

Give Yourself a

Digital Makeover

Formulas to Improve Online Results



Charlie Griffin, Creative Director | www.WebExpertCharlie.com | info@WebExpertCharlie.com

Who Am I And Why Should You Listen To Me?



Website Design & Marketing Specialist

I've overseen the design and development of thousands of successful websites.



Over 25 Years Experience

Over 25 years of experience in website development & internet marketing.



Work With Top Hay House Authors

Many top Hay House authors are my clients. I specialize in working with authors.



I Care About The Success of My Clients

My goal is to make everyone I work with successful.

A Few People I've Worked With





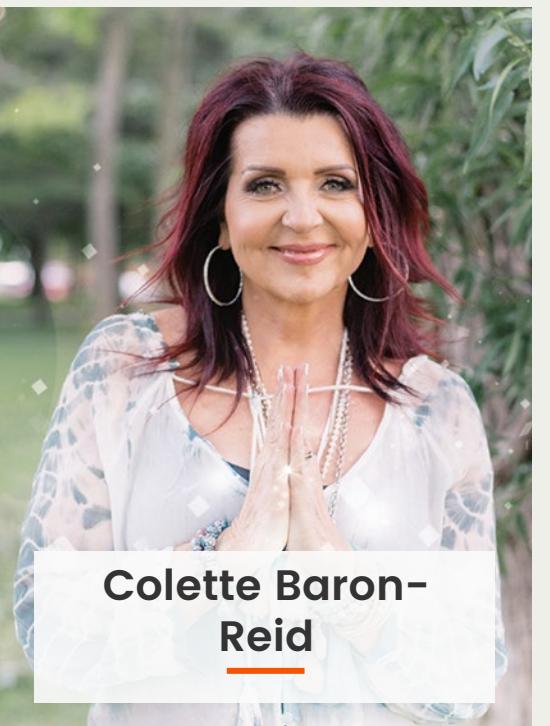
Deepak Chopra



Robert Holden



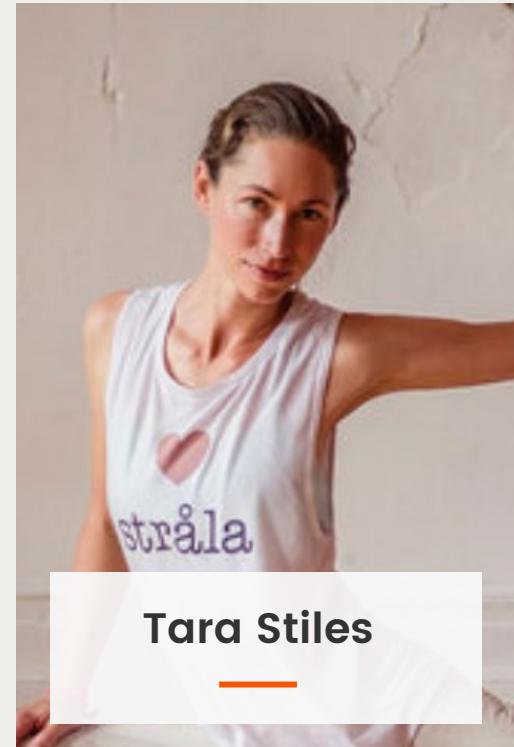
Dr. Jill
Bolte Taylor



Colette Baron-
Reid



Tony Robbins



Tara Stiles

A Few More People I've Worked With

What it Takes to Create An **Effective** Website:

- Establishing The Right Tone
- Creating Effective Visuals
- Clear and Direct Messaging
- Growing Your Audience
- Using Social Media
- Monetization



Make Sure Your **Brand** Accurately Reflects Your **Tone**

It starts with your logo.

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.

gabby

 JAMES VAN PRAAGH

KRIS CARR

Robert Holden, Ph.D.

MARIE FORLEO

Mel ROBBINS

SUZEORMAN

brendon burchard

nancy
levin

STEPHEN
KING

AMY PORTERFIELD

Laurie Hay

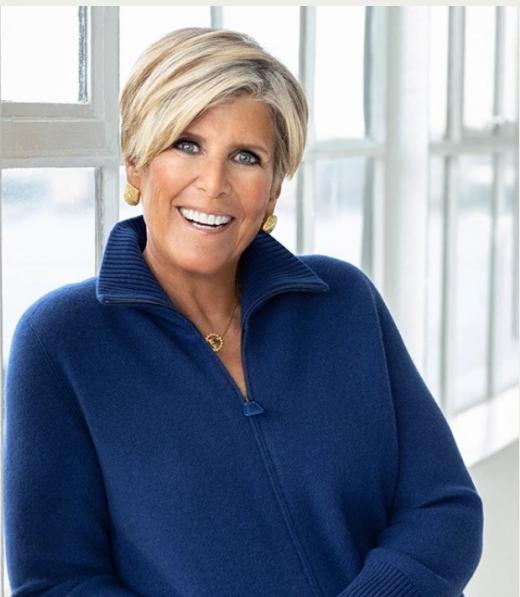
OPRAH

Colette
BARON-REID



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.



Eye Contact



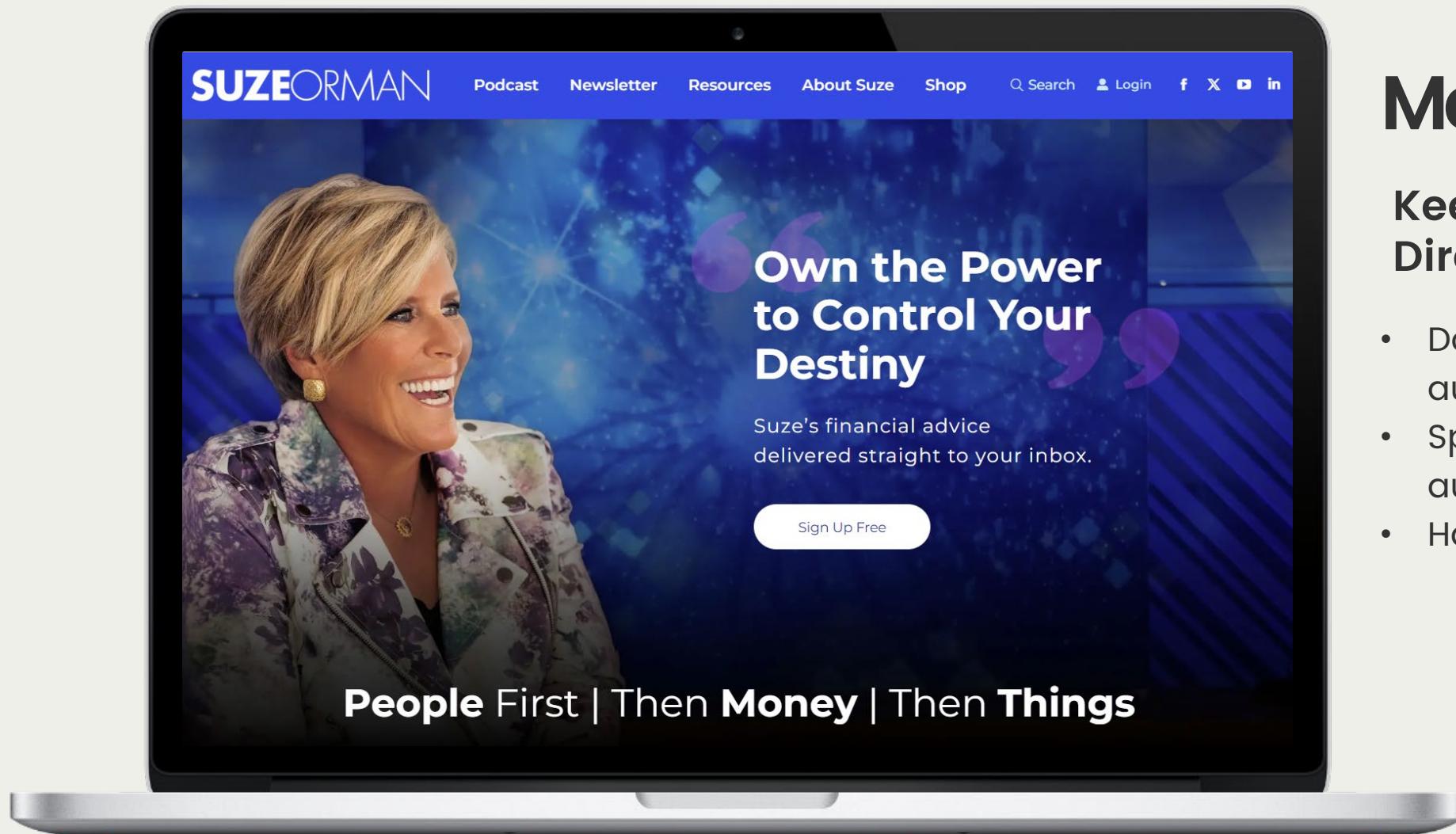
Hero Shot/Main Banner



Wealth/Expertise



Confidence/Trust



Messaging:

Keep it Clear, Direct and Simple

- Don't Overwhelm your audience with too much text
- Speak directly to your audience
- Have a clear "Call to Action"



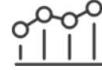
What do you need to know?



RETIREMENT



SAVINGS



INVESTING



WILLS & TRUSTS



INSURANCE



CREDIT/DEBT

1

Easy Discovery

Simple “jumping off points” allow the user to find what they need fast

2

Audio

Suze’s podcast addresses people who like to consume content by listening

3

Video

Videos on the homepage address visual learners

Women & Money Podcast

(And Everyone Smart Enough to Listen)



“It’s not just about money, it’s about power—your financial freedom starts here.”

Search the Women & Money podcast

Type your money question here...

If you have a question for Suze send it to:

AskSuzePodcast@gmail.com

LISTEN NOW



Listen on
Apple Podcasts



Listen on
Spotify



Listen on
Amazon Music

Download the **free**
podcast community
app



Download on the
App Store



GET IT ON
Google Play

1

Easy Discovery

Simple “jumping off points” allow the user to find what they need fast

2

Audio

Suze’s podcast addresses people who like to consume content by listening

3

Video

Videos on the homepage address visual learners

Let's get social with your money



Money Tools

Everything you need to get your money right!



The Ultimate Retirement
Guide for 50+

MUST HAVE® Documents
Online Program

9 Steps to Financial
Independence Online
Course

1

Easy Discovery

Simple “jumping off points” allow the user to find what they need fast

2

Audio

Suze's podcast addresses people who like to consume content by listening

3

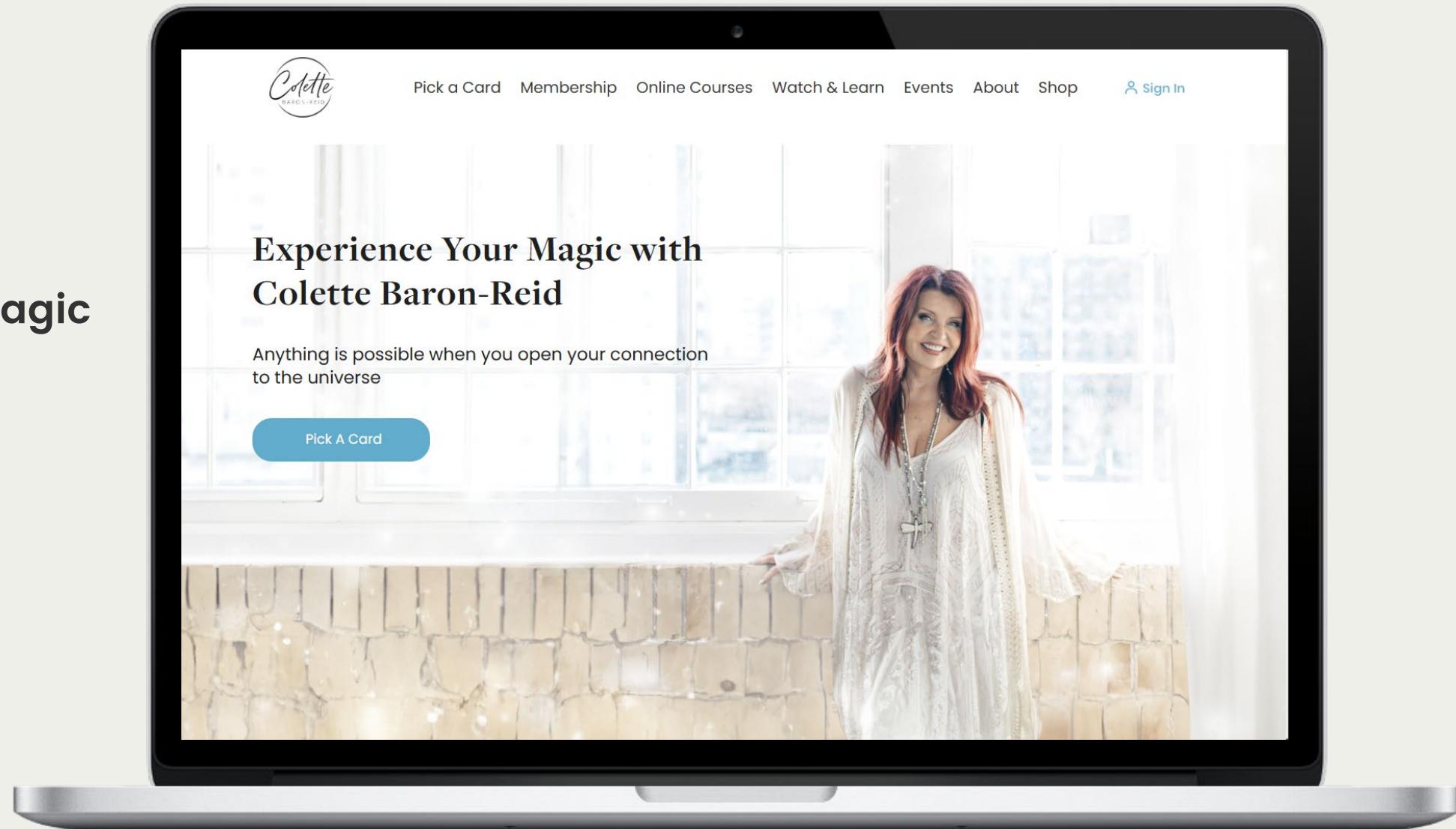
Video

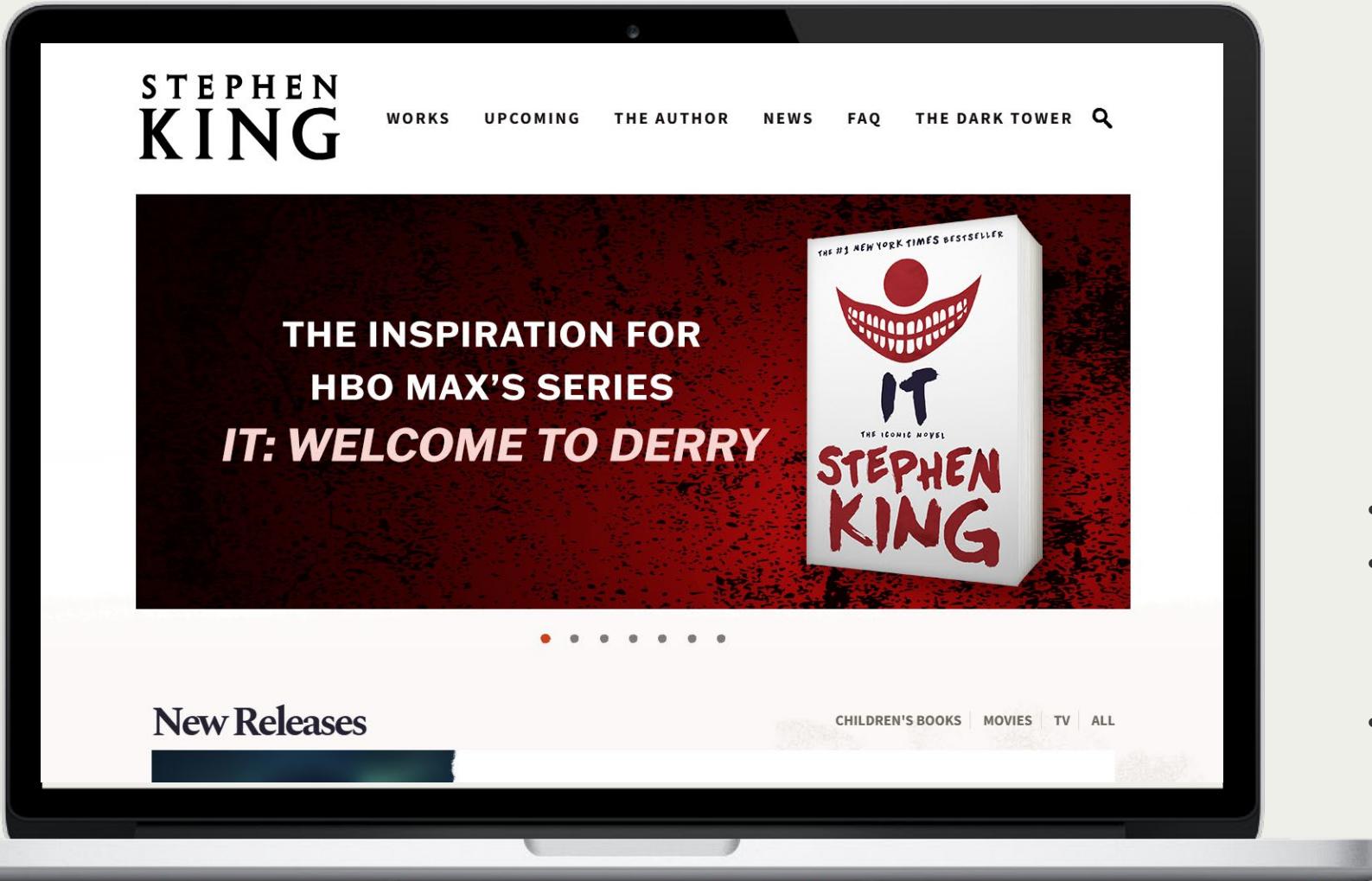
Videos on the homepage address visual learners

Colette Baron-Reid

Experience Your Magic

- Different tone
- Same principles
- Great photo
- Simple message
- Clear call to action





Fiction Example: Stephen King

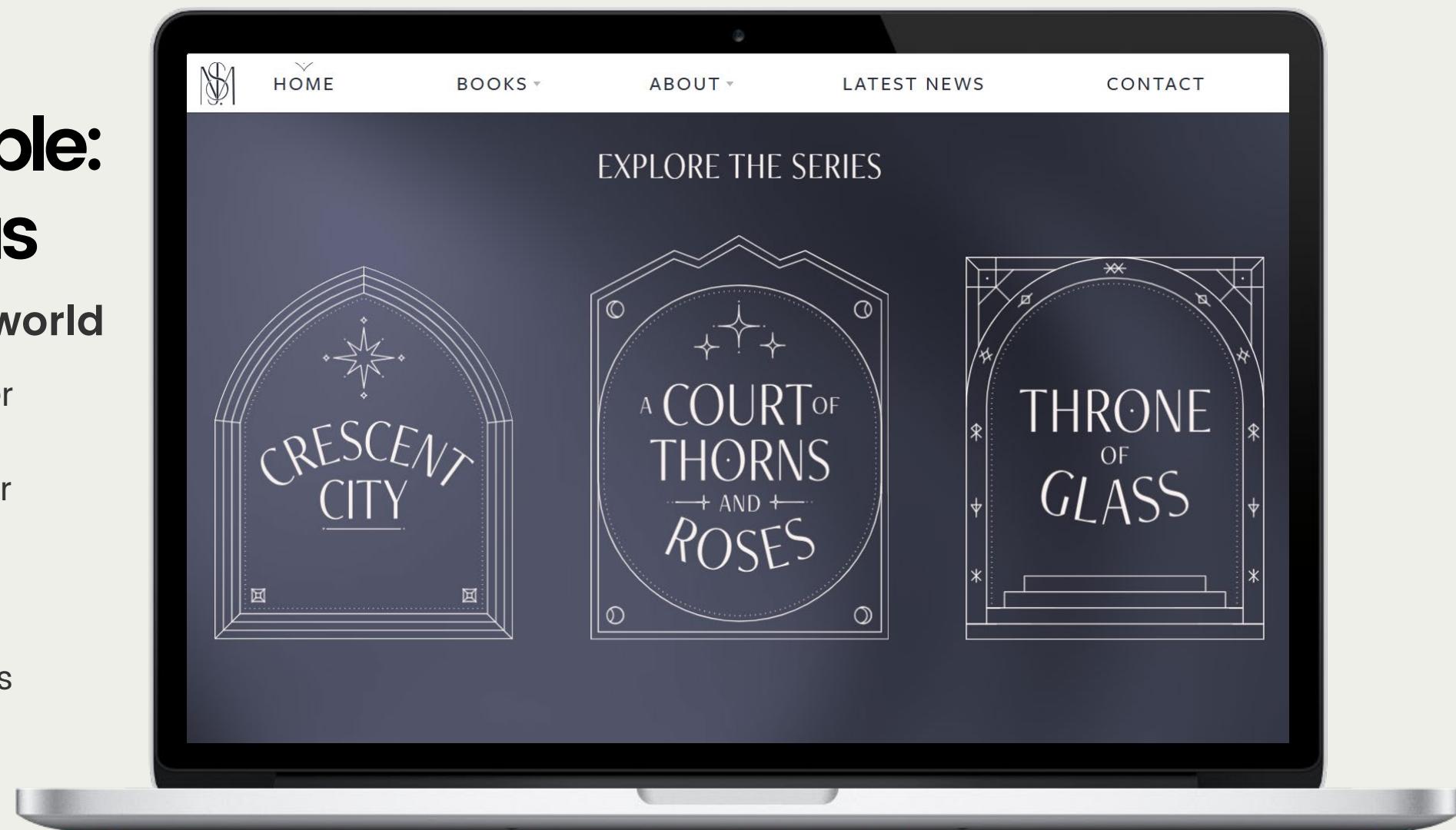
Less author focused,
more book focused

- Straight to promotion
- He's got a slider featuring all of the work he wants to promote
- Then he goes right into his new releases

Fiction Example: Sarah J. Maas

Brings you into her world

- Sarah is a fantasy writer
- The tone of the site matches the tone of her books
- We are diving into her world
- As a fiction author, she's highlighting the book series above herself



Build An Audience

Now that we've discussed the principles of what makes a good homepage, we need to bring in an audience. This starts with growing your email list.

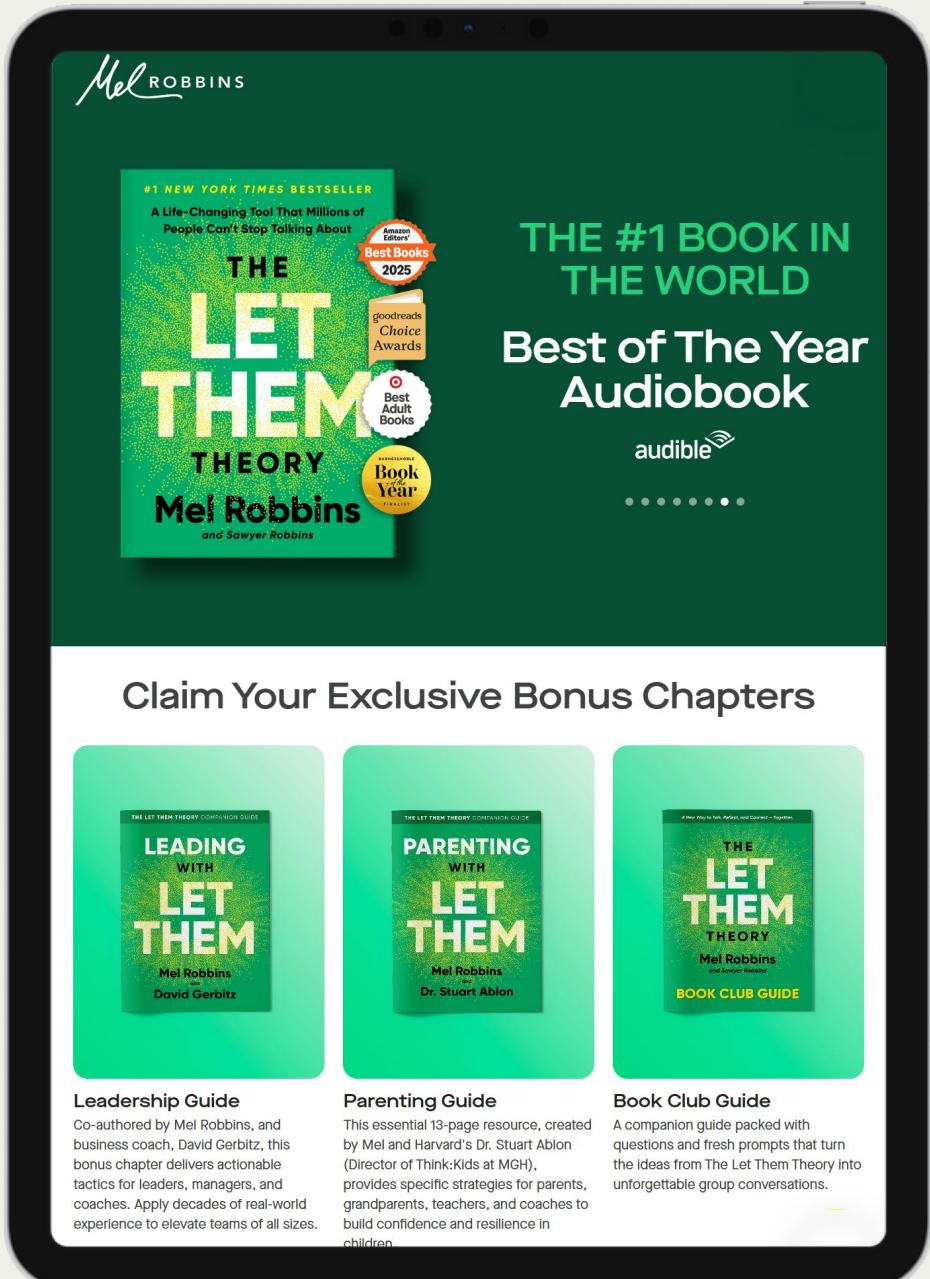


Offer Value In Exchange for an Email Address



Grow Your Email List

**Amy Porterfield offers:
“*The 3 Funnels Every Entrepreneur Needs*”**



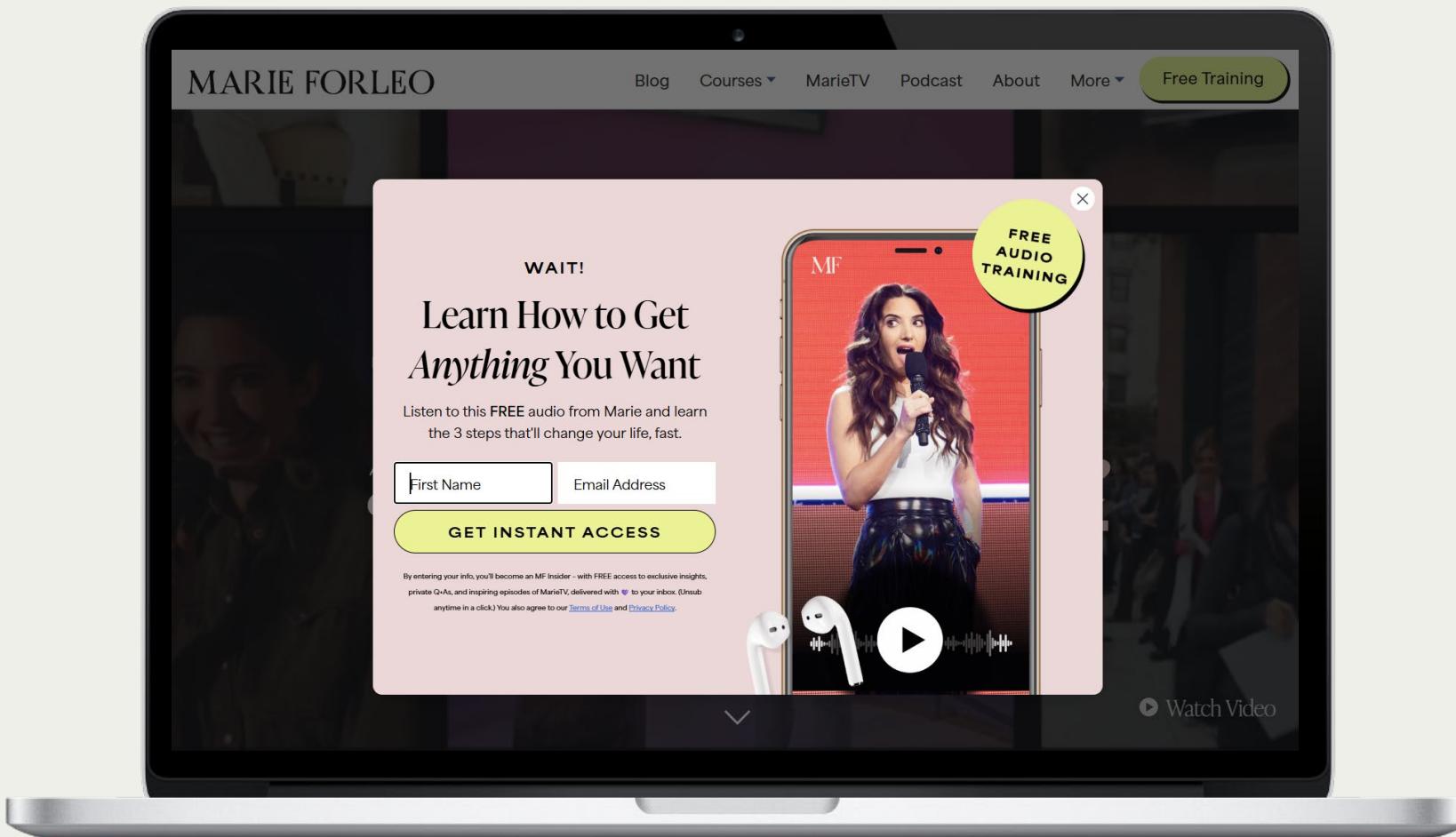
Mel Robbins: Bonus Chapters

- You may have bought Mel's book, but she may not have your email address
- Offering exclusive bonus chapters allows Mel to capture your email address so that she can market additional content to you
- It's a win-win. You get free bonus chapters, and she gets the opportunity to offer you future products



Popup Modal

Capture Email addresses through a popup modal offer

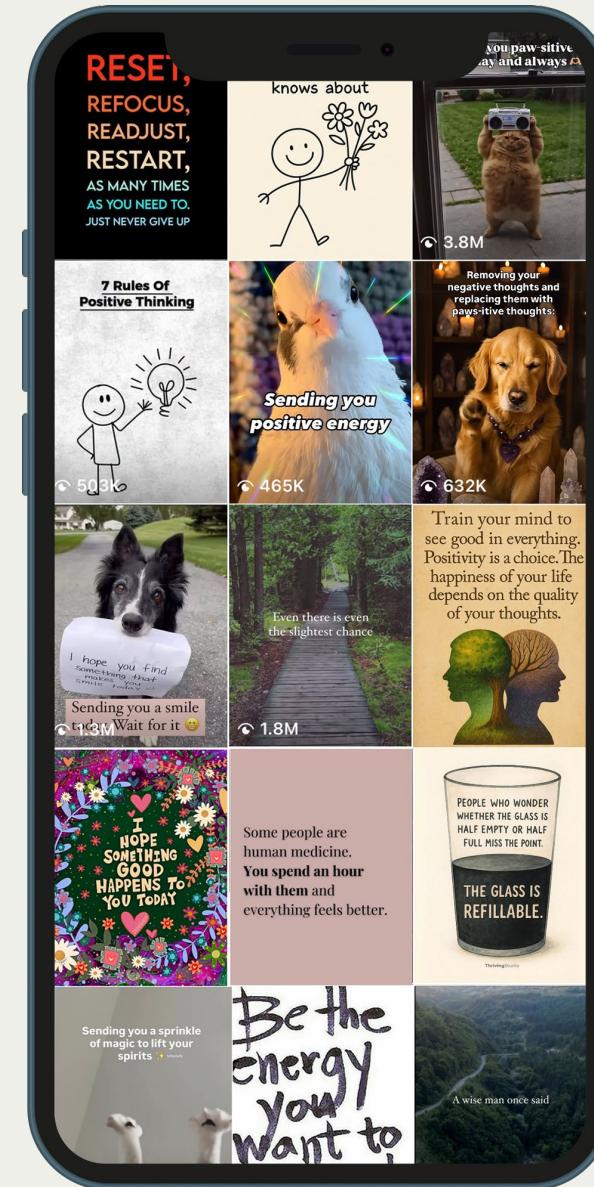


Drive Traffic to Your Website

In order to grow your email list, you need to drive traffic to your website. There are a variety of ways you can do that.

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

- If you don't enjoy it, you won't do it. Find a platform that you enjoy
- Social media should be a tool to drive traffic to your website
- Followers are more valuable when you have their email address
- Use a free offer to send people to your site
- Focus on 1-2 platforms to avoid overwhelm





Upper Funnel Engagement

Partner Up With Other Influencers

- The more targeted your field of expertise, the more likely you are to gain traction
- Partner up with other influencers in similar fields and “co-brand” your services across each other’s channels.
- You can pay to have micro-influencers read your book (fiction or nonfiction)



Upper Funnel Engagement

Step Into Existing Audiences

- Instead of trying to build an audience from scratch, get involved with discovery-driven communities like BookTok, podcasts and online communities specifically related to your field.
- Focus on adding value to conversations that are already happening
- TikTok LIVE is a great way to reach “upper funnel engagement”





Medium

health and wellness

Stories People Publications Topics Lists

In Scrub Me Secrets—The Blog by Katherine Stribakos

Hot Drinks That Have Major Skin Health & Wellness Benefits

What do I love to do in the fall and winter? Cozy up with a nice hot beverage while reading a book or watching TV. I'm all about...

1 1

In Write A Catalyst by Betty Ani-Asamani

My Health & Fitness Journey...Or Whatever This is

PT.3 of the "What Am I Doing With My Life" saga

101

In Write A Catalyst by Katherine

How Stopping Drinking Transformed My Health, Fitness, and Commitment to Progress

You will never see results if you destroy the progress every weekend.

94 1

Fahri Karakas

Every Health, Fitness, and Food Book Ever Written, Distilled Into 20 Life-Changing Truths

Upper Funnel Engagement

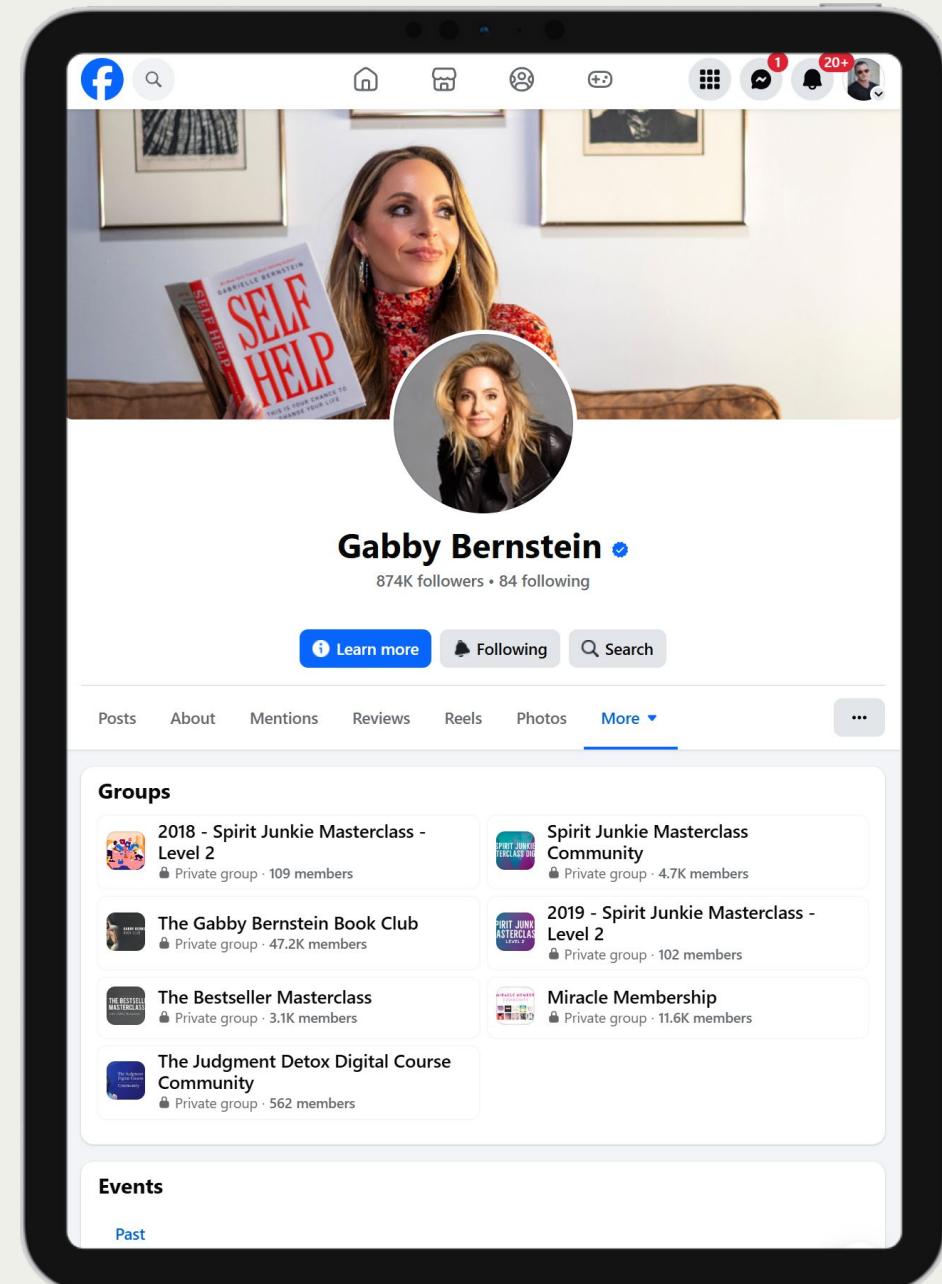
Medium: Get Discovered

Medium is ideal for:

- New audiences
- Early-stage trust
- Algorithm-driven exposure
- Upper funnel growth
- Medium allows for outbound links so you can point to your website from your article and author bio

Lower Funnel Engagement

- Host Instagram Live & Facebook Live sessions
- Create a Facebook Group or community
- Offer live Q&As or behind-the-scenes access
- Host virtual events (workshops, readings, or meetups)
- Stay consistent with email communication and write effective subject lines



Effective Article Headlines & Subject Lines

Now that you're sending people to your site and growing your email list, you need to make people **click**.



Effective Subject Lines

.....



Benefit Headlines

Example: Sleep Better Without Medication—What Actually Helped (and What Didn't)



Question Headlines

Example: Does Fasted Exercise Really Work? What the Research (and Experience) Say



Testimonial Headlines

Example: Charlie Understood My Work Better Than Any Designer I've Hired



Target Headlines

Example: A Plant-Based Casserole Even Meat-Eaters Ask Me For



List Headlines

Example: 5 Small Shifts That Consistently Make My Days Better

Monetization

Start to think about revenue streams from other sources other than just book sales.



Monetization

Substack

Substack is a subscriber-based service.

Think of Medium as a place to get discovered, and Substack as a place to build a relationship with your audience.

Offer exclusive content for a monthly fee.

Great for both nonfiction and serialized fiction.

You also get access to email addresses with your Substack account.

Latest Top Discussions

How to Rewire Your Anxious Brain

Why Most Anxiety Advice Fails - and What Actually Works

DEC 16 • DR. DOMINIC NG

BRAIN HEALTH, DECODED

Home Notes Archive About



How to Trick Your Brain into Doing Difficult Things

A Neuroscientist's 7 Proven Ways to Get Yourself to Do What Matters

DEC 18 • DR. DOMINIC NG

How to Rewire Your Anxious Brain

Why Most Anxiety Advice Fails - and What Actually Works

DEC 16 • DR. DOMINIC NG

Brain Health, Decoded

Where a physician-scientist translates the latest neuroscience research into personalised brain health strategies that actually work.

Most Popular

How to Stop Wasting Your Life

NOV 25 • DR. DOMINIC NG



A Neuroscientist's Guide to Your Morning Routine

AUG 26 • DR. DOMINIC NG



6 Ways to Increase Neuroplasticity

NOV 4 • DR. DOMINIC NG



Why You Keep Abandoning Things (And How to Finish...)

DEC 9 • DR. DOMINIC NG



How to Rewire Your Anxious Brain

DEC 16 • DR. DOMINIC NG



Why People with ADHD Procrastinate and 8...

DEC 2 • DR. DOMINIC NG





Monetization

Online Courses:

Colette Baron-Reid Offers Several Online Courses:

- Journaling
- Oracle Cards
- Energy Flows
- Think about some online courses you could offer that are tied in with the work that you do

The mobile website for Colette Baron-Reid's online courses features a header with a sign-in button and the Colette logo. The first course, 'The POWER of JOURNALING with Oracle Cards', is described as helping users 'Awaken Your Intuition to Radically Shift Your Life' with Colette Baron-Reid. The second course, 'ORACLE CARDS 101', is described as a 'Master the cards in just 5 minutes a day!' course for beginners, with over 30 days of content. Both courses include a 'Learn More' or 'Buy Now' button.

The POWER of JOURNALING with Oracle Cards

ORACLE CARDS 101



The Beauty of Digital Products

- No Inventory
- No shipping
- Passive stream of income
- Create once and sell multiple times
- Start thinking about evergreen content you can create



Develop Multiple Revenue Streams

.....



Online Workshops

These are especially valuable, because the content is digital.



Digital Products

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



Virtual Group Meetings

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



Private Consultation

Can be done with Zoom, Google Meet, Facetime, etc, with anyone anywhere in the world.



Subscription-Based Services

Offer subscription-based services, as we discussed, such as Substack, Patreon, YouTube, Apple Podcasts, where you can charge a small monthly fee for access to exclusive content not available for free users.



Podcast

You can offer certain podcasts for free, and then have a paid option for exclusive content.

Make Sure Your Site Looks Good Across All Devices

Omni-Channel Behavior Is the Norm

- Many people start browsing on one device and complete their purchase on another. Your website should deliver a seamless experience across all devices.





Reach Out To Me

Charlie Griffin, Creative Director

www.WebExpertCharlie.com

info@WebExpertCharlie.com

MICRO-INFLUENCER NOTES:

1. Statusphere (Starts at \$3,500/month)

- **Overview:** Specializes in health and wellness influencer campaigns, offering a platform to scale user-generated content (UGC) effectively.
- **Key Features:**
 - Geo-targeting capabilities for retail campaigns.
 - Comprehensive analytics portal to track campaign performance and KPIs.
 - Facilitates in-store influencer activations.
- **Best For:** Brands seeking to generate UGC at scale and track detailed campaign analytics.
- **Website:** joinstatus.com

2. Stack Influence (Pricing starts at about \$39 per post, and you give them free product)

- **Overview:** Offers fully managed micro-influencer campaigns, focusing on product seeding and UGC creation.
- **Key Features:**
 - Automated product seeding campaigns.
 - Generation of branded content and testimonials.
 - Scalable approach to increase brand awareness and online growth.
- **Best For:** Brands looking for a hands-off approach to influencer marketing with a focus on content creation.
- **Website:** stackinfluence.com

3. Upfluence (Pricing starts at \$478 per month)

- **Overview:** An AI-powered platform that integrates influencer marketing with affiliate programs, ideal for e-commerce brands.
- **Key Features:**
 - Automated promo code generation compatible with platforms like Shopify, WooCommerce, and Amazon.
 - One-click influencer payments and commission tracking.

- Comprehensive campaign analytics dashboard.
- **Best For:** Brands aiming to combine influencer marketing with affiliate sales strategies.
- **Website:** upfluence.com

4. Insense (Pricing starts at \$1,600/month)

- **Overview:** Focuses on performance-based influencer marketing, emphasizing measurable ROI and data-driven strategies.
- **Key Features:**
 - Detailed analytics on influencer performance, including clicks, sales, and return on ad spend (ROAS).
 - Tools to identify influencers based on audience demographics and engagement metrics.
 - Integration with various platforms for seamless campaign management.
- **Best For:** Brands seeking a data-centric approach to influencer marketing with clear performance metrics.
- **Website:** insense.pro

5. Collabstr (Pricing starts at \$299/month)

- **Overview:** A user-friendly marketplace to find and hire influencers across Instagram, TikTok, YouTube, and more.
- **Key Features:**
 - Browse and filter influencers by platform, category, and location.
 - Transparent pricing and direct communication with influencers.
 - Ideal for one-off collaborations and smaller campaigns.
- **Best For:** Brands looking for a straightforward platform to initiate influencer partnerships without long-term commitments.
- **Website:** collabstr.com

=====

Other Recommendations:

Recommended Companies for Micro-Influencer Partnerships

- **Afluencer**

- **Why It Fits:** Afluencer specializes in connecting brands with micro- and nano-influencers, particularly in the health and wellness space. They offer a platform with over 29,000 creators, allowing you to filter by niche (e.g., nutrition, fitness, holistic health), engagement rate, and audience demographics. Their “Collab tool” enables you to post campaigns and let influencers apply, which supports performance-based arrangements like affiliate commissions or pay-per-sale models. This minimizes upfront costs, as you can negotiate terms like product gifting or commission-based payouts (e.g., 25% on sales, as seen with some health brands they work with).
- **Health and Wellness Focus:** Afluencer highlights wellness influencers like Hannah Uhl (vegan, sustainability-focused) and Emily (health brand collaborator).
- **Performance-Based Options:** You can set up campaigns with affiliate-style rewards (e.g., commission per sale or click) or offer product samples in exchange for content, reducing initial expenses. Their platform provides influencer stats to ensure you choose creators with engaged audiences, maximizing ROI.
- **How to Start:** Sign up on their website (afluencer.com) and use their search filters to find micro-influencers (10,000–100,000 followers) in the health and wellness niche. Post a campaign brief specifying your performance-based terms (e.g., commission or product gifting).
- **Considerations:** While Afluencer’s platform is user-friendly, you’ll need to invest time in reviewing influencer applications to ensure alignment with your brand. Their free plan allows browsing, but premium features may require a subscription, so clarify costs upfront.

- **Collabstr**

- **Why It Fits:** Collabstr is an influencer marketplace designed for brands to find and hire micro-influencers across various niches. It’s ideal for budget-conscious campaigns, as you can browse thousands of vetted Instagram influencers for free and purchase content directly from their profiles. The platform supports

performance-based collaborations by allowing you to negotiate terms like affiliate commissions or product exchanges, which aligns with your goal of minimizing upfront costs.

- **Performance-Based Options:** You can propose campaigns where influencers receive free products or earn commissions per sale via trackable links. Collabstr holds payments until content is delivered, reducing financial risk. Their campaign brief tool lets you specify performance-based terms, ensuring influencers understand your budget constraints.
- **How to Start:** Visit collabstr.com, filter influencers by your field and “Micro” categories, and review profiles for engagement rates and audience fit. Contact influencers directly to propose a performance-based deal, such as product gifting plus a 10–20% commission on sales.
- **Considerations:** Collabstr’s direct approach saves time, but you’ll need to negotiate terms individually with influencers. Ensure influencers align with your brand’s ethos (e.g., transparency, quality ingredients) to maintain authenticity, as you’ve emphasized in past campaigns.
- **IZEA**
 - **Why It Fits:** IZEA is a well-established influencer marketing platform that connects brands with influencers of all sizes, including micro-influencers. Their marketplace supports performance-based models like affiliate programs or pay-per-conversion deals. IZEA’s flexibility makes it suitable for your limited budget, as you can start with small campaigns and scale up.
 - **Performance-Based Options:** IZEA offers tools to set up affiliate-style campaigns where influencers earn commissions (e.g., \$2 per click or 20% per sale, as seen in similar programs). You can also provide free products for review, a strategy used by brands like KIND Snacks, which partners with micro-influencers for nutrition-focused promotions.
 - **How to Start:** Create a free profile on izea.com, use their influencer search tool to filter for micro-influencers, and review metrics like engagement rates. Propose a campaign with performance-based terms, such as product gifting plus commissions, to stay within budget.
 - **Considerations:** IZEA’s platform is robust but may feel complex for first-time users. Focus on micro-influencers to keep costs low, and leverage IZEA’s analytics

to track campaign performance (e.g., clicks, sales) to ensure your investment pays off.

Additional Notes

- **Why Micro-Influencers?** Micro-influencers (10,000–100,000 followers) typically have higher engagement rates (2–6%) than macro-influencers, making them ideal for performance-based strategy. Their audiences trust their recommendations, which is critical for products where authenticity matters.
- **Performance-Based Strategy Tips:**
 - Offer a mix of free products and commissions (10–25% per sale) to attract influencers without large upfront payments.
 - Use trackable affiliate links or discount codes to measure sales and ensure influencers drive results.
 - Prioritize influencers with audiences interested in your field.
- **Budget Optimization:** Start with a small test campaign (e.g., 5–10 influencers) to gauge performance before scaling. Negotiate terms clearly, emphasizing product gifting and commissions to keep costs low, as micro-influencers are often open to such arrangements.

Why These Companies Stand Out

- **Afluencer** is ideal for its extensive network and Collab tool, which streamlines performance-based campaigns.
- **Collabstr** offers a straightforward, budget-friendly platform with direct influencer access, perfect for negotiating affordable deals.
- **IZEA** provides a professional-grade solution with flexibility for small budgets.

=====

Additional Notes:

1. Upfluence

- **Best for:** E-commerce brands seeking comprehensive influencer marketing solutions.
- **Strengths:**
 - Access to a vast database of over 22 million influencers.

- Advanced filtering options for precise influencer selection.
- Seamless integrations with e-commerce platforms like Shopify and WooCommerce.
- Robust campaign analytics and performance tracking.

- **Considerations:**
 - Pricing starts at \$478/month with a 12-month commitment, which is expensive
 - Limited psychographic data on audiences.
 - The platform's learning curve can be challenging for new users.

2. Insense

- **Best for:** Brands focusing on user-generated content (UGC) and creator-driven ads.
- **Strengths:**
 - Access to over 60,000 vetted creators across Instagram, TikTok, and UGC platforms.
 - Tools for creator matching, campaign management, and licensing content for ads.
 - Quick turnaround for creative assets, typically within 10 days.
- **Considerations:**
 - Primarily suited for brands looking to scale UGC for advertising purposes.
 - May not offer the same level of influencer relationship management as other platforms.

3. IZEA

- **Best for:** Brands needing a comprehensive influencer marketing platform with robust analytics.
- **Strengths:**
 - Offers a suite of tools including influencer discovery, campaign management, and performance tracking.

- Integrations with platforms like Shopify and Google Analytics.
- Customizable data reporting and flat transaction fees.

- **Considerations:**
 - The platform's complexity may require a learning period.
 - Pricing details are not publicly available; potential users should inquire directly.

4. Stack Influence

- **Best for:** Brands aiming for authentic, micro-influencer-driven campaigns.
- **Strengths:**
 - Automated product seeding to micro-influencers, fostering genuine product experiences.
 - Managed campaigns from start to finish, including content creation and posting.
 - Access to a community of over 11 million influencers across various niches.
- **Considerations:**
 - May not offer as many advanced analytics features as other platforms.
 - Best suited for brands looking for hands-off campaign management.

5. Collabstr

- **Best for:** Brands seeking a marketplace for one-off influencer collaborations.
- **Strengths:**
 - Direct access to influencers for quick collaborations.
 - Transparent pricing for influencer services.
- **Considerations:**
 - Lacks the comprehensive campaign management tools of other platforms.
 - May not be ideal for long-term influencer relationships.

6. Afluencer

- **Best for:** Brands looking for a platform to connect with influencers for various campaigns.
- **Strengths:**
 - Offers a directory of influencers across different niches.
 - Facilitates communication between brands and influencers.
- **Considerations:**
 - May not offer advanced analytics or campaign management features.
 - Best suited for brands in the initial stages of influencer marketing.

7. Stratosphere

- **Best for:** Brands aiming to scale influencer posts and personalize product seeding.
- **Strengths:**
 - Focuses on micro-influencer marketing with a programmatic approach.
 - Offers solutions tailored to various industries such as beauty, fashion, and health.
- **Considerations:**
 - Specific platform features and pricing details are less publicly available; potential users should inquire directly. [Stack Influence](#)

Conclusion

- For comprehensive influencer marketing with advanced analytics and e-commerce integrations: Upfluence stands out.
- For scaling UGC and creator-driven ads: Insense is a strong choice.

- **For authentic micro-influencer campaigns with managed services:** **Stack Influence** excels.
- **For quick, one-off collaborations:** **Collabstr** offers a straightforward marketplace