

HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

Your Step-by-Step Marketing Roadmap

How We Design Market-Dominating Websites



**Part
One**

HOW WE DESIGN MARKET-DOMINATING WEBSITES

PART 1

(CLICK TITLE TO NAVIGATE TO PAGE)

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INTRODUCTION

This presentation will teach you a proven process for designing, developing and creating a website and landing pages so compelling it practically forces your prospects to take action. This powerful presentation will have a major impact on your revenue and profits, as well as the ultimate success of your business.

We want to teach you the hidden secrets behind the creation of compelling marketing and advertising, and how to apply those hidden secrets into the design and layout for your website so you can turn it into a lead generation and money-making tool for your business. We're going to provide you with the tools, the resources, the templates and the support that will result in you becoming an online marketing maven.

With our guidance and support, you will set into motion an industry dominating online marketing program. This will give you the unprecedented ability to attract clients at will, attract them with greater frequency, at a lower cost, and with total and complete confidence and certainty.

The key to designing and building effective websites and landing pages is to focus on what it is your *prospects* want your product or service to provide to them. In most cases, they're searching for a product or service that will solve a problem, overcome a frustration, relieve a fear or remove a concern.

Several years ago we launched a website and spent weeks drafting the perfect copy for the site's landing page. Once we were satisfied with our work, we uploaded the new copy and observed a spike in signups and sales - just as we predicted would happen.

NOTES: *(click below to add)*

INTRODUCTION

A few weeks later, a colleague mentioned that he loved the new messaging but was having a hard time reading it. The words were too close together he said, and he felt we needed to add more white space. At the time, we put this at the bottom of our revision list. White space wasn't exactly what we considered to be an urgent revision that demanded our immediate attention.

A week later, we finally managed to reformat our copy with increased white space. We immediately noticed something interesting. Our signup rates had shot up. And not just by a mere 1% or 2%, but by a statistically significant 12%.

A quick 45 minute formatting job had just boosted our sales by thousands of dollars. We could have kicked ourselves for not paying closer attention to something as seemingly insignificant as white space and formatting. But then again, isn't that always the case? It's always the little, seemingly insignificant things that can produce the biggest results.

Over the years we've found other "insignificant" things that, when added, changed or revised to copy, website design, formatting and layout can help to significantly increase your conversion rates. In fact, according to the latest eye tracking studies, simply adjusting your website layout alone can boost sales by up to 64%. This series of presentations is designed to uncover many of these small improvements that can dramatically increase your leads, conversions and profits.

Remember that prospects are searching for solutions to their problems. And since that's what they're searching for, this highlights the major difference between a website and landing pages. Most people don't understand the difference, but it's critical to the success of your business that you do understand the difference.

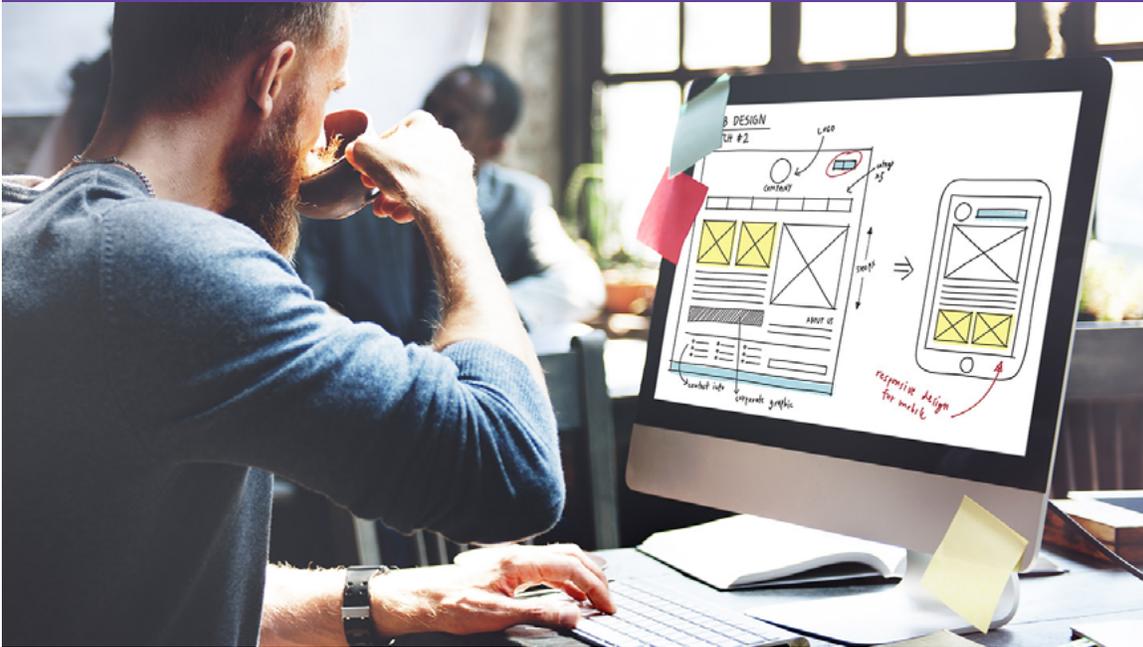
NOTES: *(click below to add)*

INTRODUCTION

When a web user clicks on a link, perhaps in an email or from an online advertisement, the prospect is directed to a website page known as a landing page. This page features information on the product or service that was advertised, and ONLY on that product or service. Its objective is to encourage the prospect to either buy online, or take some other action that eventually leads to a sale. This presentation is designed to help you know and understand the differences between a website and a landing page, when to use each type, and how to design them so they work properly. So let's dive right into our topic.

NOTES: *(click below to add)*

WEBSITES VERSUS LANDING PAGES



What's the difference between a website home page and a landing page? Your website's home page is the first page your prospects come to if they simply want to visit your website to see what's on it, to find out who you are, or to learn what your business is all about.

The typical process for this prospect would be to, arrive on your home page; select an option from a menu or an offer on the page; arrive on another page with that offer or product; and then take a specific action, such as making a purchase.

Unfortunately, a typical website home page offers so many options, it's easy for prospects to drop out of your sales process, especially if your site doesn't contain a specific call to action on that page, if the navigation on the site isn't clear, or if they're distracted by other offers or content, which is often the case.

NOTES: *(click below to add)*



WEBSITES VERSUS LANDING PAGES

A prospect arriving on a home page is often bombarded with information, links, offers, images, service listings, and advertisements, all competing for their attention. The original message or offer that compelled them to visit the site is often lost. You can avoid this risk by creating separate landing pages for your individual marketing campaigns.

By integrating your marketing campaigns with specific landing pages online, you not only reinforce your message, but you keep them laser-focused on your offer. You can also use your landing page to capture leads and prospect information that might otherwise be unavailable.

If your prospects were responding to an advertisement, e-mail, or a direct marketing piece that featured a particular product or service, the link in that marketing piece should take them to a specific landing page that would be relevant to their specific situation. That link could take them to your home page, but you will risk losing them. Trust me; most prospects today will NOT spend their precious time and attention hunting around on your website to see if you offer what they want.

The key is to create specific landing pages designed to let them know the moment they land on that site that they have come to the right place to solve their problem or relieve their concerns. Landing pages save your prospects time and effort and get you a much better response to your specific call to action.

NOTES: *(click below to add)*



WEBSITES VERSUS LANDING PAGES

Just be sure you set a specific objective for each landing page. Typically, that objective is to get them to respond to your offer. That offer may be to go ahead and make a purchase online, or to request additional information, allowing you to follow up with them at a later time with a drip campaign.

In fact, you could ask prospects to register for an event; complete an information request form; download a whitepaper; subscribe to an online newsletter or in some cases, request a sales call.

The key is to stick to one offer only. Some web developers feel that it's good to provide easy access to other areas of your site and mention other offers in case the prospect isn't interested in your main offer. I admit it can be tempting to encourage landing page prospects to explore the rest of your site so that they can find out more about your other products and services.

However, industry experience indicates that distracting prospects with other information or additional offers dramatically reduces the number of leads you'll capture. Instead, create a dedicated landing page with no other distractions, and make sure it matches perfectly with your sales process. In other words, target specific groups with an offer relevant to them.

And even though your landing page is dedicated to a single offer, you should not crowd that page with excessive information about the product or service you're offering. If it's important to provide prospects with detailed information, you can create additional pages, but give your prospects the choice of clicking onto those pages.

NOTES: *(click below to add)*



WEBSITES VERSUS LANDING PAGES

We would prefer you use a video on each landing page that explains the most relevant information they want to know and explain why they would be foolish to ignore your offer. The length of your video should typically be one to three minutes in length.

And make sure you don't forget to include a call to action. A call to action tells the prospect what they need to do to take advantage of your offer. For example, "buy today," "buy now," "limited offer"; or "register now for your free gift."

Create a clickable button beginning with the action word—"register here," "contact us," "download now" or "buy now." The button should be linked to an order form or registration form.

Free offers on a landing page can be extremely effective provided you require your prospects to give you their contact information so you can follow up with them later. Even if the prospect doesn't accept your main offer, by offering a free report that requires them to enter their first name and e-mail address in order to download it, you will be able to maintain future contact and make further targeted offers. A free newsletter, a report or white paper will allow you to build a relationship with your prospects over time.

NOTES: *(click below to add)*



WEBSITES VERSUS LANDING PAGES

Your call to action should appear in a separate “Offer Box” on the right side of the page ABOVE the fold to attract prospects, and encourage them to take immediate action. We often see this offer box below the fold. Your prospects typically will NOT scroll down and find it. Don’t make them look for it. Place it on the right above the fold. If you include a video as suggested, place it to the immediate right of the video, and be sure you mention that offer box at the end of your video presentation.

You can also include other calls to action in other areas of the page below the fold to catch prospects who want further information before making a decision. But always remember that the call to action should be the main focus for any landing page.

Your landing page has a single purpose—to get your prospects to take the next step toward a purchase. That means keeping the page free of navigation links that might take your prospects to another page. On a landing page, there is only one link you want them to click, and that’s your call to action. You should also avoid multiple choices which could dilute their attention and reduce their response rates. If you have a number of products or services to promote, create separate campaigns and separate landing pages to keep your prospects focused on a single call to action.



NOTES: *(click below to add)*



WEBSITES VERSUS LANDING PAGES

Although the call to action should be prominent, you **MUST** make sure it is the **RIGHT** call to action. Let's face it; there are a **LOT** of scam artists working online. I must get three or four notices in my own email every day letting me know that I have just won \$3 million dollars and all they need is my bank account number to wire the money to. Seriously, three to four of these every single day, seven days a week.

So it should come as no surprise that your prospects, upon arriving at your website **OR** your landing page, don't know you, like you or trust you. You must earn their trust, and that may not happen on just their first visit. So don't attempt to force your prospects to take action immediately. Be sure you have mapped out your sales process and use it to guide you as to the exact steps and offers you need to make to convert a prospect into a client.

Your landing page should consist of more than a simple order form or a registration form. It should present the relevant information expected by your prospects with an encouragement to take further action. Landing pages that are too aggressive tend to have a very low conversion rate, while a more informative approach builds trust before requesting action as a second or even a third step.

So keep in mind that your prospects are searching for a product or service that will solve a problem, overcome a frustration, relieve a fear or remove a concern that has intruded into their lives.

NOTES: *(click below to add)*



WEBSITES VERSUS LANDING PAGES

These are known as hot buttons, and it's absolutely critical that your website or landing page immediately addresses their specific hot button issues the moment they land on your site. This means that at the very top of your site, you need to have a hot button targeted headline that instantly grabs their attention and lets them know they have come to the right place to find their solution. In fact, you have maybe 3 seconds to convey that message. Fail to do so, and they're gone.

Unfortunately, the vast majority of websites all look alike, and do nothing to immediately capture the attention of their target customer. Most businesses place the name of their business at the top of the site, often accompanied by a brief summary of the business or its owner, and many times with a picture of the owner as well.

That is the WORST thing you can possibly have at the top of your site. Please don't take this personally, but your prospects don't care about you! They don't care about your business. They don't care that you're local or national, that you perform both residential and commercial services, that you're open 24/7, or that your personnel are courteous, experienced and professional.



NOTES: *(click below to add)*



WEBSITES VERSUS LANDING PAGES

These common descriptions are called platitudes, and they run rampant in most marketing and advertising. Unfortunately, they do absolutely nothing to move a prospect closer to the sale, or for that matter, to compel them to even want to know more about what you sell.

They don't care that you own a truck, or for whatever strange reason you have adopted a squirrel as a mascot. They ONLY care about them. WIIFM - What's In It For Me! That's what they care about.

Take a look at this website for computer networking solutions, and then think about what I just said. Prospects ONLY care about themselves. If that's the case, then why do ALL businesses fail to do that? Why does every business talk about themselves INSTEAD of their prospects? In just two very short paragraphs, this company managed to reference themselves 6 different times.



NOTES: *(click below to add)*

TRY THIS EXERCISE WITH ALL OF YOUR MARKETING COLLATERAL



Count the number of times you use the words I, we, our, or the name of your business, and then count the number of times you use the words you or your. The results will shock you, but at least you'll begin to understand why your marketing is drastically underperforming.

NOTES: *(click below to add)*



TRY THIS EXERCISE WITH ALL OF YOUR MARKETING COLLATERAL

Check out this heating and cooling website. Talk about a platitude-fest.

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welcome...

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- Service Residential and Commercial units
- Free in Home Estimates
- We are Licensed, Insured & Bonded

- 24 Hour Emergency Service

- Replace old appliances with more efficient models. Replacing an old dishwasher, refrigerator, washing machine, or furnace with a new, energy-efficient model can really save energy and money.

- We are Licensed, Insured & Bonded

- We Provide Service for Mobile Homes

- Increase attic insulation to R-30. Insulation helps

Well established service company. Wow, I'm so impressed. They've been around since 1991. OK, so does that mean that another company that started in 1990 is better? They have unsurpassed customer service. What the heck does that mean? No seriously, think about that for a minute. That means absolutely nothing to any prospect since it doesn't say anything specific.

NOTES: (click below to add)



**TRY THIS EXERCISE WITH
ALL OF YOUR MARKETING
COLLATERAL**

What if they would have said that if your furnace goes out in the dead of winter, we will arrive at your home within ninety minutes of receiving your emergency call and have the heat restored in your home within 30 minutes of our arrival. Now THAT is unsurpassed customer service, and that would convince me to call them. Not some platitudinal statement that means nothing to no one.

They go on to say they will exceed my service expectations, and that they're affordable and professional. Oh really? What if my service expectations are that you will arrive at a specific appointment time, instead of telling me you'll be there sometime between 8am and 5pm? What if I think affordable means \$40 per hour, and you're at my home for exactly one hour, and I get the bill and you charged me \$75 for that hour plus a \$45 service charge tacked on for good measure? Platitudes are dangerous since they don't specify anything, and leave everything open to the prospects interpretation.

But this website isn't done yet, not by a long shot. They throw in an additional 10 bullet points worth of platitudes just to insure their website gets lousy results. Seriously, I feel so sorry for business owners who do this. It's NOT their fault. They honestly don't know any better.

They have no marketing expertise whatsoever, and the way most small business owners learn this is by looking at their competition and mimicking them. Unfortunately, their competition doesn't know what they're doing either. It's literally the blind leading the blind.

NOTES: *(click below to add)*



**TRY THIS EXERCISE WITH
ALL OF YOUR MARKETING
COLLATERAL**

So what if we changed this website? What if we made some slight modifications? What if we redesigned this website with the prospect in mind instead of trying to blow our own horn and tell everyone how great we are? What if we speak directly to the prospect and give them EXACTLY what they want?

So think about this for a minute. Put yourself into the shoes of the typical prospect looking for a furnace repair company. You wake up at 2 in the morning because you're freezing to death. When you get up to see what's wrong, you discover your furnace conked out. So what exactly would you want in this situation? Do you want a furnace repair company who started their business in 1991? Don't think so! Do you want a furnace company that's well established? Doubt it! How about a company that has a great reputation and is family owned? Guess not huh?

See how absurd this is when you measure it in reality? All this prospect really wants is the heat back on, and FAST! Then why don't we create an ad that does exactly that.

What if we create a headline at the top of this website that says **"Furnace Out? House Freezing? Need Someone There Within The Hour?"** Gee, do you think that might just grab the attention of a prospect whose furnace just went out? Now what if we create a subheadline that says **"3 Ways We Guarantee Your Heat Will Be Back On Within 90 Minutes!"**

NOTES: *(click below to add)*



TRY THIS EXERCISE WITH ALL OF YOUR MARKETING COLLATERAL

I would then have a one minute video on the left that quickly explains and reinforces the points made in the headline and subheadline with assurances that the 90 minute guarantee is real, and then back it up with a compelling offer on the right that says **“90 Minutes To Heat, Guarantee Call 1-555-HeatNow We will have the heat back on in your home within 90 minutes of completing your call to us, OR YOU DON’T PAY! 1-555-HeatNow.”**

Which website would you be more likely to call? Kind of a no-brainer isn’t it? This website is a rough template that we would now give to a web designer to make it look great, but I think you get the point. And by the way, this took us all of three minutes to create from scratch. How can we do this so quickly? Because we know and understand Persuasion Marketing as well as the Marketing Equation. And now, so do you.

Furnace Out? House Freezing? Need Someone There Within The Hour?	
<i>3 Ways We Guarantee Your Heat Will Be Back On Within 90 Minutes!</i>	
Video	90 Minutes To Heat... Guarantee Call 1-555-HeatNow We will have the heat back on in your home within 90 minutes of completing your call to us... OR YOU DON'T PAY! 1-555-HeatNow

Your job is to immediately change your website to reflect the proper message using a tested and proven design and format.

NOTES: *(click below to add)*

**THIS FORMAT IS CALLED
*PERSUASION MARKETING***



Persuasion Marketing isn't a revolutionary idea. Brick-and-mortar retailers have incorporated persuasive marketing in their stores for decades.

For example: when you go to the grocery store, you find milk in the back; as you walk by the bakery, you smell the aroma of fresh bread or cookies baking; the layout of the aisles, and the location of products on shelves are all planned to attract attention, gain interest, stimulate desire, and persuade you to navigate the store the way retailers want you to.

Persuasion Marketing is simply presenting compelling information about your product or service in such a way that it persuades your prospects to take a specific action.

NOTES: *(click below to add)*



THIS FORMAT IS CALLED *PERSUASION MARKETING*

Your marketing should not only *inform* your prospects, it should *persuade* your prospects. When a prospect makes a decision, that decision represents the natural and logical result of a cognitive process. It may take place instantaneously such as an impulse buy, or stretch out over a long period of time. But make no mistake about it. **It's a process, not an event.**

Persuasion Marketing seamlessly weaves the prospects buying process into the business's selling process. This seamless integration depends on your ability to address the varying levels of wants and needs prospects have at every point in the sales process.

We've simplified this very complex system for you through this program. We developed all of this to provide you with a tool that does all the heavy lifting for you, and help provide you with a simple, step-by-step process that will enable you to take the mystery out of building the perfect website, a website that actually makes you money.

The only variable in this is the fact that your prospects are not all at the same stage in their decision making process. Some of them are ready to make an immediate decision and will take the action you request, while others will still be doing their research about you.

NOTES: *(click below to add)*



THIS FORMAT IS CALLED
PERSUASION MARKETING



Thinking It Over



Researching



Ready To Buy



The fact is, once you've acquired a lead and a prospect has raised their hand saying "they're interested in what you have to offer", you **DON'T KNOW** where they are in their decision making process.

Most businesses assume that if someone shows an interest that they're ready to buy **RIGHT NOW**. That's a big mistake. Only 4% of your prospects are ready to buy right now. The other 96% needs to be nurtured and taken down a path that will eventually lead them to buy. This is the beauty of following **Persuasion Marketing**. You will see long term, on-going success by addressing the wants and needs of **all prospects** in such a way that you continue to move them through the various stages of their decision-making process.

NOTES: *(click below to add)*



THIS FORMAT IS CALLED *PERSUASION MARKETING*

The problem is that today most “marketing experts” offer nothing more than all sorts of tips, tricks, tools, and gimmicks to help you attempt to convert a prospect into a client. None of them will work for long. Prospects have “wised-up” to the trickery. And in the process, they’ve become jaded, skeptical and distrustful. That distrust runs even deeper when prospects go online.

For any business owner to become successful today, they must provide their prospects with an ***experience*** focused on their specific wants and needs, whether they’re just a little interested or looking to buy immediately. Fail to do this and you will never achieve your business goals. To make this even easier, remember this one important fact:

Marketing is a science - and like everything in science, there’s a very simple *equation* that, when followed, will ***always*** produce the right result. That *equation* is known as the ***Marketing Equation***.

Let’s review its major components since your marketing, advertising, website and landing pages MUST always follow it. It can be broken down into four basic and simple components:

- **Interrupt**
- **Engage**
- **Educate**
- **Offer**

NOTES: *(click below to add)*



THIS FORMAT IS CALLED **PERSUASION MARKETING**

It's based on one of the oldest and most durable models known. It's been around for years and it has proven to be successful time and time again for every business that follows it. Why? Because it helps business owner's appeal to consumers' emotional **and** logical wants and needs.

For your marketing message to be effective, you must sharpen the focus of your message to ensure that you actually reach your prospect's mind, and that you do so with enough impact that he or she will pick up the phone, walk into your store, or in this case, go to your web site and get involved with your business.

But here's the problem, your prospects are literally drowning in marketing messages. We all are. We're being exposed to more than 3000 marketing messages every single day. And that flood of marketing messages is only going to continue to grow.

Because they're inundated with marketing messages, your prospects filter most of these messages right out of their conscious thought—unless one happens to hit them squarely on their hot button.

That's exactly what **your** marketing message should do; hit a resounding bull's-eye on your target customer's hot button with a highly-targeted and strategically placed message that will compel them to buy, or at least to take the next step in your sales process. If you can hire a professional copywriter that understands this concept, that's an investment that can be worth its weight in gold. Most small business owners can't, and that's why in our previous presentation on "Ad Design and Layout" we gave you a process to help you write effective copy for your marketing.

NOTES: *(click below to add)*

THE REAL PURPOSE OF MARKETING



Whether you hire a professional, or write your own marketing materials, you must know and understand what all marketing is really supposed to do.

Your marketing must do 3 things:

- It MUST grab the prospect's attention,
- It MUST facilitate the prospect's information gathering & decision making process,
- And it MUST provide a specific, low risk, easy to take action that helps them make a good decision.

NOTES: *(click below to add)*



THE REAL PURPOSE OF MARKETING

It can't just do one of them. It **MUST** do all 3, otherwise it will underperform, underwhelm and get lost in the sea of all the other irrelevant marketing messages we're all flooded with.

Let's quickly review each of the 3 areas.

First and foremost; **all marketing must grab the prospect's attention**. If it doesn't, it's worthless, and a complete waste of your time, effort and money. If it doesn't grab the prospects attention, the rest of your message will never get read, watched or listened to.

That means you have to have a great headline if the ad is in print, you have a website, or you use landing pages.

Second, every prospect, no matter who they are or what they buy is always looking for the **BEST DEAL**. Seriously, I want you to sit back and really think about this. Have you ever bought ANYTHING yourself where you didn't want the best deal? It didn't matter if it was a 5 cent stick of gum or a \$70,000 BMW, everyone, no matter who they are, **ALWAYS** wants the best deal.

Fortunately, that doesn't mean they want the lowest price, it does mean they want the most value for the price. They will pay a higher price for increased value. But in order to know if something is the best deal, they must have decision making information.

NOTES: *(click below to add)*



THE REAL PURPOSE OF MARKETING

Your marketing **MUST help** the prospect gather information that aids them in their decision making process. That’s why the client profile and the decision making process are so important. Without these fundamentals in place, you won’t know the right information to provide to your prospects.

This also explains why it’s so important to position your business in its own “niche.” For instance, who would you go to if you played golf and had developed a horrendous slice that was adding 12 strokes to your score? Would you go to a golf pro that helps golfers improve their “game,” or would you go to a pro who specifically advertised that they help golfers who slice their drives? That’s the difference in selecting your niche market versus trying to be all things to all prospects.

Finally, your marketing must contain a low or no risk offer to further facilitate the prospects decision making process. You have to give them a compelling, yet safe way to take the next step, whatever that next step is. That next step is determined by your sales process.

Note that this “next step” action may not necessarily be to plunk down their credit card then and there and buy your product or service. It may be to pick up the phone to make an appointment to learn more, to order a free trial, or to visit a retail location.

Whatever it is, what you want is a concrete action step that gets your prospect actively involved with your business.

NOTES: *(click below to add)*



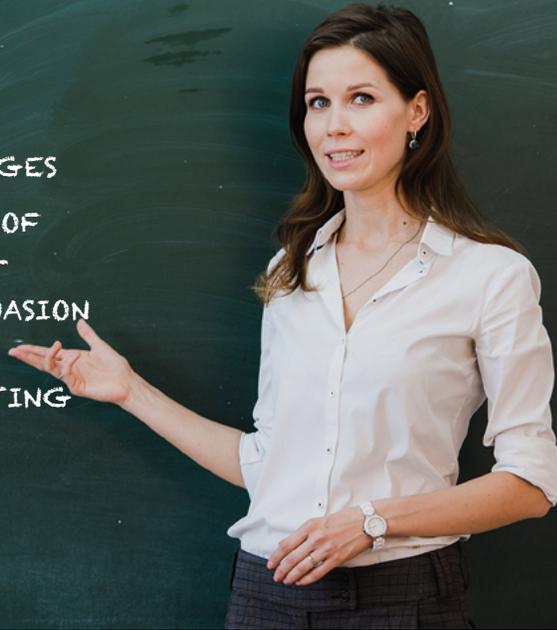
THE REAL PURPOSE OF MARKETING

So these three principles must always be present if your marketing is going to be effective. Now, to help insure that you always include these three principles, all you need to do is follow the Marketing Equation for *every* marketing piece you develop, and that includes your website.

NOTES: *(click below to add)*

RECAP

- * INTRODUCTION
- * WEBSITES VERSUS LANDING PAGES
- * TRY THIS EXERCISE WITH ALL OF YOUR MARKETING COLLATERAL
- * THIS FORMAT IS CALLED PERSUASION MARKETING
- * THE REAL PURPOSE OF MARKETING



You now have a proven process for designing, developing and creating a website and landing pages so compelling it practically forces your prospects to take action. This will have a major impact on your revenue and profits, as well as the ultimate success of your business.

You now know the hidden secrets behind the creation of compelling marketing and advertising, and how to apply those hidden secrets into the design and layout for your website so you can turn it into a lead generation and money-making tool for your business. And you have the tools, the resources, the templates and the support that will result in you becoming an online marketing maven.

NOTES: *(click below to add)*



With our guidance and support, you can set into motion an industry dominating online marketing program. This will give you the unprecedented ability to attract clients at will, attract them with greater frequency, at a lower cost, and with total and complete confidence and certainty.

Remember that the key to designing and building effective websites and landing pages is to focus on what it is your *prospects* want your product or service to provide to them. In most cases, they're searching for a product or service that will solve a problem, overcome a frustration, relieve a fear or remove a concern. Design your website or landing page with these in mind and you will dominate your market.

NOTES: *(click below to add)*

NEXT PRESENTATION



In Part 2 of this presentation, we will explain in detail exactly how to use the Marketing Equation to create competition-crushing marketing. We'll show you how to incorporate all four factors of the equation into your website and landing pages so that the end result is more leads and sales for your business.

We'll reference multiple before and after examples of websites and landing pages so you fully understand what works and what doesn't when it comes to effective site designs, and we'll give you a proven and tested formula to ensure you do it right for your business.

Our overall focus is to help you continue to build the business you've always dreamed of having, a business that provides you with financial freedom and an extraordinary life for you and your family.

NOTES: *(click below to add)*



NEXT PRESENTATION

Remember that a primary goal in the E-Learning Marketing System is to help you quickly develop the processes that will bring more revenue into your business. Each presentation brings us closer to accomplishing that goal. So until next time, here's to your success.

NOTES: *(click below to add)*

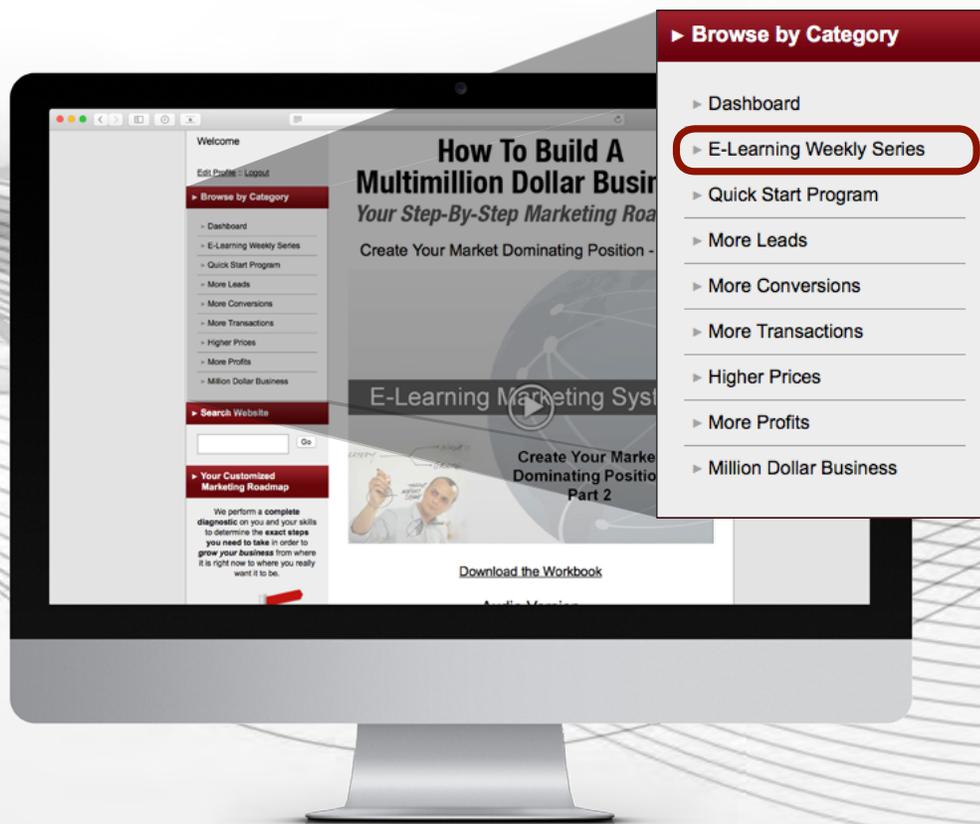
HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

Your Step-by-Step Marketing Roadmap

WEEK 17

YOUR COMPANION VIDEO LESSON

HOW WE DESIGN MARKET-DOMINATING WEBSITES PART 1



FIND ALL YOUR LESSONS IN THE *E-LEARNING WEEKLY SERIES* SECTION OF YOUR MEMBER SITE