

Pilot Program – A NEW APPROACH TO WEB SITE MARKETING

Setting an Appointment to show the website

Approach a business in one of the industries covered by OurWebsiteFactory.com and say:

“Hi, I’d like to leave this note for the business owner. I wanted to set an appointment to show the owner a website that we’ve built for the business. Are you the owner or is the owner available.”

If the owner is not available, leave the printed message (below in blue*) with a promise to return at a time when the owner might be available. If the owner is available, simply review the printed script with them.

Hi, my name is [Your Name].

I work with a web design company, that has taken the initiative to build a complete, professional 21-page website for your Nail Salon business. It’s fully designed and ready to show at no upfront cost to you.

I’d like to set an appointment to walk you through the site and then explain how it can help bring in more customers and grow your business.

No pressure at all—it’s just a short 20-minute demo to go over the features, and if you’re interested, we can spend another 10 minutes to discuss how we can customize the site to your exact specifications.

Would there be a good time for you to take a look?

Please call [Your Phone # / Email] to set an appointment.

If the prospect wants to see the site immediately, respond by saying:

“I have another appointment in about 15 minutes, but I’d be happy to come back within the hour. Would 11:30 work for you?”

Your “appointment” is with me—to inform me of your prospect’s interest. Simply submit their details through the contact form at OurWebsiteFactory.com or MyWebsiteFactory.com, and I’ll activate the site immediately for presentation.

If the prospect ask about cost, simply say: “We have a variety of packages and we’ll do everything we can to find one that fits your budget.”

* The printed message can be neatly typed on an index size card, placed in an envelope with your name and contact information, and left with the receptionist if the business owner is not available.

EMAIL ALTERNATIVE:

Hi John,

I hope you're doing well. Just wanted you to know that I've taken on new employment with a web development company called Creative Business System. Because I thought you might possibly be interested, I recommended that the company take the initiative to build a 21-page website for your construction business. There's no obligation to buy and it should take me about 20 minutes to show you the various features of the website, (either in person or perhaps on Zoom) and maybe another 10 minutes to show you how the site can help your business grow and bring in more customers. Does this sound like something you would be interested in? If so, what might be a good time for you and I to get together?

Looking forward to your thoughts,

Best,

[Your Name]

The approach described above resolves 2 challenges that we have in marketing web sites:

- 1) **Managing Expectations:** Instead of offering to build a website with no obligation and then making prospects wait 2-4 weeks for delivery, we introduce a necessary delay to avoid the impression that the site was instantly generated—even though it was.
- 2) **Filtering Genuine Interest:** We prevent server clutter by ensuring that we only create websites for businesses that show real engagement. While we may not know if they'll purchase, their willingness to schedule an appointment and commit to a 30-minute presentation signals genuine interest. Even if the presentation takes only 10 minutes, securing that time commitment reinforces their engagement.

This is what a 14-16 hour work week might look like:

6 hours canvassing from business to business.

7 hours following up with appointments.

1-3 hours making revisions to sold websites.