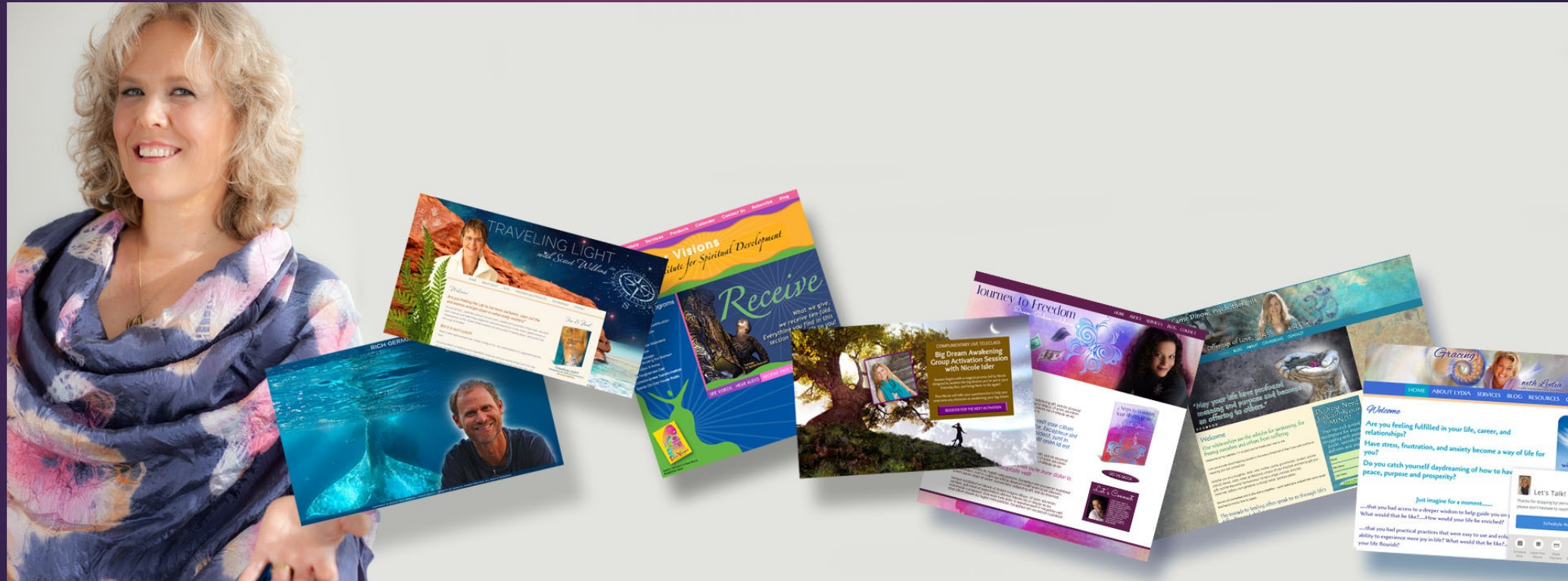


MAGICAL WEBSITE CHECKLIST



DISCOVER WHAT'S WORKING AND WHAT'S NOT WORKING ABOUT YOUR WEBSITE AND START ATTRACTING YOUR SOUL TRIBE ONLINE
BY JULIA STEGE, THE MAGICAL MARKETER





MAGICAL WEBSITE CHECKLIST

by Julia Stege, the Magical Marketer



Is your website not attracting or converting your true Soul Tribe? Does this make you want to tear your hair out?

Do you know in your heart that your website simply doesn't represent your brilliance but don't know what to do to attract the right people to you online?

I have spent 20 years of my life creating authentic, inspiring MAGICAL websites for heart-centered entrepreneurs.

The Magical Website Checklist is designed to help you clarify what's working and what's not working about your website so you know what areas need your focus to attract your Soul Tribe online.



MAGICAL WEBSITE CHECKLIST

by Julia Stege, the Magical Marketer



START HERE

To make the most of the Magical Website Checklist, first you want to RELAX AND CLEAR YOUR MIND of the details of your day. You want to be in a positive frame of mind to assure the greatest clarity and accuracy of your assessment.

Now GO TO YOUR WEBSITE and take a cursory look. Try to imagine you are your perfect customer visiting the site for the first time. How does it make you feel? Is it clear what the site is about? Do you know what steps to take to find what you're looking for?

Next print out the Magical Website Checklist Form that came with these instructions, and go through the questions one by one, providing your honest assessment. The ones you check "NO" are the areas you need to focus on next, in the order they appear on the checklist.

LET'S GET STARTED.



DO YOU KNOW WHO YOU'RE TALKING TO THROUGH YOUR WEBSITE?

The first essential key to a Wildly Attractive Website is understanding exactly who your audience is and what their core needs are. Your potential clients need to know you get them and feel a connection with you, so you must be clearly able to address them in a way that will cause them to recognize themselves and desire to connect with you. Hint: Look in the mirror. Law of Attraction says Like Attracts Like so your Soul Tribe is a perfect match for *you*.

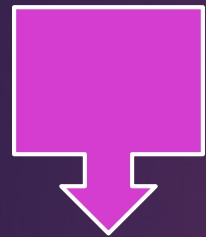
Check the appropriate answer on your *Magical Website Checklist Form*.



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 website 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.

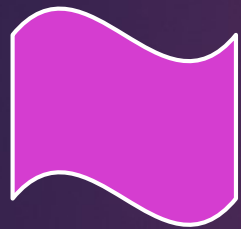
Check the appropriate answer on your *Magical Website Checklist Form*.



ARE YOU INVITING YOUR SITE VISITORS TO INTERACT WITH YOU OR ARE THEY BOUNCING AWAY DOING NOTHING?

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 appropriate answer on your *Magical Website Checklist Form*.



DOES YOUR WEBSITE COPY INSPIRE YOUR VISITORS TO TAKE THE RIGHT ACTIONS, OR IS IT BORING AND CONFUSING?

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 appropriate answer on your Magical Website Checklist Form.



MAGICAL WEBSITE CHECKLIST

by Julia Stege, the Magical Marketer



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 appropriate answer on your *Magical Website Checklist Form*.



IS YOUR WEBSITE USER-FRIENDLY TO YOU AND YOUR AUDIENCE?

Most people I speak with are somewhat tech-resistant, and they have a hard time dealing with all the details that go into a website. And if you feel that way, it's likely your site visitors do as well. That's why you want your site to be user friendly for your visitors as well as yourself. You want folks who come to your site to easily take the right actions, and you want to be able to update your blog, add a video or change your text without tearing your hair out. Is your site mobile-ready? If not, many people won't even be able to find you. Do you have a site that you can update yourself?

Check the appropriate answer on your *Magical Website Checklist Form*.



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? Do you leverage your connections through Joint Ventures?

Check the appropriate answer on your *Magical Website Checklist Form*.



HAVE YOU FOUND THE RIGHT SUPPORT BY SOMEONE WHO REALLY GETS YOU?

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 find someone who knows how to help you AND gets you and your business. 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 appropriate answer on your *Magical Website Checklist Form*.



ATTEND OUR MASTERCLASS: 3 KEYS TO A SOUL TRIBE ATTRACTING WEBSITE

When you registered to receive this checklist, we sent you a letter with a link to this document, the Magical Website Checklist Form, and information on how to attend our masterclass 3 KEYS TO A SOUL TRIBE ATTRACTING WEBSITE.

Please check your inbox for this information.



Julia Stege, the Magical Marketer



MAGICAL WEBSITE CHECKLIST

by Julia Stege, the Magical Marketer



WOULD YOU LIKE ME TO REVIEW YOUR BRANDING AND WEBSITE?

If you are feeling the call to get your message out to your Soul Tribe authentically and effectively online, but you have been struggling with your message, your plan or the technology, I have a special invitation for you. I open my calendar to a few members of my tribe each month so we can look at your goals and dreams and evaluate what's working or not working about your brand and website. Then we discuss a mini-plan for your next steps so you can attract your Soul Tribe in a fun, fulfilling and sustainable way. The value of this session is \$500 but I waive it for several lucky applicants each month as a gift to my tribe. It's my pleasure to connect with you.

TO APPLY FOR YOUR MAGICAL WEBSITE ANALYSIS, VISIT:

<http://www.MagicalWebsiteAnalysis.com>