

Hype and Building Value

Let me tell you a bit about us before I explain how we are going to bring you those online customers.

II. HYPE the COMPANY : We are one of the very few and credible companies that is Google certified. We have an +A Rating with BBB and has been in the business for 8 years, assisting 30,000 businesses like yours in ensuring that you continuously gain more customers and generate more money. We are the second

III. BUILDING VALUE - **ASK THE QUESTION FIRST BEFORE FEATURE. Don't mention the price without the OBP**

“QFB” or Question – Feature – Benefit... It adds SIZZLE!

Q: Competitors (do you know A plumbing ? B Plumbing) They are the ones taking 100 dollar bills out of your pocket

A: Either yes or No

F: 1st Page Placement on Google.

B: We will make sure that everyone looking for your services in (Area) will find you even if they don't know the name of your business.

HOW ? We'll assign 7 industry experts to work for you so that anyone who goes to google and type 5 random words related to your business will find you. That way you will get more customers and make more money.

Q: Do you have a website? Can you give me your website address...

A: Yes or no makes no difference.

F: We create a professional website for you

B: It's Maintenance Free It will separate the —Curious from the Serious, so you will receive calls from people who are ready to spend money.

Q: Do you have a video commercial for your business?

A: No

F: We create a 30 second Pro-Marketing Video Commercial on YouTube and link it to your new website!

B: With photos of your work, the services you offer and your bold phone number center screen with —CALL NOW!! - 80% of the people who see it will call you for service!

We will also provide you with a complete Social Media Business Package and listings on 100+ directories

Hype Yourself

The objective of hyping yourself is **positioning** yourself in front of the prospect as an expert, i.e. a person who knows more about the specific subject of online marketing, i.e building yourself a **pedestal** on which to stand at the beginning of the call. Remember, people tend to stop and admire the object or person placed on a pedestal. This is the reason statues are placed there, people look UP to see them. Pick yours wisely.



“My name is (First Last), I am a Senior Online Marketing Consultant here at 411 Locals. I have been helping small business generate new customers for the past (years in marketing) years. During that time I have helped hundreds of my customers generate millions of new leads. My specialty is (industry, or city), so you are in good hands.”