

Increase Your Local Business Profits 100%

How Your Local Business, Service, or Shop Can Increase Profits 100% Simply By Getting Online

Mini E-Guide for

shop owners, doctors, lawyers, dentists, plumbers, real estate agencies, pharmacies, drug stores, dry cleaners, restaurants, garden centers, boutiques, publishers, physical trainers, pool cleaners, grocery stores, bookkeepers, therapists, insurance brokers and anyone else with a business, service or store on a local level.

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Here are some:
[Examples of local websites](#)

and

[Case studies of local websites](#)

I do not like personal notes in books.

However, in this case I HAVE to mention my good friend [Sid Hale](#).

When I mailed him this guide to ask his advise, to my surprise he offered to review and edit this mini-guide and he made it what it is. What a remarkably helpful guy!

Thanks Sid.

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Dear reader.

My name is Case Stevens and I want to congratulate you. You now own the resale and redistribution rights to this Mini E-guide.



This is a \$ 147.00 value!

At least, that's what I am supposed to say here. I think, if used correctly, the true value of this mini guide is much, much higher.

Read it carefully. Implement the information and ideas you get from it and within a year you can easily earn many times this value. Give it away to anyone interested and you can earn even more in terms of traffic, gratitude, and recognition.

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The only restriction is that **you do NOT modify the content in any way.**

Enjoy and pass it on!

Case Stevens

www.anownsite.com

Publisher of:

[Tested Affordable Online Strategies That Make You Money!](#)

Make money creating and marketing niche information products using understandable, successful low cost Internet marketing ideas and strategies.

Learn from our 'product recommendations', 'resources', and 'hot new products' announcements.

No hype, just plain facts. FOR SERIOUS PEOPLE ONLY.

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Increase Your Local Business Profits 100%

Local Business Opportunities

Do you have a local business or service that operates offline? Are your clients mostly local or regional? If so, let me ask you a blunt question:

Then why aren't you online?

The problem may very well be:

- You may think that for local businesses with local or regional clients there are no opportunities on the Internet. More specifically, you might think you don't need a website as a local business owner. Because after all, the "world wide web" isn't exactly local, it's eh.... well, worldwide!
- Most of the local business websites that I have seen have their site because... well, everyone has a website. They tell their visitor to 'check out our summer sales' or just 'click here to order'. That's NOT a good reason to go online.
- And lots of local businesses have tried to set up a site and were disappointed. Many were ripped of by so-called "professional" web designers who only made a few web pages - and then took their money. No traffic, no interaction, no community, no email addresses, no follow-up. As an online entrepreneur myself I find this embarrassing, but you have to get over it and at least read this guide.

Because...

This mini-guide will show you the general strategy and tactics that will give you enough information and ideas to do it the right way.

And it shows you an *outstanding resource* you can use to put that strategy into action and realize a successful Internet presence.

It gets even better: you'll get that resource for free.

There are also recommendations for resources that are not free because, in the opinion of the author, they are the best resource (cost vs. benefit) available for their intended purpose and the best investment for your new online business.

Because that's what it is: a business. You should treat it as such and leave your nephew who knows all about building websites what he really is: your nice nephew.

Read this mini-guide first, download the free resource and read it. Then you will know everything you'll ever need to know about building a local business online.

Then, and only then, you will be prepared to make an unbiased decision about whether or not you want to take your local business online.

You see, if you're not online yet, you may make a big mistake here. Because...

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More and more your (potential) customers are coming online!

They have replaced their Yellow Pages by Internet search options. And if they can't find a business locally, they'll search regionally. It's easy and fast and they can narrow or broaden their searches if they want to. *Can you do that with Yellow Pages?*

They use the local search features at the [search engines](#) and [directories](#)!

They go online to see your website, your frequently asked questions and they send you an email if necessary.

They select their favorite dinner from your website specials. They browse looking for special utensils, superb dry cleaners, the cheapest plumbers, the greatest theatre shows, low cost insurance, the best customer service, very specific know how, general information etc. etc.

They'll know where to find your brick-and-mortar business because you'll have directions to it on every page of your website.

They will browse your site to find what they're looking for and have that sent to them, because... people are just lazy.

That's why they use the Internet! They don't have to leave their comfortable chair to get what they want! AND... they can browse anonymously, no strings, no sales pitch.

Isn't that reason enough to get online fast?

On top of that, instead of having them discover your website, *turn that around and invite them* to visit your site because you have something special for them there. Make it as easy for them as possible.

Do you realize what would happen if *you* sent a unique gift offer to all married men in the days before Mothers day and they could order with just the click of a button? Hey, these guys are busy. They think they have time enough to buy a present until it's too late. Guess who will be there to save them and their marriage? YOU!

And you'd better send them two or three such offers otherwise all Moms end up with the same gift! 😊

You can do that! Using the Internet. **Get your off line prospects online!**

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Getting your local business online means your store or service will be open for both your customers and prospects, **24 hours a day, 7 days a week, all year long!**

That's why more and more local businesses are coming online!

They are using their websites to:

- establish a solid relationship and build confidence and trust with existing local clients by providing special offers for website visitors, additional personalised information about the business, valuable content (great "how-to" articles), etc., thus intensifying relationships
- find new income streams by setting up affiliate programs and thus attracting new customers by building targeted traffic
- broaden their service area from local to regional to national to global by selling online or shipping via snail mail
- be ahead of local competitors with a state-of-the-art online profile
- intensify local promotions and take customers from competitors
- always be able to communicate with customers and prospects through an electronic newsletter using every opportunity (mother's day, valentine's day, Christmas, etc.) to promote special offers

Do you want to miss such an opportunity?

I urge you to read these pages closely, because very soon your competitors will find out and apply the information contained in this guide. Since your customers and prospects are already online it's just a matter of time before you could lose them.

Besides that there hasn't been and never will be such an inexpensive way to build an extra income stream for your local business. The Internet provides it!

And if you already have a local website, you still may find some very interesting ideas. So please, read on.

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Now, there's more to it and I'll show you in a minute, but first let's put things in perspective for you with an excellent example – a case study of sorts, so you get a better feeling of what we are talking about.

It's an article written by Rick Beneteau, a famous online entrepreneur. Rick also use to have a local business and he describes how he would make a website for it.

I'll wait here a bit until you're done.

Local Website Tactics Example

KNOCK! KNOCK!

aka: Internet Marketing Application for 'non-Internet' Businesses

My doorknocker is getting rusty! I don't know about your neighborhood but it seems only the occasional vacuum cleaner sales kid flashes free dish soap through my screen door anymore.

On the other hand, the phone sure rings a lot more and I'm sorry to have to announce to telemarketers several times a day that Mr. Beneteau, or the "man of the house", has passed on.

Is it just me, or has the daily newspaper gone on a diet? Looking a little thinner these days with less display ads.

My eyes and ears don't deceive me when the now several hundred TV channels pump out hour upon hour of infomercials.

And radio has put its hyper-than-ever voice onto the Web, electing to follow you out of your car and onto your computer.

Have you also noticed it's a 24 hour-a-day news broadcast on the Internet?

The times they are a changin' one songwriter said. Question is, are you changing with the times? Being aware of this giant media shift and being a part of it are two totally different things.

I've written this article mainly for those entrepreneurs whose businesses might not seem to them like a logical candidate for Internet exposure and marketing. If that is not the case with you, please keep reading, as I'm sure you will get something useful from my ramblings.

Knock, knock, still with me?

There is no business as apparently "far away" from The Internet as dry-cleaning. Customers have to show up live and in person at your counters with their cleaning. And, it's a dry-cleaning business I used to own and operate so this will serve my purpose well. Although I sold my company just prior to the laying of the pavement of the Information Super Highway, I would like to make a theoretical case study of how I would "marry" my dry-cleaning business and the Internet if I still owned MyCleaner (fictitious name of course) today.

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Ok, these were the areas of advertising that worked best for me:

Newspaper (I ran a Dr. Drycleaner column once a week in our 200,000+ local newspaper plus seasonal institutional and promotional ads)

Television (1 general commercial and 1 wedding gown commercial, run seasonally on the only local station at the time)

Direct Mail Coupons (run seasonally, rotated in upscale neighborhoods)

Welcome Wagon Bridal Parties (we specialized in wedding gown restoration and preservation - 4 large bridal parties a year)

Local TV Guide (I ran weekly wedding gown service ads)

The reason I mention the above advertising mediums will become evident soon.

Knowing what I know today, this is how I would apply the Internet to MyCleaner.

GENERAL INTERNET APPLICATION

Of course MyCleaner would have a website. I would hire the best web designer in my locale and work hands-on with this professional to design a website that I've planned out very well in advance. The designer will of course bring a lot of great ideas to the party. I would create the following website sections:

The History of MyCleaner (old and recent photos of buildings, delivery trucks, staff, pricelists, memorabilia etc.);

All About Dry-cleaning (history, evolution to modern-day techniques);

We "Green" Clean (how we protect the environment - a large issue today);

Wedding Gown Restoration & Preservation (explaining the process, perhaps using video streaming);

Links to all the national and international trade organizations MyCleaner belongs to;

Links to our local Better Business Bureau and Chamber of Commerce;

Our Testimonial Page (featuring letters of praise about our services);

Online Coupon Specials and a refer-a-friend program (you will see this soon);

Employee of the Month.

And, I would include advice from good old Dr. Drycleaner. But this time, I would make the column into an interactive web board where customers could write in and ask, and get posted answers to, particular questions about garment care.

Knock, knock, try to keep up here, ok?

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FUNDING OF MY WEBMARKETING

My intention here is NOT to increase my advertising and promotion costs one red cent. MyCleaner is simply going to transfer advertising mediums and their budgets. In my case, I would resolve this issue easily.

I would reduce my newspaper advertising by 50% right away (after all, the newspaper is looking kinda frail) and apply these dollars to my Internet exposure. I would also reduce the coupon mailings and their costs (remember, I will be using online coupons now) and transfer these savings into the erection of two billboards on high-traffic roads that promote the website and the online coupons. The billboards will appear "down the road" only when the website is working perfectly (so the coupon budget becomes available instantly).

These two items will fund the web design, domain registration (mycleaner.com) and server costs. I would also print a flyer announcing the MyCleaner website. All other advertising activities and budgets would remain in place (you'll see why soon).

ADVERTISING ADJUSTMENTS/ADDITIONS

Instead of producing expensive new television commercials I would just add "chirons" (text images 'pasted' over existing video) to my television commercials promoting the new website. Dr. Drycleaner and the online coupons would stream across the screen during the existing spots. Probably cost me nothing in production costs as the TV station would gladly do it just to keep my business.

Also, as we re-order our printables, the new website and its features would soon appear on our letterhead, envelopes, invoices etc. As mentioned above, I would design and print good-looking flyers announcing the "Grand Opening of the MyCleaner Website", again highlighting all its features.

But here is an 'option' I might use because I'm a fan of first-class flamboyancy. I would probably purchase mid-line PC's (which I could write-off and later give away as gifts to my employees or customers) and install a monitor and mouse on each stores' counter, proudly displaying the new MyCleaner website. Invite our customers to surf the site. They will receive a flyer anyway on their dry-cleaning order so the "connection" is strengthened and we of course, look more "leading edge".

Today, MyCleaner would be the only techno-cleaner in this market of over 300,000. The promotional exposure and image enhancement benefits would be immense to say the least.

GENERAL DEMOGRAPHICS

Dry-cleaning is a luxury service. I had a customer base of 20,000 families. Figure 90% of my customers are middle to upper middle class. Further, assume a conservative 50% have computers at home or work and are online. That's 9,000 customers. Let's be frugal again and estimate 25% of these customers actually visit our website because of the high exposure we have given it. That's 2,250 at-home or at-work customer viewers. Now please hold that thought.

MORE PROMOTION

The billboards I mentioned would be bright, bold and clean (and funded by the reduction of snail-mail coupons). Feature the www.mycleaner.com address, the online coupons, Dr. Drycleaner and I would implement a "refer-an-online-friend"

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program where the referring customer receives a lifetime 5% bonus discount for bringing in a new customer.

The MyCleaner website and its features are also appearing on television, what newspaper I am still running, my TV Guide ads, and I would definitely make sure my about-to-be, mainly computer-literate brides-to-be from Welcome Wagon receive my flyer highlighting the online presentation of the entire wedding gown process.

Also, I would set up a meeting with the large local online mall in this region. Knowing me, I would talk a deal where I would offer the Dr. Drycleaner column as a service for their customers in trade for a main page link.

OK, let's say another 2,250 people visit because of all the above.

IS THAT NOT A REASON TO PUT OUT A NEWSLETTER?

You bet it is! I now have 4500 visitors to my site and the ultra-conservative me predict 25% of them will register to receive a periodic newsletter. My monthly newsletter circulation is then 1,125. This newsletter will feature upcoming specials, online coupons, the refer-an-online-friend program, the Dr. Dryclean column, and I would probably now run an online contest. Give away free dry-cleaning or pay for their Internet access for a year. Bear in mind that these newsletter recipients are dedicated, died-in-the-saddle cyber-customers. In other words, a captive audience.

MAKING THE MOST OF A CAPTIVE AUDIENCE

I'm not naïve. If I have consumers at arms-reach, I'm going to sell them everything within reason that they would have to go elsewhere to purchase (photo finishing was a great add-on to dry-cleaning for me). So, I would take advantage of my captive online audience and now offer them the best Internet shopping available.

Yes, I'm talking about affiliate programs. I would include books, music CD's, videos, software and a mainstay shopping site. Promote to my customers using the "for your convenience" approach.

Knock, knock, I'm just about done.

'NET' RESULTS

What I have done is taken a non-Internet business and made the Web work for my customers and me. I have increased my visibility, added to my customer base, increased my sales and enhanced my profile in one fell swoop without increasing my advertising and promotion budget. I now have in my newsletter a "free" way to contact my customers and make them appreciate the information they receive and the notification of upcoming specials. I may have saved them even more money on their yearly dry-cleaning bill because they referred their next-door neighbor to MyCleaner. Plus, I have an additional income stream coming from purchases through the affiliate programs. It's win-win all the way.

This has been a rather lengthy article but I'm confident that if you've stayed with me this long you will understand that the Internet CAN be made to work for you, regardless of the nature of your business. It is this writer's hope that if you are aware of what's going on and still haven't made plans to expose yourself on the Internet that you will consider doing so now.

Increase Your Local Business Profits 100%

There is a country music saying, "Where there's a Willie, there's a Waylon". You CAN make the Internet work for you and your customers. It's simply a matter of some creative thinking and developing the right application. If I were still in the dry-cleaning business, I'd be cleaning up in town right now just using the basic approach I've outlined in this article.

OK gotta go, there's a knock at the door!

Rick Beneteau says:

Join Rick's Hot New 2-Tier Affiliate Program EZineMoney:

<http://www.ezinemoney.net/>

Subscribe FREE to Rick's popular Ezine, The Mirror

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

Visit The Niche:

<http://www.interniche.net/>

Ah, you're back!

See how a local storeowner thinks about website tactics?

Ok, I told you there's more to it, so let's look at things in a little more detail...

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What do you need?

So, what do you need for your local service website?

Let's see if you can answer that question yourself.

How do **you** select a local service?

Maybe you know the person behind it and trust her/him. Maybe the candidate provides some extra service to show you their skills. Maybe she/he goes the extra mile for you, because.... well, it's you! Maybe you can call her/him after hours, because you (are getting to) know each other very well. Maybe there's word of mouth; someone you know is enthusiastic about a certain service and recommends it to you. Maybe.... well, you get the picture.

That is exactly what you, a local service provider, should do on your website! It's as easy as that.

Show that you are the local expert in your niche.

Provide some extra, useful info for free on your site.

Ask existing customers for their email address and send out a newsletter with some tips or "how-tos". For starters, once a month will do but more frequently is better.

Respond quickly to questions sent in and make an FAQ-page, with the most Frequently Asked Questions. That way you can avoid answering the same questions over and over again.

Gain their confidence and build trust. Get to know each other.

According to some surveys, some 60% of all people in the USA and Europe are online (http://www.nua.ie/surveys/how_many_online/). Must be a lot more by the time you're reading this.

Do you think that percentage is much lower in your local area? Probably not!

So...

Always, always ask visitors to sign up for your ezine (newsletter) in exchange for the free information.

And what should your valuable information contain?

Answer: **anything that is related to your local service!**

Tell them everything you know. Teach them how to do little things themselves. They don't have time for that, but showing your knowledge makes you the expert.

Tell them exactly what you are doing and give them all the details. Nothing fancy, just plain facts.

And please remember...

What is so obvious to you may be totally unknown to others.

For instance, the famous copywriter **Claude Hopkins** once visited a brewery in order to create an advertising campaign for them. Hopkins was fascinated by the attention to detail in the brewing process and asked his client why he didn't tell the public about it. The answer was that every brewer worked that way.

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But...

It was obvious to Hopkins that no one knew that. He built an advertising campaign around the quality control involved in the process. It was a HUGE success.

People just didn't know! By being first to bring the public's attention to all the care that went into the brewing process – the brewer gained a competitive advantage.

Sidebar – At some point, whether online or offline, your advertising copy can make a big difference in the success of your business. [Click here](#) to download a free copy of *Scientific Advertising*, written years ago by Claude Hopkins.

People on the Internet are searching for information.

And more and more they are focusing on local services.

Putting up a website saying "welcome, here's our shop and here's about us" won't do the trick because there are already too many of them.

It's not about **US**.

It's about the **information they are looking for!**

Give them what they are looking for in exchange for a small favor:
their email address.

Give something extra.
Get their email address.

Expose your knowledge and skills.
Get their email address.

Be different, be the local expert!
And then **get that email address**.

OK, that's enough.
Before we go into detail about your local website, let's have a look at the trends.

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Local Trends

If you bring your local business online, what would be your chances?

In contrast to the global entrepreneurs, your online market size is quite limited because you can only serve a local area.

The number of targeted prospects online is very limited compared to the vast market that national or international Internet marketers have. So you can't play their numbers game.

On the other hand, you shouldn't forget that this is a two-way process. More and more of your prospects and customers are already online and if you are too, they will find you. They are interested in the easiest way to get what they want. And if the easiest way happens to be the Internet, they'll use that.

Researchers report, that the percentage of on line people looking for local sites with information about regional arts, entertainment, community, recreation, news, sports, weather and other local information is growing rapidly. Some claim that this percentage is already 50% of all Americans.

So, your options aren't that bad. It's just that you can't reach millions. But that isn't necessary, as you will see below.

You see, **global** Internet marketers NEED lots of visitors. Here's why.

The only way to sell through the Internet is by building trust and confidence.

Just think about it. Do you buy from strangers the very first time they approach you?

I doubt it.

Because apart from features and benefits of products and services you consider buying you (and anybody else) ALWAYS look at the person selling that product or service. If two merchants offer you the same product and all things are equal, *you will always buy from the one you trust or like!*

And here lies the biggest problem for **global** Internet marketers. They basically have only one tool to build trust and confidence: WORDS!

Sure, there are many teleconferences, discussion boards and all kind of ways to communicate other than words, but they are only used to enhance their chances! Think about it: how do their visitors get there? Right, by reading about it (words).

It's an Internet marketing fact of life that only a very, very small percentage of visitors ever buy the first time they visit a website.

Now here's the most important issue: you have two big advantages over the global marketers:

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1. You know your market better because it's LOCAL. You can drive through it, touch it, "feel it's pulse" and...
2. you can get your website visitors into your store or office.

You can see, smell, touch and talk to your market! And that should help to **build confidence and trust**, the main ingredients for online sales.

Now let's face it: who in the whole world has a better position to build trust and confidence than YOU!

Your physical presence within your market is a great advantage.

You're able to find out what is going on in the communities within your area. You can find out what touches people, what's in their minds, what their interests are, what they like and don't like and what problems or pains they may have. You can cater to the local interests. Local relevance is what is important to your potential customers.

You have two other big advantages.

1. Big companies tend to look for local presence for two reasons.
 - o National and international Internet companies offer local and targeted markets to their big, ad paying customers who want to serve their audience with local habits, culture and behavior.

Search Engines and Directories like Google, Yahoo, Lycos and Excite do international local targeting by focusing their services to a specific country (Germany, France) or language area (Brazil and Portugal). Not just providing a translation of USA web sites, but also including local content sites and everyday things like the weather and sports scores.

National examples in the USA are Digital City and City Search.

- o They are very much aware of the increasing number of people that are looking for something useful to do on the Internet and thus are looking for local content. They want to provide the sitemaps and city guides to avoid losing visitors to others (see next point).
2. This trend will continue towards smaller regions. That's because the traditional information providers like magazines, newspapers, and local TV-networks are losing a certain number of their subscribers to the online information providers.

They better be these online information providers themselves so they can survive through web advertising revenues. So they start local interest sites.

Other services, like weather channels, already have a regional approach by the very nature of their business that allow them to be competitive in this expanding market.

This leads to the development of local portals or local content sites, web sites with a directory targeted to their (city) regions. These sites offer a one-stop starting point for what's going on in their community providing information on anything local - like the best theater shows, restaurants, discotheques, concerts, sporting events, local business, exhibitions, news and weather.

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To give you an idea what this means, let's use some numbers.

Let's say, your local business is serving an area of 100,000 people. Suppose 60,000 of them are able to spend money and only 5% of these consumers are in your target market. That's 3,000 prospects.

If only 50% of them are online, that still makes 1,500 prospects you can go after through the Internet. Even if some of them already are your customers (let's say 500) and even if you can only reach 50% of the remaining 1,000, you can still have some 500 new customers.

That's a **100% increase!**

How does that sound? Can you handle that?

Plus...

You can reach them online in a snap once you have their email address and send them over to your offers at your site or to your store or office!

This simple way of communicating will save you a tremendous amount of time and money.

Now suppose, just suppose, that each new customer is worth an average net profit of only 50\$. That's a potential of **25,000\$ additional net profit.**

The cost of going online with your local business is just a fraction of that. Isn't that a profitable business?

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Local Business Strategy

Before we get into your local business strategy online, a word of caution. This may seem obvious, nevertheless it's better to state it explicitly here.

Local businesses should NOT leave their present activities for what they are and build a completely new business on the Internet.

Instead, think of ways to build an Internet presence as an extension to your local business. Your business strategy, time, experience and results will show whether to put the emphasis on brick and mortar or online activities.

Ok, on with our strategy.

Putting your local service online will be based on two main strategies:

- expose yourself as the expert in your branch; by showing that you can build credibility and trust, the two main ingredients for building a strong community;
- local community building; in order for local content sites to become distinct, they must create communities to establish visitor loyalty by involving the local visitor.

These strategies are also used in the global approach, but in the next chapter we will point out how to build that for your local business.

Here's what I think could be an outstanding strategy:

1. (re-) Evaluate your customer's needs.

Do you:

- o know who your customers are (know their profile);
- o know where your customers are (region, district, social class);
- o know their hobbies and interests;
- o know their needs or pains;
- o and much and much more of that.

How do you make use of this knowledge to market your product or service offline?
Do you advertise? Where? When? Why?

Or do you offer brochures, flyers, catalogs or any printed material and what are your customers opinion about that? Etcetera.

How are your competitors doing? What are they doing and why?
Well, the basic marketing stuff, but very important.

2. Since you know your customer's pains and what they need, find the angle to show your expertise in your business. Write a few articles on how you solve problems. Write about those issues your competitors have forgotten or didn't write about. If you think you can't write, don't worry, I'll show you how to do that.

This will show your prospects that you are the expert they need. The secret here is: *you can't convey your experience*. So in writing down how everything works, make them believe you're good and that's why they will *select* your business or service.

They will almost never do it themselves because

- a. they lack experience and

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- b. people are just plain lazy.

If it IS something they can do themselves or you WANT them to do so, just provide the necessary materials as a package that is for sale.

3. Begin to build a community.

You are within your market. You can read, ask around, and see what's going on, what your prospects' interests are. And you can go and check that. You can visit restaurants, theaters, and cinemas. You can visit sporting events, fairs, trade shows, etc.

You want to know:

- o How often people look for local information;
- o What specific information they are searching for;
- o Where they search for local information;
- o How they search for information;
- o Why they search for information online;
- o What information they need but could not find online;
- o What kind of web site they expect you to provide that meets their needs;

And if you have found a topic that has large interest, you can build part of your web site around it. Look for an authority on the subject and let him or her be responsible for the content. You only have to supervise and put it on your pages.

This may lead to themes as:

- o Great restaurants in the area
- o What's on at the cinema
- o All about your favorite sports team
- o The weather for today
- o Nightlife of Your town

4. Start networking with other local business sites or with local portals.

If there is a local content web site in your region, study it and join it. If you have fresh and renovating ideas about content or design, talk to them. You can even consider sponsoring them or a certain part of their site to have your name and website link on it.

List your own favorite local businesses and contact the owners to exchange articles.

Make joint ventures by giving your articles away as valuable content, leaving your signature and website address at the bottom of the articles, and promise the publisher a portion of the profits.

The local newspaper, non-competitive colleagues, weather channels, TV-network or radio stations are great to partner with this way. Discuss the options with them. (Discuss the classical win-win proposition).

Now, let's see how you can use this local business strategy in practice.

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Local Website Tactics

Let's discuss the tactics you can use building a local website. Do not build anything yet or buy a domain name, we're just looking at the necessary tactical issues. Later on we will discuss how to build a website.

1. Make an article or report.

Take one aspect of your local business, preferably a strong one, one that is high in demand and that you are good at, and write an article or report about it. The secret here is to keep it simple and to use simple language.

Start the article or report with: How to xxx yyy.

Replace the xxx's with what your prospects want or what fills their need.

Replace the yyy's by a number, e.g. "for less than 150\$" or "save 150\$" or "in less than z hours" or whatever. Just quantify it.

There's your compelling headline that will serve as a teaser.

If you think you can't write, just make a list of bullets. Start with preparation (necessary materials that you offer as a package at the end of your report) and write down actions in chronological order. It can be as simple as that.

2. Graphics.

Think about some graphics to use. A logo maybe - or maybe a photo of your store or office.

If you use a catalogue or brochure maybe you should put some product graphics online. Invite them to come over to see products in your store.

Don't forget to include a map, so prospects know how to find you.

Always list directions and your full address at any page, so search engines will index you correctly (locally).

3. What do you want your prospects to do?

This is important, because you are in the position to get them to your store or office. If so, can you use coupons, a contest?

Can you use a "refer-an-online-friend" program? If so, use it and have the referring customer receive a 10% bonus discount for bringing in a new customer to your store or office.

4. Slowly start building community

List local news, local weather, local night life, local restaurants, movies, shopping malls, auctions, sport events etc., whatever your preference and that of your customers, at your site.

Maybe a forum is a good solution, although not easy. You got to have some loyal participants to show activity, otherwise it's dead before it's born. Still, it may be a good way to answer questions or to discuss alternatives to your solutions.

Maybe you should have a classified section on your website where (only) your customers or website members, who have actually visited your store or office to get their password, can submit little ads.

Be creative here by selecting hot local topics.

5. Think about your domain name.

Preferably it should state what you do or have your name in it. These domain names probably will be hard to find, because most of them are taken. But it's not good website tactics to have a general domain name if you only serve a local area.

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So, take one with the name of your region or city in it. That's a lot easier to find and it explains in more detail where the business or service is to be found, right?

One way that **Global** Internet Marketers extend their "reach" across geographic boundaries is by setting up affiliate sales channels. Affiliates are just commission-only sales people.

The merchant typically provides the advertising collateral (digital brochures, sales literature, etc.) and the affiliate pays for advertising to her/his prospects. They have no responsibility for product warehousing or delivery. They simply sell a merchant's product for a commission.

Strictly pay for performance, so there is no cost to the merchant except when there is an actual sale, and those costs are a fixed percentage of the selling price. Predictable!

If the prospect of additional sales with predictable, fixed selling costs is attractive to you the best resource to learn about it is the free [Affiliate Masters Course](#).

Here's an interesting twist to the standard affiliate program that could be used offline, in your local business.

Set up an affiliate program and give your top affiliates a geographic section to work on (a zip code, telephone area code or a county etc.). For any customer NOT arriving through an online referral link that signs up or buys something, the affiliate in the geographic section for that customer will automatically be rewarded for that sale or sign up.

He/she will get all the commissions from orders originating from that geographical area as long as they don't come via an online referral link.

That will be a great motivator for direct marketers. They can go out in their section to do all kinds of promotions in so many ways that would never have been cost-effective if you were to do it yourself: bumper stickers, signs on telephone and light poles, flyers under windshield wipers, door-to-door knob-hangers etc.

Before assigning areas to affiliates they first have to prove worthy of such to shift the 'go-getters' from the 'do-nothings'.

You could also try an incentive for getting a percentage of their local population to visit your website. You could say for example that if they manage to get 5% of the population of 20,000 to visit your site, they will receive a special bonus of..... How's that for an affiliate program?

For the rest the main strategy remains: **get their email addresses** by giving away that free report or article that brands **YOU** as the local expert.

But don't limit yourself to website visitors only. Ask everyone who comes into your office or store for their email address so you can keep them up to date. Give them the printed version of your report or article. And put your website address on every piece of paper that you use. Then send out a newsletter. This is your extremely efficient online marketing/advertising vehicle.

You only have to apply your tactics here. In the newsletter promote new products, new pages that you've added, your community part of your website or anything that is new. Then decide either get them to your store or office or gradually try to sell online and ship

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the merchandise, whatever you choose (or can do).

You may run some sort of a contest. Invite your visitors to be active, to do something that your website can benefit from (refer more visitors, improve content, write new articles) in exchange for a possibility of winning a prize when your visitors come to your shop or office via your website.

If you build your local website slowly, piece-by-piece, you also have content for your newsletter! Add to that one more article per month or per week and build your community. More newsletter content.

Set up a FAQ-page with most Frequently Asked Questions, so you don't have to answer the same questions over and over again. Include those questions and answers in your newsletter.

Ask satisfied customers for a testimonial. Maybe you can have some endorsements from famous local persons. Endorsements are the best way to attract visitors and to sell products and services. Include them in your website and newsletter.

Give a strong guarantee to take away any risk from your prospects, like a good after sales service, a free repair, a free check-up or whatever it is that is applicable to your product or service. You can get your customer back in your shop that way.

Add some information about yourself, your company, give a history overview, how you work and some of your greatest achievements in the past. Get a quote of any local authority that can tell something positive about this.

Think of a USP, Unique Selling Proposition, something that makes you different from your competitors. By applying all the above you should have an exceptional angle by now.

Here's one more important remark.

Never forget, if you're selling your time (charge per hour) there's a limit to your income. You only have 24 hours in a day and only 7 days in a week. If you can find additional products to your service you can generate multiple income streams and profit from product selling.

A close friend of my better half used to run a beauty parlor. She still does, but most of her time she's now successfully selling beauty products.

And my brother is a fiscal advisor. He's also selling a great bookkeeping software package now so his customers can do most of the trivial work themselves. That's another income stream, although a small one. But his profits are less employees and more time to spend at his core business!

"Think global, act local!"

Now, as promised, let's see how to build your local website.

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Your Local Website

There are many ways to build your local store, service or business website, but basically you have three options that I will discuss below. Read all three of them, because the third may be what you're looking for.

1. Build the website yourself.

This is the cheapest way of building an online store, but it also is the hardest way and it will take a long time.

You will have to learn how to make a website, how to select and buy a domain name, how to select a host, how to upload your site to your host, script programming, mailing list maintenance, search engine submission and all other aspects that come with building your own store website.

All that is possible and if you choose this way I suggest you start with reading our program about building your own website at <http://www.101-web-advice.com/>.

2. Have a pro build your website

This is the fast, yet **very expensive way**.

And besides that, you have to select a pro first. Then you have to design a contract for services to be delivered and be sure to include maintenance and error solution problems.

And make sure that the pro doesn't take over control of your website so you have to do what the pro says.

Believe me, I've been in the computer business many years and many clients just had to do what the programmers told them the software would do.

It's not so easy and results can't be guaranteed, but it can be done.

Maybe you know someone who can do this for you.

Discuss matters first like how many pages you want, the average number of graphics, extra features, how to do the testing phase, mailing list options etc.

I suggest you read our program about building your own website, so you are familiar with the basics of <http://www.101-web-advice.com/>.

And you definitely should download the guide we're discussing below.

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3. Use a fully automated system to build your store
There are several good automated website building systems, but the very best one is called **SiteBuildIt! (SBI!)**.

The advantage of this solution is that ***you stay in full control without having to learn*** all the technical details of building websites.

The time involved in this option to build your store, business or service website lies mainly in the preparation phase. The motto here is "Prepare or Repair" and there's an excellent guide to help you (see below).

You really have to spend some time here, even if you aren't using the resource itself. It's of absolute great value to anyone building a website and you'll learn all about basic strategies that will help you understand what is necessary to be successful online.

Once the preparation is done, SiteBuildIt includes everything you need to build and market a website: lots and lots of help, hosting for the website, site-building templates and wizards, automated search engine submission and even a domain name.

Once you get used to the templates, building pages is a snap.

Using SiteBuildIt is only a dollar a day, but you don't have to learn technical details and your chances of being successful will increase.

Major marketer Ralph Wilson (<http://www.wilsonweb.com/>) says:

"I strongly recommend that you use Ken Evoy's Site Build It!. While it is possible to do this on your own, the advantage of Site Build It! is that if you carefully follow Ken's instructions, I believe that your chances of at least modest success are very good. I don't say that lightly."

If you want to know more, here are some pages you can visit:

If you have a local store or office, check out this local [store website](#).

If you sell a service, have a look at the [service website](#).

Want to see some case studies? No problem, just [click here](#).

I'm so confident that you will like this option I have arranged with SiteBuildIt! for you to download a **free** PDF-formatted copy of Make Your Content PREsell!. It's the **actual guide** that SBI! owners use. You'll get a clear picture of how quick-and-easy SBI! makes it to execute all the profitable traffic building and sales-generating strategies outlined in the guide... freeing you up to focus on **your business!**

Take advantage of the free download. See first-hand how the SBI! Total System works. Skim through the Guide and then decide.

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Zero downside, terrific upside. My kind of risk/reward ratio!

Click the link below to visit the download page for the free ebook

[Make Your Content PREsell!](#)

**Scroll down that page until you reach Make Your Content PREsell!.
Follow instructions from there.**

There you have all information to build a **successful local website** for your store, service or business.

Let me finish by mentioning one more **outstanding resource**, a **must visit**.

You see, there's a lot going on about local business on the Net. But the information is still scattered, it's difficult to find one site dedicated to the subject. That will change, I'm sure, but for the time being you have to look around for good information.

Still, there's one place you should visit, because it's dedicated to local business. You can find a lot of up to date valuable information there.

Just **[click here to learn more and stay up to date](#)**.

I wish you a lot of success.

Case Stevens