

“How To Make The Internet Flood Your Business With Cash And Customers Overnight”

Roger Paje

Internet Client Generation



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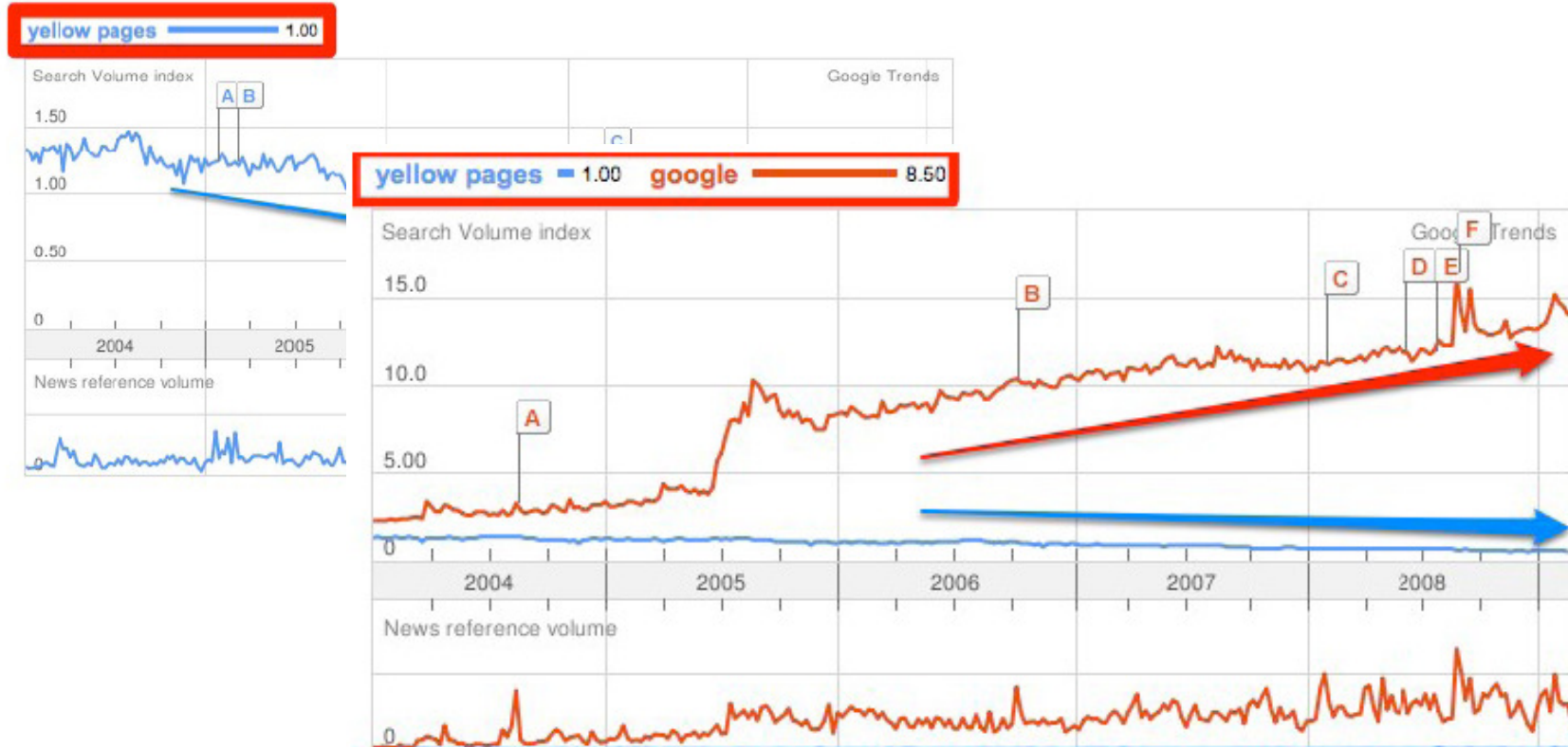
What You'll Learn Today

- Designing a Website That Makes You Money
- 3 Most Critical Elements of Web Design
- The 2 Easiest Ways to Drive Traffic
- How To Use Social Networking To Build a Community



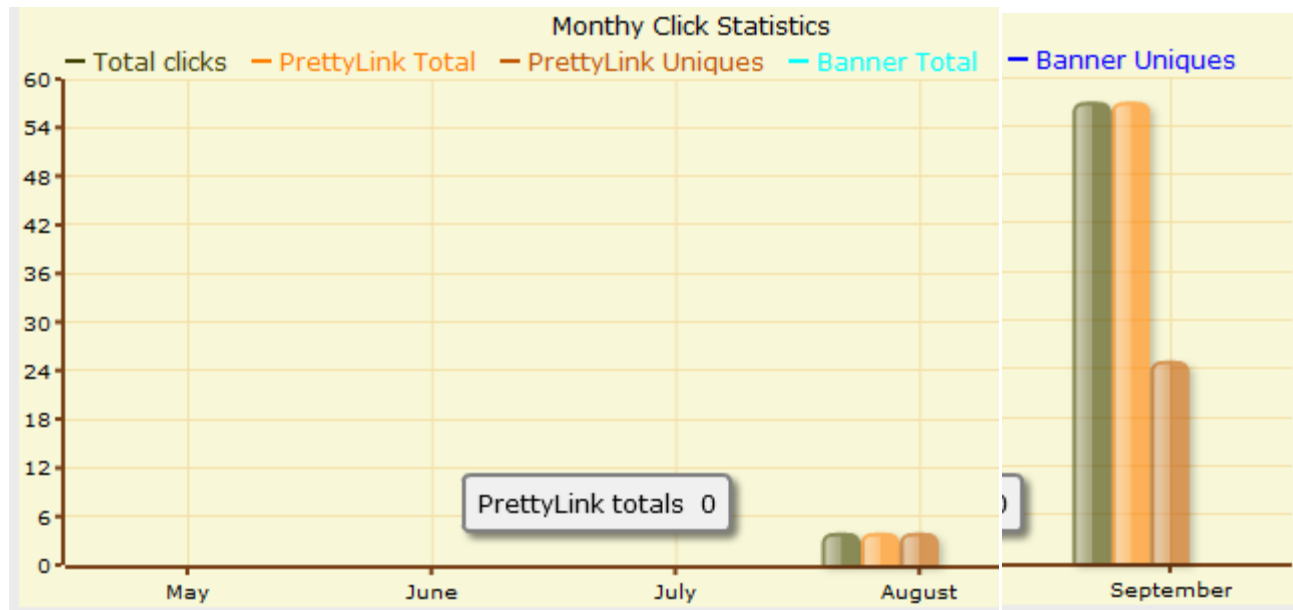
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Yellow Pages Vs. Google Traffic



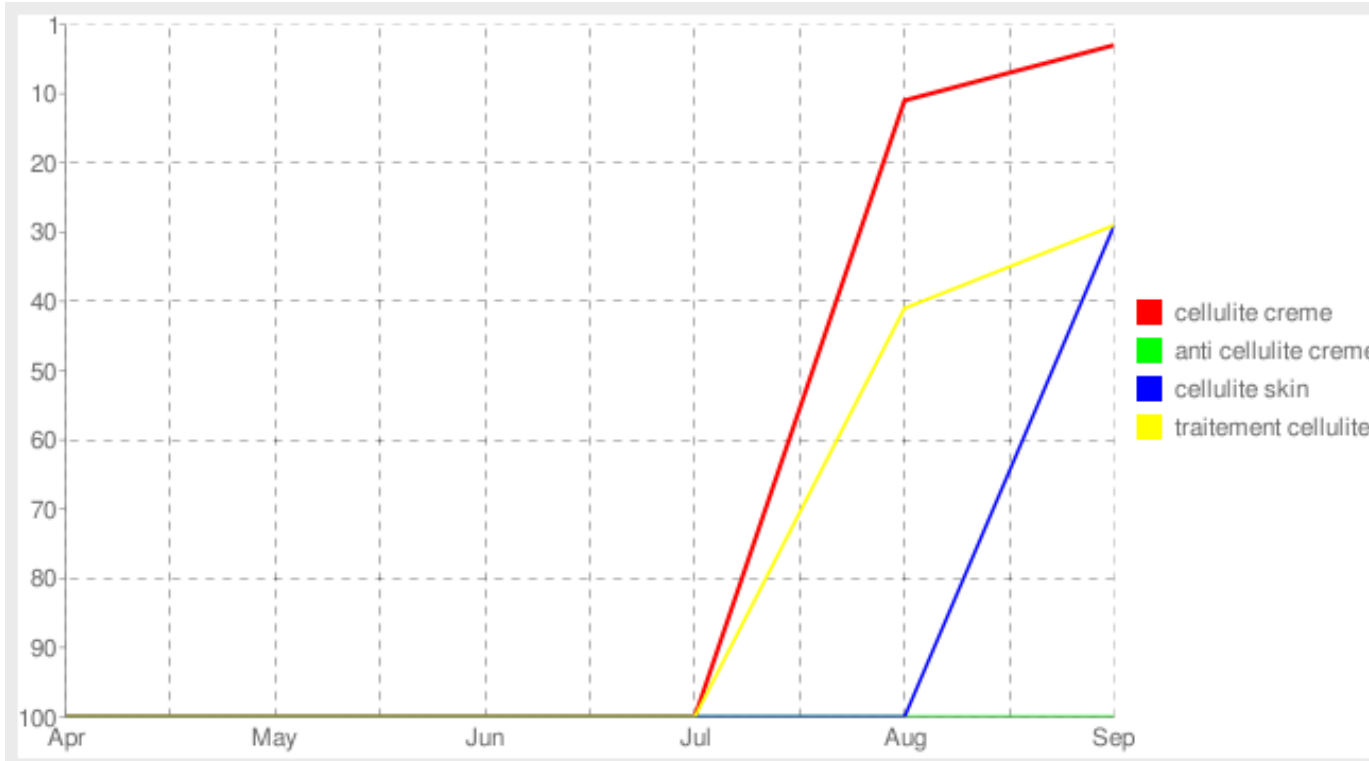
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Cellulite Product: August Launch



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Cellulite Crème Site



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Who is this geek?

- Marketing Junkie
- Trained in Corporate America
- Online Advertiser
- Expert on Traffic and Campaign Management
- Run 2 different businesses
- Love languages, travel, Italian wine



ADWORDS™
.....
QUALIFIED
INDIVIDUAL
.....
Google™



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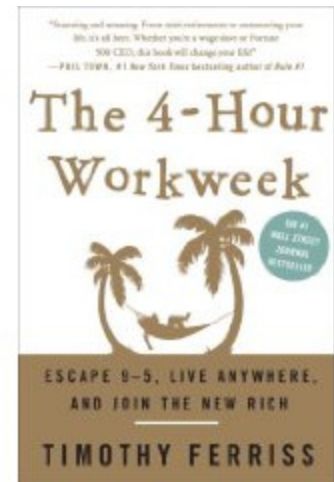
Some Common Internet Myths

Poor Business Owner	Rich Business Owner
Website designers will design a great site for me	Good Marketing creates a great site
Build the Site and They Will Come	Can you say “traffic?”
It Costs Too Much To Put Up A Site	Websites done correctly make you money
The Internet Has “Leveled” the playing field	Don’t compete with the big companies



Work less, make more...

- Websites Save Money
 - 14 times cheaper than a phone call
 - 35 times cheaper than face to face interaction
- Leveraged: Works 24/7 for your business
- Forces you to streamline your sales process
- Forces you to articulate your message clearly
- Bottom Line: A good website will **make you money**

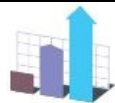
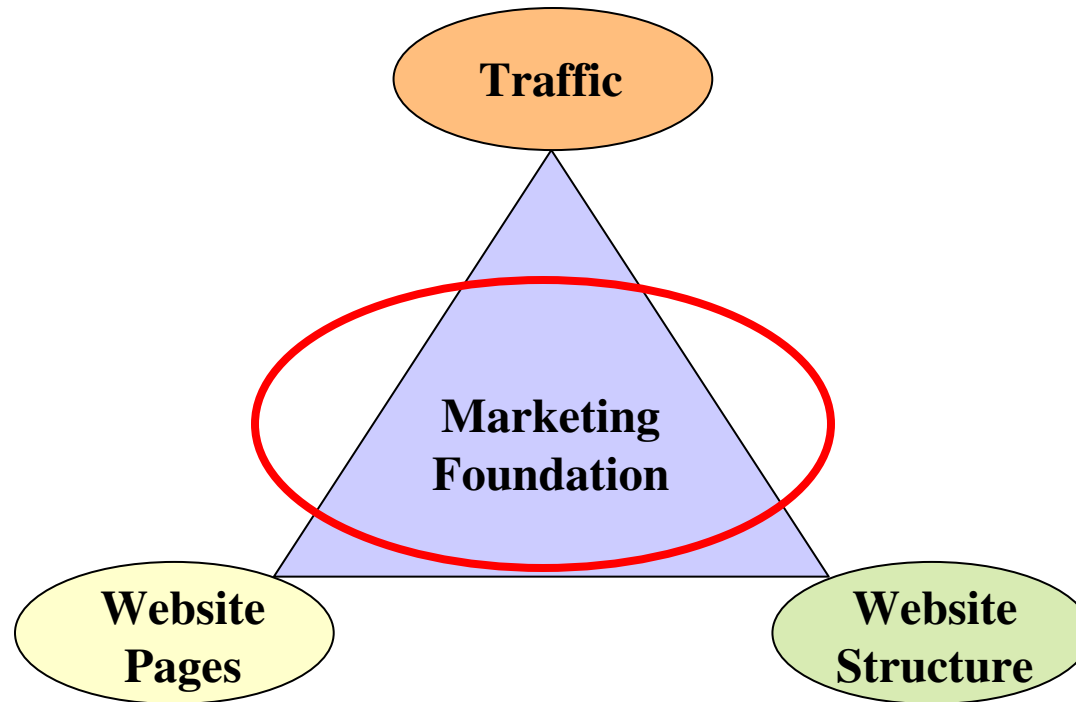


**Leverage
& Systems**



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Online Marketing Plan



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1. Establish a solid marketing foundation

- What if this guy showed up to take you out?
- Are you attractive enough to your customers?
- Do you have:
 - Competency?
 - Market Understanding?
 - A compelling offer?



The Ultimate Marketing Test



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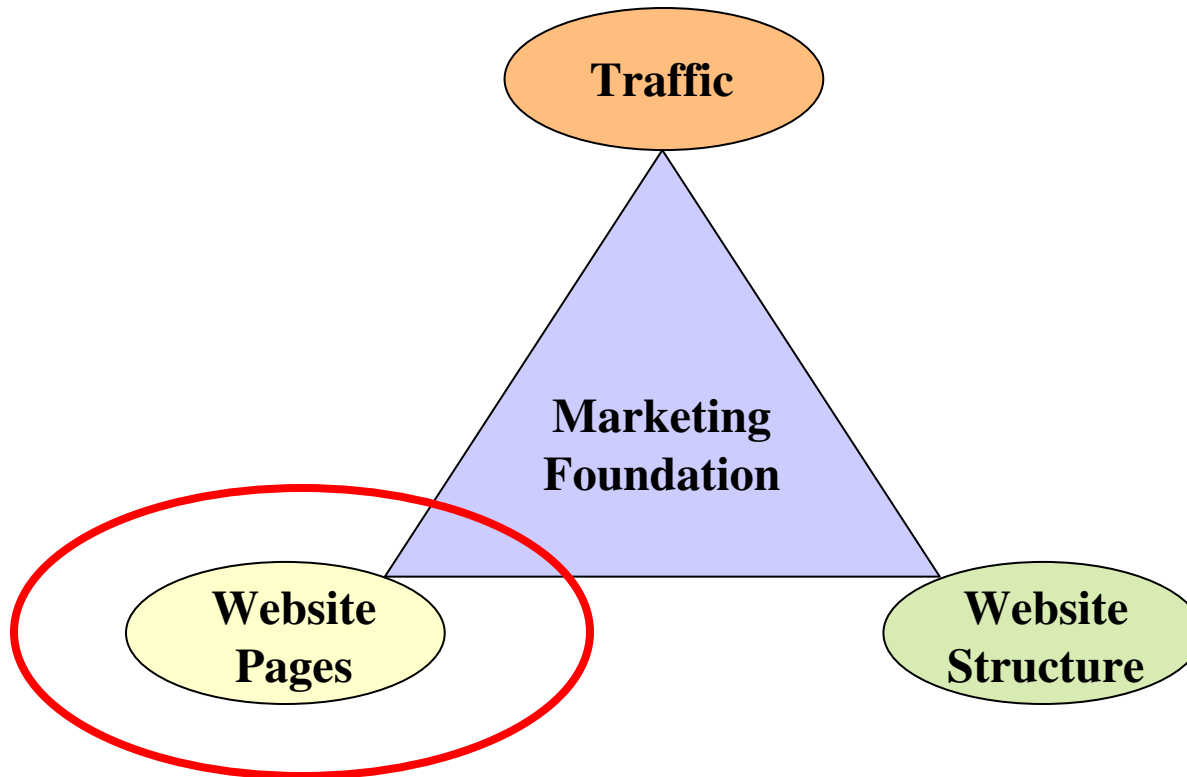
Pass the Ultimate Marketing Test

- Use the target market's language
- Be brief and clear
 - What Do You have?
 - Why should I care?
 - Call to action
- Have a compelling offer
- This creates the basis of your website



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Online Marketing Plan



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The #1 Factor on a Web Page


- The purpose of the website is what?
- Answer: To Get Visitors To DO Something

The 3 critical elements

- Copy
- Professional Design
- Most Important Element: Call To Action



What's The Call To Action?



Get a FREE Consultation Right Now by Phone

Take the first step to a new you - enter your information below and a Jenny Craig Consultant will call you back right away!

* First Name: * Last Name:

* Phone Number: - -

Email Address:


* ZIP / Postal Code:

Please call me from:
My Local Centre

Choose My Local Centre for in-person consultation or Jenny Direct for at-home convenience.

CALL ME NOW!

*Indicates a required field.



Rose
Jenny Craig Client

00:00/01:09

Take the first step to a new you - enter your information and a Jenny Craig Consultant will call you back right away!

- Get fast answers to your questions about Jenny Craig
- Learn more about program options, special offers, and getting started
- Schedule a free consultation

Your information will be kept private in accordance with our [privacy policy](#).



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Lead Generation

HOME | PAST WINNERS | LAPTOP SEARCH | LOANS 101 | MORE SCHOLARSHIPS | FIND SCHOOLS |

Scholarships4moms is awarding a
\$10,000 SCHOLARSHIP!



scholarships4moms.net
Keep the balance in your life

Balancing motherhood with your career can be overwhelming. Give yourself the tools you need to **go back to school and become financially independent.**

[Here's how to register.](#)

- 1 Complete the registration form on this page.
- 2 View information available from schools offering online and campus courses and if you like, request information or search for

REGISTER NOW!

Deadline for registration is
SEPTEMBER 30TH, 2009

*Salutation: --select--
*First Name:
*Last Name:
*Email:
*Address 1:
Address 2:
*City:
*State: -select state
*Zip:
*Phone: - -
Mobile Phone: - -
*Date of Birth: Month Day Year

I have read and agreed to the Scholarships4Moms Terms & Conditions and Privacy Policy.

SUBMIT



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Ecommerce

Hurry! Limited Supplies!

#1 Selling ResV Product **Clinically PROVEN Ingredient**

PURE ResV
Our Best Selling Anti-Aging Formula!

Get your Trial!
Feel Healthy!

Resveratrol on 60 MINUTES

I want my TRIAL BOTTLE NOW!

Limited Quantities!

See If You Qualify!

What is the main reason you want to slow the aging process?

How many years would you like to add to your life?

If you are interested in losing weight, how much would you like to lose?

Lets See If You QUALIFY

Don't wait, see if you can qualify in the next **03:07** minutes! HURRY!

Studies Show Resveratrol May Help

- ✓ Slow down the aging process
- ✓ Lose weight
- ✓ Beat back your unhealthy lifestyle
- ✓ Boost your energy level!
- ✓ Look better! Feel healthier!
- ✓ Re-gain your self-confidence!



ABOUT RESVERATROL

Are you interested in extending your potential life span, boosting your energy levels and overcoming an unhealthy lifestyle? If so, you may want to learn more about the anti-aging potential of Resveratrol. Many people think it may help you live longer, increase your confidence and make you feel healthier than you have in a long time!

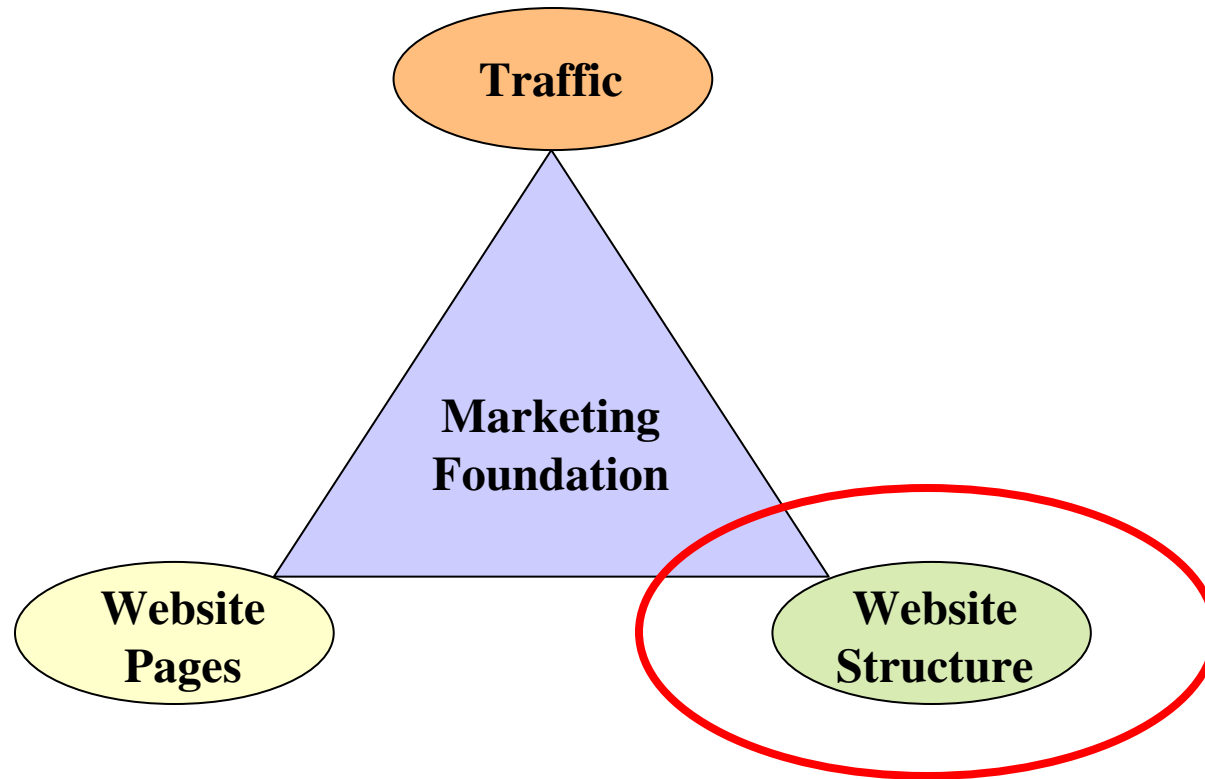
In fact, Resveratrol is now being investigated by doctors and scientists to see if it can beat back the aging process. Here's why they think Resveratrol might help you live longer.

IN THE MEDIA

WebMD Scientists are intrigued by the possible cancer fighting abilities of antioxidants, according to WebMD. What's exciting is that antioxidants are found in many common foods, like red wine grapes. In fact, Resveratrol is the chemical in red wine grapes that has antioxidant powers.



Online Marketing Plan

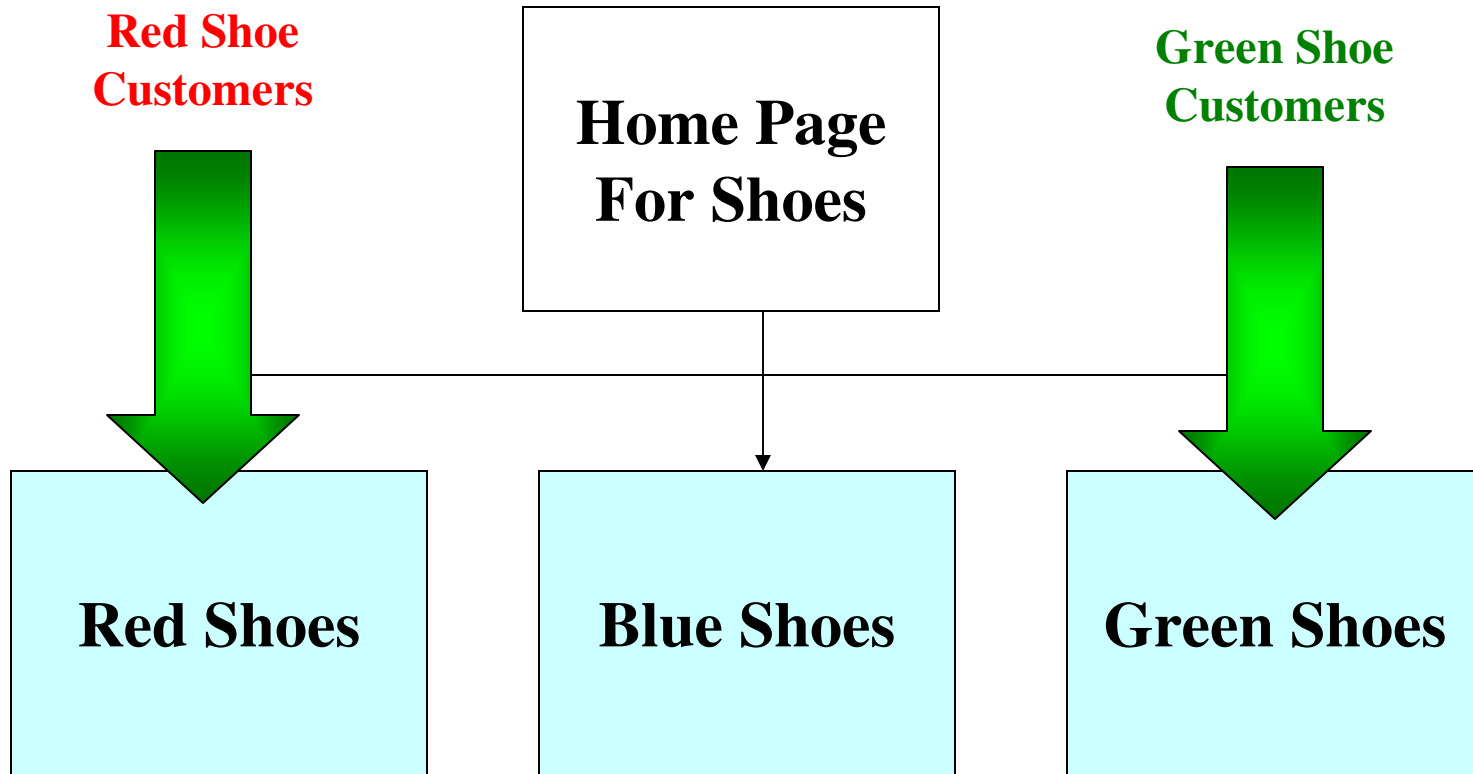


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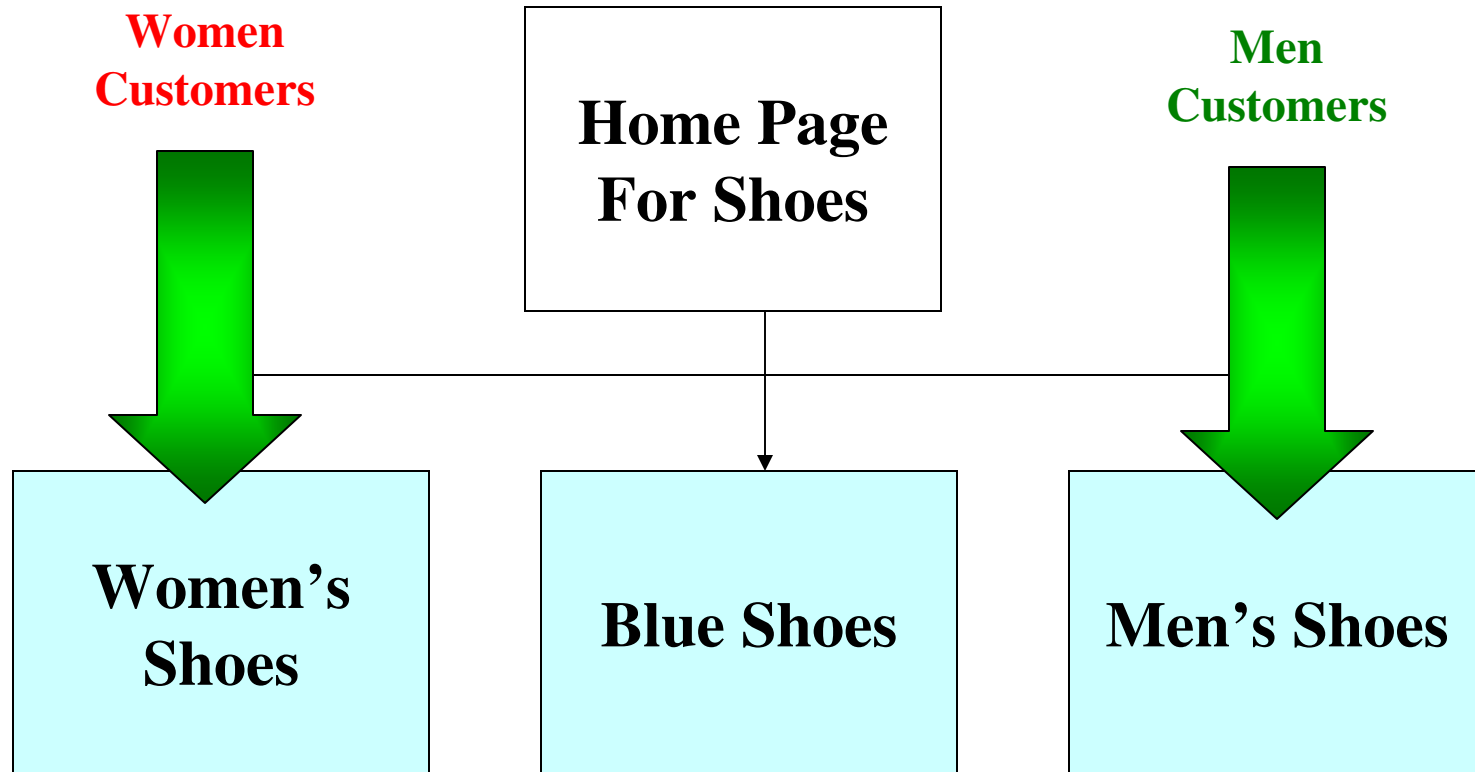
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Concept #2: Secret of Top Marketers

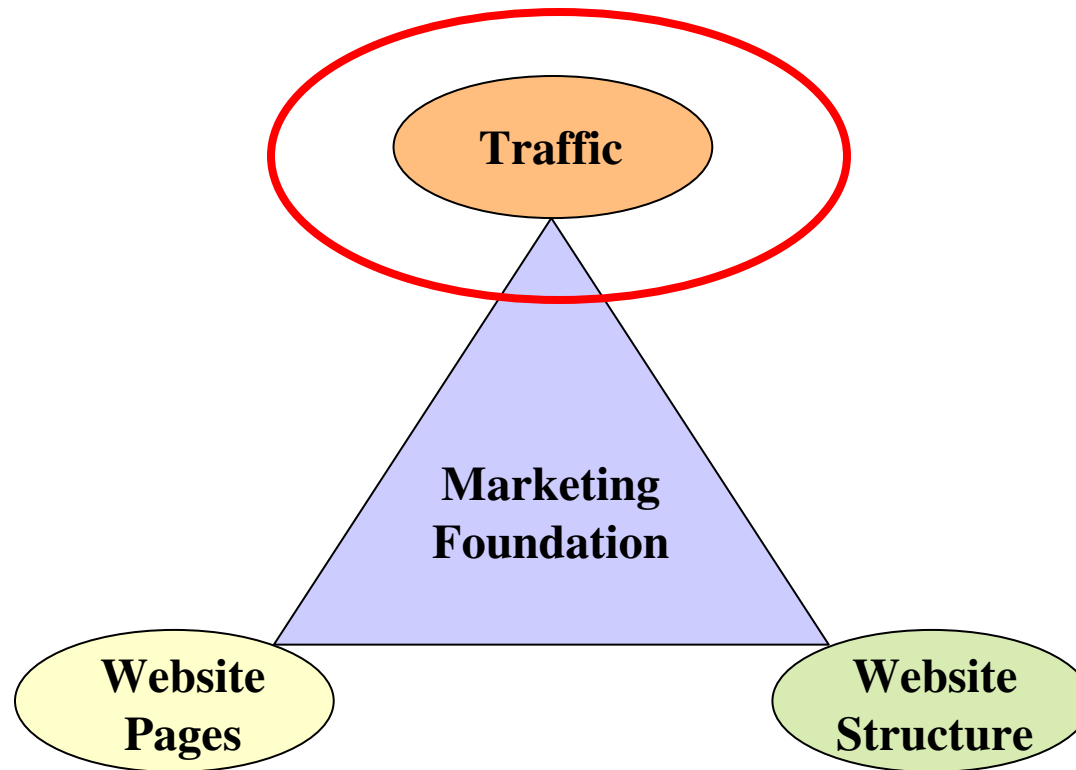
Targeted Website Structure



Will This Affect Your Sales?



Online Marketing Plan



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Concept #3: Traffic

- Types of Traffic
 - Free
 - Paid
- There are hundreds of ways to drive traffic
- Which is best when starting out?



It Depends...

No Budget, Lots of Time

- Free Traffic
- **Social Networking**
- **Viral Sites**
- Article Marketing
- Could be slower

Have Budget, Need Speed

- Paid Traffic
- Pay Per Click (PPC)
- Banners
- Email marketing
- Very Fast



Social Networking Statistics

- Facebook
 - Has over 200 million active users
 - Fastest growing group: Women over 55
 - Average user has 120 “friends”
 - No of users over 35 doubled in the last 60 days
 - 18 to 34 audience spends 4.3x time on social media versus TV, radio & newspaper



Social Networking Statistics

- Twitter
 - 10 million users
 - Growing at 350k per month
 - Very popular with celebrities, sports players, and President Obama



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Number 1 Goal In Social Networking

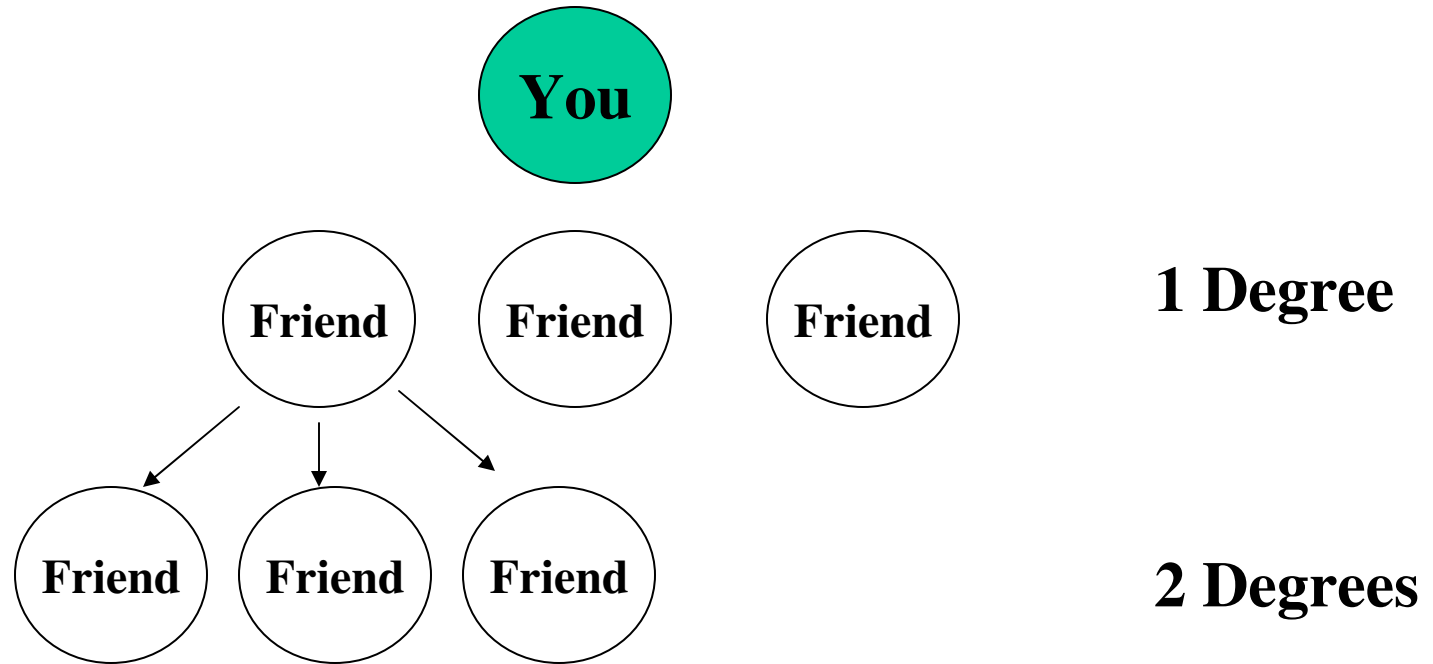


Create Relationships



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Degrees of Separation



Average Facebook User: 2 degrees from 14,400

(3 degrees from 1.7 million)



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Entrepreneurial Strategy



Resources:

Ping.fm

Blogger.com

Twitter

If you're doing article marketing, make sure you're using Google to let you know if you're article has been picked up: <http://is.gd/wag>
42 minutes ago from TwitterBar

Status

Speaking at a seminar at the moment. Great crowd!
about 18 hours ago from web

Marketing Tip

Quote

"Never rely on the glory of the morning nor the smiles of your mother-in-law." Japanese proverb
8:06 AM May 5th from web

Personality

Looking forward to a good party today with some friends.
7:16 AM May 2nd from web

Life Tip

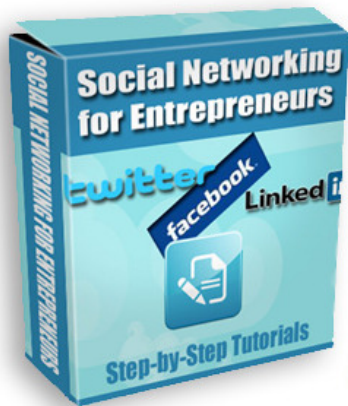
FoxyURL Integrates One Click URL Shortening into Firefox [Downloads] <http://pop.ly/1cq3> // via popurls.com
7:30 AM Apr 29th from popurls

Excited that the new Star Trek is coming out. Send me a direct message or email if you want to watch it with me.
4:18 PM Apr 27th from web

You gotta read this! RT @tferriss Reading cool, short post - The Spread of Big and Small Ideas: <http://ping.fm/Up4GZ...>
10:23 AM Apr 27th from web

Time for a break....being working all afternoon...
3:40 PM Apr 26th from TwitterBar

Loral's Social Networking Product



How To Use Social Networking to Get More LEADS And Make More SALES

Learn the Secrets of
What Successful Business Owners Know About
Using Twitter, Facebook, LinkedIn, and Blogging
To Create A Herd Of Customers

6 Step-by-Step Audio/Video Modules

- **Retail Price:**
~~\$797~~

- **Today's Big
Table Price:**
**\$397 + Bonus
CD**



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2. Viral Website Marketing

- PPT's Post to: **Slideshare.net**
- Videos Post to: **Youtube.com, Viddler.com**
- Articles Post to: **Ezinearticles.com**
- Personal Events Post to: **Facebook**
- Photos Post to: **Flickr.com**



How Can I Help You?

“Silver” Package

- “Websites That Sell” Video Course
 - “How To Make Your Website Work For You?”
 - Online video course
 - Don’t create a website without listening to this first
 - How To Lead Your Web Designer
- Retail: \$99
- Special Bonus: “Quick Traffic” CD
- Big Table: \$49



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If your really ready to go...

“Gold” Package

- Personalized Online Marketing Plan
 - Online competitive research
 - Website page design and structure
 - Traffic Plan
- Retail: \$697
- Bonus: “Design A Money Making Website” course for free
- Big Table: \$297



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How Can I Help You?

- **“Silver” Package**

- “Websites That Sell”
Video Course
- Special Bonus:
“Quick Traffic”
- Retail: ~~\$99~~
- Big Table: \$77

- **“Gold” Package**

- Website Strategy Report
- Full Online Marketing Plan
- Online competitive research
- Bonus: “Silver Package”
- Value: $\$697 + \$99 = \text{\$796}$
- Big Table: \$297

Best Value



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