



# Authentic Copy

## **ONE-DAY WEBSITE** WALK THROUGH & CHECKLIST

Hi Sherpas!

In an effort to help you get your new copywriting business started quickly, I wanted to provide you with an easy and fast way to get a website up and running.

When you start networking and putting yourself out there to meet with clients and recruit business, a website is going to be the first place that someone interested in working with you will want to see.

So it's important that you make a great impression!

To that end, I created an easy one-page website template that you're free to use and make your own. This template has all the important elements of a copywriting services website that you'll want to include:

- An About Me section
- A My Services section
- A Recent Work section
- A Client Love section
- And various Call-to-Action buttons so that you can collect leads and encourage visitors to book a call with you!

### *3 Ways to Get Started*

I wanted to provide you with the most flexibility that I could, so I took the liberty to have the template customized for two platforms: WordPress and ClickFunnels. **Each template comes with a walk through video and a checklist to help you set it up.**

#### **1. CLICKFUNNELS**

Getting your website up and running on ClickFunnels is the easiest and fastest of the two tutorials I am providing you. The downside of using ClickFunnels, however, is that there is a recurring monthly cost to the platform, which you'll always be reliant on if you house your website with ClickFunnels.

#### **2. WORDPRESS**

Getting your website up and running on WordPress is a little more involved, but it's less expensive over time. Since WordPress is technically an "open-source" platform, you'll always have control of it.

#### **3. UPWORK**

Lastly, if the thought of following either of the two tutorials I am providing to you seems a bit daunting, I encourage you to seek out an [UpWork.com](https://www.upwork.com) contractor to help you get your website set up. For a few hundred dollars, you should be able to find someone to take either template, set up your website, and make any requested customizations that you want.

Good luck, Sherpas! I can't wait to see your finished websites!





*The video above will walk you through the process of getting your website set up using WordPress and the child theme template created for Authentic Copy students. I recommend you watching the video once through before diving in and tackling each step.*

*The checklist below covers each major step you need to take. It is intended to go in order from start to finish.*

**NOTE:** *If you're setting up a brand new URL, this initial process may take a few days as new URLs need time before they start working.*

## Setup Checklist

### URL & HOSTING

- Select your hosting package and create your Dreamhost account. Get your Dreamhost account here: <http://tinalorenz.com/DreamHost>
  - While this tutorial only covers Dreamhost, I also recommend SiteGround as a hosting platform. You can sign up here: <http://tinalorenz.com/SiteGround>
- In Dreamhost: Obtain URL
- In Dreamhost: Add hosting to your URL
- In Dreamhost: Go through "One Click Install" to install WordPress on URL
- Once you receive an email from Dreamhost that WordPress is installed, click on the link in the email to create your WordPress login and password for your new site.



## Setup Checklist (cont.)

### WORDPRESS SET UP

- From your WordPress Dashboard > Settings: modify any settings you want to change
- Sign up for an **Elegant Themes** account here: <http://tinalorenz.com/ElegantThemes>
  - Then download the Divi.zip theme file to your computer.
- From your WordPress Dashboard > Appearance > Themes: upload the Divi.zip theme zip file
  - "Activate" theme
- From your WordPress Dashboard > Divi > Theme Options > Integrations: add your Elegant Themes API Key (get this from your Elegant Themes account)
- Download the Authentic Copy Child Theme and .JSON files to your computer
  - [Click here to download Child Theme](#)
  - [Click here to download .JSON file](#)
- From your WordPress Dashboard > Pages > Add New: add new page and name it "Home". Hit Save.
- From your WordPress Dashboard > Settings > Reading: make "Home" page your website front page.
- From your WordPress Dashboard > Appearance > Themes: upload divi-child.zip file
  - "Activate" child theme
- From your WordPress Dashboard > Divi > Divi Library: click "Import & Export" > "Import" and upload .JSON file provided.
  - Check "Apply Layout's Defaults to this Website".
  - Click "Import Divi Builder Layouts"



## Setup Checklist (cont.)

### EDIT WORDPRESS SITE

- From your WordPress Dashboard > Page: click edit for your “Home” page
  - Select “Edit with Divi”
  - Select “Start Building”
  - Select “Browse Layouts”
  - Select “Your Saved Layouts”
  - Select the layout you just uploaded
  - Click SAVE before exiting page
- From your WordPress Dashboard > Divi > Divi Settings: upload your logo png file (no background color) and save.
  - From your WordPress Dashboard > Appearance > Customize:
    - edit header color if needed (theme color is #4a6b6f)
    - edit logo size if needed
    - make any other changes you wish to make to customize this template to suit your needs
- From your WordPress Dashboard > Appearance > Menus: create “Primary Menu”
  - Add “Home” page to primary menu
  - Add your custom links (i.e. #portfolio, #aboutme, #services, etc)
  - Link to the CSS ID area of each section container



## Setup Checklist (cont.)

### EDITING YOUR HOMEPAGE

- Upload your background image
- Link the relevant CTA buttons to your calendar / scheduler (i.e. Calendly)
- Link the relevant CTA buttons to your ConvertKit form
  - To sign up for ConvertKit, go here: <http://tinalorenz.com/ConvertKit>
  - To learn how to use ConvertKit, visit the Authentic Copy Bonus area!
- Edit and/or add any images to the various page sections
- Modify the copy to make it your own
- Update the contact information at the bottom of the website

using

# CLICKFUNNELS

AND THE AUTHENTIC COPY SHARE FUNNEL FOR YOUR WEBSITE



*The video above will walk you through the process of getting your website set up using Clickfunnels and the share funnel created for Authentic Copy students. I recommend you watching the video once through before diving in and tackling each step.*

*The checklist below covers each major step you need to take. It is intended to go in order from start to finish, and it is assumed that you do not yet have a ClickFunnels account.*

## Setup Checklist

### CLICKFUNNELS SIGN UP AND SHARE FUNNEL IMPORT

- Click this “Share Funnel” link to begin the process: <https://app.clickfunnels.com/funnels/7115192/share/pzdirlth3nl8abyc>
- Create a login and password and go through the prompted steps to create your free 14 day Clickfunnels trial

### CONNECT CONVERTKIT TO YOUR CLICKFUNNELS ACCOUNT

- Navigate to “Account Settings” (under your avatar image) > Integrations
  - Click on “Add New Integration” and select “ConvertKit API”.
  - Add your ConvertKit API key (get that in your ConvertKit account).
    - To get a ConverKit account, go here: <http://tinalorenz.com/ConvertKit>
    - To learn how to use ConverKit, visit the Authentic Copy bonus area!



## Setup Checklist (cont.)

### ADD OR CONNECT A NEW URL (DOMAIN) TO YOUR CLICKFUNNELS ACCOUNT

- Navigate to “Account Settings” (under your avatar image) > Domains
  - Click on “Add New Domain”
  - Select “Register a New Domain” or “Add Your Own Domain” and follow the prompts provided to connect a domain to Clickfunnels

### EDIT SETTINGS FOR YOUR NEW SHARE FUNNEL

- Navigate to the “Click Funnels” drop down menu at the top and select “Funnels”
- Click “Share Funnels”
- Click “View Funnel” next to “Easy One Page Website for Copywriters”
- Click the “Settings” tab
  - Edit the name of your funnel
  - Select your (recently added) domain from the drop down menu
  - Name your “Path” (i.e. “Homepage”)
  - Scroll to the bottom and hit “Save and Update Settings”
- Click the “Steps” tab then lick the “Publishing” tab
- Rename the funnel step and path

### EDIT YOUR NEW FUNNEL PAGE

- Click the “Steps” tab then lick the “Overview” tab
  - Click “Edit Page”
- Under “Settings” > Integrations: select “ConvertKit” integration
  - Action: Add to List
  - List to Add: Website leads (note: you must create this list/form within ConvertKit first)





## Setup Checklist (cont.)

- Under "Settings" > SEO Meta Data: edit data
  - edit all prompted fields. This way when someone shares your site on Facebook, it provides relevant info.

### **EDIT INDIVIDUAL ELEMENTS OF YOUR FUNNEL PAGE**

- Replace logo
- Edit/modify navigation menu (optional)
- Change background image
- Edit page copy elements
- Edit/replace image elements
- Update and link CTA buttons
  - Link applicable CTA buttons to your scheduler/appointment booking page
  - Connect applicable CTA buttons to your Pop up

### **EDIT YOUR POP UP**

- Click the "Pop up" > Show Pop up
- Edit pop up copy if desired

### **SAVE YOUR CHANGES!**

- Clickfunnels does not save / auto-save so make sure you are saving your changes frequently!