

Pilot Program – A NEW APPROACH TO WEB SITE MARKETING

Showing the completed web site on the initial visit.

DO NOT USE THIS IN-PERSON MARKETING METHOD WITHOUT FIRST CONSULTING ME ON HOW TO DISPLAY THE SPECIFIC BUSINESS NAMES YOU ARE TARGETING ON YOUR PHONE.

In-Person Business Approach Guide

Step 1: Approach the business that you have been assigned to only on the day(s) scheduled. (I will provide you with specific instructions on how and when to schedule your visits.)

Introduce yourself with confidence:

“Hi, my name is [Your Name].”

If you have business cards, hand over your card while saying:

“I work with a web design company that has taken the initiative to build a complete, professional 21-page website specifically for your business.”

Hold your phone up so that the merchant can clearly see the completed About Us page of their website. **This display will not be just a sample—it is the fully finished product, complete with their business name prominently displayed on every page and accurate contact details.** For example, you will be able to click on the phone number resulting in the web site actually calling the phone of the merchant as he witnesses your demonstration.

Step 2: Engage the Business Owner / Merchant

Ask for a brief moment of their time:

“Do you have one minute for me to show you just two pages of your website?”

- **If they decline**, ask to return later that day or the next day, emphasizing that the hosting company will only keep the site live for **two days**.
- **If they agree**, continue with:

“As you can see, the opening paragraph introduces your business, providing clear and engaging details about your services.”

Scroll through the **About Us** page, highlighting the various headings, especially those mentioning their business name. Emphasize that:

✓ **All content has been scripted by our professional content writers and is not copied from other sites.**

✓ **Images and text can be customized** to their exact specifications.

At the bottom of the **About Us** page, scroll back up to feature the 3 icons and click on the one that reads **“Get A Quote”**. This link will take you to the **Contact Us** page. Demonstrate its features:

- Clicking the **phone number** dials their business immediately. Mention that this is one of the many ways that we can bring more traffic directly to your business.
- Another is the **Contact Form** allowing potential customers to send inquiries directly to their email. (Demonstrate a few features of this form such as Selecting An Appointment Type)
- Mention, but don’t demonstrate, the **map and directions** feature (it won’t be functional yet).
- Demonstrate the language feature which can be quite impressive and can be had in 64 languages.

Step 3: Expand the Presentation

Ask:

“Do you have a few more minutes to see additional pages and learn about our special offer?”

If they agree, briefly show:

- **Home Page** (demonstrate the slider's automated and manual navigation).
- **Use the Footer Navigation** to display the **Services, FAQs, Endorsements, Certifications and Thank You pages**. Show other pages at your discretion and depending on the interest level of the merchant.

Hand them a **printed FAQ document** and use it to explain the special offer, answering any questions they may have.

Step 4: Addressing Concerns & Closing the Conversation

Reassure them:

“Our goal is not to sell you a website today. You’ll have 30 days to review it, request revisions, and ensure it meets your expectations before making any payment.” (See FAQ Question #3.)

Emphasize **FAQ Question #2** about the **special offer**:

- ✓ The hosting company is covering the hosting costs for **two days only**.
 - ✓ To keep the website active, they must set up their **own hosting account** and transfer the site to their **chosen domain** (e.g., www.yourbusinessname.com).
 - ✓ The **\$100 setup fee** includes **domain purchase, registration, and full website transfer**. Even if they decide not to move forward, they will still **own the domain** for future use. Website presence can be established with any other company or web developer. Therefore the \$100 is not a wasted investment.
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If the Business Owner Is Unavailable

- **Engage the receptionist** – Briefly present at least the **About Us** and **Contact Us** pages to the receptionist. No doubt they will be impressed with the site, which may help encourage the business owner to reach out.
- **Schedule a Follow-Up** – Ask when the owner will be available and arrange a time to return.
- **Leave Your Contact Information** – Feel free to leave your business card with your phone number for the receptionist to pass on to the business owner. However, keep in mind that the website will only remain active for **two days**. There is no need to mention this to the receptionist at this time. Hopefully, you and the business owner will be able to connect within the 2-day window.

If you or the business owner fail to connect within this 2-day period, the site will become unavailable and you will need to schedule with me a new time for the website to be re-displayed. This provision for rescheduling ensures the business owner still has an opportunity to view the site if they were not available on the day of your initial call. However, it may mean that you will have to wait several days or even weeks before we can arrange for another viewing of the website.

Once the business owner ***has seen the website***, they must respond within **two days** to take advantage of the special offer. If they reach out after this period, **regular pricing will apply**, along with a **\$85 reinstallation fee**.

(see CreativeBusinessSystem.com for regular pricing)

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.

HOW TO ARRANGE FOR IN-PERSON VISITS SHOWING COMPLETED WEBSITES ON THE INITIAL VISIT

You will be provided a Word document Request Form for submitting information for at least 14 businesses of the same industry of your choice. The form will capture 4 lines of data in the 1st field in the following order:

Name of business: (No All Caps)

Physical Address: No abbreviations such as St. Blvd. Rd. etc.

City, State: No abbreviations such as NY. IL. CA.FL. etc.

Formatted Phone number: (555) 555-5555

Another field will be used to note the status of the Business' on-line presence and a 3rd field for your personal notes. The following is a sample of the 1st Record:

Record #1 Aspens Therapeutic Massage 12533 Broadway Avenue Mount Vernon, Illinois (618) 472-3811	Status: Already has a web site but very poorly done. Your Notes: Made in-person call on Friday March 26. Business owner on vacation for 2 weeks. Will make arrangement for rescheduling in April.
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You will capture information for the 1st field by typing the industry of your choice into the Google Search. For example: "Massage Therapist near me" will yield several therapists in your area. You should be interested in identifying therapist that either do not have a website or own a website that is poorly done. The **absence** of this website icon would indicate that the business does not have a website.



Be sure to click the More businesses button for additional results.



Hopefully, your search will reveal at least 14 therapists in your immediate area who need websites, minimizing the need for extensive travel as you visit these businesses—though the distance you cover is entirely up to you. Depending on how far you are willing to travel, feel free to gather as many records as you like.

Forward your request form to me. fred@il4rbc.com along with a text notifying me of the email submission. I will use this form to input data into individual websites corresponding to your request. For example, if you ask me to use records 1, 5, 6, 11 and 14*, you will be able to access these completed websites for your requested industry at the following locations:

Mas2110.customerpreview.com – which would be Record #1 (as shown above)

Mas2210.customerpreview.com – which would be record #5

Mas2310.customerpreview.com – which would be record #6

Mas2410.customerpreview.com – which would be record #11

Mas2510.customerpreview.com – which would be record #14

*Simply text me the record number of your request and I will let you know the exact location of your websites.

You are only allowed to submit 5 request per industry at a time.

You can work with and request more than one industry at a time.

You can request other records for your chosen industry once you have completed the ones assigned.

USE OF THE WINDOWS CLIPBOARD



The Windows Clipboard can allow you to save multiple items to the clipboard to use later. Press the Windows Logo key + V (shown above) to view your Clipboard history and paste from it. This feature is invaluable as you extract data from the search results to paste into your Word document in the desired order.

Have Fun!

