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| Announcer: | Welcome to "Build Your Tribe", with your host Chalene Johnson. |
| Chalene: | Yo, what is up? This is Build Your Tribe 2.0, where I answer your questions about anything related to owning, operating and growing your business. My name's Chalene Johnson, and you name it, I've done it in business, from selling knives door to door, to infomercials, to used car lots, to online businesses. I've either done it or I've coached somebody else to a level of success that you too can achieve. You just need to know the formula, to have a little persistence, and some inside information, and so that's what we're going to do here. |
|  | I'm going to answer your questions. No question too small, no question too big. If I can't answer it, I'll tell you where you can probably find the answer. You can ask your questions by going to chalenejohnson.com/askchalene. Let's get to it, y'all. |
| Katya: | Hey Chalene, my name is Katya and I come from Russian. Thank you so much for giving me this opportunity to leave you a question. In a few weeks, I am going to have my first life coach training, and then I would love to create my own website. Before I do that, I have a question for you. What role does a beautiful web design play in selling your product or service? Can a super cool design of your online page actually help you to attract and reach more people? |
|  | I notice I tend to get more interested in a certain product or service if I see a really cool website that seems very modern to me and stylish. I tend to trust the product more if I'm in love with their web page. Even if I understand that a cool cover doesn't necessarily mean a good product. |
|  | Then, just the opposite. If I find myself on the page that just has very old, unattractive design with some strange colors. I kind of start having doubts, almost have less trust in it, even if it can be a good product actually. I know I shouldn't judge the book by it's cover, but inevitably I do that. I'm sure a lot of people can relate to that. |
|  | I know you told us many times that nowadays it's so easy and we can create a website almost for free, and I totally agree with you, but if I know that I'm not that good at design, do you think it worth investing in it, because then it might help me to reach more people? |
| Chalene: | Well, Katya, you just did exactly what I suggest everybody do, and that is to answer questions based on your own opinion. For example, when people are going through the marketing impact academy, there are these lessons where we talk about whether you should set up your own email opt in to be a single opt in or a double opt in. Meaning, some people like when you give them, their email address, you directly receive whatever it was you were opting in for. However, there is a lot of research to support that when you ask people to give you their email address and then go back to their inbox and to confirm that that was the correct email address, that you get a much cleaner email list. In other words, people are less likely to give you a fake email address. |
|  | Well, I know that's true, but I make a decision for me based on my own personal behaviors. For me personally, I'm just so impatient that I'm always a little bit annoyed when I have to go through that extra step. I don't want to have to go log back into my Gmail or my mail account and confirm my email address. Just give it to me, because I'm super impatient. There's a lot of things that I do in my business just based on my own behaviors. Certain things that I like, that's the way I want to design it for my own customers. |
|  | You kind of answered your own question. You personally look at the design, the artistic appeal, and the visual branding when you decide if you want to do business with a company or an individual, and I totally, 1000% agree with you, Katya. If I go to a website and, first of all, if it's not mobile responsive and I have to kind of like move the image to the right to see where the log in is, and then move it back to the left to see where the drop down menu is, I'm like, super annoyed and like you said, it might be right or wrong, but my opinion thus far is that this must be an outdated company, somebody who's not in touch with the fact that the rest of the world is looking at things from their mobile device, so why aren't you making everything that people are looking at mobile responsive? |
|  | Okay, so what do I mean by that? If you're not familiar with the term "mobile responsive", that simply means that whatever it is people are looking at, whether it's a website or an opt in page, that it changes sizes because the page can tell what type of device it's being viewed from, whether it's an Android or an iPhone 4 or an iPhone 6, or a desktop, and the layout of the website will change to fit the screen that it's being viewed on. Beautiful! I mean, that just makes it so user friendly. When I'm on a website and it's not mobile responsive, I assume that the person who is in charge of the site hasn't looked at it themselves recently, from their phone, or they're not thinking about the customer's experience. |
|  | Fully 90% of us are searching for things online. We're buying things online. We're doing our online work from our mobile devices. Number one, it needs to be mobile responsive, I'm with you Katya. Number two, I also agree that if I'm like, okay, someone's 10th grade cousin designed this website like seven years ago. This is someone who's not current, in my mind, this is somebody who's not current, not with the times, they don't know the latest and the greatest, and no matter what it is, if I'm going to use the expert, I want to know that your information is up to date. It's current, it's the latest, it's the greatest. You're up to date with your research. Our only way of assessing that, sometimes, is by looking at a website. If your website is from the dark ages, then we just have no other choice. It's just human nature to make assumptions about your level of expertise in other ares. Be it right, be it wrong, it's just human nature. It's what we do. Right Katya? |
|  | Okay, now to answer your second question, you said, "Chalene, do I need a website?" The answer is no. You do not need a website. I teach people, before you go all bells and whistles on your website, just create an opt in page. Most people, that's what they're looking for anyways. That should be your first step, as long as you have a freemium, you have something to give people. You've got a free report, a free webinar that they can sign up for. |
|  | For example, right now, people can sign up for a webinar I'm doing to help people with their confidence, or to overcome self doubt. If you go to chalenejohnson.com/webinar, what you will be looking at is my opt in page. You don't see any of the other pieces of my website. You don't see the about page, you don't see photos. You don't see my Tweets. You don't see my social media. You just see exactly what you came for, which is the information about my next upcoming webinar. |
|  | The same is true for almost all of our opt ins. If you go to 30 day, which is 30daypush.com, that again, it's not my website, it's just a singular standalone opt in page. That way, you're not distracted by anything else. You're just there to get what I promised you. I explain exactly what you can expect, you enter your email address, and bam, there you go, you have whatever it was I promised you. As you know, my goal with build your tribe is to impress upon everyone the importance of building a relationship with your lifers, your target customers, the people who you want to do business with by building an email list. If you've got to pick where you're going to use your time, building a website or building an opt in page, y'all better build yourselves an opt in page first. |
|  | Who do I recommend? I heard that AWeber has a great one that links directly with the AWeber CRM, which is an email management system. I love Megaphone, which is a parent company. The parent company is Kajabi, but I love Megaphone, very easy to use. It's practically drop and drag, and again, Katya, I don't want anyone who's listening to spend any time coding. Companies like BlueHost.com, for like, five bucks you can get a domain name, and you can build an opt in page, you can build a website. When I say build, basically you're going to do some drop and dragging with their custom themes and layouts. Their layouts have all been researched so that we know what looks best when people are opting in, and you just get higher conversion rates when you're trying to build your email list. |
|  | Lastly, I said ... see, I said, Megaphone, AWeber, BlueHost for just about all things, including a WordPress blog. Oh, and then I would say Leadpages, Leadpages is also a very popular option if you just want to create an opt in page. For the full blown website, including a blog, I strongly recommend BlueHost. I'm a big fan of BlueHost for many reasons. Phenomenal customer service, super great pricing, and oh, here's another reason why I love BlueHost and I support them, is because they don't allow pornography or adult sites to use BlueHost for their hosting. What what? That's right! Take that y'all! I love that, because those are not their lifers. I am their lifer. I strongly encourage you to use BlueHost. I'm an affiliate for BlueHost, but I dig them, so you don't have to have use my link, just do business with them, because that's super cool. |
|  | Hey, and by the way, almost all the tools that we use to build our business are listed on my website. Just go to chalenejohnson.com and then click resources, and you'll see everyone we use, a little blurb about why we use them, and a direct link. Great question, Katya, I love it, thank you so much for asking. |
|  | If you would like to ask your own question, all you have to do is go to chalenejohnson.com/askchalene. That's it for today, I'm trying to do my best to give you five episodes a week. I'm thinking Tuesday, Wednesday, Thursday, Friday, Saturday, because I loaded one up last Saturday just to see how people would like that, and a lot of people were really excited about it. They're like, there's no new content usually on Saturday, so it was super cool to log in to Build Your Tribe and see a new episode. I'll test it again this week and you let me know, do you like having an episode on Saturday and nothing on Monday? Mondays are a catch up day, are you with me? |
|  | Okay, I promised you i would be brief, I would be bright, I would make it fun, and then I would be done, so I'm out, I'm done, it's over. Talk to you tomorrow. |