

Conveying your character and unique value.

As recorded by Brennan Forsyth from a teleconference with Phil Kaplan

- In business, character is substituted with mission. Make your business unique by giving it character. Give it your character.
- What is character? The morals (or lack thereof) which drive your actions. It could be your honesty, integrity, your concern for your clients and work ethic but you must transmit the value of these traits to your potential clients.
- When you create your website it must reflect your character and connect with your potential clients at that level. And it must be able to do this within a few seconds!
- In our industry personal character concerns your attitude towards achieving goals
- Social character is concerned with how you deal with other people
- Rule based character traits have to do with how you how well you follow rules (Government, religious, etc.)
- When things are difficult you can be determined or discouraged, you can be diligent or lazy in your effort, you can be confident or unsure in your abilities, all of these traits reflect your attitude towards your goals.
- Check with your satisfied clients and find out from them which of your traits appealed to them most and made them want to use your service.

- Make your website unique by including elements that only you alone have done and accomplished. Your service is unique, your website should be unique as well. Don't let it get swallowed up by elements that are all too common on other fitness websites.
- Your website should not be first, your goals, your character, your business and mission are first. All the website must do is convey a perception of these characters.
- Make certain that it represents who you are, what makes you different and why people should connect with you. Your content must make them do this.