



Does Your Business Have a Presence? **SEMINAR SERIES**

Friday, April 17 & May 1, 9 am – noon

Given the current economic situation, now more than ever business owners and independent consultants (like you!) need to have a presence and to stand out from the crowd. After all, if your Perfect Client doesn't notice you, (s)he won't approach you in the first place. And you won't get paid in your business. You might as well be doing volunteer work. Ouch, right?! Not to worry, there is a "way" out of this situation — even if you're operating your business on a shoe-string budget.

Monique MacKinnon, Creativity Expert (<http://www.energeticevolution.com>) and **Michael Burns**, Technology Expert (<http://cosbit.com>) will walk you through the quick-and-easy steps you need to take to transform your business from invisible or lackluster to a **Sexy Business That Sells**. Your Perfect Clients will be willing to PAY attention to and PAY for the value inherent in your business' offerings.

Does Your Business Have a Presence? Is guaranteed to give your business a noticeable, refreshing and financially uplifting boost. This two-part seminar series is guaranteed to help busy professionals (like you!) **save time and make money**.

Agenda:

- The importance of a diversified approach -- small individual gains, big overall improvement!
- The 5 ways to increase revenue, and which ones are right for you
- Looking in the mirror -- how are your limiting beliefs affecting your online presence?
- A selection of advanced tips and best practices for email and web communication
- What do your prospects want to know, and how to give it to them more efficiently
- Learn the value of your clients, and judge the real Return On Investment (ROI) of your online marketing efforts
- Client relationship management and how to determine the real value of your mailing list

Take-Aways:

- Practical handouts filled with useful information you can begin applying today
- Special promotions on Energetic Evolution and Cosbit Technologies' offerings

Who should attend?

- Business owners and independent consultants
- Employees with a side business
- People in transition and unemployed considering self-employment

Location: Code Factory, 246 Queen Street, Ottawa
(between Bank and Kent, above the Green Papaya Restaurant)

Dates & times: Friday, April 17 & May 1, 2009, 9 am – noon

Your investment: \$299/person or \$249/person with guest

Payment methods available: cash, Visa, PayPal* & cheques prepared for Energetic Evolution & mailed to Monique MacKinnon, 321 Flora Street, Ottawa, ON K1R 5S1.

*A PayPal account is not required for payments

Join us for a highly-valuable and highly-experiential seminar series.
Count on walking away feeling fully satisfied, in more ways than one (*smile*)!

To register, visit http://www.energeticevolution.com/forms/presence_registration.htm
or call Monique at 613-234-0305
Registration closes Friday, April 10, 2009



Cosbit Presents:

**The
Connected Process Web Performance Tune-Up
Mini-Worksheet**

Your Name: _____

Company Name: _____

Web Site Address: _____

1. Do you have a corporate domain name? What is it? _____

2. Is your web site available at both *www.<your domain name>.com* and *<your domain name>.com* (without the leading "www")? _____

3. Do you use "301 Redirects" to standardize on one domain name and one prefix style? **If not, you risk search engine penalization!** _____

4. Is your domain name easy to misspell? Or, does it contain difficult-to-articulate components (such as hyphens) that make it tricky to dictate over the phone or error-prone to enter? If so – can you register alternate domain names to avoid these issues? **A \$20 domain name is a small price to pay to ensure your clients get to your site!** _____

5. Does your email address use your domain name to further your brand? _____

6. Does every page in your web site have a unique, accurate page title? (How to check: navigate through your website and watch the title bar of your window – this is your “page title”) **Your Page Title is the primary text shown when one of your website pages shows up in a search engine – it’s your first chance to prompt a searcher to visit your site! Treat it as a pitch opportunity.** _____
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7. Do you publish your domain name on all of your corporate printed matter including:

- | | |
|--|---|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Invoices |
| <input type="checkbox"/> Letterhead | <input type="checkbox"/> Envelopes |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Brochures |
| <input type="checkbox"/> Product Pamphlets | <input type="checkbox"/> Instruction Manuals |
| <input type="checkbox"/> Work Books | <input type="checkbox"/> Service Guides |
| <input type="checkbox"/> Warranty Cards | <input type="checkbox"/> Receipts |
| <input type="checkbox"/> Purchase Orders | <input type="checkbox"/> Pay Stubs |
| <input type="checkbox"/> Christmas Cards | <input type="checkbox"/> Appointment Reminders |
| <input type="checkbox"/> Email signature | <input type="checkbox"/> Vehicle wraps and decals |

Other: _____

8. Do you know how many other sites link to your site? Do you know who the top 5 external referrers to your website are? Do you actively cultivate link-back? _____
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9. Does **every single page** on your website have a unique URL? **Many Flash-based or frames-based sites don’t have unique URLs for every page. This prevents people from passing around – referring! – your products and services to their network.** _____
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10. Do you use a deep analytics package, such as Google Analytics? **If not – why not? If you don’t know who your visitors are, where they’re coming from, and why they’re at your site ... how can you possibly sell to them?! Google Analytics is a free system requiring only a one-time set up (for most sites), and we can set up most sites for a one-time fee starting at \$250!** _____
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11. Describe, in one or more short phrases, the primary stressors you solve for your clients: _____

12. Are the above stressors explicitly addressed on your home page? **If not – why not?!** _____

13. Have you ever compared your website to your competitor's websites? **Remember – you comparison shop, and so do your customers. Ensuring that you have a superior offer, presented in a clear fashion on your website, will ensure that online comparison shoppers choose to contact you first!** _____

14. Do you offer different levels of engagement to prospective customers (sample, free trial, etc.)? _____

15. Do you have offers crafted for these differing engagement levels? _____

16. Are these offers available through your website, and do you have **at least one** offer visible on your home page? **Imagine getting prospects excited and all lined up to enter your wonderful new store ... but you have nothing on the shelves – it's the same if you don't have an offer on your site – it's impossible to buy if you're not offering anything!** _____

17. Do you have a structured area on your website to allow a warm sales follow-up contact (eg. a "Quote Request" form, an RFP submission area, a "Please call me back" form, etc.)? **If your only contact mechanism is for a visitor to pick up the phone or draft a email from scratch, chances are they're going to visit the next website in the search results page and contact them instead! How many successful stores exist without cashiers? You have to help – not hinder – a visitor that's ready to buy.** _____

18. Do you know what the average lifetime value of your customers is? _____



19. Given your average customer lifetime value (above), how much are you willing to invest to ensure their needs are met by your website – that they can buy and recommend your products and services easily to their network using your website? _____

20. If you've never had **ANY** of these questions asked of you by your current web development team ... **why are you still giving them your business?** _____

REMEMBER: This Mini Worksheet is a small sample of what will be covered by Michael Burns and Monique MacKinnon during the **exclusive seminar series**:

Does your business have a presence?

The **2-part seminar** is filled with tips you can **use right away** to improve your website performance, generate greater visitor traffic, use email and online communication more effectively, grow revenue and sales while being more efficient with your time and resources, increase online sales conversion, and receive more better qualified leads.

Investment: \$295
or only \$249 each when you bring a guest!

Can you afford NOT to attend the “Does your business have a presence” seminar?

Book now as spaces are limited; visit:

cosbit.com/presence

Notes: _____
