

Katherine Woodward Thomas calls in “The One” to revamp web presence...

Bestselling author Katherine Woodward Thomas knows a little something about the difference between “Mr. Right” and “Mr. Right Now.” She is the author of *Calling In “The One”: 7 Weeks To Attract the Love of Your Life*. The book, and the 7-week course she developed around it, is an instruction manual for finding your soul mate. So when the time came to upgrade her company’s web presence, she applied the same principles to finding the right multimedia company to handle the job.

Most companies that approach Ursa Minor for help with branding have a deadline in mind, and they spend a few weeks mapping out the best course for attaining their corporate goals. When *Calling In The One* came to Ursa Minor, they needed the new website up and running in 48 hours. Katherine had a nationally-televised appearance on *The Morning Show with Mike & Juliet* scheduled, and their existing website couldn’t handle the anticipated traffic.

“The old design was definitely dated,” Senior Designer James Curtis said. “It had attributes that were remnants of 1995 web design and we wanted to go ahead and really modernize their look.” Ursa Minor accomplished this with the latest in web design, using dynamic HTML, Cascading Style Sheets, and streaming video. What’s more, the design team managed to code the entire site in 12 hours to meet the deadline.

The spike in traffic caused by the television appearances has enabled *Calling In The One* to help thousands of people who are searching for meaningful relationships. Through the book, the course, and personal coaching, *Calling In The One* teaches people to apply the “Law of Attraction” to finding their soul mate. Rather than constantly seeking the perfect partner, readers and attendees are encouraged to look within to strengthen their ability to draw the perfect partner to themselves.

Calling In The One co-director Claire Zammit elaborated, “This is a spiritual approach to finding love that helps people see that most of the reasons that they haven’t found the love that they’re looking for are internal to them. A lot of people think, ‘Well, I haven’t met the right person,’ when in fact, they need to *be* the right person. We help people discover and release those internal obstacles to love so they can make the room for external love to come into their lives.”

The company chose Ursa Minor for the job both because of a long-standing relationship and Ursa Minor’s ability to capture the essence of *Calling In The One* aesthetically. It was important to Katherine and Claire that the website communicate not just product information, but also the spiritual and emotional tone of their work. They felt that, because of their approach, Ursa Minor was uniquely suited to do just that.

When asked about the timing of their decision, Claire explained, “We were about to go through a period of massive growth and we had a website that looked nice, but wasn’t particularly good at capturing customer information. It wasn’t robust. It was simple and pretty, but didn’t have a lot of functionality. We wanted to take it to the next level. Ursa Minor really created a site that was complex and robust. They gave us the ability with audio and video to have a major impact on visitors from the home page. They were able to weave everything together seamlessly. As a result of having a website with all these elements, we now have a steady influx of people into the work daily. Now we know we’ve got a site that can meet the interest that is generated”

The storefront on the site also provided an added benefit. Before, many customers would buy the book from their local bookstore or online retailer, and there would be no interaction with Calling In The One. With the storefront, customers can now buy the book directly *from* Calling In The One, enabling the company to market courses and other products that might be helpful to the customer in the future. The net results have been higher sales and a reduction in administrative time at Calling In The One. Previously, employees would have to take the customer's information over the phone and now it's all done online.

When asked if she had any recommendations for other companies who want to improve their web presence, Claire chuckled and said, "Planning. We kept doing things last minute and we'd suddenly have a big campaign we had to be ready for yesterday. The wise sages at Ursa Minor kept encouraging us to plan ahead better and to really go through a thorough planning process for each new project so that we could think through with them all of the different considerations and concerns and we could map it all out. I would encourage any new clients to take their great advice and engage in a thorough planning process with the Ursa Minor team."

Ursa Minor appreciated the opportunity to work on a project that would have such an impact on peoples' lives. Calling In The One meshed nicely with Ursa Minor's own corporate culture. Chief Creative Officer Robin Livingston said, "Katherine Woodward Thomas has a break-through method of bringing people to a place where they can experience love and commitment, and we felt that was a very valuable skill and outlook on life in general. We do a lot of social conscience projects, from green companies to social justice organizations, but this was something on a very *personal* level. Calling In The One is changing the world on a personal level, and we're excited to be a part of it."