



Build a business website

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Hiring a fancy web designer for your first website is like...



**YOU
GOT
THIS**

Anyone can
build their
own website

Imagine...



...being able to sit down and build your site in as little as 10 minutes.

Follow my formula and you will...



SAVE MONEY



SAVE TIME



FEEL CONFIDENT

What you'll learn today...



The 3 elements you need to be successful online



How to create your own style guide and brand design



How to build a website in just a few minutes

The 3 elements of a successful online business:



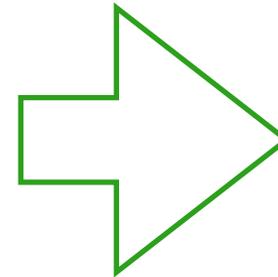
#1. BUSINESS PLAN

Higher traffic



#2. MARKETING STRATEGY

Higher conversions



#3. COPY AND CONTENT

Higher sales

Guess what????



A fancy website
won't make you
successful online.

Three things to be successful online: 1) Business plan

A business plan doesn't have to be a complex, 30 page document.



Who do you help?

What is their biggest problem or aspiration?

What are all the ways you help them solve the problem?

Who else does this?

What's your proof?

How do you help them solve the problem?

Why would they choose you?

How much does it cost you?

What is your pricing?

Your one sentence statement:

Three things to be successful online:

2) Marketing and sales funnel



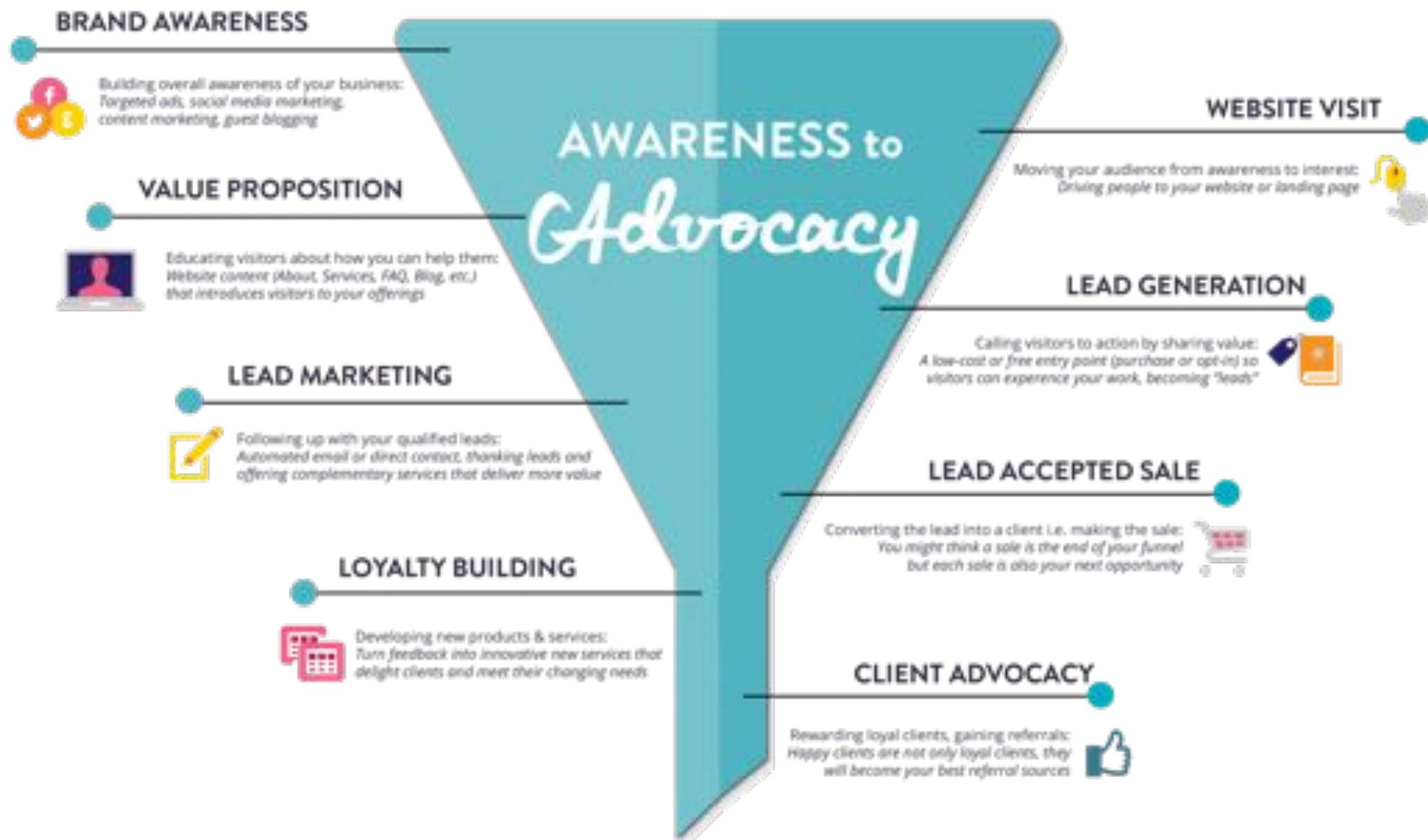
What is a sales funnel?!

A funnel is how you take someone from first hearing about you to being your biggest fan who buys everything you sell and refers all their friends to you.

If you build it...
...they won't come.



Marketing & Sales Funnel



Your website...

...is in the
MIDDLE of
the funnel!

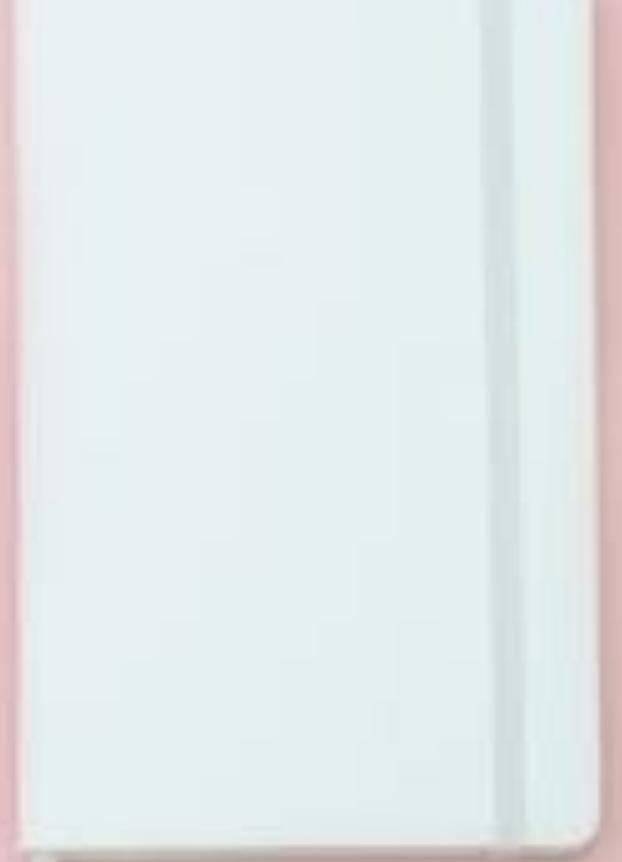


If you do steps one and two well...

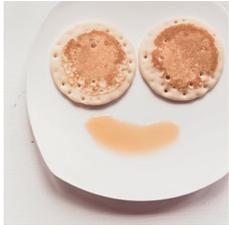


...your website copy
will write itself!

You don't need an
elaborate website, y'all!



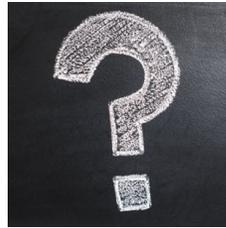
The five questions your website should answer:



WHO



WHAT



WHY



WOW



HOW

WHO do you serve?



WHAT
problem do
you solve?



WHY are
you the best
person for
the job?



What is the
WOW result
you deliver?



HOW do I get started?



BONUS:

Authority
content gives
context to
your brand
promise.
Blogs, baby!



Now it's time to design...



When you're just getting started with a limited budget, the person to do your design and marketing is you!

First rule of
brand design:
it's not about
what you "like"



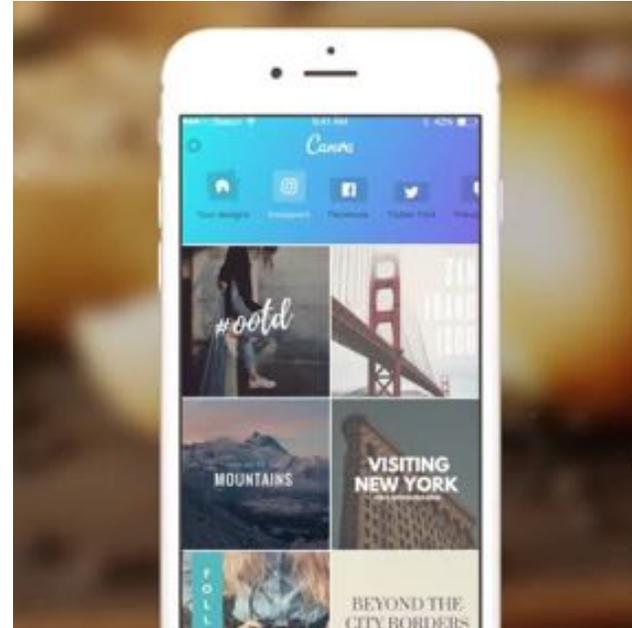


**DON'T BE A
SLOPPYCAT!**

The tools you need to design your brand...



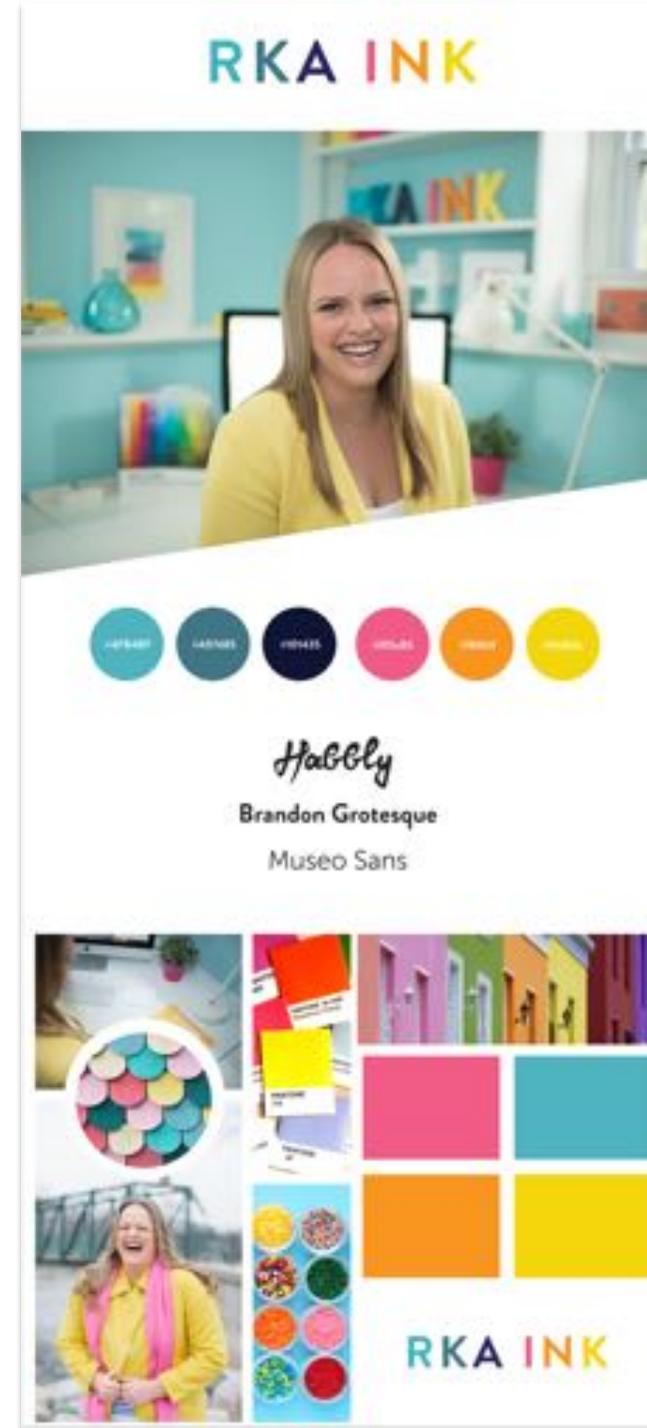
PINTEREST



CANVA

Elements of a style guide

1. Logo
2. Colors
3. Fonts
4. Photos, textures, icons



Start with one color...



...and build
your color
palette from
there!

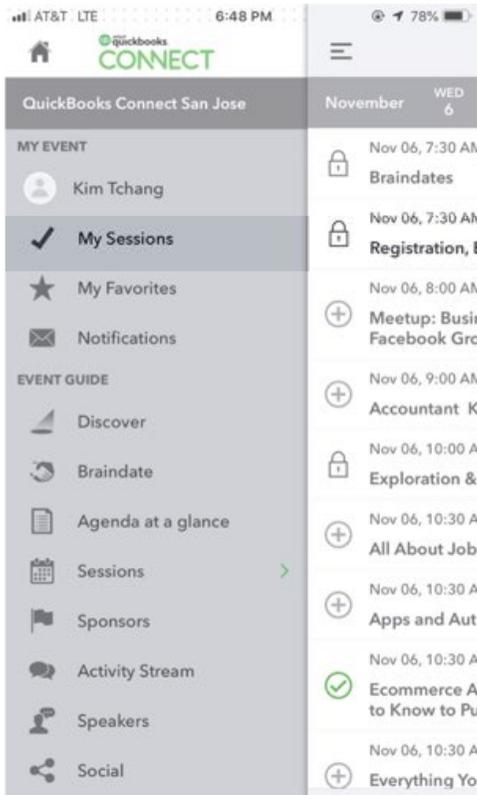


My favorite web design tools:
RKAink.com/QB

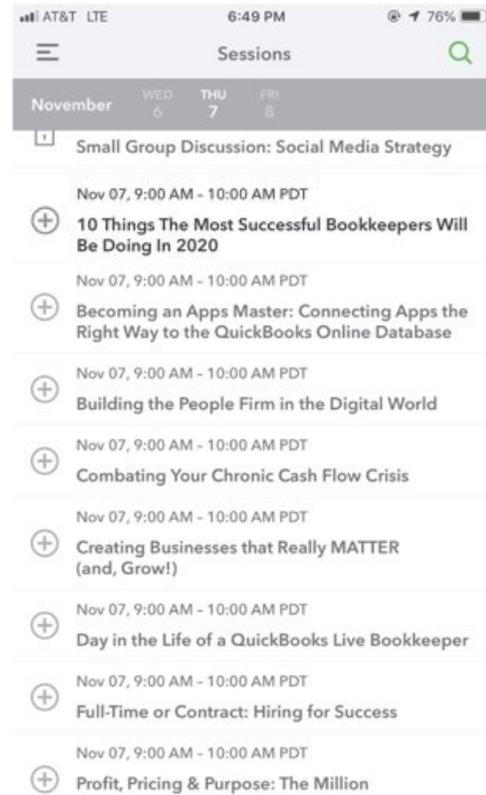
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

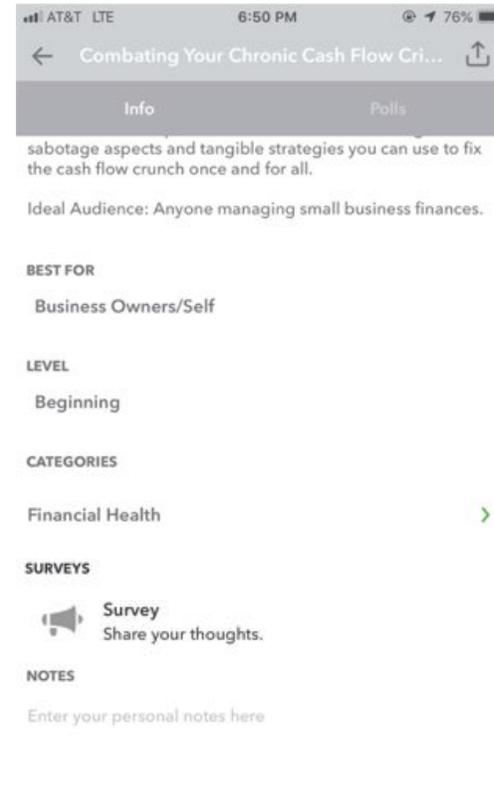
1. Select Sessions



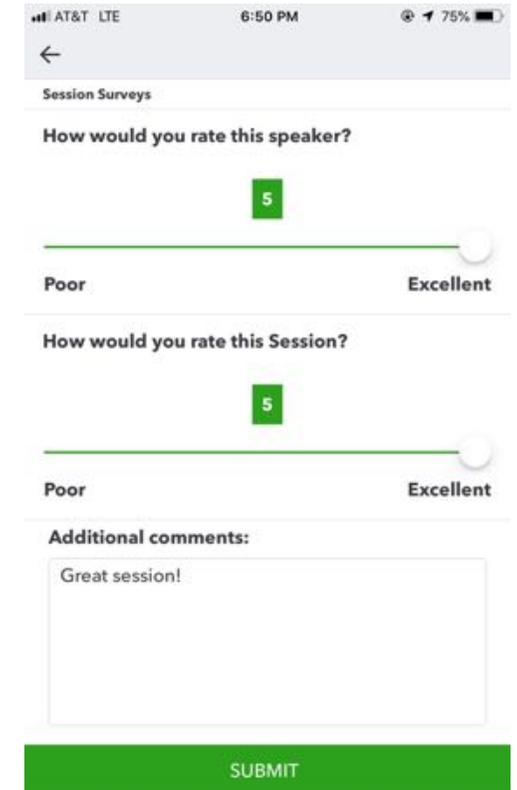
2. Select Session Title



3. Select Survey



4. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7. At the top, there is a navigation bar with the QuickBooks CONNECT logo and links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is in the top right corner. Below the navigation bar, there are tabs for 'November 6 - Accountant Day', 'November 7' (which is selected and underlined), and 'November 8'. A 'Print Agenda' link is on the right. A descriptive paragraph follows: 'Get new insights from experts in business growth, organizational culture, financial health, technology and life skills. Book a Braindate with peers and expert consultant for one-on-one learning. Unwind in the evening with our legendary celebration.' Below this is a search bar labeled 'Search for sessions'. A 'Filters' section contains buttons for 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health', with an 'Expand all +' link. The main content area lists sessions with their times and titles: '7:30-9:00 am Registration, Breakfast & Exploration', '7:30-10:30 am Braindates' (with a description and 'Learn more' link), '8:00-8:30 am Yoga', and '8:00-8:45 am Breakout Sessions'. Under 'Breakout Sessions', there are four items: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each item has a '+' icon on the right.

 **CONNECT**

OWN
THE
FUTURE
TURE