

Optimizing Your Website for Passive Income

- I have created a coaching website
- featuring:
 - A large photograph or profile shot of myself
 - My name written so as to be associated in memory with the photograph
 - A strong headline designed to catch the eye of my ideal client
- I am offering a quick, easy way to help my ideal visitor with her most compelling, immediate issue
- I have included a web contact form with my “quick, easy way” interactive incentive
- I have done my best to ensure that entering their contact information and taking me up on my offer feel like the logical next steps to the visitors I want to attract
- I have done my best to make my questions or story feel so personal that it builds instant trust and identification with the right visitor
- I have done my best to make my incentive or my answers feel so personal and valuable that the right visitor can hardly wait to download my paid products or sign up for coaching.
- I have:
 - Identified what my ideal visitor wants right now (why she is checking out my site)
 - Identified the exact question she is asking
 - Identified my one main specialty that I can offer her and that will help her achieve transformation
 - Promised change for the better
- I have ascertained that my ideal client:
 - Is willing to pay to solve her problem, get to the next level or transform her life
 - Is able to pay the fees and prices I need to charge