



# 7 Cues for Connection

## WEBSITE HOMEPAGE FRAMEWORK

1

### Resonance

Use Colors, Typography, and Visuals that create a visceral reaction with your audience.

3

### Reason to Believe

Use "Trust Badges," Social Proof, and/or Testimonials to show you're worthy of trust.

5

### Reason to Follow

Make your emotional appeal. Use your heart. This is why people share you and your brand.

7

### Registration

Present your call to action. Whether it's an Opt-in or Add to Cart, invite visitors into a deeper conversation.

2

### Relevance

Waste no time (or homepage real estate) establishing "what's in it for you" when people visit your brand.

4

### Refinement

Provide a short, powerful statement that clearly communicates your unique approach and value.

6

### Routes

Give your visitor 3 paths to further their discovery process: Opt-In, Premium, and No-Hoops Value.

Ready to Get Your Leadership FIRE Back? Grab Your Free Discovery Session Here

THOUGHT LEADER ABOUT | COACHING | BLOG | CONTACT | FREE COACHING

EXECUTIVE COACHING FOR LEADERS WHO'VE LOST THEIR FIRE

GRAB YOUR FREE DISCOVERY SESSION!

SUCCESS Entrepreneur NBC NEWS YAHOO! SMALL BUSINESS ADVISOR

We Offer Powerful Mindfulness Retreats & Tools To Help Disenfranchised Executives Believe In Their Work Again So They Become Better Leaders

THE ICELAND RETREAT Executive Mindfulness Training | 2018

INCREASE LIFE BALANCE SELECT YOUR COACH LEADERSHIP TIPS

DOWNLOAD THE GUIDE GET STARTED NOW VISIT THE BLOG

"I have never — EVER — experienced more clarity about who I am and why I'm here than I am today after working with Thought Leader. I can't WAIT to go to work tomorrow!!"

— George Washington

Get A Monthly, Inspiring "Exec On Fire" Case Study - Free!

Email Address HOOK ME UP!

We respect your privacy. Unsubscribe any time.

© 2016 Thought Leader, Inc. All Rights Reserved. Privacy Policy | Terms & Conditions

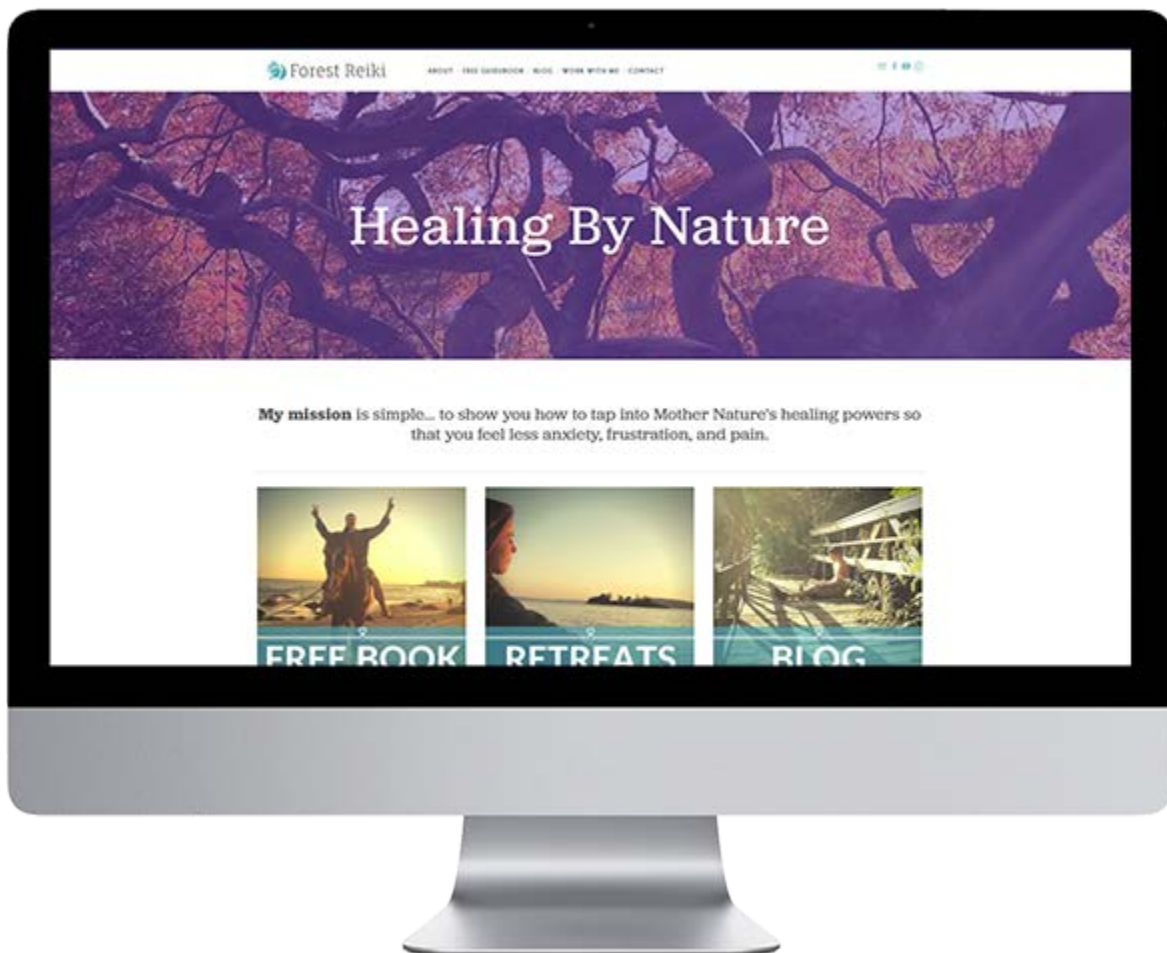






# WEBSITE HOMEPAGE ACTION GUIDE

## Designing Your Stellar Homepage



► [View Excerpted Training Video Here](#)



## How to Design Your Stellar Homepage

Let's discuss how to make a greater impact when people land on your website for the first time!

**Homepage's #1 Priority:** \_\_\_\_\_

**Bounce is when your visitor:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Average Bounce Rate =** \_\_\_\_\_%

**Resource:**

- [Kissmetrics.com: "Bounce Rate Demystified"](https://kissmetrics.com/bounce-rate-demystified/)
- [Princeton Research: First Impressions](https://princetonresearch.com/first-impressions/)



## The 7 Questions Your New Visitor Asks

Question #1: \_\_\_\_\_

Notes:

Question #2: \_\_\_\_\_

Notes:

Question #3: \_\_\_\_\_

Notes:

Question #4: \_\_\_\_\_

Notes:

Question #5: \_\_\_\_\_

Notes:

Question #6: \_\_\_\_\_

Notes:

Question #7: \_\_\_\_\_

Notes:



## The 7 R's of Deeper Connection

These 7 Cues (R's) are naturally sequenced to create greater rapport with your visitors...

**#1:** \_\_\_\_\_

**3 Design Cues to create the effect I want:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Key words that describe the feeling I want people to experience:**

*e.g. Playful, Intense, Edgy, Soft, Sacred*

**#2:** \_\_\_\_\_

**WIIFM stands for:** \_\_\_\_\_

**My audience wants:\***

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

*\* Use this list to source your powerful but succinct statement for your site's masthead.*



**#3:** \_\_\_\_\_

**3 tools or methods to boost trust:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**#4:** \_\_\_\_\_

**My value proposition sentence is...**

---

---

---

---

**#5:** \_\_\_\_\_

**2 formats for my “Reason to Follow” video:**

1. \_\_\_\_\_
2. \_\_\_\_\_

**Resource:**

- Brendon Burchard’s “What I Believe” Video



**#6:** \_\_\_\_\_

**3 routes based on the spectrum of “visitor intent”:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Examples:**

- [ThoughtLeader.website](#)
- [ForestReiki.com](#)
- [MartinFox.io](#)
- [MarvinTowler.com](#)

**#7:** \_\_\_\_\_

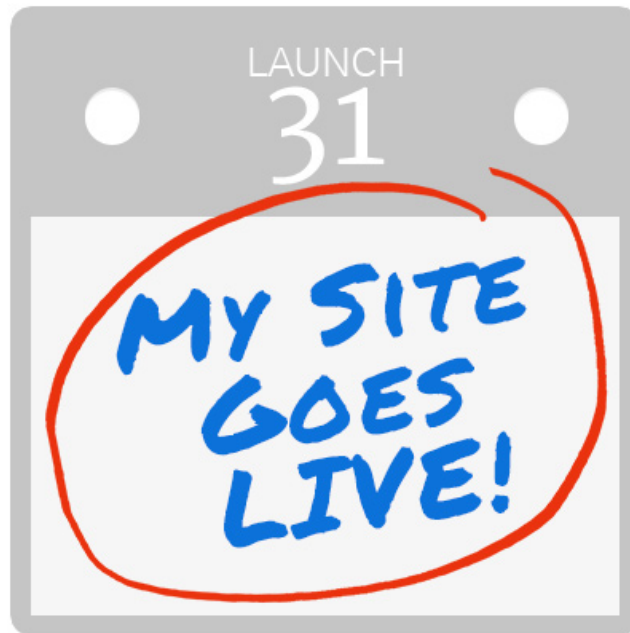
**3 types of Registration forms:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## Additional Resources

### Launch 31: Your Expert Website Blueprint



Do-It-Yourself website tools are amazingly helpful, but doing it alone can be pretty frustrating for most people. Why? Because while the tools are easy-ish to learn, putting all the pieces together *in a strategic manner* are a completely different critter.

That's where Peaceful Media's online training program Launch 31 comes in. It's like having an expert marketing strategist AND website designer AND copywriter sitting next to you, showing you exactly what to do, how to do it, and, importantly, *WHY* to do it... with every step of the build and launch process sequenced across 31 days.

**Interested?** Join the official Launch 31 waitlist today and you'll get early notifications when we offer the program again.

**JOIN THE WAITLIST HERE**