

Key Points To Consider When Talking To Business Owners

Hot Buttons You Can Provide Solutions For:

- Website not getting found on Google
- No Google Places listing
- No Bing Or Yahoo Listings
- Phone has stopped ringing
- Business is slow
- Drop off in new customers
- Staff issues
- Unreliable sales people
- Yellow pages ad not working
- Not sure where to focus advertising dollars
- Confused by Online marketing - Overwhelmed
- Had bad experiences with other Internet Marketers
- So Many Marketing companies - Who To Trust?
- Don't know how to compete on Google, Bing, Yahoo

Questions To Ask

- How's business going?
- What are the main products / services you sell?
- What kind of marketing do you do for your business?
- Where do your customers come from?
- Who looks after your online marketing?
- What's working well in your business?
- What's not working well?
- What would you like to achieve in your business over the next twelve months?
- What's the biggest need you have in your business right now?
- Where do you think that most people look these days to find products or services like yours?
- Who are your main competitors?
- What geographic areas do you service?
- What would you like your advertising to do?
- What's unique about your business?
- Do you have a website?
- Do you know where your website ranks on the search engines?

Typical benefits would include things like:

- Get found instantly on the front-page of the search engines
- Increase free traffic volume to your website
- Improve quality of traffic to your site
- Get more leads via email or phone each week
- Increase sales
- Make more profit
- Build a data-base of prospects / buyers
- Dominate the Internet for your industry
- Get found easier and more frequently by
- customers looking for your products /
- services on the Internet
- email marketing campaigns
- Mobile friendly experiences