



YES! You *Can* Win New
Business—Even Now.

Your guide to the 5 most
impactful things you can do to
send the right message for right now.

WHAT'S INSIDE:

- 1.** 180 your home page headline
- 2.** Assess your images:
How do they make you *feel*?
- 3.** Change your copy to be *customer-focused*.
- 4.** Be educational
- 5.** Update your LinkedIn profile

BONUS: My secret formula for a perfect headline.

This calamity has hit us all hard and it seems life and work are frozen.

Now it's time to break the inertia!

Right now, people are looking for **guidance and support** just to survive.

At Network9, I believe **we all** have the knowledge and skills to get people through this crisis and come back even stronger.

You just have to let people know what you can do for *them!*

The shocking truth is most websites haven't changed their website to speak into the current crisis.

This makes **you seem out of touch and irrelevant.**

To win new business, you need to be proactive with your message **now** while people are looking for answers.

Now IS the time to be ***visible—but with the right message.***



Do these 5 things and you will transform your message 180° to be in step with the fears and concerns people have right now.

Be relevant, be supportive and win new business!

Carmen, Boss Lady, Network9, obsessed with your success!

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1. 180 your home page headline

I bet you \$20 the headline you had in February is not addressing today's extreme challenges.

The current calamity **demands a 180° change in your focus** in order to send the right message for right now. You may be slamming the door on winning new business.

- Is there a service you *already* provide that has suddenly become more critical because of the crisis?
- What expertise can you highlight that offers relief from urgent problems?
- Does the headline make clear how your service provides a benefit and gets businesses ready for recovery?
- Does the headline tell a mini success story in less than 3 seconds?

Here my secret formula for a perfect headline:

√ **GET** (your solution to a problem)

√ **AND BE** (who *they* aspire to be or feel)

EX:

"Get tips from media stars to look like one on Zoom."

"Learn the secrets authors know to write a bestseller."

Remember, a simple, clear headline beats a clever one.

2.

Assess your images: How do they make you *feel*?

Emotions trigger a purchase—not a laundry list of services. Fear and uncertainty are running high in this crisis and people are looking for immediate relief.

- Most websites are guilty of using generic images because they don't start with an emotional story they can build on. Generic images don't make people feel better.
- Look at your big home page image. What emotion do you feel when you see it? Joy, fear, confusion—or nothing?
- Does it visually represent what's in your headline?
- Do the images on your website express the emotion your customers are feeling? (Current pain or future success)
- What is the problem you solve? If you are selling laundry detergent, show an image of a happy person in a sparkling white shirt. Don't show a picture of the product box. *Boring!*

A consistent visual and verbal story is more memorable. Images can create the emotional response that triggers a sale.



3.

Change your copy to be *customer-focused*.

Who is the **hero** in your story? Surprise! *It's not you.*

The biggest factor in winning new business is eliminating “*I, we or us*” from your copy.

99% of websites talk about themselves, 99% of the time, which makes it feel like a sales pitch. *Ouch!* Especially now.

- **When you are writing, make the customer the hero, not you.**
- **Let them know you understand their pain and show how your product or service is the right medicine.**
- **Give people a damn good reason to open their wallet now.**
- **Instead of “We offer...”, replace it with “You will GET...” or “You will HAVE...” or “You will BE.”**

Just by changing “*I, we and us*” to “*you*”, you will see a 180° change in the way you write. So will new clients.



4.

Be educational

Think about how you can be a guide right now. Many people are using this time to learn new things or tackle a long-delayed project. How can you **fill a gap in their skills?**

Create a guide, eBook, checklist, webinar or video series. Offer information on new rules, how to cope with a shifting economy or calm roller coaster emotions.

Have your material prepare them for a clearer future.

- In this confusing time, what expertise do you have to answer the *“What do I do now”* question?
- What current industry changes or news can you share?
- Is there an offer you can make that you couldn't before?
- Be visible, overcommunicate and stay top of mind.

Now is not the time for a hard sell, now is the time for guidance and support. Education is a great way to offer your expertise and be relevant. People will be grateful.

You will be remembered long after the present calamity is over.



5.

Update your LinkedIn profile

Drastic changes in the market now call for repositioning your business—and yourself. Now is the time for a **180° change** to your individual profile and business pages.

Be consistent with your LinkedIn and website message.

- Find an exceptional background image that expresses emotion
- Update the short headline under your name to clarify the benefits of working with you
- Rewrite your About section to highlight your new focus
- Emphasize skills and services that are relevant to businesses right NOW.
- Ask for endorsements and recommendations. The best way to ask for one is to offer to write one for others. Reach out to recommend them. They will love you for it and most often reciprocate.

Endorsements should always be current—and nice to give more than you receive.



Be relevant.
Be supportive.
Win new business.

Schedule a strategy call and see where you need to shift your message to create urgency so you can win new business.

I'm hell-bent on you being relevant, supportive and winning new business. Yes, even now.



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Meet Carmen, Founder & Boss Lady of Network9

People often tell me “*Don’t take your work personally*”, but I can’t work any other way. I am obsessed with the success of every single client. Yes, I do take it personally, and think that’s the way it should be.



I’ve been wracking my brain for a way to support fellow businesspeople struggling to navigate their way through this calamity.

I assessed my own website, and felt it sounded out of touch with what’s going on. I knew I needed to re-think what I could offer during this crisis.

Now I want to apply the lessons I learned with businesses in the same situation by sharing what I know best to make a difference NOW.

I’m here to guide and implement change to as many businesses as I can. I’m hell-bent we all come out of this even stronger than before.

That’s why I created this guide. ***This can’t wait.***

I’m a 3X business owner, designer, New Yorker, Fire Islander, mother, ex-fashion designer, haiku writer, traveler, gardener, tree lover, expert pie maker, avid reader, music & film lover, Woodstock attendee, design snob and so much more! Anyone who knows me knows I’m also a lifelong fan of The Boss.

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