Free Done-for-You Business Articles

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*That’s it and thank you!*

*Nicole Dean*

*NicoleontheNet.com*

Quick About Me:



I’ve been around this online space for quite awhile and, therefore, I’ve learned, accomplished, and taught quite a bit over the years. The short list is that I’m an Author, Popular Speaker, Successful Blogger, and a Business Consultant to really smart people. But the important thing is that I’m first and foremost a pretty awesome human (and I’m betting you are, too!)

I am frequently asked to teach about the topics of Passive Income, Outsourcing, Working from Home Successfully, Content Repurposing, Running a Profitable Affiliate Program, Creating Infoproducts (as I’ve released bunches), Productivity, and List Building – among other things.

I also co-host [Beachpreneurs Mastermind Retreats](https://beachpreneurs.com/) on the Gulf of Mexico where Magic, Money, and Memories happen every single time. Seriously. It’s impossible to describe the transformations, but I am so thankful to both facilitate and experience it each time.

I teach my people (clients, readers, fans) to set business goals, but to also plan your lifestyle goals, as well. This ensures that you are building a business that aligns with the way you want your life to look in 5 or 10 years, rather than creating a stressful and thankless job where you are working for a crazy person – yourself.

My Mission (and yours if you choose to accept it) is to make the web and the world a better place – and, hopefully have a lot of fun while doing it.

I enjoy my business very much, but I live for my family. There’s nothing I’d rather do than to spend time with my much-adored husband, my three crazy children (and my Latvian grandbabies) – and also my three slightly neurotic puppies, Einstein, Luke, and Monkey.

(See pictures of me in the wild here: [Nicole Dean](http://www.nicoleonthenet.com/about-nicole/personal-life/))

I love to travel and I have a great belly laugh that can be heard in a very crowded room. I am also a bit geeky (have met Stephen Hawking, been to a Star Trek convention, and I know James T. Kirk’s middle name). AND I’ve got a super soft heart for the hurting, including orphans. I have also fostered many dogs who are in transition from an abusive or neglectful situation into new loving homes.

On top of all that, I’m a Yoga Teacher and Paleo foodie, and my favorite thing on earth after my family is fresh air.

I also love doing jigsaw puzzles with my Gramma every chance I get. But you would, too. She’s awesome!

**Main Resources from Me:**

* [NicoleontheNet.com](http://nicoleonthenet.com/) – Where you’ll learn all things to create the business and life of your dreams.
* [Beachpreneurs.com](http://beachpreneurs.com) – Making Bold Breakthroughs at the Beach
* [CoachGlue.com](http://coachglue.com/) – We Make your Clients Stick to You

**Free Resources from Me:**

<https://nicoleonthenet.com/essential-tools-for-an-online-business/> - Tools I use in my business.

<https://nicoleonthenet.com/free-done-for-you-content/> - More Free Done-for-You Content

<https://nicoleonthenet.com/free-gifts/> - More free stuff! Who knows what I’ll put there next?

Now on to those free articles….

Remember, you can use them as drafts to create and publish your own content.

Enjoy your free time!

# 3 Mistakes that Plague Coaches / Content Writers and How to Avoid Them

Original content is the lifeblood of the internet. It’s what makes the search engine bots happy, it’s what gives you good search engine rankings, and ultimately it’s what brings potential new clients to your door.

No doubt about it…creating lots of content is hard work and it’s a continual process. There are lots of right and wrong ways to create content – too many to list – but here are the three biggest downfalls to anyone who writes their own website content.

## Not Writing Often Enough

Have you had this experience: You discover a new-to-you blog that looks interesting but the owner hasn’t published anything new in two years. This situation is a tad more forgivable if it’s a mom blog or something that was started as a hobby but if you discover a business blog that’s outdated, that hurts the owner’s credibility and makes the reader wonder if this person is still in business. Or how about being on an email list where the list owner disappeared for months or years and then tries to start up by emailing again, like nothing happened?

**Solution:** Create a writing schedule or outsource the writing tasks so you can avoid both of these scenarios. Life events can certainly affect how frequently someone communicates with their audience but if you’re in business to make a profit, you need a content writing plan.

## Always Sounding Like a Sales Letter

In general, all your content should provide value to your readers and while there’s certainly a time and a place to use sales pages, not every blog post, email, or video should be a hard sell to your coaching programs or signature product.

**Solution:** Answer your readers’ questions. Address their fears. Discuss changes in your industry and how it may affect them. Talk about how much fun you had on your weekend retreat that you hosted with select clients. Give them a behind-the-scenes look at your office or how you record videos. Show them photos of your team members who keep the gears of your business running. These are all topics people can relate to and they will feel like you’re speaking directly to them, wanting to help them, instead of just wanting their money.

## Not Editing or Proofreading Before Publishing

The world of internet writing is definitely more casual than the writing we learned back in elementary school. However, business people still need to be professional and sending emails, contracts, or publishing blog posts that sound like a 5thgrader wrote them or that have typos won’t garner you new business.

How do you feel when you see typos in your local newspaper or some other authoritative resource? Don’t you wonder why they don’t have a proofreader on the payroll? Does it make them look sloppy or less professional? Do you want that image for yourself?

**Solution:** Let your content sit for a few days before you go back to edit it. When you look at your content too long, your brain becomes blind to glaring mistakes and if you hit the publish button, your audience may think you look sloppy, too. Also, look into hiring a Virtual Assistant or proofreader on a monthly basis who can review all your communications so you don’t get bogged down with the task.

## **Get Professional & Affordable Done-for-You Content**

At [CoachGlue.com](https://coachglue.com/) they pride themselves on their professionally written done-for-you content. They have teams of writers and editors who review each and every piece of content multiple times before they make it available to you. You deserve the best and they aim to deliver the best, every time.

Browse through their done-for-you content and remember that every piece of content can be edited and branded to match your company’s image. They’re cutting down the time it takes to produce classes and workshops that your clients will absolutely love.

# Systems: Your Secret Sanity Saver

Ever wonder how the top selling entrepreneurs manage to get so much done? Are they superheroes who don’t sleep? Do they work through lunch and dinner and even the kids’ hockey games? Have they somehow figured out how to clone themselves?

While I can’t say for sure that there are no lunch-hour workaholics out there, what I do know is this: The secret to greater productivity– no matter what your business –is having systems.

In fact, I’d wager a bet that you can save hours of time every single day, just by putting a few simple systems in place.

## **Discovery Call Scripts to Help Close the Sale**

How many calls are you booking every week? If you’re like most coaches, the answer is probably quite a few. After all, getting people on discovery calls is the key to landing more clients, and closing the sale on that call is critical.

Put a system in place, and you’ll soon find that you close a higher percentage of sales than ever before, and all it takes is to create a winning call script. Then all that’s left is to follow the script. No more stress over what to say or how to transition into the sales portion of the call. It’s all in the script. And what’s more, you know it works.

## **Autoresponders to Stay in Touch with Your Subscribers**

Your sales funnels are primed for systemization. In fact, you can easily build powerful relationships with your subscribers on autopilot, just by creating an email sequence that goes out to each and every new subscriber on specified days.

And if you’re using a sophisticated campaign builder such as ConvertKit, Ontraport or Infusionsoft, you can take your automations to the next level by seamlessly moving subscribers from one funnel to the next based on the actions they take. This powerful system–once it’s up and running–can literally put money in your bank account each and every day, and it’s totally hands off for you.

## **Proven Landing Page Templates to Improve Your Opt-In Rates**

There are so many great landing page builders now. For instance, LeadPages provides dozens of drag-and-drop templates, making it easy and fast to create opt-in and sales pages. Business owners don’t have to struggle with design and layout–or hire a designer–to build an enticing funnel. If you use opt-in pages in your business, then this is one system that can save you hundreds of hours of time…not to mention frustration.

It’s easy to see you can systematize almost every aspect of your business and save time and money in the process. From product funnel building to product creation to team management to bookkeeping, marketing, client care and beyond, nearly every task you or your team does can (and should) be a part of a proven system. Take the time to create your systems now, and in no time at all you’ll be as productive as those top earners, and you’ll leave others wondering how you manage to get it all done.

## **Systematize Your Business Foundation**

Are you ready to put the power of systems to work for you? At [CoachGlue.com](https://coachglue.com/), they’ve created a series of coaching business forms and templates to help you manage every aspect of your business, from finding and onboarding new clients to getting paid to tracking your income and expenses.

Their done-for-you coaching forms are fully customizable, and will help you create scripts and form letters for yourself and your team to use in every situation. Share them with your support staff, your executive VA, and your sales team, and your business will run much more smoothly and be much more predictable as well.

Check out their selection of done-for-you forms. You can get 17 free right here: <https://coachglue.com/programs/free-new-client-kit/>

# How to Manage a Difficult Business Conversation

Some things just can’t be avoided. Taxes. School fundraisers. Cellulite.

And if you’re in business, conflict.

Whether it’s your VA who is continually missing deadlines or a JV partner who failed to pay your commissions, as a small business owner, you’ll have to deal with it sooner or later. Learning how to handle difficult conversations is a critical skill that will serve you well.

The trouble is, handling conflicts with grace doesn’t come naturally. We’re human. We react—sometimes badly—when we should be proactive instead. We take things personally when they’re not. We sometimes lash out first, and apologize later.

With a little planning and consideration, though, you’ll have a much better outcome, regardless of the nature of the conflict.

## **Set the Stage**

Nothing stresses us out quite like the words, “We need to talk.” You just know something bad is going to follow those words, and in most cases, you’ll be right.

Rather than starting a difficult conversation off with words that instantly put people on the defensive, begin on a positive note.

* “Can you help me figure out what happened with\_\_\_\_\_\_\_\_\_?”
* “Do you have a few minutes? I want to run some ideas by you.”
* “I think we have different ideas about \_\_\_\_\_\_\_\_. Can you help me clarify some deadlines?”

All of these conversation starters invite openness and idea sharing, and rather than being stressed and closed down, the other person will be more open to a productive conversation.

## **Offer a Solution (or Two)**

Before you enter into any negotiation—and a business conflict is just that—it’s a good idea to know exactly what you’re willing to offer. In the case of a difficult conversation, what you’re offering is a very likely some kind of compromise. Maybe your JV partner can make payments. Perhaps your wayward VA needs an additional reminder of upcoming tasks.

Whatever the trouble, be sure you have at least one potential solution in mind before you initiate the conversation. Remember, this talk may come as a surprise to the other person. Your VA may not realize that missing deadlines is causing a problem for you. Your JV partner might have not realized he or she missed the payment..

By providing at least one potential solution, you’ll avoid the awkward back-and-forth, go-nowhere conversation that ends in frustration. (“I don’t know, what do you think we should do?”)

## **Do you find yourself struggling with difficult conversations?**

The done-for-you email scripts at [CoachGlue.com](https://coachglue.com/) can help. They’ve created 10 templates to address the most common client conflicts that coaches face. You can easily customize them for your unique business, then share them with your VA so she can send them as needed.

You get a stress-free way to deal with the unpleasant issues that sometimes arise in business, and your clients receive thoughtful, caring responses.

Tough Talks: <https://coachglue.com/coaching-forms/tough-talks-letters/>

# Easy Lead Generation Ideas for Coaches

It doesn’t matter what niche you coach in or who your target audience is, if you’re not actively building a subscriber base, you will struggle to grow your business.

Think about it this way. Email allows you to reach out to your potential clients right where they live—in their inbox—and to stay connected even if they don’t visit your site or follow you on social media.

But first, you have to get them on your mailing list, and that starts with a compelling opt-in offer.

## **Challenges**

A 7- or 30-day challenge is a great way to entice readers to join your mailing list. Offering them a structured series of emails, Facebook Lives, or videos that leads to a desired outcome not only shows off your coaching expertise, but helps your subscribers get closer to their business or life goals.

Popular challenges include daily blogging, eating healthier, exercising more, and focused marketing strategies.

## **Checklists & Worksheets**

Sometimes the simplest opt-in gifts are the best, and that’s certainly the case with checklists and worksheets. In fact, because these one- or two-page PDFs are easy to use and quick to read through, they’re often much more popular than longer ebooks, videos and other downloadables.

Not only that, but if you pull them from your own business documentation or start with done-for-you content, you can create a new opt-in incentive in minutes.

## **Templates**

If there’s one thing we all love, it’s an easier way to do something. Whether it’s writing an email, creating an opt-in page, designing a graphic, or posting to your blog, having a template to start with makes the whole process faster and more efficient.

Here’s another reason templates make such great list-building offers: Your potential clients want to know how you work. Templates offer them the opportunity to peek behind the curtain of your business and see exactly how you handle everyday tasks. They show of your business skills and give your readers a much-needed boost of confidence as well, knowing that they’re following your proven methods.

## **Free Webinars**

When it comes to list building, you really can’t do better than webinars. Regardless of your niche, offering a one-hour free training will really get your subscriber numbers up. In fact, one recent survey by On24.com shows that on average, a webinar generates 488 registrations.

Not bad for a few hours of work, huh?

## **Want to make lead generation even easier?**

The collection of planners, forms, Teach Your Tribe kits and complete, done-for-you workshops at CoachGlue.com offer endless opportunities to provide your subscribers with exactly what they need to help start or grow their business.

You can easily turn one of their planners into a 7-day email challenge to help your potential clients grow their businesses. Webinar In a Box gives you all the checklists you need to create a lead generating webinar, and the included “assistant checklist” or outsourcing agenda would make a great resource for your readers.

And speaking of webinars, both the Teach Your Tribe kits and done-for-you workshops include webinar scripts, slide decks and handouts. All you have to do is choose the time for your event and invite your readers.

# Four Ways to Leverage Your Coaching Business and Increase Your Income

Are you ready to leverage your business and jump to the next level of income? Do you long to be the next Ali Brown or Carrie Wilkerson? There’s certainly room for more top coaches in the world and your 1:1 coaching clients are certainly important but the key to expansion is to make your expertise available to more people in your target audience.

Not sure how to do that? Let’s explore your options.

## **Group Coaching**

One way to reach more of your target audience is to hold group coaching sessions. Usually these are held in a webinar room with the ability to show slides, to record the sessions, and to even have yourself on webcam. If you’re not comfortable being on camera, you can also host teleseminars which are audio only. Now, instead of charging one person a fee for personal coaching, you can host 10-20 people at a time who are all paying a fee and still receiving your personal assistance.

Before you go signing up for a webinar service, let’s do some planning about your sessions. In order to attract the right people, you need to plan your topics, how many sessions you need, and what you’ll offer at the end of the coaching session.

If you’re cringing at the idea of having to plan your talk and your slides for a webinar, have no fear! We at CoachGlue.com have done all the planning and work for you with our Teach Your Tribe kits. Each done-for-you kit focuses on a specific topic and offers scripts, slides, and worksheets…everything you would ever need to hold group coaching sessions. [Check out the kits here.](http://coachglue.com/teach-your-tribe/)

## **Paid Training Products**

Paid products are attractive to a lot of coaches because you create the product one time and keep making sales, which is mostly passive income. Once again, you’re sharing your expertise with more people who will likely follow you on social media, sign up for your email list, and hopefully will become coaching clients one day.

Ghostwriters can be expensive when it comes to creating these paid products but the CoachGlue.com [done-for-you Workshops](http://coachglue.com/coaching-workshops/) contain four lesson modules, checklists, and action worksheets. All you need to do is add your own personal touches and your paid product is ready in half the time it would take a professional ghostwriter to complete it.

## **Live Retreats**

When your sales and income start to increase, choose your most popular group coaching program and create a live weekend retreat where clients will pay top dollar to learn from you and stay in a fancy locale. Certainly much planning is needed to host a live event but your virtual assistant can help with those details and your content is already prewritten.

Or make it a casual mastermind retreat, like the ladies at Beachpreneurs.com do.

## **Other Ways to Expand Your Reach**

Another idea is to record videos using snippets of your CoachGlue.com scripts or a few of the PowerPoint slides. Short videos posted on YouTube and social media will act as a product teaser, giving your audience a sneak peek at what you have to offer.

You can certainly focus on one of these new income streams at a time or you can take this done-for-you content and format a completely unique program, utilizing both group coaching and paid products. Offer the paid product to the group coaching clients. Use some of the worksheets as bonuses to either the group coaching clients or to the paid program. Using our content, you can create your own coaching sales funnel and increase your pricing as the products become bigger. Simply edit the done-for-you content, add your own expertise to it, put your logo on it, and sell it as your own.

# 5 Forms Your Business Needs to Avoid Client Misunderstandings

Sometimes misunderstandings happen, even between the best of friends, which is why you should have the proper paperwork in place for your coaching business to prevent an awkward situation. Your expertise is certainly the foundation of your business but the necessary forms also lend support to the structure of your business.

## **Where to Start**

Don’t get sidetracked with the creation of the forms. I’ll show you where to get these for free.

Here’s a list of common forms all coaches should use to avoid misunderstandings and possible legal action.

1. Coaching Agreement – spell everything out as clear as day. Include the expectations of both you and the new client for each of your sessions. Don’t assume anything. If it’s not spelled out in this agreement, it doesn’t happen. Make sure your client understands and reads the agreement, too.
2. Confidentiality Agreement – this protects both you and your client. Everything shared between you and the client remains confidential by both parties. This allows your client to be more open and honest without fear that secrets will be revealed to any third party.
3. Client Invoice and Payment Arrangement Forms – just as the coaching agreement is specific, so is this payment form. Your agreed upon pricing plus any special payment plans should be filled out, signed, and fully understood prior to the first session.
4. Intake Form – this will likely be the first form filled out, simply gathering information about your client and specifics about what they need from a coach and what they hope to accomplish with these sessions. You’ll know from this form if this client is a right fit for you or not.
5. Business Goals Worksheet – an action plan should always be a part of the client’s homework and this form helps spell out what they need to focus on and what action steps are necessary. Some people are better at taking action than others but with this form there’s no hiding the next steps.

Get 17 forms for free right here: <https://coachglue.com/programs/free-new-client-kit/>

Bonus –

How Coaching Works Form – not all coaches work the same or have the same processes and each client should be fully aware of those things. Using a form like this explains the expectations you have as a coach and how the client should prepare for the next session. The only way coaching is beneficial is if the client does the work. Remember, you’re not a hand holder, you’re a coach.

## **Don’t Shrink Away From Paperwork**

Paperwork can become overwhelming but these forms are extremely easy to keep on your computer and email to a new client to fill out and return. Your desktop folder might get filled but you don’t need to worry about piles and piles of papers cluttering your desk.

As always, use the forms that make the most sense to you and forget about the rest. It’s always better to start off with too many forms than to realize after a problem arises that you were missing something crucial. Fail to plan and you plan to fail.

Get 17 forms for free right here: <https://coachglue.com/programs/free-new-client-kit/>

# 5 Questions to Ask When Hiring a Ghostwriter

Hiring a ghostwriter for your business is the easiest way to gain more time in your busy schedule so you can focus on coaching your clients, attracting new clients, or creating that signature program you’ve been longing to complete for years. However, finding the right ghostwriter for your needs can be a time-consuming journey, one which requires you to ask a lot of questions and be clear on what tasks you need completed.

Here are 5 key questions you should ask when hiring a ghostwriter:

## 1. What experience do you have?

Anyone can put a website online and claim to be a ghostwriter so you need to play detective here and decipher if this candidate truly has the experience or if they’re a scam artist. Any professional writer should be willing to supply references and samples of their work. At the very least, check out their blog and read a few posts. Are the thoughts clear? Are the grammar and syntax correct? You can even go so far as to copy and paste part of the blog post into Google or Copyscape to check for plagiarism (which, obviously, is a big no no in the online and real life world).

## 2. Do you have a specialty genre?

In general, writers can write on a variety of topics, from traveling with toddlers to deep sea fishing, but ultimately you want a ghostwriter who truly knows your business inside and out and who can convey your professional voice through every word of copy. Do you really want to train a travel writer about the ins and outs of a coaching business? Do you want give a fashion writer the assignment of writing follow up emails to your clients? Chances are these specialty writers wouldn’t apply for this type of project anyway but it never hurts to ask. Otherwise, you may get charged for many hours of research when a writer who has small business or coaching experience could write off the tops of their heads.

## 3. Is English your native language?

This question is not meant to discriminate in the least; it’s simply meant to qualify candidates. After all, if this ghostwriter is meant to portray your voice throughout the website copy or in your signature program, it stands to reason the writer should have an expertise in your native tongue, right? You’re outsourcing the writing for a reason…to save you time. If you choose a writer who is fluent in another language, you run the risk of having to do a lot of editing so the copy sounds like you instead of someone who is still trying to master the nuances of the English language. There are certainly bilingual and multilingual writers who can write well in English but the question is worth asking so there are no surprises. That being said, I have worked with some really good writers who English was not their first language. So, ask, and then test them out.

## 4. What is your fee?

This question can be tricky simply because ghostwriting fees vary tremendously! To prepare for this question, it benefits you to know what tasks you’re looking to outsource right away. The fees to write individual blog posts will differ considerably compared with ghostwriting a specialty program. The same for ghostwriting an ebook versus rewriting your website copy. Do your own research ahead of time and determine a budget for each of the tasks so you can also approach this question from a project fee and see who’s willing to work for that fee. A word of warning, however: you get what you pay for. Don’t simply go for the cheapest ghostwriter you can find. You’ll likely get lots of mistakes or need to hold their hand while they run everything by you for approval.

## 5. What is your turnaround time?

Keep in mind that ghostwriters have multiple clients, much like you have multiple coaching clients, so it’s unfair and unreasonable to expect assignments to be completed in 24 hours. Another question to ask here is do they have a rush fee if you do need something turned around faster. This is another time when having a calendar of tasks will benefit you because you can then discuss your first deadline with the candidates and ask who is able to complete it by then.

## Your Personal Ghostwriting Team

If you find a personal ghostwriter is out of your budget at the moment or it’s just too darned much hassle, take advantage of the personal ghostwriting team at CoachGlue.com and all of the done-for-you content they create. ALL of the content you purchase from CoachGlue can be edited, your name put on it, your website and contact info added, your personal case studies added…it’s all yours to do what you wish. They offer many packages to suit your needs and this is a great way to experiment with outsourcing your writing. They’re available to help you move ahead in your business! From done-for-you blog posts to entire workshops, they’ve got you covered.

# 3 Strategies for Quick & Easy Content Creation

No matter what business you’re in, if you’re marketing your products and services (and you no doubt are) then you’re most likely creating content. Lots and lots of content.

Blog posts. Emails. Opt-in gifts. Books. Membership programs. Videos. Podcasts…

The list is endless. In fact, you probably spend the majority of your workday creating content. And it’s still not enough.

Sound familiar? What if you could quickly and easily create more content, without spending hours at the keyboard?

## Strategy #1: Crowdsource it.

Think you can’t get other people to write your content without paying them? Think again. You can easily tap into your network of friends, colleagues and even competitors to create an endless stream of content that requires very little work on your part.

* Interview the influencers in your niche, either in text or audio
* Solicit guest posts for your blog
* Build a panel of experts to answer questions for your email subscribers
* Host a webinar with a guest speaker
* Create a survey and share the results

The possibilities for creating content based on the input from others is nearly endless, and while all of them require you to play some part, the actual time spent will be minimal.

Here’s where you can put an example of your own:

An example of this, is Nicole Dean’s Expert Briefs. She crowdsources blog posts about leveraging business and life. Here’s one about meditation: <https://nicoleonthenet.com/50520/entrepreneurs-who-meditate/>

## Strategy #2: Repurpose it.

If you’re anything like most entrepreneurs, you already have a huge collection of content. You’ve written hundreds of blog posts and emails, recorded dozens of how-to videos, produced several ebooks or guides, and created at least a few presentations.

Don’t let all that content sit around and collect dust! Gather it up, give it a light edit, and put it back to work for you.

Turn a series of blog posts into an ebook to sell, or transform an ebook into a video course. Membership sites become books for sale in print and on Kindle (with an upsell to the full course), and old blogs find new life (and new readers) with a simple refresher and a date change.

## Strategy #3: Rebrand it.

Looking for something completely new that you haven’t offered before? Put your keyboard away and discover the power of rebrandable content instead. Prewritten content gives you the flexibility to create exactly what your audience needs and wants, without spending hours (or days) researching and writing.

## Looking for top quality, rebrandable content for your audience?

Check out the done-for-you blog posts, training, workshops, planners and forms at CoachGlue.com. They’ve done all the research and writing, and even created your worksheets and slide decks. All that’s left is for you to add your unique voice and perspective, change up the colors and add your logo. In no time at all, you’ll have ebooks, planners, and even complete training courses ready to sell.

Your audience will love that you keep them up to date on the latest trends, and you’ll love how quickly you can create new content with little to no writing involved.

Click here to check out their newest packages.

# 5 Ways to Give Your Website a Facelift

What does your website say about you and your business? Is it working for you by bringing prospects into your sales funnel or by guiding them to your phone number for a consult? Or is it just taking up internet real estate and collecting virtual dust bunnies while other coaches grab up your prospects?

Your website should be so much more than a static business card and deserves a facelift – or at least a copy update – annually. Your visitors will make a decision in about two seconds whether to stay on your site or to click away so make the most of this time by creating eye-grabbing graphics and telling your visitors exactly what you do and who you are. That’s a lot to do in a very short amount of time.

## 1. Outsource professional graphics.

Your website header, headshot, and brand colors are the first things that will catch people’s attention so make sure they are professionally done. Hire a photographer for professional headshots (or at the very least a friend with a really good camera). Hire a graphic designer who can design a stunning logo and help you choose colors that match your brand image. Always use high-resolution graphics on your website and professional printed pieces to avoid blurry or pixelated images, which do not scream “professional” to your prospects.

## 2. Edit your About page.

You have permission to write in a conversational tone on your About page, unless your market includes Fortune 500 executives, attorneys, bankers, or other professions that expect very formal information. Otherwise let your personality and humor shine through as you relate the details of how you got started in your business and who you consider your ideal client. Some About pages are comprised of two paragraphs while others seem to go on forever. If you opt for a longer page, be sure there’s a reason for the length and that you add some humor and strong storytelling techniques to keep your audience scrolling til the end.

## 3. Avoid using too much jargon.

Yes, there IS such a thing as using too many words to say absolutely nothing. Often this happens when you’re trying to use too many buzzwords or industry jargon. Get to thepoint quickly by explaining in as few words as possible what you do and who you serve. Of course, you can get into more detail when you describe your packages or when you start to correspond with prospects but on your website you want to get those points across quickly.

## 4. Is your website design or theme easy to navigate?

Ultimately you want prospects to sign up for your email list and/or book a discovery call, so look at your website design and determine if those two options are placed prominently. Make it as easy as possible for possible clients to reach you. If they have to click too many times or their clicks lead them to some random article that they didn’t want, they will click away and the opportunity will be lost. Consider using a pop-up that appears before people leave your site and also hire a professional designer who can make these changes much faster than you can.

## 5. Is your site safe from hackers?

Hackers definitely have too much time on their hands and no business is too small to avoid a hacker’s wrath. Check your website backend to be sure your WordPress is up to date as well as your plugins. Now delegate this task to your VA to do on a monthly basis to avoid serious problems. Consider upgrading your security plugin to a paid version for even more protection. These upgrades may not be a visible part of your website facelift but they sure will help improve the foundation of your site.

## What Else Can You Do to Get More Clients?

At CoachGlue.com, they have a planner is called “[**Map Out Your Client-Getting Website Pages**”](http://coachglue.com/coaching-content/client-getting-website/) and it walks you through the steps to create stunning web pages that will attract your prospects to either join your list or book a call. Your website should absolutely work FOR you and in this planner they’ve got exercises and space for brainstorming ways to improve the functionality of your website so more people get into your sales funnel. [**Click here to get the planner**](http://coachglue.com/coaching-content/client-getting-website/)

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