Notes about our New Website

Design features/ideas

* Mobile first/auto-resizing
* One page or multiple? (e.g. Mintdigital, balderdash)
* Less content and clearer actions!
* Tabs at top or sides?

Top User Objectives – Why would someone go to our site and how do we satisfy their objectives.

1. Prospective Clients. They are thinking of hiring us so the site should facilitate that by building our credibility, explaining how we help them and by making it easy to get in touch.
2. Prospective Book Buyers. They have heard about the book and are thinking of buying it so site should talk a bit about the book contents and what people are saying.
3. Existing readers. They have read the book and want to find more resources.
4. General prospectors. They have just heard about followership or us and are simply learning more.
5. Media reps. They have heard about the book or concepts and have inquiries or want a review copy of the book.
6. Profs or students?

Key Messages: Why Hire Us?

* We are on the cutting-edge of followership AND leadership research, development and training.
* Over 10 years experience and expertise.
* Integrated model of leadership and followership that deepens and enriches what you’ve already been doing in leadership development.
* Not woolly-headed academics…we have extensive corporate and entrepreneurial experience, and wide functional experience which translates into universally relevant application.
* We appreciate interactive, thought-provoking learning experiences so that’s what we do too.

Inquire About Engaging Us:

* To speak at your next conference or offsite
* For coaching on followership AND leadership
* For workshops based on *Leadership is Half the Story*
* For a master class on *Leadership is Half the Story* principles, skills & tools
* To consult on adopting *Leadership is Half the Story* concepts into your organization
* For a bookclub or other innovative learning experiences

MVP should contain

* Samantha and Marc photos & S & M bio info
* Our partners – must convey that we have a virtual team when need be
* What we do and provide in terms of business services
* Information about the book
  + What the book is about
    - A preview or teaser or TOC- A downloadable pdf? Flipable graphic?
  + What people are saying/Endorsements with photos and/or logos like Never Be Closing site
  + Where to buy it & How to buy copies in bulk
* Additional Resources – other books, ideasletters, wikis, articles, tools
* Client List
* Signup for ideasletter
* Follow us on Twitter, Linked-In, Facebook

Future versions

* Video clips
* More resources e.g. send us your story; Assessment