

Robyn Michon's Website Map & Plans – for Content Creation, Production, Marketing and Branding/Design (business: relationship and self-help coaching)

Branding names (decide on how to use one or the other or both):

Empowered Women Challenge - could this be retained as the website name and/or title of 6 week one on one intro coaching program (general offering before branching off into six service areas), free intro webinars as well as an umbrella term describing six service areas tailored to paid members, see below:

—> **core idea:** Empowered Women Challenge *presents* Self Love 101, Interests, Rejection and Breakups, Relationships, Dating, and Just Single (6 proposed categories for blogs/vlogs, video series and workshops)

Self Love 101 - could we use this name for a video series (Youtube and vlog) as well as workshop series; video-series could be course-like webinars (not Q&A or open forum webinars) similar in presentation structure to lynda.com; this could require paid membership access after someone views a few free videos (naming and focus on “self love” is derived from a blog series on the subject; other blogs can have similar in-depth materials featured here)

Proposed Site Map: Web page ordering and notes (18 pages, 8 sections), include contact bar for each page; goal: we want to have a web user look over at the information in a gradual and straightforward manner to allow a building of interest in seeking Robyn's service; use this sample site for design modeling: <https://katenorthrup.com/blog/>:

1. **Empowered Woman Challenge (combine existing 2 pages)** — home page: add new logo; includes: intro & about blurbs of business...drop down page:
 - How To Get Off the Couch
2. **About Robyn** — we could include a video welcoming visitors to the website
3. **Robyn's Blog** — entries should be shown one at a time (by date); page scroll is way too long, have a visual navigation/page panel for easy guidance for readers, and show featured blog or visual collage at bottom of page (inspirations or visual mood pieces regarding relationship issues); also feature vlogs (video produced versions of written content) to cater to listening/viewing appeal
4. **Coaching** (free trial then members only) — description, booking & guarantee, include multiple choice form to guide those who are interested in what area they want to speak with Robyn about...drop down page:
 - Empowered Woman Challenge - Sign Up For Call
5. **Webinars** (members only) — open forum (live and recorded for future viewing), Q&A, private and exclusive discussions catered to paying customers of Robyn's service

6. **Email Sign Up** (for general public and members) — subscribers get info on workshops and member/non-member—only materials (webinars) as well as periodic monthly reminders on advice...drop down pages:
 - HowToStopThinkingAboutYourEx guide - include photo of guide
 - ThankYou page - same background assets
7. **Workshops** (open to public) — six offered, based on blog and vlog content to allow interacting with reader and listenership; provide sign up/switching workshop form for attending... workshop series 1 and 2 below:
 - **Self Love 101 (combine with Self Love and Change)** — Loving Ourselves Isn't About Being Perfect
 - **Relationships** — Loving Others
 - > events help bring people who want to seek one-on-one coaching service by speaking directly to Robyn — link descriptor with main coaching page under “self love” name and do the same for other categories

drop down pages:

 - video series — hosted from Youtube and shown on other platforms — specify video categories
 - **Workshops: Past, Present and Future (new page)** — include info on all shows, design poster for digital (social media use) and for print advertising, add photos of every event, add FAQ section for web users to see prior to attending events
 - **Past workshops (assign to one of six categories):**
 - Be Your Own Valentine (Feb 14, 2018) — under “self love” (1a)
 - Manifest Your Dreams Workshop (Sept. 16, 2018) — under “self love” (1b)
8. **Testimonials** — either standalone page or slideshow, if standalone page let's categorize and showcase them according to each service being praised

Notes:

- > Consult with Robyn and back up files before significant updating
- > Start re-ordering and making some visual and spatial (css) edits

Marketing strategy (advisory):

> **Email Marketing** - customized design under a unified brand alongside website via mailchimp; updates for subscribers on new content (blogs, vlogs, video updates, podcasts), updates on workshop events and monthly written advice; lead magnet placement (how to stop thinking about your ex?) and distribution to get email subscribers

> **SEO** - search engine optimization + analytics to track audience and interest (Google My Business/responsive website [both already accomplished], YouTube channel (as well as other video services), blog revamp, podcast setup (derived from vlogs), Google/Weebly keywords [relationship coach, life coach, marriage counsellor, relationship counselor])

> **SEM & SMM** - search engine / social media marketing - paid advertising on social media platforms (i.e. original Facebook Ads), amassing a following via readership/listenership — posts relating to business (on Facebook page, LinkedIn page: article excerpts, links to podcast or videos, etc.)

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Who does this website cater to? — Ideal Clients (“Confessionals of Conflict”):

Amanda & Christine

We could draw quotes from this profile) — ideas: “ad-like” posters and/or a collage on the website

1. “I want to stop thinking about my past relationships and move forward. It’s not healthy.”
2. “Dating really takes a toll on my self-esteem. What can I do from here?”
3. “I’m single, was previously married and looking to date. But I don’t feel committed yet.”
4. “I just simply attract the wrong type of guy: he either has a big ego or not a big heart.”
5. “I feel like I’m not desirable. Is there something about me that I don’t know is missing that he sees from my personality?”
6. “I love him to death but I hate confrontations. I can’t live with both emotions.”
7. “I want to make this relationship worth my time. But I feel like I am not heard.”
8. “Compromise. Give and take. Me for him. Him for me. Mutual respect and understanding. This is what I strive for in a relationship.”
9. “Perception is reality. If I he sees that I am asking for too much, he backs off not knowing how and why I approach him that way?”
10. “It’s either him or my kids. No. It’s not one or the other. I need to be a devoted parent and partner. We have to be on the same wavelength or else our children will suffer.”

-basically the same person, but one is in a relationship and one isn’t right now.

Amanda, 43

-SINGLE, dating (but not committed to anyone), divorced

-works as a nurse, ambitious, good at her job, \$70,000+

-pretty, confident, people like her, but she feels insecure, wonders if she loves herself.

-has kids part-time, shares custody

-believes in personal development and being the best version of herself, watches what she eats, spends money on looking good – lashes, makeup, etc. has extra money and time when she doesn’t have her kids.

-feels like she attracts the wrong men – overly confident, emotionally unavailable

-gets into a relationship, goes fine for the first few weeks, and then once she gets attached he leaves (she wonders if there is something wrong with her)

-wants to stop thinking about past exs

- dating takes a toll on her self esteem, feels like her self worth comes from another person, she takes rejection/him not being interested personally
- internally she wonders if she is loveable and why no one wants her
- feels like in the past she has totally lost herself in relationships (put up with behaviour that wasn't really okay, made her life revolve around the person she was dating, compromised too much, bent over backwards for them)

SHE wants:

- to **attract the right man** and to start choosing people that are good for her instead of being attracted to the wrong people
- date from a place of confidence, to feel confident when dating (not feel anxious and insecure or rejected when someone doesn't seem to be interested) and not wait around for him to text her

Christine, 28

- works for government/crown (9-5) in an office
- ambitious, wants to move up at work, \$70,000+
- works out, maybe does yoga, likes wine & coffee, adventurous, travels, likes to do new things, has taken counselling/meditation/personal development courses
- has kids, feels like her relationship takes ALL of her energy. Finds herself choosing between her partner and her kids (she is trying to make everyone happy and be super mom/super girlfriend, but isn't never enough)
- IN A RELATIONSHIP
- tons of drama in her relationship (she doesn't call it drama)
- conflict, fighting, feeling like he isn't that into her
- wants to feel connected and loved
- he is distant and pulls away, doesn't treat her how she wants to be treated
- she thinks she asks for too much
- she is constantly trying to "fix" her relationship and work on it but it doesn't get better
- she feels unloved, but also craves his love at the same time.
- lots of breaking up/fighting and getting back together
- more fighting than connection.
- boundaries – makes her whole life revolve around him, lots of her language is about him, what he is doing, how he should change,
- internally she wonders what's wrong with her and tries to change herself so that he will love her. (she might call this compromise, relationships take work, making excuses for him, etc.)

SHE WANTS:

- to have a happy relationship with her partner, to finally "fix" her relationship and end all the conflict, to feel fairy tale in love/happily ever after.