

Help My Website Sell™ Training Module:

**Adam Hommey
Recommends:
The 'Whole Enchilada'
Of Our Top Solutions!**

Adam Hommey, Founder
www.HelpMyWebsiteSell.com



Copyright © Assess Communicate LLC. All Rights Reserved.

On This Call, You Will Discover...

- By observing my process, see how I **develop content** for my new website, blog posts for that site (as well as other sites), and e-mail autoresponder followups – **the faster, better way**
- As part of this process, I will reveal **the ‘whole enchilada’ of resources, solutions, and technologies I use** to turbo-charge internet marketing success for myself and my top “VIP” clients! I’ll do this by answering listener questions.
- Those are really the two main themes, here.
- The call itself is the main teaching point.
- Since this call is a “Mulligan” or a “do-over” of a teleseminar that got cut off due to technical difficulties, I’ll also reveal what I learned when given a second chance!



Why Are We Here Today?

A few weeks ago, I sat down by my computer, dedicated to writing content for <http://www.adamhommeyrecommends.com>, my new website. A few problems emerged:

- Even though I knew what I needed to create, I found myself staring at a blank screen, thinking that I really needed to clean my office again. The person building this site for me had already asked three times when I would be getting her the content (*sound familiar, entrepreneurs?*)
- This actually isn't exactly a new website; the original version went live in 2006, but it got so dated that it still contained my recommendations of things I long since stopped recommending (or that no longer exist!)
- In the intervening five years, the existence of the site became important to organic searches on my own name, so just taking it down and leaving it behind didn't seem like the wisest idea ever
- In fact, the "raw" version of the new site was already spidered and cached with Google – so I needed to get the more optimal version up!



Thus, It Created An Opportunity

Help My Website Sell™ is in the forefront of a movement to encourage entrepreneurs to go live with websites NOW, rather than waiting the 4-6 months most “branding” or “mother ship” sites take to get done, and instead spend that same time on listbuilding, closing deals, establishing authority in your niche, and making more money now – ***faster and better***.

- So, I decided, instead of trying to force my creative energy on that cold, dark Sunday night, to simply practice what I preach
- Using the very tools I recommend, I had my new landing page, teleseminar, and miniature conversion funnel (on both the web and social media) set up and BEING PROMOTED in less than two hours from when the idea first occurred to me
- Then I spent about an hour creating this presentation and outlining what I need to say on the call to get my content “on the record”



So, Here's What You'll Experience

For the next 50-some minutes or so, I will do the following:

- Reveal my **top recommended solutions** to help entrepreneurs, professional service providers, and business owners like you **Emancipate The POWER Of INFORMATION**
- Share stories, anecdotes, and case studies that illustrate why I recommend each of these products, softwares, services, and solutions to make it more “real” for you, the listener
- Interspersed with this, I will share a few lessons about internet marketing in general that you can apply to your own business right now, today, as in, right after we're done...
- ...*faster and better* than you, until now, thought possible.



A Little About Me...

- Internationally recognized as a leading authority on Internet Marketing with focus on simple-but-effective technology and website conversions that help you **Emancipate the POWER of INFORMATION** and strike up the website conversion conversation through which prospects get to know you, so they find their reasons to like you and come to trust you
- Founder of Help My Website Sell™ Website Conversion Solutions and Creator of the “Get-It-Going-Fast Blueprint For Website Development”
- The “underground” advisor and trail guide that many top Internet marketers rely on (including “names you know” like The Newsletter Guru Jim Palmer, PR LEADS Founder Dan Janal, Founder of Speed Seduction® Ross Jeffries, and many others.)
- Coach, consultant, and mentor to internet marketers and service providers who helps them cut through all the confusing, contradictory “fluff” and “sales pitches” and identify the REAL strategies, solutions, and mindsets that make them more money now





PICTURED: Miss Butters with (left) her human, Top-40 recording artist Benny Mardones; and (right) yours truly, during my recent visit to Los Angeles, California (or Catafornia as Butters calls it)

- Had a website way back when animated GIFS and “frames vs. no frames” was the question of the day. That website does not exist today.
- Enjoys history, music (80s stuff, with an admission that this “dates” me somewhat), travel, kicking ass at Texas Hold ‘Em, Pac-Man, Pepsi Throwback, and a fine cigar (sometimes 3 or more simultaneously)
- Counts several cats among his personal friends; an active and vocal supporter of animal-rights causes and organizations

**HELP MY
WEBSITE** *Bell*[™]

Copyright © Assess Communicate LLC. All Rights Reserved.

“It Helps You Become A ‘Rock Star’ In Your Market...”

I absolutely re-state my amazement at how using Adam Hommey’s strategies has affected my income and popularity online and on Facebook and other outlets available. He is a cautious visionary who seizes upon every opportunity to improve what I do with my website and create more fans and followers online.

The coaching and teaching Adam provides for my team members are an invaluable resource that makes it continually easier for me to communicate directly with my fans and otherwise move my career forward.

His knowledge of cutting edge advances is unprecedented and as an artist he has become a necessity to my doing business. He may help you become a ‘rock star’ in your market, too.

Benny Mardones

Multi-Platinum, Grammy®-Nominated, Top 40 Singer / Songwriter

“Into The Night” – ASCAP Top 25 Most Played Songs On American Radio

www.bennymardones.com



Because We're Talking About Recommendations...

Here's my FTC Disclosure:

- All recommendations of "third-party" products, programs, services, softwares, or solutions or personal recommendations made in this teleseminar, or through other medium, by Assess Communicate LLC will likely result in some form of compensation from said third-party.
- Any income claims shared during this teleseminar, its handouts, and its recording are understood to be true and accurate, but are not verified in any way.
- I am disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255: "Guides Concerning the Use of Endorsements and Testimonials"
(http://www.access.gpo.gov/nara/cfr/waisidx_03/16cfr255_03.html)
- Always do your own due diligence and use your own judgment when making buying decisions and investments in your business.



A Few Things You'll Notice

To answer a few questions that a “test group” had when I ran a sample of this content by them the other day:

- In every case, you'll notice that the domain of what I am recommending is different than the domain you've probably heard of, or it's cloaked under awesome4.us/something
- As we work through this presentation, I may mention a few things that aren't in the slides. It's very possible I missed something while I was putting this together, and telling a story might cause me to remember
- You may look at these slides and think you have the whole story. You don't. These are just the initial “jumping off points.” Please, stay. You will miss out if you don't.



A Couple Things I Learned

Since “Do Overs Are Dynamite-Delicious” and “Second Chances Are Sweeter Than Stevia” I had the chance to implement a few additional teaching points in the re-recording you are listening to now:

- It’s one thing to tell stories and list resources, but
- It’s another thing to do so in a **conversation** - so
- I’ve added slides to this presentation that insert the questions I was responding to anyway when I created the content. So I am just making more explicit, the implied structure of the call from the jump.



Question From Attendee:

“There are so many web hosting companies out there, how do I know which one to pick?”

- Bianca in Baltimore, MD



Getting The Site Online

For this, you'll need a domain registrar and a hosting company. People ask me all the time about what companies to use.

- For domain registration: <http://www.domainsformarketers.com/>
- For hosting: <http://www.onlinesaleshost.com/>
- Yeah, you got me. These are companies called “GoDaddy” and “HostGator” that most of you have heard of and many of you probably use.
- But when you visit my links, you MIGHT be eligible for special deals not available to the general public. So why wouldn't you at least check me out before making your decision?



Domain Registrar Requirements

For this, you'll need a domain registrar and a hosting company. People ask me all the time about what companies to use.

Domain registrar requirements:

- 24/7/365 REAL support with REAL answers, RIGHT now
- Domain must be owned by YOU, not someone else
- Ability to change DNS, lock/unlock the domain, and other admin features WITHOUT jumping through hoops
- I'll repeat and emphasize the second point. ALWAYS make sure YOU own AND control the domain. Don't be fooled by "sign up now, and we'll throw in a FREE domain." IF YOU FALL FOR IT, YOU WILL PROBABLY LOSE YOUR ENTIRE BUSINESS.



Web Host Requirements

For this, you'll need a domain registrar and a hosting company. People ask me all the time about what companies to use.

Web host requirements:

- 24/7/365 REAL support with REAL answers, RIGHT now
- Feature-rich control panel (cPanel is best; I do NOT recommend Plesk)
- Linux or Unix (NOT WINDOWS) hosting that supports PHP
- Create unlimited (or at least 100) e-mail accounts, forwarders, MySQL databases, add-on websites at NO EXTRA COST – PERIOD
- Change Apache configuration or HTACCESS without requiring SSH access or something called PuTTY (which even I can't describe)
- Seamlessly upgrade/migrate to reseller or dedicated server as your business grows and needs more and more space, bandwidth, and Ips
- Make sure YOU own the hosting – don't buy a guru or webmaster's claim that they throw in "free hosting." **You'll end up in a hostage situation.**



Question From Attendee:

“I get using Wordpress. The challenge is what template to use, ability to change quickly and what plug ins I need to optimize and do all the social media things, etc.”

- Alistair in Sydney, AU



Question From Attendee:

“I want to build a website solely for selling my books which I want to link to my main website. Hope you mention the best way to do this.”

- Natasha in Carmel, CA



The Best Wordpress Themes

WordPress has turned the concept of “web design for entrepreneurs” and stood it on its head. Yes, you should still have that full, custom-branded website, but the good news is, you can have an attractive design to go live with RIGHT NOW...and you can even simply tweak it and make it “yours.”

Great places for themes:

- Strong, powerful sales letter / landing page / teleseminar promo page theme - <http://www.easysaleslettertemplates.com/>
- WooThemes – <http://awesome4.us/woothemes/>
- Templatic – <http://awesome4.us/templatic/>
- ThemeForest – <http://awesome4.us/themeforest/>
- Press75 - <http://awesome4.us/press75/>
- StudioPress – <http://awesome4.us/studiopress/>



Great WordPress Plugins You Need

What makes WordPress extra powerful is the ability to install and activate plugins that turbo-charge your experience. We have tested and proven the following to work as they claim they do, and frequently use them on WordPress websites we create and manage:

- **Google XML Sitemaps** – puts your sitemap on autopilot and gets your blog posts and pages ranked WAY faster; plugs right into Google
- **EmbedIt (Modified)** – makes it extremely easy to embed video, audio, and custom HTML code
- **Viper's Video QuickTags** – my 2nd recommended video embed plugin
- **All-In-One SEO Pack** – gives you total control of META tags on both posts and pages for greater SEO
- **TinyMCE Advanced** – adds important formatting options to the WYSIWYG editor that comes with WordPress
- **My Link Order** – provides total control over how links are ordered and displayed in sidebar (and other) widget areas
- **Peter's Custom Anti-Spam** – a CAPTCHA that doesn't totally suck



More WordPress Plugins You Need

- **Comment Approval Notification** – sends out an e-mail when you approve a comment someone left on your blog
- **Pretty Link** – enables you to cloak links on your own website and even set up your own URL shortener website
- **Block IE6** – you’re doing your reader a favor by making them face the music – plus it helps them upgrade easily
- **Contact Form 7** – easy to use, versatile contact form for your website (you can also consider Gravity Forms, though we haven’t used them yet)
- **Duplicate Post** – drastically simplifies “save-as-and-edit”
- **p2pConverter** – enables you to transform a “page” into a “post” and vice-versa
- **Import HTML Pages** – need to transform a 200-page HTML site into a WordPress site? This cuts your time on that project in about half.
- **PJW Mime Config** – if your “media upload” doesn’t support certain document types, this fixes it so it will
- **Disable Admin Bar** – removes that “administration bar” at the top of Wordpress when you’re logged in as a member



More WordPress Plugins You Need

- **SexyBookmarks By Shareaholic** – “in your face” display of social media “share buttons” covering a wide array of networks
- **Sociable** – a more subdued version of “share” buttons
- **ShareThis** – another more subdued version of “share” buttons
- **Sharecount For Facebook, TweetMeme, LinkedIn® Share Button** – add share buttons on your website for these 3 social networks
- **1shoppingcart.com Wordpress Signup Forms** – demystifies and simplifies the process of adding a simple 1SC optin form in your sidebar
- **My Page Order** – brother of My Link Order, “fills in the gap” if your theme doesn’t have the proper WordPress menu setup
- **CafePress Widget** – transforms a page on your website into a reprint of your CafePress store, with a nifty 2.0 design that CafePress just can’t quite do
- **WP Audio Player Oogiechetos** – if you’re not using any third-party audio hosting at all, this creates simple players for your MP3s
- **BackUp Creator** – great way to plugin and backup Wordpress sites



“Until Now, I Didn’t Know It Could Be So Easy!”

As the owner of JadaMichaels.com, one of the leading lingerie sites on the Internet, I needed a quick, easy, effective way to communicate with my audience and show them how to Make Life Sexy. My main website is a great e-store site, but it’s not ideal as a blog.

Adam engineered a solution that placed my existing brand on a WordPress platform and made it incredibly easy to reach multiple audiences in an easy, systematic way.

But what really stand out are the training videos that went into extreme detail on how to swap the offers and contests on a weekly basis without needing to rely on a high-priced webmaster.

Adam Hommey is a very rare find – the kind of internet marketing expert who blazes the trail and gets you the tools and strategies that put you in front of your customers faster than you might otherwise think possible. Thank you!

Jada Michaels
Lifestyle And Fashion Expert
www.makelifesexy.com



Even More Awesome WordPress Plugins

- **User Role Editor** – reinstates your ability to create more “user levels” other than the Administrator, Editor, Subscriber, Author, etc. that come with WordPress
- **Member List** – lets you display your “blog members” in multiple ways that are searchable, and lets you display members of just one “role”
- **User Photo** – lets your user upload a photo to display on their profile, and overrides their “gravatar” on your site
- **Cimy User Extra Fields** – lets you add extra fields to the user profile so you can capture the information needed to display in a directory, the way YOU want it displayed
- **User Profile Social Media Links** – takes those “AIM, Yahoo, Jabber” fields off the user profile screen and puts in social media your users are actually using, like Facebook, Twitter, etc.

*(I so wish I could show you how we’re using these five together...
but that launch doesn’t happen until Feb 2012)*



Question From Attendee:

“What tools do I need to build my mailing list fast?”

- Levon in Scottsdale, AZ



Growing Your Opted-In Subscriber List At Warp Speed

Numerous website conversion studies show it can take you up to nine months or more, before an opted-in subscriber to your list raises their hand and addresses you personally for the very first time. Can you afford to mess around by blowing off list-building?

- **OptimizePress** (<http://www.easysaleslettertemplates.com/>) – has numerous opt-in landing pages (including video landing pages) that get your sign-up page live quickly
- **PopUp Domination** (<http://www.easylightboxcreator.com/>) – the faster, better, easier way to create, activate, and manage lightboxes
- **1shoppingcart** (<http://www.onlinesalescart.com>) – scalable, manageable – e-mail marketing, e-commerce, and affiliates under one roof
- **Aweber** (<http://awesome4.us/aweber/>) – also a good listbuilding system, but is e-mail only



Growing Your Opted-In Subscriber List At Warp Speed

- **Instant Teleseminar** (<http://www.hostmyteleseminarnow.com/>) – feature-loaded, COMPLETE teleseminar management system
- **Evergreen Business System** (<http://www.onlinesaleswebinars.com/>) – puts your webinars on autopilot. FORGET ever again having to worry about your internet connection going down right in the middle of your presentation



“Adam’s Landing Page Service Helped Me Get Immediate Website Traffic and Prospects While My Full, Complete Branded Website Was Being Created!”

“I didn’t want to wait until my complete, branded website was complete. I wanted to start educating small business owners and business professionals on the power of effective LinkedIn® marketing and I wanted to start building my list of prospects right away! I saw no reason to wait. In less than a week – I had a squeeze page and a full blown special report that led prospects to a free strategy session with me.”



“We do have a full branding website NOW – but it was our Business Building Landing Page that got us launched in a matter of days. Why? You are going to need landing pages with your marketing efforts – so use it as a springboard!

Kristina Jaramillo

LinkedIn® Marketing Expert
www.getlinkedinhelp.com

COMPLETE CASE STUDY:

<http://awesome4.us/glihcasestudy/>



Question From Attendee:

“I’ve been through the ringer and can’t figure out how to get video on my website. What can you tell me?”

- Stephanie in Boston, MA



Placing Great Audio And Video On Your Website

Really, there are two resources I recommend.

- **Audio Acrobat** (<http://www.onlinesalesaudio.com/>) – record audio into the telephone or upload an MP3. You can also easily download links from audios you record (competitors usually don't offer this). Also, set up audio players and download links on any webpage. You can also record conference calls.
- **EZS3** (<http://www.onlinesalesvideo.com/>) – plugs right into your Amazon S3 account. Upload your audio and video, then choose from a wide array of pre-created players with numerous options to seamlessly embed multimedia in your website. You can also use EZS3 to upload your documents.



Making Your Video Work On Your Website

To be a “player” (ha ha) on the internet today, you must know how to create powerful MP4 video that not only streams properly, but also shows up on iPads. I don’t like iPads, but they’re a reality.

- **AVS Video Converter** (<http://awesome4.us/avsvideo/>) – makes it easy to transform pretty much any video type (even the old FLVs and most SWFs!) into streaming, iPad-loving MP4
- **HandBrake** (<http://awesome4.us/handbrake/>) – similar to AVS, plus you can also use it on Macs. We found it takes longer to render the videos, though.
- **Squeeze, from Sorenson Media** (<http://awesome4.us/sorenson/>) - has far more options for custom profiles, automatically uploading to multiple video sites at once, etc. However, is expensive and, from all of our tests, runs slower. Great customer service though.



Content Creation And Multi-Purposing

Though I'm not a copywriter myself, I understand the importance of writing great copy and the value of persuasion and use both regularly in my business. Here are a couple resources for you to consider.

- **Article Writing Templates** (<http://awesome4.us/articletemplates/>) – over 40 different templates, brainstorm-starters, and much more that turbo-charge your ability to create articles for your audience.
- For a full range of **article marketing products**, visit <http://awesome4.us/articlemarketing/>
- **MindFrame Persuasion**® (<http://awesome4.us/mindframe/>) - Blast through the “persuasion killers” that are blocking your prospect, reader or audience from doing what you want, and enjoy a fantastic power to irresistibly influence others!



“For Every Dollar I Spend With Adam, I Make At Least Seven Dollars Back”

Adam Hommey has been my top online business strategist and operations expert since 2007. Early on, he spearheaded the product launch of our flagship project, bringing in \$65,000 and 89 coaching clients in the first 24 hours. The upsell strategies he implemented on our websites continue to bring the business at least 30% in additional revenue, and we're now approaching the third year of those strategies being in place. Most recently, he led us through the “quick-launch” of our newest product, a membership site containing over 60+ hours of footage from my recent seminars, quickly adding another \$50,000+ to our bottom line.



For every invoice dollar I pay, I add about 7 dollars to the bottom line of my business. Aside from the above, he helps me quickly sidestep or overcome the inevitable challenges that come up no matter how well you plan and think ahead. He's very particular about the clients he works with, more so than he's ever been, and for good reason. Utilizing his coaching is the best way you can leverage these strategies for your own business.

Adam is so valuable to my business that I am seriously contemplating taking out a life insurance policy on him, because if I ever lost him, my business would be dead in the water. He's just that valuable.

Anyone who would like to speak with me about my experiences with Adam can feel free to email me at my website.

Ross Jeffries

*Founder And Master Teacher, Speed Seduction®
www.seduction.com*

**HELP M
WEBSITE**

Question From Attendee:

“How do I choose a teleseminar hosting service for my website?”

- Yasemin in Istanbul, Turkey



Question From Attendee:

“How can I record videos for my website?”

- Erik in Augusta, GA



Content Creation And Multi-Purposing

- **Instant Teleseminar** (<http://www.hostmyteleseminar.com/>) – the “Q&A” feature gives you feedback from your audience, in real time, so you know what they’re just dying for you to explain or provide
- **Camtasia Studio** (<http://awesome4.us/camtasia/>) – record what is happening on your screen and transform it into a variety of audio, video, and other formats. Also great for creating back-up recordings of webinars.
- **Evergreen Business System** (<http://www.onlinesaleswebinars.com/>) – once you create your video content, edit it to create a webinar, then put it on autopilot. It has a Q&A feature that generates conversion conversation that *you don’t even have to be there for*.



Question From Attendee:

“I have my book on MP3 and need it transcribed, edited, published, and marketed. Can you help or know how I can get this done on a low budget?”

- Lordiel in Miami, FL



Content Creation And Multi-Purposing

Once you create it, then you need to “do stuff” with it...

- **MagiScript Transcripts For Content** (<http://awesome4.us/magiscript/>) – fast turnaround, accurate, with extra help structuring the transcript so you can transform it into an e-book, carve it into blog posts, etc., faster and easier
- **1shoppingcart** (<http://www.onlinesalescart.com>) and **Aweber** (<http://awesome4.us/aweber/>) – let all your subscribers know you posted fresh, exciting content to your blog! Broadcast your weekly e-zine using a nice, attractive HTML template.
- **Wishlist Member** (<http://www.wpmembersitemaker.com/>) – transforms your WordPress website into a powerful membership site – faster and better than most other Wordpress membership plugins, and easier to manage than the other robust membership site solutions
- **Networked Blogs (Facebook app)** – makes it easy to automatically disseminate your content across multiple platform



“The Training Videos Help Us Stand Out From Our Competition”

Our website includes a special members-area for my customers to access their completed transcripts and know how many pre-paid hours they had left without having to ask me every time.

The first thing Help My Website Sell™ did after setting up this members-area was create a detailed video training that showed me exactly how to add new members and create the special download areas for each client. I never imagined it would be so easy! When I turned this process over to my assistant, they told me the video was so clear and easy to follow they only had to watch it once.



Most important of all – our customers love the members-area and tell their colleagues! Our ability to easily manage this system differentiates MagiScript from other transcription companies and has gotten us new customers as a direct result.

Lainie Cotell

Founder, MagiScript Transcripts For Content

www.magiscript.com

**HELP MY
WEBSITE** *Bell™*

Copyright © Assess Communicate LLC. All Rights Reserved.

Question From Attendee:

“How do you attract serious entrepreneurs to your website and join?”

- Herman, God's Country (HEAVEN!) 😊



Leveraging Social Media

Here are the resources I find most helpful for my own business, and that many of my clients, fans, and subscribers (including several who registered for THIS call) use to develop a far more powerful social media presence...

- **No Hassle Social Media** (<http://awesome4.us/nohasslesocialmedia/>) – get status update templates, conversation-starting quotes, and much more – *fresh every month!* Plus, access to a “custom article generator” AND a repository of PLR articles you can tweak and make your own (follow a course taught by yours truly)
- **GetLinkedInHelp.com** (<http://awesome4.us/lisolutions/>) – full-service firm that specializes in LinkedIn® profile, contact, and discussion group management. GLIH is the reason many of you are reading this slide and listening to this training module right now. If you want to revamp your profile yourself, Instant LinkedIn® Marketing Templates are available (<http://awesome4.us/litemplates/>)



Pulling In The Publicity

With a solid public relations campaign that includes getting quoted and recognized in more major-media as well as niche publications, being cited on major-media websites, with a nice by-product in the form of backlinks, your internet marketing star will rise.

- **PR LEADS (<http://awesome4.us/prleads/>)** – every day, you receive qualified leads from reporters who want to speak with YOU. Respond to inquiries, be the reporter’s “hero” with the awesome quote they need to meet deadline. Watch your online star rise within your market and niche.
- **Guaranteed Press Releases (<http://awesome4.us/pressreleases/>)** – tailored-for-you levels of service to help you write, optimize, and distribute your press release and have it appear on over 40 media outlets. The last time I issued a press release, I got three reporters / online thought leaders calling and writing ME within 24 hours.



Question From Attendee:

“What do you use to track and follow up with potential leads and customers?”

- Natasha in Carmel, CA



Increase and Improve Your Customer Satisfaction And Retention

My friend Jim Palmer, The Newsletter Guru, has three solutions to help you in this area...

- **Double My Retention** (<http://awesome4.us/doublemyretention/>) – in this course (available as an instant online download), Jim reveals the “C.P.R.” profit-boosting client retention strategy that has played a large role in the steady and sustained growth of his membership programs (which have almost 100% customer retention rates)
- **No Hassle Newsletters** (<http://awesome4.us/nohasslenewsletters/>) – service providers in an array of different industries leverage monthly newsletter content that is almost completely created for them – including the newsletter itself! Plus, they’ll design your masthead.
- **Success Advantage Books** (<http://awesome4.us/successadvantage/>) – include *The Magic Of Newsletter Marketing*, *Stick Like Glue*, and *The Fastest Way To Higher Profits*



“Powerful Brainstorming And No-Nonsense Business Building Strategy”

Let me be clear, Adam Hommey and his team are my secret online weapon. Thanks in large part to the support and ideas I receive from Adam I've been able to continually grow my online businesses, even during a recession. Adam is a trusted confident, my go-to person for all things in my online world and we've worked closely together since 2007.

Every time I'm ready to launch a new product or service, the first thing I do is schedule a brainstorming session. He has been the mastermind behind a least two of my product launches and has been instrumental in helping my team properly leverage systems that truly work.

I hesitate to think where my business would be without his support.

Jim Palmer, The Newsletter Guru

*Founder, No Hassle Newsletters and No Hassle Social Media
Author of several books including, "The Fastest Way To Higher Profits"
www.NewsletterGuru.TV*



Question From Attendee:

“So Mr. Adam, I’m dying to hear you explain “Emancipate the **POWER of **INFORMATION** through common technology?” I’m starting a life coaching business and even though I have no team, I want people to think I have one **AND** be able to do the work of 4 people.”**

- Giuliana in Santa Monica, CA



Streamline Your Operations

Three online resources in particular have had huge impact on making my business more streamlined and productive so I am free to focus on the things I want to do / that I do best:

- **RingCentral** (<http://awesome4.us/ringcentral/>) – creates the “virtual front office” as far as the telephones – complete with toll free number, extensions, and fax capability. Plus apps for smartphones.
- **HighRise** (<http://awesome4.us/highriseiq/>) – great customer relationship management (CRM) system, very robust for the price, makes it easy for multiple actors in your marketing strategy to communicate without needing 65,000 e-mails per day
- **Carbonite® Online Backup** (<http://awesome4.us/carbonite/>) – I’ve had external hard drives crash on me THREE times and have paid over \$6,300 because I didn’t learn my lesson the first time. With Carbonite, I stay “schooled” and pass the exam with an A+, no sweat.



Question From Attendee:

“Is there a ‘checklist’ of everything one has to do in all the necessary areas, e.g. tech, legal, content, marketing, sales, etc.? And of course, the best solutions!”

- George in Plattsburgh, NY



Setting Up Your Business, aka Putting the “Inc.” on the paper (LOL)

You need to incorporate. Here are two resources we recommend you consider...

- **Nevada Corporate Planners** (<http://awesome4.us/nvinc/>) – I formed my original LLC through this company back in 2003. NCP founder Scott Letourneau is a business and credit building and protection genius. In addition to working with NCP since October 2003, I’ve also attended Scott’s Ultimate Joint Venture Boot Camp. For a 96-page free consumer guide, click the link above.
- **CorpNet®** (<http://awesome4.us/corpnet/>) – a recognized industry name, they offer a wide variety of incorporation and other services you need to protect your assets.



Other Professionals

I also recommend you connect with the following:

- **Dean A. Ponterio, CPA** (<http://awesome4.us/dpcpa/> - this link is on Facebook) – a Certified Public Accountant who niches in entrepreneurial ventures and small-to-mid size business. Offers a variety of financial advisory and financial planning services.
- **Family Wealth Management** (<http://awesome4.us/fwm/>) – Marty offers a range of financial planning, wealth management, and other investment services designed to create wealth for generations. An expert in helping you recognize the investments and protections you need.



“He Helped Make It Easier Than Ever For My Customers To Do Business With Me”

As the owner of a prosperous accounting practice with a specialty in helping extremely busy entrepreneurs and small business owners manage their taxes, it is very important that my customers find working with me to be one of the easiest things they experience.

Adam helped me create service packages and online payment options that make hiring and working with my firm a “no-brainer”. Already I have customers thanking me for implementing what Adam recommended I do. They especially like the “set it and forget it” automatic payment plans that mean one less check they have to stop and write.

You, too, should speak with Adam. With his experience, there’s a good chance he will find ways to make your company more customer-centric that you have not yet thought of.

Dean A. Ponterio, CPA

Certified Public Accountant and Financial Advisor

(Search for “Dean A. Ponterio, CPA and Financial Services” on Facebook)



Question From Attendee:

Many of you asked questions that all boil down to:

- How to get more traffic to your website?
- How to increase PageRank?
- How to get more search engine optimization?

- The Whole Damn World, It Seems!



SEO Tips

Help My Website Sell™ is not an SEO firm. However we do recognize the importance of SEO. After all, when you buy a car, do you actually ask “will it start when I turn the ignition” or is this something you just expect?

- **A Help My Website Sell™ Monday Marketing Moment** – called “I Want TWO Of Them!” you can find it at this link:
<http://www.helpmywebsitesell.com/truth-about-seo/>
- Companies claim to “do SEO” but what does that actually MEAN?
- **Blazin Multimedia** (<http://awesome4.us/blazin/>) – This firm has achieved a great mastery of backlinking, visitor generating, and listbuilding strategies that I’ve personally witnessed, first-hand.
- Also, look up a gentleman named Roy Montero, the SEO & Blog Guy (<http://www.roymontero.com/>)



Need Help Sorting This Out?

Tell you what... let's get on the phone for 30 minutes and we'll do a strategy session where we'll not only determine the best course of action for you right now, but also give you additional pointers you can act on IMMEDIATELY – whether or not we end up doing business on a larger (or any) scale. (*How many “gurus” will do this???*)

Does this sound good or **does this sound good?**

We have room to schedule three (3) of these before 2011 ends. So don't delay.

Register now at: <http://awesome4.us/freesession>



“Brainstorming Sessions Move Things Forward And Get Them Done Faster”

As the owner of two businesses – a prosperous financial advisor practice as well as a mentoring firm that helps other financial advisors grow their own practices – I have a lot on my plate and only so much time to deal with it. Managing the internet marketing side of my businesses can be daunting and easily take a back seat to pressing matters of the moment if I let it.

For these and other reasons, I highly value the weekly brainstorming sessions with Adam. He shows me what ideas and opportunities will best move my business forward vs. which ones are mere bright shiny objects.

It's hard for me to put a specific dollar amount on the value of these brainstorming sessions, but I can say that they keep many important things moving forward and getting done faster, that otherwise would never happen in the first place.

Martin V. Higgins, CFP

Founder, Family Wealth Management and
The International Educational Finance Institute
www.familywealthadvisory.com
www.iefinstitute.com



Want More Specific Technical Training?

Browse Our Complete Repository Of "Tuesday Tech Tips" At

<http://awesome4.us/techtips/>



**HELP MY
WEBSITE** *Bell*[™]

Copyright © Assess Communicate LLC. All Rights Reserved.