



MAGICAL WEBSITE CHECKLIST

BY JULIA STEGE

THE MAGICAL MARKETER

Is your website not attracting or converting your true Soul Tribe? Do you know in your heart that your website simply doesn't represent your brilliance? Do you wish you knew some magical steps that would help you attract the right people to you online? I

have spent 18 years of my life creating authentic, inspiring websites for heart-centered entrepreneurs. This checklist is designed to assist you to clarify the steps you need to take to make your site wildly attractive and effective at attracting and engaging your Soul Tribe online.

Do you know who you're talking to through your website?

The first essential key to a Wildly Attractive Website is understanding the core needs of your audience. Your potential clients need to know you get them and feel a connection with you, so you must be clear who they are and be able to address them in a way that will cause them to recognize themselves. Hint: Look in the mirror. Law of Attraction says Like Attracts Like so your Soul Tribe is a perfect match for you. Check the box to the left if you have this handled.

Do you know what to say to attract your Soul Tribe?

You need to have a clear, authentic message for your Soul Tribe know who you are, who you're addressing and what you do... all in an instant. A concise and consistent message will help your visitors identify you as who they are seeking and desire to engage with you. Conversely, with no clear message, or an inauthentic one, your visitors are lost and confused and likely to leave your site. Making sure your message resonates with them (and you too) ensures a good connection will be inspired. Check the box to the left if you have this handled.

Are you compelling your site visitors to interact with you?

Even if your site visitors love what you have to say, you will lose them unless you have an irresistible free offer that inspires them to give you their name and contact information. Most people will never visit your site again unless you invite them later for a specific reason, and you'll need at least their email to do that. "Subscribe to my Newsletter" will not work. It needs to be a valuable training, report, handout, video, or ebook that someone would want to pay for, but that you offer for free. Check the box to the left if you have this handled.

Does your website copy engage or inspire your visitors?

The words you use on your site are key to attracting the right people to you, engaging them while they're on your site, and inspiring them to take specific actions (like opting in to your free offer). Is your copy honest, engaging, and effective? Do you feel what you say on your website is a good, authentic representation of you and your work? Are you inspiring your visitor to stick around on your site long enough to connect with you? Check the box to the left if you have this handled.

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☐ Does your visual brand represent your true brilliance?

The first thing a person sees when they visit your site is the design. With a resonant, authentic visual brand, you have the opportunity to communicate with your site visitor in an intuitive level that engages their attention and helps them get your uniqueness instantly. You really want your site to feel like you and represent your mission and purpose beautifully. And you want the site to be clearly organized so you inspire people to take the desired actions. Check the box to the left if you have this handled.

☐ Do you know how to help your Soul Tribe to find you online?

It would be nice if once the site was up all you had to do was sit back and wait for the phone to start ringing but that's not how it works. You simply must have a plan to regularly invite new visitors to your site. What are the consistent steps you are taking to let people know about your free offer, your blog, or other media on your site? Are you using social media, article sites, blog rolls or other online communities to make connections and invite interaction? Check the box to the left if you have this handled.

☐ Have you found the right support?

You are lucky if you already have the right people supporting you to make your site wildly attractive. As someone who has been creating websites since 1997, I know how hard it is to get the right kind of support. If you go to a programmer, often they won't help you with the branding or site plan, and many designers shy away from dealing with production at all. Programmers and most traditional marketers have little or no understanding of how to inspire a soulful connection online, and most business coaches don't get you enough to advise you correctly. What's a heart-centered business owner to do? Check the box to the left if you have this handled.

NEED MORE HELP TO ATTRACT YOUR SOUL TRIBE ONLINE?

Because you're a unique genius who needs help getting your message out to your Soul Tribe authentically and effectively, I have created a new content-rich, no-cost training called **Attracting Your Soul Tribe Online**. Over 1000 folks have participated already with magical results!

In this valuable free training you'll learn

- How to attract clients who really GET you and your VALUE
- Insights for making marketing FUN and FULFILLING for you
- Tips for creating wildly attractive HEART FELT WEB COPY
- Authentic NON-SPAMMY strategies for BUILDING your prospect LIST
- Why and how to ATTRACT PEOPLE on the SAME LIFE PATH as you
- How you can TRANSFORM the WORLD through your business and marketing



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