



How to Make Your Website Work for You

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Now that you have your website up and running, you may realize that just having a website doesn't necessarily bring clients to you. Here are some things you can easily do that will make your website work for you and provide maximum benefit to you, your business and your clients.

1. When you schedule a meeting with a new prospect or existing client, tell them to visit your website before the meeting. Phrase it in a positive way: "Before you come on Tuesday, please visit my website. I have free information there so you won't have to pay me to learn about the basics. Then when you come in, we can spend more time on your personal situation." This does two things. First, it will save you time and money since you won't have to start from scratch with every new client. Second, your client will receive value from you at no cost. In most cases, this will elevate the client's opinion of you and enhance the possibility of their doing business with you.

2. Set up a computer with internet access in your waiting area or conference room and have your website active on it. Make a "V" card that says something like "Free Online Education" and place it near the computer. You can also use your site as a quick reference or visual aid during the client meeting.

3. After meeting with a client, encourage them to visit your website again to review any topics you have covered. This gives them a convenient source in case they don't remember everything covered in the meeting.

4. Use your website to stay in touch with your clients. Add new content to your website, then mail or email your clients a notice to encourage them to visit your website for the new information. Email is quick and at little or no cost, but can often go straight to the trash as junk mail. An occasional, inexpensive postcard mailing may get better results.

5. Give clients and prospects a reason to visit your site

often. Above all, keep your existing content up to date and add new content frequently. You can also:

- Include a quote, puzzle, or (clean) joke of the day.
- Include stock market opening and closing quotes.
- Post happenings and news in your community (sports events, movie schedules, theater productions, school announcements, etc.).
- Provide answers to frequently asked questions.
- Let your audience know if you are speaking in the area.
- Post short articles you have written or excerpts from a talk or seminar.
- Provide a coupon monthly for a discount on your services.
- Offer a gift card or small cash gift for friends or relatives who become clients.
- Hold a monthly raffle at your site for a prize (tickets to a local sports event or production).
- Create fun forms for people to fill in on your site.
- Create useful forms (financial organizers, questionnaires) that your clients can download and complete before meetings.

6. Don't overlook the obvious. Print your website address on *everything*: business cards, letterhead, email signatures, fax cover sheets, brochures, handouts, advertisements, free customized office items (pens, desk calculators, mouse pads, etc.). Include enticing copy, such as "Free estate planning education information at www.mywebsite.com."

For more proven ways to make your website work for you, including internet marketing, banner ads, links, and search engines, go to: <http://www.estateplanning.com/pro/index.html>

About the Author:

Vickie Schumacher Hancock is owner and president of Schumacher Publishing, Inc; host of estateplanning.com; provider of website content and client education materials for estate planning professionals; and author of the bestselling book, *Understanding Living Trusts®* (sixth edition currently in production).