

# Why YOUR Business Needs An Internet Marketing Makeover

8 Reasons Why A Web Site Increases Your Business Profits

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# 8 ‘Take To The Bank’ Reasons Why Your Business Needs a Web Site or Internet Marketing Makeover.

Brought to you by AHP Volution

## Introduction

Once upon a time ... when the Internet was very young ... it was only geeks and large corporations that could afford to have web sites. The geeks because they had the HTML know-how — and the corporations because they had very deep pockets.

Now the Internet is mature (*or at least past it's tweens*). The geeks and corporations still have their web sites, but more and more people and small businesses are chipping away at those online monopolies and carving out very profitable niches for themselves, thank you very much!

Here's why YOUR business — no matter how small or how unique — should be on the Internet (or have a web marketing makeover).

## Reason 1: Make Money

The first reason you need a web site — is to make money. Preferably lots of it!

The purpose of a web site is not to stoke your ego, or show off your graphic design skills (*unless your business IS graphics design*). Your main purpose should be to engage with your prospective buyer, and get him or her to buy stuff from you.

Remember, every single purchase on the Internet is done by SOMEONE — not a corporation, not a business — a person. You have to sell to that PERSON, whether they are buying with their company's money, or their own.

*“Foul cankering rust the hidden treasure frets,  
But gold that's put to use more gold begets.  
~ William Shakespeare,  
Venus and Adonis, 1593”*

If your reason for being on the web is not to make money, or get customers, or secure funding for a charity, but rather to share the holiday snaps with Granny in Willawonga, then this is not the article for you. There are plenty of other blog and social networking sites that will be glad to help you out.

Some people feel guilty charging for their products and services, as if money itself is something inherently evil. But consider this: Do you ever feel guilty about paying for groceries at a store, or for a ring at a jewelry shop, or for schooling for your children? ... No! So why feel guilty about charging for services and products that YOU offer and that others find valuable enough to pay for?



Every person on earth needs *something* that they're prepared to pay for — from basic needs to extravagant luxuries. To make money, *find that thing!*





## Reason 2: Low Cost

*“They take great pride in making their dinner cost much; I take my pride in making my dinner cost so little.”  
~ Henry David Thoreau (1817-1862).*

This leads us to the next reason you should have a web site — VERY low cost. Think about it. How much does it cost to set up a brick-and-mortar business these days? ... To be frank, I know it costs a bloody fortune! For a physical business, you need physical space for a start. That doesn't come cheap. Not to mention the long-term rental contracts that lock you in and suck you dry! Then there's stock, employees, legislation, insurance, security, print advertising, and a whole bunch of other issues. If you're lucky you get to spend 20% of your time on your business. The rest of the time, you spend on the stuff AROUND your business.

If you already have a brick-and-mortar business, that's great. Being on the Internet is a hugely cost-effective way to reach a whole bunch of brand new customers. ... Think what that could do for your profits!

Besides doing business on the Internet, or adding web-based dimension to your existing business, there is another way to reduce startup costs drastically.

Most business owners - when starting a business - overspend on one critical component - even before they know they'll be staying in business. That critical component is computer software. Most businesses initially spend between three hundred and FOUR THOUSAND dollars per computer user in their business. Then they continue paying for it to keep up-to-date with the latest versions, and annual license fees.

I don't know about you, but there are cheaper, legal alternatives to brand-name retail software, that do the job just as well as (and better than) their overpriced retail counterparts. We at AHP Volution can show you what we use day to day, at a fraction of the price of what you'll pay in store. Every penny saved here, dramatically increases the chance of one thing - YOUR BUSINESS SURVIVAL.

Focusing solely on profits, without taking due consideration of cutting costs, is like leaving money on the table.  
Only a fool will do so.

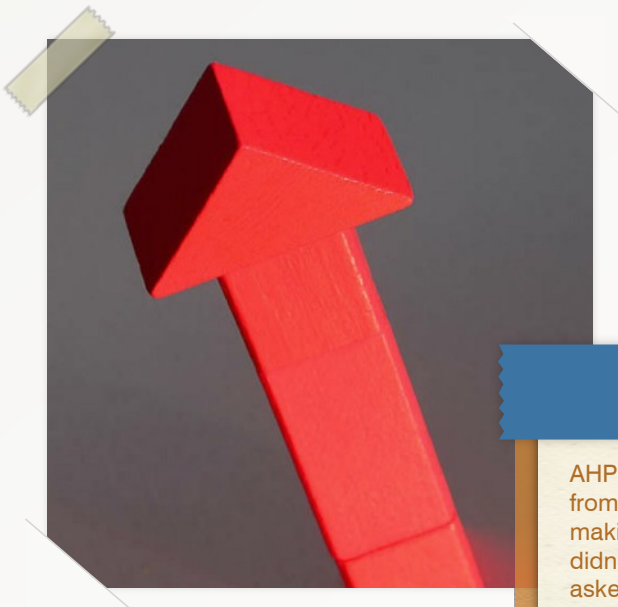
There is one kind of robber whom the law does not strike at, and who steals what is most precious to men: Time. ~Napoleon I, Maxims, 1815.

### Reason 3: Higher Productivity

Imagine the possibilities if you could spend an extra 50% or 60% of your time actually running your business instead of wasting time on the issues around your business.

Typically, for an Internet-based business, you spend 80% of your time on your business, and just 20% of your time on the surrounding issues. If "time is money" it's easy to figure which business model gives you the best bang for your buck.

Also, a web-based business is very quick to start without the up front costs or up front risk of a brick-and-mortar enterprise. It's quite possible to have a profitable web site up and running within a day. The quickest I've ever done a web site from concept to published site was 3 hours (*for a service site assisting a disadvantaged sector of society that I happen to be passionate about*). I kid you not! The cost: a few hundred bucks — ALL INCLUSIVE — for very little risk.



### Reason 4: The Web Is Used For Everything! Everywhere!



These days almost everyone with an Internet connection or a mobile phone use the Web to search for things they want to see, do, or buy in their area.

Seriously, when I went to Brisbane Australia in 2009, I used the Internet to find a men's hairdresser in the Noosa area. I didn't use the printed Yellow Pages. I didn't read an advert in a magazine or newspaper, and I sure as hell didn't waste time driving around! The guy that got MY business was the guy I found on Google.

I use the Internet to find software, handymen, plumbers, garden services, clothing, babysitting services, doggie parlors, you name it. Once I've found a business I like, I usually stick with them. ... And here's the kicker — there are MILLIONS of people doing the exact same thing. If you're not on the 'net — you're missing out on a whole bunch of customers almost begging you to take their money — *IF* you can give them what they want! When they want it!

### The Wonders of Why

AHP Volution didn't start overnight, even though it may seem so from the outsider's perspective. We've been years in the making. After years of experience, false starts, experiments that didn't work, and blind devotion to particular technologies, I asked myself "WHY?" I couldn't honestly answer. There must be an easier, better, faster way than the route we were following. As we discovered, there is. I asked myself, "Should I share this with others?" My answer: "Why not?" Finding no good reason, AHP Volution was born.



## Reason 5: It's Relatively Easy To Project A Professional Business Image

If you're going to woo your online customers you have to present them with at least a half decent professional image. It has to do with TRUST. The Internet online can still be a dodgy place, so TRUST is VERY important. If your potential customer thinks you are an amateur or a "fly-by-night" operation — you're going to lose their business, and very soon you'll be out of business.

Setting up a professional web site by using professionals may not be the cheapest option, but it's by far the most cost effective option. Of course, if you have the design, search optimization, and copywriting skills — and the time — by all means do it yourself. Just don't make it look like your 8-year-old sister's art project. Put a lot of thought into the design and navigation. Make it easy for your customers, and they'll reward you. If you don't have the skills, hire someone who does. Don't stuff this part up. Do it right!



Is Your Customer  
*REALLY* Your King?

## Reason 6: You're There ... When Your Customers Need You

Have you ever been into a large chain store that has lots of "sales assistants" — but you are ignored, or worse, treated with disdain? ... Or have you ever wanted something specific, only to find the store closed when you arrive? I hate it when that happens!

On the 'net you are "open" 24/7/365. You can give your customers exactly WHAT they want, WHEN they want it — even if it's 2 am in the morning.

This isn't as bad as it sounds. You do get to sleep — I promise. The fact is, most potential customers are quite satisfied to get an email message shortly after they contact your web site with a query. This can be automated. You then get back to them personally later. You get some sleep AND you get their business! That sounds like a good deal to me.

The other thing to remember, is that people are impulsive creatures. Remember my haircut in Reason 4? Well that hairdresser probably wasn't the cheapest on the block. But if they charged a premium, I gladly paid it, because they were on Google exactly WHEN I needed a haircut.

So, if you can provide a product or service, when your competitors can't, you may be able to pull in the money that they are leaving on the table. ... Just like my plumber father-in-law who specialized in doing odd jobs at odd hours (like when his business rivals had shut up shop for the day). He made a fortune! Your web site can work like that for you too (just so much more conveniently).



I learned a valuable business lesson recently.

It's become somewhat of a cliché in business circles — "The Customer is King!" We've all heard it. Few of us have experienced it.

Anyway, the lesson I learned was thinking about another business truism I was reminded of: "True wealth comes from investing in assets over time" ... or something along those lines.

How many times have we forgotten that customers and customer loyalty are also business assets that need the same meticulous attention that we give our other business assets like cash, property, and equipment.

Investing in your customer will bring repeat business and long-term rewards. Other assets depreciate. In my opinion, customers don't depreciate.

## Reason 7: You Can Make Changes Quickly

The old saying "Time is Money" really applies to the web. To make changes to a print campaign is time-consuming and expensive. Mistakes in print can cost you dearly. On the Internet, you can easily and cheaply make changes at a moment's notice. This really is almost "business at the speed of thought" [Bill Gates]. It's even possible to test different versions of your web page and see in almost real time which page gets the best response.

This means that you have the time to think about real business issues instead of worrying about how much a response test is going to cost you. To do the same exercise in a print campaign costs a lot! And the results take time to come in. Being on the web saves you that time.

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## Reason 8: Your Web Site Evolves As Your Business Grows

Unlike a brick-and-mortar business establishment which has fixed dimensions (*and which is usually bigger than it needs to be to cater for future growth*) — your web site can start out small, and grow as your business becomes more profitable, or as you bring more goods and services online. The payoff: The rent — the cost you pay for your web hosting — usually stays the same. So, you can add and delete web pages from your site at will, almost for free. How flexible is that?

All the really successful businesses in the world that started out from humble beginnings had one common factor that set them apart from their competition. They were not afraid of success.

Thinking on that, could YOUR business be the next Microsoft, Apple, Google, Ford, or Barclays?

... and in  
Conclusion ...



Don't just think about your new web site — just get it. Every day more and more people worldwide are becoming citizens of "Netville". Potential customer volumes for your business niche are growing daily by astronomical amounts. ... Don't you think it's time to tap into those profit streams?

If you like, AHP Volution can help you with a web site and some savvy online marketing advice. I think you'll find our proposal very attractive. Give us a call using the details on the next page. We would love to hear from you.



No company ever got big by thinking small. Big companies got big by THINKING big, and DOING smart. How's your business thinking?



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