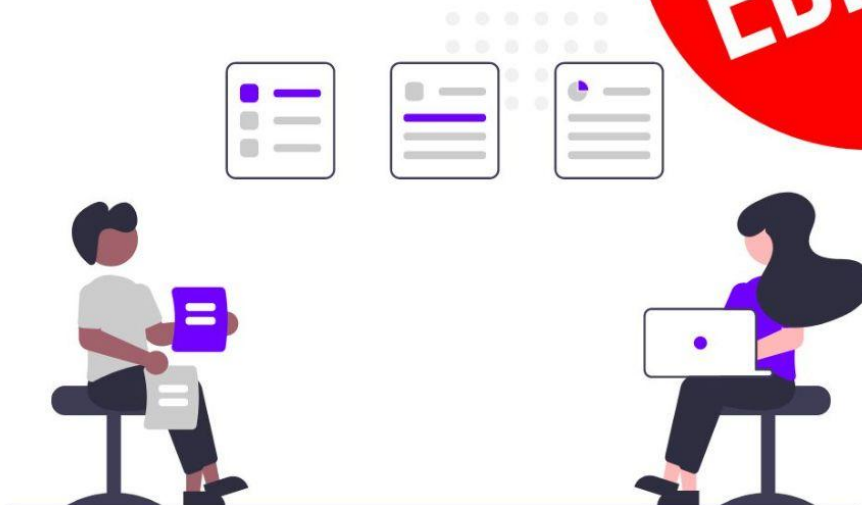


DIY SYSTEM

NEW
EDITION



WEBSITE **IS** NOT ENOUGH

*The Counterintuitive Approach to
Building, Launching and Running Your
Own Profitable Website.*

AGGIE
DYMARSKA

DIY SYSTEM eBOOK

WEBSITE IS NOT ENOUGH

The Counterintuitive Approach That Allows Individuals to Build, Launch and Run Profitable Websites Without Having to Spend a Small Fortune.

**Aggie Dymarska | UX Designer and Branding Expert of
Branderbee Ltd**

Website is Not Enough

The Counterintuitive Approach That Allows Individuals to Build, Launch and Run Profitable Websites Without Having To Spend a Small Fortune.

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Author: Aggie Dymarska

Illustrations: Thanks to Undraw

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WHAT'S NEW

This is a 3rd Edition of the eBook and these are the additions made to the 2nd edition:

- Revised Preface and re-numbered Chapters
- Additional Chapter in **Part 1 - 7. Create Your Godfather Offer**
- Additional Chapter in **Part 2 - 2. Establishing Your Online Presence**
- Expanded **Part 2 Chapter 4. Creating Magnetic Content**, now breaks down how I wrote this eBook and how you can too.
- Reviewed templates and added new templates **Posting Cadence** and **eBook Plan**

PREFACE

Hi, my name is Aggie. This book is written from my perspective, but the content of it is coming from years of experience and lessons learnt from all of my mentors (both design and business) that I've surrounded myself with over the past 7 years.

What this book has become is really all of the best stuff that I have learnt since launching my own business, helping over 80 clients launch their own websites and businesses.

Back in 2015, I quit a lucrative position as a UX Designer to launch Branderbee - web design business that would allow me to become my own boss and make money from the comfort of my home, doing what I love.

The excitement quickly wore off when I realised that the website I built had no visitors and there was nothing I could offer that would attract people to it. I had spent all my time learning tricks of the design trade, re-doing my portfolio and making it pretty for a handful of people who were not interested in the first place. I realised I had no marketing strategy. I didn't really have an offer and I didn't have a process that I could use to sell my services.

And because of the absence of all of these business systems, and to sustain myself, I had to register as a virtual assistant, entering data and chasing invoices for other people who did have a successful businesses. It all came crashing down during COVID-19 because all the work had dried up. I just knew I had to find a way of attracting potential customers that would be consistent. I dropped all my savings into running Google Ads, just to realize that I have burnt the cash before I saw any results.

But I was not ready to give up.

Things were clearly not working, when I did them my way. I started looking for a mentor who would be able to help me. But it wasn't going to be cheap. Eventually I was able to secure a high interest loan and I invested all the money in mentorship and guidance from people who were successful in the design space.

Now, instead of re-doing my portfolio or making my website look better I built a loyal following on social media that allows me to reach potential customers, engage with them and attract them to my offer. I browse Facebook groups looking for people who have design questions, and answer the questions for them. Many

questions repeat so I started writing articles that answer these questions, that I can easily share (helping more people quicker).

You can see for yourself here:

<https://www.facebook.com/aggiedymarska/>

And here:

<https://www.linkedin.com/in/aggie-dymarska/>

Within a couple of weeks of doing this my calendar started filling with appointments and I was speaking to new people who needed my help. Through this I am now able to win projects bigger than I ever closed in 7 years leading up to that point.

I keep producing helpful content, video guides, crash courses. I monitor how I spent my time and make sure that most of it is spent looking for new business, rather than designing the websites. I am a part of a wonderful Mastermind Group where we support each other. All this work is stimulating, inspiring and fun to do because REAL people engage with my content (with every post I receive comments, likes and shares).

I am now teaching my clients how they can improve their websites over time and add their own unique and helpful content to improve their Google Ranking, and attract potential customers.

We have a community of like-minded people on Facebook if you fancy joining us:

<https://www.facebook.com/groups/websiteisnotenough>

INTRODUCTION

Welcome inside Website is Not Enough eBook. What you've gotten your hands on isn't just an ebook, no - this is a completely different way to look at designing and launching your website and establishing your service-based business.

What comes first, the egg, or the chicken?

Before you dive in make sure you understand that even the best website will not bring profit if the underlying business idea is faulty.

Too many people build the website before they work out their business and their offer. The website should ALWAYS come after you work this out. Only then can it support the business and help take the chores away.

Stop thinking that building a website means you have a business. IT DOESN'T.

The whole A Website is Not Enough approach is based on getting people like you to complete ALL the necessary steps, not just the obvious ones. These are:

1. Preparation - includes identifying target audience, researching competitor's websites and establishing nice-have and must-have features that your website will include, as well as creating customer-attracting content and most

importantly exact website and business goals that you want to achieve by a specific date.

2. Picking a Platform - that is used to host your website, that suits your needs and budget and includes tools for easy-editing and later on, marketing.
3. Building the Website - Yourself or with help from a professional, so that it delights the users, attracts new customers, achieves your goals, and is profitable.
4. Establishing a Marketing Plan - That is easy for you to execute and successful in attracting potential customers to your website.
5. Auditing Your Website and Marketing Performance - create a system of ongoing website improvement, resulting in consistent growth and better performance every month.

The reason the book is called 'A Website Is Not Enough' is because it's unlikely you will see tangible financial rewards just when you launch a website. Instead, you must build a website that speaks to your target audience of things they care for and keep improving it EVERY DAY. The key is to:

1. Establish who your target audience are
2. Discover what resonates with them
3. Come up with your Godfather Offer
4. Create magnetic content that you can use to attract people who are genuinely interested in your offer and NEED YOU
5. Establish daily, weekly and monthly marketing activities you will perform in order to advertise your offer

The reason this works is that with a good understanding of your audience and creating the content they appreciate you are positioning yourself as somebody who can help resolve their specific problems and your website brings a lot of value to them, before you do any actual work.

Benefits of doing this include:

- Building a website that delights your users and helps you achieve your business and financial goals
- Building a following of people who enjoy the content you publish, see it as valuable and who will trust in your ability to help them make money
- Capturing details of people who are interested in your offer but not yet ready to buy from you
- Clearly stating next steps people need to take to work with you or buy from you
- Never being confused what to do daily, weekly, monthly in order to attract potential customers to your website

On your journey you are going to run into challenges, things won't be perfect (e.g. you may find that there is no demand for your products/services as they are, the content will need to be reviewed and strategy adjusted). That's ok because I have been there and can guide you and tell you how to fix it. You have to run into challenges. It is a small price to pay to create a profitable website that you can manage and use to make profit from anywhere in the world. You will be able to do this because I have laid everything for you - and I am providing all the resources you need to get this up and running with no holding back.

Most people launch websites. More aware people launch websites that consider the needs and wants of their audience. The smartest people also create a system that brings new visitors and potential clients consistently.

Think about it this way. You don't have an online presence, or a way of selling your products and services online, so I will give you a brand new website with an online store (how cool would that be?) You now have a solution, but out of solution, you now simultaneously have new problems because you need to somehow bring visitors to your domain, administer the website and analyse its performance to keep the numbers up.

In my business, people want to make money from anywhere in the world but don't know where to start. So they choose to build a website. I offer low-cost/super high value information to help prepare everything they will need to build and launch a profitable website with a system of attracting clients **CONSISTENTLY**.

Figuring out what features you should include, which platform to use and how to improve and optimise your website with time, based on user feedback and engagement.

The magic in building websites this way is that you provide your customers with content and features that will bring them so much value, they are quickly convinced to buy from you over and over again. This eBook is an example of this method working. I am giving away the entire know-how with nothing held back. You will have all the information and resources to launch a profitable website and start selling your services from anywhere in the world and enjoy it!

Once you read this book, you will know how profitable websites are built and will be able to create the magnetic content that you need to attract customers.

Because of this chainlink of problems, we know where my clients are going to be 10 steps from now, so I can give away a heap of value. I am helping my clients by giving them everything they need before and after they build their profitable website.

Let me show you the power of this. Say you want to build a website as fast as possible, with the fewest mistakes possible, and make sure you give yourself the best chances of bringing traffic to the domain.

And that's how it works, once you work out who is your target audience, where to find them and what they value the most in a website you have endless possibilities as to creating magnetic content and turning the visitors into paying customers. You are building something people seek, there is demand for and you know how it was built and how it can be improved. You are gaining knowledge instead of 'renting' somebody else's knowledge - the most profitable thing on the planet.

But if you are going to do this, you are going to run into challenges. But you are not alone in this journey; I'm going to be with you every step of the way. I am still learning as I grow myself and help 80+ solopreneurs worldwide, and everything I learn will be shared in the Facebook group here:

<https://www.facebook.com/groups/websiteisnotenough>

If you are feeling confused, stuck, useless or need help, come into the group and ask for help. We can help you with this, but you first need to stick your hand up and ask for help.

Most businesses take more than they give, and most designers take more than they give. They give £5 worth of value and charge £10 for it. I will show you a much more lucrative way to sell your products and services.

Not only will I show you a way to generate hyper-qualified leads (lead magnet customers and content subscribers) to follow up on, we're going to rewire your whole approach to the service business in a way that puts you in control forever, without relying on a designer or a marketing/PR company. You will be giving away far more than you are charging, and this always produces ecstatic customers who want to turn into high-ticket clients and become lifelong advocates and ambassadors for your business.

A lot of people engineer a business in a way where they 'hold back' on information so that they can sell it for more money further down the process. This doesn't work in today's climate. The key is to give all of the information away, including features that make people's lives easier and content they find valuable and don't hold back but charge for more than just deliverables / building a website or making it look pretty. The key is in helping people like you implement the information on how to use the website to get to your goals. It's why Google is so big because they give away their best stuff for free. It's practically impossible to compete with them.

A word of warning: once you see this is the only way to run your business long-term, it might bring some pain. You might realise you need to rebuild parts of your business and your offers because the old way was simply flawed. You might fight it, but sooner than later the best information that you're holding onto for your paying clients will be going into a £10 eBook and you'll make more money than ever because of it. I've broken the book into two areas: Foundations and Implementation.

Throughout building up my own profitable website and business (that pays for me to live in heart of London and go on holiday 3-4 times a year) and helping 80+ solopreneurs launch their websites I've had powerful realisations into theories and principles that you need to be aware of as you go into this looking for maximum results. I have read dozens of books and invested thousands of pounds in business coaches, design and User Experience courses to make this happen. I now offer you a shortcut to this information and will then deep dive into the actual implementation of this knowledge.

One last thing. You are sitting in an incredible opportunity right now, but most people are pissing it away because they are not prepared to learn about everything that goes into building a profitable website and a service based business, consultancy, coaching. One day they will look back and regret not challenging their comfort zone, working hard, making a bunch of money and living the rest of their lives however they want.

The internet allows anyone the opportunity to make money from anywhere, you are no exception, but the window is closing. With more businesses moving online than ever, coaches and experts

competing for attention and entering the marketplace it becomes harder to acquire new customers.

Eventually, every market will be dominated by a few players who just have incredible ‘business economics’ and operations in place, and most will have zero chance of competing with them.

It’s rare that anyone managed to make their dreams a reality without others opening and holding the door for them from time to time. This is why I believe in trickling down the knowledge that you acquire and this is what I am trying to do with this eBook. But in order for me to accomplish this goal of helping entrepreneurs, first I need to reach them and this is where you come in.

I have a small ‘ask’ of you. Once you read the book, or even one chapter that is relevant to you and found the contents valuable, it would mean the world to me if you could please take a brief moment to leave me an honest review.

It will cost you nothing but could mean everything to someone reading the reviews of this book and trying to decide if it’s legitimate and if it could help them. And all it takes is less than a minute of time.

Simply [CLICK HERE](#) and leave your review.

Bonus goodwill points: If you’re feeling extra generous, please give it a rating of 5 stars.

And if you have any suggestions on how I should improve the eBook (remember, you get access to all editions of the eBook)

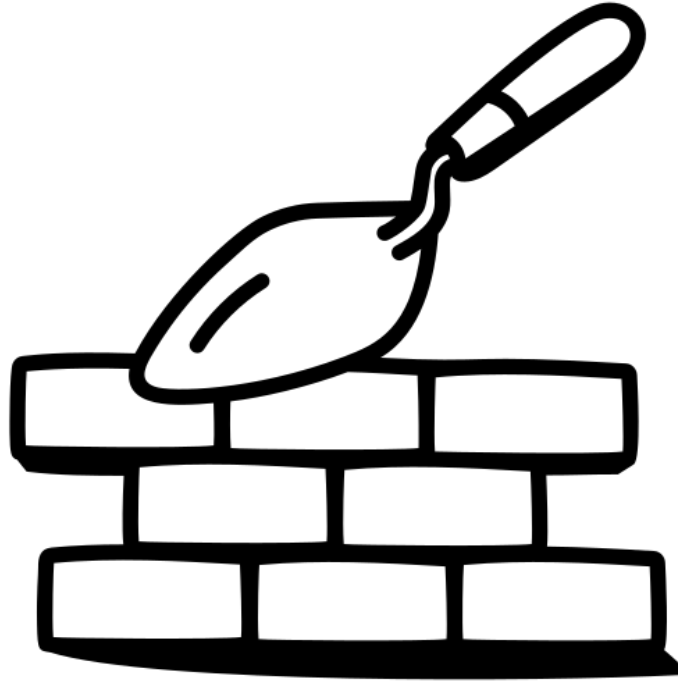
[head over here](#) to share your ideas and help shape the next edition.

Seriously, from the bottom of my heart, thank you. It's people like you that motivate me to keep doing what I do. And I can't wait to hear about your success.

Finally, I encourage you to really think about this opportunity that you have been given. Put your other to-do's on the back burner for a few years, and build an incredible financial foundation for the rest of your life. Don't say I didn't warn you. Just remember:

Average behaviour leads to average results.

Still with me? Let's talk about how you can take advantage before the 'popular' model of building a website runs you into the ground working 60 hours a week with the bank account of a 9-5 employee.



FOUNDATIONS - PART 1

This part of the book is very important, you'll learn new powerful concepts and ideas that will dictate how you think about and implement the rest of this book.

Without understanding the theories we explain here, one of two things will happen (or both): you'll either build a website that is not profitable, and be forced to scrap it at some point, or you will

spend huge amount of money and time before it starts working for your business.

The devil is in the preparation and marketing, so it's important to consider every word we have put into this book.

Ultimately it's the lack of visitors to your website that will be your downfall.

That's why understanding the foundational areas is critical to you getting results. The ideas in this part of the book will echo throughout your whole business, so grab pen and paper, and let's dig into the 30,000-foot view of this "Website is Not Enough" model.

CHAPTER 1

1. Why Website is Not Enough - and everything else you need

One of the most common and costly mistakes people make is focusing on building a website that has the "WOW" factor.

The hard truth is that even the best website in the world will not help your business if nobody gets to see it.

What happens when people launch websites? After the initial influx of visitors, the traffic drops, and the owner realises they have no way of attracting new visitors who could become customers.

In order for your website to become profitable you need to:

- Pick **MUST** have and **NICE** have features, that will delight your target audience (and help you do business),
- Decide how this website supports your business or sales of your products/services (for example: facilitates the sale, captures emails, generates new leads),
- Pick a platform that meets your needs and includes the right set of marketing tools (look for balance between tools available and cost of use),
- Clearly define your website goals (are you trying to get calls booked via the website? Capture emails? Make sales?,

- Create at least simple marketing plan, with clearly defined goals (no. of followers on socials you are going after, level of traffic from specific platform you aim to bring, traffic from paid adverts you anticipate), this template on Canva is a good example you can use for free
<https://docs.google.com/document/d/117eZrFm8iYCZS16Cf1gwqTpNcrTim7mWNYSGSnOLcRQ/edit#bookmark=id.z2h0tsjm9a92>
- A system of checking if the goals are being achieved (what stats will you be checking? How often?)
- A system of iterating your site so that it can delight users and keep attracting new visitors (how will you get feedback on what's working and what is not? who will edit the site?)
- Regularly update the website with content that attracts new visitors (plan what this content could be),
- Ensure it is well maintained (nobody likes to watch the swirly thing loading a page for hours),

If you do this, you will be ahead of 90% of small businesses launching websites.

CHAPTER 2

2. Stop thinking people will visit your website, and forget SEO

My best advice for anyone investing in a website is to stop thinking people will visit, just because it looks good.

Building a great looking website does NOT guarantee it will show up in Google search results either.

There are only two ways this can happen.

First, is running paid advertisements on Google, for a specific keyphrase, like ‘interior designer north london’. For this to bring results you will have to invest at least £700-£1k/month and more, if the term is popular.

Second way to the top of Google ranking is investing in SEO. This means: regularly producing and publishing quality content that your target audience is looking for, writing sales copy that is rich in keywords, creating GMB profile, investing in backlinks, adding structured markup to your site, optimising site for fast loading, and many more very technical things that you will likely have to pay an expert, to do for you. You could also consider Paid Advertising on Google.

PAID ADS ON GOOGLE - THE HARD TRUTHS