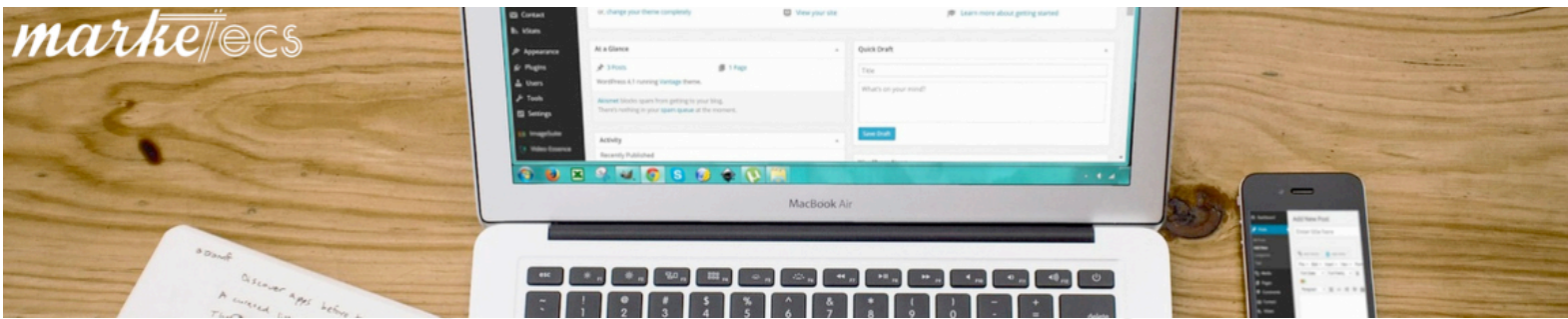


Writing And Branding For Consistency, Recognition, and A Great First Impression





It's important to remember that your website is your first impression with people. This is how you introduce yourself to your potential clients and customers.

So, this particular workbook is designed to help you consider your writing style, what to include, and some general brand consistency.

VOICE: How Would You Talk To Someone You Just Met?

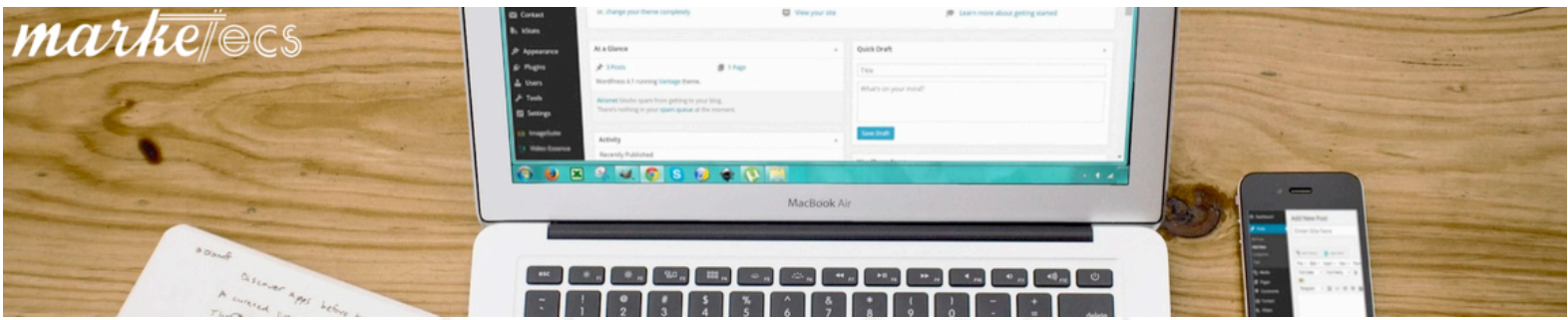
You want the 'voice' of your site to match your personality or the personality of your brand. Remember to write the way you talk in order to avoid a disconnect when you get a new client or prospect on the phone. I know that can be hard... You may find that you are being too formal in your writing, and it sounds nothing like the way you talk. Or, you may be too informal.



Exercise:

Imagine you are having a conversation with someone in real life. You just met for the first time in a social situation (party, restaurant, sports game, etc...) How would you answer the following questions? Don't overthink it; just write your responses down!

What do you do?

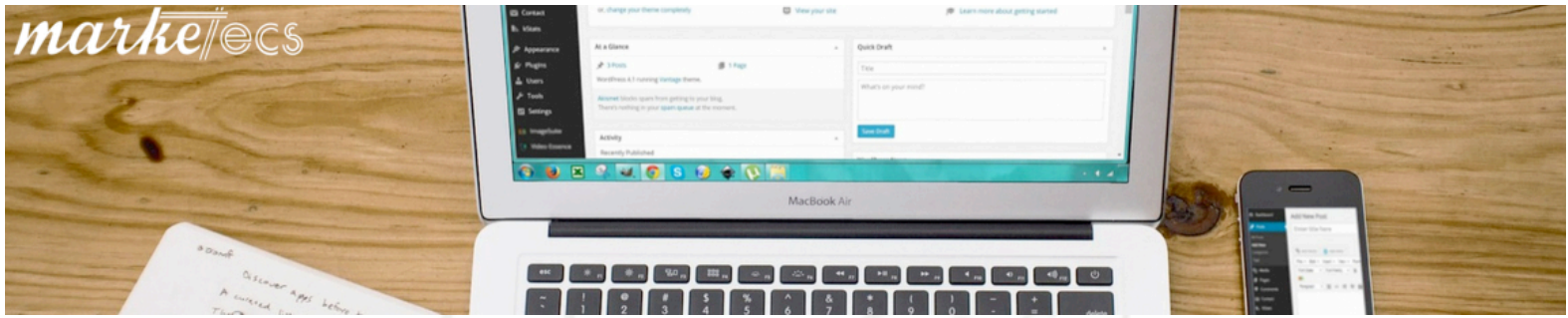


Why do you do it?

What are you best at?

What do you like most about your job?

Who do you usually work with?



ABOUT: Who Are You? What Do You Do?

People should be able to understand what you do within the first few seconds of landing on your website. If they are not sure if you sell pancake mix or fishing rods, there's a problem!

Be as clear as possible with your niche. Try to clearly and simply explain what you offer, and who you offer it to on your home page. This will grab the attention of the right prospects and also help with SEO.

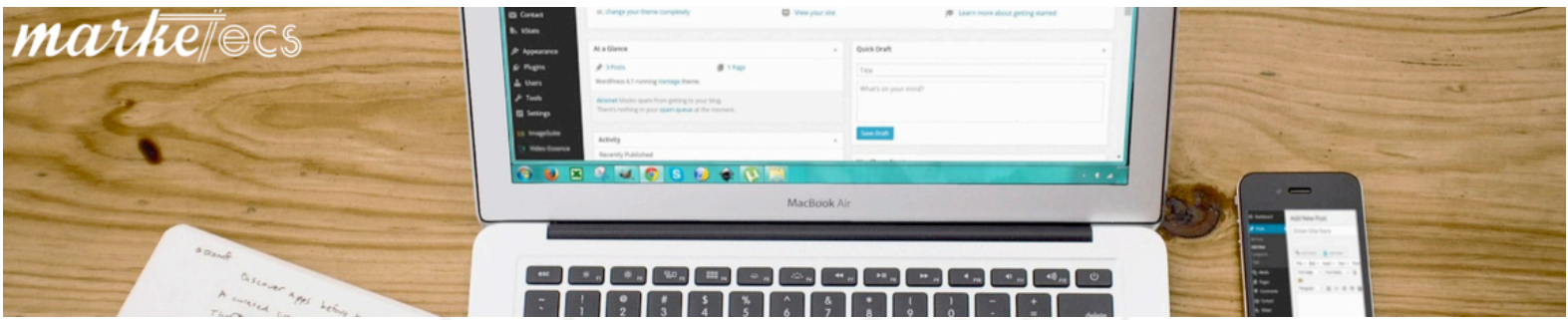
Be sure to tell people details about you, your team, and your business on your about page. And don't forget to include your name!

Exercise:

Again, imagine you are having a conversation with someone in real life. How would you answer the following questions? Don't overthink it; just write your responses down!

What did you do/work on this week? Month? Quarter? Year?

Who did you work with this week? Month? Quarter? Year?



If you had your choice, what would work on this week? Month? Quarter? Year?

If you had your choice, who would you work with this week? Month? Quarter? Year?

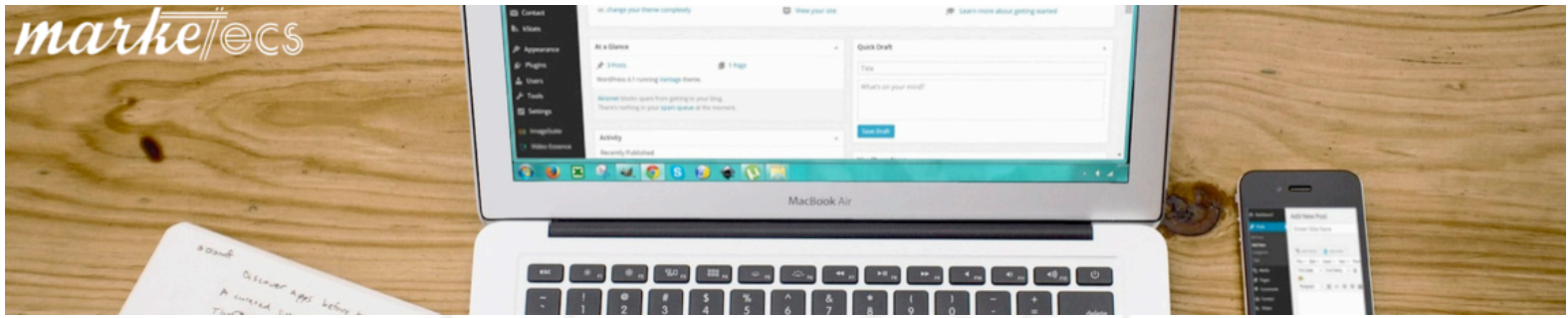
VISUAL APPEAL: Make It Easy To Read

Keep clutter at a minimum. You want people to feel relaxed when they visit your site. If there are too many ads on your sidebars, people won't know where to look *and they definitely won't be focused on your content.*

It's also important to make sure the fonts you are using are easy to read and consistent site wide. Fancy fonts can be hard to read and distracting, so it's better to choose a simple font for the majority of your body text.

Look at your color scheme. You want the colors to flow together nicely and ideally you should stick to your branding colors when ever possible. If you are using hot pink letters on a red background, it's going to be





harder to see and may give people a headache. That may be an extreme example, but you understand the point.

Be sure to include lots of white space! People read differently online. They do not blink as much as when they are reading a physical item, like a book or magazine. This can make it harder to focus. Keep your online paragraphs shorter, and use bullet points to break up the text and highlight important items.

BRANDING: Consistency And Clarity

The less you divert from your signature brand colors, fonts, and image styles the better! You want to evoke a certain feel when people visit your site, so it's important to be consistent. This will also help them visually recognize your content and style when on other platforms, such as social media. Brand recognition can go a long way in customer retention and loyalty, so find a look and stick with it!

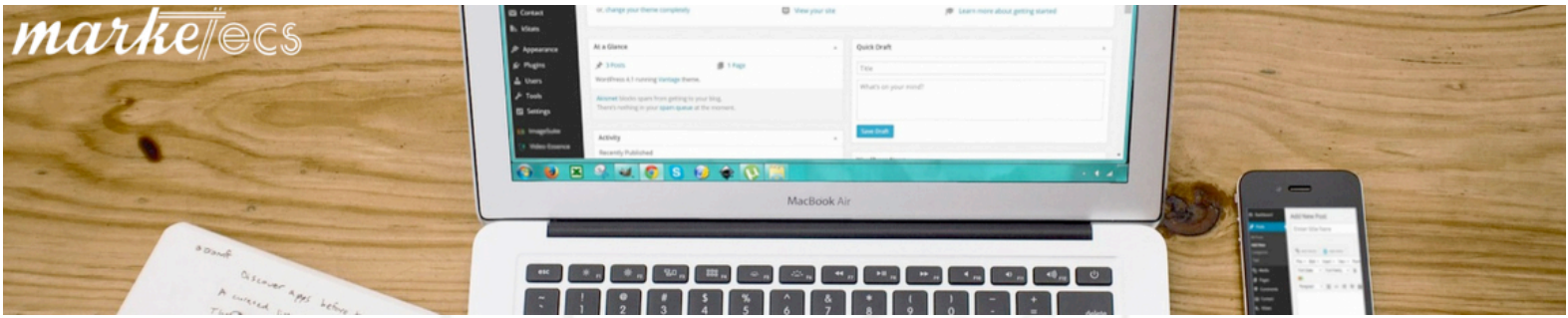


Exercise:

Business Name: _____

Tag Line: _____

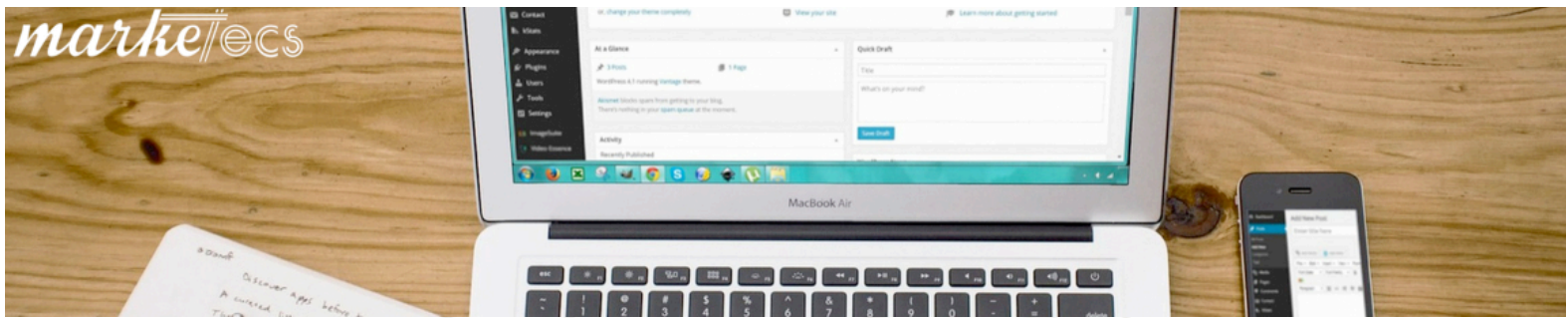
List your primary brand colors. (typically 3-5 colors; 1-2 primary colors and 1-3 supporting colors)



List your primary brand fonts/type. (typically 2 fonts; 1 for headers and accents, 1 for body text)

Branding Checklist:

- Do all materials you've produced use these fonts and colors? This includes; website, business cards, brochures, flyers, social media profiles, speaker sheets, etc..
- Do all of your profiles, emails, and marketing collateral predominantly display your business name, logo, and tagline?
- Do you make a habit of 'watermarking' blog and social media images and videos with your logo?
- Does the email signature of all team members have a consistent appearance?
- Are all contracts, web portals, invoices, etc... branded with *at least* your logo?



Additional Notes...

Spell Check

Time for a little check on your spelling and grammar! If this is not your strong suit, then run the spell check and be sure to Google any questionable grammar rules.

A great online tool is [grammarly](#). And that's just one of many, just Google search 'grammar tools'. ;-)

Get Those Sales Coming In

Make it easy for people to buy from you! A good rule of thumb, is to make sure people can buy something from you in 3 clicks or less. If they have to spend all day clicking around your site, they are going to click away. If your check out process is tedious, they won't buy.

Display your products and services clearly on your site, and put down how much it costs. Don't leave it to your visitors to ask you how they can purchase something from you.