



W O R K B O O K

3 Steps to Make Your Homepage a Success

A 3-step process to help you create an engaging website that stands out, attracts the right people, and powers your marketing.

How to Make Your Homepage Stand Out in a Noisy World

What's the most important thing your website must do? Communicate the problem you solve.

To compete, your site must do the following:

- Stand out in a sea of noise
- Capture a visitor's attention
- Keep them engaged

You must quickly convey why someone should choose you.

1. Proof of your expertise
2. Why you're uniquely qualified to fix their problem
3. How you will transform their business

Think about potential customers visiting your website for the first time. Can they quickly tell what problem you solve? Are they led toward a solution? And if they are, is it easy for them to take the next step?

Your website is at the mercy of a high level of hasty decisions instantly determining how a viewer sees your site.

In the blink of an eye, website visitors will form an opinion about your website and whether they'll stay or leave. It needs to stand out, capture your ideal customer's attention, and keep them engaged.

The best place to start?

The top of your homepage.

In this 2-hour workshop, we'll go through a 3-step process to help you create an engaging homepage message that stands out, attracts the right people, and powers your marketing.

1. Define Your Ideal Customer

Who is your ideal customer?

Most businesses are suited to serve a narrowly defined market segment best — kind of like a sweet spot. So, work to define the type of customers (businesses) you should be working with.

Start by asking yourself the following questions:

Am I focusing exclusively on businesses (B2B), consumers (B2C), or both?

What is the ideal company size?

What industries or specific groups of people are a good fit? Some businesses might have 3-4 segments (commercial, public, residential, industrial)

Where are they? Are they local, national, or global?

What type of business is NOT a good fit? (See the quadrant.)

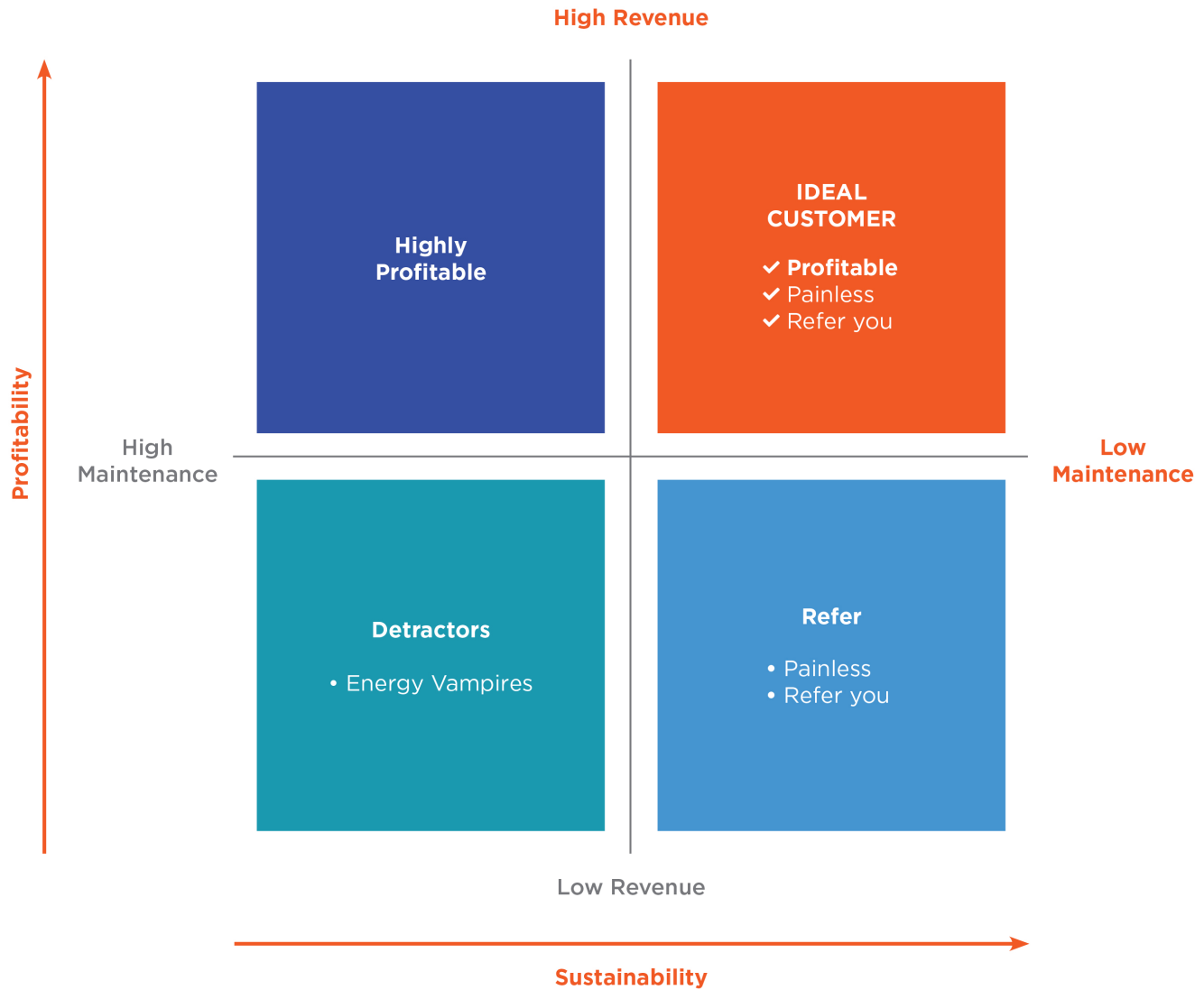
Who is your ideal customer? (Don't worry. We'll come back to this.)

What is their biggest frustration – the thing you're uniquely qualified to fix?

1. Define Your Ideal Customer

a. Rank your current customers

Customer Value Quadrant



Hawthorne CPAs	5
Chadwick Accounting	5
HBL Law	4
Johnson Engineering	3
AGN Environmental Consulting	2

1. Define Your Ideal Customer

b. Interview your customers

Interviewing ideal customers should be the bedrock of your marketing

You don't have to interview 101 people. Five to ten tightly crafted interviews should do the job.

During the interview, avoid a script or survey-like robotic approach. This is the best way to get your interviewee to clam up and try to get you off the phone. Instead, take a conversational approach. Start slow and let them unveil their own story about the process they just went through.

Ditch the script and build rapport. A friendly, relaxed conversation usually translates to a longer and more valuable interview. **(Ask for a testimonial during the interview.)**

Why did you start your search? What were your top priorities?

What were you looking for? What does success look like?

What was the process (Google, referrals, social, etc.)?

How did you evaluate businesses? Which aspects of competing companies was most critical?

What attracted you to us? What kept you around?

Why did you decide to buy from us? What would have held you back from hiring us?

What do you think of our process? Teamwork? Systems?

Why did you stick with us? What makes us unique? What do we do best?

What could we do better?

1. Define Your Ideal Customer

c. Online reviews

If you're stuck, get your creative juices flowing by looking at your online reviews.

Also look at your competitors customer reviews.

What words do customers use to describe products? Services? Team?

What words are repeated and become common themes? Write those down.



Terri N

1 review



★★★★★ 3 months ago

Positive: Professionalism, Punctuality, Quality, Responsiveness, Value

Schloegel just finished a 3 month project in my home; two baths, kitchen and fireplace and bannister. Project finished on time, communication was great, and I love the finished product. They worked with me on lowering costs where possible and we still fit in some custom elements. They listen and help to stay in your budget. Their process was the selling point for me, they keep things moving and on time, with an entire team on our project. They hire professional, knowledgeable employees and use professional subs. Would definitely use them again!

Service: Remodeling



Like

Response from the owner 3 months ago

Terri, thanks so much for sharing your Schloegel remodeling experience! Hope you're enjoying your kitchen and bathrooms. We look forward to working with you again!

1. Define Your Ideal Customer

d. Create a buyer persona

Don't just think about an Ideal Customer. Think about Your Ideal Buyer. What are their goals, needs, problems? The questions below are similar to the interview questions (about their journey).

What are their top priorities?

How do they research?

What, specifically, are they looking for?

What might hold them back from buying from someone like you?

What does success look like to them?

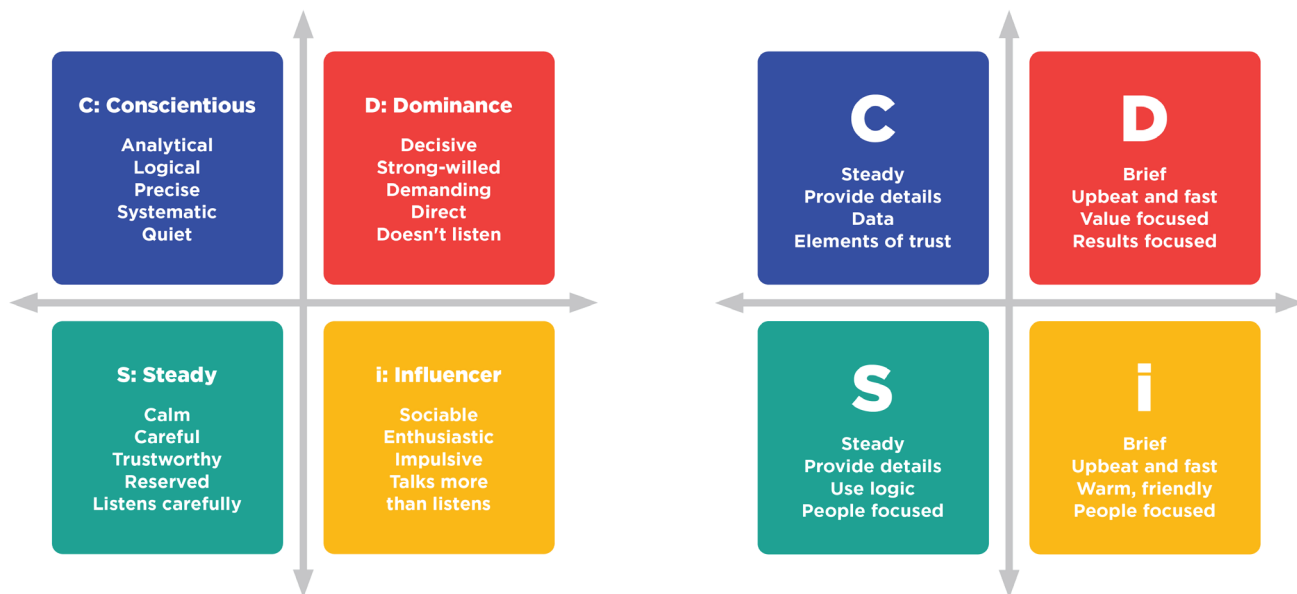
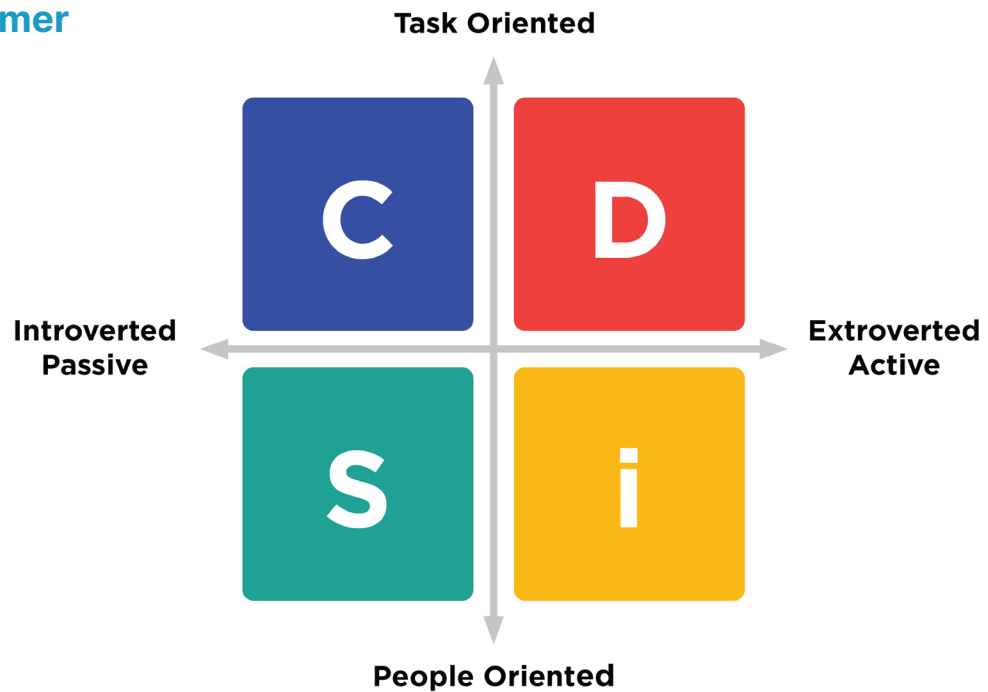
Why did you decide to buy from us? What would have held you back from hiring us?

What do you think of our process? Teamwork? Systems?

1. Define Your Ideal Customer

e. DiSC Profiles

DiSC is a personality test used to understand people's behavioral differences.



Jim – Project/Development Manager for Denver-area Builder

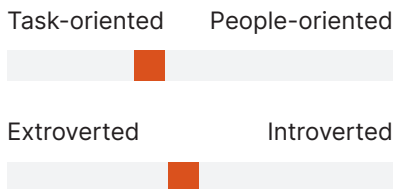


Age: 45
Position: Project/Dev Manager
Industry: Building
Education: BA Construction Engineering
Location: Denver

Jim is a top project manager at a home building company focusing on multifamily and multifamily affordable housing. Jim has to work with many sub-consultants – landscape irrigation, plumbing, mechanical/electrical, architects, etc.

He also needs an expert green building/performance consultant to help him understand local energy code requirements and implement green building programs. And guide him through the entire green certification and energy code compliance process.

Personality and Characteristics

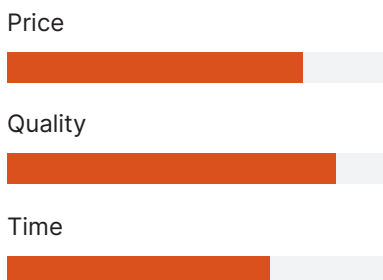


Task-oriented and principled, he values quality work, a seamless process, and communication. Trust, transparency, and responsiveness are key. He needs expertise and guidance to remove the uncertainty, burden, and stress of green building. He wants a team that knows the cost implications and will collaborate to implement cost-effective solutions.

Media Usage

- Reads trade publications
- Google search
- Limited social media but is on LinkedIn
- When Jim visits a website, he wants to know what you do and how you do it.
- He still relies on referral-based networking

Motivation



Goals

- To find the most cost-effective, hassle-free way to achieve code requirements, green certification, and energy code compliance.

Wants and Needs

- Expertise, out-of-the-box thinking, tight process, and cost-effective solutions.

Problems and Frustrations

- Requirements for new energy codes and green building programs are always changing, and construction costs, can be a hassle, and bring complexities, from extensive documentation to costly retesting fees.
- He doesn't understand all the requirements, there's too much to digest, and is overwhelmed by the complexities of the certification programs.
- Past consultants have not been as collaborative and creative.

Transformation

- **From** experiencing the pain of green building programs that are complex, expensive, and a hassle that cost time and money.
- **To** elated because the team he hired helped him complete a cost-effective, stress-free project. Buildings that are great for residents, the environment, and are more profitable.

2. What triggers them to contact you?

So, let's think about the triggers.

What pain motivates a developer to contact a Green Building Consultant?

They need their green building projects certified without the pain.

What pain motivates someone to contact a Couples Therapist?

A troubled relationship. A crisis point. A need to heal pain. Change. Transformation.

What about a Plumbing, Heating, and Air company?

What pain motivates someone (a slightly stressed homeowner) to contact a service store like Front Range Plumbing, Heating, and Air? The motivator could be any of the issues below...

- a. My heat pump quit working.
- b. The water pressure in my house just doesn't seem strong enough.
- c. My AC unit is over 20 years old.

Three different reasons why they might contact this company. So, if our contractor simply understands more about their ideal customer. They can create an uncomplicated message that appeals to emotion. Something like comfort.

A Kitchen Remodeling company?

To avoid a bad contractor experience. And instead, have an amazing experience.

Someone taking martial arts might want to increase confidence or reduce stress (with self-defense skills a secondary consideration).

A creative firm owner might **buy flowers to spark creativity at the office**.

Someone looking to hire a photographer might want to remember an important life event.

Someone tubing on a river might be more focused on making their kids happy and having a fun family event to remember.

2. What triggers them to contact you?

According to Harvard professor Gerald Zaltman, the decision to buy is made subconsciously.

People are driven by unconscious urges, the biggest of which is emotion.

Emotion is what really drives their decision to buy.

This is important because it helps us understand that people are driven by feelings.

You've probably heard one or all of the following:

- *“Sell The Sizzle, Not The Steak.”*
- *“Sell the Benefits NOT the Features”.*
- *“Sell People What They Want, NOT What They Need”.*

So, focus on the outcome of what you're offering.

That's what they want. **Yes, sell the features but lead with the benefits.**

It's must to clearly understand your buyer's intent. What are the triggers that will get them to contact you?

[illegible]

3. Clarify how you will help them (and what they need to do next)

Green Building Consultant:

Ideal buyer: Multi-unit developer

Triggers: Overwhelmed with green building requirements

Outcome: Achieve green building success

How we help: Proven green building consulting

[Ideal Buyer] [Triggers] will [Outcome] with our [How We Help].

Multi-unit developers overwhelmed with green building requirements will achieve green building success with our proven green building consulting services.

What triggers them to contact you? Need their green building projects certified without the pain. (A cost-effective and stress free path.)

How will you help them (your expertise)? We'll help you meet building science objectives and attain green certification and energy code compliance without the extra cost or hassle.

What is the outcome of working with you? You'll have a cost-effective and stress free path to **green building success.**

What should they do next (Call to Action)? Get a free project assessment.

Call us: [833-GRN-TEAM \(476-8326\)](tel:833-GRN-TEAM)



[Services](#) [Projects](#) [About](#) [Where We Work](#) [Blog](#) [Contact](#)

You Need a Cost-Effective and Stress-Free Path to Green Building Success

We'll help you meet building science objectives and attain green certification and energy code compliance without the extra cost or hassle.

[Let's start the process >](#)



3. Clarify how you will help them (and what they need to do next)

Couples Therapist:

Ideal buyer: Couple (or individual) in a long term relationship looking to address relationship issues

Triggers: Need to change their troubled relationship

Outcome: Rediscover passion, commitment, and meaning in your relationship

How we help: Proven structured model of therapy for couples

[Ideal Buyer] [Triggers] will [Outcome] with our [How We Help].

Couples looking to transform their troubled relationship will rediscover passion, commitment, and meaning with my proven structured model of therapy for couples.

What triggers them to contact you? A troubled relationship. A crisis point. A need to change.

How will you help them (your expertise)? I help couples with relationship issues.

What is the outcome of working with you? Rediscover passion, commitment, and meaning in your relationship. Experience a life-transforming journey that leads to greater love, trust, and personal growth.

What should they do next (Call to Action)? Let's talk (discovery call).

ryan
therapy services

(253) 209-2365
Serving Gig Harbor and the Tacoma Metro Area

Work with me About Blog Contact [Book your free discovery call](#)

It's time for your relationship to thrive.

Now is the time to heal pain, envision the relationship you desire and embrace transformation.

[LET'S GET STARTED >](#)

3. Clarify how you will help them (and what they need to do next)

Plumbing, heating, and air company:

Ideal buyer: Stressed homeowner

Triggers: My heat pump quit working. My AC unit is over 20 years old.

Outcome: We'll keep your family comfortable.

How we help: 20 years providing plumbing, heating and cooling services.

[Ideal Buyer] [Triggers] will [Outcome] with our [How We Help].

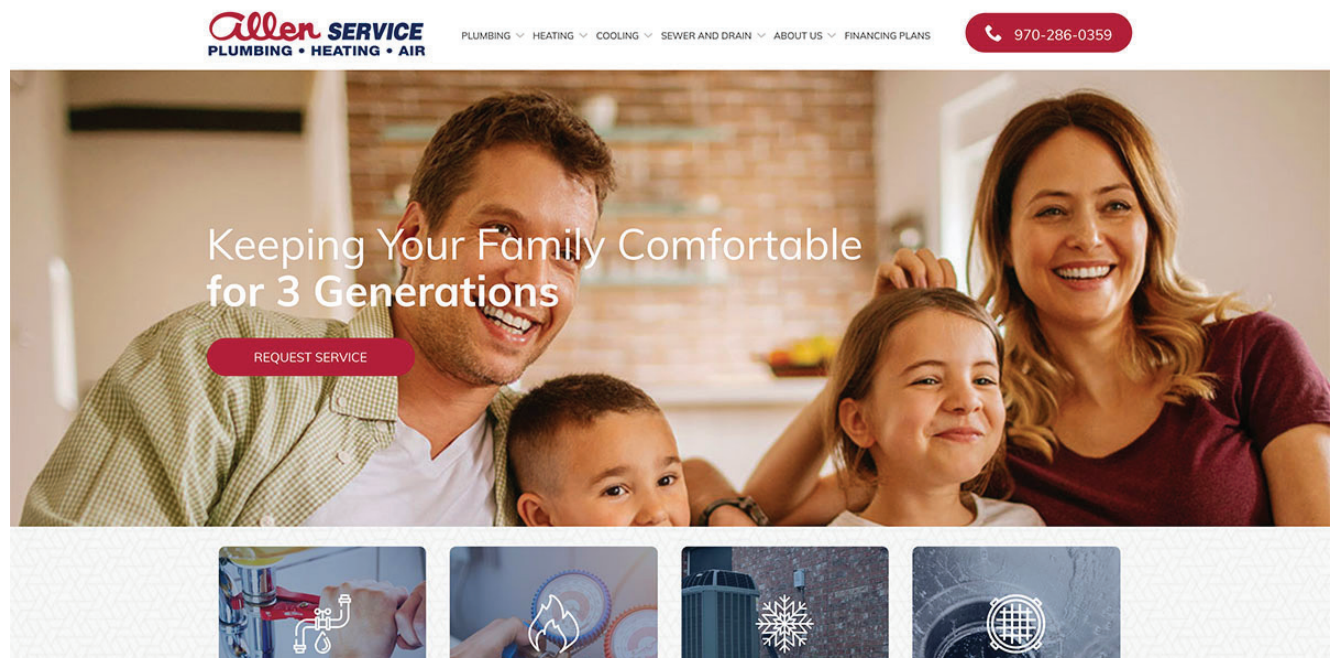
*We've helped **Stressed homeowners keep their families comfortable or over 20 years** with our **plumbing, heating, and cooling services**.*

What triggers them to contact you? My heat pump quit working. My AC unit is over 20 years old.

How will you help them (your expertise)? Serving homeowners with plumbing, heating and cooling services for over 20 years, we're the most trusted plumbing, heating, and AC company for homeowners greater Fort Collins. We only hire and train technicians that meet our high standards, our culture is built on dependability, trust, and professionalism, and our goal is to keep your family comfortable.

What is the outcome of working with you? We'll keep your family comfortable. *(Sell the sizzle!)*

What should they do next (Call to Action)? Request service.



Focus your website copy on your customer's needs

1. What triggers them to contact you (problem, need, pain)?

2. How are you uniquely suited to help them (your expertise)?

3. What is the outcome of working with you?

4. Create a call to action for them to get started.

Clarify your core homepage brand message

Your business:

Ideal buyer: _____

Triggers: _____

Outcome: _____

How we help: _____

[Ideal Buyer] [Triggers] will [Outcome] with our [How We Help].

Positioning:

For [Ideal Buyers] who [Need or Desire/Triggers], [Your Business] is a [Category] that [Key Benefit] Unlike [Competitors] [Main Differentiator].

Sandler Training:

We are a [Business Category] that works with [Ideal Buyer]

They often feel (Need/Frustration)

We help them with (Service/Product) so they can (Aspiration)

Duct Tape Marketing Talking Logo::

Action verb, [I show, I teach, I help]

*target market, [Business owners, homeowners, teachers, divorced women, Fortune 500 companies] how to
xxxx = solve a problem, get a result or meet a need.*

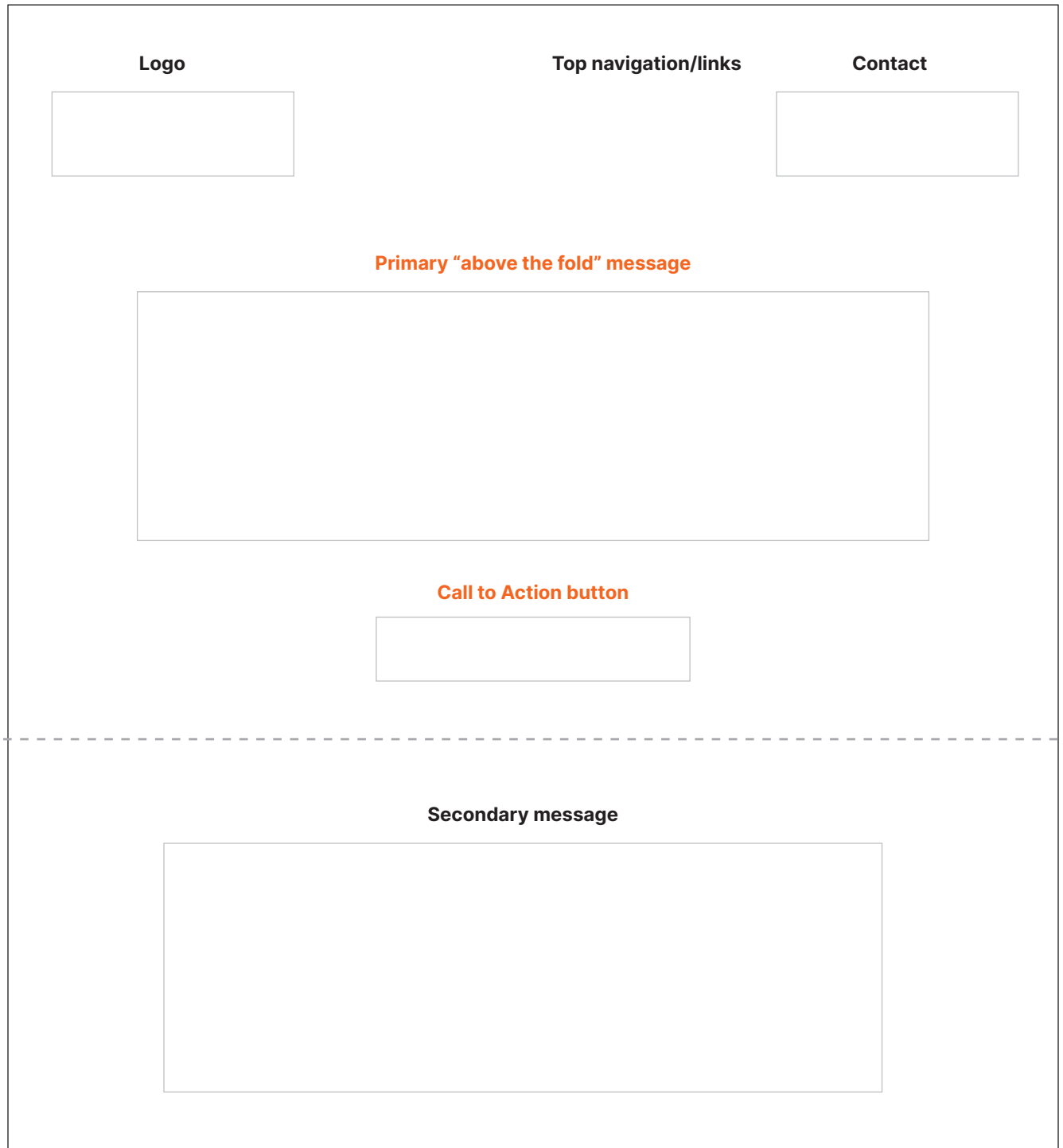
What triggers them to contact you? _____

How will you help them (your expertise)? _____

What is the outcome of working with you? _____

What should they do next (Call to Action)? _____

Guide: A basic template for your website





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