

Imagine living in a world of infinite possibilities...

New Earth Vision Summits...

*Share Your Wisdom ~ Grow Your List ~ Up-Level Your
Income!*



with Kathy Forest

Welcoming the Sacred...



MODULE 7

BRANDING, BANNERS, EVENT WEBSITE



CHECK – INS

- Website
- Main Landing Page
- Branding

Creating Your Website & Landing Page

We will create your first page so that there is no place to go but to Sign Up.

This is why we don't put it on your Main Website. We want no distractions until they sign up.

When you think about this page, WHAT IS THE CORE AND CENTRAL IMAGE THAT YOU WANT THE BANNER TO BE BASED ON that will represent all you are creating?



The first thing you want to think about is your banner...

- You can create these yourself in Canva or you can hire a graphic designer to do it. The price for that begins at around \$500 for 3 different sizes of 1 version of your banner.
- Notice that the only thing here are the main details of the event and a Register Now button. Nothing Else!
- This will be the first thing people see, it will make your first impression. You want to think about the impact you want to have.



You can find free images here...

- <https://pixabay.com>
- <https://unsplash.com>

You will use this image...

- In Wix to be your opening banner which will show up on all pages
- In Canva to make your marketing banners

Choose a very BASIC TEMPLATE that has a wide banner across the top and room for the beginning of your copy right under it.

Take off any menus...just delete them. The only button you want on there is REGISTER NOW!

The Great Womb
Awakening

REGISTER NOW!!!

Welcome to

THE GREAT WOMB AWAKENING

Igniting Your Next Level of Feminine Power to Create Global Change!

Free Online Conference beginning March 23, 2020

REGISTER NOW!!!

Have you felt the rumble?

Pages you will include:

- ***Home***
- ***Register Now***
- ***Promo Materials***
- ***Event Schedule***
- ***Lifetime Access***
- ***Payment***
- ***A page for every speaker with their name***

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• ***Right now, just begin formulating your banner and your Home page.***

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- ***On your Banner you will include:***
- ***Title and Subtitle***
- ***Produced by you***
- ***Dates***

Begin your copy with something to draw them in...maybe a question

Be careful with wording...keep them positive...

You can also tell a story...

You want to be activating people in some way...have them saying, "YES!"

CANVA

**LET'S TALK
ABOUT
DIVERSITY!**



Sequence of Steps...

- **Determine and secure a website**
- **Determine and secure your domain name so you can include the URL for your event on all your advertising.**
- **Start looking for pictures and begin to design your banner.**
- **Begin journaling with your copy and begin creating your home page.**



QUESTIONS...



HOME PLAY FOR NEXT TIME...

- Free writing to create copy for your registration page
- Search for the background image for your event banners (this image is the foundation for the branding of your event)
- Decide if you want to create the banners yourself or hire a graphic designer
- Start setting up your event website in Wix

➤ ***BEGIN OR KEEP INVITING SPEAKERS!***

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QUESTIONS

Next class: February 8, 2023

Additional Pages on Website, Promo Materials, Technology to Support you