SPECIALTY PAGE
BLUEPRINT
For Coaches
How to Write a Specialty Page

You want to build a strong website with specialty pages that rank in your area. To do so, you know you’ll need to write effective, optimized marketing messages with compelling content for each specialty you provide—like personal, couples and career coaching. In addition, you want to stay true to your voice while effectively utilizing a strategic marketing approach. And, on top of it all, you want to be able to complete everything in a reasonable timeframe.

This packet provides the resources, details and samples you need to write and optimize your own marketing messages for your website.

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CounselingWise 7-Step Method
CounselingWise (CW) uses the following 7-step method to write effective, compelling marketing messages. You should use first person, speaking directly to the reader—“I offer a safe environment where you can feel comfortable exploring your professional challenges and career goals.” Note the related questions from the DIG DEEP exercise, included in this packet.

1.1 Problem
Related DIG DEEP Questions: #8-11
Standard Section Length: 1-2 paragraphs

The title to your Marketing Message should be a question or statement referring to the main challenge that brought your client to your website. We recommend starting the body of the page with a few additional questions that highlight some of the problems your client is facing or goals they are having trouble realizing. You can then dive into more detail, expanding on particularly challenging or prevalent issues.

End this section by noting one of the primary concerns or problems the client wants help with.

1.2 Normalize the Problem
Related DIG DEEP Question: #12-15
Standard Section Length: 1-2 paragraphs

Use another small section to normalize the issues your client is dealing with. How common is the issue they’re struggling with? Are there any common causes or symptoms you can note that will help your client see that he or she is not the only one dealing with this problem? If you have statistics about how common the issue is—e.g. “According to a recent Gallup poll, nearly 70 percent of U.S. employees are not engaged at work”—this is the place to include them.

Include a title that summarizes this section and/or restates the main challenge in a way that lets the client know he or she is not alone. For example, “Many Individuals Are Unhappy At Work”.

approach, in particular—can help:

“The good news, however, is that with the help of a compassionate, experienced career coach you can develop the skills and confidence you need to excel in your new leadership position.”

2. Solution
Related DIG DEEP Questions:
• #16-18 (for body – see also #3: Explanation)
• #19-22 (for closing paragraph – see also #5: Proof)
Standard Section Length: 3-5 paragraphs
*The Solution section may also include information from steps 3 (Explanation), 5 (Proof) and 6 (Unique Selling Point) of our 7-Point Marketing Approach.

This section is where you get into your approaches, modalities and how you work with clients. Restate the client’s main challenge and note how your focus/approach can help him or her manage/recover/heal/etc. Take the next few paragraphs to describe what sessions are like – do you discuss their history, teach new skills and strategies, etc. For an easy outline to help you write this section, use the DIG DEEP questions to layout your paragraphs.

The final paragraph of the Solution section (DIG DEEP #19-22) pulls should note any experience you would like to mention as well as restating how you can help. If you have been a professional coach for 10 years, or if you regularly see clients feel empowered after just one or two sessions, this is a great place to call that out.

3. Explanation
Related DIG DEEP Questions: #17-18, 20
Standard Section Length: 1-3 paragraphs, included in the body of the Solution section

The Explanation allows you to once again reiterate the client’s problem, this time offering a message of hope and clarifying how you can offer solutions. Rather than simply describing the solutions you provide, you should explain how each one addresses a particular challenge or obstacle the client is struggling with.

4. Objections
Related DIG DEEP Questions: #23-24
Standard Section Length: one short or medium-length paragraph response to each objection

Identify three of the main objections or fears that might keep a client from reaching out to you for help, and respond to these questions as though you were speaking to a client. These may be specific to the page you are writing, like:

“I already feel like I’m in over my head – I’m worried career coaching will only make things worse.”

Or you could use more general concerns, like not having enough time or money for coaching.

5. Proof
Related DIG DEEP Questions:
• #19-20 (for final paragraph of Solution section)
• #25-26 (for content to include in the Sidebar or on a separate page)
Standard Section Length: one paragraph, generally at the end of the Solution section.
client, you do have experience, evidence and a track record as a coach that suggest you can offer effective guidance and support. How long have you worked with clients on this particular issue? Why do you know you can help your client?

If you have relevant testimonials or case studies, they can be included in the sidebar or linked to from this page.

6. Unique Selling Point (USP)
Standard Section Length: 1-2 sentences, included in Solution (#3) or Call-to-Action (#7)

Your USP is something that sets you apart from other coaches in your area. What makes you better suited to help your clients? It could be anything from the way you work with clients to your personal or professional experience. The USP is generally included in the Solutions section of the page when it relates to your approach or methods and within the Call-to-Action section when it is tied to scheduling or availability.

7. Call-to-Action
Related DIG DEEP Questions: #27-30
Standard Section Length: 1-2 sentences

Every specialty page should end with a low-risk way for clients to make contact. More than 90 percent of clients need to see content from a coach at least 5 times before they are comfortable reaching out for help. Offer a free download or assessment, or suggest readers sign up for a monthly email newsletter. This helps clients move one step closer to calling you without feeling the stress of a “Call now!”

Additionally, providing a free 15 or 30 minute phone consultation can help clients feel more comfortable making contact, and is a strong option in place of or to supplement a free download/newsletter.

That’s it. Your page is written, your work almost done. It’s always a good idea to have your page edited by a professional who understands your practice and online marketing. For help writing or editing your specialty pages, visit CounselingWise.com.

Appendix A: Sample Specialty Page
Appendix B: DIG DEEP Exercise
Appendix C: SEO Optimization and Keywords
Are You Struggling With Your Confidence And Questioning If You’re Performing Optimally In Your Executive Role?

Do you wonder how your leadership style and contributions add value to your organization? Despite your capabilities and experience, do you often feel anxious about the pressures and responsibilities of your leadership role? Have you recently taken on an executive position and feel concerned about losing a part of yourself as you adapt to and are influenced by your new position? Are you struggling with the belief that you haven’t truly earned your leadership role, despite being highly competent, intelligent and accomplished? You might worry that others will realize that you aren’t skilled or capable of handling your responsibilities. Perhaps you blame yourself when something goes wrong at work, leading you to conclude incorrectly that you just aren’t likeable or good at managing up. Conversely, you may be dealing with an issue of workplace inequality, wondering how you can maintain or advance your role without sacrificing who you are.

In addition to these professional challenges, you may be having difficulty balancing your leadership role with your personal life and family obligations. You may feel like the company owns your life, as you are always on call. Still being single or not being able to spend more time at home with your family can quietly chip away at you, as you feel like you are falling short as a partner, spouse or parent. But, it may feel difficult to say no in your workplace. Do you wish you could find a way to balance your professional life with your personal one, and approach and meet all your goals with confidence and clear direction?

Executives Cope With A Variety of Professional And Personal Challenges

Many executives in and around New York City struggle to feel confident in their positions, hiding their personal and professional insecurities behind a mask. This mask often leads them to feel as though it was luck or interpersonal aptitude, rather than skill, that led to their current position.

Additionally, many executives find it difficult to balance professional responsibilities with obligations at home. You may want to spend time with your partner and family, but are always on call. It might even be that you feel more competent at work, anyway. The challenges that arise when professional and personal issues begin to impact one another can leave you feeling like you aren’t capable of being successful in either your personal life or executive position.

The good news is an executive career coach can help you feel confident in your skills as a leader and happy with your work-life balance.
An executive career coach can help you excel in your position — in New York and wherever your work takes you.

As an executive, chances are mentors and others have coached you in your life. This ability to be coachable, and to respond to feedback by integrating it into your personal and professional life, puts you in a position to realize quick and effective change. But, since rising to your current position, you may be having difficulty finding someone to open up to about areas of struggle or concern. At Dynamic Transitions, we know how beneficial an experienced executive career coach can be. A coach can help you develop toughness where you need it without sacrificing any of the qualities that make you who you are.

In addition to work challenges, you may be experiencing guilt over your inability to be present for your partner and family. It can be difficult to slow down and connect on an emotional level when you are so used to fast-paced, actionable items and the sense of achievement you get at work. At Dynamic Transitions, we understand how challenging it can be to manage both work and family duties, and still find time to care for yourself. Your executive career coach can help you learn to take a break from the pressures and stresses you are facing through mindfulness exercises like meditation and breathing techniques.

If needed, we also offer leadership testing and can help you develop skills in areas where you are struggling, like managing conflict, effective communication or directing others. If you feel like your approach isn’t working, these steps give us a platform to discuss ways you can implement your leadership style and preferences more effectively. Your executive career coach can also work with you to develop solution-focused, actionable goals and use your strengths to respond to weaknesses and adapt as needed.

At Dynamic Transitions, we are both licensed counseling psychologists with significant professional experience in executive career coaching. For 10 years we have served as a New York and national resource to help new and veteran executives respond to and overcome challenges related to their positions of leadership. With focused attention, consistent action and thoughtful evaluation, you can create effective, meaningful change and perform at an optimal level.

But, you may still have questions or concerns about working with an executive career coach...

An executive career coach can’t help me overcome my fear or confidence issues...

Our goal as career coaches is to help you leverage your strengths and identify areas of growth. Additionally, as licensed counseling psychologists, we are qualified to help you address internal barriers. Whether you are feeling anxiety, doubt or are struggling with impostor syndrome, we can help you address the issues that are preventing you from performing at your optimal level.
I’m worried my company will find out about me seeking help.
Executive career coaching is completely confidential, adhering to all of the principles of any therapeutic setting. As such, our work together is safe, private and non-judgmental.

I’m looking for a coach, someone who will help me improve my performance and increase my confidence, but I am not interested in being in therapy.
Many clients choose us because we are psychologists, and we deal with the whole executive, both professional and personal. Our focus is on your goals, to enhance your performance and work to address your concerns in a solutions-focused manner.

You Can Perform At The Optimal Level
If you are ready to begin addressing and overcoming the challenges you are facing in your executive role or if you have additional questions about working with an executive career coach, we encourage you to schedule a 15-minute phone, no-cost, no-obligation consultation.

Still not sure if an executive career coach can help you? Sign up for our newsletter, follow our blog or download our free report on Dynamic Leadership for access to helpful articles and additional information on how you can take control of your professional life.
Appendix B: The DIG DEEP Exercise

Note: Each marketing message is specific to one issue or population you work with.

In order to write a strong marketing message, we need to crawl into the skin of your potential client. The more specific your message is and the more spot on it is about what your potential client is feeling, the more they will perk up and pay attention to what you’re saying.

By reviewing the following questions (all that are applicable), you can write a strategic page that helps build rapport with potential clients while incorporating your desired message and staying true to your tone and approach as a coach.

Identifying the Client
The following questions are for you to better understand your ideal client(s) and to determine whom the message will be written for – see question 2.

1. Who is your ideal client? Individual adults? Couples?
2. Is your ideal client the person who will be contacting you to seek out your services? If not, who will? *Note – the rest of the questions need to focus on the person looking for the coach... This is your prospect and this is the person you need to be thinking of. (This could be the partner, for instance, of someone needing recovery coaching).
3. What is the relationship status of this person (the person shopping for a coach)? (single, partnered, married, divorced)
4. Who does this person live with?
5. What does this person do for a living?
6. Gender?
7. Age range?

Identifying the Pain/Problem/Goals
The following questions help define the challenges your ideal client(s) are facing so they can see that you understand their situation and what they are going through.

8. What keeps them awake at night, worrying, dissatisfied/unfulfilled, in pain, or just frustrated, lying in bed, eyes open, staring at the ceiling?
9. What is their single biggest problem (related to this issue) that causes them the most pain or frustration?
10. TAKE TIME WITH THIS ONE: What do they secretly, privately desire most? Become
your potential client and finish this sentence. “If I could just ______________.”

11. Describe a typical day for your potential client as it relates to their problem.

**Normalizing the Problem/Need**
*Why is it common (or uncommon)?* Give specific examples of issues in our culture or your community that may contribute to these issues. You can give stats. This is your opportunity to “normalize” the experience and make it less intimidating to seek coaching.

12. How common is this issue?

13. Are there common reasons individuals struggle or respond to challenges as your client is currently struggling? *e.g. – work issues may be commonly tied to companies asking too much of employees, cultural or societal pressures, etc.*

**Why Coaching? And Why Can You Help With This Issue?**
*Many clients who considering coaching visit other coach’s sites or even therapist and counselor sites. What sets coaching – and you – apart from your competition? You will have an opportunity to go into more detail on your approach in the next section.*

14. Why should clients consider coaching in addition to or instead of therapy?

15. What personal and/or professional experience do you have that makes you qualified as a coach for this particular challenge?

**Offering Solutions, Hope and How/Why You Can Help**
*What is your approach and why is it so effective in helping clients? Here you can go into more detail on your specific approach/methodologies, skills you teach, how sessions work and what clients can take away from coaching.*

16. How effective is coaching in helping people through this issue and why?

17. What may a client expect to experience, better understand, learn and apply through sessions with you?


19. How long have you been working with clients on this issue?

20. What would you say to a potential client to provide them with hope about this issue? With help and support, what is possible?

Take a moment to consider the following two questions. You may or may not wish to incorporate these answers into this specialty page, and these responses may fit better in your About Me or How I Work pages.

21. What is your educational/professional experience specifically as it relates to this issue?

22. Do you have any personal or life experience that is relevant to your client’s problem?
Addressing Possible Objections
Many potential clients aren’t ready to commit to coaching yet. By addressing common concerns that do or may keep clients from seeking help, you can build rapport and increase the chances they will stay on your site and eventually contact you.

23. What are the three most common objections/fears about seeking coaching/support for this issue that your client population has or could express? e.g. for health coaching, often people don’t want to come because they feel ashamed of their bodies or inability to avoid binge eating.
   1. 
   2. 
   3. 

24. What would you say to a potential client if they were sitting in your office expressing these objections (from question 23) – how would you ease their fear/concerns?
   1. 
   2. 
   3. 

Testimonials and Case Studies
Testimonials and case studies can help build rapport with clients, increase conversions and build your professional brand.

25. Do you have any relevant testimonials from other experts in your field and/or do you have a case you worked that you could share in a way that wouldn’t compromise your client’s confidentiality?

26. If you don’t have any relevant testimonials/case studies, would you be interested in receiving training, resources and/or support from CounselingWise to help you obtain testimonials and write compelling case studies?

Call to Action
27. Have you created a free report, online quiz, email course or other digital hook for your website as a method of gently easing potential clients toward you? If so, what specific issues does it address?

28. If you don’t have any such content (from question 27), would you be interested in receiving training, resources and/or support from CounselingWise to help you create compelling digital hooks?

29. Another strong call to action is to offer a free phone consultation (15-30 min) to answer any questions about their specific needs and your practice. Do you offer a free consult?

30. Do you have a preferred way for clients to contact you – phone, email, online scheduling software, etc?
Appendix C: SEO Optimization and Keywords

Part of getting your website on the first page of Google search results depends on your ability to properly optimize each page. The following steps will help you tackle Google Optimization for each page you write through effective keyword use. And, if you want or need help optimizing your page’s SEO, the SEO experts at CounselingWise are available and standing by.

Focus Keyword (FKW) & Secondary Keywords (SKWs)
The FKW tells Google and other search engines what your page is about. It should be heavily searched, related to your page content and, ideally, easy to include within page content and descriptions. In addition to the FKW, which will be included in the page’s SEO, you will want to research 3-5 SKWs to help capture more and wider searches.

If you’re choosing your keywords yourself, you can use Google Keyword Planner to find a strong option – you’ll need a free Google account to access Keyword Planner. You want to find terms that are heavily searched, but if you are writing about “Careers”, you will be better off using “Career Coach” as your FKW. That’s because of the thousands of searches for “careers” on Google, only a handful want coaching. Whereas “career coach” is still quite heavily searched, and the traffic you bring in is more likely to convert to a paying client. You can then use other heavily searched terms, like “career training” and “leadership skills” as SKWs.

Due to recent changes in Google local searches and Google Keyword Planner, we recommend more than ever that you have our experts help you with targeted and local research. If you do choose to do it yourself, it’s important to include your location in the content of your page where you’re able. It’s easy to include your location in your call-to-action at the end of your page but if you can find a way to integrate it in the text as well, that would be helpful for local ranking.

Google Keyword Planner has changed the way they present keyword popularity results as of September 2016. It now gives ranges of keyword popularity for accounts that do not have an active Adwords Campaign rather than more specific results for terms. For example…

OLD WAY – Empowerment Coaching Boulder – 80 average searches per month
NEW WAY – Empowerment Coaching Boulder – between 10-100 average searches per month.

If you are interested in more specific information like the old way, which is highly recommended, your Counseling Wise writer/editor or Project Manager can help.

Once you find strong keywords, it’s time to start adding them to your content.

Include FKW 2 times in the content
- Try not to bunch more than 2-3 uses into a single paragraph.
- Usage should be a natural part of your page content.
- You will also want to use the FKW in at least one Header, the page title, the url and within the SEO title and meta description.
Include SKWs 1-3 times each in the content

- Try not to bunch more than 2-3 uses of the same keyword into a single paragraph.
- By incorporating SKWs, you can differentiate the language you use and appeal to a wider range of searches. Instead of using “career coach” 7 times on the page, for example, you can use a combination of “career coach”, “professional coaching”, “leadership training” and others to reach a total of 10 or more keyword uses.
- Depending on your page content and available keywords, you may wish to incorporate heavily searched SKWs that are not directly tied to coaching, such as “career challenges” and “work-life balance”.

Include FKW In a Header

- Include the FKW at least once in a Header (preferably H1 or H2)
- When typing a post or page content in the WordPress text editor, highlight the text you want as a header and select the dropdown marked Paragraph. Then pick the Header size you want to use.
- You can preview your page before publishing to check Header formatting.

Include FKW in the Page Title

- If your FKW is “life coaching”, your page title should be “Life Coaching”, not “Life Coach” or “Wellness Coaching”, etc.
- If you want your site navigation to show “Life Coach” instead of “Life Coaching”, for example, you or your Project Manager can quickly change the look of your site navigation.

Include FKW in the SEO Title

- Include the Page Title (with FKW), your name or your practice’s name, applicable qualifications (MCC, PhD, etc) and location.
- If you go above the allowed number of characters, part of your SEO Title will be cut-off in search results.
- Some search engines show more characters, however, so don’t leave any unfinished words, even if it looks like the end won’t be visible.

Include FKW in the Meta Description

- FKW and location should fit seamlessly into the Meta Description.
- If you go above the allowed number of characters, part of your Meta Description will be cut-off in search results.
- Some search engines show more characters, however, so don’t leave any unfinished sentences, even if it looks like the end won’t be visible.

Include FKW in the URL

- URL auto-populates once you enter in the Page Title, so FKW should be automatically included
• If your FKW includes stop words – like the, a, and – those may not be included in the automatically created URL. You can edit the URL before or after publishing your page content.
  o If you update a page’s URL after it has already been published, you will need to add in a 301 Redirect from the old URL to the new one, or existing links will take potential clients to the wrong page.

You do not need to include SKWs in the page’s SEO (Header, Page & SEO Titles, Meta Description).