

The four cornerstone strategies to **create connection** (and gain new clients) **on your website**

I'm glad you're here! I'm Carly Antor, website designer & brand strategist. I'm here to help you attract the attention of your ideal clients. Many of my clients have been in the exact same position as you're in right now:

You love what you do, and the impact you make in the lives of your clients.

You work with your clients to cultivate amazing results and positive change in their lives.

You have a desire to grow your business, but only with the types of clients who light you up & leave you feeling fulfilled in your work.

You know your website is one of the best places to create connection with an ideal client, but you're wondering — what's the most strategic way to ensure this happens?

Creating connection with your ideal client isn't just about generating leads and collecting email addresses. It's also about establishing common ground to meet them where they are on their journey, communicating the value of your work, helping them overcome objections, and building trust that you are the person that can help them.

In this guide, I'll walk you through the four cornerstone strategies to create connection with ideal clients using your website.

PS — I want you to love sending clients to your website. If you are ready for a strategically designed website that creates true connection with your ideal client, schedule a free strategy call with me at carlyantor.com/schedule



**ready for the strategy?
let's get started**



STRATEGY 1

Update your sales page with a clear call-to-action

Although generating leads isn't everything that creating connections is about, it's definitely a cornerstone piece of your marketing strategy, and a good starting point to have in place.

A major missed opportunity I see with entrepreneurs is that they outline all of the amazing benefits and features of their offer, but have a vague call to action at the end of their page (like "Reach out to me if you'd like to work together!" or no direction at all.)

Your sales page should provide a clear next step for your client if they are ready to work with you, and make it simple to take the next step.

By providing a clear next step to work together, such as scheduling a discovery call or filling out an application, you are inviting your ideal client to take this next step and establish contact with you in a way that feels natural and inviting.

Action Step: Ask yourself, "What action would I like clients to take to work with me?" After you decide, set aside some time to add this to your website's sales page through a button, or you can add the application form to the page itself.

This sales page for wedding photographer, Jordan (jordangresham.com) invites clients to "Schedule Consultation" in many places on the sales page, providing a clear next step to work together.



STRATEGY 2

Provide value with a helpful resource

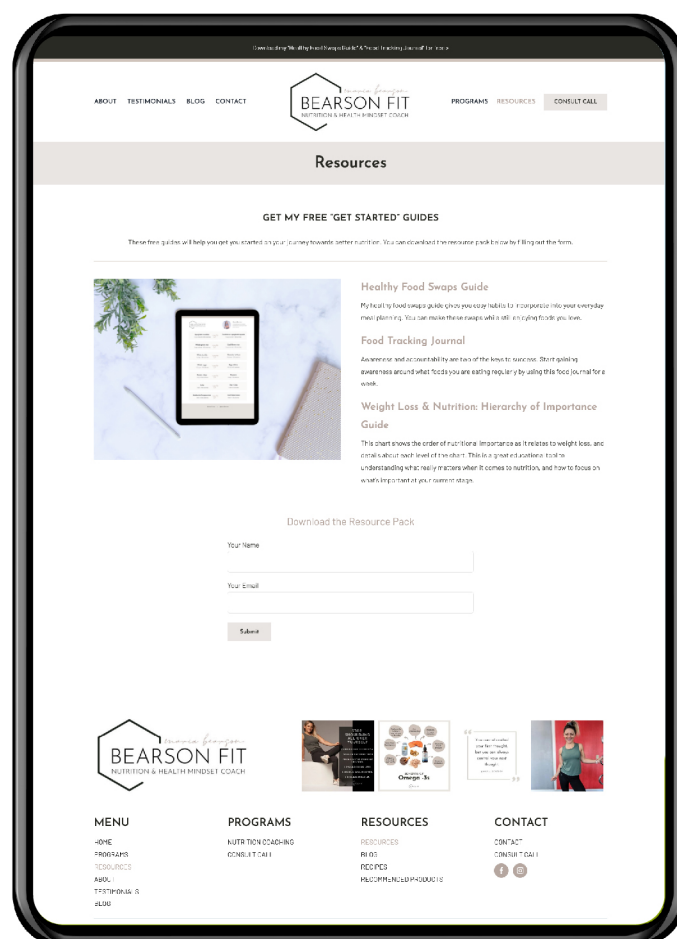
- In a
A strong strategy to build trust with clients is to provide a resource that shows them your expertise and a taste of what it's like to work with you.

After you create this resource, you can use it as a lead magnet by asking for an email address to deliver the resource to.

A few highly visible places to put this resource on your website are:

- In the footer of your website so that it's visible on every page
- In an announcement bar at the top of your website
- If you have a service that corresponds well with this resource, placing the resource at the bottom of the page as a way to invite people into your marketing who aren't quite ready to work with you yet
- In the sidebar area of blog posts or other pages with sidebars
- As a pop up on your website

Action Step: If you do not already have a resource, schedule time to create one. Next, add this to your website in a highly visible location.



This resource example comes from my client, Maria of Bearson Fit (bearsonfit.com). Maria is a nutrition & health mindset coach that created a packet of three helpful resources for potential clients. These three resources help clients with some of the first steps on their nutrition journey, such as food journaling.

Once clients go through these guides, they are able to see firsthand the expertise that Maria offers, and the ways in which she helps her clients.

Website users who download the resources are also added to her email marketing list so she can stay top of mind for interested clients.

STRATEGY 3

Use testimonials to help potential clients see what's possible



On my website, I have a testimonial page that helps establish connection with potential clients who may have a similar situation to one of my past clients.

Action Step: Gather up your testimonials from your past clients (if you don't have recent testimonials - reach out to your clients and ask!) and add them to your website.

Your testimonials present a unique opportunity to have your work seen through the lens of someone else's experience. Testimonials can highlight the fears and pain points a potential client has, but is afraid to voice, by providing your clients' perspectives as they started working with you. Testimonials also help paint a picture of what's possible for someone when they decide to work with you.

Here are a few real life testimonials excerpts from my own clients that illustrate this point:

EXAMPLE 1 "... Even though I was not entirely clear about my vision, her gentle nudge and guidance allowed me to dive deep into my own process and then allow her to work her magic to bring that process to life ..." - Paula

This testimonial let's potential clients know that even if they are not clear in their vision for a website, that they can still move forward and work with me as their website designer, and that I can even help them clarify their vision.

EXAMPLE 2 "... You are so easy to work with and make the process feel seamless! I am not website-literate at all and having you take this on took so much off of my plate! ..." - Katie

This testimonial let's potential clients know that even if they don't feel tech-savvy and have all the specifics of a website figured out, that I am able to help them and make them feel comfortable. This also shows that my website project process feels good for my clients, and in the end does help them streamline their work.

STRATEGY 4

Add some personality through photography

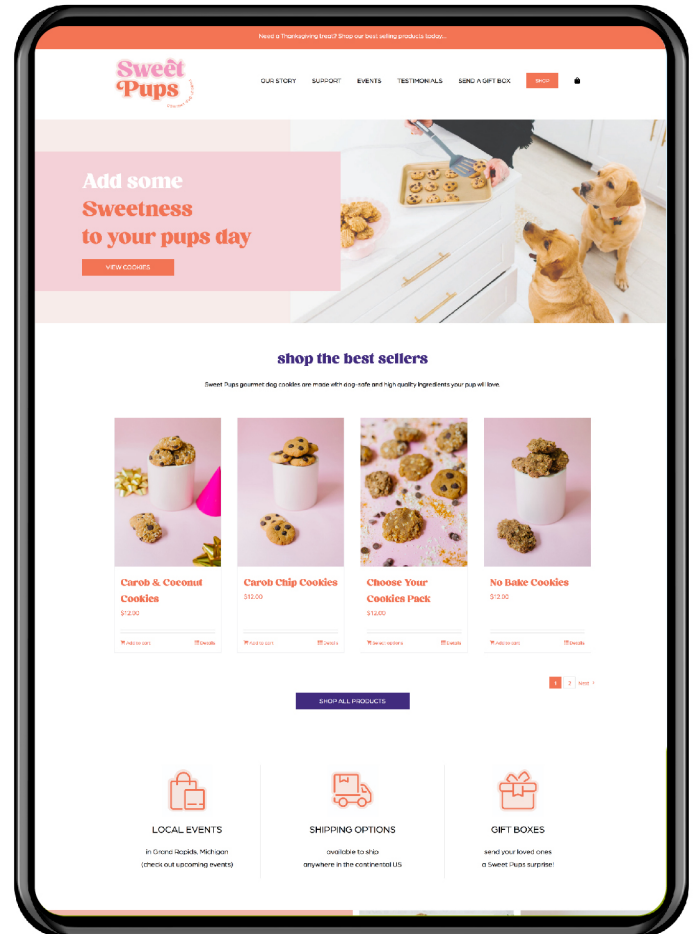
Having brand photography on your website is a strategic and easy to implement way to help your clients feel like they know you better. Photos also help them get a glimpse into your personality.

I always advise having at least a few pictures of yourself throughout your website. If you have a product based business, having product photos is also key.

If your website is feeling impersonal or like it's not "you" adding brand photos often bridges the gap that words alone can't.

Action Step: Locate pages on your website where you could incorporate brand photography. Places like your about page are the easiest place to do this, but don't be afraid to add photos to your services pages or resource pages on your website.

My client, Alicia of Sweet Pups Cookies (sweetpupscookies.com) is a great example of utilizing brand photography throughout her website. She makes gourmet dog cookie treats, and having standout product photography, and photos of herself with her dogs helps her sell more effectively with a highly visual brand.



THANK YOU

Looking for help with your new website?

My promise is simple: when we work together...

You'll love sending people to your website.

A strategically designed website...

- ✓ Creates true connection with your ideal clients
- ✓ Reflects and showcases the high quality work you do
- ✓ Amplifies your unique brand and message
- ✓ Leverages all your marketing efforts
- ✓ Makes it easy for people to say yes to working with you

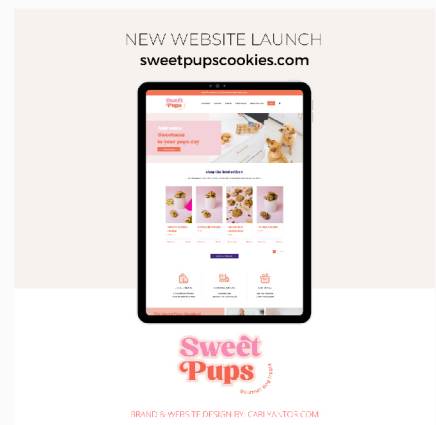
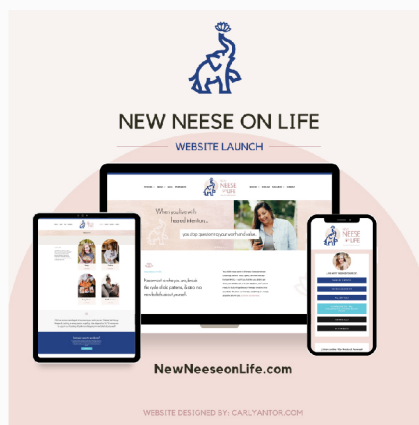
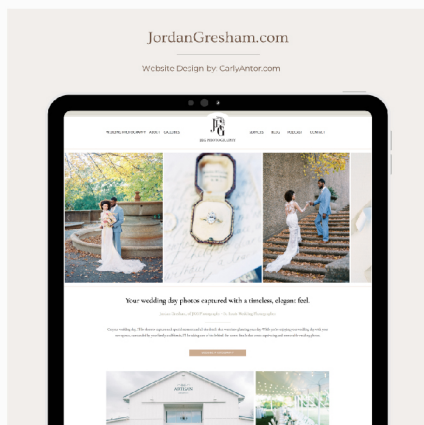
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