



## LEARN BUSINESS BUILDING FROM THE PROS! **FASTER, BETTER, SMARTER**

**Instructor:** Mike Stewart

**Title:** "Use Your Website to Generate Leads  
& Acquire Customers"

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### **Challenge:**

The Internet isn't just for e-commerce any more. It's an inexpensive and easy way to advertise and convert strangers into customers right within your own community.

### **Questions:**

- How can a website help me obtain local customers?
- How can websites generate leads as opposed to sales?

### **Opportunities:**

1. More and more people are looking online to find local products and services.
2. Google is the yellow pages of today and easily allows local businesses to be found.
3. Small businesses can have "lead generating" websites that serve both existing and prospective customers.
4. The tools are available to inexpensively drive online "lookers" to become on-site "buyers".
5. Once your business is found, you've got to know what to do and what to say.



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### Stuck?:

Don't let fear paralyze you from moving forward.

- Fear of the unknown
- Fear of technology
- Being from a generation that wasn't raised with computers.

Remember, no matter how simple, new things are often intimidating.

### Strategy:

1. Invite people to come to you.
2. Second, convey messages in your content to intrigue customers enough to so they want what you have, including:
  - Are you ready to do business, call us at (tell them your business # here).
  - What we really want you to do is come see us, ask for me by name (tell them your name here).
  - On the site they should be able to opt-in and get on your mailing list to receive special deals and advertisements from your business.
3. Third, find out the 5 most frequently asked questions/issues that prevent people from doing business with you. Make sure you address them.
4. Fourth, keep people up to date with what's happening in your business.
  - Send out messages and greetings to existing customers who have visited your physical location as well as those who have opted in online.
  - Create lead generation on your site.



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### Action Steps:

- Do some research. Visit other websites from businesses in your area to learn what they are doing.
- Purchase a handheld flip video camera to put video on your site.
- Utilize google search for help with simple steps to shoot and transfer video.
- Collect testimonials.
- Enhance your website to a multi-media site; point, click, copy, paste, DONE!
- Get a multi-media domain name, by adding the word "live".  
ex: [www.Atlantasteakhouselive.com](http://www.Atlantasteakhouselive.com), [www.FlowersByKarenLive.com](http://www.FlowersByKarenLive.com)
- Use the above strategy to publish content that grabs people's attention.

### Resources:

- If you are a Sam's Club® Business member, you can get a complimentary five-page website. For details, visit: [samsbiz.com](http://samsbiz.com)
- To find flip video cameras at great prices, visit [samsclub.com](http://samsclub.com). Then at the top right hander corner in the box marked search type in the words, "Flip video".