

How the words on  
your website are

***Working  
Against You***

5 common mistakes and what you  
can do about them.

# The words on your website are ***SUPER IMPORTANT!***

Yes, the look and feel of your website is important, but business owners often put almost all the emphasis on design and not nearly enough on finding the ***right words***.

And yet, it's the ***words*** that people hear or read that make them want to buy something.

*You need to communicate clearly **WHY** your customers need your products or services in their lives.*

But, I get it. It's hard! Many business owners don't know how to talk about what they do in a way that is clear, concise and compelling. They struggle to find the right words and end up making any number of mistakes that can mean their website is actually ***working against them***.

***Here's 5 common mistakes I come across - and what you can do to fix them.***

# MISTAKE # 1.

## *Confusing or overwhelming your target market*

In this 24-7 hi-tech, super busy world we live in, being heard above the noise is increasingly challenging.

You have **seconds** to grab people's attention when they land on your site, or you've probably lost them forever

We are drawn to brands that have a clear message. In fact, we don't necessarily buy the **best** products or services. We buy the ones where we can easily understand what we're going to get and how it's going to help us.

So, if your message isn't super clear and easy to understand, you're almost certainly **losing customers**.

## Helping you buy and sell your Seattle home

SO YOU CAN ENJOY WHAT MATTERS MOST

SCHEDULE A MEETING

### Check:

Can a visitor to your website understand, **in under 5 seconds** and without scrolling down, what you do, how it will make their life better and what they should do next?

### If not, how to fix it:

Make sure the **words** at the top of your homepage make it clear:

- **What you do** - it's amazing how many businesses fail to state what they actually do in the header of their website
- **How it makes your customer's life better** - what **success** does your customer get as a result of doing business with you?
- **What you want your customer to do next** - if you want people to take action, you need to tell them what action to take. Make it direct. "Learn more" is not a direct call to action.

# MISTAKE #2.

## *Not talking about the things your customer wants to know*

There are certain things people want to know before they do business with you, like:

- Do you understand me and the problem I'm trying to solve?
- Have you helped others with the same problem?
- What does doing business with you look like?
- What will I get as a result of buying your product or service?

If you're **not** addressing these queries and concerns quickly, you run the risk of losing people. You're asking them to **work too hard** to find the info they need to make a buying decision.



### Check:

Are you providing clear & concise answers to the key questions your customers have?

### If not, how to fix it:

- **Demonstrate empathy** - show how you understand your customer by starting a sentence with "I get how it feels to ..." or "We understand how hard it is when ..."
- **Create a simple 3 or 4 step plan** - so that people know what doing business with you looks like
- **Use short testimonials** - to show how you have helped other customers get a great result.

# MISTAKE #3.

*Failing to talk about the problem you can help your customer solve*

All stories start with a character, who has a **problem**.

- Jason Bourne doesn't know who he is
- Liam Neeson's daughter has been kidnapped
- Dorothy doesn't know how to get back home, to Kansas.

Frankly, if there's **no problem**, there's **no story**.

People are only looking at your website because they have a problem that needs solving.

But many business owners focus too much on what their product or service **is**, rather than **what problem they solve**.

In his book **Building a StoryBrand**, author Donald Miller says "identifying your customer's problem deepens their interest in the story you are telling and shows them that you understand them".

UNDERSTAND YOUR NUMBERS  
BUILD A BETTER BUSINESS.

TAKE THE PROFIT SCORECARD

SCHEDULE A CALL

## Check:

Are you talking about the no.1 problem your customers are facing?

## If not, how to fix it:

- Keep your messaging **simple** and focus on **one** key problem.
- You might be able to solve dozens of problems, or even hundreds, but you can't talk about them all in one piece of messaging.
- If you're not sure, ask your previous customers what the no.1 problem was that you helped them solve.

# MISTAKE #4.

## *Assuming your customer knows how your brand will make their life better*

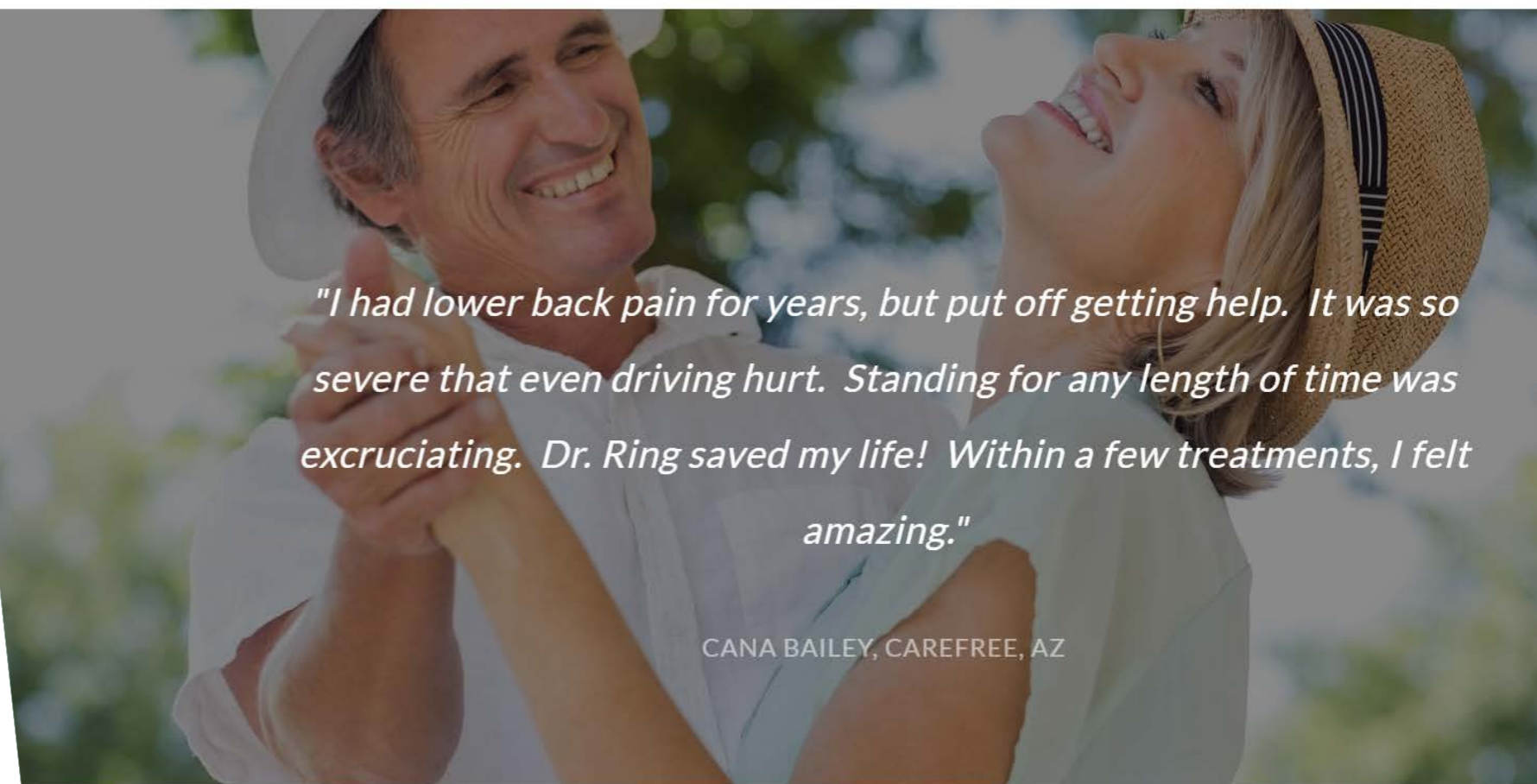
To really engage potential customers, you need to talk about the successful outcome they will experience on the other side of doing business with you

***Don't underestimate the importance of painting a picture of success for your customers.***

They're buying the outcome. The great result. The ***Happy Ever After*** to their story.

***“Never assume your customers know how your brand will make their lives better. Tell them”***

*Donald Miller*



*"I had lower back pain for years, but put off getting help. It was so severe that even driving hurt. Standing for any length of time was excruciating. Dr. Ring saved my life! Within a few treatments, I felt amazing."*

CANA BAILEY, CAREFREE, AZ

### **Check:**

Have you ***painted a picture of success*** for your customers? Have you explained what life looks like on the other side of doing business with you?

### **If not, how to fix it:**

- Talk about what ***success*** people will experience when they engage with your brand. What does it look like? Feel like? Sound like?
- How will their life, work, health or finances improve?
- Use images to show what that success looks like.

# MISTAKE #5.

## *Making the story about your brand!*

Most business owners struggle to know what to talk about, so they end up talking about themselves.

Their qualifications. Their background. Their awards. When they started the company. Why they do what they do ...

Problem is, **your customers don't care.**

I'm not saying your story isn't relevant, or that you shouldn't ever tell it, but the **first** story your customer wants to read when they land on your site is **their story**, not yours.

They need to believe you totally **get them** before they're going to show any interest in you or your business.

*“People don't care how much you know, until they know how much you care”*

*Theodore Roosevelt*

## Imagine the Possibilities



A driveway that looks as great as your home



Smooth surface for your kids to play on



Low maintenance in tough weather

## Your Home is More Than Your House

A driveway that is cracked and full of potholes, or one that is too small or poorly designed can occupy more space in your brain than it should. You have many more important things to think about than a driveway.

It is easy to get a driveway that you'll love. Let's get it done.

### Check:

Are you talking about yourself (check your website copy for “I”s & “we”s) more than you're talking about your customer?

### If so, how to fix it:

- Look at ways to turn the spotlight round and shine it onto your target market.
- Instead of saying “We're passionate about building websites”, try “We understand how frustrating it is when your website doesn't connect with your target market. You want a website that does more than just look good! ...”.
- When you start talking about the things that are important to your customer, they will recognise you as a brand that understands them.



**Susan Payton**  
*Founder of The Business of Stories*



# WANT TO KNOW MORE?

If you'd like to know more about the powerful messaging framework I use to help clients clarify their message, reach more customers and grow their business, check out this page for some excellent resources:

**CHECK OUT THESE STORYBRAND RESOURCES**

# WANT MY HELP?

As a **certified StoryBrand Guide**, I can make sure your marketing is **working for you**, not against you. I can help you simplify your message, create great marketing materials, attract the right customers and **grow your business**.

To find out how, simply email: [susan@thebusinessofstories.com](mailto:susan@thebusinessofstories.com) or:

**BOOK A FREE 30-MINUTE STRATEGY SESSION**