

5 ways TO CONVERT YOUR WEBSITE VISITORS INTO CUSTOMERS



www.prayanadesign.com

It's one thing to have a beautifully designed website, but if it doesn't achieve the desired results, **you've wasted your time and money.**

A WELL-DESIGNED WEBSITE THAT SHOWS YOUR UNIQUE VALUE, ENSURES THAT YOU CAN TURN VISITORS INTO CUSTOMERS.

Is that really that simple?

This mini-ebook is packed with valuable insights and tricks to take your business to the next level. I've bundled very precise practical tips for you that you can **start implementing today.**

Don't delay your success any longer. Your clients need you!

My name is Jessica and I am the founder of Prayana Design.

We are not just an ordinary design studio. We are passionate about making an impact and most of all we want to help you make an impact. Bringing across your vision and message in an authentic, meaningful yet powerful way.

Do you want to know more about me? [Click here !](#)



Let's dive in!



#1: Your unique value

As an entrepreneur, mother and self development junkie, I would love to mention one thing to you that is essential for me in my contact with people.

I want to see and feel who you are, and you may see and feel who I am. This gives me a feeling of connection and defines my approach to interact with you.



There are hundreds, if not thousands, of conscious health and wellness companies just like yours. **Yet you are unique! You add your unique value.** If you want to show your clients what you can do for them, there is only one thing to do. Take them on your journey and show them what challenges you have overcome, how you did it and how you can help your potential clients achieve the same. The viewer who resonates with this will be inspired and sincerely choose you, to help them



HOW-TO:

First impressions never get a second chance.

Even before someone has read a letter on your website, they can already get a good impression of who you are. Use professional photos and/or videos that show your personality and value. Take care of a well designed homepage. This is your digital front door. Very often visitors enter your website through your homepage and that is the page where they get a first impression of your company and where they discover what you have to offer.



Let them experience visually what working with you will change in their lives. As a yoga teacher, you could show what physical process a body goes through when you do yoga for one year, for example. No description can beat that.

Are you a holistic lifestyle coach? Then the client does not want to hear which techniques you will apply. Instead, they will have more energy and balance in their life in twelve weeks. Fulfil that desire. Your client wants to hear from you, what benefits working with you will yield! **Show, don't tell.** For example, pictures where you or even your former clients are shining and laughing will evoke an emotional reaction with your audience.

Share! Showing yourself is one of the most important ways to convey your value to your future clients. Share your personality, your story and your value through a vlog, blog, podcast or your social media channels. Overwhelmingly scary, however, if you want to convince your client, then there is nothing more important than that. **Be brave**, and do it anyway!

Make unique, really unique.

Using templates for your website can be practical at first, however, it can affect the value your client experiences. A custom made website helps you distinguish yourself. Together with the web designer, you can design a website according to your own vision. Important, but not the only advantage. A good web designer knows on which points Google scores and ensures that your website is optimally designed. This way, your future clients can actually find you.



#2: Show Personality

I do business with passion and intuition. Focusing on just selling does not suit my personality and my vision for the world. For me, the feeling of giving is more important than simply taking. The value that I provide to my clients, and the beautiful exchange that takes place in this collaboration.

The trick is to grab the attention of your ideal client and trigger their curiosity to learn more about you. You want to create a connection where you can genuinely touch and move your client. There is nothing more important than showing how you distinguish yourself from others! **Dare to be different. Dare to be you.**



HOW-TO:

Start with your branding. If you and your product are unique, then your branding should reflect that. Your branding must be developed to immediately give your ideal clients a sense of recognition. An important part of this is that your branding, in terms of content and visual experience, reflects who you are and what you do. Are you a nutrition coach? Then the primary colours red, blue and yellow will probably not evoke a direct association with natural food. If you have a studio for art therapy, these colours might be more suitable for your branding. Find out what your ideal client is attracted to. What triggers a response in them? Try surveys or simply speak to people directly in your network.



Brand Consistency

Consistency equals reliability. Being reliable helps your client gain the confidence they need to take the plunge with you. So if you're going to do it, do it right. Consistency in your branding makes your company visible and recognisable. Your socials, website and business card have an equal appearance due to the use of colour and communication style. But there is more than meets the eye. Consistency also means that you are communicating with your audience on a regular basis. For example, you send out a newsletter every first Monday of the month, publish a blogpost every Friday morning, a podcast on Wednesday morning and every Monday and Wednesday night you post on your social media channels. This way you make contact with your potential client in a recognisable and consistent way.

Stand out from the crowd! A current trend in branding is the use of beige and nude tones in the colour palette. You can't have missed this trend. Perfect if this suits you as a person and your company. But branding doesn't just consist of "trends". Your branding should radiate your uniqueness and needs to be still relevant to your business in one year time. It boils down to one very simple yet powerful word: honesty. Your clients want to understand, feel and believe what makes you fundamentally different from the rest. And feel that connection. Make sure your branding is authentic.

Are you specifically interested in the use of colours in branding?
Please read our blog post about Brand Colours [here!](#)

Show yourself in words, image, style, tone of voice and appearance. Tell your story. What does your life look like? What gives you energy, what transformations have you been through? What do you wear on a Sunday? What are your guilty pleasures? Don't put this in long pieces of text on your website, instead, share bits and pieces, using for example, a blog or your social media channels.



ADDITIONAL TIP:

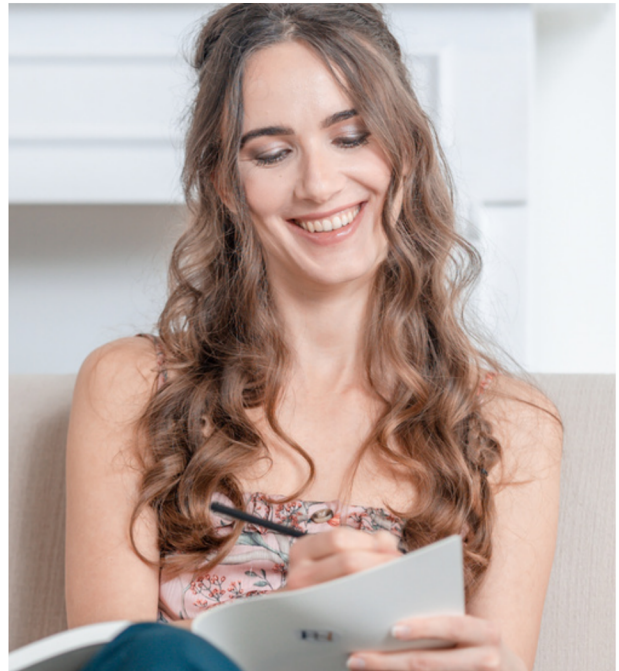
Branding and social media are a profession in itself. It takes a lot of time, effort and energy to make full use of its possibilities. Do you experience that it costs you a lot of energy and that it distracts you from the essence of your business? Don't hesitate to outsource it to a branding or web design agency. They can help you show your unique value to the world. This gives you the space to do what you are good at.

Did you know that we can help you with this? Check our services on our website!



#3 Target your Audience

I do business with passion and I am a person with a lot of curiosity and need for adventures. For me, this curiosity is essential to continue developing myself. When I am in nature I can lose myself in studying flowers. I like to delve into the different types and what properties they have. In my business, my clients are my flowers. I approach them with the same curiosity, to find out how I can best help them.



HOW-TO:

Interact! Don't take any of your own assumptions about what your clients need as the truth. Your clients are too valuable for that. Get to know your clients, to know what they need from you. Your social media channels such as Instagram, Tiktok, Facebook and LinkedIn are wonderful ways to get to know your clients better. Ask questions, organise live Q&A sessions or create a poll. These insights help optimise your product or service.

Be specific! Your ideal client is the one who grows with the help of your service or product. As an expert in your field, it is up to you to show your ideal client where he or she can grow with your help. Don't leave a question unanswered, instead let them know in a clear, concise way what they can achieve with your services.

You can tell your client, for example, by literally naming who your product or service is intended for: "This process is suitable for people who consciously opt for holistic coaching, to experience more peace of mind and to be able to trust their intuition again."





We make most of our decisions based on our feelings and emotions.

Influencing these feelings and emotions with awareness may evoke a response in your potential client. When used with integrity, it can help them to make choices. Important emotions on the basis of which people make a decision are, for example; happiness, fear, or desire. Turn reason into emotion. For example, a lifestyle coach could say that her trajectory helps to reduce stress, which creates peace. You can trigger your client by asking questions. What would your life look like, when you don't experience this stress anymore? What would you have energy for, if you don't lose energy on feeling stressed anymore?

Naming the desired emotions helps your client choose, if you are the right person for them to work with.

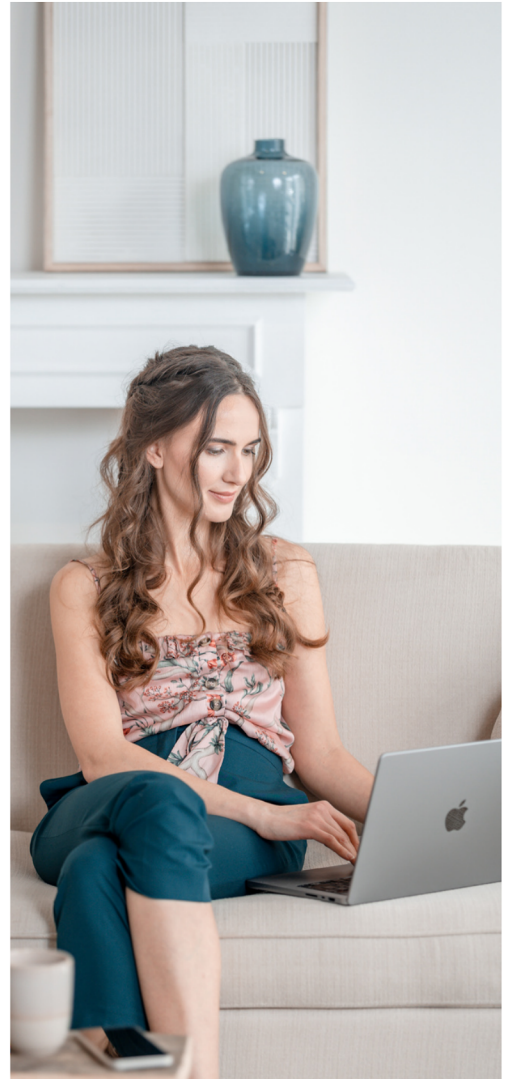
Are you ready to enchant your audience? Contact us to find out what we can do for you!



#4 You are the Expert

I have been an entrepreneur since the age of 17. A conscious entrepreneur for about 7 years, and I started Prayana Design 3+ years ago. I was ready to embark on my mission before I even thought about making a profit. It was crystal clear what I wanted to achieve with my business. I wanted to use my knowledge and experience, **to help other conscious entrepreneurs achieve successful businesses and become even more successful** than the 'regular' ones out there!

You are an expert because you act from passion and drive. This motivates you to follow your own path and to become more and more proficient in your knowledge and skills. With your knowledge **you are able to help others grow and develop**. If you can show this expertise to your clients, you will give them the confidence to embark on this path of development and growth together.



HOW-TO:

Knowledge is power and sharing gives you strength.

As a conscious entrepreneur and change maker, you are probably mostly motivated to look beyond your own interest. Share your knowledge, developments and personal insights in a newsletter, blog, podcast, youtube or other social media channel!

Of course, no one is waiting for the next newsletter full of offers. Make your newsletter informative, practical and inspiring! Your newsletter may contain so much value that your clients not only see what you're worth, but achieve immediate results with it. Share your most valuable insights on a carousel on Instagram or create a podcast sharing your thoughts on different topics. The possibilities are endless. **Empower by sharing, get empowered by sharing.**



Give your client the space to choose, not to buy. This has a major impact on your customer communication. As an individual, you want to feel that you have control over your choices. However, making choices is not always easy. You want to be sure that you are making the best choice at that moment. You can support your client by offering the right form of communication. Offer your client the action necessary to make choices without feeling pressured. Do you see the difference between "Buy the trajectory here" or "Click here and choose growth"?

Consistency equals reliability. Being reliable helps your customer gain the confidence they need to take the plunge with you. If you're going to do it, do it right. Being consistently visible, not only shows who you are, it also makes you trustworthy.

EXAMPLE: You are following an interesting blog with many new insights in your field. In fact, the monthly blog has so much value for you that you don't even have to look at your calendar to see when the next edition will be published. Reading this blog is part of your weekly routine. Suddenly, the writer doesn't publish for two months. You might be confused or disappointed. Whatever it is that you feel, is likely a negative feeling.

Consistency Wins. People like knowing what to expect and what they can count on.



#5 Goal Oriented

I find that entrepreneurship requires a sharp awareness of my mind and body. I can't serve my clients to my best ability, if my energy level is low. Taking good care of myself and my boundaries is therefore one of my ethics, as well as, seeking the right support when I struggle or get stuck anywhere in my life.

Do you have a clear vision of your goals? If not, it is not possible for your clients to filter the right information. Your goals and ethics should be visible and tangible from the design of your website to the way you communicate with your audience on social media.



HOW-TO:

Make your message crystal clear! Does your copy tell you what your goal is and what you expect from your client? We're not all born writers, but with this simple checklist you can see if your copy is delivering what your client needs.

Tell your client about the benefits of working with you, rather than the features. Your client will not benefit from a theoretical explanation of which behavioural model you will apply, but would like to know whether it will be possible to live a healthy lifestyle again. Ask yourself what the benefits of working with you are and answer this as specific as possible.



Be specific and visualise the results clients can achieve with you.

Give your future client as much concrete information as possible.

Replace subjective descriptions with concrete results. Don't just tell them that you can restore balance in their lives. Also mention how long it will take, what the benefits are and what it will cost. Make it as smart as possible!

Focus on emotion instead of reason. Although we think we base decisions on our rationale (It's the best choice), it turns out that we mainly act from emotion (I long for the result). Translate the ratio to the emotion. An example: "Follow a relationship transformation trajectory by a certified teacher" or "Experience fulfilment in your relationships after this relationship transformation trajectory."

Customise Call to Action buttons.

Your perfect Call to Action depends on your target audience and the goal you want to achieve with your website, what actions you want visitors to take. **Ask your client for the action needed.** The call to action button you want clients to click on to register for your inspiring newsletter, is different from your Call-to-Action for clients to buy your online course. There is no perfect call to action that converts your visitors into clients, every single time. You have to adapt it for your audience, depending on the action you need from them.



TO SUMMARISE, GET STARTED WITH:

- * **Telling your story**
- * **Be consistent in every way**
- * **Be specific**
- * **Define and target your audience, who is your ideal client?**
- * **Let your visitor experience that you're the expert**
- * **Investment in time - it is worth to do it right, from the start**
- * **Your investment will pay back in attracting your ideal clients and higher conversion!**

With these tips you're ready to convert visitors into clients!

Still feel you can use some help?

Don't worry! I am here for you.

Contact us to secure a time slot to talk with me.

I look forward to meeting you!



Pictures: Chantal Goos & Tatiana Tretiakova