



Instead of guessing what your ideal client is thinking. Ask them. [Click To Tweet](#)

The backstory:

I've been wanting to update the MozakDesign.com for a while now to reflect my favorite niche.

Namely: Wellness Centers & Holistic Healers

As I sat at my desk wondering what to write it dawned on me.

Instead of guessing what my ideal client was thinking, why not ask some of my favorite clients about what motivated them to re-do their website and what some of the biggest impacts having a new site has been to their practice.

And so I sent an email:

Subject: A favor ...

Body: Good morning!

I hope this email finds you well {as well as you can be under the circumstances}

I'm reaching out today because I'm currently working on updating some of the copy on my WordPress Design Agency website. Now as we all know, the best copy is one that speaks to the heart of those we love

to serve and that made me think of you.

So if you have a moment, I'd be ever so grateful if you could free write the first things that come to mind for each of the following questions. Please don't worry about how your answers are written. I'm not looking for anything fancy. I'm simply curious.

1. What made you decide it was time to redesign your WordPress website?
2. What, if any, concerns did you have?
3. How were you hoping a new WordPress website would impact your business?
4. How has having a new WordPress website impacted your business?
5. Anything else I should know?

Thank you so much in advance,
Jocelyn

[Then the responses started pouring in ...](#)

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The web site has generated a flood of new members. The new members have had a range of different backgrounds, so we've broadened our reach.

We are one of two chapters in Oregon that has grown. Others are in trouble.

Encouraged, the club decided to rent our facility to other meeting groups. We do this through the web site and it has more than doubled our income.

We're giving scholarships, supporting more charities, and doing more projects.

The Eugene Garden Club



www.MozakDesign.com

WOW!

Not only was it super helpful to hear their perspective on why they decided to embark on their website re-design journey with me BUT I also got to learn, in their words, the impact of my services.

I can't even begin to tell you how good it felt.



What if you just asked?

I want to encourage each of you to reach out to some of your favorite clients.

Ask them to share why they sought out your support and discover the lasting impact you made on their lives?

with love,

Jocelyn Mozak