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The Coaching Site Guide: A new coach's guide to creating an expert website clients will love!

Kenn Schroder

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Whether you're doing your site yourself, hiring a web designer, or redesigning your site, grab this guide and avoid the common mistakes coaches make that could cost you thousands and set you back months.

"This is beyond creating an expert website. Kenn is providing what coaches and consultants need to effectively market their business on the Internet. Read and use this step-by-step guide to develop your expert website and your customized online marketing system to attract and engage more clients." ~ A. Mike Rafati, IncredibleCoach.com

In this guide you will learn:

- How to focus your website on your client instead of you.
- How to avoid the top 7 mistakes most coaches make.
- How to make an enticing opt-in box that gets sign-ups.
- How to craft the key pages coaches should have on their site.
- How to make your menu simple, easy, and intuitive for visitors.
- How to write great articles like the seasoned pros.
- How to choose an ideal WordPress theme.
- How to start getting traffic from search engines.
- How to design gorgeous visuals – the ones clients really care about.
- How and where to find a good web designer.
- How the web design process works to get things done timely.
- How to quickly create a free giveaway that people just gotta have!
- How to get raving testimonials.
- How to get a bio photo that makes you look “pro”.
- How to write enticingly from recipes, formulas, and examples.

"The graphics, models, and examples make this extremely easy to understand. This guide will make website creation faster, easier, and less painful for many coaches." ~ Bart Loos, CoachesGetting Clients.com

"This guide is going to keep lots of coaches from floundering for a couple of years, wondering why their site isn’t attracting clients." ~ Gayle Scroggs, PCC, Essence Coaching

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