

**6 SIMPLE CHANGES TO
TRANSFORM
YOUR WEBSITE
TODAY**



By Jon Morrison

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TOO MANY COMPANIES ARE LOSING MONEY AND OPPORTUNITIES BECAUSE THEY HAVE A LOW-PERFORMING WEBSITE.

I used to think that just having a nice looking website would be good enough.

Now I see that since anyone can buy a \$40 website template from a web development company and have a pretty site in minutes. If everyone has a nice looking website,

what can you do to make your website stand out?

That's the question this document will answer for you.

I am going to help you make sure you are getting the greatest return on your investment, positioning yourself as a leader in your industry while using the latest, most effective strategies in digital marketing.

I encourage you to read through the following pages and evaluate your website. I am convinced that if even one of the following recommendations helps it will be worth it. If all five work, imagine the potential that your website will actualize.



Let's start evaluating your site and see

what changes could transform it today.

How Is Your Website Performing?

My family recently took a trip to Maui. In search of the cheapest flight possible, we took a red-eye flight home with two children under three. I will never do this again. I remember thinking every moment I remained awake on the flight (I mentioned we had two children under three with us, right?), “Right now, we are one minute closer to landing than we were a minute ago.”

That’s how I coped.

After we finally arrived, I went to the Park ’n Fly to get our minivan back. I could feel that something was different as I drove to fetch the rest of the family. As we hit the highway back home, I knew something was really wrong. The van was driving but it was not driving like I knew our faithful Toyota aptly named, “Van Morrison” was capable of.

Rather than go home for the nap I had been looking forward to doing for the past 16 hours, I had to take our van in to see the mechanic. For the next few hours I sat and waited in a plastic chair as my van got fixed. Thankfully, the repairs were minimal and yet applicable to what we are talking about in this document: a rat had chewed through one of the lines causing a piston to misfire. Our van was running but it was limping along - a fraction of what it was capable of.

A lot of websites I visit are like my rat-chewed minivan. They are working, but they are not performing like they should. How many opportunities are missed because of this? How many potential new leads are dropped? How many sales are lost? How many more hours must you work to make up for it? We will likely never know.

What we do know is that if you take this document seriously and make the changes necessary, your website will begin humming along again like a website you depend on for your frontline of marketing should.

I care about your website because I care about you. I care about the impact that you could be making if you make the changes needed. I care about the revenue you could make because of it. It will allow you to work less and spend more time with your family. I care about your business. I want it to thrive because I want the people struggling with problems that you can solve to actually find you.

This document is about websites but websites are not just about websites. They promote organizations that are making an impact and businesses that are feeding families.

In this document, I propose that the following five elements will transform your website's performance if implemented today:

1. Have a Clear Headline Describing What You Do
2. Put A Picture of Success as the Main Image
3. Put a Clear Call to Action in Several Places

4. Open a Story Loop Right Away
5. Lay Out a Plan
6. Keep Your Paragraphs Short and Your Headlines Sticky

I will describe what this all means as we go. I urge you to implement these points to transform your website and grow your business.

You will be thrust into some choice front row seats to cutting-edge marketing strategies. Through the document, I will show you how I applied these principles to start and grow my business, Get Clear Consulting. I will draw from a few success stories we had helping creating websites that our clients are proud to show their friends and family.

I am convinced that if you only make on the the changes, you will see an immediate difference. The good news is that you have six prescribed changes to make. Imagine the impact this could make on your business and how you will stand out from your competition.

Now let's get started on that first change.

1. HAVE A CLEAR HEADLINE DESCRIBING WHAT YOU DO

The headline of a newspaper is the most valuable piece of real estate on the whole paper. A good headline sells papers. A bad headline gives more fodder to wrap fish at the market.



You know from your time in the check out line at the grocery store that a headline of a magazine is likely the only part of the magazine you will ever read.

If headlines are make-or-break in print media, are they as important in digital media?

Of course they are.

Imagine if you picked up a newspaper or magazine and there was no headline. What would be the outcome? You would have no idea what the stories were about. Would you then go through and carefully read the stories to get a better understanding of what the articles are trying to communicate?

Likely not. Life is too short and your time is too precious.

You would likely move on to another paper and scan its headlines to see if there is anything worth reading. People have the same habits online. We are

constantly scanning everything looking for information that helps us solve our problems.

Many of the websites that I see do not even have a headline.

If your website has no headline, it needs one. You can fix this right away by adding some text over top of your main picture. Be warned though: *not all headlines are created equal.*

A winning website includes a headline that clearly states what you do. It has to be simple enough that someone scanning down your page is able to quickly understand what they can get if they stay on your site and then proceed to do business with you (or whatever the purpose of the website is).

The headline needs to include what you do and how it helps the customer.

You need to get clear on what it is that you do. Here is an examples of an unclear headline I saw recently: “We trade in the currency of imagination.”

This headline is about as clear as a teenager’s face after pizza night. What do they do? I scan that headline and I have no idea what this website it about.

I’m glad this company accepts imagination as currency because with a headline so vague, there’s no way they were going to get my money. I have no idea what I would have been buying. I go to the next website. Another website boasts as a “Leaders in the new economy.” Again, I don’t know what

this means. What kind of economy are they leading and where are they headed? It's unclear. It makes me think too much. I move on.

The best websites understand this and write their headline with the customer's goals in mind. The headline promises to help the customer (a hero in their eyes) solve a problem that will help them win the day.

This is what is true of human nature: we all think we are the main characters in our story. As the main character, we have problems that we are facing; dragons to slay so that we can win the battle over evil. We are always looking for what is going to help us win and are experts at tuning out what is unnecessary. A good headline will appeal to my need to solve a problem that I am facing.

When writing a headline think, "What does my ideal customer need to know about what I do that will help them solve a problem."

Winning Headlines Prioritize the Customer

According to Fortune 500 companies, *Deloitte* and *Touche*, advertisements which focussed on the customer were sixty percent more effective than those who focused on the business themselves.

Make your company the hero and people tune out. Make your customer the hero and help them win and you get their attention.

Avoid the Curse of Knowledge

Another mistake people make when crafting headlines is to write it as an inside joke that nobody outside of the industry gets. This is what Lee Lefever calls “the curse of knowledge”.¹ The curse comes upon you when you are engulfed in your business for over forty hours a week and start to think that everyone talks like you.

Have you ever hung out with a bunch of people that work together and felt like they were talking a different language? Insiders talk in a code that makes perfect sense to anyone on the inside...the rest of us, however, are left in the dark.

Website headlines do the same.

Let me show you a perfect example of the curse of knowledge on display through an unclear headline. A friend of mine capture this screen shot.



I literally have no idea what any of that means.

¹ Lee Lefever, *The Art of Explanation*. (John Wiley And Sons, Hoboken, New Jersey, 2013).

I recommend inviting feedback from someone who is totally new to your industry. They've never heard of you or what you do before. Ask them to read over your headline. If they do not understand what it is you do - reword it right away.

What makes a winning headline?

You might think the best headlines have to be either catchy, clever or cute. They are not. The secret is clarity. Confusion is costly because it makes site visitor think too much.

There is a whole variety of ideas you can use and I am hesitant to include examples at the risk of limiting your creativity. I would recommend trying something like:

- We give you the lawn you always wanted.
- We unplug drains.
- Let us help you find the school *you* want.
- A car that's great on fuel and fun to drive.

When it comes to writing headlines, clarity is always king. The temptation will be to sound cute or rhyme. When you make your headline too cute or try to be clever, you can lose the reader. The point of a headline is to grab the attention of the reader, quickly sharing what kind of value you offer.

Start thinking about some possible ideas about what you offer your customers. That's what you want to lead with and that's the first thing your website needs.

2. PUT A PICTURE OF SUCCESS AS THE MAIN IMAGE

If a customer uses your product or service, what kind of experience will they have? Working with you has solved a problem for them. How are they feeling about that? Will they be happy? Where will they be located at the time? Who will they be with in that moment?



These are the kind of questions I ask when I go through a consultation with clients.

I describe this as your customer's "Happily ever after...", the part of the story where everything gets wrapped up like we had been hoping for the whole time.



Washing parts by hand costs service departments an average of \$6,000 a year for each technician. It's messy, hazardous and a known cause of cancer. Thankfully, there is a better way.

You, the guide, want to show that you can give it to them. But first you have to show them that you know what they are looking for.

One of the easiest ways to do this is to place an image of the customer experiencing their happily ever after within your header image.

The Big Shift

One of the key shifts that StoryBrand clients learn is that customers buy products to solve internal problems. An internal problem is what you feel when you are struggling with a problem externally. For example, let's say after dinner one night my lovely wife, Hayley, is cleaning up and then tells me, "Jon, the sink is plugged. Can you help me?"

A clogged sink is an external problem. Our sink will not allow actual water to pass through anymore. I, however, am facing a more complex crisis in my thoughts:

Oh no, not again. I'm going to be found out. My dad never taught me how to unclog a sink. Am I even a man? Can I not help this poor damsel in distress? Are we going to have to call a plumber to come out? Or even more, will we have to call a neighbour to come and be the hero who saves us?... This is so emasculating.

A clogged sink is not just a clogged sink - it can be a crisis of identity. Every problem is both external and internal.

StoryBrand clients learn that internal problems are powerful motivators. A company will be successful if they can come along and promise solutions to these internal struggles we deal with all the time.

Imagine if, upon announcement of the sink being clogged, I went online and found a website where the first picture I saw was a man with his wife looking

proudly at him and his kids sitting at his feet in adoration. Whatever this dad has done, he has won the day. He has the respect of his wife and the admiration of his children. What dad wouldn't want that experience? Here's the catch: Over his shoulder, he is holding a plunger and the dad is winking at the camera. I should add that there is a headline that reads: "With our plungers, you get to be the hero."

That, to me, is how you sell plungers. You throw up a picture of an internal problem solved and let the viewers fill in the rest of the story. If they work with you, their internal problem can be solved and they too could experience the promised "happily ever after" they see in the picture.

Your ideal customer wants to see themselves in your website header image.

Helping You Get Creative

There are many possibilities for what you can include on your image. The best header images take some time thinking about what your client wants. What kind of experience will be having when they achieve it?

Imagine the ideal situation and then brainstorm ways to show that this outcome is possible when they work with you. Here are some questions you can ask to help you find the right image for your website:

- What does your ideal client want to achieve in his or her life?
- What will they do when they achieve it?
- Who will they be with?

- What will be the look on their face at the time?

After you ask those questions, you should have a pretty clear idea about what your image should be. This is not a tough change to make to your website but psychologically it makes a big difference.

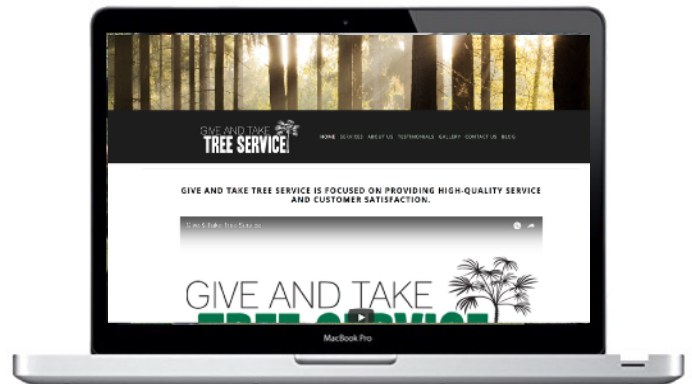
Case Study: Give and Take Tree Service

One of my earliest clients was a friend named Matt. Before we first started working together, I asked him, like I do with all prospective clients, do you want this company to grow? (We will only work with those who say “yes”).

Matt’s website was ok. I knew his company would grow even more if he made some changes, starting with his header picture. It was a picture of a forest.

What was the process of choosing this image?

I can’t say for sure but I imagine a web developer was in need of a picture after coding the structure of the site. Knowing Matt worked with trees, he found a picture of a whole bunch of trees and decided this would make a fitting main image.



I told Matt that this picture of trees was misleading. Unless he was selling forest land, it was not advertising his company. Even worse, the forest picture

was costing him money. *As a result of this picture*, he had to work longer hours away from his family. Matt didn't want that to happen any longer - so we changed the image.

We sat down to go over Matt's marketing strategy, determining that his ideal client was a homeowner who wanted to take back the beauty of their yard. They wanted the yard back but didn't want to do the work.



I taught him about how his target client wanted to see themselves in your main image in an ideal situation. I found a picture of a family swinging in the backyard, loving their time together. The dad looks proud and the mom is not worried about dead trees falling on her kids or house anymore. As a father, I would hope I too could enjoy my kids playing in the yard without the threat of falling timber.

The most important moral of this story is that Give and Take Tree Service's new website started to perform better immediately.

One day after we went live, Matt got four calls asking for his service. With great joy and excitement, Matt called me saying that each one had

commented on his website - it was the difference maker that made him stand out over his competitors.

Matt called me again the next day saying that through the contact form we added, he got another three leads. Matt was beyond pleased to have a website that not only looked good but was made with attention to the details that would generate more business. He loved showing it off to friends wherever he went.

How About You?

Before you think of your website, take a moment to ask the bigger question: Have you identified your ideal client that you will target your marketing towards?

Ask yourself this question, “If someone used our product or service, what would be the result? Where would they be? What would they be doing? What would their faces look like?”

Now take a moment to look over your existing website. Does the picture match the scenario you were just imagining for your client?

If not, it's time to swap it out.

Thankfully there are many photography websites that offer high resolution photos that you can use to capture the experience your company or organization delivers. Make sure you invest the few dollars that a high quality

image demands because you do not want lawyers coming after you later demanding you pay up for stealing their client's work.

Your image is the first thing people will see when they go to your site. This is not the place to be cheap or for thievery of copyrighted material.

This is the place to show visitors that you understand them and want to help them become who they've always wanted to be. That's what a good website image can do.

3. PUT A CLEAR CALL TO ACTION IN SEVERAL PLACES

Before she started working with Get Clear Consulting, one of my clients noticed conversions dropping on her website. She was generating more traffic than ever but her visitors were not turning into customers.



I asked if there was any changes that she made that could have led to the change in data. My jaw dropped when she told me what happened. She said that her new home page did not include a “Buy Now” button on the header. She took it off... and that’s when sales started to decrease.

I knew exactly what the problem was: Go back and put a “Buy Now” button on the page right away. Make it big and make it a different colour than anything else.



What A Call To Action Doesn't Make You Do

One of my favourite experiences in my life was the year I got to study at the University of Oxford. I had the opportunity to study under some of the finest minds in the world. I put my nose in more books that year than almost every other year combined. Such study demanded a level of sophisticated reading

the likes of which had never been demanded of me. I slowly learned the skill of reading academic literature.

I will tell you this much - *that kind of reading is not how I read websites*. In fact, if you go to the entire opposite side of the spectrum and that is how we read online.

Here's my confession: I know thinking is good for me but I personally don't like to think any more than I have to. If you want me to do business with you, make me think as little as possible. Neurologists say that every time you have to think, you burn calories. My brain likes to burn as few calories as possible and so it has adapted by daydreaming, getting bored and ignoring what would otherwise be a waste of calories.

If it doesn't help me survive and thrive, I will pass over it with little concern.

If, however, you convince me with a clear header about what you offer and a strong image that shows me what success looks like, I will be closer to doing business with you. I will be even more motivated if you tell me a step I can make to do so.

The definition of a "call to action" is an invitation for visitors to engage in whatever you are offering. Once you learn the value of including a clear, call to action (and see the results of including one), you will be shocked how hard it is to do business with companies that make you scroll all the way down to the fine print to find a number to call.

Another mistake is to make potential customers click through to the “Contact” tab and load up another page and then scroll through more info to find a number to call.

A “Call to Action” keeps me moving in the direction that you are leading me to and doesn't make me do what I really don't want to do - think too much. I want to spend that time thinking about other important things.

Make the call simple. Make it clear.

Like Gandalf to Frodo, our customers need to be invited by us to take a step forward toward their success. A guide does not leave the protagonist where they are, stuck in their problem. They invite the hero towards a goal, initiating the first step.

That's what a call to action is. It moves the visitor forward and it is clear where forward is.

Do you have a call to action on your website? If not, you are missing out on ten percent more sales. That's what happens when companies include a call to action button early on their site.

It is critical that you do not wimp out here. “Learn More” is a weak call to action. It's like asking a girl to “hang out” when you really want to take her on a date. “Learn more” is passive and it tells me that you're not confident enough in what you are presenting.

Here are some clear, confident calls to action:

- Buy Now
- Schedule a call
- Register here
- Get a quote

These four popular options from StoryBranded websites are strong choices.

You might ask, “How do I know what my call to action should be?”

It depends on what you want people to do. Perhaps, at your business, they can get a quote, a call, a coaching consultation, and a product. Donald Miller recommends leading people to your most dominant revenue stream. What generates the best growth for your business? Take people there first.

That should be the focal point of your website. To ensure it is the focal point, make it a different colour than the rest of the buttons. It has to stand out and draw the eye. The visitor needs not have to think much if you want to take them on the easiest path to doing business with you.

Another Option

When I took the *Building Your StoryBrand Workshop*, I was taught that one way you can serve a potential customer who isn't quite ready to buy is with a “transitional call to action”.

This is an opportunity to give away some valuable information through various mediums such as a PDF, a video or a webinar. These are invitations to begin a relationship. They provide their email in exchange for a free download or access to a resource. With effective marketing, this will lead to the visitor eventually taking the stronger call to action and making a purchase with you.

Having a quality transitional call to action is a proven strategy for growing your business. While space does not allow me to cover all that is needed to implement one, consider what kind of insight you offer or resource you could create that someone would be willing to hand over their precious email address.

In summary, a clear call to action is an essential component of your website. Without making it stand out, the website visitor will have no clear idea of where you can help them.

Remember, you do not want people doing a lot thinking - just a lot of clicking.

4. OPEN A STORY LOOP RIGHT AWAY

Last week I had the strangest dream.

I was running down a dimly lit hallway. I remember being panicked in my dream thinking that I was being chased by some guys that I knew were faster runners than I was. I couldn't just keep running down the hall or I would eventually get caught and hurt by the bad guys. I had to choose one of the many doors in the hallway. Choosing the wrong door, however, would be disastrous. Trying a locked door would cost me precious seconds. Opening a door to a storage closet or some dead end would trap me inside. I needed a door that would lead to another hallway, a hiding place or a window.



Running as fast as I could, I had to think quick. I had to trust my gut on this one. I took a door on the right and...

Words are what compel people to action. Pictures and videos draw in the eye but words are what compel. It's the words in a story or a conversation that we cling to and get us wanting to hear more...

Wait...what just happened?

The frustration I'm sensing from everyone is palpable right now. We have some unfinished business. You want to know what happened in my dream, right?

I don't blame you. Stories are powerful like that. Once we become aware of a problem, we want to know how it resolves.

A website at optimal performance lets the visitor know that there is a problem in the world that needs to be resolved. That's why your company or organization exists. You are in the problem solving business.

You want anyone visiting your site to know that you know that they know about the problem, that you know how it feels to deal with the problem, and let them know that you have a solution for them.

Remember internal problems (things we are feeling) are more compelling motivators than just external problems (like a stained shirt or clogged drain).

Because we intuitively want to know how stories resolve, an open story loop will want to be resolved through continued scrolling down the page.

This is what we tapped in to on our Get Clear website. After the headline and header image, there is a paragraph that reads,

Most business leaders offer outstanding products and services, they become frustrated watching their competition gain an edge when it comes to marketing.

Any body who has ever believed that they have a winning product but are still losing to their competition will understand the problem that is raised here.

Again, we want people to know that we know what they are going through. We are writing out what they are already feeling. At the same time, we are putting our finger on a problem in the world today: *Too many great companies are losing out to weaker companies for no reason other than marketing.*

It is the classic story of good versus evil. The cowboys in the white hats versus the bad guys in black. The evil side of the forces versus the good side. Republicans versus the democrats (I won't say which is which).

Conflict has been introduced into the story. Now we are hooked. A reader will instinctively want to know more to find out how the problem will resolve.

By implementing this tactic, you have won the viewer. They will read further. Now you introduce how you are going to help the good side win the day.

After we identify that good companies are losing the marketing war, the next line on the *Get Clear* page shows that a victory is attainable yet.

It doesn't have to be that way. An outstanding business should have outstanding marketing. Team up with Get Clear Consulting and begin building a brand that people not only love but love to talk about.

The purpose of this paragraph is to show that victory is possible and even certain if a business works with us.

Text is still powerful. Do not limit what can be done in those opening lines on your site. Do not make it long. Just open up a story loop by introducing some conflict onto your page.

What are the problems your client is facing?
How is it making them feel?

Write about that in a sentence or two showing that you know what they are going through. Next, throw an indication that working with you will help them solve the problem. You will have won their attention and hopefully taken them one step further to giving you their business.

That's step four. There are two more. Before we move on, I should tell you what happened in my dream. I ended up taking the best possible door, jumped out the window and landed safely on to a prickly bush. While poked by thorns, I got away safe.

Now you can happily close that story loop and move to the next change you need to make to make your website perform.

5. LAY OUT A PLAN

I would like to climb Mt. Everest; however, I am certain I wouldn't succeed on my own. With a guide, my chances of success increase. Before hiring a guide, I would ask if he could tell me what his or her plan was. If the guide couldn't tell me clearly about the route we would take, I would look to someone else. With a wife and young family back home, there would be too much on the line for me to not know the plan. I want to know that he knows the best route to the top.



Even better, imagine if this guide had a website and put the plan right on the front page! He would save me some thinking, some time and would be the first candidate for my business.

Working with you and your company may not feel like climbing Everest to you but it may be that way to someone else. Your company may promise success but you are also asking for people's hard-earned money to get it. That money represents their time and energy. They took time away from their loved ones to earn that money and you are asking them to give it to you.

To promise success is not enough. You cannot just tell me you want to take me to the top of Everest. I want to know that we both can do it. Show me that going to Everest is a series of little steps. I may not know how to climb a mountain but I know that I can take a bunch of little steps.

Guides give a plan. They break down the journey into steps. Opportunistic guides put it right on their website!

What Not to Do

Don Miller gives a helpful example of missing an opportunity to connect with a client in, *Building Your StoryBrand*. I have seen this mistake happen all too often. Imagine your customer is a hitchhiker. You see him sitting at the side of the road looking cold, sad and with his thumb up. He needs to get somewhere and you are feeling particularly brave and helpful. You pull over, roll down your window and ask the obvious question,

“Where would you like to go?”

“San Francisco,” he replies with certainty.

He knows exactly what he needs from you.

But as he approaches, you roll down the window and start talking about your driving philosophy, or the fact that your grandfather built this car with his bare hands, or that your road trip playlist is all 60’s rock. The hitch hiker doesn’t care. All he wants to do is get to San Francisco!

The goal for our branding should be that every potential customer knows exactly where we want to take them.

What Does Working With You Look Like?

What are the steps along the way to the picture of success?

My recommendation, is to think of three steps. I don't know what it is but humans love "Three". Everything memorable comes in threes. Tell me if you see a theme here:

- Ready, set, go.
- Tic, Tac, Toe
- Three strikes
- Three Blind Mice
- Three easy payments
- Three point sermons (for preachers like me, this is an essential!)

You get the point.

Three steps to working with you breaks down the Mount Everest-ian barrier to achieving their goals in someone's head. You, the guide, are showing them that you know the path and you will safely take them there one step at a time.

Take a moment to think about what the three steps are that people must take when working with you. Step one is the initial contact, the call to action from the previous section. What comes after that first meeting? Step two could be the creation and execution of the plan. Step three is reaching the goal that you've already determined that the client wants to get to.

Here is a simple way to summarize a three step plan in working with you.

Step one: Make initial contact

Step two: Create a plan together

Step Three: Implement the plan and watch it succeed

It is vague, most certainly, but it has the core components of a story. There is a beginning, middle and an end. There is the initial call, the plan and the happy ending. Because our brains are hard-wired for story, we can see ourselves within the story framework and then we fill in the details subconsciously.

Hypothetically, if I ever get permission from my wife to leave the house for months to go and climb Everest, I will be looking for a guide with a plan. Perhaps there is some opportunistic sherpa out there who is reading this and updating their site. To them I say, if the path is clear, let's go climb a mountain.

6. KEEP YOUR PARAGRAPHS SHORT AND YOUR HEADLINES STICKY

Here's an interesting development that has come with the maturing of the Internet - people do not read, they scan.



We read websites and blogs unlike any other kind of literature. It is similar to how we scan a magazine or a newspaper but when it comes to speed, we fly through a website much faster than a physical paper.

We do not read websites like a scholar. We don't read them like an investigator. We read them more like a parent of young kids who is trying to drink their morning coffee, watch the news and scroll through their phones whilst being pulled on each leg by a toddler.

What kind of reading habits do you have in such a case? You focus on what is the most interesting and the most pressing. Would somebody getting their leg yanked out of their socket have the frame of mind or time to read a screen full of text?

If you want your text to be read, you have to keep paragraphs short and headlines interesting.

Websites that perform best understand the habits of contemporary readers and write accordingly. When visitors scan a website, they are immediately drawn to images. Next, headlines pop out and if the reader is convinced it will help them survive or thrive, they will read the text that follows (up to three sentences in a row at most).

Long sections of text will get skimmed over if not skipped altogether. You intuitively know this already, of course. Have you ever received an email from someone who didn't know how to hit the "Enter/Return" key and give some breathing space to their paragraphs? They send you one long paragraph full of details.

To the reader, it is laborious to read it all. You might even start to despise the sender for sending you so much text! If that's how you feel about reading emails, why would it be any different when you are reading websites?

A good headline does not need to be a whole sentence. Some times it is just a word or two that introduces the short paragraph that follows. Headline writers know that the first line of text serves as an invitation to read the second.

There are several fantastic books out there that will help you with this. I will recommend one because I believe it stands out among its competitors. The book is called, *How to Write Copy That Sells* by Ray Edwards.² In this book Edwards teaches you how to write "advertising in print", as the father of advertising, John E. Kennedy used to call it.

² Ray Edwards. *How to Write Copy That Sells*. (Morgan James Pbl, New York, NY, 2016).

You can use a headline for every paragraph. Also, never go longer than three sentences per paragraph. I know your grade eleven English teacher will hate you for it but if you want people to read it, you must acknowledge that this is how we read today.

If you are wondering what to say in the text, I recommend contacting us at *Get Clear*. We specialize in words. We write words that capture attention and compel to action. It's not us, really, it's the power of story. StoryBrand websites are designed to write the best words to deliver the best results.

APPLY THESE AND YOUR WEBSITE WILL STAND OUT

Anybody can have a website these days. In fact, with the eye-catching templates that are available to us today, anybody can have a beautiful website. The competitive edge today belongs to those with the right words.



If your words are not written well, you are losing sales. If you are losing sales, that can end today.

In this document we looked at six changes you can make today to improve your website's performance. First, I asked you to write a clear headline that describes what you do. Secondly, put a picture of what success looks like as the main image. Third, make a stand-out button that provides a clear call to action (and even a transitional call to action that generates future leads). Fourthly, open a story loop right away, identifying a problem that you are solving. Fifth, lay out a three-step plan that leads your clients from the first contact to success. Finally, go through your text and keep your paragraphs short with sticky headlines.

I guarantee this will increase your business immediately.

If you would like more help bringing clarity to your message and power to your brand, visit the *Get Clear* website at www.getclear.ca.

Be sure schedule a free call today and we will get your whole marketing strategy performing as it should be.

ABOUT JON

Jon Morrison is the founder and team leader at Get Clear Consulting.

Jon started this consulting agency to help businesses that wanted to grow by gaining a competitive advantage in their marketing strategies.

Jon knows that behind every business leader is a soul that matters. They have struggles as a spouse, parent, employer, and all of the other stresses of life. He loves serving people by relieving some of their stress by serving in his areas of passion and expertise.

Jon's hope is that this document will help businesses, non-profits and churches thrive.

Jon would like to take this opportunity to thank Donald Miller and his team at *StoryBrand* for their hard work in equipping young marketers achieve their dreams. The book *Building Your StoryBrand* was a catalyst of opportunity for Jon that has opened doors beyond what he could have imagined.

For more about Jon you can visit his website at www.jonmorrison.ca.

