

## Adam Hommey – Your Next Great Guest!



Adam Hommey is the Founder and Creator of Help My Website Sell™ and The Business Creators Institute™.

For years, Adam has been the “secret weapon” in the arsenal of dozens of internet marketers, executive marketing solution providers, and professional service providers.

His mentoring and teaching, delivered one-on-one, in group settings, and through detailed video, help you **Emancipate the POWER of INFORMATION** by converting more website visitors into prospects and customers and simplifying your internet marketing technology so you can make more money, now.

Adam Hommey’s recent professional accomplishments include:

- Leading a product launch that grossed over \$60,000 and netted 89 new coaching clients in one afternoon;
- Re-launching an 11-year-old digital product (originally filmed on VHS!) to the *same* audience and raising nearly \$30,000 in just 5 days - after a very short “pre-launch” sequence
- Overseeing the product launch of an online course that “sold out” in 22 hours and (after opening extra seats) beat original revenue projections by 50%
- Coordinating the launch and ongoing development of membership sites that earn marketers over 80% of their online income, partly through a unique “passive upsell” strategy
- Masterminding a process for evolving an information-marketing business from physical to instant-download that cuts time-to-launch by over 50% and boosts overall profits by over 15%
- Increasing click-throughs on e-zine broadcasts in launch sequences by over 300% by adding one picture;
- Cracking the code to getting 900% increase in conversion on a sales letter by adding something most marketers take for granted.

### Interview Intro <Please read this to introduce Adam to the show>

Adam Hommey, Founder and Creator of Help My Website Sell™ and The Business Creators' Institute™, helps you Emancipate the POWER of INFORMATION, increase your website conversions and simplify your marketing technology so you spend less time editing and maintaining and more time educating and monetizing your business. For years, Adam has been the “secret weapon” in the arsenal of dozens of internet marketers, executive marketing solution providers, and professional service providers such as attorneys, accountants, medical professionals, and the like.

“Adam Hommey and his team are my secret online weapon. 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.”

Jim Palmer, Dream Business Coach

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

## Listen to some of Adam's previous interviews



[Stick Like Glue Radio](#)

[Your Partner in Success Radio](#)

[The Building Your Xtra-Ordinary Business Radio Show](#)

You can find all of Adam's recent media appearances at [HelpMyWebsiteSell.com](http://HelpMyWebsiteSell.com).

## Adam is an expert in Product Launches, Discussion Group Marketing and Website Conversions & would be a great guest to talk about:

- What You Need To Know BEFORE You Launch Your Product, Service, or Book
- 5 Website and Sales Conversions Problems SOLVED, Using Marketing Surveys
- Discussion Group Game: The Ultimate "Selling Without Selling" Strategy
- Organic Content Multi-Purposing: 23 Ways To Reach Every Prospect And Customer
- The One Surefire Way To Break Out Of "Writer's Block Jail" And Create Content Like Crazy
- Why You Do NOT Want To Drive Traffic To Your Website
- Why You Need To Stop Caring What Your Prospects Tell You They Want
- Creating Coincidences: How To Make Your Prospects Feel They've Known You Forever

## Suggested Questions for Adam

**Please note: Adam provides the interview questions for each topic, once his appearance at your event, on your podcast, or for your webinar is confirmed.**

A few standard questions include:

1. Why do you believe that launching a product, service, or book is one of the easiest – and most fun – ways to grow your business, attract and retain customers, and establish thought leadership?
2. Can you tell me the top 3 listbuilding strategies that bring in more targeted prospects and warm leads?
3. What does website conversions mean, exactly?
4. What is the last thing a business creator could possibly want to include in their online marketing strategy?
5. If someone came to you and asked for the "secret code" to growing your business and establishing thought leadership using social media, what would you say?
6. How can you make your list want you to send them *more* e-mails, instead of whining that you send too much?
7. For those who get stumped on content creation, how can they break out of Writer's Block Jail?
8. In marketing, we're taught that the surest way to increase website conversions is to ask your prospects what they want and give it to them? But you believe something else entirely. Can you elaborate?

