

Brad Ross & David Farr's
SHOW BOOKING
REINVENTED

37 Things Your Website Needs to Attract More Clients



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Hi there!

Brad & Dave here with the Show Booking Reinvented Webinar Training and Amazing System – The # 1 Client Attraction, Lead Generation, Customer Retention and Follow-Up System on the Planet!

We are super stoked that you'll be joining us on our upcoming webinar.

IMPORTANT:

**PRINT THIS BLUEPRINT OUT
& BRING IT WITH YOU TO THE WEBINAR.**

At the end of this document, there are some worksheet pages that we'll covering in detail and filling in with you on the LIVE webinar.

We want this to be a great living document for you to use throughout your website redesign/ creation process.

Before we get there – we wanted to share a few important things that will directly correlate to **how many gigs you book online – and that is what goes into your website!**

Regardless of how elaborate or expensive your web design is – there are a critical elements that you need to ensure you website includes and we've broken them down into our 37 Things Your Website Needs Blueprint/ Cheat Sheet.

VITAL to the success of your business website is that your website should have TWO MAIN GOALS.

In fact these are THE THREE GOALS OF A WEBSITE:

- 1. Attract Traffic**
- 2. Convince Prospects**
- 3. Capture the Lead.**

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As long as your website does that – you are going to be golden and have a MUCH greater chance of turning a lead into a sale.

Your website is YOUR storefront. Remember that.

In many cases it provides a prospect's first impression of your company. You know what they say about first impressions; you can only make one and it better count.

The good news is that keeping in mind a few fundamentals and making a few simple tweaks to your website can take it from bland to brilliant. You can create a website that attracts visitors, converts clients, and helps you build a prosperous and exciting business.

Here come your **37 Must Haves...** 😊

1. Credentials & Social Proof

What are your credentials? What makes you an exceptional source of information, services or products? Include your credentials throughout your website. This means accolades, testimonials, photos of your show, videos of your performances, proof you are in demand and as good as your website copy says you are.

Social proof is also important by means of TV appearances, newspaper & magazine clippings, video testimonials, photos with celebrities, photos performing at notable gigs within your niche market, etc. You want people to see that **OTHER PEOPLE KNOW, LIKE & TRUST YOU!** It will make **THEM** more likely to take a chance & book you – even if they have never heard of you.

2. Clear Brand

What's your brand? Is it strong and apparent on your website? You can use your colors, logo, header, buttons, graphics, and the voice of your content to help build and establish your brand. Does it jump out at people & accurately represent you and the experience they will have when they see your show **LIVE?**

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Does your brand represent your Unique Selling Position – aka WHY should someone book YOU over the competition?

3. Obvious Target Market

Who is your target market, and when they visit your site is it obvious that you're talking to them? Your target market are the people who your products and services are designed to help. They're the people whose problems you solve.

If you're unsure who your target market is, then it's time to conduct some research. Take a look both at the demographics and psychographics of your customers. What do they have in common? Create an ideal prospect and then craft your website to appeal to that ideal prospect.

4. Professional Quality Logo/Header

The world of Internet marketing is vast and competitive. While you can create your own website header, you should probably leave it to the professionals unless you happen to be a design whiz. Make an investment in your brand and your business by creating a strong and relevant header and logo to represent you.

5. Easy To Navigate

Make sure your visitors can find their way around your website quickly and easily. If you're uncertain about how to accomplish this, then study websites that you visit often. Notice how they guide you through the site. Do they provide relevant and easy to recognize navigation tabs? Does the flow of the site seem logical? Is there a search function so you can head directly to the page or information you're looking for?

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6. Inquiry Form

What do you want people to do when they're at your site and they have a question? Ideally, you want your visitor to be able to reach out and ask their question and or request information. This keeps them engaged and connected to your business.

To make this happen, it has to be easy for them to contact you. One of the simplest ways to accomplish this is to have a contact form or an inquiry form on your site. They enter their contact info & event details. You or your assistant receives the message and can promptly respond appropriately, maybe even with a customized event proposal.

7. Optimized Sign Up Offer

How do you motivate people to sign up for your newsletter or request info? A great sign up offer can do the trick. There are many options to consider. You can give away a free report or ebook such as "The 7 Mistakes Event Planners Make When Booking Entertainment," like Dave & I use in our client opt in funnels for corporate gigs.

8. Video Welcome

Video has become THE primary means of communication online. YouTube, Vimeo and other social video sites have changed the way we interact online. People enjoy being able to put a face with a business. They also like to hear your voice. Consider including video content on your site. You might even include a simple welcome message embedded into your home page to welcome visitors to your site and allow them to start getting to KNOW you, LIKE you & TRUST you.

9. Interaction / Comments

Does your website invite visitors to comment on your articles and blog posts? One of the best ways to not only measure engagement, but to also create it, is to take a look at the level of interaction on your site. With WordPress you can turn comments on and off and you can allow comments for a specific period of time.

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Some business owners choose to not allow comments, but if you don't then you may be selling your visitors short. Engage them in conversation and invite interaction and comments. You'll not only learn a lot about your audience, you'll help build a loyal community of customers.

10. Fresh and Catchy Content/ Copy

The single most important thing you can do to transform from bland to brilliant is to create the best content & copy possible. Fresh content means that your copy is recent and valuable. And most importantly – tells the visitor WIIFM – “What’s In It For Me?” WHY should I hire you over your competition.

You're not creating content about something that happened five years ago... sure it's great to add awards, accolades, etc into the appropriate places in your site such as your “About” page, but always remember to think like the customer – what is the benefit of booking YOU instead of your competitor.

11. FAQ Section

FAQ stands for Frequently Asked Questions. Including an FAQ page or section on your website helps make it more user friendly. Create a list of the most common questions you receive and turn it into a separate page on your site or add it to an existing page. Make sure that like all your other valuable pages, this FAQ page is easy to find and read. As you receive more questions, you can add to the page.

Also, consider occasionally linking to other important internal pages. This can accomplish two things. It can help keep your visitor on your website longer. And it can help boost the rankings for the page you're linking to.

When you're creating your FAQ content remember to make it valuable and easy to understand, and don't forget to include your unique voice in the content. If you're witty when you create blog posts then be witty when you create your FAQ page. Consistency helps strengthen your brand.

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12. List Of Awards Earned and/or Recognitions

If you or your business has been recognized for anything relevant to your industry then by all means make sure it's acknowledged somewhere on your website. Awards and recognitions give you a boost in credibility.

For example, "IBM Stage Magician of the Year" winners proudly display their IBM award logo right on the landing page of their sites.

If you haven't won any awards or received any relevant recognitions, that's okay. You're certainly not alone. Consider including a campaign to win an award in your business planning. Get involved in your industry and get acknowledged.

13. Media Page

Do you have a media page? A media page is designed to help provide the media with the essential information they need. Approach it with the belief that the media will come looking for you and will want to learn more about your business. Here are just a few of the elements to include on your media page:

- Company Mission and History
- Product List
- Company Bios
- Company News and Press Releases
- Downloadable Posters, Logos, Images, etc

14. Relationships With Relevant Industry Professionals

Relationships are what build business. You have relationships with your customers and prospects, your vendors, contractors and much more. Each relationship is an opportunity to leverage, grow, and prosper. Relationships with relevant industry professionals can be significant.

For example, imagine if you have a dog in your show and write about him on your blog and then you forge a relationship with Cesar Milan (the "Dog

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Whisperer”) who links to your site or mentions you on Facebook. That would be huge for your business. And you don’t have to forge relationships with industry celebrities to make an impact. Connecting with others builds your community, one person at a time.

15. Community Involvement

What are you doing to make the world a better place? Getting involved in your community is great for business. It not only promotes you locally, it provides you with content to share online as well. And you can invite your prospects to get involved in your community causes.

For example, if you have a pet related business you might get involved in a fundraiser for your local humane society and invite others to donate or get involved themselves.

16. A Newsletter

Email marketing is still one of the most powerful means to connect with your prospects, build relationships and make sales. However, your email newsletter has to be valuable. Make sure it provides different value than your website content. And separate that content so that newsletter subscribers receive unique value.

Check out Brad’s Monthly Done for You Newsletter & Social Media system at <http://www.TheMagicNewsletter.com>

17. Events

Hosting events is a great way to not only attract attention to your business but get people involved with your business – events creates relationships. Consider hosting regular events and adding a promotional banner on your site to generate interest and attendance. This is great if you do any ongoing local public appearances or restaurant gigs. Let folks know where they can see you LIVE

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18. Mobile Friendly

Your website **MUST** be mobile Friendly. This means your site has been optimized to be easily viewed on a smart phone or tablet – in other words not having to zoom in & out.

Google says 61% of mobile users are unlikely to return to a website they had trouble accessing from their smartphone - 40% visit a competitor's site instead.

19. Testimonials

Testimonials are money in the bank. They're mini sales pitches made on your behalf by a satisfied customer. Who better to promote you and sell your services than an unbiased customer? Use these testimonials wisely and place them strategically on your website. Testimonials can be in the form of videos, audio only and written such as recommendation letters.

20. Social Media Widgets

You're active on social media right? You can add social media functionality into your website. Social media widgets can invite people to join you on your chosen sites. Social media widgets can also display your activity on your favorite sites. For example, if you have a Facebook Fan Page you can add a Facebook widget to your site and display your latest pins.

21. SOCIAL MEDIA POSTS

Social media is more than a trend or a tactic that you can use to build an audience. It's as essential for most industries as a website itself. And merely having a social media "presence" isn't enough; you have to let people know you're active on social media by inviting them to interact.

There are many ways to accomplish this; one of the simplest is to extend an invitation – "Follow me on Facebook," for example, and include a link to your

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page. Check out Brad's Monthly Done for You Newsletter & Social Media system at <http://www.TheMagicNewsletter.com>

22. Great Headlines for Everything

Headlines have an important role to play, and the more compelling and relevant they are the better. They'll pull your prospect to your content. Practice writing headlines. Test headlines to determine what your prospects respond to.

23. Exceptionally Effective Calls To Action

Include a call to action in every single piece of content you publish on your website – even if you merely want someone to stay on your site and read some more. Tell your visitors what to do next and help guide them through your site step by step.

This is a HUGE problem among entertainers, artists & speakers – NO CLEAR CALL TO ACTION. This makes it very confusing when a prospect visits your site and essentially only provides them with an online brochure experience, rather than really helping them.

24. Have You Written A Book?

If you've written a book then list it on your website. Promote it and use it to help establish you as a credible resource. You can also promote a magic set if you have one or another product which can position you as an industry expert or authority.

25. Have You Been Featured On The News?

If you've had the opportunity to be featured on the news then share the logo of that show on your website. Imagine how powerful "As Seen on NBC" could be to grow your business.

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26. Security

Website security is a very current and critical element that most entertainers & entrepreneurs ignore, thinking they will not be hacked or have any security issues.

You want to make sure your website is secure for 2 main purposes:

1. YOUR own security and protection
2. YOUR CUSTOMERS security & protection.

You want to have an https:// before your website domain name – rather than just an http://

New browsers will warn websites visitors that your site is not secure by displaying something like this:



This may alarm visitors and discourage from filling out your contact form. You are also penalized by Google in the search results when you have an unsecured website. So your SEO will also suffer.

With all of the websites created the Brad & Dave Team – EVERY WEBSITE IS A SECURED SITE.

27. About Page

Your “About” page can include a number of pieces of information. Consider including information about you, your company’s vision and mission. You can

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also include a bio or staff info if you have employees, although those are often best left to a separate page.

You might include the company history and your purpose. WHY did you get started in magic? How did you become a hypnotist? What made you want to share your message as a speaker?

28. Contact Page

The contact page is simple enough yet it is very important. It should include your contact information even if it's already been published elsewhere on your site. Include name, phone numbers, email addresses and physical mailing address.

It's also SUPER IMPORTANT to include what Brad & Dave call a **Questionnaire Form on Steroids**. This is essentially a web form that will allow prospects to request information from you and for you to learn about their event. On the upcoming webinar – we'll go into greater detail about this strategy and why it is so powerful.

29. A Way For People To Buy From You/ Pay You

Your website should be able to accept payments such as deposits, show fees, add-on's and even the sales of products.

It makes it so professional & easy for a customer to book you online and then be able to click a button and put a deposit on his/her credit card, just as they would buy anything from Amazon.com, ebay, etc.

30. USP

USP stands for unique selling proposition. It's what makes you different. How do you separate yourself from your competition? What do you do better or differently from them? Integrate your USP into your voice, branding, and content online.

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31. SEO

SEO is search engine optimization. It's the strategy and toolbox of tactics that drive traffic to your website. There are many tactics to embrace including linking, keywords, content, social media and more.

32. Analytics

Analytics will not only help you fine-tune your SEO strategy, it'll help you build stronger relationships, better understand your clients and prospects, and it will help you create highly targeted content. Analytics is essentially a program that helps track every single visitor activity on your website.

Google offers a free version of analytics software that is easy to use. You embed the code into your website and then you can track your website activity. You can see which pages receive the most visits, where your visitors come from and much more. Analytics is an essential tool for any serious business owner.

33. Fast Load Times

Invest in a good webhost and make sure the graphics you're uploading aren't so large they slow down load times. People are impatient and generally won't wait more than a few seconds for a site to load.

Most people don't know this but when you buy hosting from a big box host like GoDaddy or HostGator – your website may load slowly because you are sharing the hosting with thousands and thousands of other websites. It is for this reason that websites created by the Brad & Dave Team host websites on our private sever, which means the site will load quickly for your visitors and you, when working on the backend.

34. Relevant and Strong Outbound Links

Many people are frightened of outbound links. They're worried that they will be sending their visitors away. The key to good outbound links is to link to websites that are complimentary and that you have a relationship with.

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For example, if you have a event planning website you might link to your favorite party supply website or your favorite promotional give-aways information site. Choose relevant sites that aren't in direct competition with you. These outbound links should also only be with professionals that you have a connection with. Ideally they'll also help promote you by linking to your site or by promoting you on social media.

35. Pictures

Do your prospects and customers know what you look like? In entertainment this should go without saying but - add pictures to your website and show them visually what your show is going to look like.

Show them who you are, what YOU look like, what you do! Make it a professional image that represents you and your brand. If you have a team of employees or other performers you work with or book that your clients may interact with frequently then consider adding photos of them on your "About" page

36. Referral Program

Word of mouth marketing is one of the best forms of marketing because it doesn't come from you. It comes from satisfied customers. Consider creating a referral program for your business. You can reward referrals with money, discounts or add ones.

37. Aesthetic Graphical Design & Layout.

With good design elements and attractive and relevant graphics strategically placed throughout, you'll create a website that is beautiful to look at as well as useful. Work with a designer to get an attractive and balanced site.

Once again, all websites designed by the Brad & Dave Team are created with both an aesthetic design style and a direct marketing approach, ensuring you have a website that not only LOOKS GREAT but attracts visitors to interact with you and BOOK YOU!



Website Show Booking Workbook

(To Be Completed While On Brad & Dave's LIVE Webinar)

The Brad & Dave Simple 3 Point System

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1. Attract, Convince & Capture Leads

ATTRACT:

CONVINCE:

CAPTURE THE LEAD:

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DANGERS OF OPERATING A WEBSITE WITHOUT THIS:

HOW GOOD THINGS CAN BE:

I NEED HELP WITH:

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2. SECRETS TO EASY BOOKINGS

EPK =

Secret of EPK's exists in the _____ of you.

You should _____ in your market as

_____.

This is done through:

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I NEED HELP WITH:

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3. My Multi-Step Follow-Up System

This does not mean sending out _____, _____
_____ or _____ one time.

This does not mean talk to the prospect _____ via email or phone and
_____.

If you're looking to book gigs: The most practical, most effective, and easiest
way to book gigs – is to _____ and _____,
_____, _____...

Dr. Brad says Market to them until _____ or _____!

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**MY EXTRA NOTES & AWESOME STUFF TO REMEMBER
FROM THE BRAD & DAVE TRAINING:**