



# Three things every website needs *to attract, inform & engage more clients*

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## 1 NICHE: Create a mental box.

**(your company) is a leading provider of (expertise) to (prospects).**

- A narrow position statement will reduce or eliminate competition.
- List building becomes easier. Marketing becomes straightforward.
- Writing page content for your website and blog becomes easier.
- You command higher rates and margins should improve.

## 2 ARTICLES: Quit selling and start helping.

- Show them that you understand how to solve their problems.
- Answer the questions they always ask (or should be asking).
- Develop a strong and unique perspective that might surprise them.
- Include a way for prospects to stay connected and keep you top of mind.

## 3 EVIDENCE: Show you are thriving.

- Include case studies that show how you work, or your process.
- Celebrate the success of your clients through testimonials (videos or written).
- List member organizations, associations and credentials.
- List events you are attending, speaking engagements and photos of past events.

**Need help uncovering or articulating your brand positioning or niche?  
Schedule a 90-minute Marketing Jam Session for \$325.**

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