SPECIAL REPORT

How to Get More Clients for Your Holistic Practice Online

A 3 Step System for Turning Your Website
Into an Ideal Client Magnet

By Michael R. Guerin

Every effort has been made to accurately represent my system and it's potential. Any claims made of actual earnings or examples of actual results can be verified upon request. The testimonials and examples used are exceptional results, don’t apply to the average person and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual’s success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that you will earn any money.

A Personal Introduction from Michael Guerin

The purpose of this report is to help you. I've put this report together so you can attract and get more clients from your website.

And this includes getting more phone calls and "leads" or "referrals" through your own website or blog site as well as benefiting from advertising your practice on other websites as well.

So what exactly is a "lead?"

Let me illustrate this for youé

web visitor → **possible client** → client/customer

So a lead is simply a person (i.e. possible client) who has requested more information from you, expressing their interest in possibly working with you, by calling your office or ð more likely ð completing a short web form on your site.

And the goal of your website is to **"prequalify" your web visitors** and motivate the right people to request more information from you and become a lead (more on this later)é

In order to do this your website needs to be set up a certain way.

There really is a system you can use to help do this for your practice. In fact, since 2008 I've **helped to generate more than 7800 leads online,** resulting in more than $2 million dollars in revenue for myself and for clients.

Whatôs more, these numbers only reflect what I was personally able to measure and track.

Now, before we continue there is one final point to clarify. Throughout this report when I refer to "leads" or "referrals" this does not in mean "opt ins" or folks joining your e-mail list. There is a BIG difference between people who sign up for your newsletter and motivating people to contact you because they are **ready and willing to become your client**.

Imagine for a moment just how transformational getting a steady stream of new people to follow up with who are interested in who you are, what you do, and who ultimately are interested

in working with you one-on-one, either in person or remotely by phone or Skype.

For some holistic practitioners this has already become reality.

And in this report I will share with you the **simple 3 step system** that I have successfully used over the years to generate leads for holistic practitioners just like you.

I will cover as much information as possible in this report, and will do my best to be as "non-technical" as possible (if you watch the "Big Bang Theory" Iôm more like Leonard than Sheldon). The information here is based on proven methods and strategies that I continue to use in setting up new websites, updating existing practitioner websites, and running and maintaining my own websites as well.

Please read through the entire report.

Get a pen or pencil, print this out (if it helps), and make notes as you read through it.

And should you have any questions once youôve finished please feel free to visit my website or e-mail me directly and I will personally answer your question when time permits.

Does that sound fair to you?

So without further ado let's get to work, shall weé

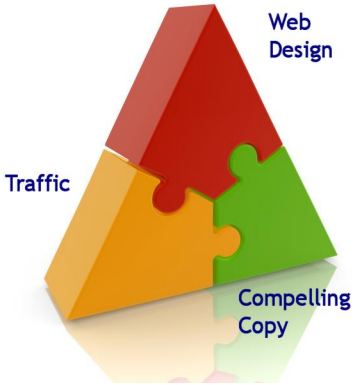
PART ONE: The Breakthrough That Changed Everything

There's a big difference between having a website and having a website that works for you 24/7/365. And though you might find a lot of "stuff" online promising you big results with little to no effort, the truth of the matter is that generating leads online comes down to understanding and applying three simple principles.

Get this right and the time, effort, and ï most importantly ï money shelled out on behalf of your website will have been well spent.

These 3 principles, working together, form what I call the "Lead Gen Triangle."

They are:



1. the right traffic
2. the right web design
3. the right language (or copy)

Time and again I have successfully applied these principles both to sites that I continue to own and maintain daily, and for the sites I have either set up or fixed for clients. This is not "pie-in-the-sky-theory" but a simple and proven formula for how to get better results than you have experienced before with your website.

Sounds like a stretch?

Sitting where you are right now I can certainly understand if you feel this way. And when I first started experimenting with Internet marketing in 2007 I thought so too.

But when my first big web marketing client hired me at the end of 2008 I had to deliver results for them, FAST, otherwise I'd get fired. And with a new mortgage to pay each month I didn't have a lot of time on my hands to figure this out.

Unlocking the Lead-Gen Formula

Interestingly enough, my new client was in the franchise lead business. They (3 business partners who I affectionately nicknamed the "EZ Boys") had developed an interactive questionnaire (or survey) to better match people looking to buy a franchise with the "right" franchise to fit their personality and business profile.

Think "match.com meets McDonald's."

They were buying a ton of traffic using Google pay-per-click (PPC) prior to hiring me, and in the process had spent over $100,000 with little to no results to show for their investment.

They were short on patienceé and more importantly cash.

As if that wasn't enough, their customers were demanding more high-quality leads from them. The simple fact of the matter is that my clients had more customers than leads available to

sell them. Simply put, they needed to profitably convert paid traffic into a flood of solid leads so they could boost their cash-flow and pay their bills, including my monthly invoice.

And they were counting on me to deliver.

What did I have to work with?

Admittedly, not much. Their website looked awful (see their homepage below).

To make matters worse the marketing company they fired before hiring me sent over spreadsheets filled with useless data and a seemingly endless list of keywords.

And not much else.

On day 2 of working on their project a moment of panic set in. I was basically on my own and had to "deliver the goods," and so much was riding on me figuring this out, both their success and mine. After about an hour or two sitting there paralyzed I finally rolled up my sleeves and realized Iôd have to start from scratch.

First step, fix their Google ads.

In short order I created a winning ad by the end of that day (it took 44 different split tests) which successfully ran on Google for more than six months. In the process I slashed their pay per

click budget by 75% (got rid of poorly performing ads and keywords) while generating the same amount of leads for them as the previous marketing firm.

This meant they were no longer hemorrhaging cash.

The next step was to improve their conversion rate.

What is conversion rate? Simply put the percentage of visitors who successfully complete a "goal" while visiting your site, either by buying a product or becoming a lead for you to follow up with.

Before working with me they were converting 4.4% of their traffic into leads (which means roughly 4 people per 100 web visitors). In the first month I improved their conversion rate to 8.8%, basically doubling the amount of leads they were getting. After 4 months their conversion rate leveled off at 13.9% (**a 315% increase**).[1]

So how was I able to achieve those results?

In a nut-shell, by:

- rearranging elements on their website
- adding subheadings on the page
- increasing the font size to make it more readable
- changing the font color from "funky" blue to standard black
- changing the font style to make it more readable and "conservative"
- finding the right keywords related to their business (i.e. best converting phrases)
- matching ad language to "landing page" copy
- changing the title on their "landing page"
- using a more compelling "call to action"

[1] Because they had already spent more than $15,000 on their lead engine, i.e. the survey mechanism, they weren't open to junking the whole system and using a better lead capture form to get more leads. In other words, they spent a lot of time and money **building a better mouse trap that no one wanted**. In their desire to get better leads for their customers they ended up building a system that was completely unnecessary. Simply by asking the right questions on their form they could have gotten more solid leads. Sadly, they had already gone down this road two years before meeting with me…

Now, I clearly wasn't hired (or paid) to redesign their website.

Nor was I hired to generate more organic traffic to their site (though I know SEO and work with clients to boost their web traffic). And though I was generating targeted traffic through Google advertising they didnôt have an unlimited budget.

Which meant I couldn't simply throw more traffic at the site and hope for better results.

The only approach available to improve their results involved addressing web design flaws that were getting in the way of successful survey completions. This reduced "bounce rate" and improved engagement.

Bounce rate refers to web visitors who literally "bounce" off your website, i.e. they leave before checking any of your other webpages.

Next, the goal was to rewrite the copy on their landing page in order to "pre-sell" the need to take the survey. In other words, since I couldn't control or change the mechanism responsible for generating leads (i.e. the survey questions themselves), the only way to improve results would be to motivate the right group of people to complete the survey.

Now, what does this trip down memory lane have to do with you?

After all, you might be thinking that all this stuff doesnôt really apply to people searching for solutions to their health issues online.

Or maybe you think that this discussion isnôt relevant for growing your practice.

However, as you'll see from other real-world examples that follow in the next section the hard-won lessons learned in helping that first client have successfully translated to other industries and websites as well.

Why? Because at the end of the day people are people.

People search online because they are looking to find a solution to their problem. And they want to find someone who speaks their language and understands their desire, situation or need.

And this includes people searching for holistic practitioners like you.[2]

PART TWO: The Essence of Effective Web Design

What makes for a good website?

Why do some sites generate a consistent flow of new leads (or sales) while others get trafficé and nothing more?

There is a prevailing myth "out there" that if your website "looks nice" then people will somehow automatically do business with you. Theyôll magically call you up or fill out your web-form simply because your site is "appealing."

However, as the old saying goes "beauty is in the eye of the beholder."

And another oldie but goodie, "one personôs trash is another personôs treasure."

Okay, you get the idea.

But the simple fact of the matter is that people will overlook a seemingly horrendous-looking website if they CONNECT with your content, or you sell something that they are VERY interested in buying.

Or if they **connect with YOU or your story**.

I know, that may seem very hard for you to believe. Yet, thereôs a very important lesson for you to understand at this point, which is: poorly designed sites can, and do, get in the way of making more sales or generating more leads. And at the same time even the most appealing site in the world will fail to make a sale or consistently generate leads if the site fails to connect with its target audience.

Take, for example, the site belowé

[2] When you finish this report please visit www.alternativemedicinenow.com, a site I set up 2009 and still maintain which helps holistic practitioners get found online. Since 2012 it has generated at least **1231 leads** to date, not counting phone calls to practitioners. And since 2009 the site has sent **183,179 clicks** to practitioner websites.

This site certainly wouldnôt pass for pretty.

And itôs not well designed.

The images are bad, the site looks back-dated, and the layout is truly awful. And before I started working with this client back in 2009 this is exactly how their site looked. Yet, they actually made sales through that ugly duckling of a site, averaging $15,138.83 in monthly revenue.

Shocking, I know.

So whatôs the point?

Two Approaches to Web Design

There are, at the end of the day, **only two approaches when it comes to designing a website**.

The first (and most common) approach to web design is to focus on the "artistic" elements of your site. The discussion tends to focus on colors, designing or redesigning your logo to integrate with the site, font colors, images and other secondary elements.

Sadly for you, this is the approach that most web designers take when you hire (or hired) them to build your site since they tend to come from a graphic arts background. And I say sadly because, though the majority of web designers I have met (and worked with) over the years are very nice and well intentioned people, they tend to be clueless about marketing and what it takes to generate leads or sales.

Your site, after all, is not a work of art.

Nor is it an online brochure.

And despite what you may believe the point of building a site is not to win "Webby Awards" or end up with a site that is aesthetically pleasing to YOU.

A properly designed website should appeal to YOUR IDEAL CLIENT.

The second approach to web design views your site as an extension of your practice. Your virtual front door. A **marketing asset designed with ONE goal in mind** ð to help you attract the right kind of clients.

In fact, at the end of the day an effective website will...

- make it easy for people to find you
- clearly list your contact information
- differentiate you from other seemingly similar practitioners
- **communicate your core values** to people who fit your ideal client profile
- integrate into your sales process
- and get the darned phone to ring

So which of the two ways of approaching web design do you think is more effective?

In the case of the "Wine Guys" from the example above they made sales despite an ugly site because wine is partly driven by price, and mostly by availability.

After all, no wine or vintage lasts forever.

And yet, after they hired me I was able to increase phone orders by more than 400%, literally overnight, simply by deleting irrelevant information and rearranging elements on their website to

highlight their phone number. I moved it to a better location, bumped up font size and changed the color so it stood out.

Easy to readé easy to findé easy to call.

Next I completed keyword research (more on this later) and discovered some very popular (and overlooked) categories that people were actively searching for online.

Some of those categories were:

- 90 point wines under 20 (which became their best-selling page)
- 2007 Napa Cabs
- best cabernets under 20

You get the idea (by the way, this is **a great example of funnelingé** where you direct web visitors to certain key pages on your site).

By finding these categories it was relatively easy to create specialized category pages allowing them to highlight a small selection of their best wines, making sure to add no more than 40 or so wines for each category.

In fact, this strategy worked so well because, when you get right down to it, who wants to review hundreds of wines while surfing the net?

These two improvements to their web design and layout boosted web and phone sales by an additional $212,008.01 after 9 months. And after two years of working with them to improve their SEO, checkout process and website optimization the total amount of additional sales came out to $729,711.72.

Not too shabby, if you ask me.

Web Design and Bridging the "Credibility Gap"

For their industry (i.e. online wine sales) credibility came down to availability, price, and great customer service (simply call for personal wine advice and recommendations). Wine buyers are always looking for a deal for what they like, and want to find similar tasting wines when their favorite vintage is no longer available.

What do I mean by credibility gap? Simply put, every web visitor quickly judges (typically in less than 2 seconds) whether or not your site is "relevant" and "worthy" (or not) of further exploration.

Every site has to bridge this gap.

And for holistic practitioners this is especially true given the type of services you provide.

As youôll see in the story Iôm about to share with you regarding a gifted hypnotherapist and NLP practitioner, bridging that gap spells the difference between surviving, and thriving. And Iôll warn you now that his experience may hit a bit too close to home for some of you reading this report.

It was a Sunday night about a week after New Yearôs Day (2012), and my cell phone began ringing. My good friend Mark was calling me up out of the blue. It had been a couple of years since we had spoken to each other on a regular basis, right after his move up to Albany, NY.

So I was surprised by the timing of his call.

And what he had to shareé

He was on the verge of deleting ALL his websites. And by all I mean the 6 or 8 sites that he had set up on his own over the years, some he had been maintaining full time for a long time. He was frustrated, angry, and to be honest more than a little scared.

And just about broke.

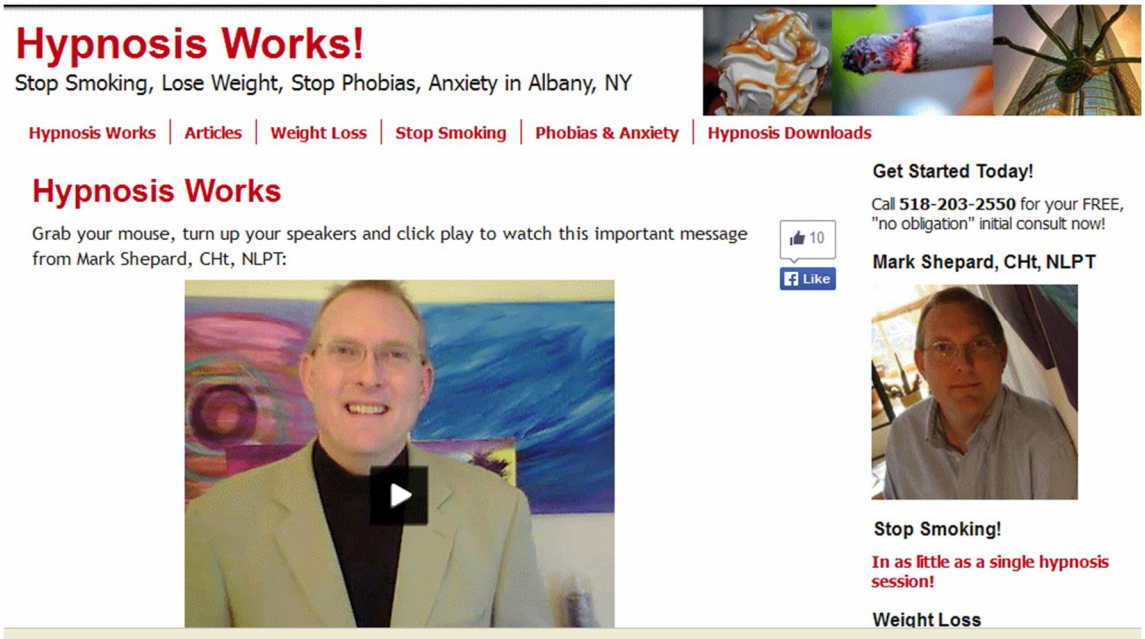
It wasnôt supposed to be like this, he kept saying to me. As a musician who did school gigs and a gifted healer who had helped people overcome a range of crippling issues such as anxiety and phobias, not to mention helping people stop smoking or lose weight, shouldnôt his service be in demand?

Hadnôt he done everything right?

I just listened quietly and let him talk for 20 minutes or so. He needed to vent and get his frustrations out. After all, doing it all on your own to grow your practice day in and day out can

be a very lonely experience. So when he finally seemed a bit calmer I told him not to delete his sites. If he needed Iôd host them for him until he came to his senses and got back on his feet.

And then I asked if he was ready to hear some constructive criticism regarding his sites.



Mark's hypnosis site before the phone call…

You see, Mark and I had been using WordPress to build our sites since early 2008.

However, unlike Mark I had been using, and paying for, professionally designed themes that I would modify to suit the goals and objectives of each site.

Mark, on the other hand, purchases a theme-building software back in 2008 and loved it. He would spend hours designing and redoing his sites, and all of them were built according to his tastes and aesthetics.

So my first question to him on the call was "are you color blind?"

I wasnôt joking, either.

His sites looked awful. The example above was the best looking site he owned. And that one wasnôt generating any leads for him, either, despite getting some meaningful traffic from keywords related to what he did.

The problem?

All of his sites were built according to what he thought looked good and highlighted what he THOUGHT was important, what he THOUGHT would appeal to his audience.

But the proof, as they say, is in the pudding.

And based on the lack of business being generated by ALL of his sites despite getting some decent traffic to them, it was clear that people were simply bouncing off and not even taking a moment to engage with his content.

Thankfully he was finally open to hear what I had to say.

Now, though itôs true that **a beautiful website, on its own, isn't enough to move people to action**, web design flaws can (and typically DO), get in the way of your site being effective. Bad design can turn people off. Confuse them. Cause them to click the back button and go someplace else leaving your site forever.

And I explained all this to him, and more.

It was his turn to listen.

And I shared with him that in order to give people a chance to get to know him and how he might be able to help them, his websites had to put his best foot forward.

Think of it like making a good virtual first impression.

After all, if you site looks like your 15 year old nephew put it together over a weekend, or it looks old, out of date or unprofessional people wonôt take you, or your practice, seriously.

And I'm not talking about making your sites look corporate, either.

Or slick.

In order to bridge the credibility gap that exists whenever a stranger first lands on your site you need a clean, easy to read and navigate site that conveys a professional appearance. This is a prerequisite for getting folks to stick around long enough to begin to interact with your content by reading your pages or watching your YouTube videos.

Does that make sense?

Recall your own experience when searching online. How do you judge the sites you find? On an intuitive level you are quickly determining whether or not the site you just landed on is worth a second look. You do thisé we all do.

So understand that at the end of the day there are **only 3 steps when it comes to getting people to call your office or fill out your web-form**.

First, you need to get found. And this happens by targeting the right keywords and getting some "Google love" (i.e. ranking well for those keywords).[3]

This is the essence of organic (i.e. "free") traffic.

Or you can buy traffic by listing your site on an online directory, or pay for traffic by running ads on Google or Facebook, for example.

In Markôs case he was getting some good, relevant traffic to his site. He was ranking well for local searches and was at the top of Google for "hypnosis Albany." But when I reviewed his Analytics his bounce rate was high, meaning that he was getting found but no one was staying on his site long enough for anything meaningful to happen.

If you have Google Analytics installed on your site a good metric to look at is "**Avg. Session Duration**" which essentially tracks how long the average person stays on your site. You can also look at "**Avg. Time on Page**" for each page to see how long new visitors "stick" thereé

Reviewing Markôs statistics with him over the phone highlighted, for him, the painfully obvious point that something was wrong with his websites.

Yet, any flaw is entirely fixable once you have data and know what youôre doing.

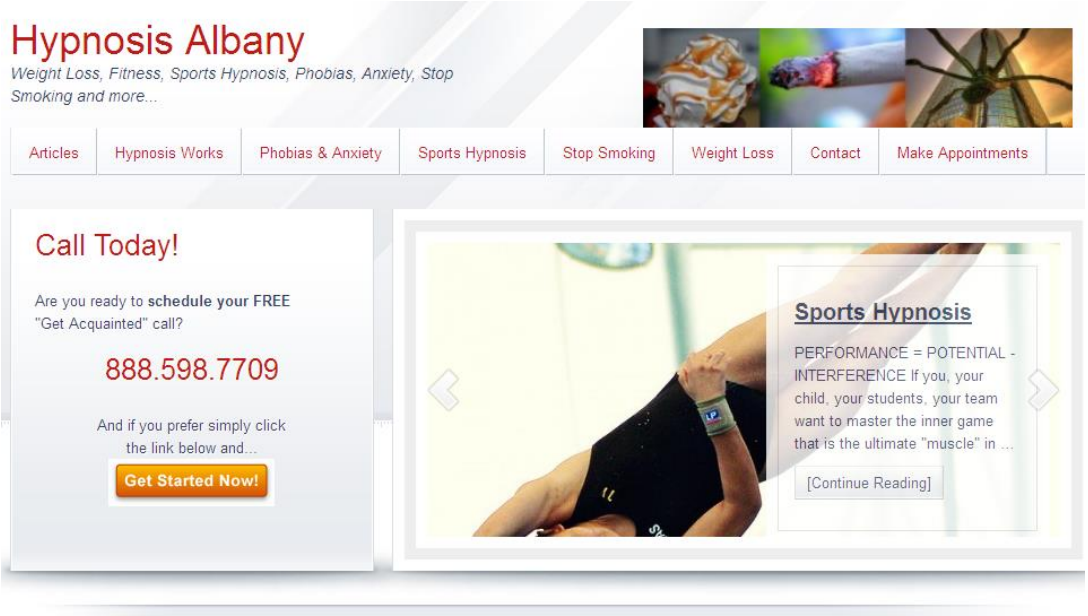
[3] **Getting found on page 1 of Google will help your site bridge the credibility gap**, but only to a point. Not many marketers talk about the fact that people do judge sites found on page 1 of Google differently when they find you there. Maybe they figure that if Google values you enough to get on page 1 your site is worth visiting. Whatever the case, once people land on your site you still have work to do in order to get folks to "stick" with you…

During the first week after our call (and several emails later) I moved all his sites to my hosted server, and then began updating his sites with new themes, starting with his hypnosis website.

Then I made a number of changes, such as:

- setting up a new homepage layout
- adding testimonials
- incorporating new calls to action
- fixing his navigation
- adding web-forms on 3 of his key landing pages
- changing font sizes, styles and colors to make his site easier to read and easier to navigate

I did some keyword research and optimized a few of his web pages.



Mark's hypnosis site after my changes…

And it didnôt take long before his site started generating leads. Within a month he was getting 1 to 2 new clients a month. Then 3. Then 4.

Frankly I stopped keeping track after 6 months of leads flowing iné and so has Mark.

And the best part, for him, was how consistent the results were.

Like clockwork.

Across the board, his sites started working for him instead of him working for his sites. He was no longer wasting countless hours fiddling with faulty themes. Now he was booking clients, having more consistent cash-flow, and no longer falling behind on his rent and other bills.

It was a career changing ð and **more importantly — life changing event** for him.

All of this underscores the 2nd step in the process of getting more clients online ð itôs **having a "sticky" website so that your content has a CHANCE of working for you**.

So whatôs the 3rd step in the process?

PART THREE: Getting People to "Raise Their Hand"

Youôre getting found. Youôve checked your stats and people are staying on your site for more than a couple of seconds. Good for youé thatôs better than some practitioners can say about their website.

But if people still arenôt calling you or contacting your office for more information you do have a problem that needs to be addressed.

After all, "getting your name out there" only takes you so far.

If this sounds all-too-familiar then please know that you are possibly very close to having a site that works. Because **IF they're coming, and IF they're sticking around** and checking out your pages but theyôre still not doing anything "else" then chances are youôre just not asking them to take the next step with you.

What do I mean by that?

Think of it this wayé

Letôs say we meet at a networking event or conference and I start talking about energy healing, or EFT, or some other healing modality. And letôs say Iôm expressing interest and happen to share with you how Iôm looking to work with a holistic practitioner and you mention that you are a practitioner.

So far so good, right?

Now, what are you going to do next?

Simply hand over a fancy business card with a logo emblazoned on it that you paid a graphic designer upwards of $1,500 (or more) when you chose their branding package and leave the rest to chance?

Or **are you going to engage me in conversation?**

Like actually listen to me as I describe my problem, and then after Iôm done sharing you TALK with me and offer HOW you might be able to help with my particular problem?

Pretty obvious point, I know.

Well, Iôm here to tell you that your website should be no different.

And yet, this critically important point is completely overlooked by most people AND the web designers they hire.

The **ONLY way to bridge the gap between total stranger and possible client** for your practice is to enter into the discussion going on inside the mind of your ideal client who finally finds you online.

So how does your site do this?

What You Say… and How You Say It

YOUR CONTENT MATTERS ð **the "what you say" and "how you say it."**

What makes one website different from another, unique from other sites, is the content that fills out the site. Your copy, what you say about yourself and your practice all matters ð big

time ð for the person finding you online looking for a reason to choose you over other practitioners, and for you to communicate your core message.

Read that last word againé **MESSAGE**.

Messaging, language, all matter. As you read this report you are reading my message to you. The words I choose and use are (hopefully) bridging the gap between us. The words on this page are here to educate you, show you examples of what has worked for other clients, help you understand why some sites are successful while others are barely on life support.

And yet this critically important point is overlooked by 99% of web developers, web designers and do-it-yourself-ers.

You donôt have to be a "word-smith" or top notch copywriter to get your point across, either, as Iôll illustrate for you in a momenté

Joann contacted me this past February desperate for something to change.

Joann's site prior to hiring me

As she explained to me on the phone her site used to get the phone ringing and new clients to her office. But that all ended around September of 2013 or so (according to her best guess),

which happened to coincide with her hiring of a "WordPress expert" who would help her keep the site "updated."

Joann's story is a perfect example of "be careful who you listen to…"

After our 20 minute phone call I asked her to send over her Google Analytics report. And what I saw confirmed that she was still getting the same amount of targeted traffic to her site as before. By reviewing her data all the way back to when she said the problem first started it was pretty apparent that everything started to break down about a week after hiring that so-called expert.

It was all there in black and white.

Her bounce rate had gone up dramatically, while average time on page and site had gone down drastically. So clearly something had gone terribly wrong after hiring that person to manage her site.

And even though people were still visiting her contact page (roughly 60 per month) they weren't calling or filling out her web-form.

So what happened?

First, an annoying pop up showed up every time you visited the site or navigated to a new page. And it wasn't too easy to get rid of it, either.

Secondly, so much junk had been added to the homepage that the layout was confusing. When you add too much information and just throw it at people all at once they will feel overwhelmed and leave.

And that's what was happening to Joann.

Finally, she didn't help her own cause either because after hiring the "expert" she decided to rewrite all of her pages and posts. And in the process she reworded or took out altogether her "calls to action," the language you use when you ask people who are interested what they should do to take the next step with you.

To illustrate this point let's return to my example about meeting face to face that I shared

with you earlier.

During our fictional meeting at some point it might become apparent to you that you may be able to help me. And if Iôm someone you would be willing to work with (i.e. a possibly compliant client) what would you like me to do next?

What is your next step in the process?

Presumably you canôt simply "do your thing" right then and there in the meeting room or convention center, right?

Iôm guessing you might give me your contact information, or maybe we trade phone numbers or schedule our first appointment together right there on the spot. And **whatever you normally do in these situations**, or ones like them (which, by the way, forms the basis of your "sales process"), there will be a point when you invite me to take the next step with you.

For marketing in general, and web marketing in particular, this is referred to as your call to action.

And your website better have one if you want people to contact you.

Asking People to "Take the Next Step"

Joann, unwittingly, drastically altered all the calls-to-action from her site because, in her words, they didnôt "sound" like her.

She wanted the site to match her voice.

And to her credit thatôs a good pointé provided, of course, that you donôt eliminate whatôs working for you. In her case she took out the effective copy (or language) and substituted ineffective language that, at the end of the day, killed her results.

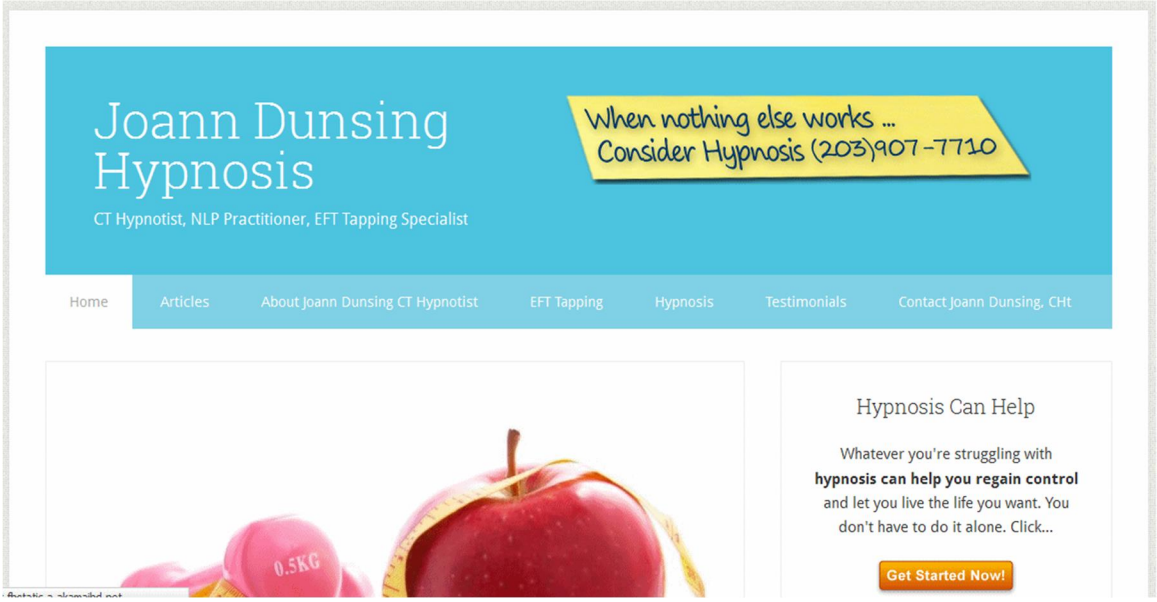
The good news for her is that **about a week or so after working on her site she got a lead, the first one in months.**

And Iôm happy to report that she is consistently getting leads again through her website (10 to 15 a month last I heard), and better yet converting those leads into paying clients.

Good for her.

And all it took was to:

- upgrade the theme
- uninstall unnecessary/useless/duplicate "plugins" that slowed site load time
- get rid of the annoying pop up
- use better images
- clean up site layout and navigation
- clean up the homepage
- update the calls to action on all her pages and posts
- update her web-form
- adjust font size and color to make the copy more readable (notice a pattern here?)
- clean up the "sidebar"



Joann's site AFTER working with me

This, by the way, outlines the 3rd step in the process.

The final piece in the puzzle, if you will.

Getting more clients online isnôt based on luck, or magic. Nor is it a myth. I canôt tell you how many clients over the years thought it "would never happen to them," that their sites were

destined to remain dinosaurs.

And then they started getting results that changed everything.

The web is literally littered with abandoned sites and blogs. People start with the best intentions, with the right energy, and then get frustrated and give up entirely, just like my friend Mark was about to do.

At the end of the day getting more clients online comes down to 3 basic steps:

1. getting found
2. getting them to stick
3. engaging them with your content and asking them to take the next step

And though all 3 are important and need to work together, ultimately itôs your content that will spell the difference between getting results or standing idly by as visitors continue to bounce off your site.

The what-you-say and how-you-say-it matters, more than you possibly imagine.

To be effective **your content should speak THEIR language and ultimately be about THEM**.

Help them find a solution to their problem. Address their concerns and fears while showcasing your knowledge and expertise.

Does that make sense to you?

And is your website, as it currently stands right now, doing this for you?

The process I have outlined for you here is HOW your site prequalifies leads ï which really means nothing more than **attracting the right kind of people to your practice** while repelling the ones who are not a good fit for what you do or how you do it.

Do this right and your website becomes a real extension of your practice, a virtual "embodiment" of your values and what you stand for, and how you make a positive difference in lives of others.

How Can I Help You?

Thank you for taking the time to read this report about how to get more clients online.

I probably don't have to tell you that the system Iôve shared with you really IS the "Holy Grail" of online marketing, **the ONE thing that transforms websites and the holistic practices that those websites represent**.

The goal in writing this was both to inspire you that it is possible to get meaningful results from your site, and to give you an overview of what it takes to attract and get more clients.

Now let me ask you a question, would you like me to take a look at your site?

Iôm happy to help you come up with a custom marketing plan which will review:

- your keyword selection and implementation
- overall web design
- website layout
- use of language and "calls to action"
- your web-form

in order to discover why your site is not performing as well as it could, and what steps you can take to improve it.

There is no cost for this and no obligation of any kind.

I offer this free service because, as you can probably tell, I run a web marketing firm that specializes in helping holistic practitioners get more traffic and more leads.

And thereôs a good possibility that Iôll uncover issues with your website that prevent it from generating a consistent flow of new leads for you. So if you find value in the help I provide you might want me to work with you one-on-one to dramatically improve your results.

With that said, please understand that I am not offering a sales pitch in disguise. I promise not to pressure you or pester you in any way at all.

Now before you go any further, you need to know that I canôt help everybody.

IF you desperately want a "pretty" website that matches your vision, spend a LOT of time searching for the perfect shade of blue (or any other color), and worry about getting your logo to match your site thatôs fine, and Iôm not the guy for you. I can refer you to a number of web developers who will certainly be happy to create a customized website to match your vision.

However, **IF you want to update an existing website** (or need a new one) and:

- you are open to following suggestions
- you will reply to my emails in a timely manner
- you are willing to roll your sleeves up and do a bit of homework
- you understand that this is a process and you are willing to stick with the program
- you want a site that will actually WORK for you

then I am happy to help you reach your web goals and grow your practice online.

Please understand that there are no shortcuts or "get rich quick" gimmicks, so it will take some time for you to see results from the customized strategies that I will develop for you.

Ready to get started?

Here's what to do next…

1. send an email to: support@bestwebpresence.com, and mention this report, or
2. visit http://bestwebpresence.com/review/ and complete the short form

Once I receive your contact information I will call or email you so we can schedule a time to discuss your website, by phone or Skype (either way works for me), after Iôve had a chance to look your site over.

So go ahead and schedule your planning session today.

I look forward to hearing from you sooné

BONUS: A Proven Lead Capture Form that Works

There are 3 main parts of your lead capture form that must work together in order for people to seamlessly and easily become a lead for your practice.

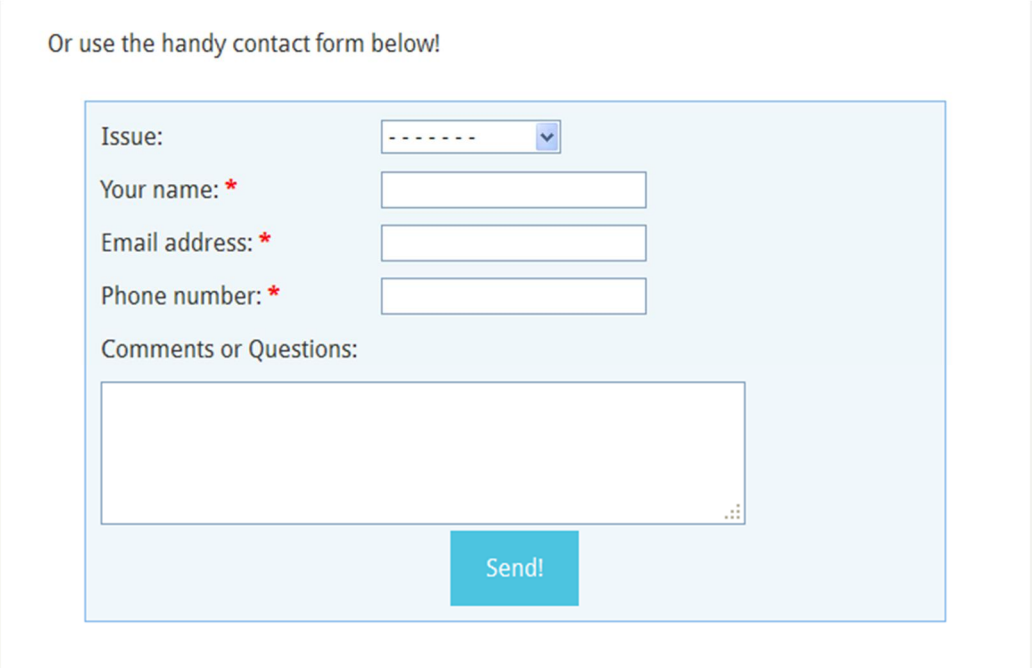
They are:

1. the copy located ABOVE the form
2. the form itself (border, background color, font, submit button)
3. the wording and arrangement of the questions

In the example below please note that the 2 or 3 lines of copy that appear just above the form are not being shown, for a reason. Since this form comes from one of my clientôs websites Iôm not showing that copy to you for the sake of confidentiality.

However, itôs important to note that on the contact page where this form appears you would want to **include your phone number and possibly your email address as well**.

Itôs always a good idea to give people more than one method for contacting you.



As for the form itself it was created using the Formbuilder plugin, a free WordPress tool that automatically generates an email which is sent to you once someone completes the form.

I use this plugin for all the sites I set up (and my own sites as well), with only minor modifications such as incorporating:

- a different background color (in this case blue)
- a border to frame the form
- a centered submit button on the page
- and a * for required fields

Additionally, should you use this form on your own site under "Issue" you would probably want to include selections that apply to your particular practice.

In the case of my client she happens to do a lot of work with anxiety, phobias and weight loss, so if you clicked on the "Issue" drop down on her site you would see those selections, along with the always important option of "- Other -."

Feel free to try this template on your website.

To your continued success,

Michael