

Local Business Masters Course

*Capture The Huge Untapped Local Market
By Creating Web Sites That Generate Traffic And Profits*

Differentiate Your Webmaster Services
From The Competition!

Preamble

My name is Sharon Odom Fling, and I've been developing websites since 1995. I learned my craft and became a webmaster while working for **The Mouse** – aka The Walt Disney Company – at the studios in Burbank, California, USA.

After I left in 2000, I continued to do web development for Disney as a consultant, but I also had a number of small business clients who needed help getting started online.

But there was a big difference between Disney websites and small business websites (other than the pay...ahem). The Disney sites were for the company's internal network, or *intranet*. I had a built in audience that was hungry for the content – the entire employee population. There was no “*need*” to actively promote the sites.

However...most small businesses don't enjoy that luxury. **Having a website is not enough...somebody has to get out there and market it.**

This point really hit home with me after I delivered a fully functioning state-of-the-art e-commerce website to a customer... yet, in the end he was unhappy.

In retrospect, I had been very lucky with my previous clients. I'd developed the websites they requested and went on my way. I didn't give a thought to marketing.

But when this customer complained about his site's lack of sales, that's when it hit me – he didn't have a clue. **He thought if he built it, customers would come.**

I scrambled to save the relationship. I told him there was nothing to set him apart from all the other people out there selling stuff, and that he needed to give people a reason to come other than to shop. I tried to explain the law of “giving and selling”... but it was too late. He'd already decided that the web (and my design) “didn't work.” A few months later, he shut down the website in disgust.

And that's when I became fascinated (some would say obsessed) with using the Internet to promote local business.

I surfed the Internet every day, and knew that it was hard to find anything local online. The reason behind this lack of supply became a burning issue for me. I started researching local business websites, trying to figure out what worked and what didn't.

My detective work turned into something more than a personal challenge to find answers and solutions. The terrorist attacks in 2001 had a devastating effect on

the entertainment industry and as a result, consulting funds rapidly dried up at Disney. There was no way I was ever going back to Corporate America, so I decided it was the perfect time to pull together research notes and observations and write my book...

[“How to Promote Your Local Business on the Internet”](#)

I then created a site totally devoted to the subject of **local internet marketing**...

<http://www.geolocal.com/>

But I couldn't stop there. The local business message is big and webmasters need to hear and understand its significance. So.... I rolled my passion, knowledge and experience into the **Local Business Masters Course**.

There is a huge, untapped, *offline* market that needs your webmastering services. Many local businesses would like to have an Internet presence, especially if their competitors already have one. But either they don't know how, or they don't have the time to do it, or both!

Use this course to learn how to connect with small business owners and most importantly, provide **targeted traffic and profitable results**. These are the kinds of results that *differentiate* you from the competition, and create raving fans who spread the word about your great services. You end up building your business as you build theirs.

Go local!

Before we get started, I recommend that you print this Masters Course. That way you can find a comfortable spot to stretch out and read. Take along a pen or colorful highlighter to underline key points or add notes. Enjoy and absorb!

Want to save paper? With **Fine Print**, you can print 2 or 4 pages per 8.5" x 11.5" piece of paper. See...

<http://www.fineprint.com/>

Now let's get started...

1. Introduction

Most people *live* in a city or town, with everyday concerns that are primarily *LOCAL*. But if you look at the focus of most websites on the Net, it's the *GLOBAL* marketplace.

Small local business is the most *overlooked* market on the Net.

By local business, I mean one whose clientele is *concentrated in a geographic location*. This can include services and retail products that aren't easily sold to a global market. Possibilities are endless, for example...

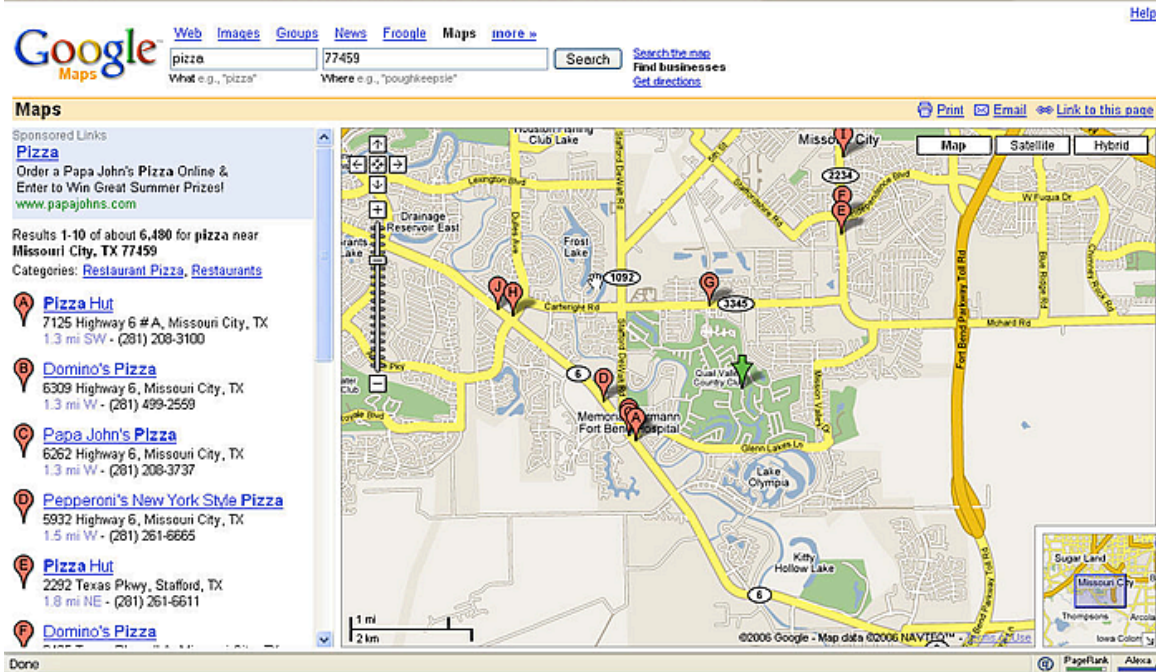
- tattoo shop
- plumber/electrician
- doctor/lawyer
- auto or motorcycle dealer
- personal fitness trainer
- restaurant
- real estate agent
- auto repair/transmission mechanic
- landscape designer
- car wash owner
- interior decorator
- specialty boutique
- etc.

In the past, the Internet was not very useful for reaching a customer base clustered in a *local* or *regional market*. But more and more, consumers are turning to the Internet when searching for goods and services... including those in their own backyard.

1.1. Local Search Heating Up

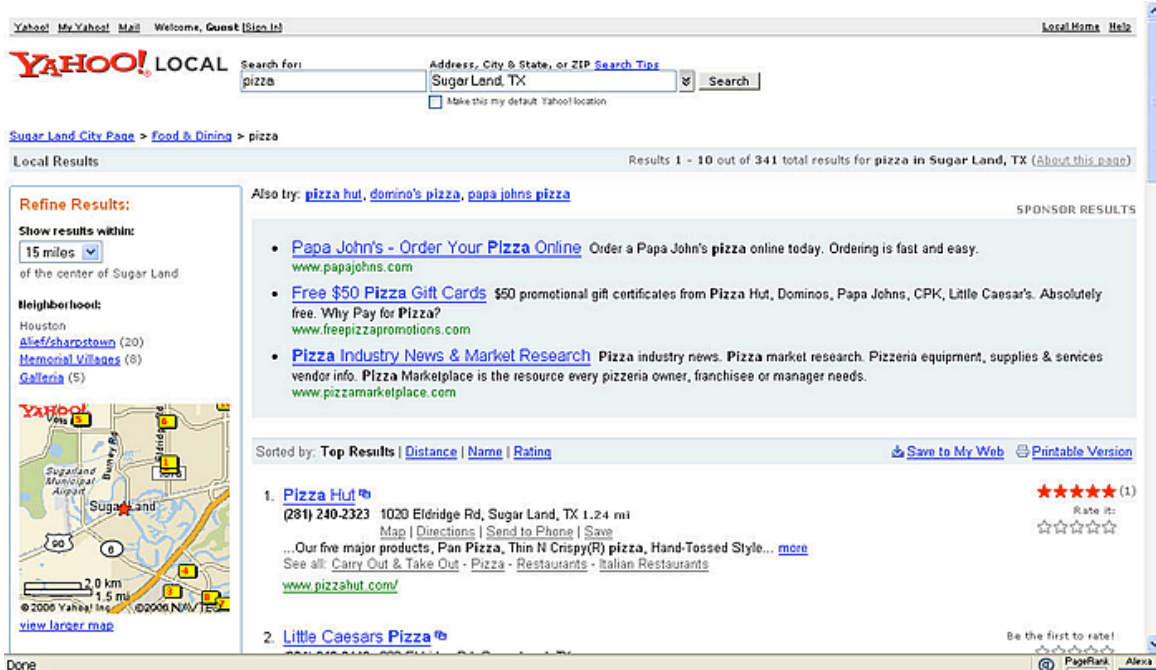
The search engine giants have noticed the shift in consumer behavior as well, and are going after the local search market in a big way.

Google rolled out their local search engine (<http://www.local.google.com/>) which allows you to search by zip code. Results are displayed with street address, map and a link to driving directions...



Notice the *Sponsored Links* in the top left-hand corner, where the PapaJohns.com ad appears. This is a **paid ad**, and a sure clue that local is finally mainstream!

Next, there's *Yahoo! Local*, which is integrated with Yahoo! Maps and provides information on nearby businesses such as restaurants, hotels, discount stores.



Among other features, users can see points of interest pop up on a map when they pass their cursor over a relevant area. Again, sponsored results are displayed at the top of the local search results.

Yahoo! also incorporates consumer reviews into their local listings – notice the 5 stars Pizza Hut received. Consumers are becoming more active in reporting their experiences (good and bad) with various businesses. This is starting to filter down to the local level as well – have you heard of *Insider Pages* (<http://www.insiderpages.com/>)?

Clearly the tide has turned. The Internet is going local.

This emerging trend presents a wonderful opportunity for you to capitalize upon, before your competition does. Why?

Small business owners need your help to use the power of the Net successfully.

There are some who are already online, but most of these website owners are *not* getting the kind of results they want or need (i.e., targeted traffic and increased income level).

And here's why. These small business owners tend to...

- Do the minimum by constructing a one-page *resume-style* website that simply outlines their credentials (a sort of "I'm here... call me if you are interested" passive approach that does nothing to answer the important "*what's-in-it-for-me*" question that visitors ask themselves.)

Or...

- Put up one of those *brochure* sites that no one visits. The results are easy to guess. No submission of properly optimized web pages to the search engines = *no presence on web searchers' radar screens*.

Or...

- Put up a site that lists goods or services for sale. This passive approach will only work if someone is looking for what you are selling. Most visitors won't fit in that category. *They are primarily searching for information, rather than specific businesses.* (Unless, of course, the company is big enough to have brand name recognition.)

These oh-too-familiar strategies simply do not get the job done effectively. But most local business owners don't know this. All they know is, they tried the Internet and it doesn't work... another sad Internet story to chronicle.

But wait! If only *they* knew what *you* know (or will know as a result of this course). *You* know that to be a successful business owner on the Net requires a *mindset shift*...

Offline, it's all about "*location, location, location.*" Traffic (i.e., potential customers) is relatively easy to achieve in the brick and mortar world. An attractive store front, good merchandise, and a busy street (or a mall) combine to create a winning ensemble for pulling in lots of shoppers with money to spend.

Online, generating traffic is not so easy. Everyone must generate his or her own visitors. People just don't "walk or drive by" a website. On the Net, people are seeking *information, information, information*. They are looking for solutions.

Most small local businesses fail online because they prepare to sell and collect money, before they have provided the information surfers are looking for and need. You can change that...

To be successful, they must instead provide sought-after content in a way that search engines like (i.e., properly optimized). If small business owners begin with that fundamental reality of the Net, everything else will fall into place.

Content is the anchor...

CONTENT ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE**

Basically, the process boils down to a 4-step formula...

- 1) Create the information that your prospective customers want.
- 2) Attract targeted traffic. Win the search engine wars by achieving high ranking results due to valuable content and properly optimized web pages.
- 3) PREsell your visitors – warm up your visitors and build their confidence (people buy from those they trust).
- 4) Convert traffic to dollars (and leverage their existing monetization model to include other appropriate income streams such as selling goods/services, or representing affiliate programs, or setting up a finder's fee relationship, or joining the Google AdSense program, etc.).

A quick overview of the proven process is available at...

<http://ctpm.sitesell.com/>

Surely if more small business owners knew about this simple but powerful formula for online success, they would change their tune about the Internet.

Somebody should tell them.

How about **you**?

Perhaps you're already a webmaster looking to differentiate yourself from the pack. Or maybe you're an online marketer who's tired of trying to scratch out a living online by peddling the same old, tired e-books, software, etc. that everybody else is selling... to each other. It's time to make the right move.

Look around you. There's another HUGE, virtually untapped, pool of potential customers right in your own community. Diamonds in your backyard.

They're everywhere – **small business owners** in your neighborhood who don't have a clue about the Internet. Oh sure, they know about it, the same way we know about outer space. It's a big black hole "out there" somewhere. But really, most regular people have no idea about the power of the Internet.

It's time to wake up and see what's right in front of us. And there are some great tools available that make it oh-so-easy to give small businesses just what they need.

Ken Evoy and SiteSell.com have developed **Site Build It! (SBI!)**, a user-friendly system that provides the tools, the guidance, and the **C → T → P → M** process so that anyone, regardless of technological knowledge or experience, can build and market a successful website.

Site Build It!'s comprehensive and fully integrated system handles everything... from brainstorming to domain name to hosting, from graphic design to search engine submission and optimization, from traffic building and analysis to e-zine publishing. Increase your productivity and save time with one purchase!

Take the **Quick Tour** and see for yourself the power of SBI!...

<http://quicktour.sitesell.com/>

The time is right to bring brick-and-mortar businesses online. **You** can be part of that transition.

How?

Use the knowledge and skills you've gained from your online travels and projects to make a living... by going offline and local. Help small locally-based businesses in your community see what they're missing. Help local consumers

find local businesses so that all of your community's dollars aren't sucked into the global vortex. *Local* vitality!

And that's what this course is all about...

The **Local Business Masters Course** is for Net entrepreneurs and marketers who see the tremendous potential that the Internet holds for small local businesses everywhere, including the...

- **Experienced Webmaster** – Perhaps you are an experienced webmaster looking to expand your client base. Why not go after the diamonds in your own backyard?
- **“Accidental” Webmaster** – This could be anyone with the right tools and process. Later on, I will introduce you to someone, who with no web design experience, put up their own SBI! site, and then was hired by 5 other people to do the same for them!
- **Online Marketer** – In this case, you're an Internet savvy marketer who realizes that there are small local business owners in your community who are in desperate need of assistance in order to go online. Help them get results on their website, with their email marketing, and with their other offline/online promotions.

The search engines' growing interest in “local searches” is your opportunity to make a difference in your community, **and** make a good living in the bargain.

Before we go any further, please note... the Local Business Masters Course will *not* teach you website design. There are plenty of excellent books and courses that will do that.

Neither will it show you how to set up your web design business and deal with clients. For that, I suggest you download and read the **Webmaster Business Masters Course** by Mark Frank, available for free at...

<http://webmasterbusiness.sitesell.com/>

This course will also not delve into the science of identifying a site concept/ theme, or selecting profitable keywords or building search engine optimized pages. These specific traffic-generating strategies (and much more, including pay-per-click advertising research, e-zine publishing and traffic analysis) are covered in detail in the following two *free* resources...

Service Sellers Masters Course

<http://services.sitesell.com/>

SBI! Action Guide

<http://action-guide.sitesell.com/>

However, what this course *will* give you is a detailed look at the local business market, the types of products and services you can now offer, and the best ways to connect with potential clients.

So what exactly does the Local Business Masters Course cover? In a nutshell...

Chapter 2: Knowledge Is Power

Get into the mindset of a local business owner. Who is this person? What are his or her needs or wants? Why did s/he start a business?

Chapter 3: Services You Can Offer

This chapter will focus on the various ways you can help your local business community. A website is only the tip of the services iceberg. You can offer email marketing, integrated online and offline advertising, online auctions, etc. Provide a total solution to your customers and there will be no reason for them to go elsewhere. Differentiating yourself is key.

Chapter 4: Connecting With Clients

Most local business owners are not online, so in order to connect with them you must go where they are – offline. Build trust and relationships. Leave bread crumbs for them to follow. This chapter tells you how.

Chapter 5: Case-Studies

Nothing gets a point across better than the personal, real-world experiences of people just like you. Here are 5 real life cases of entrepreneurs and local business webmasters who are actively using the Internet to promote local.

Chapter 6: Recap

A firm foundation is critical whenever you are building something, whether it's in the real world or virtual one. This chapter summarizes the key information presented in the Local Business Masters Course. Apply what you have learned as you tap into the potential of the waiting local business market.

Ready to go?

Your learning begins where your business begins... at your customer's level...

2. Knowledge Is Power

Before we talk about the types of services you might offer clients and how to connect with them, we need to examine who “*they*” are. Who is your “target market”? It’s imperative that you have a clear picture of your ideal customer in your mind. Otherwise, you’re just shooting in the dark.

The people you want to reach – those who need your services the most – are the **small business owners** in your local community. They could be florists, restaurant owners, landscapers, caterers, dog groomers, owners of dry cleaning services, etc. In general, this group is not particularly Internet savvy, for a number of valid reasons. This percentage is changing, of course, as young folks take over family businesses. In the long run, this change will make your job easier and more profitable.

Small business owners **never have enough time**. They’re constantly fighting fires, and they are **always in need of more customers**.

Now that 70% of U.S. households use the Internet as an information source when shopping locally for products and services, you’d think these small business owners would be jumping online in droves.

Unfortunately, most small business people don’t seem to know how incredibly powerful the Internet can be. They don’t have any idea about the web, what they are missing by not using it and how profitable it could be for them.

Worse than that...

They don’t *know* that they don’t know.

Read that statement... twice.

When you think about it, it’s easy to agree that knowing what you don’t know could be the key to the survival of your business.

Consider this. You hire a CPA to do your taxes because you don’t know the ins and outs of the tax laws. To cover your “assets” and make sure you get every legal deduction, you wisely seek professional help. You *know* what you don’t know.

But what if, on the other hand, you think that a software package can take the place of an accountant? You figure all you have to do is plug in the numbers and you’ll end up with the same numbers as the accountant. Why pay all that money to have him do your taxes?

You *don't know* what you don't know. You *think* you know... but you don't. And that can hurt you big time. You might not find out until much later that you could've gotten \$2,000 more in tax write-offs. Or even worse, you don't realize that by not filing a certain form you will owe more in taxes and late fees.

By the time you find out, it's too late. Had you known, you would've done things differently. The problem was... ***you didn't know that you didn't know.***

And that is the biggest problem you'll face when dealing with the average small business owner. He or she either:

- Has had a bad Internet experience (spent thousands on a worthless website) and thinks the Internet doesn't work.
- Sticks his/her head in the sand and hopes the Internet is a fad that will eventually go away.
- Is afraid of computers and won't even think about the Net, or...
- Knows he or she needs to do something but can't figure out whom to trust.

If you're lucky, most prospects you meet will fit into the last category. At least those folks know they need help!

I'm convinced that this will change, and sooner rather than later. Why? *Because some local businesses already "get" the Net.* Dr. Burch, a local dentist in California, is a great example. (See [Chapter 5](#) for details.) His positive and profitable experiences are motivating other dentists to do the same.

These forward-thinking local business owners recognize the power of the Net to effectively market and build their customer base. And to maximize the Net's potential, they use a proven formula for online success:

CONTENT ➡ TRAFFIC ➡ PRESELL ➡ MONETIZE

I actively seek out, collect information about, and write case studies on these businesses, so I know they're out there. Sooner or later, their competitors (who fit into the first three categories above) will either get with the program or *go out of business*. Plain and simple.

And when they finally wake up and smell the coffee, *you* want to be the one they think of when they finally decide "if I can't beat them, I'd better join them!" In the meantime, you can't help someone who doesn't want to be helped. *You can't push a rope!* The only thing you can do is the same thing we do online – try to get their attention, get permission to stay in touch, give free information, establish a relationship, and hopefully, build trust.

Of course, that can be harder to do with this crowd, given that most of them don't spend much time online. That's why much of this course focuses on offline activities. **You have to go where they are...** and for small business owners, that means out into the community.

If the idea of doing this bothers you, or you'd rather stay in the house and hide behind your monitor, or you are not willing to adjust your schedule to accommodate casual one-on-one and/or organized group meetings, then this business-building strategy probably won't be a good fit for you. Nobody said this group was low hanging fruit. Now you know why this market is untapped.

You need to assume the role of consultant and educator, not a salesman trying to hawk your wares.

Most small business owners have salesmen trying to pitch them all day long, and they've become very sales resistant. For these people, I suggest you present them with an information-packed booklet (similar to the "**Geo-Local Control**" booklet) that they can peruse at their leisure and then go on your way.

**Geo-Local Control:
How to Use the World Wide Web To Leverage Your Local Business**

This quick-read handout provides eye-opening, relevant information for the locally-based small business owner. It presents an irresistible case for building a business online, clearly demonstrating the value and cost savings of a **theme-based content site** over a Yellow Pages ad.

SiteSell makes "Geo-Local Control" available to its **5 Pillar Program** affiliates as a free PREselling tool in its extensive "**Offline Sales Kit.**" This Kit includes an excellent Guide that is full of get-the-sale strategies, print materials and even a PowerPoint presentation!

You too can receive the Offline Sales Kit by joining SiteSell's **5 Pillar Program** (no registration fee) at...

<http://affiliates.sitesell.com/>

If you can get a future appointment in order to discuss the Net or an email address from a sales-resistant local merchant, that's great. But I wouldn't spend a minute trying to convince them. That's what salesmen do... you're a *consultant*.

Besides, as I said earlier, more and more business owners are falling into the last category from above. They know they need help. And those are the ones **you need to find... or help them to find you.**

Bottom line?

There are many small business owners in your local community who may need your services. However, don't be surprised if they don't realize this. And don't take it personally when they say they're not interested.

Remember, *they don't know that they don't know.*

You can only hope – for their own sakes – that one day soon they'll “get it.”

Until then, concentrate your energies on the wise individuals who know that they need an effective Internet presence, and would prefer to outsource the work required to make it happen.

But before you hang out your webmastering shingle, you need to know the answer to this question...

What services will you offer?

Luckily, that's our next topic...

3. Services You Can Offer

I'll assume you've established the legal structure of your business and are up and running. If you haven't already, you need to decide what services to offer and to whom.

Maybe you'll define your own niche in a slightly different way, but for our purposes, let's say you want to target small business owners in your local community who...

- a) realize they need help creating an effective Internet presence and...
- b) can afford to pay for your services

Small businesses come in all sizes, some with more money to spend, some with less. You'll probably want to narrow your niche even further and decide what price range you want to focus on – low end, mid-range, or high end.

If you're just starting out, you should go after the low-end jobs until you get more experience, then move toward the mid-range and high-end contracts. For more information on this subject, download the free e-book, "Webmaster Business Masters Course," by Mark Frank.

<http://webmasterbusiness.sitesell.com/>

In deciding what services to offer, think of all the tools we use to promote online business:

- websites
- email
- blogs
- e-zines
- autoresponders
- joint ventures (JVs)
- press releases
- publicity
- Internet auctions
- teleseminars
- affiliate programs
- video production
- ...and the list goes on

Start planning how you will use online promotional tools to benefit local businesses that are, for the most part, anchored to particular geographic locations.

Of course, not every marketing method will apply. The key is to stay focused on each client's own specific needs, but at the same time, be able to think creatively "outside of the box."

Remember, the goal is to help these owners expand and/or cement their present client base by reaching today's increasingly tech-savvy consumer wherever s/he may be... online or offline.

As a result, your services must provide the locally-based small business owner with a range of marketing strategies... some that work in the real world only, some that work in the virtual world only, and some that bridge the two. By having an integrated approach, you will help your clients get the best return from their marketing efforts.

And that's really what it's all about... *marketing effectively*.

Providing what people want, "getting the word out" and being easy to find are critical factors for generating *targeted* traffic, the lifeblood of any business. Traffic is also the main reason why your clients (and prospects) want and need a website, in the first place.

Locally-based small businesses, like their global counterparts, require websites that produce traffic-generating, income-producing *results*. In order to achieve this, their sites must...

- 1) Provide high-quality in-demand **content** (i.e., the information people are searching for).
- 2) Rank well with search engines, thereby driving targeted **traffic**.
- 3) Develop trust and confidence ("PREsell") by OVERdelivering relevant, original, high-value information to these motivated pre-customers on their web pages and through a regularly scheduled e-zine (or newsletter).
- 4) **Monetize** their warm, willing-to-buy visitors. The primary goal of their site will be to convert some of those visitors into local customers (and then repeat customers, thanks to their e-zine) for their products or services.

However, these owners can *also maximize both revenue and overall business stability* by diversifying beyond a single monetization model. There is no need to put all of their eggs into one basket. Judd Burdon took this advice. He expanded his local asphalt-sealing business to include sealing equipment packages, which he now sells over the Net. See his most recent news update...

<http://case-studies.sitesell.com/network-marketing-judd-update2.html>

The ability to meet client expectations is the reason why Site Build It! is an excellent choice for webmasters. Produce impressive traffic results for your clients, no matter what kind of business they own.

<http://find.sitesell.com/>

Your clients' business growth directly influences your own business growth. Get results! Satisfied clients create repeat contracts and/or enthusiastic referrals.

<http://results.sitesell.com/>

So what services can you offer that will help your clients build targeted traffic volume and produce sales and/or commissions? If you open your mind and think creatively, there are many ways to help your clients to meet these goals.

Let's take a look...

3.1. Website Design and Development

The most obvious service (and the most profitable service for both parties involved) is to develop a website that produces results – lots of new and return customers. Encourage your locally-based clients to think of a website as a **super Yellow Pages ad**... with 100 times the results... at 1/10 the price.

Highlight the valuable benefits of a site. Ask your clients to figure out how much information they can afford to insert in a Yellow Pages ad, knowing that each additional word about their business adds to the expense. As well, have them think about the following. Does a Yellow Pages ad...

- attract hundreds, even thousands, of visitors every day, many of whom become new clients?
- PREsell prospective customers before they call you?
- nurture, encourage and develop the relationship you already have with existing customers, increasing both loyalty and repeat business?
- command undivided attention? Once they are on your site, you have their total attention (unlike a crowded Yellow Pages page).
- take clients away from competitors? Develop new ways to monetize your skills and knowledge?
- give you the ability to update frequently and to reach your clients with seasonal specials, interesting tidbits, etc.?

- open new markets globally?

The value of a single new lifelong customer, and the offline word-of-mouth “buzz” that s/he creates, means that any business *stands to lose by not maintaining a web presence.*

Earlier, we touched briefly on the formula for delivering targeted traffic. Now let’s look at the process in detail and see how your web development and design services can help your clients get the best results.

Of course, you and your client must begin with the essential core...

1) High-Value, In-demand Content

In the offline world, business success is often determined by “*location, location, location.*” However, in the online world, it’s all about “*information, information, information.*”

In other words, **content is king!** Yes, even though a site has a “local” focus, it still needs something of interest and value to attract targeted visitors and the search engine spiders. And that’s where you play a pivotal role.

Someone has to create content for a website, and it’s unlikely that all of your clients will have the time to do it themselves. You should be prepared to either develop the content yourself, or outsource this task. Believe it or not, you can hire writers to write original keyword-rich articles very inexpensively.

Where? Try these potential sources:

<http://www.rentacoder.com/>

<http://www.elance.com/>

<http://www.getafreelancer.com/>

You can also subscribe to a service that offers **Private Label Articles** (PLA). These are articles that are written on a variety of subjects that you can use as your own. That’s right, you don’t have to include a resource box for the author. Whether you can list yourself as author depends on the PLA website’s terms of service – you may be required to modify the article slightly in order to do that.

I use them for my websites and they are great. There are many PLA services offering articles and even entire e-books, but the quality of material varies greatly from site to site. The one I use is:

<http://www.InfoGoRound.org>

Regardless of how you do it, you need to make sure your client's site has sufficient, quality content related to their business... content that attracts and satisfies both visitors and search engines (SEs).

Ideally, site owners should develop their own "unique voice," a style of writing that reflects their personality plus their knowledge of their own business. That sense of "realness" adds credibility in the minds of visitors. It's all part of effective PREselling.

However, if your contract includes content creation, try to get to know your clients and reflect their personalities (and the needs of their target group) as closely as possible in your writing. Ask them to provide as much information as they can about their business, including print brochures, images, catalogs, etc. Encourage their involvement, even if you are doing the writing. Your customers know their business best.

And if you are outsourcing some work, provide as much information as you can about the client to the hired writer.

2) Targeted Traffic

With a properly optimized theme-based site, your client has a much better chance of attracting free, targeted traffic via the search engines. Optimize the site for not only your client's product or service, but for the geographic area served by the business as well.

SBI! shows you how to optimize pages for local search, and other types of search (ex., image search). It is constantly monitoring Search Engine developments to keep your traffic-generating efforts current and effective.

People live locally, in communities. Even if their community happens to be part of a larger metropolitan area, they are likely to search specifically in *their* region, using the most accurate term for that region. So the key is to widen your keyword list to cover all the local bases.

The flexibility to add geographic regions at will, or to describe a business in a variety of ways, and/or to build content for a wide variety of related keywords are just a few reasons why "local search" will put those big, heavy, paper-bound yellow directories out of business eventually.

In addition to generating free SE traffic, local businesses now have more "paid" options to increase traffic. All of the big search engines offer some form of local Pay-Per-Click (PPC) advertising, allowing PPC ads to be targeted by geographic location. So local business owners have access to a quick source of targeted traffic, if they are willing to pay for this speed.

This is a webmastering service opportunity that will only get *bigger* in the coming years: managing the PPC and ad-buying process for small business owners who don't have the time or experience to do it on their own.

Site Build It!'s Monetize It! module will not only show you how to build the most cost-effective PPC campaigns possible, it will uncover valuable ("high-Keyworth") keywords for content-building purposes and indicate which pages should have Google or Yahoo! ads to maximize revenue.

Three tasks, one module! For more details about Monetize It! and Site Build It!, visit...

<http://buildit.sitesell.com/main/tools.html>

3) PREsell

Effective PREselling warms up your clients' visitors before they click through to the sales message. PREselling creates open-to-buy attitudes that translate into higher conversion rates. So... the better the content of the website PREsells, the more income your client produces.

Content is the foundation of your and your client's online success.

Relevant, valuable content on a website that is properly optimized will attract lots of targeted traffic and build confidence, trust and credibility in the minds of these interested visitors. Presold, they will click through to the order page or call for an appointment and become a customer.

This sales-producing outcome creates a profitable ripple effect for you, the webmaster...

Consistently increasing website traffic builds your clients' businesses and, of course, makes them happy and satisfied with your work. This in turn keeps clients coming back to you for more services, which in turn generates *word-of-mouth buzz*. This in turn creates new prospects/new contracts for you.

In other words, as you build the business of your clients, you build your *own* webmastering business.

4) Monetize

Once the content on the website delivers warm, willing-to-buy visitors in various ways, then you can help your client monetize this traffic. Along with a primary source of income, other models could be introduced to diversify and stabilize the business, such as the sale of hard goods, or e-goods, or personal/professional services. You can also help your client to earn substantial income *without selling at all*, through [Google AdSense](#), affiliate fees, finder's fees, etc.

For a quick overview of potential monetization models, please see...

<http://buildit.sitesell.com/sbi-businesses/index-close2.html>

Remember this equation...

More income for client = happy satisfied raving client = more word-of-mouth buzz for you = more business for you = more money for you!

Site Build It! will increase your profit margin for every contract and your productivity. It looks after the time-consuming, tedious tasks involved in traffic generation. Create more happy clients with less effort on your part!

By following the **C** → **T** → **P** → **M** process, the sites that you design for clients will produce results. SBI! provides the proof...

<http://proof.sitesell.com/>

As local business owners beat a path to your door and your client base increases, you have an enviable decision to make... charge more for your services or hire staff!

3.2. Ongoing Services

A relationship with a client should not necessarily end when a website goes live. The following services are natural, follow-up contracts...

- **Ongoing website maintenance** – websites are like gardens. They need to be watered, weeded and spruced up with new plants to thrive. New content (articles, product development or industry news, etc.) needs to be developed and posted to the site.
- **PPC account management** – execute and manage all aspects of a Pay-Per-Click campaign - from submission of web pages to ranking reports to assessment. This service can be a great time-saver for your client.
- **Online Listings** – Google and Yahoo! both offer online listings to local businesses, allowing them to enter more detailed information about their products and services, including hours of operation, forms of payment accepted and more. Local businesses that take advantage of online listings have a huge advantage over their competitors. There are some companies that charge local businesses a monthly fee for maintaining these listings.
- **Directory listings** – locate and submit to local portals and business guides. These can be good sources for free traffic and they are becoming

increasingly important for small businesses.

- **Email List Management** – we'll discuss this integral part of the marketing process in the next section as a standalone service.
- **Internet Auctions** – believe it or not, online auctions can be a great source of leads for certain small businesses. If you feel comfortable in the online auction environment, you may want to offer auction-related services to your clients.

These and other tasks can be handled by a monthly maintenance contract. Or if your client prefers to keep his costs down, create a **transition package** that turns over the maintenance reins to the owner. After trying it for a while, your client may well decide that it's worth whatever you're asking to look after the site so that they can focus on their business!

It's up to you to nail down your clients' ongoing requirements, make sure you can meet them, and draw up proposals and contracts as needed. Be very clear about what you will do for what price, and put everything **in writing**.

Be sure to watch for "scope creep" (i.e., having the scope of the job get wider and wider, while your quoted price remains the same). Customers will always ask for "one more little thing" and as long as it's truly *little*, you may want to accommodate them.

But if it requires hours of additional work, let them know additional charges will apply. You can say something like this: "Great idea! That would add \$250 to your contract, but could easily generate another 20 leads a month. Do you want to include it in this phase of the project?"

Whatever you and the customer decide upon, ultimately your goal is to produce effective marketing tools that will bring income into your clients' pockets... and yours.

A website that targets a local audience works best *in conjunction with* other promotions, both online and offline. If you want to provide a total marketing solution to clients, there are other value-added services you can offer to your clients and your community.

3.3. Local Email Marketing (LEM)

In spite of the never-ending spam problem, email is *still* the most cost-effective means of **communicating with customers**. Nothing else even comes close. That's what makes it so attractive to spammers.

And now that almost everyone has an email address, there is no easier way for a business to build the most responsive list they could ever wish for... *their existing customers*. A contact list is something that every business should have at the ready so that it's fast and easy to send out offers on a rainy day or whenever the business needs a quick boost in customer interest (and sales, of course).

Unfortunately, most local businesses don't maintain any kind of customer list and certainly not one that includes email addresses. The average business owner doesn't realize the power of email, and won't think to start an email club. And those that do think of it may not know how.

On the flip side...even if they *do* know how, many owners may be simply too busy. Bingo! Here's a valuable service that many small businesses will pay someone else to do because they don't have the time or inclination to do it themselves. And that's where *you* come in.

You can explain the importance of regular online communication when building a business. Ongoing contact will...

- keep their business in the forefront of their customers' mind
- build credibility and a trusting familiar relationship
- encourage additional repeat purchases
- help them to efficiently manage their business.

Site Build It! includes the functionality required to create, publish and manage an e-zine or newsletter (in HTML or text format). Another time-saver for you. SBI! is an all-in-one package, unlike anything else on the Net...

<http://compare.sitesell.com/>

As was illustrated earlier, *knowing* something and *doing* something are two different things! Here is a great service you may want to offer to clients – building a customer list and sending out periodic mailings. This is an important task but one that is easy to overlook, especially for the busy “down in the trenches” small business owner.

You can provide email marketing services to local businesses, either as an add-on service for their websites or as a standalone offering that is based on a monthly fee or a commission basis. There are several models and variations, and a few books have been written on the subject. Visit www.geolocal.com for reviews and recommendations.

The most common LEM model is where the business collects customer names and email addresses via **opt-in forms dropped into ballot boxes**. The client then gives them to you, and you add them to a mailing list set up for that client. After that, at some agreed upon interval or schedule, you email special promotions or offers to the client's customers.

There's a new model that I like better, where you don't charge any money upfront for your services, but earn a percentage of the revenues generated from each email campaign. This approach removes any risk from the business owner, and as a result, makes it a lot easier "sell." Plus you can earn a lot more than \$80-\$120/month, which seems to be the going monthly rate for email services.

Another variation is the **email coupon club**, where instead of maintaining separate lists for each client, you compile them all into one list. Then every week, you email the list and direct them to your website, where you have posted coupons and offers for all of your clients. Subscribers can print whatever coupons they want and visit the individual web pages you set up for each client.

This model is not as labor intensive as the original LEM model, since you're not maintaining individual lists or emailing them separately. You can't charge as much for this model, but you'd probably be able to service more clients.

When we lived in California, I was on a weekly coupon list. Every week, I'd get an email directing me to a website, where I could choose from about 30 coupons for local businesses. I inquired about the price and seem to recall they were charging *each business \$100/month*. That seemed like a lot for a mass email, but apparently it was worth it to them because I saw the same businesses week after week.

Another company, www.fishbowl.com, specializes in email list management services for restaurants.

3.4. Local Portals

Here's a business model that many online marketers are exploring: create and maintain a **local community portal**.

A local portal provides information and website links of interest to residents of a specific region or area. In other words, it's a community gateway, an increasingly important tool for driving local traffic.

Of course, the people most likely to visit local portals are... *locals*. You can't get much more targeted than that. Many analysts think that local portals are the future of the web, and will eventually turn out to be the most profitable sites of all.

The unique content and personalization typically offered by local portals make them the perfect starting place for local consumers. And the next step for local portals may be to add more **interactivity**, so that consumers can conveniently make restaurant reservations, purchase movie tickets, access government services, etc.

There are a couple types of local portals:

1) Network portals such as:

- **Yahoo! Local** <http://local.yahoo.com/>
- **CitySearch** <http://www.citysearch.com/>
- **MyCity** <http://www.mycity.com/>
- **AreaGuides** <http://www.areaguides.net>

These well-funded sites are slick, but are often viewed as “outsiders” and face increasing competition from local portals designed and run by local organizations.

2) Community portals such as...

- <http://www.localmiamionline.com/>
- <http://www.ocala4sale.com/>
- <http://www.fortbendcommunity.com/>

These homegrown sites are usually created by local residents or organizations, and are generally well received by local merchants and consumers. These sites have close ties to the community and local flavor, something the national brands can't duplicate no matter how much money they throw at it.

You could create your own local community portal, then use it to cross-promote your website development/design services, email marketing service, and whatever else your business offers. Reward your clients with free listings, or bundle a listing in your monthly maintenance fee.

But don't fill up the portal with ads. Create a *real* community resource, a place where folks can get useful information – local events, important phone numbers, website listings, church bulletins, and local sports scores.

Use both online and offline promotions to drive traffic. Build *relationships* with local business owners and eventually you'll be able to introduce them to your different business-building services (i.e., website development, email marketing, online listings, etc.)

Once you're generating enough traffic, you can sell listings to local businesses. It's much easier for a business to be found on a local portal than a regular search engine or directory. It's better to be 1 of 5 listings returned for a keyword search than 1 of 50,000.

Of course, you can provide a free basic listing to local businesses, then upsell your other services later.

As the web continues to make it easier for people to accomplish day-to-day activities, it will become more and more an integrated part of daily life. Local portals can help lead the way.

3.5. Local Lead Generation

Leads are the lifeblood of any business, whether it's online or offline, national or local. Without leads – people that meet your criteria and are interested in what you have to offer – there is no business. From accountants to dentists to insurance agents, every business owner wants leads who will hopefully turn into *paying customers*.

Now, as a local business webmaster, there's a whole continuum of products and services you can provide to small business owners to assist in their quest for leads.

At one end, there's the pay for services model, where you build a website or manage a PPC campaign or write a press release or any number of activities you perform on behalf of the client. You get paid for performing a service that will hopefully generate qualified leads for the client. You get paid whether or not the leads actually materialize, kind of an advertising agency model.

That's all well and good, but let's look at the other end of that continuum – for any one of these action items, there's no rule that says you can't *own* the Pay Per Click campaign or whatever traffic generation process you choose. In other words, *you* generate the leads, *you* own the process, *you* control the traffic, and *you* own the leads to do with as you please. You can sell them to business owners as well as market other products and services to them.

For example, there's a fellow I know who set up and managed a PPC campaign for an RV dealer. He was still pretty new and learning as he went, but he managed to create a campaign that resulted in \$135,000 in sales for that RV dealer over the course of a year, all directly attributable to the PPC campaign. The RV dealer paid him \$250 a month for the service.

Now, when someone is first starting out, maybe this is okay, but eventually, if she or he is smart, that person is going to say "Hmm. He's making all of this money and I'm getting paid this little bit. What's wrong with this picture?"

I interviewed Perry Marshall – known as The Wizard of Google Adwords – about using AdWords for local lead generation, and here's what he had to say about this:

'That's why it's so hard to hire good marketing consultants. Because internet consultants, who are good and know what they're doing, are going to be around for about a year or two, and then after that they're not

going to take any clients anymore. Because they all end up deciding the clients suck. It's not that the clients really suck. I mean you can have a very nice relationship with your clients and all that, but after awhile you're like, I don't want to do this for them. I want to do this for me.'

And he's right. If you get good enough at all this and you can deliver a result, why wouldn't you just deliver the result for yourself?

I'm not saying this is something you should consider right off the bat. Do it for others and get paid while you're learning. But keep in mind there's a huge demand for local leads, and there are a lot of people who are quietly getting very rich by providing them.

Granted, you'll incur the cost of generating the leads, and you'll need to learn how to price and sell them. But the benefits of owning the process and the data could make it so worthwhile!"

For more information on this concept and to access the Perry Marshall interview on this subject, visit www.geolocal.com.

3.6. Internet Video

With high-speed Internet access steadily becoming the norm, here's an area that's growing like wildfire – Internet Video.

The demand for video delivered via the Internet is real, and is only growing bigger. YouTube, one of the biggest Internet video services, reportedly serves over 100 million video downloads per day. MySpace, Yahoo!, MSN, and AOL are all big players in the video market.

And the biggest player of them all – Google – has entered the market with Google Video, and plans to offer video ads for AdWords. Even mobile video is getting serious.

The Age of Internet Video has definitely arrived. And with it comes another opportunity for the local business webmaster: offer video services to small business owners.

Yes, I'm serious. Technology and tools have evolved to the point where it's affordable and feasible for regular people to use internet video to promote products and services.

Webcam style video newsletters, product demos and infomercials are all great ways to use video to get more exposure. Video can also answer questions in a way that can't be done in print. And there are people that would rather watch a video than read something.

That's why SBI!'s Action Guide has two formats, written and video. Check out its video version...

<http://demo.sitesell.com/>

The more ways you give people to consume the message, the more likely they will do so.

Of course, since most small business owners won't even try to build a website, chances are slim that they'll try to create their own videos. That's where you come in.

Here's an example:

A local webmaster created a short video for a local boat dealer. The video gave a detailed and up-close look at a very expensive boat. As a result, the boat sold for top dollar to an out-of-state buyer, and the boat dealer is now begging the webmaster not to tell other area boat dealers about his new secret weapon. True story.

It wouldn't take much investment or effort for most online marketers to become proficient enough to offer these types of video services. You already have a computer and an internet connection. With a few tools and a bit of training, video services could become a profit source for your local webmaster business.

(If you start offering video services, please contact me so I can feature your story as a case study.)

Experienced SB!ers are also sharing tips and strategies about how to "do" different types of videos in the SBI! Forums. A fast way to get up to speed and use the technology!

3.7. Integrate Online & Offline Marketing

I know it's hard to believe, but not everybody is online 16 hours a day, visiting websites, reading e-zines and hanging out on discussion boards. In fact, a lot of people still *don't have computers*. Gasp! Can you imagine?

It's not a coincidence that some of the most successful online businesses were promoted largely via traditional media advertising such as newspapers, radio, and TV. Even Amazon, the king of online sales, is doing offline promotions such as catalogs and print ads. And how many hundreds of AOL CDs have you received in the mail? Google, eBay, Match.com, Monster.com, Yahoo!, they all do some form of offline advertising and promotion.

If you want to reach the maximum number of people, you **must** promote a local business both online **and** offline. There are too many people that are in only **one**

of those places. Can you really afford to ignore so many potential prospects and customers?

1) Drive Offline Traffic Online

Now, your clients may not have “Yahoo!” money, but there are plenty of cheap ways of driving offline traffic to an online site. Most small business owners use some form of print advertising to promote their business, so it’s a no-brainer to include their URL in all printed ads.

Pick up any magazine and turn to the back. What do you see? Pages and pages of ads, some big, some small... and almost all of them end with a website address. It’s the same thing with your local newspaper classifieds. The ad gets your attention and the website gives you all the details.

Some offline marketing techniques include:

- Postcard marketing – webcards - can be handed out like business cards at local events and trade shows, promotional items
- Printed greeting cards – send greeting cards to customers and leads with offers or just to stay in touch. There’s a great online service that allows you to send a printed greeting card with just a few clicks of the mouse. You can even provide this as a monthly service to local businesses – set up campaigns to run automatically, and then charge each business owner a set amount per person on their mailing list. (See <http://www.SendMyReferralCards.com/>)
- In-store promotions (contests, fishbowl, demos, giveaways, etc.)
- Press releases
- Tie-in with local events and community organizations
- License plate frames, web decals
- URL everywhere
- Word-of-mouth
- Free publicity from being mentioned in a local newspaper or TV news program
- Small print ads that include URL

The list is endless. (There's an entire chapter devoted to offline targeting techniques in "**How to Promote Your Local Business on the Internet.**" Visit <http://www.geolocal.com/> for more information.)

2) Use Traditional Media

What about radio, TV, and snail mail? Surely you've noticed how every commercial ends with the invitation to visit *www.someurl.com* for more information.

This method of using traditional media to promote websites has become commonplace, with good reason: **it works**. It's the perfect way for your client (and you, of course) to get the most out of his or her advertising budget.

Use small print ads or short commercials to drive consumers online for more information. Again, consider printed greeting cards for driving traffic to websites (and as an automated client follow-up service, you can provide to local businesses).

There are many people who will go online if there is a good enough reason to do so, such as saving time, getting information quickly and conveniently or receiving "*web only*" deals. The more people you expose to your clients' product or service, the more business they will get.

An added benefit of using traditional media is the naturally targeted audience each delivers. Whether by geography or interests, print, radio and TV offer the best sources for targeted audiences of all types and sizes. You should use various media to cross promote every chance you get.

• Local Newspaper

Your local newspaper is a natural place to advertise to reach a geographically targeted population. It has an established audience, documented circulation, and measurable ad results. Most newspapers are online, and will usually include your ad in both print and on the web for the same price. A clickable link makes it even easier for consumers to visit your site; nothing to remember, no typos to make.

The online version of a regional or local newspaper should be easy to find. Just look in the paper, the website address is probably on the first page. (If you live in the U.S.A. and need help, visit <http://www.hometownnews.com/>)

Of course you need a compelling headline and a great offer (in a few words) to really attract attention and answer the reader's "what's in it for me?" question. For assistance with that, you have SiteSell's excellent book, "**Make Your Content PREsell!**"...

<http://mycps.sitesell.com/>

- **Local Radio**

Radio is another affordable way of getting your client's message out to a local population. Each station appeals to a certain demographic, and like the newspapers, have built-in audiences. Prices can range from a few dollars to hundreds, depending on size and location.

Most radio stations now have their own websites to inform listeners of station news, program listings, and to promote upcoming events. To find the radio stations for your area, go to <http://www.radio-locator.com/> (in U.S.A.) or <http://www.radiodirectory.com/>

- **Cable TV**

Broadcast TV might not be in your client's budget, but cable TV is surprisingly affordable. Cable TV is very targeted, with the ability to reach certain demographics as well as by neighborhood or zip code. A certain number of commercials per hour are usually made available to local businesses for a nominal fee (or even free).

As for producing the commercial, there are plenty of small production shops that can help, and rates are reasonable because there's lots of competition.

Hopefully, this chapter has given you some ideas for offline promotions. Most local business owners have their own proven methods that you can build upon or give a creative twist.

In your role as consultant, don't forget that almost any online tool can be used in offline promotion, including **Internet auctions** and **joint ventures**. Put on your thinking cap and do some out of the box thinking. Be creative.

The complete "how-to" reference for Internet auctions is "**Make Your Net Auction Sell!, The Masters Course.**" If you are not familiar with this low-risk monetization model, get a free orientation...

<http://mynas-masters.sitesell.com/>

Become a "**guerilla local marketer!**" The more ways you can help your clients utilize the web, the more successful they – and you – will be.

Before you can begin to help, though, you must connect with your clients...

4. Connecting With Clients

Now what? If you're Donald Trump, you have customers lined up waiting to throw money at you. For the rest of us, it's time to start marketing.

Most local business owners are not online, so in order to connect with them, go where they are... offline. By becoming active in your business community, you'll establish relationships and build trust.

The more active you are, the wider your network will grow. Your credibility and reputation will bring you far more business than any form of paid advertisement. Everywhere you go, leave "bread crumbs" to make it easy for people to find you.

But first get your own house in order. Make sure **your own website** offers plenty of useful content, ranks well with search engines, inspires trust and monetizes effectively. Follow the same process that you will use with your clients. In other words...

Content ➡ **Traffic** ➡ **PREsell** ➡ **Monetize**

Then, it's time to get out there. Here are some of the best ways to meet local business owners...

1) Local Networking Groups

Small business owners tend to join organizations such as the Chamber of Commerce, BNI (<http://www.bni.com/>) and Le Tip (<http://www.letip.com/>). I belong to the Chamber, BNI, and a couple other local groups, and have gotten 70% of our clients through those relationships.

Become a part of your business community. Offer to speak at events. It's a great way to meet people and expand your business.

2) Referrals

One of your best sources of new clients is existing clients. **Word of mouth** is one of the best marketing tools available, and it's free. People tend to follow recommendations made by people they know and trust. In their minds, if someone they know and respect likes you, then you must be suitable and trustworthy.

Generating referrals does not, however, mean walking up to personal contacts, present clients or other non-competing local businesses and asking...

“Do you have anyone to recommend to me?”

Or...

“Know someone that could use my service?”

These types of questions are not effective. Some people may consider them impolite and intrusive. As well, the questions are too general in nature. They give no indication of your ideal target group (i.e., those potential clients who need or want your product or service).

Instead, you must “set the stage” for referrals...

- Be **passionate**. Show your excitement about what you do.
- Provide an **excellent** product or service.
- Build a website that **PREsells** effectively. Create a site that is benefit-focused and inspires trust.
- **Position** your business as being different from your competitors
- Become “**people**”-oriented. If you show an interest in them, people will respond with an interest in you.
- **Educate** – highlight clearly, and in relevant terms, the benefits of your business. Answer the “what’s-in-it-for-me” question in your listener’s mind. Show it by your words and actions that she owes it to her family, friends and associates to refer them to you instead of your competition because you offer a better and more valuable product or service.
- Offer a gift of **appreciation**. Say “thank you” with freebies, discounts, gift certificates, etc. to people who introduce you to others.
- **Promise** that you will be professional and treat all referrals with respect. She can trust you not to tarnish her reputation. Assure her that even if her referrals don’t become customers, you will add value anyway by educating them on what they should be looking for, and what to avoid, in a particular product or service.
- **Keep the connection**. Check in every once in awhile to see how your supporters are doing. Develop a genuine relationship that is based on mutual interest. Send them articles, tips, and information that they can use for their business and/or hobbies. Send them a printed greeting card using the online service.

- **Report** to the person who provided the referrals, and give them a progress update. They'll want to know what happened. They may also help "seal the deal" for you behind-the-scene.

Bottom line?

Be assertive and proactive. Once you build a trust relationship with someone, don't be shy. Ask for referrals. They know that you are different, that you produce online results. Encourage them to share their honest enthusiasm about your services.

3) Booklets

Here's a powerful reaching out method that's very much overlooked – **booklets**. Booklets are easy to write and produce and can provide a very effective method for you to market your services to your current and potential customers. Business owners are bombarded with sales pitches every day. The life span of a color brochure in the hands of your potential customer is measured in hours, if not minutes. People see them as "advertising" and their guard is up immediately.

But with an information-packed booklet, you're not only certain your message will be read, you can also be fairly certain that once it has been read, it won't be thrown away. Even if your customer doesn't need your services today, they tend to keep these problem-solving information booklets for future reference – and they may even pass them on to their friends and relatives.

A booklet is powerful in its simplicity. It can...

- fly under your customer's "radar." It's not even seen as "advertising."
- be passed on. And it's less costly than a full color brochure.
- gently weave your sales message into the information copy.
- find its way into waiting rooms, coffee shops, car washes, etc.
- make a great "value added" gift for your customers and potential customers.

Distribute booklets to local business owners in your community. They may not have time to talk to you, but they will eventually read the booklet, or pass it on to a friend or family member. (Remember my [earlier reference](#) to the Geo-Local Booklet that is included in the free 5 Pillar Affiliate Offline Sales Kit.)

4) Community Events

Community events are great opportunities for meeting people. You can sponsor an event, which means your business name will be front and center. Or you can rent a booth and distribute flyers and giveaways. Either way, you're giving back to your community at the same time that you're extending your network.

You can also volunteer your services to non-profit organizations. It's a good way to showcase your skills and keep your name in the public eye, while helping others less fortunate.

5) Targeted Ads

Most organizations distribute some sort of newsletter to their members on a regular basis. Many of them will allow you to insert an ad or flyer for a small fee, while some may require you to be a member.

You can also run small classified ads in local or community papers. Offer a free report or evaluation of their existing site.

If your target niche has a website, that would be another good place to get listed. Industry or trade publications can also be good places to advertise to your target market.

6) Write and Distribute Articles

A great way of enhancing your reputation and promoting your business is to write and submit articles to local magazines, newspapers, and association newsletters.

Writing isn't hard as long as you write about what you know – industry happenings, training tips, how-to pieces, etc. Write as if you're having a conversation with a friend, and don't be afraid to let your personality shine through.

Be sure to include your resources, a brief description of your business, your contact information and a link to your website. After your name has been in print a few times, you'll become the de facto expert on your subject.

7) Publicity

A wise PR guy once said, 'Advertising is what you pay for, publicity is what you pray for.' You can increase your chances of getting free publicity by writing and distributing press releases whenever possible.

You may not think your business is newsworthy, but if you think hard, you can come up with an interesting angle. If you can tie your local service to a national issue or campaign, this would make a great human interest story for your local paper.

8) What's Good for the Goose...

You know all of those nifty ideas you've come up with to promote your clients? They work for *your* business as well. You're a small local business, aren't you? Email marketing, local portal listings, cross promotion, print, postcards... use all of these to promote your website and your services.

It's not going to be easy or quick. Small business owners can be wary, suspicious and hard to reach. Somebody is always trying to sell them something, and more than one snake-oil salesman has tried to "help them get on the Internet." Many were "burned" during the dot-bomb era and won't listen to a word you say.

Like anything worth having, it will take hard work. You'll have to win their trust and truly have their best interests at heart. If you're just trying to make a fast buck, they'll smell it. Get out of the role of salesperson – you're a **consultant**, helping them build their business.

Remember, **they don't know that they don't know...** but you do.

Show local business owners that you not only "talk the talk," you "walk the walk." Use the proven **C ➡ T ➡ P ➡ M** process and produce success.

"Tao of SBI! Why Seo Is Doomed And CTPM Is The Way," a mere 44 pages in length, may be the most important online business book you ever read.

<http://buildit.sitesell.com/TaoOfSBI.pdf>

If you stay the course, in the long run it will pay off, both for you and for them. Get results for your customers and you'll have more business than you can handle. It's the best and only way to stand out from your competitors.

Small business is the last great wave. Catch it and ride it!

Now, let's see webmastering with a "local focus" in action...

5. Case Studies

Nothing gets a point across better than the personal, real-world experiences of people just like you. Here are 5 real life cases of entrepreneurs and local business webmasters who are actively using the Internet to promote local.

- 5.1. [Dr. John Burch](#) (a dentist who “gets” the Net)
- 5.2. [Donald Coggan](#) (an engineer becomes a webmaster, cold turkey style)
- 5.3. [Richard Cannon](#) (a rancher/webmaster living his dream)
- 5.4. [Richard Dowell](#) (the “accidental” webmaster)
- 5.5. [Lynn VanDyke](#) (a fitness trainer shows her strength as a webmaster)

Let’s take it from the top...

5.1. Online Marketing Pays Off for Local Dentist

“I am a dentist, practicing in Mountain View, California. In 2002, I decided to look into various ways to market my practice. The first thing I noticed was the high cost of traditional marketing. And, I was not able to get much of a response with the various methods I tried (coupons, new homeowners, yellow pages, newspaper ads and an expensive newsletter).

Then, someone recommended that I build a website, and use the Internet to market my practice. I did some research, and found Site Build It!. I downloaded the Action Guide, and began learning how to be my own webmaster. I chose [www.drurch.com](#) as my URL, and *Mountain View Dentist* as my primary search term.

The first month my site was actually up was May of 2003. That month, my average daily unique visitors was just 1, and I converted none of the 26 visitors who came to my site into a dental patient.

OK. The site was very young, and I hadn’t begun to understand many of the finer details of local Internet marketing. So I began to study ways to improve my natural search results. I learned about keyword density, meta tags, and began to purchase keywords on Google. I opened a Yahoo! Search account, and began to bid on specific keywords there also. And I subscribed to various newsletters to educate myself about PPC, Directories, and the like.

I read everything I could get my hands on from Ken Evoy at SiteSell. Gradually, my daily uniques began to rise. First to an average of 5, then 11, and finally all the way up to 47 average daily unique visitors by the end of 2003.

I hired a company in Florida, MoreVisibility, to submit my pages through an XML trusted feed. And I worked to increase content, and groom my pages to convert better. One key factor in this for me was the enhancement of SBI! that allowed me to upload HTML. When this was added, I bought and learned FrontPage.

By January of 2004, we were getting an average of 63 daily uniques, and converting better than one in one-hundred visitors into a new patient.

Now, I began to study ROI more closely. I found out that I was getting about 1800 monthly unique visitors, and seeing 22 new patients each month. So my conversion was really better than 1/100. My visitors were coming to my website in about equal proportions between Google AdWords, MoreVisibility, Yahoo! Search, and natural search.

Doing a little math on the data revealed that I had a monthly cost for advertising of around \$500 and an average cost per click of approximately 0.37.

It turns out that, in the dental field, the average new patient needs about \$1000 worth in treatment. And I was seeing about half of the patients who contacted us actually come in and begin treatment.

So I calculated my ROI as 10 new patients X \$1,000 each = \$10,000, divided by \$500 costs = 20:1. Woohoo! I had tracked the actual income we were receiving from our online marketing, and, sure enough, we had generated just over \$10,000 additional income per month since October from the Internet!

Now there are variable expenses that must be figured against that income. But the sheer fact that I was able to use SBI! (and a lot of hard work) to stimulate my practice was what I was excited about.

So, I decided to build a model of all this, to get better control of the whole process. I used the program *Ithink*, and was able to build a model that worked well for my purposes. I can now input the actual numbers, run the model, and predict exactly what my maximum PPC expenses should be.

For a health care professional such as myself, this has been very helpful. On the other side, our geographic reach is quite small, so all of our search terms must be modified geographically.

At first, I thought this would make the Internet not work for my purposes. After all, the Internet is for the world, I thought, and my dental office relies on very local traffic.

What I found was just the opposite.

The distance patients would come when they found us online was **MUCH GREATER** than normal. I got patients from distances of 30, 40 and even 50 miles away! This happened, I believe, because I am able to present so many benefits on my website, and add to it so easily using Site Build It!.

The second unexpected benefit was that my online patients often needed and accepted larger amounts of treatment than normal. I am not sure why this is, but maybe it is because - again - we can display more content that is specific to their needs.

In sum - my experience with SBI! has been a true love affair. The program has worked flawlessly for me. Ken Evoy has led the way, and I don't see anyone even close to his precision, passion, and honesty. I have also learned a lot from Sharon Fling, and her wonderful e-book, *How to Promote Your Local Business on the Internet*.

Having two children in college, and not finding much success in traditional marketing, SiteSell and SBI! have made a tremendous difference in my life. And from what I see here in Silicon Valley, local search is just starting to take off. The best is yet to come!"

John L. Burch DDS

<http://www.drurch.com/>

Want to hear more? For John's full audio interview, [click here](#).

5.2. Into the Web... Cold Turkey

In 1996, Don Coggan left his engineering management job to stake out his territory on the exciting World Wide Web. He didn't ease into the transition either, he left cold turkey.

He began providing services to local businesses, and described his business by saying, "I'm an Internet Business Consultant. This is to suggest that I do more than *webmastering*."

This is an important distinction, as most small business owners think that having a website is all there is to putting a business online.

He got started by joining an association of entrepreneurs, and that membership offered a pool of potential clients.

"When I first started, my clientele was purely local. As if by magic, my website connected me with clients all over Canada and the US. Currently, about half my clients are local."

The services Coggan provided initially consisted mainly of website design and promotion. This grew into developing content. Now they include the entire gamut of services.

When it comes to getting clients, Coggan says most of them come via word of mouth. "I put a strong emphasis on getting results, which has pretty much eliminated prospects looking for a cheap online brochure," he says.

He uses a variety of tools for developing client websites:

- Homesite for HTML coding
- Paint Shop Pro for image editing
- Word/Excel for minor database/merging
- Wordtracker for keyword analysis
- ClipArt.com as the main image source

For hosting, he has used a variety of web hosting companies over the years.

"Now," he says, "I almost exclusively use Site Build It! by SiteSell, because it offers all the services needed in one inexpensive package."

Coggan has plenty of examples of sites he has developed for both local clients and himself. Here is a small sampling of his local client sites:

<http://www.mens-rings-for-men.com/>
<http://www.glass-art-designs.com/>

"My own sites were intended initially to test various hypotheses about what worked and what didn't work in terms of Internet marketing. I still use them for experimental purposes while at the same time making some money with them."

When asked what he would have done differently, Coggan says, "My biggest mistake was to wait so long before connecting with SiteSell and Site Build It!. Before SBI!, I had been using different strategies, knowing they were probably alright, but not having the complete and concrete feedback that I get with SBI!."

For anyone thinking about becoming a local business webmaster, Coggan's advice is to avoid the bargain-basement of quick, cheap sites that don't really perform, and for which there are countless low-balling competitors.

"Also, I would advise those wanting to be local business webmasters to build their own sites using Site Build It! to fully understand what's involved in developing successful websites."

Coggan certainly enjoys his internet business career. He says, “When I graduated from university and started my first job, I loved the company and its products, which were first-rate and industry leaders. Every day for the first six months, I spent two hours each evening reading and re-reading the company’s engineering reports to master the content.”

“Now, years and years later, I feel the same enthusiasm toward SiteSell and its Site Build It! product. I wish everyone else who really discovers it to enjoy it as much.”

Donald Coggan

<http://www.coggan.com/>

Want to hear more? For Donald’s full audio interview, [click here](#).

5.3. Good Webmasters Build Businesses... Not Just Websites

Richard Cannon had always dreamed of being able to escape the “going to work” scene and become his own boss. When the Internet came along, he saw its potential and knew that he just had to be a part of it. And it was his work in civil engineering that made his dreams a reality.

“I had to learn all about the PC and helped to develop ways to monitor water system functions by remote control,” he says. “As a result, computers became a way of life.”

“As I neared the top of the corporate ladder it became obvious to me how little passion I had for my job, and how little I mattered to my employer. I was no more than another cog in the wheel. In my own business, I am the wheel and the passion for my duties that my father raised me to have returned. After my father passed, I realized what I had to do, and we’re doing it well.”

Cannon started off by building his own websites to promote NHRA drag racing and NASCAR collector items. That was in 1994. Then he and his wife started putting local ranches on the Internet and the business grew from there.

“The area we live in is North Texas horse country and my wife is a horse breeder. In conversations about horses, horse shows, pedigrees and such we always mentioned we build websites. Generally, the response was ‘oh *really*’, which lead to multiple local clients, their friends and families, and the businesses these people use. The power of these referrals started our local business.”

The Cannons live in a rural area not too far from both Dallas and Ft. Worth, so most of their business initially came from this metroplex. They now have clients in many states, coast to coast. The majority of their clients are local businesses such as lawyers, chiropractors, restaurant owners, marriage counselors and other professional services. Recently, they added an air conditioning manufacturer to their client list, and from that came even more opportunities.

They provide any and all web services to their local business clients and also have created business cards, flyers, and signs.

“We get our hands dirty with them in many cases, so we know more about their business,” says Cannon. “That relationship builds business because it builds credibility and trust.”

And it’s that credibility and trust that leads to the lifeblood of his business – new clients. Most of their business comes through word of mouth and referrals.

“Referrals are the strongest connection to new clients, so we always carry business cards, and not a day goes by we don't hand these out. Next thing you know either the phone rings or the email box has a new client. The Internet is a huge communication device so we make sure we are well represented with websites. Maintaining those keeps you sharp and proves to clients you can do it for them too.”

According to Cannon, the tools he uses to develop client websites are “SiteSell’s Site Build It!, FrontPage, Wordtracker, some general graphics tools and a whole lot of common sense.”

He relies heavily on SBI!’s Action Guide and says that when clients want answers, that’s where they come from most often.

When it comes to marketing, Cannon has found that the secret is **not** to sell his business. Instead, he sells the power of the Internet.

“For many years in our favorite restaurant, we tried to sell the owners a website with no luck. We turned the corner once we realized we had to teach them about the Net before they would embrace doing business there. Once the lights came on in their heads, they asked us to build them a site.”

That simple 5 page site – <http://www.mariosmexicancuisine.com/> – now outranks every major restaurant chain in the area. From that site, which includes a link to Cannon’s website (<http://www.websitedesignbuilders.com/>), the restaurant patrons began to call.

“They visited our websites, they saw our pictures, and they know who we are. The moral of the story is we don't sell, we teach. Once the light comes on, and it surely will when you try, who else are they going to call?”

When asked what he would have done differently, Cannon says “My biggest mistake was trying to sell websites rather than ways to increase business. Looking back I would have changed two things. I would have listened more and talked less. You can't hear nor see opportunity with your mouth open. Listen for what business people want and find a way to make that happen.”

What advice would he give to someone who wants to become a local business webmaster?

“Get out of your office, because business will not come to you. Above all, listen, be honest, and don't sell websites. Sell benefits and solutions and put proof where your mouth is, not money. Align yourself with a great company like SBI!, follow their success and by all means do not try to re-invent the wheel. Pay attention to what people ask for and then deliver that. Build your credibility first then build relationships, not clients.”

“Be passionate about what ever it is you do. People see passion first and question your abilities less. Never give up an idea, never quit trying, and don't blame failures on anyone but yourself. In fact, failure is a direct result of trying, so if you have no failures you just can't be trying hard enough!”

CannonFire Marketing

<http://www.cannonfiremarketing.com/>

Want to hear more? For Richard's full audio interview, [click here](#).

5.4. Accidental Webmaster Finds Local Success

In 2001, Richard Dowell started experimenting with using the Internet to promote and improve training activities offered by his company, Technology Business Services.

He had been developing his own websites since 1997, and wanted to help startup and small businesses leverage the power of technology to improve their business.

One day he posted a review of a book on his website, and to make it easier for his clients to get the book, he posted an affiliate link.

Three months later he got a check from Amazon.com, and the *light bulb switched on* – he could actually get paid for promoting products and services of others.

“After 9/11, I decided to take all my business efforts online,” says Dowell. “Then I started searching for other things I could recommend to my membership that would pay me for the referral.”

He was doing some research when he found a reference to a guy who knew a lot about selecting the right keywords for building sites – Ken Evoy, President of SiteSell.com.

By this time Dowell was already using several search engine submission packages and a multitude of tools to create, maintain and promote his websites. He thought that Ken’s philosophy made a lot of sense – “Time is the most important resource -- spend it on your business, not the technology.”

So Richard decided to try SiteSell’s revolutionary site-building tool, Site Build It!.

“I created my first SBI! site, www.Best-Managers-Business-Online.com. When I started getting my first results in May-June 2002, I realized that Ken had an incredible product. That’s when I decided that I would try to help others use SBI! to promote their businesses.”

Opportunity knocks. His first opportunity soon presented itself.

“My friend Larry Nachman, kept telling me that he was about to publish his book about his fitness training program,” says Dowell.

“Time after time I would hear the same thing – ‘well it’s about to be published.’ Armed with SBI! one day I said to him, ‘Larry, tell you what. I’ll help you get your book published and your business launched using the Internet.’ ”

Nachman said “Yes,” and Dowell entered the world of helping local businesses promote their business locally and globally using the Internet.

Dowell says the idea to focus on local business – and primarily support others wanting to develop local business using the Internet – came from three sources.

“First was Dr. Ralph Wilson’s dedication of a new website to local business. The second was Ralph’s featuring of Sharon Fling’s important new book *How to Promote Your Local Business on the Internet*. The third was Ken Evoy’s vision to move Site Build It! toward helping local and web entrepreneurs.”

Using SBI!, Dowell developed www.21st-Century-Fitness.com, and helped Nachman pick an online publisher with an affiliate program. They targeted September 2002 for the release of the fitness book, and Dowell orchestrated three revisions with the publisher, among other things.

“I provide a full range of services from developing and maintaining his SBI! website, issuing his weekly fitness tips newsletters and getting his book published and sold online,” says Dowell. “The site has become pretty popular, with modest book sales and a 2% conversion rate.”

In August 2002, Dowell set up a booth at a business Expo sponsored by the local chamber of commerce. He put up a large banner with his new mission statement, *Helping Companies Grow Local Business Using the Internet*, which was also printed on his new business cards.

“I featured my SBI! sites (<http://www.best-managers-business-online.com/>), and Larry Nachman's site www.21st-Century-Fitness.com, my prime example of the type of services I could provide.”

Then, a friend of Dowell’s invited him to be a guest on *Ask the Expert*, a local talk radio show.

“The show was hosted by John Magliola, the voice of the *Verizon TV* commercials. He sounds like James Earl Jones,” says Dowell. “Anyway, it coincided with the beginning of the expo. It was a 45 minute interview during prime evening time, and John mentioned my website address every few minutes.”

He got 55 leads and several clients from the Expo, plus a lot of visibility for 21st Century Fitness.

Dowell’s position as accidental webmaster solidified in January 2003, when he received a call from a Navy League Council representative asking if the group could use the site he had developed for the Charleston Navy League.

He said yes, which led to a presentation to the committee that had been charged with developing a consistent look and feel for Navy League Council sites world wide -- some 350 of them.

“To make a long story short, when I gave my presentation to the committee, the entire direction of the effort changed and I became one of 4 ‘approved’ providers. I used Ken’s theme - design your website to support your local mission first, and make it easy to maintain by the local councils. Help them focus on results -- not the technology.”

Right after that, SiteSell announced the [SBI! Certified Webmaster Program](#), and Dowell was one of the first applicants for the program. “Since then I’ve had more work than I can handle,” he says. “But I am having almost as much fun now as I did when I was flying fighter aircraft at the US governments expense, and I’m getting paid to do it!”

Dowell's software toolset includes FrontPage and Dreamweaver for html editing, FrontPage for developing content management system-based sites and some other sites he supports, and Site Build It! for all of his business sites.

"There is nothing in the marketplace that I am aware of that compares with Site Build It! for developing most small business websites – and possibly even mid-sized businesses."

Small business owners can be hard to convince, but Dowell finds that the best way to show them the power of the Internet is to bring success to other businesses, then use those successes as examples. For anyone not using the Internet to promote their products and services locally, he says, "Get started right away."

Dowell now serves as the webmaster for his local Navy League Council, (www.NavyLeagueCharleston.org) and for his local contractor's association (www.CharlestonContractors.org).

Reflecting on his new career as Accidental Webmaster, Dowell says, "I knew that the Internet was important to local business and felt confident that I could grow my own sites to produce income. I had no inkling where it would eventually lead me. What an interesting life this is! Thanks to Sharon, Ralph and Ken for helping me follow the path I'm on."

Dowell has continued supporting web entrepreneurs and small businesses. He is still a Certified SBI! Webmaster and one of 4 application services providers supporting Navy League Councils worldwide.

Dowell has three associates helping him help others use the Internet to improve business results. He's now providing clients online coaching and other support. He also generates income on his SBI! commissions, for first-purchases and annual renewals. According to him, "Site Build It! remains the best tool for building a web business."

Richard Dowell

<http://www.best-managers-business-online.com/>

Want to hear more? For Richard's full audio interview, [click here](#).

5.5. Fitness Trainer Finds New Strength Online

In early 2005, Lynn VanDyke decided it was time to increase her passive income. She knew she wanted to get online somehow, and started looking for ways to combine her background in the health and fitness industry with the power of the Internet.

After tons of research, she found SiteSell.com, and looked into their philosophy on building a niche website with their flagship tool, Site Build It!. She felt comfortable with what she found, took the plunge, and launched her site, www.strength-training-woman.com.

Within months, VanDyke's site started to rank well in the search engines, which caught the attention of others in her industry.

"Other health and fitness professionals started noticing my site and seeing my name in different places," she says. "They wanted to know how I was able to position myself in a really cutthroat industry such as fitness."

She started talking to people and networking, explaining how SBI! had been the #1 reason for her success online. That opened some doors for her, and she started building sites for other health and fitness professionals.

Things exploded from there, and now her business has dramatically changed. She no longer is restricted to serving a local audience, exchanging hours for dollars. She doesn't do any personal training or nutrition counseling unless she feels like it. Her business is now totally online, and she credits an SBI! contest with launching her new career.

"As I was working away on my fitness site, in the back of my mind I knew other people would love to do what I was doing but didn't know how to get started," she says. "So when SBI! launched an offline contest for 5 Pillar Program affiliates to help spread the word, I decided to give it a shot, even though I wasn't prepared for it at all."

Because she was so new, VanDyke came into the business with a fresh perspective... and no plan of attack. But since she didn't intend to win the contest, she didn't need one. She just wanted to see what was out there.

She started putting feelers out to see if there was a market for her services, and it took off. As she says, "My local webmastering business literally fell into my lap."

She contacted the SBDC (Small Business Development Center), the local division of the SBA (Small Business Association) in her area, and they were open and receptive to her presenting information to small business owners who had contacted their office for help.

Then she discovered the SBDC published a newsletter periodically, but had trouble finding content for it. So she wrote and submitted some articles for the newsletter, and they started publishing them.

This was a win-win for all concerned - it provided much needed content to the SBDC, gave valuable information to their subscribers, and positioned VanDyke as an authority, since her articles were being published by the SBDC. Most important, it was a way to reach a target market willing to put the investment to make their business succeed.

“I didn’t know how large their mailing list was but I knew it was very targeted to small business owners looking for online information. These people are in the mindset of doing whatever it takes to be successful.”

VanDyke pointed out that this is something that anyone can do, and encourages others to contact their local SBDC. “The SBDC has a large network of folks - most are retired executives, wanting to stay in the game and help others start businesses.”

Another way she tried to reach potential clients was by teaching a night school class in her area. These are non credit classes for adults on a variety of topics. She created a one evening workshop, gave it a flashy title, and ended up with 30 people sitting in front of her. The only problem was this group was not targeted, so she ended up with only 2 or 3 sales.

After that experience, she sat down to analyze what had happened, and realized she had learned how to reach a lukewarm market. Of course, this is not what she wanted, so she started thinking about how she had gotten started in the first place. That’s when it hit her - she needed to niche it!

“I asked myself, what am I really good at, what can I speak on from experience? The answer: the fitness industry. I’d done very well with my health and fitness site, plus I already had a network of industry contacts.”

So she called up a colleague of hers who owned a software program that many personal trainers know and recognize. He knew her because she had made lots of sales using his software. She suggested that they do an interview where she’d explain how she used the software, which could benefit others who may not know what to do with it.

In the interview she talked about her experience with the fitness software and SBI!, how she got tons of traffic, and how she monetized that traffic and got clients. Again, this was a win-win: it gave both of them exposure within their industry.

They distributed the interview to friends, health and fitness professionals, and networking groups. From there, her business boomed.

“Instead of being Lynn the web builder, I became Lynn, the ‘go-to’ person for a health and fitness website,” she says. “I learned to not try to be all things to all

people - to niche it.”

In almost all cases, her clients had had bad experiences before finding her, and she spent a lot of time explaining why she was different and having to reassure them that she knew what she was talking about.

“Some of these people had paid thousands of dollars and ended up with nothing to show for it,” she says. “They were afraid of being ripped off again.”

For her, that’s why it was so important to “niche it,” because she was able to speak from her strength - her own experience with her fitness website - and they could see the results for themselves.

VanDyke offers 3 plans ranging from \$699 to \$3,000, all based on the SBI! platform. Where they differ is in the amount of work the client does versus what VanDyke performs for them. She has a team consisting of writers, a graphic designer and an editor, plus a part-time administrative person.

For someone who wants to get started, she suggests that you get your contract in order first. She didn’t do this but quickly learned that she needed a real legitimate contract that outlines what the client is getting, what the client was to provide, what the fees were, payment plan details, everything.

“That was my biggest mistake, not having the contract nailed down before I started,” she said. “I didn’t have any bad experiences, but it made me feel very vulnerable.”

She also suggests having a team lined up for outsourcing, such as writers and graphic designers.

“Doing research and finding your team is key,” she says. “I manage a team of people across the world, and it works perfectly when everyone is motivated and focused.”

VanDyke finds one of the most gratifying things about her business is being able to help people see that the Internet can really make a difference in their business, that they don’t have to be satisfied with an online brochure site.

“When I ask them about the goals for their website, they don’t know what I’m talking about. Half of them don’t even know why they want a site,” she says. “As I’m telling them some of the things they can do, you can see their minds working like, ‘Wow a website can do all of these wonderful things, and I’m talking to somebody who knows what she’s doing.’ ”

Once people find out they can make money with their websites, build email lists, establish relationships with prospects, and do more promotion, there’s not much

selling needed.

“Be honest. Tell them about your experiences. Let them know exactly what you do. Then it’s either a match or not a match, and that’s up to the client. You’re not going to be for everybody.”

And now that VanDyke is very busy and doesn’t actively seek clients, she often finds people trying to sell her on the idea of taking them on as a client!

So what’s next for Lynn VanDyke?

“I’m planning a new all inclusive product for fitness professionals to take their business online and do it themselves,” she says. “But I’ll be right there with backend products if they don’t want to do it and need my help.”

She also has some speaking engagements lined up, continues to provide articles to the SBDC, and stays in contact with her network. Above all, she wants to keep growing.

“It all boils down to 5 things - Niche it. Network it. Presell it. Customer Service it. Upsell it.” That pretty much says it all.

Lynn VanDyke

<http://www.lynnvandyke.com/>

Want to hear more? For Lynn’s full audio interview, [click here](#).

Wow! Inspiring words from these five webmasters. Follow in their footsteps.

And now, it’s time to...

6. Recap and Final Words

Congratulations! You made it to the end. Whew! Is your head buzzing?

We ran through that information at warp speed, but time is of the essence here. This untapped market won't stay that way for long. People are starting to wake up to the potential of local business.

And now that the big dogs – Google, Yahoo! and Amazon's A9.com – have laid the local search infrastructure, small business finally has a fair shot at reaching local consumers. Savvy entrepreneurs are taking notice. Dozens of sites aimed at tapping into the local market have sprung up in the last few years.

But that doesn't mean the market is saturated. Far from it! There are millions of small business owners, more than enough business for all of us. Use your natural talents and abilities to differentiate yourself from others and you will thrive. Trust me. There is a market for your online talents in your offline community.

So let's do a quick review, a few final words and then off you go...

1) The Internet Is Going Local

Small local business is the most overlooked market on the Net. In the past, the web offered few opportunities for businesses with a customer base clustered in a small geographic area.

But things have changed. More and more consumers are turning to the Internet when searching for local goods and services. And now the search engine giants have rolled out some great local search tools, programs that allow local business owners to target consumers in their neighborhood.

The Internet is going local. But a piece of the puzzle is missing... **small local business.**

2) Small Business Needs Your Help

It's not that they don't *want* to use the Internet – more and more, small local business owners are realizing that they can't afford not to have an online presence. They are beginning to *know* that they don't know, and some of them are seeking help. Finally!

Many small business owners have tried to use the Internet, with dismal results. They either put up one page brochure or resume style sites, or sites that offered lots of stuff to buy. These business owners failed to recognize the fundamental

reality of how people use the Net – to seek information, to look for solutions... *not* just to buy stuff.

These people need help. Most small business owners don't have the time and skills required to build a website, or a big enough advertising budget to hire a design firm.

As a result, there are a substantial number of small business owners who need a webmaster who *understands their needs*, and who offers quality service at an **affordable price** (a key requirement). They are looking for someone to help them build their business. How about **you**?

If you're a webmaster looking to expand your business, here's a huge untapped market of potential customers... right in your own backyard. Why not use the skills and knowledge you've acquired online to make money... offline?

With your credentials, plus the [Site Build It! system](#), you can easily gain a clear edge over your competitors. You will be able to deliver to your clients more for less... from site building to site promotion to monthly site maintenance... at an affordable price, and without compromising your design skills or profit levels.

Bottom line? Build a website that makes money for your clients and that they rave about to the people they know.

An independent webmastering business is a viable income stream. SBI! will not only help you build your clients' business, it will help you build yours. Here's how...

- higher profit-per-site
- ability to handle more clients in less time
- raving clients, who rave their friends

If you haven't established the legal structure of your business, you should download and follow the guidance of Mark Frank's excellent book, the Webmaster Business Masters Course available for free at...

<http://webmasterbusiness.sitesell.com/>

3) Services You Can Offer

Small businesses need to reach today's tech-savvy local consumer wherever they are... on or offline. What services can you offer that will help your clients achieve their marketing goals?

- **Website Design** – Although anyone can use SBI! to create a professional website, many small business owners don't want to be bothered. That's where you come in. Use SBI! to build sites that provide your small business clients with exactly what they want... warm, targeted, willing-to-buy traffic from a local or regional area.

SBI! provides *all the tools* that you need to execute the proven **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE** process flawlessly.

- **Local Email Marketing (LEM)** - In spite of the never-ending spam problem, email is *still* the most cost effective means of communicating with customers – nothing else even comes close.

And now that almost everyone has an email address, every business should have an opt-in mail list of their customers. Unfortunately few business owners have the time, skill or inclination to start an email club.

Here is a service you can offer to small business owners in your community. There are several LEM models for you to choose from, including the

- **Local Portals** - A *local portal* provides information and website links of interest to residents of a specific region or area. Create your own local community portal, then use it to cross promote your SBI! website design services, email marketing service, and any other online business or affiliate programs.

Reward your clients with free listings, or bundle the listing in your monthly maintenance fee. Use both online and offline promotion to drive traffic. Build relationships with local business owners and eventually you'll be able to introduce them to SBI!, email marketing, online auctions, etc. Once you're generating enough traffic, you can sell listings to local businesses.

- **Good Old Fashioned Print** - All business owners and consumers understand *print*. If you can afford it, you might want to publish a local publication, then use it to cross-promote SBI! and your other products and services. Use printed greeting cards to stay in touch or you can even offer an automated client follow-up service to your local business clients.
- **Videos** - Webcam style video newsletters, product demos and infomercials are all great ways to use video to get more exposure. Video can also answer

questions in a way that can't be done in print. And there are people that would rather watch a video than read something.

• **Integrate Online & Offline Marketing** - If you want to reach the maximum number of people, you *must* promote a local business both online *and* offline. Drive traffic using traditional print advertising media, such as:

- Local Newspaper
- Local Radio
- Cable TV
- Postal/Snail mail

4) Connecting with Clients

Most local business owners are not online, so in order to connect with them you must go where they are – **offline**. By becoming active in your business community, you'll establish relationships and build trust. Some ways to meet local business owners include...

- Local Networking Groups
- Referrals
- Booklets
- Community Events
- Targeted Ads
- Free Publicity

5) Case Studies

We reviewed real life cases of entrepreneurs and small business owners who are actively using the Internet to promote local business. Learn from their experiences and tips.

6) Final Words

The future of the Net is local. We're not there yet, but it's coming! And when it gets here, it's going to revolutionize our society.

Today's youth lives on the Net. Where do you think *they* look for information about local products and services? Ask them what the Yellow Pages are and you'll get blank stares!

Now that you've completed the Local Business Masters Course, you know how to tap into this growing market and how to differentiate yourself as the Webmaster who builds sites that generate traffic and profits.

Good luck with your new business and when you're ready, contact me – maybe I'll do a case study on you and your webmastering services!

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A Note From SiteSell.com...

GeoLocal.com is an excellent resource for promoting local business online. Subscribe to the mailing list and you'll have access to...

- Articles & article links related to local business marketing
- Coaching & forums
- Reviews of software, tools and resources designed specifically for targeting local or regional markets.
- Case studies of real-world businesses using the Net including:
 - local businesses successfully using the Internet
 - webmasters providing services to the local business market
 - developers who have created tools and services for this market

For more details on “**How to Promote Your Local Business on the Internet**” and other products related to promoting local business online, check out www.geolocal.com, your single best source for “everything local.”