

**#1 INTERNATIONAL BESTSELLER**



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*Lynn Margolis Photography*



**"A MUST read!"**

*Nina-Maria Görgens, Holistic Health*



**"Full of golden nuggets."**

*Tony Snow, CEO, Creative Coach*

# PLAN YOUR WEBSITE

The 10 Step Guide to an  
Online Strategy that will Get Results

**STEVE WOODY**

**FREE WORKBOOK**  
DOWNLOAD LINK INSIDE

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Online Mastery Limited

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I dedicate this book to my two girls, Jaime and Lilly.  
Without them, I simply wouldn't be here today.

# What People Are Saying

Steve is one of the world's leading experts in his field. We run a multi million-dollar company and Steve has personally had a profound impact on the success of our launches. It is rare that you work with someone that provides measurable 1000's of percent return on investment, but Steve truly has for us on many occasions.

*Ben Croft, CEO - WBECS*

This book contains sound marketing ideas for a digital world. It is written for people who are setting up a new business or want to have a better presence online. Even more powerful is the author's story behind the book.

*Daniel Priestley, Entrepreneur and Best-Selling Author*

If you can't get results using this comprehensive guide, you should probably get a job and leave entrepreneurship for others.

*Michael Serwa, High-end Life Coach, Speaker & Author*

I had a website but it wasn't performing. I created a strategy with Steve's help to make my website and online communication more effective. This allowed me to simplify the user experience and double the prices of my digital programs (and sell more)! People's response to my new site has been amazing.

*Jaime Miller, ESL / ELT Teacher Trainer*

I can't tell you the number of clients I've helped since 1995, building websites. It's thousands. If I could do it all again, I would write a book that covered everything they needed to know about building their website. Thankfully, going forward, I just need to point to Steve's incredible book. He's already done all the hard work. The best part is that when I point to it, my clients thank me. Me! Simply for pointing the way to an amazing resource. You should try it.

*Chris Lema, CTO - Crowd Favorite*

Whether creating your own website or getting someone to do it for you, this book is the perfect starting point. Steve shows you how to make your website work for you once it's launched, not just plan it. He explains what you need to know from the techie side, very simply, especially if you are commissioning it, so you know what questions to ask. Great book for entrepreneurs, start-ups and established business owners.

*Baiju Solanki, Founder - Be Entrepreneur Co.*

Plan Your Website is the key to unlocking the unlimited potential of your website. When you know why you're planning and what you need to think about, you have the motivation and the means to make your site work for you 24/7/365 - and that's exactly what Steve Woody delivers in this groundbreaking book.

*Allison Rapp, Business Coach for Hands-On Practitioners*

As a professional online entrepreneur, I have picked up numerous tips in Plan Your Website that I wish I knew when I was starting out. Steve Woody has put together an easy-to-follow plan so any beginner can avoid mistakes and confidently manage developers to ensure their website project comes in on-time and on-budget.

*Sherrie Rose, Founder - The Webinar Way*

I never expected a book about website building to be this fascinating. I have no technical background whatsoever on this and there wasn't a single word or concept I didn't understand. Can't wait to read more! Steve really managed to get me excited about building a website! Unbelievable!

*Nina-Maria Gorgens, Holistic Health Consultant*

This book should be required reading for anyone even contemplating building a website. Whether you're doing it yourself or paying to have it done for you, the results you get will be directly related to how well you follow Steve's PLAN.

*Joe Gregory, Author - How to Write Your Book Without The Fuss*

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## Foreword

Relationships in a maturing digital era continue to fascinate me. Steve and I have never met and yet I feel as though I know him well. We may walk right by each other on the street and yet I consider him a friend. While physical location has separated us, the power of technology has allowed for our worlds to become smaller in a way perhaps many of you have experienced in this internet age.

Almost two years ago, Steve became a customer of ours and I could quickly tell we would become fast friends. With a shared passion for technology and people, Steve exhibited to me a near insatiable appetite for learning. And while learning on its own is a noble pursuit, knowledge without application is only part of the equation. I was always struck by Steve's desire to apply the things he was learning, to test them out, to see the results, and then to go back to the proverbial drawing board and write down what he learned.

This commitment to testing, refining, and retesting is so critical in any business pursuit, and it is the results from those tests that comprise the education of this book. You'll discover that Steve's approach to teaching is as much perspective as it is process, and that if you are willing, he can shorten the gap for you between knowledge and application.

At Themeco, we like to focus on a modified version of the Pareto principle or the 80/20 rule that says 20% of your actions will produce 80% of your results. I see Steve's book as just that



kind of resource. The years of trial and error, success and failure, highs and lows are consolidated in an easy to digest and entertaining format that when applied will make a difference in your business whether it be new or established.

**Kyle Wakefield, *Founder of Themeco***

# Is this book for you?

I imagine you are reading this book because you're thinking about creating a website. It could be that you already have one and it is not giving you the results that you desire. Perhaps you have website shame because it's outdated or was designed poorly. Maybe, as I see so often, you started the process and now feel totally overwhelmed or frustrated.

Whatever your reason for picking up this book, I want to assure you that I respect and acknowledge you for taking the time to read what I have to write.

So what makes me qualified to write this book?

Firstly, this book isn't about me; it's about you. My education and life experiences are only important for the purpose of giving you the assurance that your time spent reading this will not be wasted.

I've made many mistakes that have cost me time, money and friendships and whilst my life is still constantly improving, I have to respect that in the past few years I've transformed myself from homeless and unemployed to become the chairman of a non – profit organisation, published author of a bestselling book and director of a successful limited company.

To be successful is not to avoid failure, but to recognise it and overcome the challenges quickly.

*"I know that I am going to be successful because I am running out of things to do wrong" ~ Napoleon Hill*

I have been honoured to be coached by the world's leading peak performance expert Tony Robbins and something he talks about is CANI which stands for constant and never-ending improvement.

The improvement of your online presence is something that you should constantly work towards. It is never finished, and as you learn and grow, so will your business. Technology is constantly changing and you need to ensure that you provide a website and functionality that are current.

This book exists because I was struggling to help all the people who were approaching me. Having only twenty – four hours in a day, I needed to find a way to extend myself and this has become one of my biggest lessons in life. Time is our most valuable commodity and, unlike money, it can't be replaced. You, too, need to start setting yourself up to work on your business, not in it.

I can't stress the following enough:

**If you fail to prepare, then prepare to fail.**

Above everything else, you need to know your outcome, understand what you want, and then create a strategy to get you there. This does not need to be set in stone, but it must have the foundational weight to guide you through moments of despair and discouragement. It must contain enough information to navigate you away from common mistakes and towards a successful online presence. Your business must give you the freedom to enjoy the benefits of life.

The intended outcome of reading this book is that you will gain the knowledge necessary to create a strategy that will act as the foundation for your website. With the information contained within this book, you can speak to designers and developers with a better understanding of your requirements, or teach yourself to build your own website through our Academy of Online Mastery.

# Workbook Download

Please visit

<https://onlinemastery.co.uk/book/workbook>

or scan the QR code below  
to download your FREE workbook.



Your workbook accompanies this book; it gives you step by step instructions for creating your website strategy

# The Importance of Your P.L.A.N.

Would you jump from a plane without a parachute for ten million pounds?

Chances are you're thinking, NO! There's no point having all that money if I'm not alive to use it.

What if I tell you that the plane would be on the ground when you jump? Are you thinking differently now?

You must always ensure you gather as many facts as possible before making any important decision.

The PLAN is a starting point, not the answer.

The purpose of this chapter is to identify the problems caused by poor planning, how they can affect you and what you can do to eliminate them. Whilst this chapter will speak about the importance of creating your plan, subsequent chapters will show you, step by step, how to create it ... And yes, P.L.A.N. stands for something. I'll cover that later.

I've seen this too many times. I've done it. Desperate for work, trying to earn some money, I would grasp at any opportunity that was set before me. When I first started this business and someone came to me, in need of a website, the conversation sounded something like this:

**Client:** "I need a professional website. I've been let down by my developer and now I don't have much of a budget."

**Me:** "No worries. Let me see what I can do. What is it that you need?"

**Client:** "Just a few pages, some info about the business, social media and a way to contact me."

**Me:** “Sure. I’ll do that.”

Although my outcome was to complete the work, I was on a journey that would eventually cause me to lose friendships, question my identity and ultimately suffer a breakdown.

It was during this point in my life that the concept of Online Mastery was born.

At whatever stage you find yourself, this book can assist you. Its purpose is to get you to take a step back and view the bigger picture in order to move forward with clarity, creating a solid foundation that will support your business as you grow. You do not need any special skills; just the ability to follow a system and take action.

Will Smith once told a story about how his father told him and his brother to build a wall 16 feet high and 30 feet long. At first, the task seemed impossible but their father instructed them to add one brick every day on the way home from school. Surely enough, after 18 months, they had completed the wall.

A project can seem daunting when you consider its scale, but with small steps, progress can be achieved.

Your website works on the same principle. By the end of this book, you will have addressed the essentials of each individual section required for your PLAN, put it all together, and formulated the strategy for your online presence.

You may think that you don’t need to do this but let me assure you, one of the most common mistakes I see people make is to assume that a website developer covers all aspects of the design and build. The word website is associated with technical matters, so it is often presumed that a website designer will not only know how to code your website, but that he or she can assist if your laptop breaks, that they’ll understand the instruction manual for your microwave... or

how to ensure you never get spammed. (I'm still searching for that answer.)

Assuming this can be dangerous.

The fact is that most people who work online have one specific skill and a limited selection of understandings. Someone who writes code and is known as a developer is usually analytical and uses the left side of their brain, whereas someone who creates brand identities, logos and artwork is likely more visual and uses the creative right side of their brain.

There used to only be four areas to consider when creating a website. These were planning, design, development and marketing. Necessary skills for each element would vary, and to obtain a high standard throughout, they would often require more than one person.

What was once a requirement is no longer true. With the evolution of technology, it is possible to obtain everything you need with little effort and often without hiring multiple people or an agency to manage the build – as long as you know the right places to look. Before I get into that, I want you to consider the following example of why having a plan for your website is so important.

Imagine you ask me to bake a cake.

Maybe I have baked a few cupcakes before and they turned out okay or you remember the nice cream cakes you once saw me eating. I mean seriously... How hard can it really be? Without a recipe however, how can I know what the final product will look like? How will I know what ingredients I'll need?

Going down this route without a recipe would result in a conversation along these lines:

**You:** "I need a wedding cake. It should have three tiers and I'll need it in three days."

**Me:** "Okay. I'll start baking it tomorrow."

I go to the shop to buy all the ingredients I think I'll need: eggs, flour, sugar, vanilla, chocolate...and whilst there, I see an elegant bride – and – groom cake topper. I think it will make a great addition to the cake, so decide to purchase it as well.

When I get home, I think to myself, "I wonder if anyone in the family has allergies." I decide to call and check but learn that you are away for a day on business.

I'll have to wait to continue. I finally manage to get hold of you and find out that your great Auntie Ethel is allergic to chocolate. I head back to the shop and decide to purchase some fruit instead. I start to build the layers of the cake. Everything is going well – except I'm now behind and starting to eat into my profits.

When you check in on my progress, you find that I decorated the cake with white icing. This is a problem because pink is the bride's favourite colour. I try to explain that pink icing will cost more and take additional time to pick up, but you insist that white simply won't do. In addition, you don't like my tacky bride and groom topper. However, it has given you an idea! Now, instead you want some writing on the top of cake.

Again, I explain that this was not part of the agreement.

You insist that your heart is now set on some romantic words in hot – pink lettering. I didn't realise how hard it would be to get the lettering right and find out that to be good at it, I need to attend a course. This adds even more time and expense to the project, which is now costing me more than what you had offered to pay. To make things worse the cake is now going to be late.



I have spent so much time going back and forth trying to make you happy, spending money beyond your budget, investing time that I don't have to spare. You are now left disappointed, still without a cake and I feel under appreciated and out – of – pocket. In fact, I've stopped answering your calls altogether because I can't face dealing with this anymore and don't know what to do.

This whole situation could have been avoided if I had acquired a few more details in the initial stages.

In the above scenario and from the comfort of reading this book, it's easy to say that I am at fault – but you are the one that would have to live with the fact that you didn't get your cake, at least not the one you wanted and when it was due.

I'm not trying to blame anyone here, but instead suggest that you have all the information you need so that when you are looking for that perfect cake, you at least know what to ask for.

If we change the scenario to website design, it is shocking how many developers do not have consultations with clients. It's also very scary how many people call themselves developers when really they are nothing more than glorified button pushers.

The consequences of clients not knowing what they want and subsequently hiring "developers" who don't know what questions to ask before the start of a project can create devastating results. In the past, I've had people literally begging me to help them out of a situation because they had no money due to a failed attempt with a previous developer and they now wanted me to pick up the pieces. For a while I did this. It's what contributed to my breakdown.

I wanted to prove that this was a real problem in the world and not just something that I had attributed to myself. I created a job description to test my theory and placed an

advert on a well-known outsourcing website. It read as follows:

### **Website Needed**

I Need a website  
It needs some pages  
I want it to look really good  
I need it in a week.

Would you believe that I received 53 responses within the first 24 hours? People from all over the world were telling me they could create my website. Prices ranged from \$25 to \$9500. I saw similar “copy and paste” responses over and over again from people desperate to try and win my work. How could they possibly know what I wanted? Maybe I would end up asking for a website that would dominate Facebook, or something with an algorithm similar to Google’s. Would that have been included in the \$25 proposal?

I think you get the point that unless you have some clarity and direction, it’s most likely going to cause pain, lots of stress and you will probably lose some money in the process. You are likely tell all your friends just how unhelpful your new developer is and how you would not recommend them.

So how can you avoid this situation?

The first priority is to understand the importance of your plan. It is not meant to be set in stone. Instead, as previously described, it should be a strategic document that will allow you to brief your designer and developer so they can easily understand the fundamentals of what will be required.

Here’s another analogy: Imagine that two people both own the same car and both vehicles have the exact same fault.

One car owner, Chelsea, is a qualified mechanic who has been working in the motor trade for the last fifteen years.

The other car owner, Dave, believes the most important feature of any car is an Italian leather interior. He admits that he knows nothing about how to check the oil or change a tyre.

They both visit the same garage.

Chelsea tells the mechanic exactly what she needs and is quoted a reasonable price for the parts and labour.

Dave, however, mentions how he knows nothing about cars and it is all very confusing. Could the garage just fix it? In the end, he is quoted over three times as much and is informed that there are several “other problems” that also need to be fixed.

Can you understand how this could happen with your website design? You owe it to yourself to ensure that you are informed and prepared when you seek a developer. Once you finish reading this book, you will possess the knowledge contained within all ten steps and will be prepared to create a plan that will lead to a successful website.

Each chapter of this book has been created around tasks that, when completed, act as stepping stones towards mastering your online presence



# CHAPTER 1

## STRATEGY

If you are anything like me, you can't wait to get started so let's dive in. This is without a doubt the most important chapter of the book, the most important part of your website build and the most important aspect to factor in the success or failure of your business.

You would be crazy to take health advice from someone who is obese and you would be just as mad to take financial advice from someone who has no money, so you better make sure that you take your website advice from someone who knows how to create successful websites.

I've built thousands of websites, some without any strategy, some with bad planning and some with an amazing plan. It's very easy looking back, to see which ones survived.

In fact, I learnt so much through my experience that I created an entire model around the acronym P.L.A.N. which stands for...

## **Prepare**

This is what the book encompasses and is critical for ensuring that you have a solid foundation. The introduction explained why you needed a strategy and the subsequent chapters will show you how to create one so that you are prepared to the best of your ability.

## **List Build**

Even before you have a website, you can start to create a database of people who are interested in your products or services, otherwise known as your “list.” This is your most valuable asset in business and it will contain information on your potential and existing customers. Guard it with your life!

## **Automate**

A business can never be scalable if you’re the lynchpin holding everything together. The more involved you become in the day to day operations, the less of a business owner you are. A better label would be an employee working for yourself. The outcome here is to create systems that take you out of your business to work ON it rather than IN it.

## **Nurture**

This is the magical elixir to business. What so many fail to realise is that when you nurture your customers, they become your raving fans. You literally create an army who happily market your products and services for free.

After spending the last two years writing this book, I can assure you that I considered the structure and order of the questions I will be asking very carefully. Whilst it may be tempting to gloss over them, I can testify from experience that those who ignore the first section ultimately bounce from project to project, from failure to failure.

With that said, there are key elements that you need to consider if you want to be successful online. Even though this book will explain and demonstrate what they are, the

workbook that you can download from the link below will take you through each one step by step.

<https://onlinemastery.co.uk/book/workbook>

So before we dive into your website, you first need to take a look at yourself. The reason for this is because your website is the window to your business and your business is a reflection of who you are as a person. We need to ascertain that you have clarity, certainty and are not operating from a place of negative emotions. Otherwise, embarking on this journey could cause you additional negative experiences.

# Who are you?

I can assure you that if you are focused on scarcity, lack, money, stress or anything negative, then it will transfer into what you create and you will, by virtue, attract the very thing that you are trying to avoid.

You may ask what this has got to do with a website. That would be a great question.

You are the person who runs your business. Who you are and what you focus on determine how your business is shaped. As I mentioned, your website is the window to that business. So if you are not in alignment with your business, then your website will show this and will result in either limited traffic and sales – or worse, poor quality traffic and customers who you don't want, distracting you from your goals.

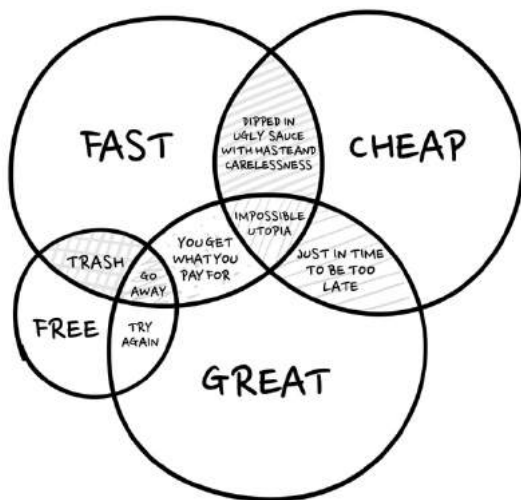
Before you consider the following, I would take a few deep breaths and find quiet sanctuary where you can meditate on your thoughts to ensure that you find the best answers possible. Sometimes putting on your favourite music before starting this process can help to clear your mind. Dancing or just moving around can also help to become more creative.

Are you currently in a positive mindset? If no, then get there before you continue reading! We first need to consider who you are, what your core values are and what you are passionate about. This will play a huge part when things become difficult – which I promise, they will. We all face challenges. It's a sign of being alive. Even when successful, you will still experience them. It's just that they will just be different. The trick is to always be bigger than the problems that you face. That way you can see over them and not become engulfed in a struggle.

Having a clear purpose will help drive you forward when things get tough and knowing what makes you passionate will

push you through the challenging times. It separates those who just want to throw up a quick and cheap website from someone who wants to make a real difference in the world. How much time you spend preparing will determine the quality of what you produce.

When potential clients come to me asking for a great website, built overnight with no budget, I refer them to the diagram below. I think it really explains the choice that many face when starting out. If you could only pick two of the three main circles, which would they be?

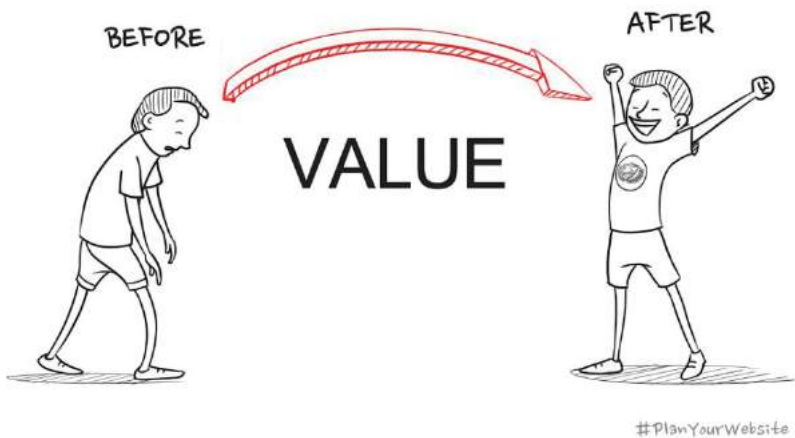


Early on, it is also important to create your personal bio and your elevator pitch that you can use proudly to promote yourself. Your pitch is a carefully crafted answer to the question “So, what do you do?” Note I asked what YOU do, not what your business does. This is important because people do not buy from a business, they buy from a person. For this reason, it makes sense that you show a human element to what you are about to create. The more you position yourself as the expert, the more you will attract the clients that you want to work with and those who will help you realize your goal



# What is your business?

Now that we have identified who you are, we need to take a look at your business, which at its core, is simply a way of adding value. In other words, somebody will have a problem and your business will offer a solution, the value is taking the person from the problem to the solution. It's this distance between the before and after which impacts how much you can charge.



In essence, the sole purpose of a business is to generate income. You may have your own agenda, ideas and beliefs (and that's why we started by looking at yourself) but the business needs to survive and for that it needs to be profitable.

For it to create profit, you need to add value, so a great place to start here is to consider how your business will achieve this. I often find that not having clarity here becomes the ideal breeding ground for procrastination. So many entrepreneurs and start-ups fail to identify the outcome of their business or they spend an eternity going round in circles. It is important to get something out at this stage that is 80% of what you want and then you can revisit it later.

*“Any fool can make something complicated. It takes a genius to make it simple.” ~ Woody Guthrie*

The best way to start here is by looking at your company's mission statement. This, in its most simplistic terms, is one paragraph that sums up what your business does. By identifying this, it will become your moral compass, guiding you through challenging times because when you know your outcome, you can strive towards it no matter what gets thrown in your way. This is the one thing in your business that should not change unless given great and careful consideration about the effect it could have. This declaration should underpin everything that you do and drive the decisions throughout. It is the ultimate purpose of the business so take some time and make it outstanding.

Once you have your mission statement, you can elaborate to create your company bio. This is similar to your personal bio but should focus on what problems you are going to fix as a business, what the core values of the business are, the ethics and foundations you will build upon and anything that will ensure the survival of your business venture.

As you write your company bio, it makes sense to do your research and look at your competition. See what they are doing. If possible, purchase their products and services and see how they interact with you as a customer. Identify areas of weakness and focus on how you can improve on what is currently being offered.

Also, you should find out if there is a demand for what you're offering, if there's actually a marketplace for you. Or do you need to create one?

A really important concept to consider here would be your top three USVP's. This stands for “Unique Selling Value Proposition,” similar in marketing terms to the USP but I've added V because it's all about the value that you add. Some like to call this your superpower. It's the key benefit that will

set you apart and make you better than everyone else. Why will people come to you? Trust you? Use your products and services? Ultimately, why will people buy from you rather than a competitor? You need to understand and identify this as it will drive what you do and why you are doing it.

A great example of this is the shoe company called TOMS shoes. They sell comfy and inexpensive footwear that alone isn't really enough to make them stand out in the shoe business. However, their USVP is that for every pair you purchase, they donate a new pair to a child in need. It's this added value that helps them stand out in a crowded marketplace.

One of the main reasons we need to know how you are different is because it will come out in the content of the website, in the way you communicate, in your marketing style, and in the way you interact with your clients.

# Who is your Target Audience?

This question is so important. Take serious time to consider this question because if you get it wrong or gloss over it, then you may end up looking for business in the wrong places and not attracting anyone at all. Or worse, you could end up attracting the wrong quality of client into your business and spend countless hours and unnecessary energy dealing with them.

If you approach business with the attitude that you are going to promote to everyone then you will undoubtedly struggle. There is a saying that if you market to everyone then you're selling to no one. You need to be specific because it is in that specificity that you will identify a certain audience- and once you have engaged them, others will follow.

Perry Marshall, a world-class expert in marketing, stated that 80% of your revenue will come from 20% of your customers. As a result, it makes sense early on to identify who your target audience is.

Another word for this group of people is a “niche.”

Some of the most successful people take this a step further and create what is known in the industry as a “super niche,” which is simply a very specific group of people with a targeted interest or challenge.

An example of this could be golf. Lots of people want to learn how to play and it's easy to imagine a school that gives golf lessons to every type of golfer: kids, adults etc. Here, the niche is just “golf lessons.” The school generally helps everyone.

Let's dive a little deeper. There are professional golfers that compete in tournaments. Often they have a coach who helps them to improve their game. These people are not interested in a school that helps everyone. They are looking for

something more specific. These people would be more interested in being coached by someone who specialises in key areas like helping golfers drive the ball further than anyone else. That is a “super niche.” It’s a very specific part of a niche and by finding the problem (people who want help improving their driving) you can position yourself as an authority figure.

People, products, services and brands are typically noticed because they stand out. They target a specific group of people and by being the best they become world class at dealing with just one thing. You don’t always remember someone when they are vague or blend in.

A great example of a brand standing out is Virgin. When you consider them as an airline, they have a very different message to British Airways. As a result, they have a different target audience and this creates different marketing campaigns although both for the same industry. Even budget airlines like Ryanair have a specific target audience that they attract.

Without a target audience, you can waste countless marketing budgets, time and energy trying to convince people that you are the best solution for them. Normally you end up attracting the clients you don’t want because business is about survival after all, and you still need to make money. I have seen it happen and it can stop you moving forward with your vision.

*“If you don’t have the clients you want, it’s because you’re too busy attracting the ones you already have.” ~ Allison Rapp*

So...

The big question here should be, “How do I identify who my ideal target audience is?”

It’s a great question and one that can be answered by creating a “customer avatar.”

An avatar is a specific description of a fictitious character who you would consider your ideal client, complete with backstory, profile picture, habits and traits. You should emotionally connect with your avatar and step into their world describing what you see, how you feel and what you think in as much detail as possible.

These are some areas to start considering but this is not a definitive list. Also, depending on the problem you solve, some of these questions may or may not be relevant to you. Generally speaking, the more relevant questions you ask, the better.

Here are a few things to consider: You need to know if they are male or female; whether they are more laid back or if they're blunt; what good and bad habits they have; what makes them laugh or get angry; what their ambitions are; what stops them moving forward in their lives; how you can inspire them to take action; what their financial situation is; where they go to socialise and how they like to spend free time.

Depending on your business, you may also want to explore their family life – where and how they grew up, what their parents are like, whether or not they have a partner now, if they are married, and what their intimate relationships are like.

These questions will help you to imagine a very detailed person who you can communicate to. For example, you would probably talk differently to a teenager than to an old aged pensioner. The backstory for your customer avatar creates an emotional connection so that you can resonate with them in your content and build rapport. It's a great way to stand out.

There are more purposes to a customer avatar than just identifying your target audience. When you understand the habits of your market, you can get a much better idea of

patterns and then use this information to know when the ideal times to communicate and best locations to market to them are.

I have many customer avatars in different areas of my business that have not only shaped how I market my products but also how I create them. Yes, even this book had three customer avatars to help me identify my message to my ideal reader. You can check them out in the workbook.

I based them loosely on several previous clients, some good and some bad. This allowed me to identify with what I wanted myself as an ideal customer in my business.

It's common for web designers to leave the customer avatar step out of the process when they make a website for someone – and even very successful entrepreneurs can have this happen.

A great example of this was a client of mine. He is a two – time Olympic champion, motivational speaker, author and world – renowned health expert. You can tell just by looking at him how much he works out and looks after himself. He has a range of physical and digital products as well as supplements that he successfully sells from his website. When I met him, he was often speaking at events where the room would be packed out and he would sell so many products – but his website sales were not doing nearly as well.

I took a look at his website analytics and the first thing that struck me was the majority of his audience were female. They were arriving at a website that had a black background and big bold fonts. Now this may not seem like much, but combined with the content on his website, it became apparent why he was losing sales online. Most of his problem was because he had not identified his target audience with his previous website designer, and they had built something that didn't speak to his fans.

One of the biggest challenges I recognise when people approach me is when they say “I need a website!”

I often start this dialogue with “Tell me what you want?” and this in most cases this leads to them explaining all the things that they want, for them. Often I have to say the website is not for them. It’s for their target audience. After all, these will be the people using the site and spending most of the time on it. They will be the ones that buy from you, so it’s important to establish trust as soon as possible and to ensure that your brand identity and message resonate with them. Once you have rapport, they will be more confident that they are in the right place and you are the right person for them to do business with.

We go over this in a lot more detail in the workbook section called ‘How to Build a Customer Avatar.’



# What is your Exit Strategy?

Most of the time when I talk to people about having an exit strategy before even having started their business, they think I'm crazy. I mean, why would you consider exiting your business when you are only just thinking about setting it up?

This might not make sense but trust me when I tell you that one day, you WILL exit your business.

It might be on a plane heading for a remote private island or the worst – case scenario, in a coffin, but one day, you will exit your business. It is this reason that makes it so important to start setting yourself up now so that you can one day exit your business. I'm not talking as extreme as the plane or coffin examples, but things happen in life. You may get bored. You may get an irresistible offer to sell or you may get sick. Whatever the reason, you should have the ability to replace yourself within the business and it can be achieved without the stress when you plan your exit from the start.

By thinking about automated systems and standard operating procedures, you can enable other people to come into the business and continue to run it in your absence. This also gives you more flexibility to take a step back from the day to day operations so that you can work ON your business and not IN it.

Back in 2010, I created a t – shirt printing business and had just purchased some machinery to get started. About a week after doing this, I was looking online and found the exact same machine that I had purchased for less than 50% of what I had just paid. My initial thought was to buy this machine and sell it for more so I could make a quick profit. However, after speaking to the lady that owned it, I found she was selling her entire business. I brought external investors on board to fund the purchase and not only did we get that machine, several others, an abundance of stock, and hundreds of new clients,

but we also inherited a fantastic relationship with her offshore manufacturer.

Great news for us – but why did she sell it?

The reason I share this story is because she had a profitable business and things were going great. Then, due to unforeseen health issues, she was in hospital and unable to work for almost six months. Having fourteen staff with no direction meant that things slowly ground to a halt. By the time she was well enough to continue, she decided it was too much for her to revive the business and decided to sell what was left.

Imagine, in that scenario, if she had the automated systems or procedures in place for her business to continue to operate in her absence. I remember one phone call. It was heart-breaking to listen to the story of how she spent 40 years of her life building up this business. Her reputation within her industry preceded her. Her life, her friends and her income were all centered around her business but after surgery she felt too weak to pick up the pieces of the business. In addition to this, she was also on the verge of a breakthrough that was about to change part of her industry and the lives of thousands of children around the country. This dream crumbled with the business. The only comfort that she got from selling was to know that rather than dismantle everything, it would be kept together to give someone else the opportunity to create something like she once did.

Considering your exit strategy does not mean that you are planning to leave right now, but it will force you to create systems that do not require you to be involved. This can be hard to deal with at first, especially if you have an ego to contend with. It will however, serve you better when realising that your business can survive without you and your focus is on more than just the day to day operations.

What is your exit strategy?

This question gets you to start looking at your business from a different perspective.

Typical developers won't ask you this question because realistically, your business is not their primary concern. They are not specifically interested in you or your future. They just want to build your website and they just want to get paid.

I'm looking deeper at you, what you want and how you're going to set yourself apart, so that you can have the life that you want as opposed to a life that you may have. To do that, you need to ask this question.

And don't worry. You may not have all the answers now. That's ok. Not knowing should not stop you. Just keep your exit strategy in mind as you grow.

# What is your Timeframe?

As with any good plan, you need to have an idea of how long things will take and allow a certain buffer for unforeseen circumstances.

The main question to ask first is, “When do you want to launch?”

I often tell people to set a date and make sure it is in the diary. This becomes the date you launch your website. The rest of the process is simply reverse engineering to ensure all the pieces are in place.

Give yourself a fighting chance. Tomorrow is not very realistic. With that in mind, I have launched websites within a day before so it is possible, you just need to appreciate that it’s not going to be the best it can be.

Seriously consider when you want to launch. It’s worth noting that a launch typically has three phases:

- the pre – launch
- the launch
- the post – launch

Whilst choosing your launch date, ask yourself if anything is going on around that time. Are there any holidays, national or global events, industry – specific or competitor promotions that could affect what you are doing?

Also, consider the timing in relation to your target audience. You don’t want to launch a website selling Valentine’s Day cards just after the event or start to sell winter clothes at the start of summer.

If you were going to launch a website that sold stationery and you specifically decided to niche into the market of schools,

then you might consider launching during the school holidays. You might consider running a campaign from the middle to just after they return so that you can attract the keen, organised people that want to be ready and the last minute rushers who are trying to get things together.

If you're a public speaker and you're planning a speaking event but your audience are going to be at a different event listening to another speaker on the day you launch, it could affect sales. I appreciate that you can't prepare for every eventuality but having an idea helps. Also consider things like location. If you booked a hotel to hold your conference and a national event like the World Cup were happening nearby, people might find it challenging to get to you. It's all about the advance thinking and planning around things that could be avoided to give everyone the best experience.

On the flip side, consider when you do launch there may be something in the news or trending on social media. It may be possible to piggyback on this story to get some additional exposure that you wouldn't otherwise receive.

Apple are a great example when they are about to launch a new model iPhone. Especially if you are selling iPhone cases, you may want to put the launch of your company around a launch of the new Apple iPhone, so when a customer gets their new iPhone, they can get their new case. You can ride the wave from an industry trend to help increase initial sales.

As mentioned earlier, another great benefit of planning your launch date is giving you the ability to create your "pre-launch."

Your pre-launch is where you will create excitement and start to generate a buzz around what you are creating. This is the perfect opportunity to create a series of marketing campaigns. You only have to look at Apple and the way they unveil a new product to understand how effective this can be.

It's also a perfect time to start building your list of interested people so that when you launch, you can hit the ground running. Even before you have a website, you can create a holding page that has the ability to collect names and email addresses so that you can inform them when you launch. There could also be an incentive for these people because they are early adopters and if you nurture them right, they will soon become brand ambassadors and raving fans.

As you start to build rapport with your target audience by positioning yourself in their awareness, you will build a level of trust. When you come to launch, people will already feel like they know you and have experienced part of your journey with you and will be able to relate to your message in a way that impacts them to make the decision to invest in your product or services.

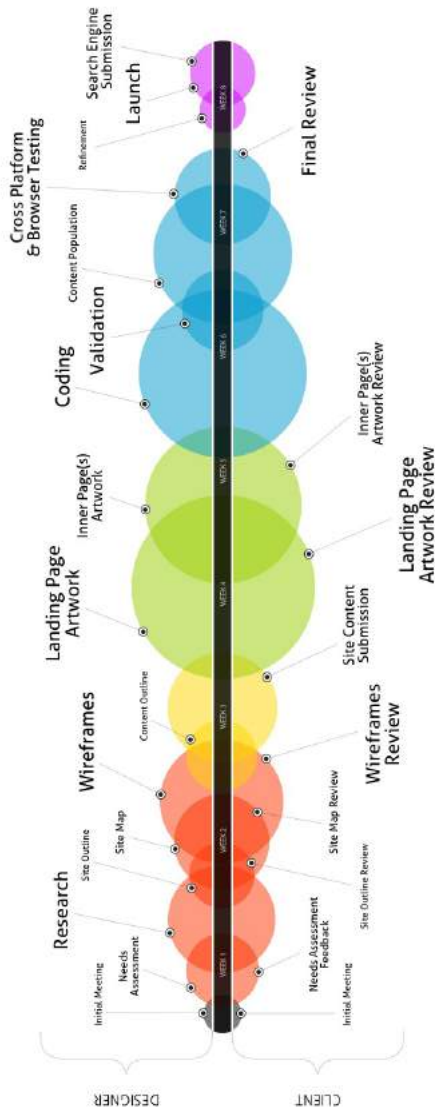
You would be amazed how many people fail to plan a pre-launch strategy and when they launch just rely on a post on social media and telling a few friends and family members about the new website. There is nothing worse than only the site owner and developer knowing it exists. It's like putting a fountain in the middle of a barren desert. Sure, people who stumble upon it will be grateful- but it's never going to get the attention it would if placed in a city centre.

Finally, setting a launch date is really important so you can understand what you need to do in terms of preparation, design and build and marketing. Simple Square did a really good job of creating this diagram that shows the overall process of building a successful website and some things that you need to consider. How long is it going to take you to get your content ready? What about your design? The systems? The testing?

Once you know what your launch date is, you can reverse engineer what needs to be done within that time frame to get you where you need to be.

# A Website Designed

MILESTONES, INVOLVEMENT, IMPORTANCE & TIMELINE



A website designed was created by John Purman of Simple Squares © 2011 - All rights reserved.

# What is your Budget?

One of the more taboo questions to be asked in the early stages is the one that revolves around money. Depending on your mindset, generally speaking, you will be divided into two categories of people: Those looking for a free solution and those willing to pay for it. Neither is right or wrong. They just require different approaches. What you sometimes save in money can cost more in time and energy. (Although this is not always the case as sometimes good things can cost less.) It's about doing your due diligence and making the best decision you can, at that moment in time.

It astounds me how many people when asked what their budget is reply, "I'm not sure, I don't really have one."

The reason people don't know their budget is because they don't know what they need, so they can't judge what to spend.

In 2010, the UK government had a website created which cost in excess of £105,000,000. (That's not a typo.) Yes that's £35 million a year for three years. After the three years, it was deemed that the website didn't work and so it was closed down. CLOSED DOWN. They spent £105 million and the website didn't work so they shut it down. The government were so used to working with old school corporate giants that had not embraced new technology. Had they taken the time to plan their website, it could have saved them at least 80% of the budget. Hindsight, eh? The moral of this story is that it's not about throwing money at a problem, it's about investing the right amount of money into the best solution for it.

So I ask you. Do you have a budget equal to the UK Government?

I assume the answer is no. The good news is now we know what is too high for your budget.



The BBC reported how the UK National Health Service spent £21 million on their website, NHS Choices. Unlike the aforementioned, this was more of a success, attracting on average 40 million unique visitors a month.

So my next question is, do you have a budget equal to the NHS?

I'm going to assume the answer is still no.

There is no right or wrong budget. You just need a number that resonates with you. It should not be everything and it should not be zero. It needs to be a figure that you can use to invest in products and services that will assist you in building your successful online presence. There is no point planning for a system that will cost you £300 a month to maintain if your total budget is only £50. This question is designed to move you towards your outcome in a realistic way.

What you don't spend in budget for strategy, design and development at the start you will most likely spend in troubleshooting, hacking systems together or therapy bills later on. I urge you to start lowering the number from the previous examples to a more realistic figure until you can once again breathe at the thought of investing in your business.

Notice how I used the word "investing," because I do not consider the cost of a website to be an "expense." I consider it to be an investment. You want to achieve a positive ROI (return on investment) and I do not understand why anyone would create a website that has the ability to reach a global audience 24 hours a day, 7 days a week 365 days a year if they were not intending to maximize its potential to do this.

When we look deeper into a budget, it can be broken down into two core elements.

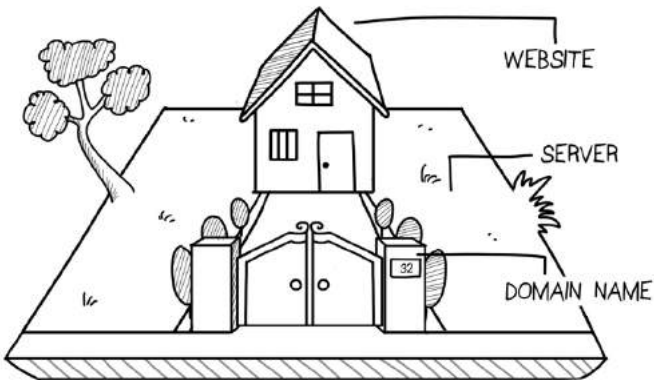
## One—Off Payments

The one—off payments would be relevant to areas such as strategy, design, development, initial content writing, etc. Once you have paid for them, you own them and no longer have to pay for their upkeep (unless you want additional work in the future).

## Recurring Costs

These are your monthly and annual costs that are required to both run and maintain your website and the systems that you use. (Note: I am not referring to the many online template systems that you can use which offer you a website for a monthly fee. You do not own these websites and if the service changes its terms and conditions or closes, your business will ultimately disappear with the provider. So, you should ensure that you own and can use your website independently of any third party template providers.)

To have a website you own requires at the minimum three things. I like to use an analogy of a house to explain this better.



Now, imagine your house is your website (containing all the files and folders), the land is your server and your door number is your domain name so people can find you. You need all three and they all work together.

Your domain name has an annual cost attached to it payable to the registration company (registrar). The price will depend on the company you use and also the extension of that domain. For example, names ending in .com generally cost more than .co.uk.

Once you have your domain, you need to consider hosting for your website. Every website needs a computer to store the files. I'm not talking about your home computer, but a dedicated server that is designed specifically to host websites, which is what gives us the name "hosting."

Businesses rent out space on their servers to host your website files and depending on who you use and what you pay, there are variations in the quality of system and the level of support that you receive. Cheaper is not always the best option here, although people often don't realise that until they are faced with the problems that arise from a cheap hosting provider.

I have lost count how many times I have seen a post on social media asking "What is the best hosting provider to use?" It's followed by an onslaught of suggestions from people who mean well but don't have a clue what they are talking about. What may work for one person won't always work for another and it makes sense to look at what you need both now and in the future before you consider what provider you should use.

Here is a list of some typical examples of ongoing costs that you may incur. This is not a definitive list. It's more something to give you an idea. Don't worry about the terminology, we cover many of these things later in Chapter 7.

- Domain Name
- SSL Certificate
- Hosting
- Marketing Content
- Email Accounts
- Tracking Software
- Website Maintenance
- Third Party Plugins
- E – Commerce
- Payment Gateways
- Book Keeping Software
- Email Auto responders

Technology is moving fast. One prominent change that we have witnessed in recent years is software companies leaning towards the model known as software as a service (SAAS). This model changes the previous one—time licence fee for a product into a recurring cost. Rather than you purchasing a license and downloading the software onto your system, you would instead connect to the internet and use a version they manage and maintain. This allows greater support from the software company in terms of updates, bug testing and maintenance but it does often incur monthly or annual fees. Generally, unless you build something or download and maintain it yourself, you will have to consider paying a recurring fee for the privilege of logging in and using it.

A great example of this is Google. You can get a free personal email address to use but if you want to create a business one linked to your domain name, then you have to pay them a monthly fee. They maintain the email servers in terms of security, performance, hardware and software updates whilst you just log into your account and use their service.

It's worth mentioning at this point that some of the best software on the market today is "open source." Generally, open source refers to a computer program in which the source code is available to the general public for use and/or modification from its original design. Open—source code is meant to be a collaborative effort, where programmers improve upon the source code and share the changes within the community. The best example of open source is the content management system called WordPress. Currently running 30% of websites on the internet, it has become the world's leading platform and can be downloaded and used for free under a general public licence.

Whilst "free" can be good, it can also have its limitations, specifically regarding the support provided. Businesses delivering free services are normally much less inclined to spend time offering support when compared to services which

charge a premium. I've seen exceptions to this when the free service is a loss leader into something bigger but in general, free does not come without a price tag.

The final thing I would recommend in this section is your marketing budget. It's a common mistake to assume that once you build it they will come. A website is only successful if people find it. Whilst there are many organic ways to build traffic, they can take time. You should offset for marketing and promotional material that can be used to position yourself. Social media will only take you so far and your friends and family will embrace you for a while but ultimately you need to be getting your message in front of your target audience. The quickest and most effective way to do that during and just after a launch is to put a budget aside for advertising costs.

Remember that your website is the window to your business. It is your responsibility to make it look as appealing as possible so that customers will eventually purchase from you.

# What is Your Online Identity?

Also known as IID or “internet identity,” your online presence is represented by two things: you as a person and the brand of your business.

Often people have challenges separating the two but just consider how some of the most influential entrepreneurs in the world have two identities. Richard Branson is known for his personality but also for Virgin. Bill Gates is also known for Microsoft, Steve Jobs for Apple and Mark Zuckerberg for Facebook.

When people recognise they need a website, they sometime miss other aspects that contribute to the overall picture- things like email correspondence, social media profiles, forum and blog signatures. It’s a combination of all these elements that contributes towards your online identity and that of your business, which should always be kept separate from your personal identity. Remember your exit strategy?

It was so tough to find the right place for this section. I would say at least a week was spent banging my head against the table before making a decision. It’s important you know this information and I wanted to share it before talking about the budget but decided the previous sections will help you make a better informed decision about your online identity.

It’s also important to understand that I could write another book entirely around this subject. It was difficult to ensure that I give you the key information without overwhelming you or losing sight of the outcome- so please know that even though this information is important, it’s only an introduction to what is a much larger concept.

*“A rose by any other name would smell as sweet.” ~ William Shakespeare, Romeo and Juliet*

Whilst this may be true for Romeo and Juliet, it’s not the same for your online identity. You simply cannot afford to cut corners when it comes to choosing such an important aspect of your business. Your name is how you will be perceived by the world and to avoid future pain you should really take time to consider how best to appear in the eyes of your target audience.

A saying I love and often recite is “Be the brand you want to see in the world.” This was introduced to me by the owners of How to Build a Brand. I find it very interesting because many business owners create an image in the present and do not consider where they will be in the future. Sometimes people think they are too small to have a brand. It’s a misconception because everybody, from the moment they start a business, has a brand. This is covered in more detail later in the book.

If you are not growing, you’re dying. So it makes sense when creating a new business to focus on growth. As you become more established and secure, you will undoubtedly start to view things in a different light. Therefore, I would urge you to consider when thinking about your brand and online identity to not look at where you are when you start, but where you are going. I want you to step into the future and claim your identity now so you can embody the business you want to become and strive towards it with power, passion and clarity.

For the purpose of simplicity, I’ve divided this section into two main components, domain names and social media usernames.

# Domain Names

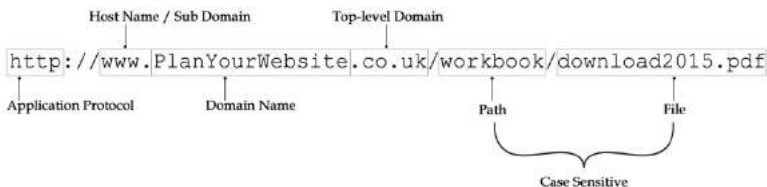
Firstly, what is a domain name? In it's most simplistic term it is a string of text used to identify your website. It can be referred to as a URL and often looks like this

www.planyourwebsite.co.uk

A domain name will start with http:// or if it is secure https:// (the secure version requires an SSL certificate and can be identified with a green padlock from the browser).

Some people think that a domain name must start with www. but this is not true. Many larger websites use subdomains to break up content and this replaces the initial www. that you traditionally see on websites. Many companies would use this for support or membership areas.

Below is an example of a full domain name with all the working parts.



Whilst most people try to purchase a domain name as close to the name of their business, it's not always possible or good sense. When considering your domain name, you need to be aware of two main things: how it is perceived by search engines and how it is perceived by people.

A domain might be great for search engines but it might not be memorable or easy to write down. Also, a domain that is short and snappy is not always going to give you the organic traffic that is vital to grow your business. A healthy balance is



recommended and in some cases, multiple domain names could provide a better solution.

You will find that most of the premium domain names are already occupied- if not by a business, then often by domain squatters who purchase them in bulk to be sold later for profit. Some people also buy domain names not because they are needed, but simply to stop competition from using them.

Whatever the reason, it can become very overwhelming and frustrating trying to find your perfect domain name. Some companies have disregarded all the advice and created new ways in order to combat this growing challenge. Companies have even created new words like Spotify or Bitly. Be prepared though if you are going to choose something that is unfamiliar or a new concept, then you will require a strong marketing campaign and budget to push the awareness to market.

So why do you need a domain name?

We have already mentioned that search engines trawl the internet indexing all the domains into a directory. The most popular of these being Google, Bing and Yahoo. Here are some other reasons to establish your own professional domain name:

- Gain exposure for your website
- Increase your brand awareness
- Protect copyrights and trademarks
- Block competitors from stealing potential customers
- Establish a reputable presence online
- Allow you to create a professional email address
- Make it easier for people to find you

There are a few things to consider when looking for your domain name.

## **How it sounds**

It should roll off the tongue, be ideally as close to two syllables as possible and be something that's not going to be mistaken for anything else when it is pronounced.

Imagine trying to say the following

www.this-is-mynew-domain-name.com now imagine trying to explain it to someone so they can type it.

## **How is it remembered**

The best way to test a potential domain name is to mention it to someone. Change the conversation and check back in five minutes to see if they remembered it. A simple and catchy name will be easier to remember than one you have to explain to people.

## **How it looks and types**

Once you have an idea you should write it down. How does it look? Remember to avoid special characters and underscores (because website links are always underlined as standard so it won't be seen). Your domain name should be easy to type, easy to spell and easy to read. Short and sweet is the key so keep away from those long and complicated names. Remember this will also become a big part of your email address so choose carefully and consider the people who have to type it in when they want to communicate with you.

Here are some examples of how things appear differently:

Experts Exchange is a knowledge base where programmers can exchange advice and views @

www.ExpertSexChange.com

www.ExpertsExchange.com

Looking for a pen? Look no further than Pen Island @

www.PenisLand.net

www.PenIsland.net

The designers at Speed of Art await you on their website @  
www.SpeedoFart.com  
www.SpeedOfArt.com

### **Pre—Purchase Checks**

Make sure that before you purchase a domain it's clean as this can cause you great trouble if you build your site around a domain that has a shady past. Just run a quick check if a domain was once used for bad practice. It could be blocked or listed on multiple databases as malicious.

**Site age:** If it's a used domain, first visit a website called "The Wayback Machine." Make sure there aren't any previous associations with pornography, hate, violence or piracy. If there are, it's best to avoid the domain as there may still be references online.

**Blacklists check:** Take a moment to check if the domain name has been blacklisted in the past. You can use search engines to find services that will do this for free.

**URL length:** On the other end of relevancy is the issue of being too specific. Don't get too long and detailed. You can always get more specific as you go deeper into subdomains. Shorter domain names are easier to remember- and type!

**Potential for legal conflict:** Be aware of trademarks and copyrights belonging to other entities. While a URL like [www.wordpressdeveloper.com](http://www.wordpressdeveloper.com) might be accurate to your web design business, it violates a trademark owned by WordPress that prohibits using their name in domain names. If something comes up that seems like a potential conflict, it most likely is.

**Top—level domain:** Choose the right top—level domain (.com, .net, .org, .info, and so on). Businesses should always consider using .com because it's still the industry standard and the most widely recognised. Whilst there is nothing

wrong with using country – specific domains, they are not perceived as being as "professional" as .com.

The .org domain is still perceived as non – profit or for charitable purposes and it is used by many groups or organisations. Additional country specific .org domains have been introduced such as .org.uk which are still popular but add a little extra into the name so it is best to stick with the original unless you are really stuck.

Top – level domains like .info and .biz are often associated, rightly or wrongly, with spammers and a top – level domain can have an impact on your overall search engine optimisation. For example, a link to your website from a .edu or .gov website is considered more prestigious than one from a .com or a .biz website.

**Keyword research:** Does the domain use popular and focused keywords? Make sure the domain and its associated URLs will be conducive to search engine visibility.

### **Cost of a Domain Name**

Typically, the two most popular UK domain names are .co.uk and .com

A .co.uk domain name right now will cost in the region of between £5 – 10 whilst a .com domain will cost between £10 – 15 per annum. You can purchase domain names for one year at a time but I would always recommend a minimum two year lease. It acts as a subconscious driving force for success.

## **Social Media Usernames**

Once you find your domain name, you are halfway there, although you still need to ensure that you can create usernames on the popular social media websites. Here, people often stick to the four main players which are Facebook, Twitter, LinkedIn and YouTube.

I would say that regardless of your industry, it makes sense to have accounts with these and then consider not which platforms you are using, but which platforms your target audience are using.

If you are a musician looking to create a website based on music, then it would benefit you to have accounts with SoundCloud, Myspace or Spotify. If you are a photographer looking to get your images into the world, then consider Instagram, Pinterest and Flickr to name a few.

I always recommend that you first create a profile picture that can be represented across all platforms. You should have both a personal profile image of yourself and a square logo that represents your brand. You also need a cover image. Some social media sites have rules around these so please check before creating them with too many words, self – promotion, etc.

Finally, have a well written bio about your business or yourself that others can read and relate to. Don't forget to include your domain name so that people can find your website if they are interested in learning more.

Once you have this information, it's a simple process of listing out all the platforms that you will use and creating accounts for them. I personally have an email folder specifically for any social media updates so my inbox does not get overwhelmed with updates.

I recommend a great free service to check the availability of all social media websites at once. Find out more in the workbook.

One final point is to consider that Twitter limits the characters of a username to fifteen, so start there to find a suitable name and then check the other platforms. Ideally, you want to create the same username for all your social media profiles so that others can find you with ease.