



Action Guide: Starting Out Right: 3 Key Steps to Planning Your Website

Your website should be the center of all your marketing activity, but a bad or confusing website can be worse than none at all. Give some thought to your site before you start. Follow these steps as we talk about them in the webinar, and fill in your own answers.

Set objectives

1. What do you want to accomplish with your website?

2. How will you measure what you want to accomplish?

3. What actions do you want visitors to take?

Identify your target audience

1. Who are you trying to reach and why?

2. What do they need?

3. What do they desire?

Conduct benefit/needs analysis

1. What do you have to offer that matches their needs?

2. What makes you different from other authors?

Activity

On the back, write out who you think is your ideal reader, using the concepts discussed in the webinar.

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