

# ABOUT ME PAGE



# About Me: An Ad to Sell You!

1. ICU:
  - Who I Am & What I Do
  - What I've Accomplished & Done for Others Like You
  - What I Do That is Unique, Different or Better Than Everything Else
2. Story of Struggle:
  - Problem
    - (Info) Convey or State the Pain/Problem
    - (Info) Problem's Impact on Business Results (or Lack Of)
  - Personal Impact
    - (Info) Problem's Impact on Personal Life
    - (Emotional) Convey Specific Emotional Turning Point\*
3. Story of Triumph:
  - Solution
    - (Info) State That You Discovered a Solution
    - (Info) Solution's Impact on Business / Benefits
  - Dream
    - (Info) Solution's Impact on Personal Life
    - (Emotional) Convey Specific Positive Emotional Moment\*
4. CTA: Tell Them What To Do If They'd Like Your Help



My name is Bec and I work with people like you who are motivated and serious about building a thriving business and an amazing life. I am a business mentor, speaker, health coach, and mom of 2.

Over the past several years I've built a successful Network Marketing Business and a thriving health coaching practice. I believe that everyone has something special and unique to offer the world. I am here to help you stand out from the crowds and build the business of your dreams.

---

## Bec's Business Story

8 years ago I left my corporate job and became a board certified Holistic Health Coach. About a year into having my own health coaching practice I was introduced to Network Marketing and fell in love with the industry and all that it has to offer. With no prior experience I was able to earn six figures in my first 15 months.

However, it wasn't always easy and I learned very quickly that the way I built my business at the start wasn't going to sustain itself long term. I burnt myself out, bugged my family and friends, and knew I had to find a new way. I've since learned that the key to building a sustainable business in this industry is leverage. Especially, if you are looking for true freedom in your life.

I now build my business almost exclusively online. I have an online system that attracts new prospects daily and has helped me to rank advance in my company 7 times in 4 months. But the best part is because of this system I don't have to stress about where my next prospects are coming from.

I work with my team and other entrepreneurs to help them discover their unique qualities and how to bring it to the world. You are so much more than shakes, vitamins, skincare or makeup. When you can tap into who you truly are at the core, you will break away from the crowds and attract your tribe.

No home parties, cold calling, or hotel meetings required.



Partner With Bec

# Read More Stories

- [BecSadek.com](http://BecSadek.com)
- [WhitandCariHigham.com](http://WhitandCariHigham.com)
- [BrandySherShaver.com](http://BrandySherShaver.com)

# YOUR HOMEWORK:

Write 1<sup>st</sup> Draft Of  
Your 'About Me' Story



Just In Case They are Ready...

**“WORK WITH ME” PAGE**



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.com

# General Structure

1. Flag - Who This is For?
2. Company - Why I Choose My Company...
3. Who - Who I Am Looking For...
4. Benefits - What You Get by Joining
5. CTA - If You're Ready, Do This Next...



# Application

- Use the Process Inside the 'Expert Branded Enrollment Funnel' Course
- After Application
  - Can Send to Call Scheduler
  - Or Send to Video Overview, Then Instruct to Schedule Call After Watching



# YOUR HOMEWORK:

Write 1<sup>st</sup> Draft Of  
Your 'Work with Me' Page

