
SERVE YOUR AUDIENCE: THE #1 WAY TO GROW A ROCK-SOLID PLATFORM

2021 Colorado Christian Writers Conference
Directed by Marlene Bagnull

Session 2A: The Two Most Important Pages on Your Website *Your HOME Page*



A business card for Patricia Durgin. On the left is a circular logo with a white cross and the letters 'MTM' in white on a dark blue background. To the right of the logo is her name 'Patricia Durgin' in a large, dark blue serif font. Below her name is a list of credentials in a smaller, dark blue sans-serif font: 'Your First Publicist', 'Brand and Platform Builder', 'Host of Over 500 (60-minute) Interviews', 'Launch Your Tiny Business Course Creator', 'Founder of Marketers On A Mission FB Group', and 'AWSA Certified Christian Writer & Speaker Coach'. To the right of the text is a circular portrait of Patricia Durgin, a woman with short brown hair, glasses, and a white collared shirt, smiling. Below the portrait is a small red rectangular badge with white text that reads 'FROM PAIRFO'. At the bottom of the card, in a dark blue sans-serif font, is the email 'pd@MarketersOnAMission.com' and the phone number '706.669.0086'. The entire card has a white background with a thin dark blue border at the bottom.

MTM

Patricia Durgin

Your First Publicist
Brand and Platform Builder
Host of Over 500 (60-minute) Interviews
Launch Your Tiny Business Course Creator
Founder of Marketers On A Mission FB Group
AWSA Certified Christian Writer & Speaker Coach

pd@MarketersOnAMission.com | 706.669.0086

Visit my Facebook page to Join My Facebook Group!

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



Marketers On A Mission

Marketers On A Mission, the FB Live program by and for Christian writers and speakers, helping you r

[Edit](#)

Look for
this post



Marketers On A Mission

Published by Patricia A Durgin · 1m ·



Are you attending [Marlene Bagnull's](#) virtual conference, the Colorado Christian Writers Conference?

You're invited to join my free, private Facebook group for Christian writers and speakers, [Marketers On A Mission ENGAGE](#).

Our focus is helping you share the Gospel beyond your inner circle, so it reaches those in your audience who do not yet know you, but are hungry for your message.

Marketing Jesus' way is the key. He always puts people first and products second.

Our membership is overwhelmingly women ages 39 and up. That's proven to be God's design for us, and we've accepted it.

If you're just dipping your toes into the Christian writing / speaking field, the content will be beyond your reach. And if you're already fully established with your website, social media, and so on working seamlessly, you won't find us helpful.

If you're somewhere in between, you're welcome to apply. 😊

NOTE: When you request membership, FB will show you three simple questions. Those must be answered before you join.

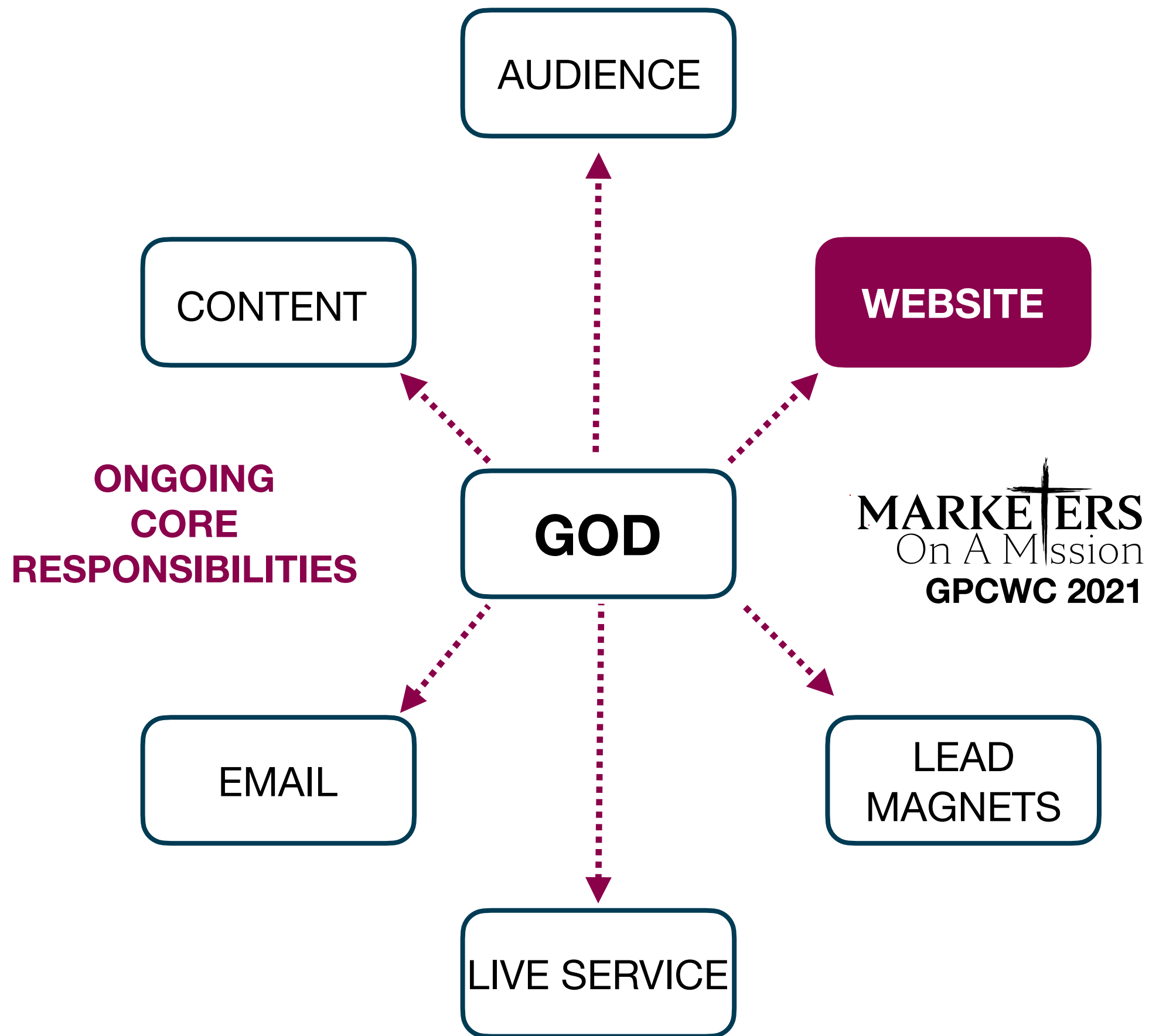
**Write HIS
Answer**



on a billboard large and clear . . .

HABAKKUK 2:2 TLB





**TYPICAL
AUTHOR / SPEAKER
HOMEPAGE**



[HOME](#) / [ABOUT](#) / [CLASSES](#) / [RESOURCES](#) / [BLOG](#) / [SPEAKING](#) / [BOOKS](#) / [CONTACT](#) / [BOOK A CONSULT](#)



**We don't know:
Who she is / who she serves / How she serves them / What benefit her message offers us
So why would we stay on this website?**

**TYPICAL
AUTHOR / SPEAKER
HOMEPAGE**

[Home](#) / [About](#) / [Writer & Speaker](#) / [Blog](#) / [Contact](#)

**Ministry
Name & Logo**



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**Who she serves / How she serves them / What benefit her message offers us
So why would we stay on this website?**



Marlene Banks



Home

Marlene

Marlene Wrote

BLOGS

CONNECT



Marlene Writes

Wordsmith

Storyteller

Novelist

Kingdom Writer

Author

Word Warrior

Scribe



Est. 2018

Strait Gate Kingdom Outreach



Content © *Marlene Banks* 2018



Kingdom Writer

Used w/
Permission

"Never will I leave or forsake you"
Hebrews 13:5

[HOME](#)

[ABOUT](#)

[WORSHIP MINISTRY](#)

[SPEAKING MINISTRY](#)

[JAVA WITH JESUS DEVO'S](#)

[CONTACT](#)



**We don't know:
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So why would we stay on this website?**



JOIN THE MAILING LIST

**We don't know:
Who she serves / How she serves them / What benefit her message offers us**

You have the potential to transform your world.

But the key to unlocking that potential lies in your growth. You see, a better you is an unstoppable change agent—a transformed you creates a transformed world.

I'm all about transformation. That's why my team and I are committed to providing you the content and resources you need to become your better self. We are all-in on helping you make the right changes that change everything.

My name is John, and I'm your friend. I want you to fulfill your potential—I want to help you change the world.

LET'S GET STARTED

get this info / CTA button

above the

Our Time for Change is Now

As we embrace the fierce urgency of now, love requires that, in the words of my father, “we must FOREVER conduct our struggle on the high plane of dignity and discipline.” Dignity and discipline must be constant, consistent and unrelenting. Protest, we MUST. But we must protest with dignity and discipline. This keeps us rooted in love, focused on the ultimate goal, and committed to noncooperation with evil.

[READ MORE](#)

Four Pillars of a Transformative Leader.

Dr. Bernice A. King, CEO of The King Center and global influencer of our time lives a life of faith, principles and intention.

My Home Page “Above the Scroll”

Portion “above the fold” also known as “above the scroll,” meaning the area that readers see without having to “scroll” down the page.



[Home](#) [About](#) [Writers/Speakers](#) [Contact](#) [Support Us](#)

CHRISTIAN WRITERS AND SPEAKERS:

Are You a Savvy Writer or Speaker Who Needs to Grow Your Audience Faster? (Without spending \$\$\$ for ads!)

Done from a Christian perspective,
“growing your audience” means going where they are
and serving them with excellence in Jesus' name.

And where is your audience? On Facebook!
Facebook Live is the #1 online tool to reach your audience.
As you serve them, random viewers become loyal fans.

You CAN grow your audience faster using Facebook Live!

Show Me How!



Patricia Durgin
Founder

My Home Page "Above the Scroll"

CHRISTIAN WRITERS AND SPEAKERS:

Are You a Savvy Writer or Speaker But You Just Don't "Get" Marketing? (I totally understand!)

Done from a Christian perspective,
marketing is simply promoting your
message so your audience can find it (and you!)

Master marketing your message for God's glory.
Deliver the skills your audience needs to (finally!)
transform their lives and *watch your platform grow.*

You CAN market God's message!

Show Me How!

Patricia Durgin
Founder

#1: Identify your audience in 3-5 words

#8: *AFTER* writing everything else, write a question that expresses a frustration of your audience (tied directly to your LM topic).

#3: Two short paragraphs to begin the conversation with your target market. Content tied directly to your Lead Magnet's content.

#5: Make a promise that leads your reader directly to your L M link

#2: Invite readers to take ACTION!

#6: Choose your most professional photo for your Home page

#7: What title do you want under your name?

NOTE: Write the content in the suggested order by following the numbers (#1, then #2, and so on). :)



The Entire Length of my Home Page

<https://marketeronamission.com/>

There is no “magic” length!

The MOST IMPORTANT SECTION
is the part “above the scroll”



Scripture. Fruit. Rearing Healthy Children.

[HOME](#) / [ABOUT](#) / [BOOK](#) / [SPEAKER](#) / [CONTACT](#)

Launch Your Family's Health Legacy Today!



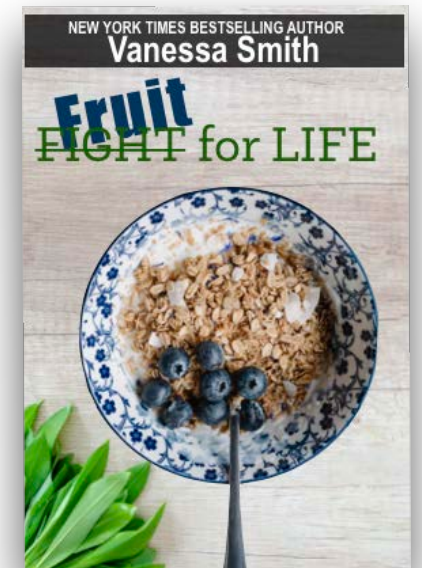
MOMS OF CHILDREN AGED 4 and UP

As Christian mothers, we want the best for our families. We know what our children don't...vitamins are hidden inside every fruit. But fresh fruit takes time to prep (*and your mornings are already jam packed!*)

In ***Fruit for Life***, Vanessa Smith shares how easy it is to incorporate fresh fruit into your family's diet in new ways, to help your family stay healthy.

Find out how to make taking vitamins fun when you download a FREE Sample Chapter of ***Fruit for Life***.

FREE Sample Chapter, Please!





Scripture, Fruit, Raising Healthy Children.

[HOME](#) / [ABOUT](#) / [BOOK](#) / [SPEAKER](#) / [CONTACT](#)

Launch Your Family's Health Legacy Today!



Vanessa Smith

MOMS OF CHILDREN AGED 4 and UP

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[FREE Sample Chapter, Please!](#)



ABOUT VANESSA

Vanessa Smith
Author, Speaker, Life Coach

Vanessa Smith MBA, RN, served on the mission field in South Asia and saw firsthand how vitamin deficiencies affect the long-term health of children.

She's worked tirelessly for over 22 years to educate Christian mothers around the globe, writing and speaking on the benefits of vitamins for a long, healthy life.

Over 250,000 copies of her New York Times bestselling book, *Fruit for Life*, have been sold.

She writes a monthly column for *Christian Health Today* and is a regular guest on the *Your Health: Your Legacy*.

Vanessa and her husband Ronald live in Lutz, Florida. Their two teenage sons and two pups make life interesting!



BOOK REVIEWS



"Fruit for Life is already changing my food choices. I'm so grateful! It would be a great Bible study option, combining Scriptural truths with fruits from the Word."

Freda Jones, Women's Pastor Kalamazoo, MI

"If you have a lifetime of habits to break free from, do not despair. God can set you free! I never thought I could get past my challenges, but this book helped me do it!"

"I have the Kindle version on my phone and keep it handy as I do my families' breakfast prep every evening. Get this book!"

Berta Morrow, Homeschool Mom of 7 Dallas, TX

[BUY NOW!](#)

[AMAZON](#)

[Barnes & Noble](#)

INVITE VANESSA TO INSPIRE YOUR GROUP!

SPEAKING TOPICS

[DOWNLOAD Vanessa's Speaker One-Sheet](#)

Vanessa delivers powerful and humorous presentations at conferences, women's events, and retreats.

TOPIC (Description of Topic goes below)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

TOPIC (Description of Topic goes below)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

TOPIC (Description of Topic goes below)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



CONTACT



Vanessa Smith

Contact us

"Using Scriptures and common sense, Vanessa inspired us to create a new legacy...a health legacy!"

Becca Johnson Victory Church Concord, MA

www.VanessaSmith.com

(248) 432.1294

[Facebook/VanessaSmithAuthor.com](https://www.facebook.com/VanessaSmithAuthor.com)

"GIVE YOUR FAMILY A HEAD START...STARTING TODAY!"
Vanessa Smith

**SAMPLE
LAYOUT**

Navigation or Menu Bar
(entire black bar area)



**Ministry
Name & Logo**

Home / About / Writers & Speakers / Blog / Contact

Call out (identify) who you serve in 3-5 words

Two short paragraphs to begin the
conversation with your target market.
*(Text should tie directly to your
Lead Magnet's content.)*

Make a one-line promise that leads your
reader directly to your LM opt-in link (in green below)



CTA (Call-to-Action) Button

Background Color

**Your most professional
photo (whatever that
description means
to you)**



Used w/
Permission



My friend and client Cindy Noonan (a previous Philly attendee) graciously gave me permission to share from her website.

Former
Website
Design



Used w/
Permission
New
Website
Design

CHRISTIAN WOMEN EMBRACING GOD'S DESTINY



Cindy Noonan
Speaker, Author, Ministry Leader

Are Your Dreams Out of Reach?

(Don't lose hope! God still has good plans for you!)

You may say, *"If only I could believe God cared!"*

Let's get rid of those lies keeping you trapped.

Using Biblical truth, Cindy shares ten lies that sabotage your hopes, and how you can overcome each one.

Believe in your destiny once again!

"I Am So Ready!"



It's time to soar above your broken dreams!



MARKETERS
On A Mission

Create content only for those in the center ring of your message's bullseye. They're the ones most hungry for your message, and most ready to take action on it.
They'll be your most loyal fans and advocates.

You can do every single thing
that Christ has called you to do.



EVERY. SINGLE. THING.