

1155-How Writing a Website Can Transform Your Business and Improve Your Sales Presentation

The most interesting thing about doing website writing is watching how it inevitably transforms the business. It doesn't seem like writing should have such transformative power, but it does. Something magical happens when you commit to a website writing project, and dedicate large blocks of time to the process. The results can often be as significant as a course-altering strategic planning session. Let's look at the ways that doing website writing can transform your business.

1. Your business plan evolves.

When you start writing a site, your business isn't fully formed, or there are things you want to change. Describing the business in words that will be seen by your target market makes you ask this question, "If I'm going to commit to the business being a certain way, how do I want to change the business?" Turning your business mental concepts into "hard words" on a website actually forces you to consider and reconsider every aspect of your business. Suddenly, it does not make sense to continue to do things that don't really work for you - or for your clients. Your business plan evolves as a result.

2. Your business strategy tightens up and gets more focused.

As you continue to write your website, and the business plan changes, you must change your business strategy to support that plan. As you develop your new business direction, inevitably, some tactics and activities will no longer make sense, and others become necessary. It can be a little like "strategic spring cleaning" - out with the old and worthless, in with the new and useful. Reworking your strategy is going to create new focus - and new excitement.

3. You upgrade your target market.

There's no way around it. Doing website writing WILL upgrade your target market. Because you are committing the details of your target market to writing, it simply does not make sense to aim for any but your ideal clients. You must think in-depth about who you want to work with, what your strengths are, where the demand is, and how your background can position you to meet that demand. If you're spending all this time and effort on website writing, you might as well upgrade your target market at the same time.

4. You get clarity at expressing the benefits that clients get from working with you.

Most of us are quite good at telling about our benefits. Few are actually gifted at translating an oral sales presentation into great - benefits-focused - marketing copy. It's as if there is some sort of block that occurs between the telling and the writing. You've got to get that information down in words. As you work on doing so, you get greater clarity about what your clients get. You start to

Suzi Elton provides business writing that attracts targeted prospects to your service business and converts them into clients for you. She is a Robert Middleton Certified Action Plan Marketing Coach, as well as a professional writer. Her website offers a free series of 8 assessments you can use to analyze your own site.

To learn about her Robert Middleton style Web Site Tool Kit Writing Package, go to <http://www.wowfactorwriting.com/services/web-site-tool-kit-package>

realize benefits you've never described before, or remember what clients are always saying to you. You will become much more clear on the benefits clients get from your relationship.

5. Writing up your service offerings for the site pushes you to improve your services.

As you start writing up your service offerings for the site, it only makes sense to update, revise, augment, and streamline your services. It would not be a smart business move to describe your services one way when you intend to change them eventually. You might as well change them at the same time you are getting the website writing done. You (wisely) make the choice to improve your service offerings NOW, rather than waiting until later.

These are five ways that writing a website can transform your business. The interesting thing though is that doing this work will inevitably also improve your sales presentation. You will have new energy and enthusiasm because of the new business plan, strategy and target market. All that is evident in your sales presentations. Your benefits and service offerings will feel much more attractive to prospects and that's going to pay off in greater willingness to consider hiring your services.

Suzi Elton provides business writing that attracts targeted prospects to your service business and converts them into clients for you. She is a Robert Middleton Certified Action Plan Marketing Coach, as well as a professional writer. Her website offers a free series of 8 assessments you can use to analyze your own site.

To learn about her Robert Middleton style Web Site Tool Kit Writing Package, go to <http://www.wowfactorwriting.com/services/web-site-tool-kit-package>