

Planning Your Website: Part One of Four

Write down your goals for your website

e.g. getting booked for more speaking gigs, increasing sales of coaching etc.

What services do you offer?

e.g. speaking, coaching, done for you service etc

Planning: Part One of Four

Do you offer too many services? What can you group together?

Are all your services relevant now? Are you doing too much and will you confuse your end user?

What are your goals for the future?

e.g. do you want to do public speaking, write a book etc? How can your website facilitate this?