Strategies and tactics to turn your website into a sales machine

COMMUNICATION FRAMEWORK

Course workbook

Built in business. Built for growth. AI Advantage.

https://moemojahed.com/

THE PRIMARY GOAL OF ANY WEBSITE IS TO INCREASE SALES.

WHILE STEADY TRAFFIC AND CLICK-THROUGHS ARE GREAT, YOU WANT PEOPLE TO MAKE A PURCHASE OR TAKE THE NEXT STEP.

TO BOOST ENGAGEMENT AND CONVERSIONS WHEN PEOPLE LAND ON YOUR WEBSITE, YOU'LL NEED THE RIGHT STRATEGIES.

There have been many advantages of the digital age, but attention span is definitely not one of them. Since the rise of smartphones, the average attention span of human beings has fallen by four seconds (from twelve seconds to eight seconds). Now, even goldfish can pay attention for longer.If the average person can only stay focused for eight seconds at a time, what does that mean for entrepreneurs ?

Making a bad first impression can be the difference between attracting new business or losing out on an opportunity. With your competition only being a click away online, it's important that your website immediately capture ,keep and leverage the attention of your ideal customers when they land on your website instead of your competitors.

In order to do that, first ask yourself: How much time are users spending on your website? How many pages are they checking out? What pages are they checking out? Are they clicking on your calls-to-action? And most importantly, what percentage of visitors is performing the desired action on your site?

IN THIS MASTERCLASS YOU WILL BE LEARNING THE STRATEGIES AND TACTICS TO TURN YOUR WEBSITE INTO A SALES MACHINE.

Moe Mojahed

I combine strategy, brand and sales experience with AI to help founders scale faster.

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Explore more

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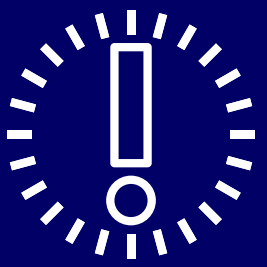
KNOWING YOUR IDEAL CUSTOMER

We discussed the importance of knowing who your Ideal Customer is so your content is tailored for everything they're looking for. But this can be daunting and it might even be hard knowing where to start. But after years of creating Dream Client Profiles, I created an exercise to help with the process.

I firmly believe creating a story about your Ideal Client is the easiest way to make him/her a real person in your mind. Sure, it might feel silly, but once you're confident in your Dream Client Profile, you'll soon be attracting your dream clients...all because you're talking to him/her in a way they love about the things they love.

THE STORY

In this workbook, you'll find a series of sentences you'll fill in according to what fits for your business. The more sentences you answer, the more complete your story will be.



BEFORE WE GET STARTED...

I'm sharing a list of my favorite descriptive words (adjectives) to ensure this Instassignment is easy and fun!

MY FAVORITE ADJECTIVES:

- Adorable
- Fancy
- Obedient
- Vivacious
- Adventurous
- Friendly
- Outrageous
- Valuable
- Beautiful
- Gentle
- Poised
- Wild
- Bright
- Glamorous
- Powerful
- Witty
- Calm
- Happy
- Quaint
- Young
- Cautious
- Helpful
- Real
- Zealous
- Cheerful
- Important
- Selfish
- Defiant
- Joyful
- Shy
- Delightful
- Lazy
- Silly
- Encouraging
- Loveable
- Tender
- Energetic
- Naughty
- Thoughtful
- Entertaining
- Nice
- Uptight
- Educational

THE STORY

- In the _____ (choose one: rainy, sunny, cold, humid, dry) city of _____ (choose a city), you'll find my ideal client.
- His/her name is _____ (choose a name) and he/she is _____ (choose an age) years old.
- His/her friends describe him/her as _____ (adjective) and _____ (adjective).
- He/she (choose one) spends the weekend enjoying _____ (list activity) _____ (list activity), and _____ (list activity).
- He/she dresses in _____ (adjective) and _____ (adjective) clothing, and shops at _____ (list a clothing store) and _____ (list a clothing store). Overall, his/her style would be described as _____ (adjective).
- My Ideal Client is/is not (choose one) married.
- My Ideal Client does/does not (choose one) have kids.
- My Ideal Client follows _____ (list an Instagram account), _____ (list an Instagram account), and _____ (list an
- Instagram account) on Instagram. He/she likes these accounts because they are _____ (adjective) and _____ (adjective) and they post _____ (adjective) types of photos.
- When my Ideal Client finds my account on Instagram, I want him/her to feel _____ (adjective), to see _____ (adjective) photos, and to know what I'm selling: _____ list your product or service).

SO THAT'S IT. YOU NOW HAVE THE FRAMEWORK TO BUILD A STORY ABOUT YOUR IDEAL CLIENT. SIMPLY REWRITE THIS STORY AND LL IN THE BLANKS TO ENSURE YOU HAVE A VERY GOOD IDEA OF WHO YOU'RE TALKING TO... AND WHAT YOU CAN POST ON INSTAGRAM THAT'LL APPEAL PRECISELY TO THEIR SENSIBILITIES!

WEBSITE WIRE FRAME

LAY OUT YOUR WEBSITE IN THE SECTIONS BELOW:

HEADER

VALUE PROPOSITION

BUILD TRUST AND GAIN CREDIBILITY

PLAN

STEP 1

STEP 2

STEP 3

EXPLANATORY PARAGRAPH

TESTIMONIAL VIDEO OR SIMPLE STATISTIC

PRICE CHOICES

FOOTER

LEAD GENERATOR

Write your lead generator ideas below:

INTERESTING TITLE

SALES CAMPAIGN

CLICK HERE TO DOWNLOAD THE SALES EMAIL TEMPLATE:

https://docs.google.com/document/d/1sCXjEp9_fM8PUq3oqDtScCEHlXbR vJf1ZsJ8V2Jbbtg/edit?usp=sharing

TESTIMONIAL QUESTIONS AND PREP EMAIL:

There's no denying that done right, a testimonial will sell your offer or product for you. I mean, think about it this way... If you were on the fence about hiring a personal trainer, a copywriter, or an at-home chef, would you rather they tell you how incredible they are... Or would you be more intrigued and compelled to work with them if they had a bunch of glowing testimonials singing their praises? I think we'd all prefer the latter. The same goes for you, your service, or your product if you're looking to turn your audience members into raving life-long customers. Use the email template below as a guide for the questions you'll ask them in an interview. And then be sure to send this to them a week or a few days prior to your interview to help them prep. Remember to tweak these plug-&-plays and make them your own. They are simply a starting point for you to begin gathering and crafting testimonials that will have your ideal customer avatar sprinting to work with you!

PRE-INTERVIEW PREP EMAIL TEMPLATE

Hi| *CUSTOMER NAME*|

Thank you for agreeing to meet with me! I'm so excited to connect with you. I just sent an invite for | *Day, Monts Day @ Time am/pm TIME ZONE*|.

Here is the meeting link: |*Appropriate Link*|
Password:

It's also in the invite with these sample questions:

- **Where did you first find me and my services?**
- **What problem were you looking to solve?**
- **How did that challenge make you feel?**
- **How would you describe yourself before?**
- **How would you desribe yourself now?**
- **What was your first step?**
- **What scared you about it / what were your objections?**
- **What specific results can you share?**
- **What changes for good did it make in your life an the lives of your family members?**
- **What would you say to somebody on the fence about working with or learning from me?**

Can you please send a headshot (approximately specs are 1800w x 1200h px - landscape or 1200w x 1800h px-portrait?)

Have a wornderful day and let me know if you need any further information.

|*Sign Off*|

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Communication Framework free course

https://moemojahed.com/bqx5wtyzu55/

Brand assessment

https://moemojahed.com/moe-site/assessment.html

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