
SMALL BUSINESS OWNERS

**White Paper:
“The I-myth Explained”**

*“How To Turn Your Existing Website Into A 24
Hour A Day Prospect Generating Sales
Machine.”*

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How Do You Judge The Value Of A Website?

By its Special Effects & flash intro?
Or Its Ability To Make The Phone Ring?

While a pretty website may be something to be proud of. What you should really be interested in are questions such as these:

- How much money does your website make for you each and every month?
- How many phone calls of interest does it generate each month?
- How many people have found you while searching to solve their problem on the Internet in the last week?

Unfortunately most people do not feel comfortable answering these questions. You see they have fallen for one of the biggest marketing myths out there:

“The i-myth”

Now in case you have never heard of the “i-myth”, allow me to explain...
The i-myth simply states:

**“Build An Internet Website Presence For Your Business...
And Clients Will Come Beating Down Your Door To Hand
You Fistfuls Of Money For Your Service!”**

Unfortunately, it doesn't work that way, does it? I personally know people that have spent \$5,000 on a pretty website & you can't find them on the Internet even if you tried.

So what is the problem?

The “i-myth” Demystified

There is a huge difference between a website builder...
A Website SEO (Search Engine Optimization) expert...
And a marketing expert.

Lets take one of them at a time.

Ok?

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The Truth Behind Website Building

The website designer is skilled with the layout of the website so that it is pleasing to the eye. They are gifted with their creative use of graphics, color and special effects that make your mouth open in wonder as you say to yourself...

"How do they do that?"

A website designer builds a website with one thing in mind...
He builds a website that is appealing to the viewers eye.

While This Is Their Gift...At The Same Time It Creates A Problem For Your Marketing

For you see a website needs to be built for (2) audiences. The human eye and the scores of **internet spyders and robots** that search the internet looking to find the difference between websites that contain helpful unique content and websites that are spam generated.

Unfortunately...today's websites with all of the glitter and special effects are **VIRTUALLY INVISIBLE** to the GOOGLE spyders.

And as a result when someone types in your service in a GOOGLE search engine your flashy website may come up on page 519.

Or even worse, like a client who paid \$5,000 for their website creation...not even show up at all.

Zero. Like they were never there.

Take a moment and do this right now. Go to GOOGLE and type in your city and what you do.

For example, if you were in the security system business: **Atlanta Security System.**

Now do it for your business.

How many pages do you have to go through to find your website? If you can't find it...how can you expect a client to find it?

Most people when searching never go past page 2 or 3.

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Now wouldn't it be nice to be found easily on page # 1?
Let's go back to our exercise and let's try that example again:

Go to GOOGLE and type in: Atlanta Security System

Do you see <http://www.securitysystemconsulting.com>?

At the time of writing this report it ranked #1 in GOOGLE out of 6,144,000 WebPages competing for this spot.

As a **SEO guy** that is one of my WebPages that I built last year.
I know it's not pretty, but my clients don't seem to care...
Because the phone rings!
And I get requests by email for more information weekly.
And I get paid over and over again for work that I did a year ago.

Well Then, What Does A SEO Expert Do?

On the other hand, a search engine optimizer will either build a website from the ground up...or re-engineer an existing website so that it is not only:

- ✓ Pleasing to the eyes
- ✓ But easy to find by the GOOGLE Spiders

This is done by research and maximizing both on page & off page optimization techniques.

Beware OF SEO Experts That Promise You The Moon... Because You May Only End Up With A Moon Pie

There are many SEO experts that promise SEO miracles in 24-48 hours. Beware of such skeptical promises.

Such "experts" and "gurus" employ so called "black hat" strategies that may get you listed quickly...
But will even quicker get you banned by GOOGLE for 6 months to a year for using such questionable practices.

How can you tell?

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If they talk about finding ways to try and “trick” Google and the search engines, how to “hide” things so they can’t be seen, if they “stuff” your key words over and over again in your meta tags...

Run, and run away quickly.

Promise Yourself To Find & Use Only An SEO Expert That Uses “White Hat” Techniques

“White hat” SEO techniques?

While the bad SEO guys use “black hat techniques”, the SEO good guys use “White hat” techniques. They build and optimize your WebPages according to the rules that GOOGLE and the search engines set.

Instead of “hiding” things...

They look for more and more ways to let your content be “visible” to the search engines.

So don’t be surprised if they make a few suggestions that may turn up an eyebrow or two.

A True SEO Expert Will Offer You A Complimentary Website SEO Consultation.

For example, at <http://www.frank-marketing.com>

I offer to review a potential qualified clients website with a **7 point proprietary “On page” optimization checklist** that I use. It’s FREE and without obligation.

If we decide to work together I will re-engineer their website based on the checklist data to make your website search engine friendly.

The next step is how to invite the Internet spyders and robots into your website. Think of it like a party invitation...if we don’t send any out...we shouldn’t be surprised or upset if no body comes.

That is why I next will implement a **(4) step “Off Page” proprietary optimization procedure** that will drive spyders and robots to your website within 48 hours or less.

If you do this wrong, or too quickly, you risk being...

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Banned by GOOGLE for 6 months to a year!

In the end, a website that is fully optimized for both “*on page*” and “*off page*” factors will outrank websites that are not. They will steadily move up the chain of pages until you organically rank on page 1 and 2 for each of your keywords.

That’s right....Hungry clients will be finally able to find you!

Well then...

How Does A Marketing Expert Fit Into All Of This?

So, you have built the website...
You’ve optimized it so that potential clients can find you...
Now what?

Unfortunately most 95% of websites I review are written for the business owners ego and not for a skeptical clients eye.

Most websites go on and on about themselves.
They talk about how great of a company they are and how great their services are.

But in reality, your website visitor does not care about you, your business or your website for that matter.

All they care about is their problem

So How Do You Build Trust And Respect In Your Client So They Feel Comfortable In Picking Up The Phone And Contacting You For More Information?

That’s where a marketing expert comes in.
For example, at <http://www.frank-marketing.com> I offer a complimentary marketing analysis of your website and business. Its absolutely free with no strings attached.

It’s a proprietary 7 point marketing detailed analysis of your website.

Find out how to...

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- Make this common mistake and people will come to your website and leave *without you ever knowing* they were there at all.
- Make this common mistake and people may leave in the first 30 seconds
- Make this common mistake on your contact page and people will not trust you for a moment
- Are your WebPages nice and short and easy to read...after this marketing review you may change your mind about that
- This mistake about your writing style may send people away faster than you can imagine
- Add this one thing and people will gladly give you their name email address so you can stay in contact with them
- This one addition to your offer could double or triple your sales

In conclusion, now that you can see “the i-myth” for what it truly is, what will you do about it?

Why Not Build a Web Team?

Can you imagine the effects to your business of building a team with a:

- Creative Website Designer (*You may have one already...or I can make a recommendation if you like*)
- An SEO Expert
- A Marketing Consultant

While your competitors, are sitting by twiddling their thumbs...
You can be optimizing your website to convert visitors into paying clients.

Imagine how it will feel when the phone finally rings...or you get an email from someone who says,

“Hi, I found you on GOOGLE this morning. Do you have a minute to talk?”.

How will that feel to receive that phone call?
Now imagine that feeling each and every month!

I Don't Know – All This SEO Stuff Sounds Expensive. How Much Will This Cost?

The answer is it depends on how competitive a market you are in.
The truth is it may not cost you anything.

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After our complimentary, “no strings attached” SEO and Marketing consulting session, I will show you where the money is hidden to cover any investment involved in working together.

You see, I will take the time to educate my clients on the real lifetime value of a customer. Once they understand that, they realize that a few new clients easily cover the cost on the SEO and Marketing changes they need to make.

And the great thing about that is once the changes are made...you get to keep all of the new business your website sales machine will make for you...year after year after year.

And then there is my 100% satisfaction guarantee. If you do not get new business that at least covers my fees, I will work with you for FREE until we do.

If this makes sense to you, and you think it makes sense to talk...
Pick up the phone and call me or email me now.

Sincerely,

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P.S.

The definition of insanity is to do the same thing over and over and expect a different result. If you are not satisfied with your marketing and website performance...what will you do about it? How much money will it cost you to not take the time and invest a few minutes on the phone with me for a complimentary analysis of your website and marketing?

P.P.S.

I just got off the phone with my CPA. He told me just one FREE marketing idea I gave him from our complimentary marketing analysis resulted in 10 new clients which will result in \$ 6,000 of income, that's a 4800% return on his investment!
Imagine, What could it do for you? Lets find out together, call me @ (770) 561-3178