

# How To Create your Website in 5 Easy Steps



W o r k b o o k

# The 5-Step Website Creation Guide

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**Starting a website** can be a huge undertaking - but it doesn't have to be.

I'm sure you've heard all the horror stories of websites taking FOREVER to do, costing a ton of money, and making endless decisions. But you know what? That's just crazy talk, I tell ya!

**Website builders are blinded by pretty pictures**, the logo, the sliders and all the fancy bells and whistles, the stuff they think constitutes their *brand*.

Meanwhile, they are paying zero attention to the important decisions. Who is it for? What is the customer experience supposed to look like? How should it be built? How will you populate it and maintain it after whoever created it is gone? Girl...put the brakes on! I'm here to tell you that it's really NOT THAT COMPLICATED! Really...ya just gotta have a plan.



Of course, visuals are extremely important in this mass distraction age.

But you know what's even more important? Whether you have a viable project on your hands in terms of who it will serve and why, and how it will do that.

And no, we are not going into a long discussion on creating your ideal customer avatar or validating your product idea.

We are going to focus on the 5 key decisions you need to make **before** you pick out a single color, before you pick out a trendy tag line or create a breathless *coming soon* social media post.

**We are going to map out your website to favor done over endless elaboration.**

Are YOU Ready?

# 01

## *The 5-Second Intro*

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*“Don’t make me think!”*

Your website visitor needs to know within 5 seconds of landing on your site **why they** should hang around.

They don’t care about you.

**They care about what you can do for them.**

They may be mildly curious about you, your cat, and your quirks, but only after they’ve determined that they **want** to know you.

Nobody is interested in your “journey”, or your “aha” moment, or why you decided to do what you do.

First, they decide if they want you in their life based on **what they understand you can do for them.**

If they have to read it twice, or have to think to understand what you mean, or if you confuse them, they’re gone.

*Alright. I get it. What do I do now?*

Well, you will create your 5-second intro!

You will start by identifying what part of you is behind the website — I know you’re multi passionate — so pick one set of skills / passions, m’kay? Don’t want to be here all day.

Then you’ll move on to your audience and how you help them.

After you write it out in your own words, you will tweak so it becomes a power 5-second intro, worthy of adorning your home page, so that a visitor immediately gets what you and your website are all about. In under 5 seconds.

I’ll take you through the intro creation process one step at a time.

Ready? Let’s do this.

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## The 5-Second Intro

Work through the questions below. Use your own words and stay on topic. If your website is about sewing, this is not the time to mention your fabulous vegan recipes.

*What I do:*

*Who I do it for:*

*What results it gets them:*

*Why it's awesome:*

See? That wasn't so hard, was it?  
Now, let's take all this awesomeness and turn it into a 5-second power intro worthy of you.

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## The 5-Second Intro

Combine the answers from the previous page to come up with **3 potential statements** that can be used on the home page of your website, as a social media profile bio, or your elevatorpitch.

*E.g.: I help distracted divas make the most of their current obsession by mapping it to digital products they can create in the margins of their lives.*

They're drafts, so give yourself a break, relax and enjoy talking about how awesome you and your services are for your even more awesome audience.

**Apply your customer's voice.** Pick one of the drafts above and re-write with your customer in mind. Would she really say, *"leverage my resources?"* Didn't think so.

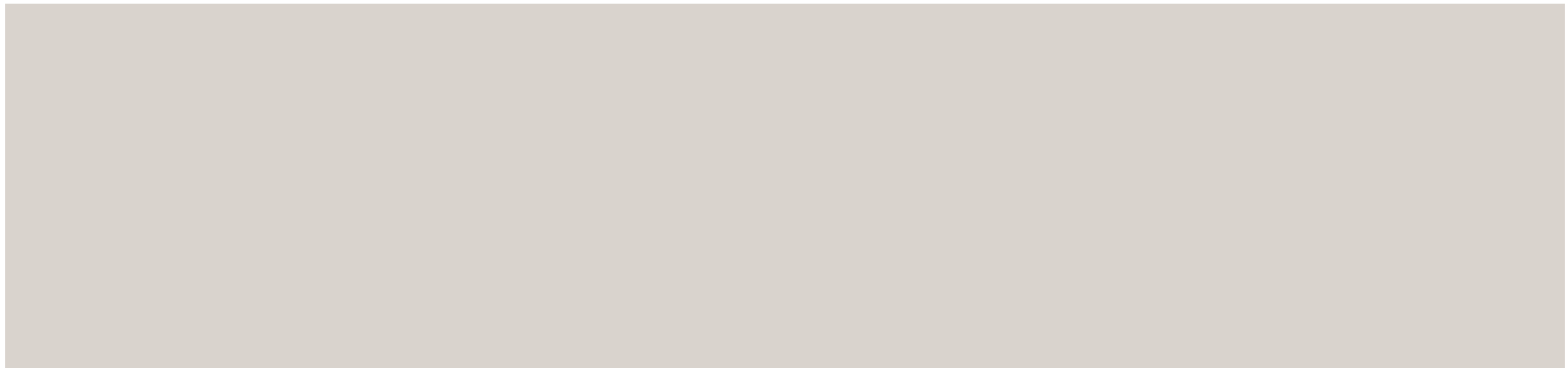
**Simplify.** Dumb it down - in a nice way. Remember, *don't make me think!* No big words. No long sentences. You can wow them with all your cleverness after you get a chance to connect.

**The 5-Second Test.** Make it glance-proof. Can I just glance at it and immediately "get" it? Or do I have to ponder, read it again, and hurt my brain? Shorten, simplify to make it glance-proof.

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## The 5-second Intro

*That's it! Capture your final (for now) intro here:*



***DONE!***

You are done with one of THE most important tasks in your online presence. You will be able to use this as basis for:

- Your Home page intro
- Your About page content
- Your social media profile bio
- To introduce yourself at the next bake sale / cruise / networking event / webinar
- In the “About The Author” box under a guest post

**If you DON'T do this step**, it means your content, your products, your messaging, ... *everything that follows on from this* runs the risk of being all over the place, instead of laser focused on attracting the right audience, getting results in the right area for the right customer.

# 02

## The Content Map

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*"Provide good content, and you earn the right to promote your product."*

*- Guy Kawasaki*

You are probably wondering why you even need to think about content now.

I mean you're still figuring out your website, and haven't even decided if you're ready for that yet, right?

Wrong.

You see, creating content (or rather, NOT creating content) is one of the biggest fails in launching a brand — right up there with having a confusing message and 2-hour intro.

By **making decisions up front** about your content, you eliminate a lot of anxiety downstream.

So next week or next month when you're busy growing your email list or your social following or working on your product, you don't want to be thinking about content.

You want it to be figured out, specified, defined and designed, so that on **your writing day** (yes, you will have a writing day, because **we execute by design** and that's how we roll), you just sit down and write to the topics you have already pre-selected and defined in your content map.

*Fine. Gosh, you're pushy. So now what?*

You see, having a content map means you will design an executable content strategy.

Then, you will execute what you just designed. Clever, right?

*Nope. No idea what you mean. And now I'm stressed about this writing day thing.*

Sorry. Let's make this content map tangible, shall we?

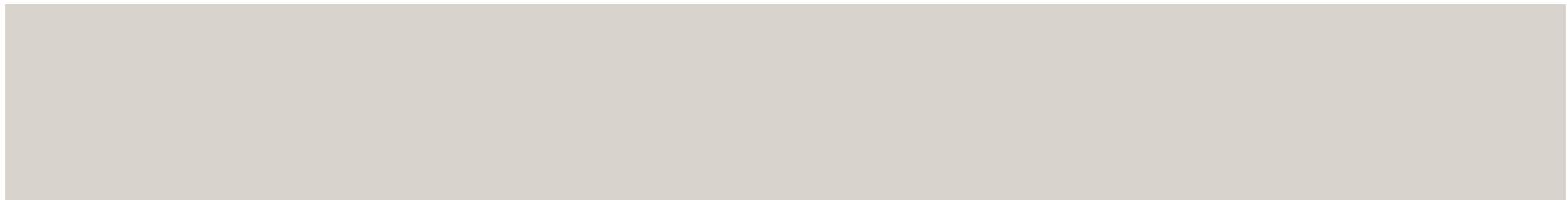
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## The Content Map

Have a glance at Section 01 and the results that you get for your audience. With those in mind, **pick 3-5 subtopics** around that.

For example, if the result you help your customer get is to publish a book, subtopics might be writing, editing, book marketing.

Don't over think it. Note down the subtopics below.



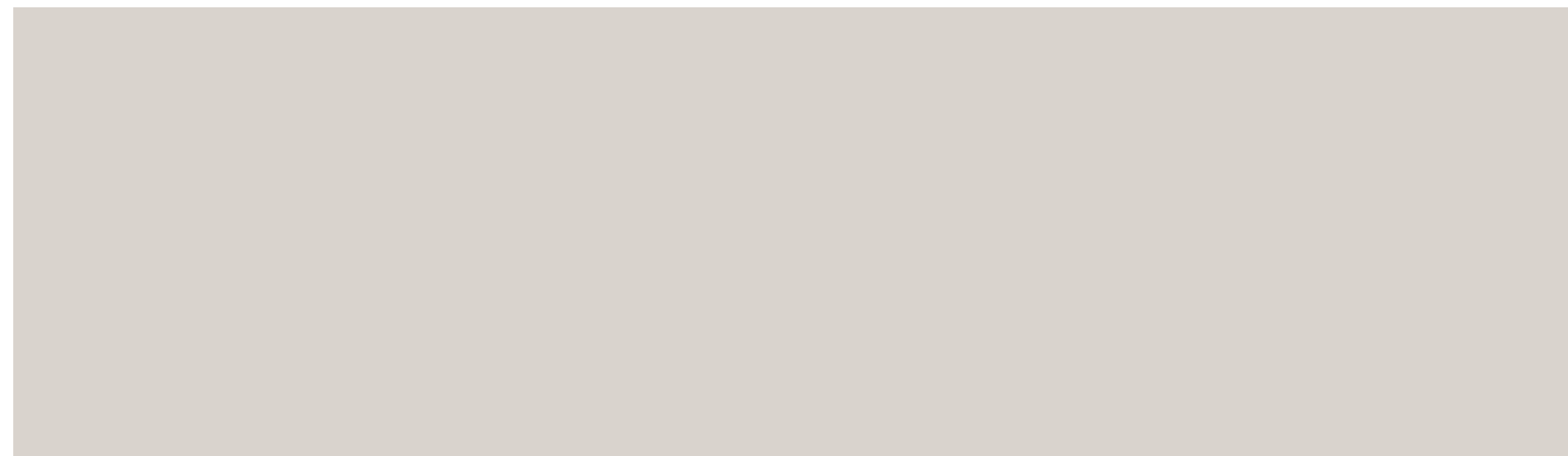
Now comes the fun part!

For each subtopic, write down **3-5 burning questions** your audience would have about it.

For example, for self-esteem, burning questions might be “Why don't I have self-esteem” and “Is it depression or low self-esteem”. **It's like playing Jeopardy!**

If you get stuck, you can hit up [quora.com](https://www.quora.com) or Yahoo Answers, or even Google's autocompletion engine for ideas.

Note down questions in the **format Subtopic: Question**, e.g., Self-esteem: Is it depression or low self-esteem?





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## The Content Map

To stay on your audience's radar, a good frequency to pick for publishing content is weekly.

This means you will need to either devote a couple of hours each week to do your content creation and production, or you will decide on a **writing day(s) each month, and create all your content for the month.**

This is called batching and works like gangbusters, especially if you already have your content calendar somewhat defined.

Which is what we will do next!

Grab a question from the previous page and put it into one of the boxes below. Repeat until all boxes are filled with one or two questions.

	<i>Topic 1</i>	<i>Topic 2</i>	<i>Topic 3</i>	<i>Topic 4</i>
<i>Month 1</i>				
<i>Month</i>				
<i>Month</i>				

And just like that, your content issues are now non-events. Routine, even.

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## The Content Map



*DONE!*

You now have your content map and calendar for the first three months.

You can use the content map for your website, and/or as content to send to your email list.

**Remember, it's a placeholder.**

You may come across hotter topics you want to discuss on your website, but the important thing is, you will never again be in front of a blank screen wondering what to write.

**You have designed your content map around the results you get for your audience**, which means not only will your audience be receptive to it, you already know what to say, because it's your stuff, right?

Right!

**If you DON'T do this step** or can't come up with enough content ideas or topics that fit in with your initial intro statement, you may have a problem.

And good thing you found out now, rather than AFTER you've built up a website or even created a product.

If you really can't fill out your content map, go back to section 1, and revisit what you really want to focus on — an area that excites you enough for you to be able to come up with content ideas for at least three months.

And now .... let's follow up on what Guy Kawasaki said. We've got good content. Let's talk product.

# 03

## The Product Map

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*"If you're not embarrassed by the first version of your product, you've launched too late."*

*- Reid Hoffman*

I know what you're thinking.

*I just wanted to launch a website, and I'm SO not ready to talk product yet.*

*I was planning on publishing blog posts, posting on Pinterest, trying to grow my list, and then may be after a year, I could think about monetization.*

Actually, I hope that's NOT what you're thinking.

Because if you're not thinking product right from the beginning, you are going to be wasting a ton of time and effort.

Do you know anyone who would rent the space for a restaurant, equip it, start cooking, and then waiting a year before they have customers who will pay?

Of course not. That would be crazy.

Exactly. Let's talk product.

*Fine. But I'm telling you, I haven't GOT one.*

Actually, you do. Even if you think that the only product you have is you (you offer services, e.g. coaching), you still can create a digital product that you can monetize.

Let's say the service you offer or what you're an expert in is making omelets.

You could create a step by step PDF with pictures on how to make a basic omelet.

You could video yourself doing it.

You could simply coach someone over Skype on how to do it right there in their kitchen!

Each one of these formats and delivery methods would be priced differently of course.

And hence, the product map.

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## The Product Map

Back in Section 1 you listed a bunch of results you could get for your audience.

You even elaborated on that by coming up with a bunch of topics around those results in your content map.

Your **Content Map** addresses the **What and Why** of each one of the questions. Your **Product Map** will address the **How**.

For example, let's look at the confidence topic. A question might be "What are the traits of a confident new graduate?"

Your blog post (free) might be "Five traits of confident graduates", and your product would be **how** to develop trait X, so you become more confident as a graduate".

In fact, digital products, whether books, videos, audio, or online course, are MOST popular and profitable when they deal with HOW to get results.

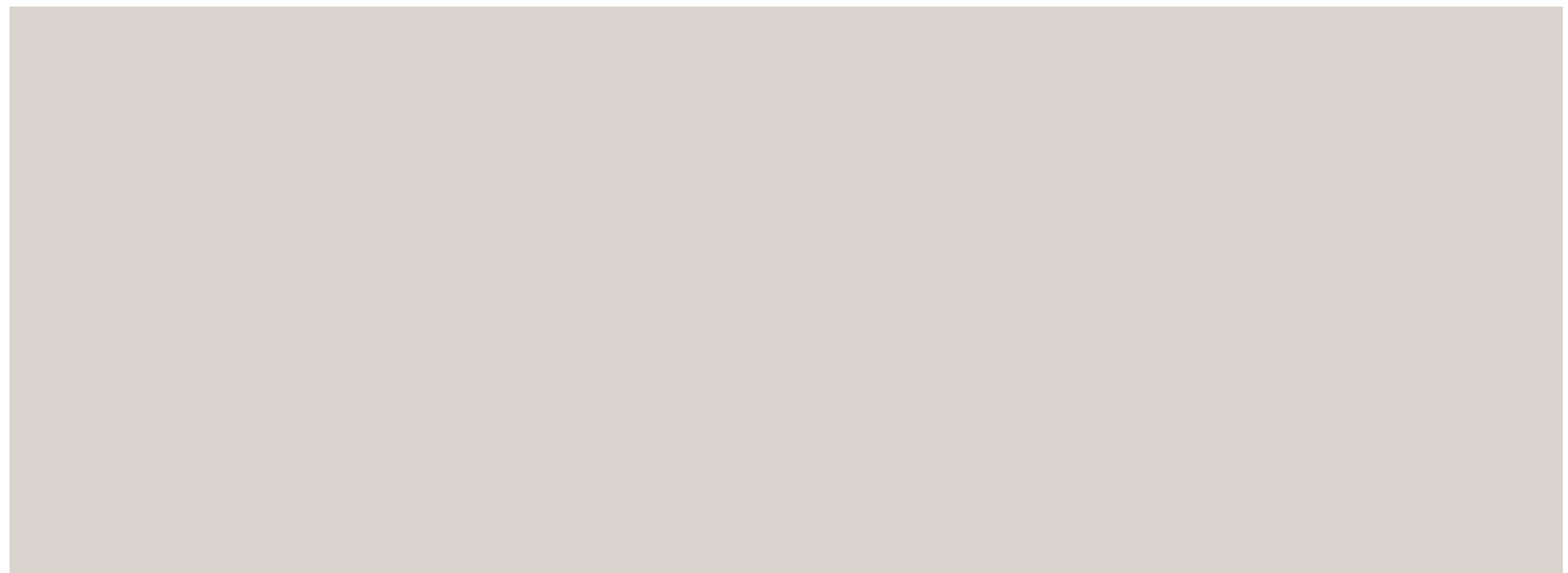
**So, let's get busy with the how.**

For each result area you can get for your audience, write down the potential title of a how-to, and be as specific as possible.

**Good:** How to arrange your body posture in five steps for maximum confidence.

**Bad:** How to look confident.

List 5-10 specific how-to's below matching the results you promise in your 5-second intro.



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## The Product Map

I bet you surprised yourself at how many how-to products you could come up with, right?

I mean, it's just between you and this workbook.

Nobody else needs to know that you aspire to teach others how to look amazing after a night of no sleep when you're on the wrong side of 50 (incidentally, I could totally use that product, since you're making it ....)

Now that you have your list of potential products, we are going to map them to your customer journey.

*I just want to make a website! What's this journey stuff?*

Here's the thing: once someone is on your website, you want them to consume something of yours, preferably something that will help them get results.

You know why you want them to do that? So, they come back and get more of your awesomeness!

A typical (positive) customer journey looks like this:

- Read your free content
- Get your freebie in exchange for their email address
- Read your emails
- Buy your entry level product
- Give you a testimonial
- Buy the next product
- Hang out in your community
- Get on your signature program
- Tell their friends about how awesome you are
- Live happily ever after

Your content map will take care of the free content and the emails. Let's map out the products for the rest of the journey.

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## The Product Map

You now have a list of how-to products, plus potentially some services that you offer, either one-to-one, or group.

The **hierarchy of products** that you want to build will go from simple, almost free, and suitable for mass consumption, to complex, expensive and one-to-one.

You can have as many products as you like but let us focus on the four key product offerings you will need to have.

- The **freebie**: this is one you give away in exchange for an email address.
- The **entry level**: this one should be priced under \$20 and is meant to weed out the freebie seekers.
- The **cash cow**: this is a mid-level product priced under \$200 that solves one specific issue and is either self-serve (like an online course or digital product) or can be produced quickly (like a customized printable).
- The **signature program**: this is the top of the product line, priced at over \$200 and could include some element of group or one-to-one interaction.

Using the list of How-To titles, you made earlier, plug them into each of the boxes below.

*Freebie*

*Entry Level*

*Cash Cow*

*Signature*

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## The Product Map



*DONE!*

**Congratulations!** With the Product Map done, you have literally finished making all the tough decisions that come with launching your brand and website.

Seriously.

Now what's left to do is all the fun bits!!

But you wouldn't be able to really do the fun bits justice unless you got the direction of your brand, who it serves, and how you will monetize figured out first.

It's ok that none of the products are created yet, and you've never actually delivered the services you may have listed.

You've designed and planned out the contents of your brand. And execution is way simpler when you know where you're going, right?

Right.

**If you DON'T do this step**, or can't come up with any products that you are comfortable standing behind and selling, ahem, for money, then perhaps you need to rethink the premise of your online brand.

If you can't / won't monetize in areas that are related to the 5-second intro and the content map you created earlier, then either accept that this project is a labor of love

OR

go back to the last two steps and rejig them so that the next natural step is a paid product.

Even if it is a \$5 product.

# 04

## The Numbers

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*“If you don’t know your numbers, you don’t know your business.”*

*– Marcus Lemonis*

Numbers around your website are important.

Without knowing your numbers, you won’t know where to put your focus. Should you be spending more time creating more content or marketing? Which social media platform is working best in bringing you traffic? Where are your buyers coming from? Which page is attracting the most people?

When you are just starting out, you don’t even know which question to ask. BUT if you put the right processes in place, when you are ready to ask the question, your numbers will be ready to give you an answer.

### Huh?

Let me clarify, you need to do two important things:

1. Set up specific goals
2. Set up trackers

## *Setting up Goals*

Your online presence goals can be as fuzzy as “I want lots of visitors!”, “I want lots of followers”, and “I want to make a ton of money!”, but unless you quantify exactly what your goal is, you won’t know if you’ve hit it.

One way to do this is to start out with your goals and work backwards.

For the purposes of this guide, I’m going to assume that you would like to get website visitors, get them to opt-in to your mailing list via some kind of free offer, and then nurture those subscribers to purchase a product or service from you.

Sound good? Awesome!



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## The Numbers

Let's go through an example.

Let's say your goal is to make \$1,000 from selling your products.

Let's say you have only one product, and you've priced that product / service at \$50.

You will need to sell  $\$1000 / \$50 = 20$  units

To get 20 customers who buy your product, you will need 2,000 people who are interested in the product (**using a 1% conversion rate**).

To get 2,000 people interested in your product, **assuming 10%** of people who come to your website become interested in your product, you will need 20,000 visitors to your site.



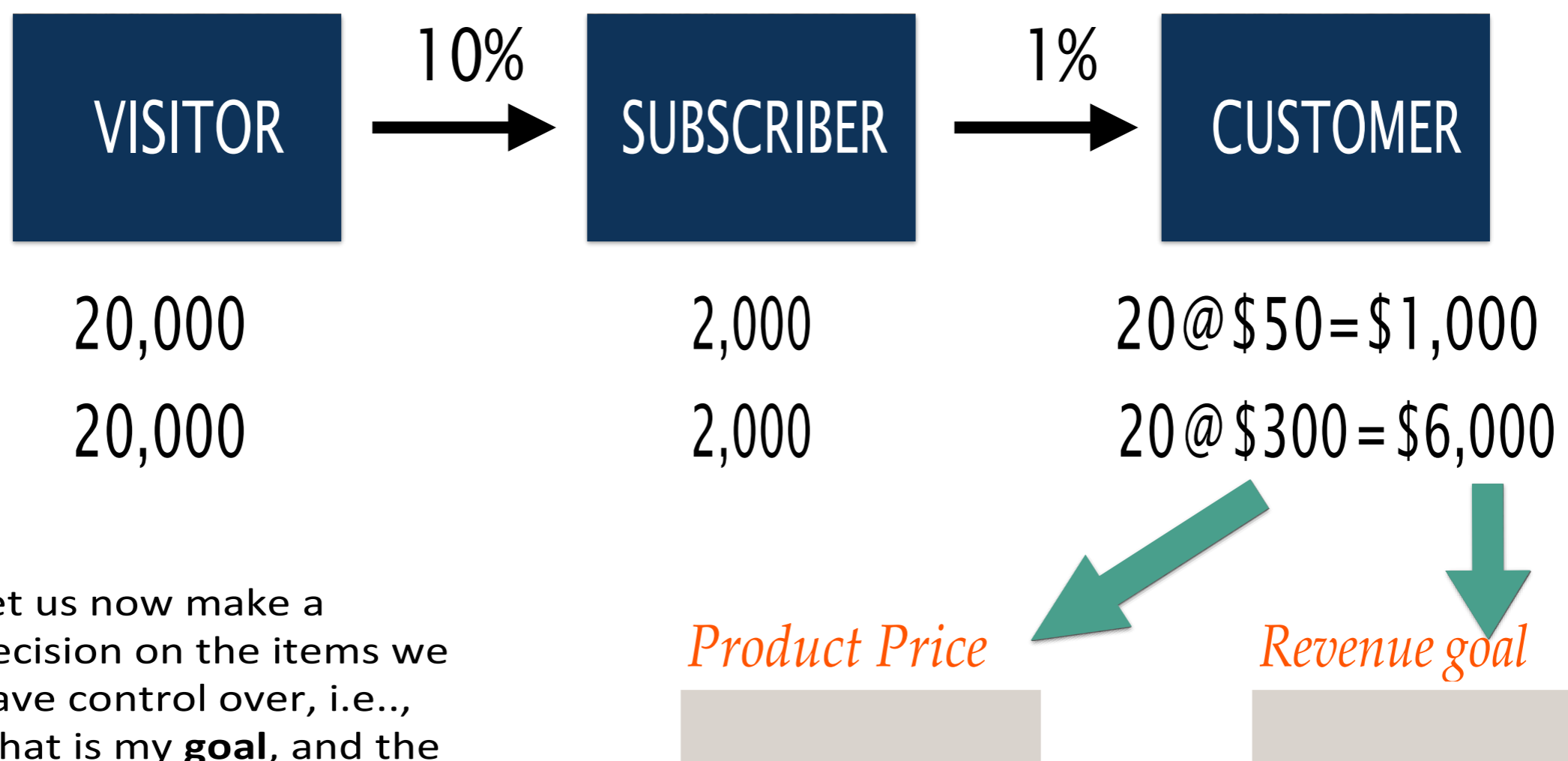
So, the first step is to nail down your goal — in other words, decide how much you would like to make.

Saying “as much as possible!” is not really helpful, because you won't know the extent of the work you need to do to hit the downstream numbers.

For example, if my revenue goal is \$10,000, I can immediately see that I better price my product higher and increase my conversion rates, otherwise I will need a TON of visitors to my website!

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## The Numbers



Let us now make a decision on the items we have control over, i.e., what is my **goal**, and the **price** of my product:

Now, you need to set up **tracking mechanisms** so that you know what the rest of the numbers are.

*This is starting to sound complicated!*

Actually, it is not.

1. **Number of visitors:** this is easily done by signing up for Google Analytics, and plugging in the code they give you into your website.
2. **Number of subscribers:** this is tracked automatically by your email autoresponder software (more in the next section).
3. **Number of customers:** this is tracked, also automatically, by the transaction / payment platform you use.
4. **Conversion rates:** You will need to calculate these, or it may already be done for you if you set it up right in Google Analytics or your email autoresponder software.

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## The Numbers



*DONE!*

You've figured out your numbers in terms of what you want! Yippee!

Once your website is running, your freebie is in place, and products are up for sale, you simply track the numbers.

**Is the opt-in rate too low?** Then your opt-in page is not selling it well enough, or your freebie is not particularly desirable. Fix it.

**Subscribers not converting to customers at the rate you want?** Your sales page or your nurture emails need work. Or maybe the product is not amazing. You know where to focus your efforts.

**Nobody coming to your website?** You may need to up your social media marketing game, do some guest blogging or simply budget for some paid traffic.

You see, a month or two after you launch your website, you will have data you can use to **make decisions on where to put your execution efforts.**

### Your action steps:

I have created a Google Analytics account.



I have created a task to add the Google Analytics code to my website.



**If you don't do this** and go into your online project with no goal and no tracking mechanism, you will have no idea on whether you are succeeding or failing to reach your goals.

Not only that, but you will more likely chase every new shiny object that comes across your horizon, instead of doubling down on what's working, and fixing what's not.

# 05

## Tools & Platforms

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*“Tools do not a craftsman make.”*

Much as I LOVE tools, remember that they are just tools.

Today it's iPhones and WordPress, tomorrow it may be flying machines and telepathy thingies. Who knows?

The point is, pick your tech, use your tech, but DO NOT become a slave to tech.

Start with your objective, and what YOU need, and select the tool that will do the job.

For your website, you will need the following:

1. A writing tool
2. A project / task management tool
3. An image / pretty pictures tool
4. A platform to host your site
5. A platform for your email autoresponder
6. A platform to get paid and deliver your products

Chances are you already have a strong candidate for each of these areas.

All I ask is that once you've picked them, stick with them for the duration of this project ONLY. Then re-assess if they are truly serving you.

And if not, you ditch them. Trust me, the pain of changing is nothing compared to trying to live with a wound that won't heal.

Ok?

Great. I love it when you make a decision.

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## Tools & Platforms

### A writing tool

Microsoft Word, Mac Pages, Google Docs, Evernote are all candidates. Pick the one you are most comfortable with AND has the ability to save to the cloud without you explicitly having to back it up.

For example, if you choose Microsoft Word, create the documents under a Dropbox folder, so it is immediately synced.

*[Actually, please don't choose Microsoft Word. It crashes, eats up your stuff, is unnecessarily complicated.]*

Whichever tool you choose, do **all** your writing in this one tool for this project: draft blog posts, notes for content of opt-in pages, draft emails etc.

You don't want to spend time and effort trying to remember where you saved that idea for a post that you started to draft etc.

### A project / task management tool

There are so many options on the market, you could spend a year testing them and still not be done.

You need a place to keep track of tasks, inputs, ideas and so on. My favorite is Trello.

Pick one, and keep all your ideas, tasks, to-dos, EVERYTHING in this one tool.

Don't go off saving stuff to Evernote, and some stuff to Trello. Just don't.

Pick. One. Make it Trello (LOL - so I'm biased ...)

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## Tools & Platforms

### An image / pretty pictures tool

You will need to edit images, photos for your website and social media accounts. Pick your go-to tool to mess around with the images.

There are so many options — there's Canva, PicMonkey on the web, and apps like PhotoGrid and ColorStory on mobile.

You can pick more than one if you must, but sticking with ONE for the remainder of the project means that you can set up templates to reuse, AND you won't have learn different short cut keys or what it can do over and over again.

If you are one of those graphics whizzes that can work with Photoshop — I'm in awe. For the rest of us, Canva is a good option, especially as it now also has versions for iPad and iPhone.

### A platform to host your site

Once a time, there were very limited options. At the time of this writing, WordPress, Squarespace, Weebly and Wix are all options.

I recommend self-hosted WordPress with the Divi theme if:

- you will be running multiple websites (*so many brand ideas, so little time ...*)  
Most hosting packages let you have several websites on the same hosting package.
- don't mind getting techy with it for just a little while as you set it up
- you want a ton of flexibility

I recommend the others if you:

- run one site only. On these platforms, you pay per domain hosted.
- don't want to mess around and are happy with a pre-built template with limited customization options

Don't be married to the platform. Use what works best **for this project now**.

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## Tools & Platforms

### **A platform for your email autoresponder**

Plenty of email autoresponders at all kinds of price points to choose from! The one non-negotiable in choosing one of these is that it must have an autoresponder / marketing automation.

Good free options include Mailerlite (1000 subscribers), Drip (100 subscribers), iContact and Benchmark.

ConvertKit and Mailchimp (paid version) also have autoresponders and are good paid options.

Some people use Active Campaign. It has great automation, and you can use it for several different domains / emails.

Pick one just for this project, instead of spending the next two months reading up on them. The best review is your own experience. Just choose and move on!

### **A platform to get paid and deliver your product(s)**

Depending on the type of product you are selling, you have two major options: marketplace, or selling on your own.

Marketplaces include Amazon Kindle (ebooks), Udemy (online courses), Etsy (lovely things).

The advantage of marketplaces is that people are already on there with the intention to buy, and the platform typically manages the entire transaction and product delivery in exchange for a commission.

The advantage of selling on your own website / platform is that you have control over the user experience, and lower commission fees. Platforms for this include Gumroad, and Payhip (digital products), Teachable and Thinkific (online courses and membership sites), WordPress + WooCommerce (physical and digital products).

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## Tools & Platforms

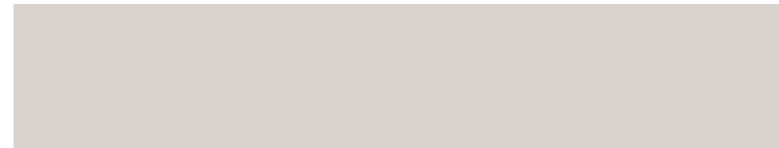
### Ready for some decisions?

Remember, they're just tools. The real magic is you.

The faster you decide what you are going to use, the faster you can get going!

Remember, for every "how do I do that?" there's probably a YouTube video for it.

Writing Tool



Task / project management

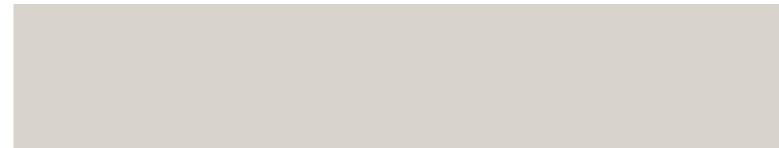
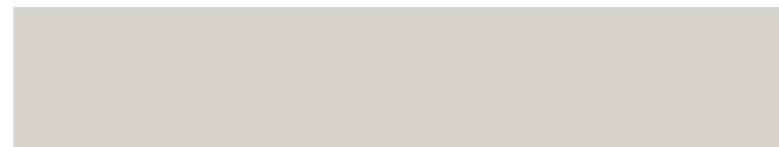
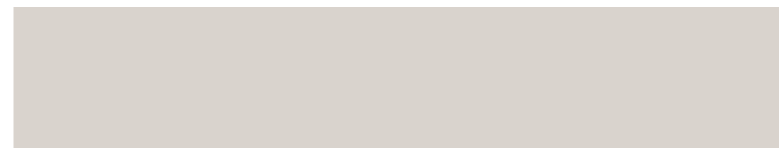


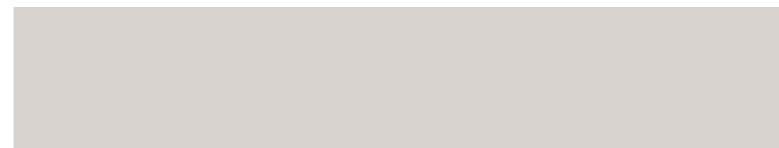
Image creation / editing



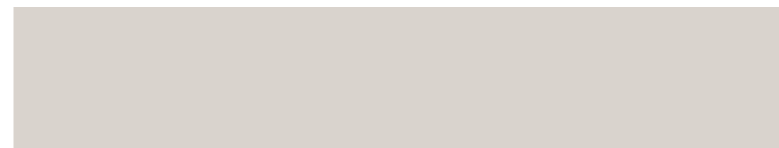
Website platform



Email autoresponder



Transaction & delivery





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## Tools & Platforms



*DONE!*

**Phew! You've just saved yourself HOURS of indecision and anxiety.**

Picking out your tools and your platforms is not an easy decision. But the best part is that it is ONLY for this project.

So, if you hate them and really can't stand to work with them, you can bid them adieu, knowing fully well that you gave them a fair shake.

The only caveat? Stick to your decision.

Tool / platform exploration is (usually) procrastination in disguise.

**If you don't do this**, and pick out your tools and platforms, you will be forever be hanging around Facebook groups, asking everyone for their opinion on this piece of tech or that.

Opinion. That's what you will get.

The best tool / platform is the one you will use.

Choose them and get on with your project.

# It's a Wrap

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**Starting work on your website without a plan is like going to the grocery store while starving without a list.**

You will end up with a bunch of ingredients that don't really work together, pre-prepared stuff that promises to give you something delicious in just 3 minutes (as if), and a whole lot of junk food.

## **Don't be that girl**

By making the foundation level decisions up front, and documenting them for yourself, you stand a far better chance of actually finishing your website.

Two weeks from now, while you are socializing your latest blog post, and engaging with your brand-new followers, you won't be worried about your next blog post.

Three weeks from now, when you are ready to pitch your product, you won't be up till all hours wondering what to actually offer as a product.

In other words, with the big decisions done, you can focus on actually getting the work done.

And enjoying yourself.

## **So. What next?**

Now you need to get busy with the execution of your website!

The actual mechanics of getting your website, content and offer done and launched are pretty straight forward now that you've mapped it all out.

*Now go and execute on your decisions!*

# And Finally...

1. **Clear outcome:** Be crystal clear on where you're going and what the outcome looks like.
2. **Reduce risk:** Shine a light in those dark corners early before they become unattainable.
3. **Have fun:** Plan with enthusiasm to maintain momentum.

For a website, that translates into mapping out a few key areas and making confident decisions about them.

With those in place, you can go to town and have fun creating a visual brand and, section by section, creating an online presence that you are proud of and works for you.

