A step by step guide

From Idea to Website

DIGITS

CONTENT

INTRODUCTION

This book aims to inspire everyone that has a idea and want to make it reality. It describes the challenges that an idea go through until it vanishes or is made reality. Do you have everyday a new business idea? Do you forget this ideas quickly? Do you wish to make at least an idea reality? Do you give up before even started? Do you think you have what it takes to seize the moment?

Then I am willing to describe a way to help you go from an idea to website. There are hundreds of ways to convert an idea to website but there are only a few shortcuts. And they are thousands of books that are written for this topic but mostly of them are general without offering practical ways and very specific tips. If you willing to put an idea to validation then I invite you to go through this book and read it.

It's Time to **Get Started**

I. MAKE SURE YOU HAVE AN IDEA

Globalisation is making every new idea look small and big in the same time. It is very hard to have an original and authentic idea nowadays. If you make an internet search about any topic, one thing is sure you are going to find tons of information about it.

I don't believe in the perfect idea, such a thing doesn't exist. But it all starts as an inspiration of a simple idea and then you make it approach the perfection. But an idea also needs the perfect time to be seized. You just cannot implement it anytime. Did you know that the Microsoft was first to introduce the tablet int he year 2000 and no one buy it because people were not used to technology as much as nowadays? But Apple found the right moment and make it the second most used screen in the world.

As a conclusion if you have an idea make yourself three questions:

1. It is the right time?
2. What is the value I can add on it? How can I make it perfect?
3. If someone else would come with the idea would I believe it?

I have an idea

II. KEEP YOUR THUMBS UP

In the most of the cases the success of an idea it depends on how much do you believe in it and how long you manage to stay motivated and enthusiastic. If you can maintain these emotions you are already halfway there. It is crucial to be prepared emotionally, actually is scientifically proved that the subconscious that is controlled by emotions shape our life more than our conscious.

So the trick is to imagine how would your idea look like in reality. See it in anticipation and portrait details in your mind. As matter of fact as many details, you will see the easier will be for your subconscious to make decisions to help you make it a reality. As long as you are enthusiastic everything will go fine and surely in a near future, you will make it a reality.

As a conclusion, if you want to be an achiever you need to be prepared psychologic to achieve it and imagine you already did it to keep your moral up. This is the only way to not let an idea vanish.

III. START ACTING

Maybe you heard this phrase hundreds of time. Every time a mediocre writer have to write in a business book start acting or just do it. This word is already to mainstream. They actually suggest to start doing it but never gives a specific way to do it. Below I will offer some practical tips on how to do it. So if your idea can be converted into a website then turn.

1. Keep it simple

Do not complicate your idea because no one will understand it and empathize with it. People like simple think and they reject what is complicated.

2. Mockups

Put it on paper and make a simple sketch in which you put detailed everything explaining what every single button on your website does. These are called mock-ups and are very crucial when you want to convert your idea to a website. In fact, most of the time the companies that are hired to make a website makes it wrong or do not understand how to do it. That makes you lose time and money and in the end, you don't have what you wanted.You can make mock ups from paper to online applications, there are hundreds of them and help you do it quickly. There are web design companies that would not accept to work with you if you don't give them a mock up.
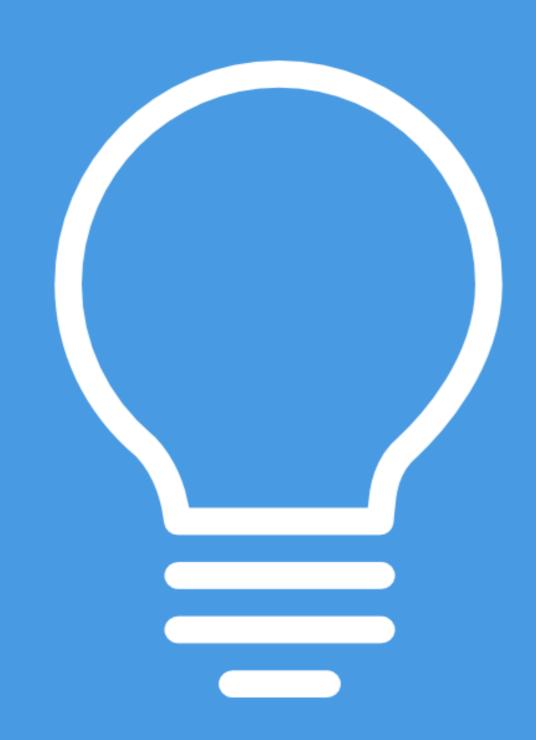
IDEA → PLAN → ACTION

3. Make also a template

You can design it yourself or see hundreds of website templates and make sure you find the one that you like. There are also website that provides you with hundred of templates for every topic or business field and also give you the opportunity also to personalize.

So make a template to have a general view. But be careful the templates could be very suggestive and there is a danger that you won't be authentic and original so always keep the balance.

simple.

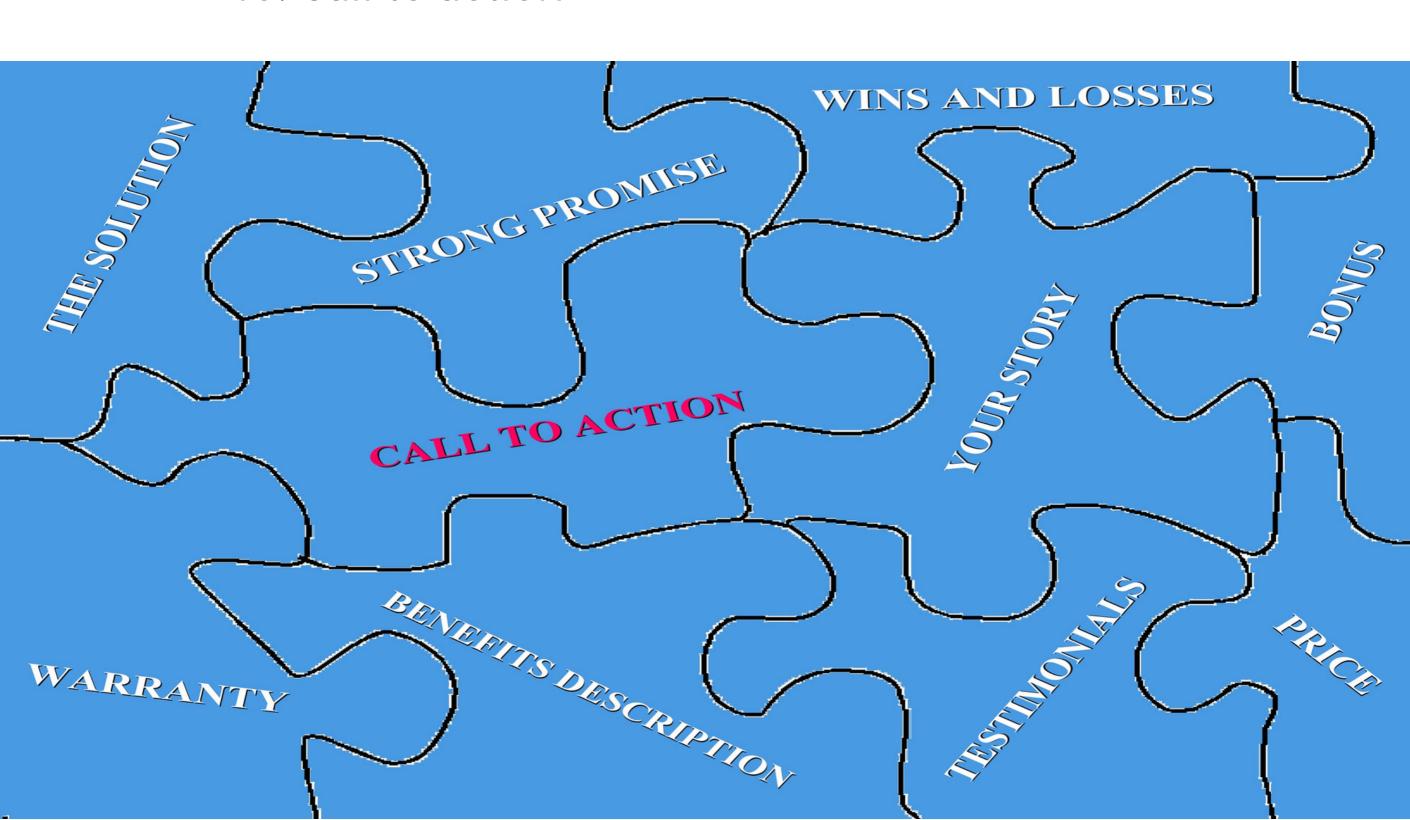Do not complicate your idea because no one will understand it and empathize with it.

People like simple think and they reject what is complicated.

IV. HOW TO MAKE A WEBSITE THAT SELLS

There are some principles that make a website successful. Most of the people think that if you create a website and you are online that's it you achieved success. But that is a myth that leads people to mediocrity and failure. If you want to build a website what matters is the first impression and the ability to capture the people attention. You need a website that is able to sell to everyone. There are ten important contents that every website must have in order to sell:

1. A strong Promission
2. Describe shortly the benefits
3. Your story
4. The solution
5. Testimonials
6. What do you do win and what do you lose?
7. Price
8. Give a bonus
9. Warranty
10. Call to action

1. A strong Promise

You need to give the people a strong promise, something they can lean on, something to gain their trust so the promise should be a very strong one. Usually, the promise is your product value, the value you are adding to the market the way that you are helping people. So be sure you put a mind blowing statement.

2. Describe shortly the benefits

After you give the promise and get people's attention they are wondering how are you going to keep that promise. So the second thing you do is you give immediately what are the benefits of your products, how do these help them to benefit from the promise. This benefits can be expressed with icons and the maximum two statement. Nowadays is very hard to get people's attention and they get bored and leave if they see too much information in one place.

3. Your story

Tell the people your story. Inspire them, give details. Describe the challenges you faced when you made this product. Being opened to the customers automatically create a relationship with them helping them empathize with you. Also to create even a close relationship give more details such as your interests your hobbies and what do you do in your free time.

4. The solution

This third step has to with how people actually benefit from your product. You give them an insight of the features and how the website works. You explain to them how simple and efficient is the platform they are going to buy.
Is suggestive that in this part to use pictures screenshot and schemes to give as much as possible details that you can and not overload it with information or with words. Also in this part, you should write shortly a maximum of two propositions.

5. Testimonials

Testimonials are equal to evidence. In an online business, reviews are the most important thing and they determine the success of a business. There two major purposes for testimonials in a website. First is that they build trust and the second is that help the customer to overcome the fears and skepticism. Testimonials should be credible and true and also they need to be by a person that your target market is related to. Also, there is suggested for a testimony to be comparative. For example to put in evidence what benefits and features your products have more than your competition.

6. What do you win and what do you lose?

It is crucial to explain what do the costumers lose if they don't buy this product. It is more important to highlight in this part what they lose more than what they win. This increase the pressure on the costumer mind in order for him to buy the product.

This is about giving a general insight of what they problem is and how your product fix it. Why they need this product in their life and make them believe in this product.

7. Price

There are a plenty of price strategies described on marketing but on the website you need to be careful how to show your price. It is scientifically proved that people before buying something can't do the math right. So one way to hide a big price your product have is to make the customer paying in "smaller rates". They will think they don't pay a big amount of money per month but you can add up till 20% of the initial price of the product.

8. Give a bonus

This was first practiced on TV commercials. After you have given all the benefits of your product and the customer arrived in this part of website your job is to make them "An offer they can't refuse". Give them a limited bonus in order to increase the desire to buy the product instantly.
Be careful, the discount or the offer should be always real.

9. Warranty

The warranty is a part of the website that can drive your sales up and most of the time it doesn't cost anything. It is proven that in most of the time when you give a warranty when the clients can return their products or get a full refund no one of them chooses to do it. So you can gamble on the "warranties" as much as you want. The warranty also increases the credibility of the product and also brakes the skepticism in clients.

10. Call to action

This one should be included in all 9 things I mentioned and also should be on every page of your website. In fact, call to action should interact with the subconscious of the client and convince it to buy. A call to action should be specific and easy to benefit from. As a matter of fact the easier it is the greater are the chances that you sell more.