

SEM Coaching 47


Monetization Script

Preparation:

- Print your own new name card
- Give your self the title '**Internet Marketing Consultant**' or '**Internet Marketing Entrepreneur**'

Note:

- When you have the opportunity to meet a business owner, offer to exchange name card and strike a conversation with him/her
- Your unique title may invoke curiosity to the prospect, and he/she may enquire about it
- If there's no enquiry posted, you may initiate to ask 'what do you do?'




Well, I **HELP** * business owners like you generate more revenues on the internet.

* Trick: You are there to **HELP** them, not to **SELL** them
- Wait for their response

If there's no response from the prospect...



For example, I **HELP** businesses create highly effective websites




Hmm... 'Internet Marketing Consultant', so what do you do ?



..... (silence)


- Take a look at the prospect's name card, check if they have their own domain name.
- If they do not have a website yet, you have the opportunity to offer them website creation services
- If they already have a website, you may offer to review their website.



Does your business have an online presence ?

If you have an existing website, I'm more than happy to review it for you... for **FREE**

- Try to access the level of interest from the prospect. Create an appointment in 3 minutes



Well, if you are interested, I will be more than willing to spend half an hour with you to share specific strategies on how to growth your revenues online...

- Set an appointment.



Awesome! Let's confirm the meeting.
Before I go, I just want to ask if your
business has a specific corporate color?

End the first meeting

Sure... Let's meet
on... XXX date at
XXX time.



- Go to <http://ThemeForestTheme.com> to locate suitable RESPONSIVE WordPress themes related to the industry, ensure the theme has a color scheme that matches the **company's corporate color**. Take **screen shots of 5 different themes and organize them in PowerPoint**
- Next confirm with <http://FreeKeywordPlanner.com> the Average Monthly Volume for the primary keywords related to the business
- Make sure you are well prepared before the next meeting!

- During the NEXT meeting with the prospect...

Great meeting you again. Here's the things I want to share with you...

(If the prospect does not have an existing website)

- The first step towards an effective online presence is to have an effective website.

(If the prospect has an existing website)

- I have reviewed your website. And I do have several specific recommendations to share with you to help you make your website more effective.

(If the prospect's existing website does not render properly on mobile devices)

- The most serious issue facing your website is that it does not display properly on a mobile device.
- The fact is that up to 40% of your visitors TODAY will visit your website from a mobile device.
- Now, lets take a look what your website looks like on a mobile phone.
- Notice the extreme difficulty in navigating your site, especially left to right navigation
- A website that is properly rendered on a mobile device should only require **vertical scrolling**.

- Let me show you a website that is properly rendered in a mobile device

(Open your laptop)

- **MY TEAM AND I** have done some research by looking at your business needs and have narrowed down 5 website design options that are suitable for your business

(While you are showing the website screen shots #1, 2, 3, 4 & 5)

- Notice that all these designs are based on your company's corporate color and all of them render perfectly on mobile devices.

By the way, which of these designs interest you the most?

(WHICH EVER option chosen)

- GREAT choice! Actually that's what I think is best for you
- Fantastic, I think it really suits your business very well
- If you want, I'll be more than happy to assist you with this web development.

- At this juncture, most prospects will post the question about pricing
- **NOTE: NEVER ANSWER A PRICING QUESTION WITH A PRICE!**

So how much is this going to cost ?

- Not to worry, I'll work within your budget. I am really here to help you...
- So let me know, do you have a budget?

Possible answers from prospect:

Well, actually I don't have any budget...
OR
I was thinking about _____ price range...

(If prospect replies 'no budget')

- Well, the average quote you'll get from a local web developer, you will probably be in the region of around \$2k-4k

- **OBSERVE** the prospect's BODY LANGUAGE
- See if he/she feels the pricing is reasonable... or whether he/she exhibits a shocked look!



- Well, as I said, not to worry... I will work within your budget
- I'm going to help you with your web development, but at a price that you can afford

If the response is: Wow, that's quite a bit!



- Wait for the client to reply with a price. Remember you must pre-determine your own 'walk away' price, which is the lowest price point you are willing to accept.
- When the prospect has suggested a price, offer your price **\$500 below** the suggested price, so that there's **NO REASON** for the prospect to reject your offer, hence ensuring you can close the deal, as long as the final price is still above your 'walk away' price.



- Tell you what, because I want to HELP you, I'll do it for you for \$1,000!

Actually I'm thinking of around \$1,500






Deal?

Deal!

- Shake hands and CLOSE the deal!
- Based on the budget for this project, for example, \$1,000, calculate your hourly rate As an RIS Graduate, \$25/hour is a fair hourly rate. The commercial rate for an experienced web developer is around \$50/hour.
- So in this example, you can afford to spend up to 40 hours for this project (\$1,000 divided by \$25/hour = 40 Hours)

- 
- I will be spending about 40 hours on your project as it does take a bit of time to configure your site.
 - It will take me about 2 ~ 3 weeks to get your site ready.



Great!



EST.

- NEXT: Upsell Hosting & Maintenance service



- Once the site is completed, please provide me with your web host details, so that we can install the site on your server.
(Most likely the prospect does not have an existing hosting service)
- Please also ensure that your web host is able to backup your site weekly at the minimum.
- Just so you know, we will be glad to handle hosting & security backup for you as well.
- We offer an inexpensive hosting and maintenance package that include web hosting, guaranteed backup & restore services, and one hour of consultation cum support for just \$50/month.
- So we'll be happy to assist you on anything you need, **PROVIDED** the task does not exceed one hour.

- Remember, try to achieve hourly rate of \$50/hour



- I strongly recommend you take up our support package as you don't have any in house support. For your peace of mind.
- And just to let you know, our support package is billed annually. You'll have the option of renewing after 12 months.

- NEXT: Upsell SEO Services



- Now that your website is in order, I want to share with you how to directly grow your revenues online.
- The last time we met, you mentioned you were in the XYZ business...so what my team and I did was to research your business online, and here is the opportunity we uncovered.
- Let me show you this online opportunity.

- Login to <http://FreeKeywordPlanner.com> and type in the primary keyword for the business



- Here's a tool that allows us to determine actual search terms in Google for your industry.
- So what Google is telling us, is that "XYZ keywords" is being searched _____ times on average a month. What is more amazing is that there are a total of _____ other search terms related to your industry.
- Just to confirm, are these search terms related to your business?
- **HERE'S THE GOOD NEWS, MY TEAM AND I CAN HELP YOU OPTIMIZE YOUR WEBSITE, SO THAT YOUR SITE SHOWS UP ON PAGE ONE FOR THESE TARGETED SEARCH TERMS**
- Let me show you what I mean...

- Go to your local google.com and type in a related keyword



- Currently, here are the websites on page one in Google for XYZ keyword.
- Do you also notice that some of these websites could be your business competitors?
- What my team and I can help you with is to get your website listed on page one - without you having to spend money on advertising

- Show the ads above the organic search result



- If you take a look at these results, you will notice the top result is actually an ad.
- This means, the advertiser pays Google for every click the ad receives.
- What my team and I will do is to help get your site to page one below the ad.
- So you are able to benefit from FREE search engine traffic.
- And because we will be developing your website for you, I highly recommend you also take up our **Search Engine Optimization services**. SEO will require a fair amount of site structuring. Thus implementing SEO now rather than later will save you a lot of time and money.

- If the prospect asks for PROOF...



- Well, interesting that you would ask that.
- Yes... my team and I have had several notable successes.
(Show SEO results for 'weight loss malaysia' and 'piano malaysia')

- SEO Pricing



- The good news is that pricing for our optimization services starts at only \$500/ month
- But because optimization requires at least a medium term effort our minimum consultancy duration is 6 months - for optimal results.
- For this service, we will issue invoice at the beginning of the month. We will require payment for first month's service before we begin our work.
- Once we begin our work, it will take us about 10 days to come back to you, on the keywords we plan to optimize for your website.
- At that time, what we will need from you, is content for each of those keywords.

- **NEXT: Upsell Website Content Writing Service**



- If there is no one in your company who is able to assist with content writing, we can help you to hire suitable writers.

(Note: You will be paying writers around USD8~12 per page for basic content i.e. non-expert content)

- The average price for each page of content of around two to three hundred words will cost approximately \$50.
- We recommend you add 20 pages of unique content each month to your website, so that by the end of 6 months, your site will have approximately 120 pages of quality content.
- With this amount of pages, your website should attract around a hundred qualified visitors a day and around 3,000 visitors a month.