

VITALITY LIVING
COLLEGE

SOUL TO SOUL

BUSINESS AND MARKETING
WITH DR RANGANA RUPAVI CHOUDHURI (PHD)



MAKING IT REAL III

Growing my presence



1. My Final Soul's Plan
2. E-mail Marketing
3. Soul's Value Funnel
4. JV Partnerships
5. Soul's Relationship
- 6. Website Mastery**
7. The Final Plan
8. Action Items

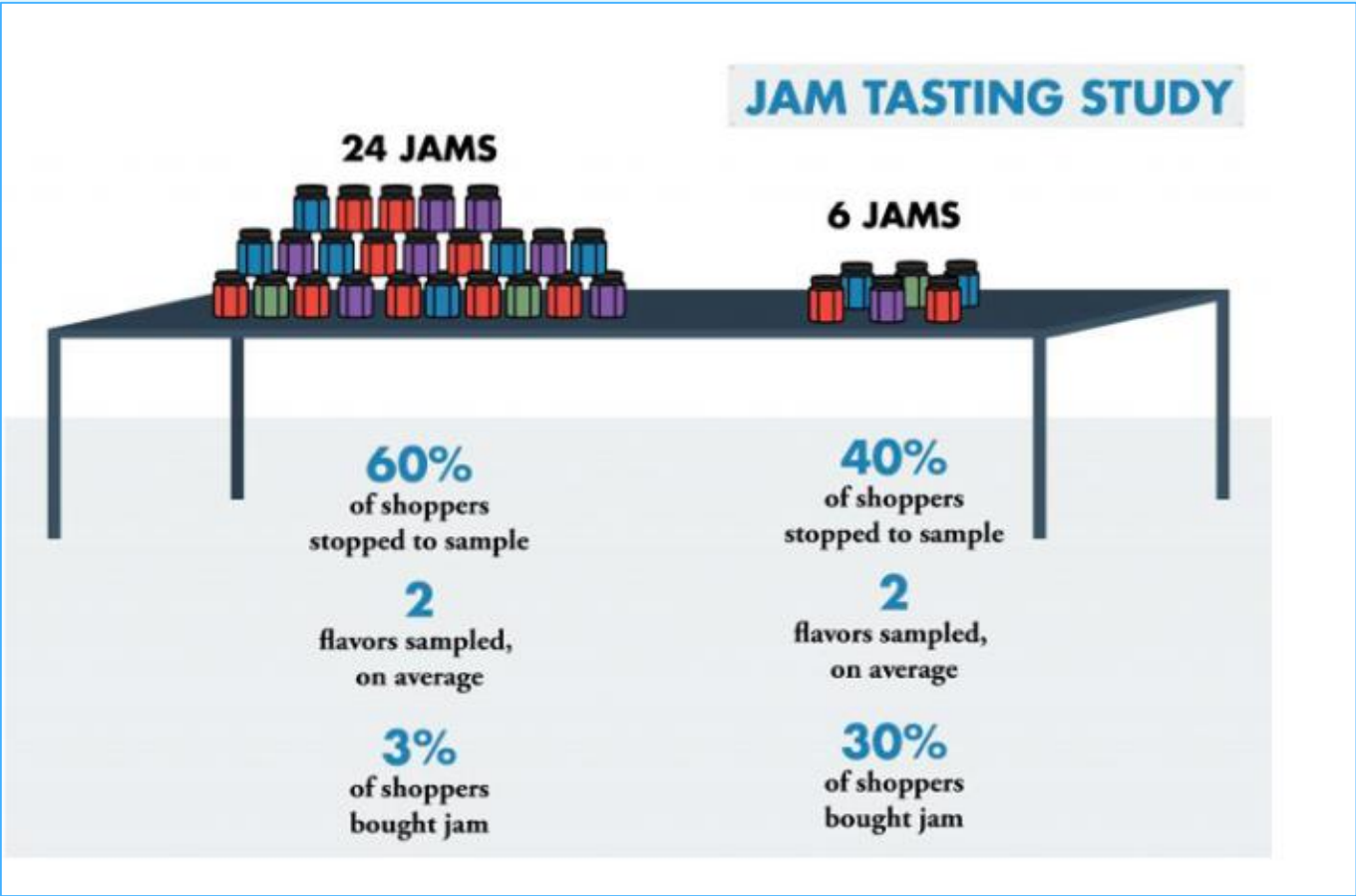
TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.

TAKE ADVANTAGE OF THE FOLD

- **Use a clear and descriptive headline:** Explain what your site can do for visitors, highlight the benefits. Be brief and use power words.
- **Include your main call to action:** To improve your chances for converting above the fold is the place to start the user journey.
- **Include media:** Images, videos or audio help emphasise your point.

JAM TASTING STUDY



TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.

LESS IS MORE

- Reduce the number of menu items.
- Limit the form fields.
- Focus on one call to action.
- Only display social buttons for networks that you are active on.
- Stick to one goal per page.

TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.
10. Keep it simple.

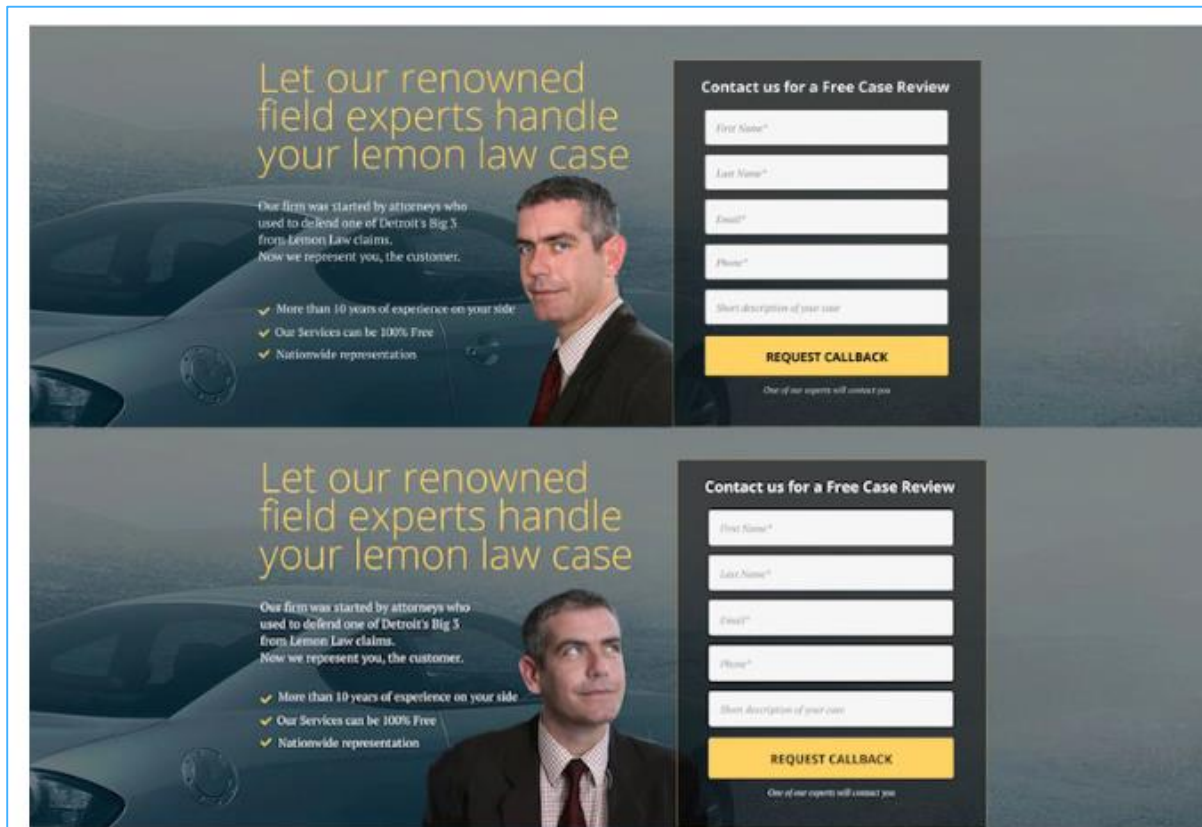
KEEP IT SIMPLE

- **Rethink the sidebar** — More and more websites are ditching the sidebar in favour of a single-column design (for example, the one you are on right now). It means less distractions and puts the focus clearly on the content.
- **Stick to standard layouts** — People love familiarity and can get weirded out by non-standard site designs. Therefore, it can be a good idea to stick with familiar design tropes and layouts. You can still find ways to stand out in other ways.

TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.
10. Keep it simple.
11. Direct attention with visual cues.

DIRECT ATTENTION WITH VISUAL CUES



DIRECT ATTENTION WITH VISUAL CUES

Let our renowned field experts handle your lemon law case

Our firm was started by attorneys who used to defend one of Detroit's Big 3 from Lemon Law claims. Now we represent you, the customer.

- ✓ More than 10 years of experience on your side
- ✓ Our Services can be 100% Free
- ✓ Nationwide representation

Contact us for a Free Case Review

First Name*

Last Name*

Email*

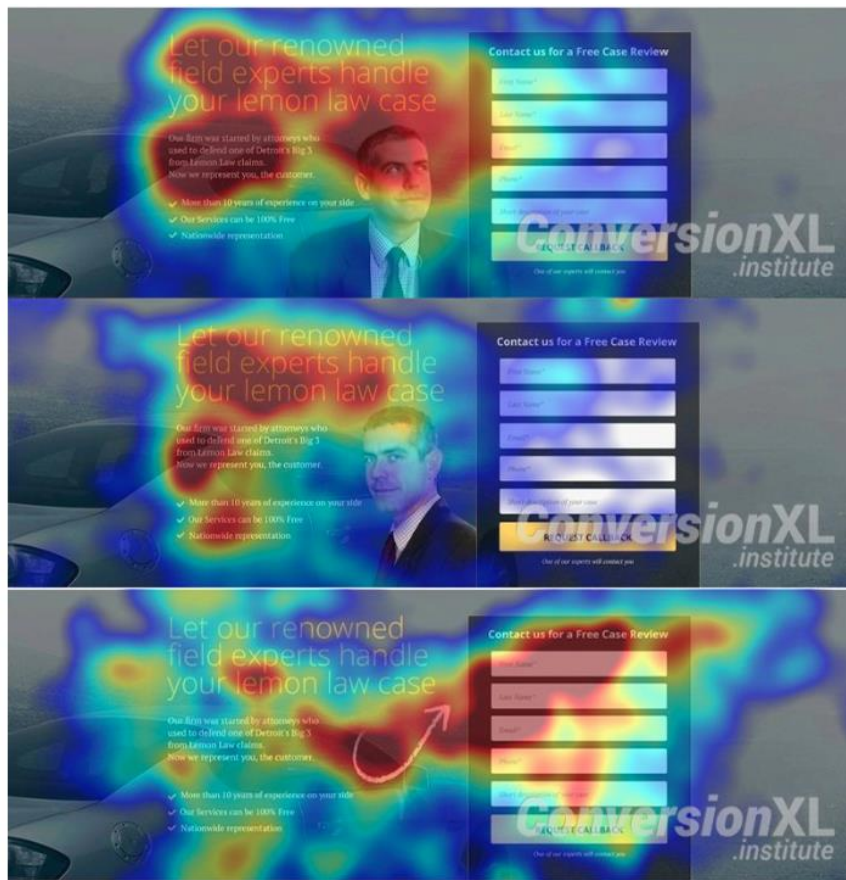
Phone*

Brief description of your case

REQUEST CALLBACK

One of our experts will contact you

DIRECT ATTENTION WITH VISUAL CUES



TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.
10. Keep it simple.
11. Direct attention with visual cues.
12. Use people in pictures but avoid stock pictures.

USE PEOPLE IN PICTURES, BUT AVOID STOCK PICTURES

The image compares two versions of the Highrise website. The 'ORIGINAL DESIGN' on the left is a text-heavy, information-dense page with a central diagram and several columns of text. The 'PERSON DESIGN' on the right features a large, authentic photograph of a woman, Jordan, which serves as the primary visual element. The text in the person design is more concise and conversational, focusing on a testimonial and key benefits. A large green arrow points upwards from the percentage '102.5%' between the two designs, indicating a significant improvement in user engagement or conversion.

ORIGINAL DESIGN

PERSON DESIGN

102.5% ↑

USE PEOPLE IN PICTURES, BUT AVOID STOCK PICTURES

The image shows a screenshot of the Yale School of Management website. The header includes the Yale logo and the text 'Yale SCHOOL OF MANAGEMENT Educating leaders for business and society'. Navigation menus are visible for 'Why Yale SOM', 'Admissions', 'Apply', 'How to Apply', 'Apply MBA', 'Visit', 'Give', 'Recruit & Hire', 'View News & Events', and 'Contact SOM'. The main content area is titled 'How To Apply' and features a network diagram overlay consisting of blue circles of varying sizes connected by lines. The diagram is positioned over the text of the first two steps.

Step 1 – Choose a Deadline

Step 2 – Review the Requirements

To apply to the Yale School of Management, in addition to the completed online application form, applicants are required to provide the following: two letters of recommendation, a GMAT score report, a TOEFL or IELTS score report (if not exempt), and an application fee.

Step 3 – Apply Online

Your application will be considered complete and ready for review once we have received your online application, payment, and all supplemental materials.

Online Status

You can check the status of your application at any time on your online status page. Please be aware that it may take up to four (4) weeks following an application deadline for materials that were submitted separately to appear as having been received.

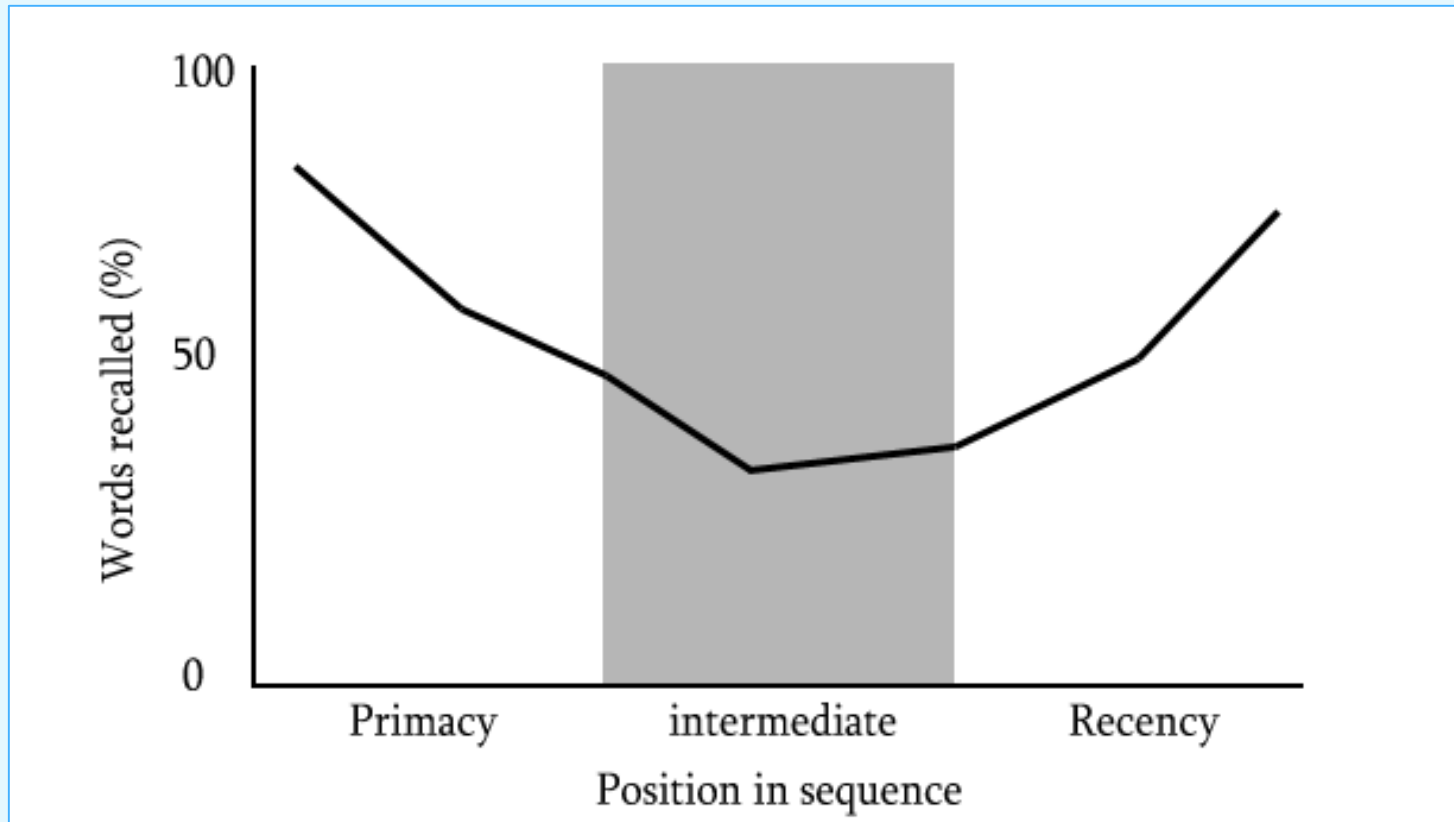
TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.
10. Keep it simple.
11. Direct attention with visual cues.
12. Use people in pictures but avoid stock pictures.
13. Use the right order list.

USE THE RIGHT ORDER LIST

- While bullet points and lists are a great way
- Of summarizing information
- The first bullet point is more important
- Than the bullets points in the middle and
- The ones that people prefer to read
- Are at the start and end

USE RIGHT ORDER LIST



TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.
10. Keep it simple.
11. Direct attention with visual cues.
12. Use people in pictures but avoid stock pictures.
13. Use the right order list.
14. Leverage social media proof.

LEVERAGE SOCIAL MEDIA PROOF



20,000 people trained



200 seminars facilitated



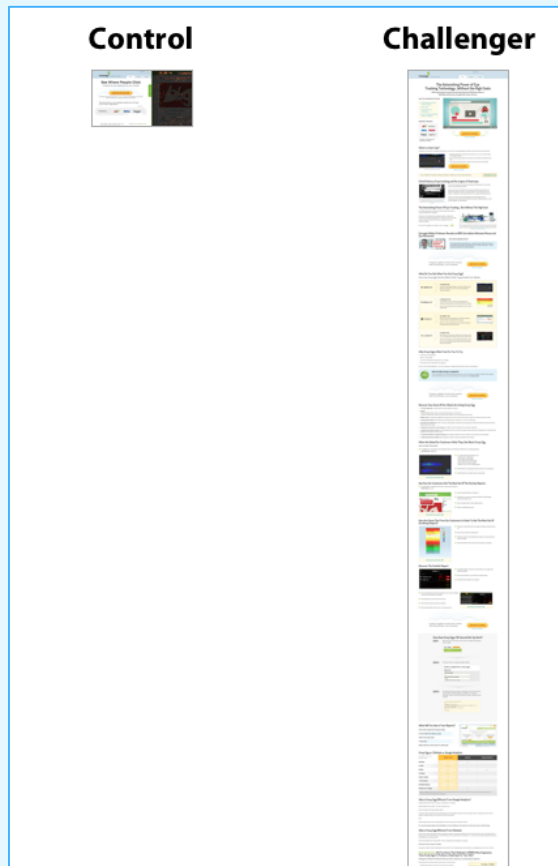
44 countries represented

<https://vitalitylivingcollege.info/training-seminars/eft-training-course/eftindia/eft-mumbai/>

TIPS FOR A GREAT WEBSITE

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.
10. Keep it simple.
11. Direct attention with visual cues.
12. Use people in pictures but avoid stock pictures.
13. Use the right order list.
14. Leverage social media proof.
15. Prioritise scrolling over clicking.

PRIORITISE SCROLLING OVER CLICKING



Conversions went up 30%

WEBSITE MASTERY QUICKIE SET UP

soul to soul
business & marketing

WEBSITE MASTERY QUICKIE SET UP

How to get your website look and feel fabulous, with your tribe hungry for more.

Below are 15 tips to have a website that looks and feels professional:

1. Speed is the most important aspect

Speed is a sign of quality user experience. A fast website speed will result in good user experience, while a slow website speed will result in a bad user experience. So, investing in fast page loading is always a good option.

2. Soul Brand's Essence

Connect your Soul Brand's Essence to the website where it talks about the pain, problems and prayers of your tribe, and how you can solve problems and provide the desired result. What you are doing here is painting a future of what is possible, a future that they want and how can they get it.

3. Soul Brand's Colours

Now that you are clear about your Soul Brand's Colours, align them with your website. It is better to have background colours as light colours that are easy on the eye (just like your Instagram feed). Most websites use white, light grey and cream. Darker backgrounds are hard on the eye.

Have bold colours as your accent colours. If you do not have bold colours, then light colours can be your background and accent colours. The only thing to bear in mind is to figure out, how to show where you want to show contrast. Because if light colours are being used everywhere, they blend in and seem "wishy-washy". Lighter colours will develop a contrast with dark font colours.

Vitality Living College™ - Transforming Lives.
©2022 Rangoni Rajwari Creditfin, www.vitalitylivingcollege.info. All Rights Reserved. Do not share, copy, reproduce or sell any part of this document, it is known as theft, unless you have written permission from www.vitalitylivingcollege.info. All infringements will be prosecuted.

12_Website Mastery - Week 11 Lesson 6 08.10.2022.doc

WEBSITE DESIGN BRIEF

soul to soul
business & marketing

[Click here for the Google Doc](#)

WEBSITE BRIEFING FOR WEBSITE DESIGN AGENCY	
Website name	
Do you have the domain name?	<input type="radio"/> Yes <input type="radio"/> No
Add domain name here	
Main aim of website	
Industry	
Is the website for your organisation or a specific product, event, service or offer? Outline, what is this?	
Your tribe (type of customers)	
Avatar (Specific details about different types of customers)	
Competitor/other players websites	
Your favourite websites	1. 2. 3.

Vitality Living College™ - Transforming Lives.
©2022 Rangana Rupani Choudhury, www.vitalitylivingcollege.info. All Rights Reserved. Do not share, copy, reproduce or sell any part of this document, it is known as theft, unless you have written permission from www.vitalitylivingcollege.info. All infringements will be prosecuted.

13. Website Design Brief - Week 11 Lesson 6 08.10.2022.doc

SUMMARY

1. Speed is the most important.
2. Soul's Brand Essence.
3. Soul's Brand Colours.
4. First page has a "Free giveaway".
5. About "Them" and not "You".
6. Menu at the top.
7. No sliders, carousels and accordions.
8. Take advantage of the fold.
9. Less is more.
10. Keep it simple.
11. Direct attention with visual cues.
12. Use people in pictures but avoid stock pictures.
13. Use the right order list.
14. Leverage social media proof.
15. Prioritise scrolling over clicking.

ACTIONS



- Read the Website Mastery.
- Review the Website Design Brief.

VITALITY LIVING
COLLEGE

SOUL TO SOUL

BUSINESS AND MARKETING
WITH DR RANGANA RUPAVI CHOUDHURI (PHD)

