


Give Yourself a

Digital Makeover

Formulas to Improve Online Results



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Introducing

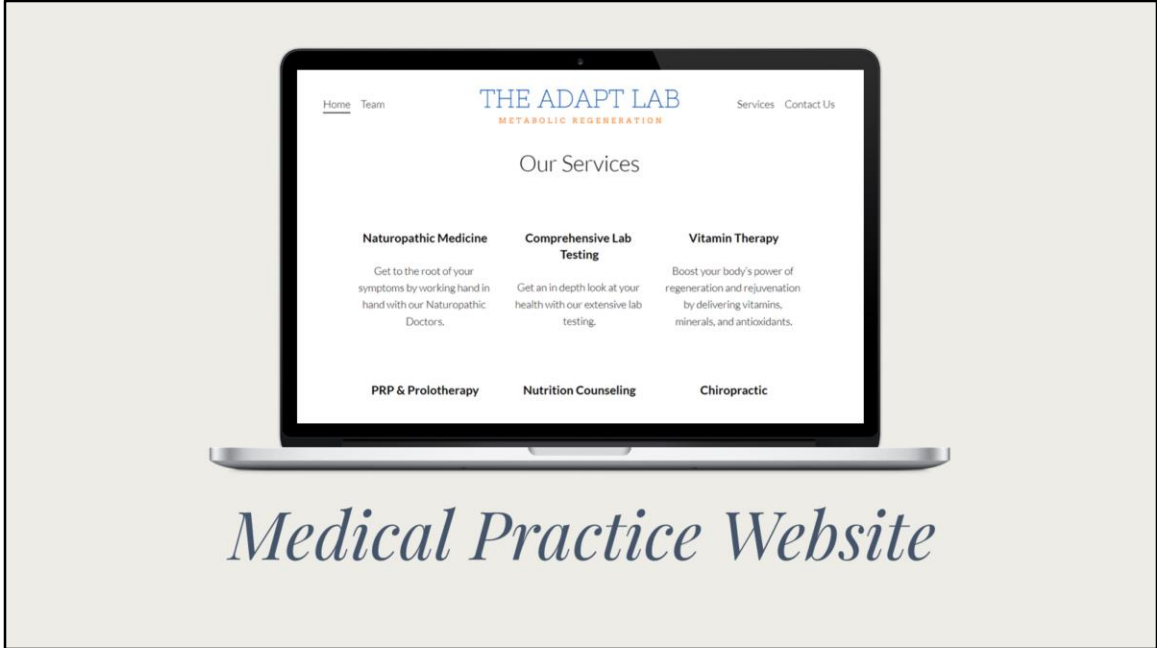
Dr. Chad Larson

Chad is a Naturopathic Doctor in San Diego and is looking to expand his reach. He wants to increase his visibility online and grow his platform.

He currently has two websites. One for his local medical practice and one for his aspiring online brand.

He is working on his first book.

- I'd like to introduce you to Dr. Chad Larson.
- Chad is a Naturopathic Doctor in San Diego
- He's looking to reach people beyond those who just live near his office.
- He wants to increase his visibility online and grow his platform.
- He is working on his first book.



- This is his current website. He built this himself on Squarespace.
- This is the website for his office, which is called “The Adapt Lab”



Online Brand Website

- And he's also got another website that is for his online brand, Doctor Chad Larson
- This is where he plans to promote his book
- So he's trying to manage two websites, and he's busy with his patients all day
- He could be doing things in a much more effective manner.

What it Takes to Create An Effective Website:

- Establishing The Right Tone
- Creating Effective Visuals
- Maximizing Your Messaging & Reach
- Growing Your Audience
- Using Social Media
- Monetization

- We're going to take a look at what it takes to create an effective website and we're going to cover the following topics:
- Establishing the right tone, using effective visuals, maximizing your messaging and reach, growing your audience, using social media, and finally, monetization.

Your Name Should Be Your Logo

If you use your name as your logo, your audience will follow you in whatever direction you take them.



- First of all, your name should be your logo and he's why:
- If you use your name as your logo, your audience will follow you in whichever direction you take them
- For example, let's say you work with people who struggle with depression
- But maybe you want to get into health and fitness
- If your branding is tied to your name, you can take your business anywhere you'd like, and your audience will follow you
- These top authors all use their name as their logo and you should too.

Get Some Professional Photos

Make sure your photos accurately reflect your field and they convey your unique personality. Make sure you are relatable to your audience.

What you look like is not important. Your message and the way you present yourself is.



Welcoming/Professional



Fit/Loves Nature



Approachable



Expert in His Field

- GET SOME PROFESSIONAL PHOTOS
- This is a visual medium
- Make sure your photos accurately reflect who you are.
- What you look like is not important, your tone is what is important
- He looks professional, but he's not in a lab coat. Lab coat isn't his tone. He's into the outdoors and fitness.
- These were all shot in one afternoon, but he brought some changes of clothing, and some changes of location so we have plenty of variety

Make Sure Your Branding *Accurately* Reflects Your *Tone*

Let's look at some examples.

- You want to make sure your branding accurately reflects your tone.
- Let's take a look at some examples

Tone:
Gabby Bernstein

Become the Happiest
Person You Know



- Modern
- She's got an edge – red boots
- She's using modern fonts, she's got the neon green.
- This accurately reflects her tone.
- Let's look at the messaging: Become the happiest person you know. She's not talking about herself, she's speaking to the viewer.

Tone:
*James
Van Praagh*

Your Loved Ones Are
Always A Whisper Away

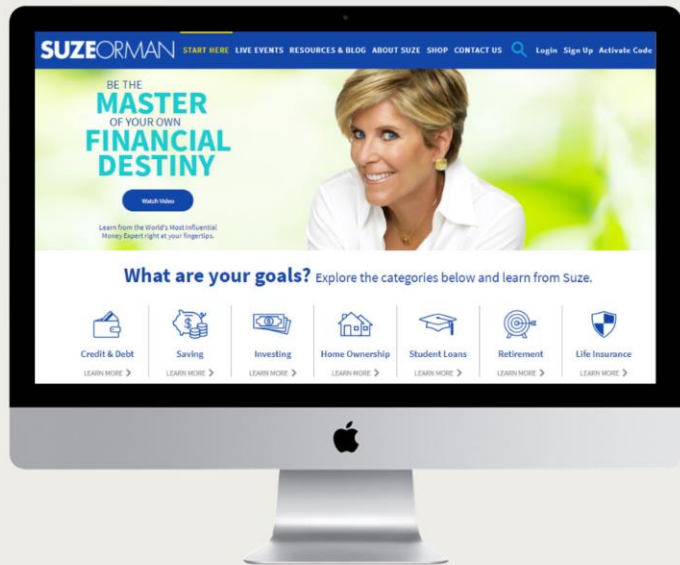


- This is a completely different tone
- This photo sets the whole look for the site
- Where is he standing? He's standing in a doorway. Why? Because he's communicating with people on the other side. The doorway is symbolic.
- Messaging: Your loved ones are always a whisper away. Again, he's speaking to you.

Tone:

Suze Orman

Be The Master of Your Own
Financial Destiny



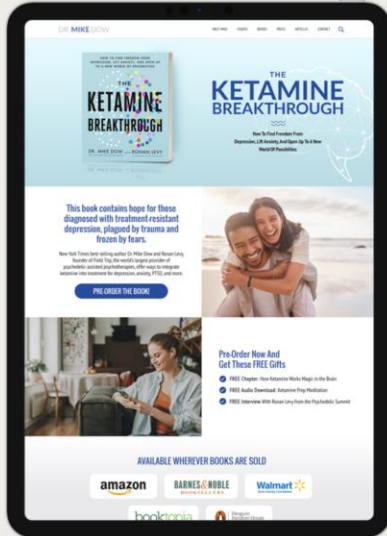
- Let's contrast that with Suze. It's a completely different tone
- She looks like a professional business person.
- She's using blue and white, colors of trust.
- And she's using san serif fonts, which is non-decorative and modern
- She's wearing jewelry, she looks successful
- Again, always speaking to **you**

Communication: Reach to Your Audience in A Variety of Ways

People absorb content in different ways. Make sure
your website addresses all types of learners

- So now let's talk about Communication
- I know you're all writers
- But communicating online goes beyond just written words.
- People absorb content in different ways. Make sure your website addresses all types of learners

The more ways you can communicate with your audience, the [more people will respond to your message](#)



1

Audio

Offer free audio downloads

2

Video

Create a YouTube channel and embed videos on your website.

3

Bullet Points

Some people don't like to read all of the minute details. They like to skim and scan.

4

Long Descriptions

Some people like to read everything. They want to be satisfied that they don't need to do any more research on a topic.

- Here's a book landing page we did for Dr. Mike Dow for his new book
- This page addresses 4 different types of learners.
- Audio: some people like to download a podcast and go for a run
- Video: Some people like to kick back and watch a video on their lunch break.
- Bullet points: Some people only want the bottom line. They want to skim and scan.
- Long descriptions. Some people like to read everything. They want to know all of the details before they're willing to commit to making a purchase.
- So when they pre-order the book, they get free gifts. They get an audio download, a free chapter from the book and a video interview. So we're addressing all types of learners.
- The more ways in which you can communicate, the more people you will reach.

Grow Your Email List

One of your most powerful assets

- An important part of growing your platform is building your email list.
- Let's look at a couple of ways you can gather email addresses.

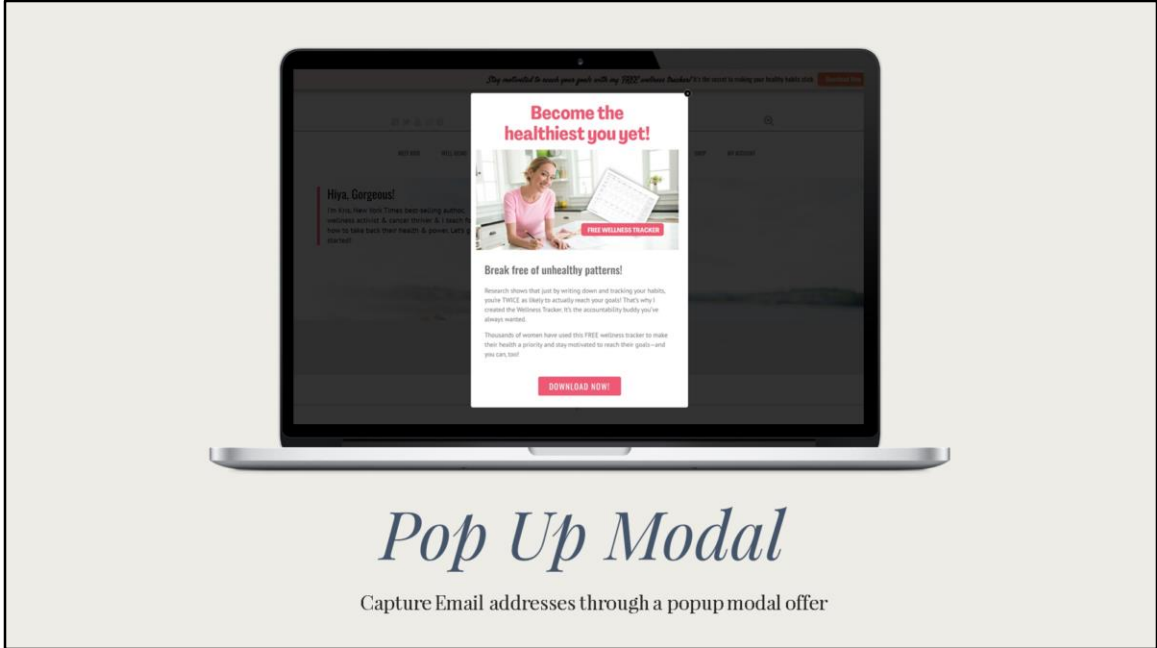
Don't Just Tell People To Sign Up For Your Newsletter.

Offer *Value In Exchange* for an Email Address

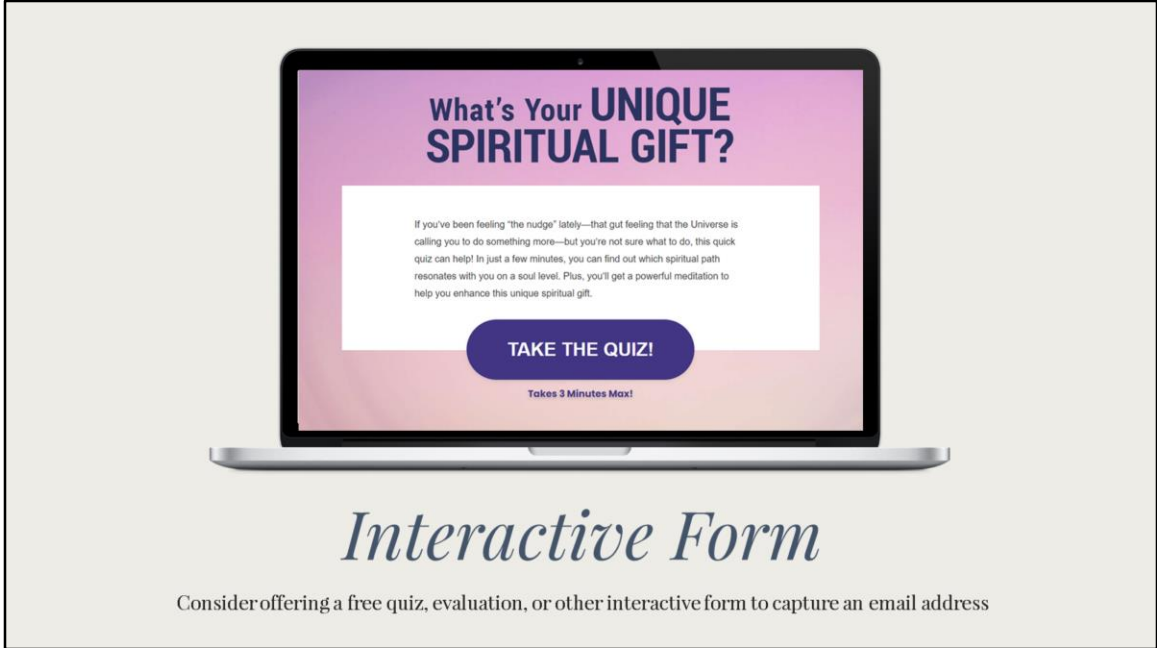


When you buy Amy's book, you get a robust online course, "The 5-Day Mindset Reset"

This is Amy Porterfield's book landing page, and when you buy her new book, you get a robust online course, "The 5-Day Mindset Reset". So she's offering real value in exchange for that email address.



- Pop up modal
- I know you hate these. We all hate them.
- But there's a reason they're on websites. They're effective.
- A pop-up modal requires the person to make a choice when they visit your website
- They can sign up for the free offer, or they can just continue on to the site
- At some point, something has come up for all of us where we've said that offer looks good, I would like that
- You don't have to have one on your website, I'm just giving you some ideas for collecting email addresses.



Interactive Form

Consider offering a free quiz, evaluation, or other interactive form to capture an email address

- Another way you can capture email addresses is from an interactive form, such as a quiz or a survey.
- So you can offer a quiz or an evaluation and email them the results. Just make sure you ask them to check their email for the results, so that you know that they'll provide you with their real email address.

Monetize

Devise additional methods to make revenue other
than just from book sales

Let's look at some ways we can make money other than just through book sales

Develop Multiple Revenue Streams

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Online Workshops

These are especially valuable, because the content is digital.



Online Group Meetings

Host an interactive virtual meeting with a group and charge a fee.



Private Consultation

Can be done with phone, Zoom, Skype, etc. with anyone anywhere in the world.



Digital Products

Offer some products for free, with an upsell to buy the whole package. This can include eBooks, videos, mp3 files, any form of digital media.



Podcast

You can offer certain podcasts for free, and then use a service like Patreon, for example, to have a paid option.



Subscription-Based Services

Offer subscription-based services, such as Patreon or Substack, or a membership on a YouTube channel, where you can charge a small monthly fee for access to exclusive content not available for free users.

- Online workshops: Create it once, sell it an infinite number of times.
- Online group meetings: you can hold zoom meetings with people all over the world and charge a fee for them.
- Private consultation, if people want to work with you 1 on 1, you can offer consultation services for a premium.
- Digital products, such as videos, mp3 files, workbooks, anything that can be delivered in a digital format.
- Podcasts. You can have a free show, and then offer a paid option, using a service like Patreon, for example, where people can pay a monthly fee to access additional content.
- Subscription based services: Sites like Substack allows you to charge a fee for your writing. So you can have a free blog, and then say, visit my Substack account for access to more of my articles. The beauty about these is that everything is turnkey. So you don't have to create the functionality. You just need to create the content.

The Beauty of Digital Products

- No Inventory
- No shipping
- Passive stream of income
- Create once and sell multiple times

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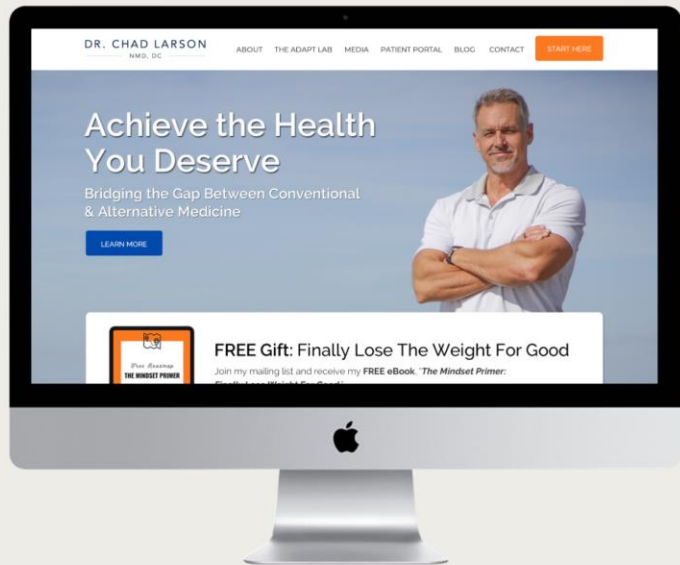


Online Courses: Gabby

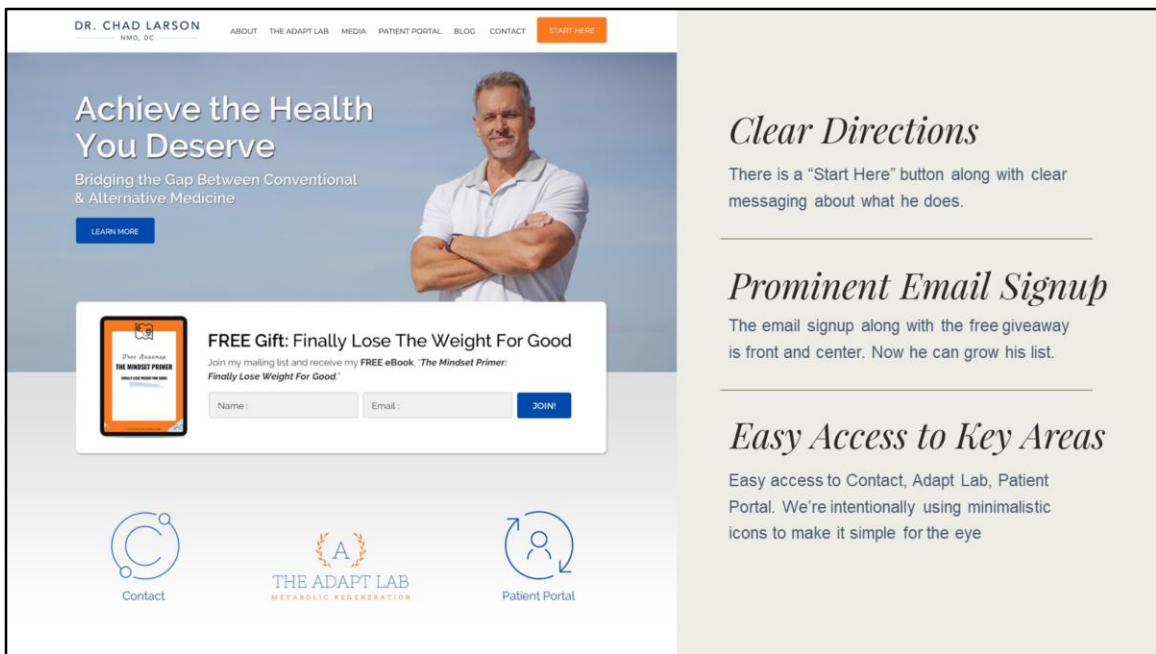
- Here's an example of some online workshops.
- Here's Gabby, she's got her Manifesting Challenge, her Miracle Membership, Her Spirit Junkie Masterclass and six other ones.
- A lot of work goes into creating it. But once it's created, it's evergreen. An you can always go in and update it to keep it current, but the point is that you can make money while you're sleeping.

Dr. Larson's New Layout

Let's Take A Closer Look



- Remember Dr. Chad Larson? Let's take a look at the new layout that we're working on.
- Remember how he was trying to manage 2 websites? What we've done here is bring everything under one roof. Let's take a closer look.



Clear Directions

There is a "Start Here" button along with clear messaging about what he does.

Prominent Email Signup

The email signup along with the free giveaway is front and center. Now he can grow his list.

Easy Access to Key Areas

Easy access to Contact, Adapt Lab, Patient Portal. We're intentionally using minimalistic icons to make it simple for the eye

- How we're giving clear directions. There is a "start here" button up at the top. On the more robust websites, people don't know where to begin, so it's helpful to give them a direction.
- You can send them to an email signup, or an online quiz, something that will allow you to capture their email address and also offer value.



Meet Dr. Larson

Dr. Larson holds a Doctor of Naturopathic Medicine degree from Southwest College of Naturopathic Medicine and a Doctor of Chiropractic degree from Southern California University of Health Sciences, graduating with honors. He is a Certified Clinical Nutritionist and a Certified Strength and Conditioning Specialist.

[LEARN MORE](#)

Introduction to Chad

People who found him on Instagram or YouTube can learn more about him here.

Videos & Podcasts

We're addressing different types of learners by introducing videos and podcasts.

Online Courses

Dr. Larson developed some online courses so it's an additional stream of revenue for him.

Resources



Videos & Podcasts

Watch videos from Dr. Larson's popular YouTube Channel, "Keep it Real". Dr. Larson covers all health-related topics.

[VIEW ALL](#)




Online Courses

Do you suffer from low energy, increased appetite, mood swings, weight gain? You may have metabolic dysfunction.

[VIEW DETAILS](#)


Moving down the page, we've got an introduction to Chad, so new people, who maybe found him on Instagram, can learn more about him here.

Dr. Larson's Blog




Gluten Free Without Celiac
I often hear from individuals that don't have celiac disease but eliminating gluten makes them feel better.

[READ MORE](#)



Spring Clean Your Immune System
As the seasons change and we look for ways to refresh their homes and bodies, did you know...


[READ MORE](#)



Fighting Adrenal fatigue
We all have those moments of feeling like we're running on empty. It's all too common in these fast-paced times.

[READ MORE](#)

[VISIT BLOG](#)



"This is a place you can go and be heard. I saw Dr. Chad Larson a very caring doctor, he took the time to hear and understand my problem. This is a place to go to prevent sickness instead of cover up with drugs. I would recommend this office to anyone."
-Lori G.
★★★★★

Blog Posts

We've set up a blog so he can create unique content for search engines and to keep people coming back to the site.

Yelp Reviews

We're showing his 5 Star Yelp reviews from his current clients.

Dynamic Content

Every time gets a new 5 Star Yelp review, it auto-populates on his homepage, and every time he writes a new blog post, it automatically shows up here.

New fresh content for Google, we're dynamically bringing in his 5 star Yelp reviews.

Grow Your Audience

Now that we've got a new website, we need to
bring in an audience.

Now that we've got a new website, we need to build an audience for it.

Ways to Grow Your Audience



- Create unique content on your website (Google knows the difference between AI generated content and your unique content)
- Get active on social media
- Create a YouTube channel and post plenty of free informative videos
- The more free content your can provide, the more likely people will pay for your services
- Host Instagram and Facebook live events
- Create a Facebook community page
- Make sure your Instagram, Facebook and all Social Media profiles are set up as professional, rather than personal

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*Social Media:
Focus on What You
Can Manage and
What You Enjoy*

Don't feel overwhelmed! Choose a couple of platforms and do what you enjoy.

You will find that your audience will dictate which is the most effective platform for you.

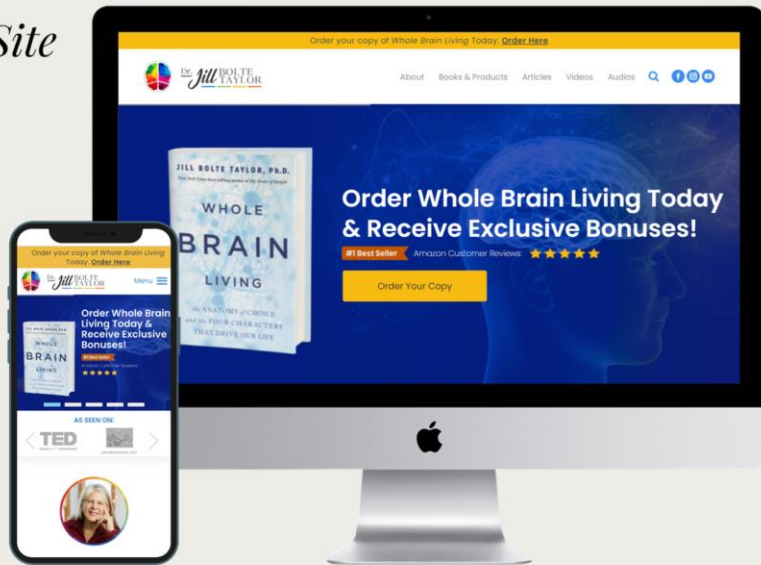


- I know it can be overwhelming. You feel that you need to be on twitter, tik tok, Pinterest, Facebook, Youtube and the list goes on and on. And I would say if your audience is a little older, focus on Facebook. If they're on the younger side, focus on Instagram.
- Focus on one or two, and focus on the platform you enjoy
- You may find that your audience will dictate where you focus your efforts.

Make Sure Your Site Looks Good on Mobile

Omni-Channel Marketing

- Many people start a shopping process on one device and finish it on another. Make sure your site displays properly across all devices.



MAKE SURE YOUR SITE IS MOBILE-FRIENDLY

- Many people start a shopping process on one device and finish it on another.
- Make sure your site displays properly across all devices, browsers, and platforms.
- So when we did this site for Dr. Jill, we did an image swap for mobile. So that means we detect what device the person is on, and if they're on a phone, we swap out the image so that it looks the right size on mobile.

Article Headlines & Subject Lines

Google is watching!
Write headlines that make people click

Come up with a compelling reason for people to click. You're competing with dozens of other headlines and you want to stand out.

Effective Headlines

.....



REASON WHY HEADLINES

Example: Why You're Having Difficulty Achieving Your Goals



BENEFIT HEADLINES

Example: Improve the Quality of Your Sleep Without Medication



QUESTION HEADLINES

Example: Is It Good To Exercise In A Fasted State? Here's What The Latest Research Shows



TESTIMONIAL HEADLINES

Example: I'm Happier Now Than I've Ever Been. Here's What I Changed



TARGET HEADLINES

Example: Try This Delicious Plant-Based Casserole Recipe



LIST HEADLINES

Example: 5 Things You Can do Right Now to Make The Rest of Your Day Better

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- TARGET HEADLINES
Example: Try This Delicious Plant-Based Casserole Recipe
- LIST HEADLINES
Example: 5 Things You Can do Right Now to Make The Rest of Your Day Better

MORE EXAMPLES:

1. The Best Ways to Get _____ Without _____
2. You're Running Out of _____. Here's How to Fix It

3. We Need to Talk About _____
4. Are You Still Doing _____? Try This Instead
5. Here's What You Don't Know About _____ That Could _____
6. How To [Accomplish Something] In [Short Amount of Time]
7. How To [Receive Benefit] Without [Undesired Expenditure]
8. An Easier Way To [Accomplish Something]
9. A Good Method For Avoiding _____
10. 10 Things [Something Interesting] Says About You
11. 10 Effective Ways To [Accomplish Something]
12. Is [Something Most People Do] Causing [Something Negative]?
13. 5 Lessons I Learned from _____
14. The Ultimate Guide to _____
15. How to Survive Your First _____
16. Behind the Scenes of a _____
17. Are You Still Wasting Money on _____ (Without Anything to Show for It?)
18. How to Finally Stop Your _____, Even if You've Tried Everything!
19. 5 Little Known Factors That Could Affect Your _____.
20. Vegetarian vs. Paleo: Which Is The Right Choice?
21. The No Medication Pain Remedy
22. Beat The Sunday Night Blues: Exciting Ways To Put The Fun Back In Your Weekend

Where Do I Start and What is This Going to Cost?

- So if you don't currently have a website and you don't know where to begin, you have some options:
- You can do it yourself if you're somewhat technically proficient with one of the do it yourself services, such as Wix, Squarespace or Godaddy. You can take the tools that I've given you here and you can apply them.
- You can hire a freelancer, I always recommend someone who is referred from a trusted source, just make sure you can see real functional sites that they've built, not just screenshots.
- Or you can work with me. I don't just work with the big name authors, I work with people at all levels. I love working with people who are just getting started because then we can do things right from the beginning.

Thank You! 😊

For a consultation or copy of this presentation, please contact:

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- If you'd like a consultation, please visit my website, webexpertcharlie.com
- Fill out the form, send us an email
- A member of my team will get right back to you
- It has been wonderful to have the opportunity to speak to you today. Thank you so much.