

Create a Website That Sells...

A Different Approach from Existing Static Websites

Course Objective:

Duration:

40 hours, 10 weeks

10 sessions of 4hrs each.

Each session is 4 hours long including practice, workbook application, Q/A, and breaks.

The length of the sessions could be adjusted to 3 hours depending on the preference of the group (attached is a 3hrs session layout).

What do you expect from the course for your business?

Here are some quick results business owners get from this training program:

- 1- Increase profitability by increasing your conversion rate of your website.
- 2- Create a website as an asset that increase revenue, and increase your profit margin.
- 3- Create a pure Blue Ocean Strategy that makes your competition obsolete regardless how competitive the product or service you sell.
- 4- No more hope marketing, random posting, and static websites.
- 5- Create a website as a sales tool... Not pushy, not salesy and has an unfair advantage.
- 6- Create pages and content that communicate directly to your customers' emotions and beliefs and entice them to buy your product or service.

... And many more.

What do you expect from the course for you?

The immediate benefits for business owners from this training program are:

- 1- Creating more time: help you re-focus your efforts on growing and expanding your business instead of doing repetitive tasks that consume your energy, time, and profit.
- 2- Creating a mass follower audience who will be loyal to your brand regardless the competition you have.
- 3- Mastering your investment in your assets: website, content, and offers.

Modules

Week 1: Setting Up the Right Foundation

- Set the right expectations, and take the necessary actions
- Is your website an asset or liability?
- Create your website as a value platform not a commodity
- Reposition yourself in the marketplace as an authority in easy steps
- The "Y" Method, the smart grid, and the new opportunity offer
- Why is it important to understand people's problem?
- Online problem search - the free tools
- How to use the google AdWords tool to understand people's problems?
- How do you find the actual problems people are searching for?
- How to find out if the interest in a specific problem or need is going up or down?
- How to identify people's problems using articles?
- Free tools to analyze your current website and its SEO; plus the recommendations on how to change them to maximize your profitability

Week 2: Create Your Specific Niche Market and Create Your Mass Followers Audience

- Analyze your business structure using the "Y Method"
- Create your niche market and your blue ocean strategy
- You are not a marketer, you are an investor: think Assets and ROI
- Your website is 5% about you, and 95% about your clients
- Focus on building a website that lowers your barriers to acquire a customer and greatly increase their lifetime value
- Intent Based Marketing, a "Frank Kern's" method to build your audience from an easy organic reach. The method helps your business get more clients through your website

- Personal brand vs. Business/product brand
- The psychology behind why people buy
- The new currencies: Energy, Time and Profit

Week 3: Why Everything in Life is Information – Content and Scripts

- Information as the front end of your business
- Why information are critical for SEO, loyalty, and sales
- “Warren Buffet” Method: SEO is like a stock market... A long-term investment
- The Content/ Traffic formula
- Write a copy that sells
- The secret formula for any content: Hook— Story— Offer
- Why do you need a blog with your website?
- Position yourself as an influencer not a competitor
- “Gary Vee” content strategy to maximize your outreach
- The One Sales Presentation Formula: sell anything to anyone
- Video sales letter: psychological structure and scripts to make people buy your offer

Week 4: Build Your Website as an Asset That Generates Profit

- Build your assets: automated email list
- Automation is to your time; what compound interest is to your money
- Domain name as an asset
- Register your words’ trademarks yourself with the Canadian Intellectual Property Office
CIPO: easy step by step without the need to hire a lawyer
- The structure of creating your irresistible offer that creates a massive loyalty to your brand using neuroscience (emotions and beliefs)
- Psychological principles of high converting websites

Week 5: Your Website as a Sales Funnel

- Website vs. Sales Funnels
- The 7 phases of a funnel or a website
- The building blocks of your website
- Layout your website structure and pages
- Landing pages, OTO (one time offer), upsells and downsells
- CTA – call to action
- Reduce the bounce rate on your website to increase its conversion

Week 6: Software – Maximize Conversion

- How to build a high conversion website that will triple your profits
- Wix.com: free and paid versions
- Connect your domain, google analytics, Meta Tags and other apps
- Advanced software overview that runs your website on autopilot 24/7/365

Week 7: Drive Traffic to Your Website– Paid and Free

- Facebook Ads: how to get more clients using paid advertising at No Cost
- Facebook groups marketing strategy
- How to use your LinkedIn page as a sales funnel for your website

Week 8 and Week 9: Your Website Conversion Rate Optimization - CRO

- Understand conversion: qualify subscribers, qualify buyers, and identify buyers in heat
- Set and assess the right metrics and KPIs
- Your website finances
- 100 conversion tips to help create a better website
- How can you tell whether your website is actually gaining traction?
- Boost your online conversions by 157% in simple steps
- The characteristics of high converting pages and headlines
- How to make your homepage actually convert
- What the highest converting websites do differently
- How to increase your conversions in just minutes a day
- High converting websites are a two ways communication tool: the secrets reveal

Week 10: Testing and Improving

- Review and ongoing testing for all the components and elements created to increase the profitability of your website.

What Will Happen Next?

Participants will have access to my private community to work together for a maximum business growth in the next 12 months. Participants will have access to the following free bonuses:

Free Bonuses

Participants will have access to:

- My [Private Online Mastermind Support Group](#) where they can ask and get answers about their business challenges on a daily basis (value \$1200)
- My [Monthly Ongoing Online Training](#) on process automation, artificial intelligence, and digital customer experience (value \$1200)
- My [Business Performance Assessment Tools](#) to maximize participants return on investment ROI, their return on time invested ROTI, and their return on energy ROLS (value \$4000)



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