

abundance  
freedom  
confidence  
assurance  
wealth energy  
create inspire



EMERGING · WISDOM · ENTERPRISES

October 2005



Anna Canary

• : Training :  
• : Writing :  
• : Coaching :

### Recent Happy Client Tells Us...

wanted my business to have a highly visible presence on the web, but didn't know where to begin finding the professionals to create a web site that would stand out and get noticed. I was worried I would have to become a project manager, of sorts, to coordinate all the players needed to write,

## Monthly Tips E-Zine!

### Kudos' To Jason Our Favorite Web Host!

*“As a professional web designer and IT solutions provider, it’s been a pleasure working with **Jason Eyre of Fifth Gear Hosting** on several projects this year. His professionalism and dedication are top of the scale. Jason’s knowledge of website hosting technologies is solid and vast. A few times I’ve challenged him with complex requirements and if Jason didn’t have the solution at his fingertips, he researched several options to return with an appropriate recommendation, often where others may have given up.*

*Jason’s prompt and courteous services are commendable and deserve my highest recommendation – I pass his information to all of my clients and colleagues. I encourage others to switch to Fifth Gear Hosting when their current website hosting contract is complete.”*  
**Bevin Stephenson, Web Designer**

## Website Creation Tip

Let’s talk about **Meta Tags**. I had no idea how important meta tags were until **Jason Eyre** told me about them. He taught me to pay close attention and create a list of key words that potential clients would type into a search engine like Google when they are looking for help. So when I think of **Meta Tags** now, I think of **keywords** and **key phrases**. So here is what you do:

1. If you have a website now, ask your designer or host to **check what Meta Tags** you have right now. If you don’t have a website go to # 2.
2. Create a comprehensive list – 20 – 25 **words and phrases** that you think people may type into a search engine to find a business like yours. One phrase Jason liked of mine was “**speak to the heart of your client’s needs**”. Jason says that we usually type phrases into a search engine rather than just one word.
3. **Find these words in the body** of your web page copy. Look in your paragraphs, bulleted sections, items that are bolded. **If they are not in there, then see if you can add them.** Search engines will favour your site if your Meta Tags are also found in the copy of your page and raise you up on the list.

design, and host my web site. When I heard the Web Creation Group had all three components under one umbrella I was thrilled with the idea of one stop shopping. Anna, Kevin, and Jason are a formidable team working together to produce a seamless product. I was truly amazed how easy and fun the whole process was. Each of them had an innate sense of the image I wanted to project about my business. A process that I initially thought would be wrought with headaches was actually an exciting and rewarding experience.

**Thanks Web Creation Group!** My website is awesome as are the three of you.

Forrest Samnik, LCSW,  
Parent Coach & Child  
Behavior Consultant,  
[www.forrestsamnik.com](http://www.forrestsamnik.com)

Here is an article from Jason to us about creating newsletters and E-Zines:

[\*\*How To Keep Your Clients Coming Back For More With Newsletters!\*\*](#)

**Why not make creating a Website easier on yourself?** Join our complimentary teleclass and learn more about what you need to do to get a website going. Sure it will cost something – after all it is truly an amazing creation – a web presence that is carefully put into place piece by piece. It can be done in affordable ways – our **Web Creation Team** is determined to show you how.

[\*\*Get Your Website Up and Running...Free TeleClass On How!\*\*](#)

***Make it Easy – Allow Us To Design, Write And Host Your New Site!***

Imagine how excited and happy you will be when it is ready to launch!

[\*\*Send Me A Website Creation Estimate Today!\*\*](#)



## **What's New You Ask?**

### **Try out this New “*Dear Anna*” Feature!**

Send me your good questions about either **Sales** or **Teleclass Delivery** and I will answer them here in this Monthly Tips E-Zine.  
How fun!! You can start your letters with, of course...**Dear Anna!**

[\*\*Click here to write me a Dear Anna Letter\*\*](#)

### **Dear Anna:**

I love telling people about what I do, but how can I talk to them in a way that makes them want to hire me? I don't want to come across as pushy even though I can tell some of these people really do need my help! I find that when I start talking about coaching them, they seem uncomfortable.

Teresa J., Business and Personal Life Coach, Sussex England

### **Dear Teresa:**

Ah yes, the question I hear over and over again from my clients. You are not alone when you say you don't want to come across as pushy. The problem begins with a perception on our part that doesn't quite match our client's perception. **You know they need you but they don't know it.** Not yet anyway. The solution is to find out what is prompting their interest in learning more about your coaching practice before you tell them. Here's something you can start doing right away. When a potential client calls you or shows interest in your services, the first thing you want to do is find out why.

- Ask, “What prompted them to call?” or “What interests them enough to want to know more?”
- Ask, “What is frustrating them or causing them grief these days?”
- Ask, “How important it is to them to fix this situation so they can move ahead happily?”
- Ask, “What would be ideal?”

You see, we really need to find out if our clients need us before barraging them with all the details of our great work. If they don't feel they have any pressing problems or aren't too worried about fixing their issues, why bother trying to persuade them to hire you? They are not your ideal clients. Your ideal client really does need you!

People make purchasing decisions based on emotion. It could be **pain, unhappiness, burning desire, fear, a need to impress**, etc. Your job is to find out what emotion or need is driving them and if it is strong enough for them to want to spend money to pacify or answer it.

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## Hurry! Starting Soon...

### *Join A Series – Learn With Your Peers!*

#### **TeleClass Creation Series for New TeleLeaders:**

**Create your Title, Description, Script, and After-Class Notes in 3 confidence-building sessions.**

*(Ideally you will have taken some formal TeleLeader Training first)*

**[Register Here to Save \\$25 US!](#)**

**October 13, 20, 27 @ 2pm EST – One Hour per session**

*(Regular fee is \$129.00 US)*

**OR**

#### **4 Session Sales Series:**

**Take Control, Ask the Right Questions, Set the Stage to Get Hired Faster**

**[Register With This Special Link and Save \\$25 US!](#)**

**October 18, 20, 25, 27 at 4pm ET – One hour per session.**

*(Regular fee is \$149.00 US)*

### *TeleClasses – On The House!*

- ✓ How To Create **Captivating Titles And Headlines**
- ✓ How To Answer The Question: **“So. What Do You Do?”**
- ✓ **Get Your New Website Up and Running:** Discover The 5 Biggest Challenges That Can Slow You Down And How To Conquer Them Fast!

#### **[Anna's Upcoming TeleClasses - Dates and Times](#)**

Many of you already know that a lot of good learning happens in my TeleClasses. That's the way I like to work...in a results-oriented way!

**Always available is one-on-one coaching, please visit my website to learn more.**

**[www.AnnaKanary.com](http://www.AnnaKanary.com)**

Before I bid adieu for another month, here is an article for coaches and consultants:

**["I give free consultations so... why am I not getting hired??"](#)**

***Have A Great Month – Building Your Wonderful Business!***

Until next month...

Another Recent  
Happy Client Tells  
Us...

Thanks to all your help, I was able to get out a dynamite speaking proposal this past weekend! I honestly don't think I've ever gotten as much satisfaction out of one of these proposals as I have with this one. The input from you was just what I needed to gain clarity on my audience, what their needs and concerns are, and what I have to offer that would meet those needs. But, the most citing part of all this is that it helped me to "give birth" to my next teleclass series on Self-Advocacy Coaching.

**Pamela Milazzo**  
The ADDvocacy Coach



*A. Canary*



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