It has to be you

If you are the face of your brand, it's really important that you are seen. I speak from experience because I fought this for years. My previous business was called KISS, Keep It Simple Sweetheart, and I was hiding behind my laptop. I wasn't coming out here At all.

And maybe people didn't feel that way because I was still doing some Wednesday Facebook Lives, but for me, I kind of knew I was still hiding.

Be you. That's who we want. That's who we want to see on the home page of your website. We want to see you. We want to know who you work with.

What problems you solve for them, and your call to action. You, the people you work with, problems you solve, and your call to action. And your call to action doesn't have to be some big giant leap to buy something from you. We're thinking strategically. This is week one.

We're going through. We want to think about the customer journey.

So the people that land on your website, your web visitors, they may know you from socials. They may have found you in a search engine.

We want to give them a taste to move closer to you.

Think of it like a taster plate. You know, if you go into some stores and they want to give you a sample. This is what we're doing. It's that sample that says, see whether you like us or not.

And when have you had that sample? I don't know why I'm thinking of cheese in a supermarket. When you've had that sample, you know whether you want to go back for more or whether it was like, that's fine, but it's not for me.

That's what we're getting here. If people say— I'm not sure if you're getting the cheese analogy. That's fine. It's not for me. That's also a good thing.

You don't, you don't want to— saying wasting time sounds awful, but you want to work with the people who want to work with you.

We don't want tyre kickers. We don't want time wasters. So the strategy of your website, the alignment of it, is to find the people who want to work with you, and that's by you telling them simply Who you are, what you do, how you can help them, and then helping them take the next step. Just one small step towards you. That's today's video.