

Entrepreneurial Semester - Module #4

Writing Your Website

Including: Testimonials, Intro Video & Lead Magnet

What You Have Already Accomplished:

- identified a Problem Worth Solving
- identified a Target Market
- identified a Solution
- written out a Homepage (Including section called, "What is Purpose Guiding?")
- written out an About page.
- written out a Program page
- written out a Contact page

Module #4 has three parts:

- Part 1 - Create Content for Additional Web Pages: Testimonial Page and Intro Video
- Part 2 - Create Your Website
- Part 3 - Brainstorm Your Lead Magnet

4.1 Part 1: Create Content for Additional Web Pages

Testimonials:

- Use a variety of testimonial types: quotes, videos, case studies, interviews, high-profile testimonials.
- Only use high-resolution photos and videos. Poor-quality assets make your business look careless, unprofessional and unappealing.
- Distribute testimonials across different areas of your website.
- Some links on the subject of testimonials are [HERE](#) and [HERE](#).

Introductory Video:

- The purpose of an introductory video is to:
 - introduce yourself,
 - offer a tid-bit of content,
 - connect to the viewer and
 - make a call to action.
 - Example by Niharika [HERE](#).

An example of an Intro Video I created is [HERE](#). Note: the lighting was excellent, the background was interesting, I wove a compelling story involving numerous threads from my professional life, added quotes, and ended with a call to action. For your first attempt (that will *never* be shown on your website), try this:

- Speak from your heart for 60 seconds into your computer camera *to* your potential client about how they likely feel at present, and what Purpose Guiding can do to help them come to a better place.
- This assignment is due no later than Wed, July 14th (in preparation for Peer-Led meeting #2)

4.2 Part 2 - Create Your Website

I recommend (and use) Squarespace, but feel free to use another website builder. Here is more information on how to choose a website builder: [HERE](#).

- This assignment is due no later than Wed, July 14th (in preparation for Peer-Led meeting #2)

4.3 Part 3 - Brainstorm Lead Magnet

- Brainstorming this assignment is due no later than Wed, July 14th (in preparation for Peer-Led meeting #2)
- Creating the Lead Magnet is due no later than Wed, July 14th (in preparation for Peer-Led meeting #3)
- The following is excerpted and reworked from [HERE](#).

A lead magnet is an incentive that marketers offer to potential buyers in exchange for their email address. Lead magnets usually offer a piece of digital, downloadable content, such as a free PDF checklist, report, eBook, whitepaper, video, etc.

Why Every Business Needs a Lead Magnet - If you want to generate leads online, then your business needs a lead magnet. Period. Why? Because email is a very personal thing. People aren't simply going to give you their email address without a good incentive, even if they like your brand. As a marketer, it is your job to give them a compelling reason to do so.

What Makes a Good Lead Magnet? - There are 7 characteristics that your lead magnet should have if you want it to be absolutely irresistible:

1. **Solves a real problem** – if your lead magnet doesn't solve a real problem faced by your Avatar, or if it doesn't give them something they really want, it won't work at all.
2. **Promises one quick win** – your lead magnet should promise (and deliver) one quick win for your avatar. In other words, it should help them to easily achieve something.

3. **Super specific** – don't create a lead magnet about something general. The more specific you can be about the benefit of your lead magnet, the better it will convert leads.
4. **Quick to digest** – PDF checklists tend to convert really well because they are so quick and easy to digest. eBooks or lengthy reports may make your people feel overwhelmed.
5. **High value** – your lead magnet should have both high perceived value and high actual value.
6. **Instantly accessible** – your lead magnet will work best if it is something that can be delivered via email right away. People love instant gratification.
7. **Demonstrates your expertise or UVP** – when someone consumes your lead magnet, it should demonstrate your expertise or your *unique value proposition*. This helps turn leads into customers down the road.

Some lead magnet ideas: Gated Content Tutorial, eBook, eGuide, Report Infographic, Educational Video, Educational Audio Webinar, Event Tickets, Email Course, Free Book + Shipping, Sample Chapter, Sample Video/Clip, Sample Audio Clip, Free Coaching Session, PDF Version, Transcript, Recording/Replay, Audio Book, Vault/Library, Checklist, Cheat Sheet, Web App, Printable Worksheet/Workbook

Examples of PGI lead magnets

1. Event - [Pandemic as Practice](#)
2. Educational Zoom Webinar - [Intro to Purpose Discovery](#)
3. Short Paper - [What is Soul?](#)
4. Free Book Chapter - [Discovering Purpose](#)
5. Bookclub Preview - [Adyashanti](#)
6. Summit - [Purpose Summit](#)
7. Short Film - [Discover Your Purpose](#)
 - a. Short film is free on the PGI website
 - b. Enter email and get the full film and 4 Full Length Interviews on the [Bonus Page](#)
 - i. Adyashanti
 - ii. Thomas Moore
 - iii. Anne Lamott
 - iv. Michael Meade

++++++

Assignments for Module #4 - Summary

- 4.1 Part 1 - Create Content for Additional Web Pages - Raw Intro Video
- 4.2 Part 2 - Create Your Website
- 4.3 Part 3 - Brainstorm and Then Create Your Lead Magnet