



12 MARKETING SECRETS...

To Make YOUR Business Website Succeed - Whilst Others Face a Constant Struggle Just to Survive...

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Why I Wrote This Report and Why You Should Read It...

If your website doesn't work and seldom makes your phone ring, you are not alone.

In fact, you are in the majority – not the minority. Little comfort if you have wasted an arm and a leg on a fancy website that you regret buying every time you even think about it but true nonetheless.

So why doesn't YOUR website work?

I believe I have the answer.

Bottom line... your web designer might be 'Brilliant and Gifted' when it comes to his or her graphic design skills - but if they are anything like most web designers, they probably couldn't market themselves out of a paper bag if their very lives were hanging in the balance.

In essence most are 'Glorified Typesetters'

Now I realise saying that will have web designers Australia-wide wanting to 'Burn Me in Effigy' so let me just share a bit about myself - who I am - what I have done and why you should bother listening to me...

My name is Chris Bloor and I have been a full time Internet Marketer for almost 11 years now.

In that time I have:

- Helped over 500 different companies and thousands of individuals to market their business online and off and generated literally tens of millions of dollars in combined sales in the process.
- Spoken at leading Internet Seminars in the USA, Australia, Canada, and Europe.
- Sold Hundreds of Thousands of Dollars in eBooks, Reports and Software.
- Created sales copy that has been responsible for millions of dollars in sales.
- Built scores of websites that have # 1 page position on Google!
- Consulted for individuals and companies worldwide.
- Have tens of thousands of people reading my various Internet Newsletters every month.

In other words, I'm definitely not your average web designer! ☺

I wear the badge 'Marketing Expert' with pride – I have put in the hard yards and invested thousands of hours and hundreds of thousands of dollars to gain the knowledge I have today.

But it wasn't always that way...

How I Hired the 'Webmaster from Hell' Wasted Over \$50,000 in 12 Months and Almost Gave Up on the Internet Completely...

Back in 2000 I hired a guy in WA to design a website for my business. He told me he was an 'SEO Expert' He lied to me.

And really took me for a very expensive ride.

12 Months (and \$50,000 later) I realised I was getting ripped off and sacked the guy.

But then I had an even BIGGER problem.

I still needed a website that worked - but ... now I had no more money left to pay for it!

Worse still, I was a single Dad with 4 kids to support. It was a total nightmare!

Then one day it hit me – instead of moaning and feeling sorry for myself I decided to throw myself into learning literally everything I could about marketing on the Internet.

I threw myself into research, spending hours on end coupled up in my office literally reading thousands and thousands of pages a week of marketing information (a habit that continues to this day)

My First Sale Online and How it Changed My Life Forever...

Little by little I started to implement the lessons I was learning and then, one day it happened - my very first sale online!

It wasn't much - just a \$37 eBook but I'll never forget how it made me feel. I sat there in my little office and thought over and over again: "If I can Make 1 Sale – I Can Make a Thousand!"

That was many years ago and today I can look back on multiple thousands of sales.

Now - I shared all that to say this:

"The Internet is Much More than Just a Job to Me. I Absolutely LOVE Showing Business Owners how to Sell Their Products and Services Online! Give Me 20 Minutes One-On-One Over the Telephone and You Will Quickly See What I Mean!"

Seriously - - Call Me! Here's My Mobile: 040 777 5622

You see, I have never forgotten how it felt to look back on all the money I wasted on my first website.

It was at a time in my life when I really wanted to be able to offer my kids so much more.

And had I been given the right advice (Instead of hiring the Webmaster from Hell) I would have...

...saved myself a bunch of stress and tens of thousands of dollars in the process – not to mention I would have been able to spend a lot more quality time with my kids!

I know it sounds altruistic but literally every single time I help someone else avoid the 'Internet Nightmare' that I went through, it feels utterly fantastic!

Okay, now let's look at what you absolutely MUST have in your business website...

21 Secret Ingredients' That Make Some Websites Work - Whilst Others Fall Flat on Their Face...



SECRET # 1 Your Website MUST Capture Names and so it Needs to Have a Lead Generating Report or Video!

Picture this: you are thinking of hiring a marketing company and you visit two different websites. One has fancy logos, flash animations and some blurb about the company (often in very tiny hard-to-read print because web designers think that looks cool-seriously!)

But although you can't quite put your finger on it, something is missing...

Let me give you some hints...

- The site has no 'compelling' offer.
- There are no reasons for you to stop what you are doing and contact them.
- You see nothing that makes you stop dead in your tracks and say:

"Wow! I really MUST have this!"

So, 'Click!' And you're gone... And the poor website owner (even though he/she owns an ad agency) is left thinking to themselves:

Drat!!!! I PAID A FORTUNE FOR THIS! Why doesn't my website ever make any sales?

But Then, You Go to ANOTHER Website...

And at THIS website, you see this:

Free Money-Making Report Reveals...

"How You Can Start Making Money Online Within 7 Days from Right Now!"



Discover how you can easily create simple, money-making websites that pump out cash like an ATM on steroids.

You don't even need a product to make tons of cash with this step-by-step system.

Inside you'll learn...

- The single biggest mistake that most affiliates make and how you can avoid throwing lost profits down the drain.
- The fastest way to drive an avalanche of traffic to your Website without spending a ton of cash on advertising.

Yes! Send my Free Report!

I understand I'll receive instant access to the **Automatic Money Machines™** marketing system absolutely free!

And because I'm downloading this free report right now, I'll also receive a **free subscription to periodic Money-Making updates** from this site, WebAdjust.com!

Name:

Email:

Your information is private and will never be shared with anyone. I respect your privacy and hate SPAM with a passion.

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Does it make a difference?

Yes! In fact, on one of my own new websites...

7 Out of 10 People Who Visit the Site Grab the Free Report!

FACT: The Right Lead Generating Report:

- ✓ Positions you as the experts and 'People of Choice' in your industry!
- ✓ Helps you attract and build a list of laser-targeted prospects!
- ✓ Allows you to tell your whole 'Sales Story' in a friendly, non-threatening way!
- ✓ Lets you make a 'Time Limited' deadline offer to your readers!
- ✓ Gives you a valid reason for follow up!

And Best of All it Does So on Virtual Autopilot!

YOU can and should be doing this in your business! Ask us how if you are unsure of how to proceed.

Visit www.LismoreOnTheNet.com for More Great Reports!

SECRET # 2 Your Website Needs Lots of Friendly Human Faces...

Forget fancy flash logos that take ages to load and those electronic sounds that annoy the living daylight out of people. People respond to people! In fact, research has shown that showing images of happy people on your site can boost your conversion rates by a staggering 500%



SECRET # 3 Your Website Needs a Follow Up System that Works on Total 'Hands Free' Autopilot - So that YOU Don't Have to! Here's What Needs to Happen:

Even if someone stumbles on your site at 2am on a Sunday Morning, they need to be able to 'opt-in' to your email list, Download your Free Lead Generating Report and then... receive follow up messages automatically - all without you lifting a finger (or even being aware of it!)

Example: I was in the UK speaking at a marketing seminar a while back but had no Internet access in my hotel. When I finally did get back online I saw that my marketing systems had been making me money without any day-to-day input from me whatsoever!

SECRET # 4 Your New Website Needs to Use 'Words That Sell'

by that I mean that you need to get a professional copywriter to create the words that convey your sales story.



It always amazes me that people look at this vital aspect of their business and think: "I'll have a bash at this myself!" That is like a plumber calling a copywriter to undertake a major plumbing job! **Put it this way:** As a copywriter, I couldn't repair a broken water main to save my life but on the other hand, I have written numerous two and three page sales letters that have generated literally millions of dollars in sales - so if you owned a Plumbing service, who do you think should write the sales letter for your new website?

NOTE: Ask Me about My Report: '10,000 Words and Phrases that Sell Like Crazy!' (Phone 040 777 5622 – I'll give you a Free copy for reading this one!)



SECRET # 5 Your New Website Needs to Use Video - Lots of Video! Because unless you have been absolutely comatose or perhaps 'Hiding under a Rock' the last few years, you will have noticed that video has become responsible for a staggering 52 percent of web traffic!

NOTE: The right website design service will be offering to create a YouTube Channel for you along with videos to go with it.

Here is a Kicker: If they *really* know their stuff, they should be able to show you examples of their own YouTube videos with views in the multiple tens of thousands!

FACT: YouTube Now Has 200 Million Videos with 250,000 New Videos Added Per Day! And remember they are just one of hundreds of video sharing websites.

An Example: Search YouTube for the term 'Prostate Information' and you will see a short video I did to promote an eBook that I wrote. I recorded the video and uploaded it and did NOTHING to it since and as of today it has been viewed almost 50 Thousand times! Other videos I have been involved in have seen views in the Hundreds of Thousands! YOU can experience this in YOUR business!



SECRET # 6 Your New Website Needs to Have a 'Keyword Rich' Domain Name that Tells People What You Do or the Benefit You Have to Offer Them and (If Applicable) Where They Can Find You!

This point is so simple but sadly, many people overlook it entirely.

But the right web design company will make a point of offering this as a part of their service.

Examples: www.WeSolveMarketingProblems.com & www.CentralCoastBusinessCoach.com

www.LismoreLawyers.com & www.RainwaterTanksLismore.com

NOTE: The right domain name can 'Make or Break' your online and offline marketing! Don't leave it to chance. If you need help – please ask us!

SECRET # 7 Your New Website Needs to Come With an Easy-to-Follow, 'Comprehensive Mindmap' to Show You Exactly Step-By-Step How to Use it to Grow Your Business Both On-line and OFF-line at the Same Time!



Okay, this last point really isn't fair to my competition but I include it because experience has shown me that unless people are shown what to do with their new website, the odds are, they will never enjoy the full potential it has to offer them.

In other words, you need to know what to do with your new website once you have it!



SECRET # 8 You Need a Webmaster Who Truly Understands Marketing - Online and Off 'Upside Down' and 'Inside Out' - Like the Back of Their Hands. In other words, when it comes to having a website that works (as opposed to a fancy online brochure) you need a genuine marketing expert!

That makes perfect sense doesn't it? In fact, if you have any doubts, just stop and ask yourself: How it would make you feel to end up like me - wasting tens of thousands of your hard-earned dollars on a sub-standard website that simply doesn't work?

You see, if they (your web designer) can't TELL you what the very latest marketing trends are... and if they can't SHOW you how to implement them in your business... and if they don't have a very good UNDERSTANDING of Copywriting, SEO, Direct Response Marketing, Lead Generation and Conversion...

And if they cannot show you their own opt-in lists in the tens of thousands...

And if they are not investing tens of thousands of dollars a year in their own marketing education ...making sure they stay ahead of the game... why in the world would you want to hire them in the first place?

I'm sure you can see the need to make sure you get expert help and advice – you wouldn't want it any other way would you?



SECRET # 9 You Need to Take Advantage of Social Media Websites!

Websites like Facebook, Twitter and StumbleUpon can send you literally thousands of laser-targeted, ready-to-buy prospects!

You would be crazy to ignore this potential traffic source – remember that much of this website traffic can be yours free for the asking! Ignoring social media in your marketing is like trying to sell Black and White TV's



SECRET # 10 Your Website Needs On-Going Promotion and it DOESN'T Have to Cost You the Earth...

Now there are a thousand and one things that you can do to promote your new website – some of which work and others that are just a huge waste of your time and money...

Your on-going promotion should definitely include the following:

- A. **Monthly Market Research** to see what terms your target market are using on Google, Yahoo and Bing to find the products and services that you have to offer them.
- B. **Content Creation** (articles and video) based upon those trends and...
- C. **Media Distribution** to Social Networking Websites.

Other things you may want to consider are:

...Link Building

...Pay Per Click (Google Adwords and FaceBook)

...And Banner Advertising.

Bottom Line: You wouldn't buy a new car and then complain that you needed to put fuel in it every week – would you?

The same thing is true in regards to your website – it really does need on-going promotion if you want to see the full potential and enjoy all the benefits that it has to offer you.

And to expect (or believe) otherwise is both foolish and unreasonable.

SECRET # 10 Your Website Needs to Take Advantage of Direct Response Marketing FACTS When it Comes to Layout, Colours Fonts, and Design Factors...



Did you know that literally Millions of Dollars have been spent researching what works and what doesn't online?

LESSON: There is absolutely no need whatsoever for you to re-invent the wheel when it comes to your website!

A case in point: why the heck do so many of today's web designers create text in Arial size 8 or even 7pt

When even a blind bat can see in a nano-second that it is very difficult for a huge percentage of the population to read a font that small!

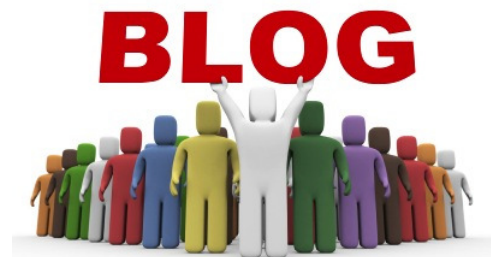
I will never forget the 'Creative' web designer who informed me that *"We use fonts that small because we think it looks much better design wise"*

STOP! Do you want people to leave your website thinking: *"Nice design - pity I couldn't read the words!"* or do you want them to stop – pay attention and take action now?

SECRET # 11 You Might Need a Blog!

Blogging is one of the quickest and easiest ways to build a loyal following on the Internet,

Best of all it is relatively easy to get other people to provide original content for your blog.



There are a few 'Tweaks' that you need to make in regard to your Blog but they are the subject of another report.

Suffice it to say that Blogging is fun, easy and can be very profitable.

It is highly recommended if you plan on establishing yourself or your business as an 'Authority' in your industry.

Please feel free to ask me if you have any questions about starting your own Blog.

I have made just about every mistake in the book and can save you a bunch of money, time and stress...

SECRET # 12 Your Website Needs Testimonials – the More the Better!

There is an old adage in marketing that says: "Facts TELL But Testimonials SELL!"

You can see this in action at a couple of my client's websites:

www.CentralCoastBusinessCoach.com makes great use of video testimonials.

www.LismoreLawyers.com makes use of written testimonials.

Ideally, you should have both!

Again, this is an area where the right web design company will be very pro-active in encouraging and helping you to get testimonials on your website.



Well there you are – at the end of this report.

Are there more marketing secrets that you can use to grow your business online?

Yes – hundreds!

Things Like:

Video Sales Letters – See www.SmallBusinessMarketingInstitute.com.au

Squeeze Pages – See www.LeadGeneratingReports.com

Online Directory Advertising – Se www.LismoreOnTheNet.com

And...

I could go on and on...

Actually you can call me if you want to know more!

Best Regards and... Thanks for Reading My Report!

Chris Bloor

Chris Bloor - Call me now! 040 777 5622

Email chris@SmallBusinessMarketingInstitute.com.au

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