

KRISSY LEONARD

CREATE A PROFITABLE BUSINESS AND AN ALIGNED LIFE

ANATOMY OF A HIGH-CONVERTING SALES PAGE

What TO include on your homepage:

- A simple minimal design that you can grow into and elevate through professional photographs and stock images.
- Clean and simple colors and layout. You can always make it more customized later.
- Intentionality when it comes to the actions you want people to take when they get to your site.

Begin with these FOUR goals in mind:

1. **GOAL 1:** Your Ideal Client gets to know who you are AND how you can SOLVE THEIR PROBLEM (we do this through sharing your “what I do statement right out of the gate).
2. **GOAL 2:** Your Ideal Client trust that you are THE person to help them (we do this through writing copy that they connect to, sharing what makes you unique/your unique methodology or point of view, sharing your story of transformation, offering social proof via testimonials, media mentions, having them explore your blog content or podcast, etc)

3. **GOAL 3:** Your Ideal Client signs up for your email newsletter (if you have one) through an opt-in form where you exchange a high-value mini offer for their email address.
4. **GOAL 4:** Your Ideal Client takes the next steps in working with you (ex. purchasing a product off your sales page or booking a call with you).

*PRO TIP: why isn't the goal of purchasing your products #1? Because most people need to *get to know you* a bit before purchasing. Once they know you, trust you, and see how your offer is THE solution to their problem they are much more likely to invest. We prioritize connection + collecting their email address so you can build that trust long term so they don't bounce from your site and lose touch forever... instead you have an opportunity right away to share value, help them get to know you and your work, and nurture the relationship.

What to NOT include on your homepage:

- Sound (nothing will have people jump off your site sooner than a sound they don't know how to shut off - especially at work!)
- Crazy amounts of different colors (we want to use color strategically to direct their eye to where you want them to go, not overwhelm them)
- Cutesy phrases for your navigation rather than easy to understand words that direct them where to go
- Prominent links to Instagram and Facebook right off the bat (we want them to stay in YOUR world not get sucked into the social media vortex)
- Lots of "I" words. Other than your "what I do" statement and your "about me" section, the copy should be all about YOUR CLIENT, as if you are speaking directly to them, not going through a monologue about yourself. (No one likes a one-sided conversation ;))

Bottom line: CLARITY converts. Keep it simple.

BUILDING OUT YOUR HIGH-CONVERTING HOMEPAGE

1. Choose whether you will have a 1-page website or a multiple page website.
 - 1-page website example: <https://danielleleslie.com/> notice how the navigation bar at the top used to pop you down to the relevant info, but it is all one page.
 - Multiple page website example: <https://krissyleonard.com/> when you click on the navigation it brings you to an entirely new page.
2. If you have a multiple page website, the HOMEPAGE serves as the place where people land and you help direct them where to go. There are many different ways to approach a homepage, but the two most high-converting are:
 - **A simple landing page** with what you do and a link to your freebie << this is great for collecting email addresses because people really just have one option when they get to your site.
 - **A “brochure” type homepage** that has a few little preview sections that tie back to other pages to your site << This is the way I like to set it up (and apparently most industry leaders do too) because this simple formula helps people move through the goals of your site: getting to know you and how you help, establishing trust and credibility, signing up for your freebie, and learning how they can work with you. Sections to include in a “brochure” type homepage (notice these are little blubs that link back to the exact pages we created in your navigation bar)

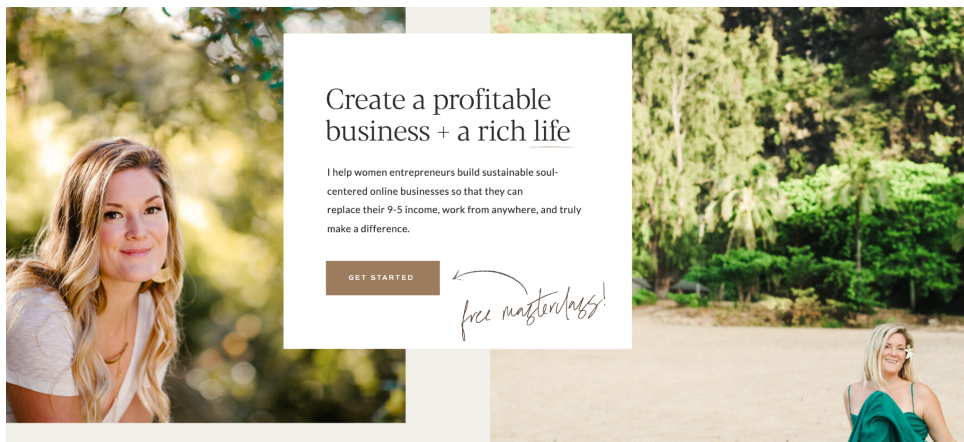
3. Set up Your Navigation

Keep the navigation clean and simple. Here is what I suggest to start (and in this order left to right):

1. **Home** (this can also be your logo or name that links back to the homepage)
2. **About** (the most clicked on page of your site after your homepage)
3. **Work with Me** (your offers/course(s)/program page)
4. **Success Stories** (can also be called testimonials or results)
5. **Blog/Podcast/freebie** (can also be called “start here”...where can they get a taste of what it’s like to work with you?)
6. **Contact** (how to get in touch with you)
7. **Optional: Student log in** (if you have a members area)



4. Place Your “Hero Bar” - this is a big horizontal image or collection of images that show you or an aspirational image of what your client wants paired with your tagline or “what I do” statement. It’s bold and clearly tells people they are in the right place.



5. Link to your freebie/opt-in (we don't want your client to need to scroll to find this, it should be easy to find, enticing, and encourage them to put in their email address)



6. Optional: Add media mentions or a quote to establish your credibility



7. Connect with your ideal client: include a block of text that speaks DIRECTLY to your ideal client and let them know they are in the right place. You are going to call out their pain points (fears + frustrations), and their hopes + dreams and let them know you get them and you can help

If you're looking to create the business and life you *really* want... you're in the right place.

YOU'RE READY TO...

- ✓ set your own schedule, travel the world, and work from anywhere
- ✓ make a consistent, full-time income doing soul-centered work
- ✓ create a solid business foundation + systems that can scale to six-figures
- ✓ make a difference + change lives while creating a LIFE you love in the process

YES! I'M READY FOR FINANCIAL FREEDOM!

8. Share Your Methodology: You'll share exactly how you help them in (ideally) 3 simple steps or paragraph about how you help > link to your work with me page.



THE RIGHT
SYSTEM

Learn the EXACT steps to take (and in the right order) to build a profitable business that can scale to six-figures.

THE RIGHT
SUPPORT

Learn how to overcome "Imposter Syndrome," inner blocks, and the limiting beliefs that are holding you back and keeping you stuck.

THE RIGHT
ALIGNMENT

Launch and grow your soul-centered business with integrity and ease through a personalized approach custom-tailored to you.

WORK WITH ME

9. Testimonials: 1-3 testimonials > with link to your testimonials page



“Krissy helped me turn my purpose into an online business and made \$15,000 in the first 60 days of working together!”

- KELLY SKINNER

Success Stories

[VIEW MORE](#)


10. About You: short blurb about how you help > link to your about page

STRATEGY OBSESSED, ENNEAGRAM 3,
HUMAN DESIGN REFLECTOR, BUSINESS
MINIMALIST, NATURE WORSHIPING
YOGA-FOODIE

Hi, I'm Krissy. Your BFF + New Business Coach.

I'll help you cut through the noise of internet marketing and show you what it really takes to create a highly profitable business aligned with your soul purpose, unique gifts, talents, and expertise. I'm all about that woo-woo life but live for solid biz + marketing strategies that allow you to make more money in less time so that you can free up your time and energy to create a meaningful LIFE.

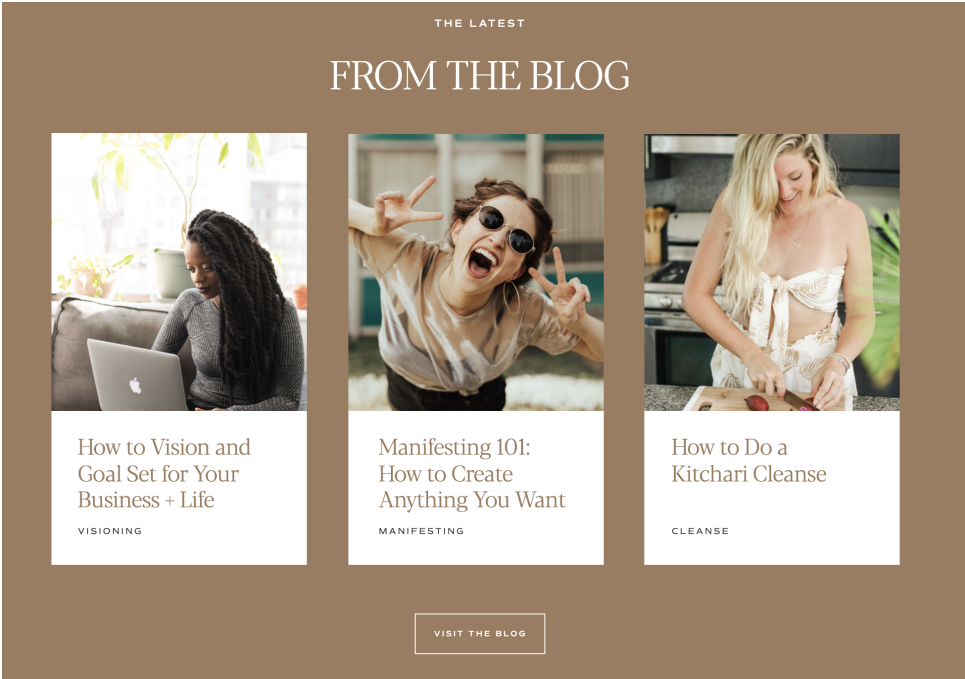
[LIKE TRANSFORMATION STORIES? HERE'S MINE.](#)



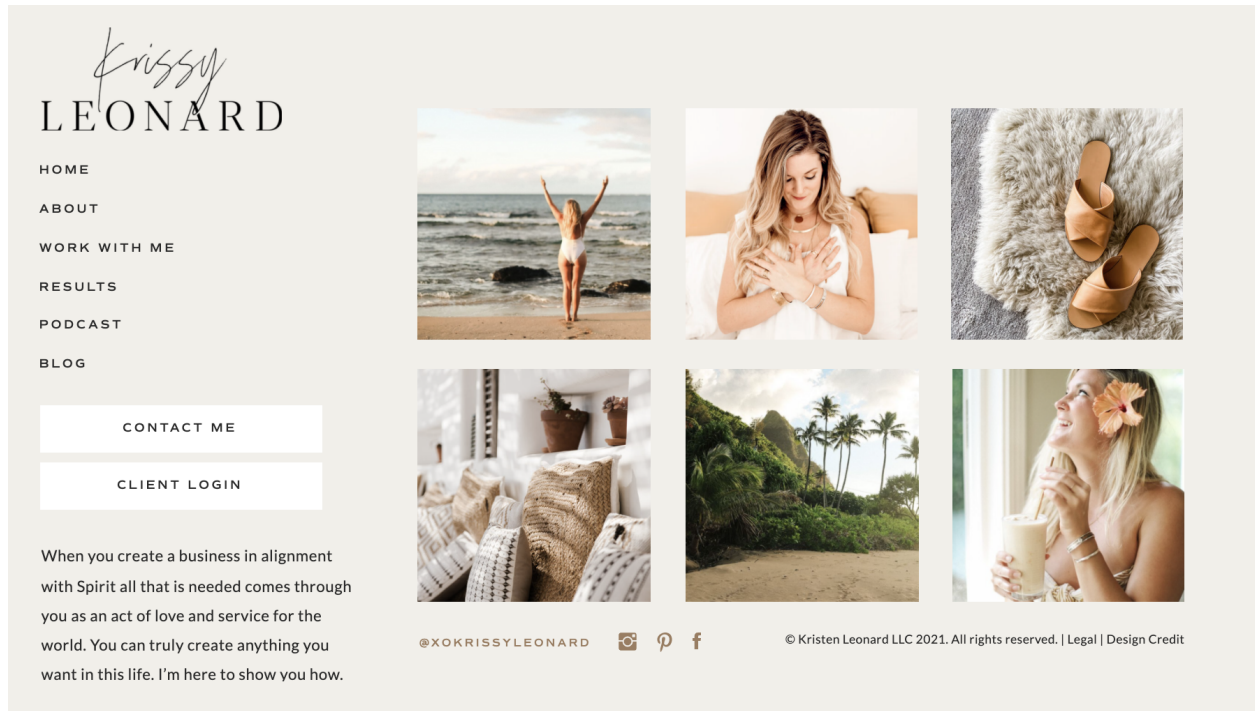
11. Link to book a free call with you > link to contact or scheduling page



12. Optional: 1-3 highlights about your blog or podcast > link to podcast or blog page



13. Optional: instagram feed at bottom so people get a sense of your biz/life/brand personality.



Examples:

<https://krissyleonard.com/>

<https://danielleleslie.com/>

<https://jennakutcher.com/>

Check out some of your favorite websites as well - do you notice it's basically the same formula but just altered slightly? Pretty cool, huh?

Now it's your turn!

STEP 1: Decide if you will have a 1 page website or a multiple page website

STEP 2: Choose a simple theme on wordpress, squarespace, WIX, or whichever platform you like

STEP 3: Create your navigation

STEP 4: Draft your content for each page/blub + add links

STEP 5: You've got yourself a high-converting website!

PRO TIP: Did you know that when you sign up for The Aligned Female Entrepreneur you get my Website in a Weekend mini-course for FREE? I share with you the *exact* steps to take to launch your first website (or uplevel your current one) in just a few days PLUS get word-for-word templates to write your about page, work with me, and more... so that you can get your high-converting website up and running in no time!

Learn more and enroll at:

<https://krissyleonard.com/aligned-female-entrepreneur>