Useful Writing Courses

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Your Website Planner Worksheet

~~DRAFT~~

Here's where you can take notes and write down action steps that will help you build a writer site that attracts clients. (Please download this PDF to your hard drive before filling out the worksheet or you won't be able to save it!)

Possible URLs for my website: (Try to get keywords in here if you can! But if all else fails, your full name is always a good bet.)

Keywords to use in my headline and tagline: (Remember that prospects tend to search for a type of writer, not a kind of writing, when coming up with your name and tagline.)

Website hosting options I'd like to check out: (Remember the options we mentioned at the beginning of this lesson!)

hosting platform	price	notes
wwww	hhhh	

Design ideas, colors, Wordpress theme options, designers, etc. to explore:

Draft of text for my Home page:

Clients to approach for testimonials for the testimonials page (don't forget to ask them for head shots!):

person	contact info	date contacted	results	follow-up

Do I have a professional email address to add to the website? (When in doubt, yourname@yourURL.com is always good, and Gmail is next best.)

Yes ☐ No ☐

Draft of text for my About Me page:

If I'm doing a blog: Possible blog topics and blog post ideas to get started:

To Do: (These are the action steps you need to take to get your website going, based on the tips in Lesson 4.)

action step	date completed	Notes