

BetterMarketingOnline.com Presents...

# Simple Solutions for Building A Better Business Online

How To Create Professional  
Websites without HTML, Get  
Reliable Hosting and Market  
Online for Less Than \$300!

*"Keep MORE of Your Profits!"*

by Michelle Ward

## Legal Notice

While all attempts have been made to verify the information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein. They disclaim any warranties (express or implied), merchant ability or fitness for any purpose.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations.

All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business. The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. The Author and Publisher do not warrant the performance or effectiveness of any sites stated in this book. All links are for informational and educational purposes only and are not warranted for content, accuracy or any other implied or explicit purpose. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials. Any perceived slights of specific people or organizations are unintentional.

## **CONTENTS**

<b>Introduction</b>	<b>p. 4</b>
<b>Why Your Business NEEDS a Website</b>	<b>p.5</b>
<b>Benefits of Online Marketing</b>	<b>p.8</b>
<b>How to SAVE a Bundle on Your Website</b>	<b>p.9</b>
<b>How to SAVE a Bundle on Web Hosting</b>	<b>p.10</b>
<b>How to SAVE a Bundle on Your Domain Name Service</b>	<b>p.11</b>
<b>Your Secret Weapon</b>	<b>p.12</b>
<b>Acknowledgements</b>	

# INTRODUCTION

## What's The **BEST** Way To Build Your Business **TODAY**?

Not Radio...

Not the Yellow Pages...

Not Newspaper...

**"Dollar-for-Dollar, the BEST way to build and grow your business TODAY is ONLINE!"**

So who am I and why should you listen to me? I am a local small business owner and entrepreneur. After earning my masters in music from the University of Idaho in 1993 I realized there was an untapped market that my degree and passion could fill. I decided I would rather build a business that not only provided good income but that also contributed to my community.

Over the years I have learned more about marketing and promoting my businesses – an independent music instruction studio that focuses on providing professional quality lessons and mentoring at an affordable price, and my home based enterprise of digital business tools, training and personal growth products.

When I first opened my music studio the most cost effective marketing methods were flyers, business cards and submitting press releases. We also benefited from word of mouth referrals from past and present students and maintaining our relationship with the university.

In 1998 we attended a business seminar for independent music and dance studio owners that focused on growing business through expanding and integrating programs *AND implementing marketing strategies that most music and dance studios (not to mention most small businesses) weren't utilizing to it's full potential; **the Internet.***

## WHY YOUR BUSINESS NEEDS A WEBSITE

Before I launch into why your business needs a web site, I think it's important for me to mention why you, and most independent and small businesses still DON'T have one.

### Complicated and Costly...

By the mid to late 90's most people were using the Internet, but primarily for email. Those that had web sites tended to be big companies, corporations, colleges and universities, governmental agencies. Even in the arts and entertainment world the majority of those that had web sites were primarily professional agencies.



Comparatively few small and local business owners had their own web sites. Most deemed them unnecessary and with good cause. Unless you cared to learn computer code language (HTML, hypertext mark up language), building a web site was a time consuming endeavor. If you were fortunate enough to have a friend that was computer tech savvy you might be able to have them build a basic web site for you for little or no cost (more on that later).

The best option for most small business owners and entrepreneurs was to hire someone to **build the web site** for them – an expense that ran anywhere from \$500 to \$2,000 dollars or more.<sup>1</sup>

You also had to buy a **Domain Name** (a.k.a. “web address” such as [www.myawesomebusinessname.com](http://www.myawesomebusinessname.com)) which not only identified your business, product or service but also became your online “address”.

Because there weren't very many **Domain Name Server** providers back then all domain names cost the same: \$70 to register the name for the first two years and \$35 a year thereafter.

Of course you could get a "discount" if you bought your Domain Name for 2, 3, or 5 years, but that was still expensive because you had to pay the amount in full.

Lastly, you needed a place for all of your **website content to be hosted** (i.e. stored). Again, because there were fewer Hosting provider options this could be expensive as well - \$30 or more a month.

### **Easy And Affordable...**



Today, however, increased competition has helped reduce all of these costs among most of the big name providers nationally as well the independent providers that service smaller cities and towns.

With the right resources in place you can get set up with a professional looking and functioning web site, hosting and own your business domain name for under \$300.

### **Here are 4 Key reasons "Why Your Business Needs A Website":**

**1.** It's the most cost effective marketing tool you can have that works for you/your business 7 days a week, 24 hours a day and 365 days a year. It is there to promote your products and services when you're

helping a customer, when you're closed for the day, when you're closed for a holiday, when you're on vacation... you get the idea.

**2.** The cost of getting a web site designed, up and running costs a fraction of what it used to. And if you know the right resources, you can save even more and still get professional results, service AND have the ability to easily change and update your own site whenever you want to – another BIG place for savings.

**3.** It's the 21st century and the Internet plays a huge factor in how we communicate. An overwhelming high percentage of consumers have come to expect to find information quickly and easily AT THEIR CONVENIENCE by doing an online search.

**4.** Credibility. Like it or not, consumers view Businesses that have a web presence with good content more favorably than those who do not. Prospective customers feel reassured when they can find your business online. It also signals to prospective and repeat customers your degree of professionalism and that you value them and are committed to providing service at all levels of business (see #3).

Our tracking statistics over the last 5 years have confirmed this trend. Like most businesses, we have run display ads in the yellow pages, the local newspapers (community & college). We even ran a year -long radio campaign. Compared with the basic marketing methods we used when we started, we have found that **having a web site and using it as the hub of our marketing strategy has been the best, most cost effective tool** for promoting and growing our business.

## BENEFITS OF ONLINE MARKETING

Imagine having the BEST and most knowledgeable sales representative working for you, out there promoting your business your business 7 days a week, 24 hours a day and 365 days a year.

They are never late, never call in sick, never go on vacation, they faithfully represent you and your business exactly the way you want.

The benefits of marketing online provides all of that and more! With your website as your marketing HUB you can easily take advantage of any number of free way for promoting your business both online as well as offline.

From social networking to blogging, micro-blogging, using forums, online articles and press releases to including your website on your business cards, flyers, display adverts, even radio, you'll be able to take advantage of marketing strategies that reach and pull in a wider customer base for pennies on the dollar!



## HOW TO SAVE A BUNDLE ON YOUR WEB SITE

Earlier I mentioned a key factor that has kept many small business owners and entrepreneurs from bothering to get a web site; cost.

Even though costs have come down quite a bit since the mid to late 90's, most small business owners are still **paying too much** for their web sites. Why? Because they have their local Internet company create and host their web site for them.

Really, unless you're a **big** business or company with complex marketing needs (think Barnes and Noble or Macy's for example), you can create your own website from scratch in a day. The "magic" tool that will help you do that is a "**Site Builder**" which comes with various templates, themes and designs to create the look of your web page(s). You will want one that makes editing and publishing very straight - forward and easy.

From there all you need to do is add the content – text, pictures, graphics, video, audio, downloadable files and so forth, much like you would if you were creating a Word document. There are two types of Site builders I now use extensively to create affordable professional websites for others as well as my businesses and band. They are all easy to maintain, edit, and publish a BIG selling point that my small business clients appreciate.

Yes there are "discount" web hosts and domain servers that say they do this for you too but the quality of what you get for your money is not that great, and your ability to maintain and edit the design and content is often times not as easy as it should be.

## HOW TO SAVE A BUNDLE ON WEB HOSTING

Even though competition has played a major factor in reducing the cost of having your web site content hosted there are still a number of companies (local and online) that continue to charge a lot. Interestingly enough they try to justify this by saying they are providing “better service”. When pressed to explain what those “better services” are, most customer service reps are unable to provide meaningful specifics.

Here’s the thing, there are any number of web hosts that will more than meet the needs of the average small business owner. Most of them charge anywhere from \$5 - \$10 a month, provide great service reliability, and great support (look for ones that provide live chat, phone, ticketed support or a combination).

With the right resources you can expect to spend \$60-85 a year (that’s \$5-7 a month) – a **BIG** difference if you’ve been paying \$25 a month or more!

**CAUTION: Beware of “FREE” hosting offers.** The overwhelming majority of these are woefully unreliable, have limited features, have very poor (if any) support. I have found only ONE that is the exception to the rule that have personally used, liked and do endorse when assisting business owners with their web site needs.

## **HOW TO SAVE A BUNDLE ON YOUR DOMAIN NAME SERVICE**

**First, the hard cold truth. Your Domain Name** (a.k.a. “web address” such as [www.myawesomebusinessname.com](http://www.myawesomebusinessname.com)) which identifies your business, product or service and is your online “address” **should only cost you \$10-12 a year.**

**Don't let anyone tell you it has to cost more.**

Up until 1998 NetworkSolutions held the monopoly on registering domain names. Because of that, they were able to command \$100 for .com names<sup>2</sup>. Once again, thanks to good old “competition, NetworkSolutions has had to “come down a bit” in price and now charges \$40 a year.

As a former NetworkSolutions customer I can assure you that you have far better choices available. I recommend you pick a DNS where account management is easy to navigate (i.e. setting up email, URL forwarding, renewal etc.).

**To find our top picks and recommendations visit our web site,  
<http://BetterMarketingOnline.com>**

1. DevShed Forum July 2000
2. CNET Reviews August 16, 2004

## YOUR SECRET WEAPON

***Congratulations!*** Simply by getting your hands on this report, you now know MORE than most small business owners when it comes to:

- The BEST places to save on Web Hosting
- The BEST place to get your Domain Name
- The 2 BEST Tools for building a professional website quickly and easily (that is also easy to update and maintain)
- The BEST Free Marketing Resources you can use to attract your Ideal Customers

Right now you should be smiling at the real prospect of being able to get set up with a great web site complete with hosting for less than \$300. And you should be VERY excited knowing how to reduce your annual hosting and Domain Name service costs by as much 50-60%.

But don't stop there - Put what you know to good use starting TODAY!

### **BetterMarketingOnline Special Offer!**

Redeem this Special  
Coupon for your  
Complimentary  
Consultation Session  
(value \$75) AND get  
access to valuable tools



and tips guaranteed to put hundreds back in your pocket!

**CODE# BMO\$**

If you hate the thought of being over charged to get a professional-quality web site, web hosting, domain name or Marketing tools that make online promotion a breeze, then you'll want to take advantage of this incredible offer. Good for a limited time, inquire today!

Go to [www.BetterMarketingOnline.com/SpecialOffer.html](http://www.BetterMarketingOnline.com/SpecialOffer.html) to sign up and redeem.

Need help? Got questions? I would love to assist you in creating a website that serves YOU best, SAVES You Time and that SAVES You Money!

I understand that a lot of the cost-saving measures I've shared here may sound 'too good to be true'. The truth is, I felt the same way at first until I began learning more about Internet Marketing and discovered the information that large providers never reveal.

Maybe you're strapped for time but still want to be able to enjoy the awesome savings I've outlined in this report. Put my creative and professional expertise to work. I can get you set up with your website, assist you in getting your domain name, and web hosting for a fraction of what you would expect to pay. In addition to tapping into my expertise and real world know-how and experience, you will also be working with someone that is passionate about helping other small and independent business owners and entrepreneurs grow their business.

Lastly, be sure to subscribe to my Zenmarketers Group Newsletter where you'll receive the latest marketing strategies for growing your business online and offline. Each month you'll get inside access to the latest business building secrets where you will learn a few simple strategies that will help you get your web site on page one of Google, Yahoo! and MSN.

Until our paths cross again, I wish you continued success!



Michelle (M.E.) Ward

<http://BetterMarketingOnline.com>

## **Acknowledgements**

This publication would not be possible without the inspiration of my family and other wonderful people such as: Sam Beckford, Michael Gerber, Craig Garcia, James Ward, Cedric Licuanan, Mike Dillard, Katie Frieling and Jonathan Budd.

It is because of them that I have developed a passion for doing business in a more holistic way and enjoy sharing the knowledge and skills they have taught me with good folks like you so that you to create the best for you, your family and your business.