A sunburst graphic with many thin rays emanating from a central point, positioned behind the main title text.

WHY OTHERWISE SMART BUSINESS OWNERS

CONSULTANTS AND PROFESSIONALS

FAIL MISERABLY

When Trying to Get Clients Online
(and What to Do About It)

Andrew Percey
Prometheus Internet Marketing

PART

1

WHY WE FAIL TO WIN CLIENTS ONLINE

Overwhelm in the Online World

I have no doubt that you are good at what you do.

You run a business, or are self-employed, and you get to keep doing it because you deliver real value to your clients time and time again.

(I'll call them clients. You might call them customers, patients, etc.)

Through either formal education or the school of hard knocks (most likely both) you have learned to deliver a specialized service that people need and want. And you do it really well.

So why don't new clients jump into your lap from the internet every single day?

Why doesn't your business website continually send a flood of great prospects your way? Why doesn't your online marketing deliver a 5x, 10x or 20x return on investment? Why do your competitors seem to show up everywhere you look online, while your web presence is, well... not present?

You've tried what all the online "experts" suggest. You've created Facebook, Twitter and Google+ pages. You've put keywords on your website. You've published some "content". Maybe you've paid someone to build links to your site. Perhaps you've tried paid advertising with Google, Bing, Facebook or LinkedIn. Perhaps you've tried some other 3rd party services that promise amazing online leads for your business.

It's overwhelming. It's confusing. And it's just not working.

All this leaves you feeling frustrated. Sometimes desperate.

Am I missing out on massive business opportunities online?

Am I wasting my time and money?

I'm smart. Why can't I just figure this out?

It's not your fault...

Unless your profession is online marketing, there's no reason to expect that you'd be any good at it.

Perhaps you are amazing on the phone and close 75% of the prospects you speak with. Perhaps you light up networking events nightly around town. Perhaps there is no one within a thousand miles who performs your service better than you do.

None of that means that you know how to market your business online.

The good news is that, with an open mind, you can quickly learn enough to make your online marketing 10x more effective than it is today, even if you're not an online marketing expert.

That's what this special report is all about.

The Secret Ingredient

First, an admission. I wish I had a "true secret" to share – some amazing wisdom that until today had been safeguarded through the centuries by an ancient society of elders. And I'd want the movie adaptation to star Morgan Freeman, for sure.

Instead, I have the other type of secret – the "open secret". This is the secret that's right under our noses yet we fail to see it. Or, worse, we see it but dismiss it, or fail to act on it, because we fail to understand its true importance.

This "secret ingredient" is the very first element that I address with every single client I work with. Because *everyone* who is struggling to attract prospects online has failed to include it properly in their online marketing recipe. 100% of them.

This "secret ingredient" turns a sluggish business model into a streamlined marketing machine. It turns generic prospects into targeted prospects. It turns a brochure website into a lead generation website. It turns wasteful advertising campaigns into high-ROI business generation channels. As a bonus, it even turns networking contacts into referral powerhouses.

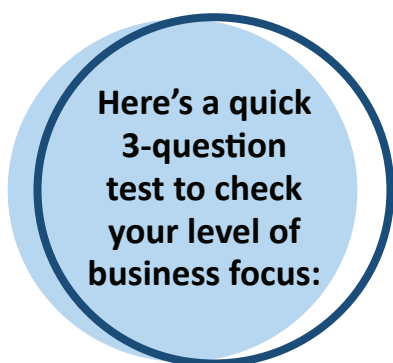
You'll start driving leads where others can't, leaving your competitors to wonder how you're getting so much business.

The amazing “secret ingredient” is..... { FOCUS. }

I’ll give you a moment to pick your jaw up from the floor. I’m sure this is the most shocking thing you’ve read all year.

No? Then please indulge me for a moment.

Although I’m sure you know that you *should* be highly-focused in your business, there’s a very good chance that you’re not (and it’s not your fault – more on that later).



- 1 ----- Can you explain in 25 words or less what your business offers, how it’s special, who it’s for and how they benefit?
- 2 ----- Do you often turn down otherwise good prospects, saying the following? “I’m sorry. I could do that, but it’s not my specialty. Here’s someone else you should try instead.”
- 3 ----- Can your spouse accurately describe your ideal prospect?

If you can’t answer “yes” to all 3 of these questions, then your business doesn’t yet have enough focus.

And this lack of focus *kills* your online marketing efforts.

By the way, here are my answers:

- 1 ----- Yes: “I help Business Owners, Consultants & Professionals get great new clients online, even in highly competitive markets, through laser-focused search marketing.” (21 words, plus an ampersand)
- 2 ----- Yes, all the time, especially if they are seeking an SEO-only solution (mis-guided) or run an ecommerce business (not my target) or sell low-fee services (not my target).
- 3 ----- No.

OK, so I admit I still have some work to do here, too, but 2 out of 3 ain't bad. And, by the way, you might never use your 25-word business focus description as-is in any of your marketing. The point is that you know it, live it and breathe it, so that it comes out clearly *in the proper form* in all of your marketing.

● The Power of Focus for Online Marketing

Now, I'm not talking about focusing on your business goals or on what you should be doing today, though those things are also important.

I'm talking specifically about the focus of:

- 1 Your target markets
- 2 Your offering
- 3 Your services

The mistake that nearly all of us make is promoting a *laundry list* of services to deliver on a *vague* offering for a *wide range* of target markets.

I see this all the time in other online marketing companies:

“ We deliver professional online marketing (**broad offering**) for small to medium-sized online businesses (**broad market**) via SEO, PPC, web design, email marketing, social media, article writing, press releases, video, podcasts, blog commenting, guest posting, and, when needed, dog walking (**broad services**).”

Here's the problem:

No single prospect *is* or *needs* all those things!

And when the prospect searches online for an ideal solution to their *specific online marketing need*, they will find dozens of offers that are highly tailored just for them.

So what chance does a generic online marketing provider, like the one above, have of winning their business?

Answer: *Zero*.

By contrast, here is the copy from my current home page:

“ Search Marketing for Services (**focused offering**). Help your best prospects find your business online, even in highly competitive markets (**focused markets**). Strategy -> Web Design -> Traffic -> Clients (**focused services**).”

I don't claim that my positioning is perfectly focused yet. In fact, I'll continue to add more focus over time (check back now – it might already be better!). But hopefully you can at least see a big difference.

Does this mean that I lose potential business with this focus? You bet. *And that's a huge advantage.* More on that soon.

And of course this need for focus doesn't just apply to marketing companies. Any business or professional looking to attract business online needs a very high level of focus.

● Why We Fail to Focus

It's easy to understand why businesses and professionals naturally end up with a broad approach to their marketing. They feel that it's necessary to cast a wide net in order to catch the most fish.

And in certain industries this approach works. More people reached = more sales = more profits.

But for those of us selling high-fee services, this “wide net” approach fails.

Why? Because *you* can't make good money from just anyone with a heartbeat. *Your* best clients will always be people who:

- ①----- Have a compelling and urgent need for your service
- ②----- Have the means to pay your high fees
- ③----- Believe that you provide exactly the service they need
- ④----- Believe that your service is clearly better than other options

If you are casting a wide net with broad, generic marketing, you will rarely find prospects who meet #1 and #2, and you will never get prospects to believe #3 and #4.

And you will fail to win great clients.

● Why We Must Give Up the Pie

I mentioned before that you will *lose business* when you focus your markets, offering and services. That's absolutely true. You give up most of the "pie" when you focus down on a small piece of it.

And that's a good thing.

Because the business you'll lose will be from prospects who *don't value* what makes you special. Pursuing those prospects would mean you'd need to compete on price (bad!). And it would mean that they wouldn't treat you or your business with the respect you deserve.

So stop worrying about losing bad clients!

When you focus your markets, offering and services you instead attract *great clients*. You attract clients who clearly see the rare value you can bring to their business.

These are clients who want to talk about how your specialized offering and services can best help their unique business. Fees become almost an afterthought, and the client has little interest or ability to negotiate. Why? Because *you're the guy*.



Would you rather cast a wide net and deal with whoever is happy to pay a low fee for generic services? Or would you rather focus on areas where you specialize and deliver the greatest value, thereby attracting people who won't even consider your competitors because you are such a perfect match for them?

PART
2

DECIDE YOUR FOCUS

If you're still with me, then you're sold on the need to focus your business.

Great. Now how do you do it?

Put simply, you need to *decide* it.

Focus rarely just falls in our laps. Instead, we need to be bold and put a stake in the ground.

We've talked about the 3 areas when you need to focus:

- 1 ----- Your target markets
- 2 ----- Your offering
- 3 ----- Your services

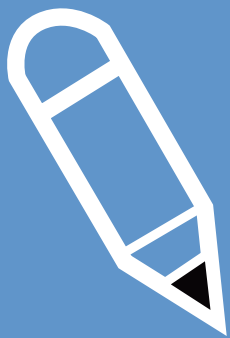
● First, Focus Your Target Markets

Consider the clients you've served over the past year or so, and answer these questions:

- ? ----- Which clients have I delivered the most value to?
- ? ----- Which clients have had the most important and urgent problems?
- ? ----- Which clients have I most enjoyed working with?
- ? ----- Which clients have readily paid the highest fees?

Use this brainstorming exercise to define a limited subset of your best clients. Then see how they best group together into one or a small handful of target markets. The more limited, the better, as long as there are still enough potential prospects out there for you.

Then simply *decide* that these will be your target markets moving forward.



My Story...

I started out, as many service companies do, offering my services to **any and all takers**. And that's fair enough when you're just getting on your feet, but you don't want to stay in this place for very long.

I quickly realized that I wanted to work with **small business owners** — very different from the corporate world that I'd chosen to leave after 14 years.

So I presented my company as “small business internet marketing”. (As of this writing my business home page is still in the top 3 organic Google results for that term, even though I no longer use that messaging in my marketing.)

But that wasn't narrow enough.

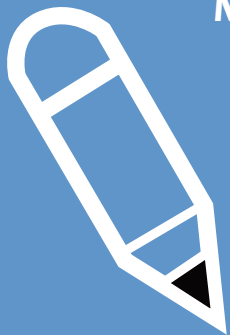
Later I realized that those who I most enjoyed working with (and had the most success with) were **business owners who sell high-fee services**, which also includes independent consultants and professionals. And so I've narrowed my target market focus onto them.

● Then, Focus Your Offering

Once you've narrowed your target markets, you'll usually find that a more focused offering naturally falls out. But to help refine it, answer these questions:

- ① ----- What is the main high-level thing that you'll do for clients in these target markets?
- ② ----- What is the most tangible deliverable or benefit that you provide?
- ③ ----- What phrasing will help make it immediately clear how your offer differs from competitors' offers?

Then *decide* that this will be your primary offer moving forward.



My Story...

When I started out, trying to offer my services to anyone, I offered **web solutions**. "What are web solutions", you ask? Looking back now, I haven't a clue. And neither, I'm sure, did most prospects.

When I turned my focus to small businesses, I narrowed my offering to **internet marketing**, something that pretty much all small business owners need. But that was still too broad.

Finally, when I narrowed my target market niche to those who sell high-fee services, it made perfect sense to focus my offering on **search marketing for website lead generation**.

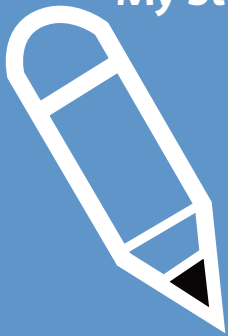
● Finally, Focus Your Services.

Your services are the *ways* you deliver your offering to your target markets. To help prioritize your most important services to promote, answer these questions:

- ① ----- Which services are most important to my target markets?
- ② ----- Which services best support my offering?
- ③ ----- For which services can I provide the most specialized, high value outcomes?

Then *decide* that these will be your primary services moving forward.

My Story...



When I was offering “web solutions” to “any business”, my potential services included things as far afield as **web app development** and **business model creation**.

When I narrowed to “internet marketing” for “small business”, my services ranged from **designing custom websites** to **SEO** to **issuing press releases**.

And, finally, with my current focus on “search marketing for high-fee services”, my core offering includes just 3 highly leveraged, fully integrated components:

- ① ----- **Developing the optimal online strategy to win your ideal clients**
- ② ----- **Creating a lead generation website to turn prospects into clients**
- ③ ----- **Running paid advertising to deliver the best prospects to the website**



Does having a laser-like focus in these 3 critical areas mean that you can't accept clients or offer services outside of your niche? No! And I do offer additional services for certain clients. And I sometimes accept clients who aren't a perfect match for my business focus if there are other compensating factors.

But it does mean that both you and your prospects are always *crystal clear* about what makes your business valuable, unique, and worth the high fees!

Remember: You can nullify the competition, become irresistible to prospects in your niche, and command higher prices – all simply by *deciding* to focus.

So decide today!

PART
3

APPLY YOUR FOCUS

● First, Craft Your Unique Selling Proposition (USP)

Developing an effective USP is the essential first step. It structures and aligns all of your marketing to follow.

An effective USP immediately and clearly answers these questions:

- ①----- What do you do?
- ②----- Who is it for?
- ③----- How do they benefit?
- ④----- How are you special?
- ⑤----- Why should anyone believe you?

The work you've done so far to decide your focus has already helped you with many of these questions. Now you just need to complete your USP and refine it.

Use the following guidance to draft your USP.

1

What do you do?

This is answered by what you've decided upon as your focused *offering* and focused *services*

2

Who is it for?

This is answered by what you've decided upon as your focused target markets. But now you need to go one level deeper and connect to *why* your offering is for them.

Fleshing out a buyer persona is a book in its own right. But to get you started, answer these questions with your target customer squarely in mind:

- ① ----- What specific **problems** are you solving for them?
- ② ----- What **pains** do they feel while these problems persist?
- ③ ----- Why are these problems and pains so important to them **personally**?

This is essential information to have at hand when we apply your USP to your marketing.

3

How do they benefit?

Now you need to put flesh on the bones. You've described what you offer and how. Now describe *why prospects should care*. This answers the most important burning question that every prospect has: **"What's in it for me?"**

IMPORTANT!

Benefits are **not** features. The fact that my watch has precision quartz movement is a feature. The fact that I can rely on it to tell me the right time is a benefit. Your ideal prospects will care most about *what* you achieve for them, not *how* you achieve it. Focus on the *what*.

4

How are you special?

Your renewed business focus will go a long way to answering this question. But there may be other elements, too. Do you have a unique background? Have you worked with well-known companies in your target markets? Can you deliver a result that no one else can deliver?

Any time a prospect might be shopping around, your answer to "how are you special" is what will likely win the deal. And, again, this is what lets you command high fees! Prospects can't price-shop if there is no one in your league.

5

Why should anyone believe you?


It's one thing to sing your own praises. It's quite another to have other people sing them for you.

Why is Amazon the #1 online shopping choice for most of us? Because of their peerless review system. Research has shown time and again that a recommendation from a trustworthy source (even someone you don't know!) short-circuits sales cycles and can overcome a wealth of potential negatives. So you need to collect "trust factors" to use in your marketing. These include testimonials from delighted clients in your target markets. They include case studies that showcase the before & after of what you've achieved for these clients. They include certifications, credentials and website badges. They include partnerships. Think of all the reasons you can give a prospect to be able to trust that you deliver on your promises.

IMPORTANT: As a critical part of the process of answering these 5 questions effectively, you'll need to *conduct research*.

You'll want to review competitors' marketing materials, especially their websites, to see what good ideas you can leverage and how you can clearly differentiate yourself. You'll want to conduct keyword research to ensure you're using the same terminology that prospects in your target markets use.

And you'll want to test your evolving USP on target prospects (and on random strangers) in order to make sure you're communicating what you think you are.



*Need help with
your research?
Get in touch.
It's one of my
specialties.*

Finally, note that a USP is not necessarily a sentence, a paragraph or a collection of bullet points. Rather, it's a set of clear concepts that need to be applied in the right places and in the right format throughout your marketing, as described in the next sections.

● Second, Apply Your USP to Your Online Messaging

You may have many elements to your web presence, including a business website, blog, local directory listings, social media pages and more. Here I'll focus on your website, usually the most important piece, and you can apply the same concepts to the other areas.

Further, let's focus on your website *landing pages*. These are the pages on your website where most prospects first enter your site. In some cases that may be your home page, but it's usually better to create separate, more targeted landing pages as destinations for your web traffic, especially if you're using paid advertising to drive traffic there (more on that soon).

*An effective landing page **immediately** captivates your **ideal prospects**.*

If poor prospects find it irrelevant, boring or even offensive, that's perfectly fine, even welcome – it means you're differentiating yourself. Remember, you're not trying to connect with poor prospects. Focus on the ideal ones.

For first-time site visitors who don't know you, "immediately" means in under 5 seconds. That's all the time you have before they lose patience and click the "back" button.

So how do you immediately captivate your ideal prospects with landing pages?

By telling a simple, clear **story** that resonates with a single target market. This is where we assemble the USP elements we just created.

First, decide which target market to focus on for this landing page, and which most important problem and pain you will address.

Focus is key. You can have 20 effective landing pages each speaking to a unique target market, but you can't have one effective landing page that tries to speak to 20 target markets

Begin the story by stating the problem. Then agitate the problem by digging into the pain. Help them really feel it. This is not a sneaky marketing trick. By helping a pros-

pect *feel* the true extent of their problem, you help them get into a better position to decide to take action to resolve it.

And I guarantee you that no one will pay you high fees for your service if they don't truly believe they have a problem!

Now that they fully understand and feel their problem, and, importantly, *see that you truly understand them*, you introduce your perfect solution.

This doesn't need to be prose, although it can be. You can also tell this story with a headline, bullet points and callouts. The exact format will depend on what best works with your particular prospects, but the format is much less important than the story elements themselves.

That said, here are a few well-proven best practices to keep in mind as you lay out your story on the landing page:

- ✓ Have a great headline (see below).
- ✓ Introduce topics from the 50,000 foot level first, then descend down. Only if a prospect connects with your big idea will they be willing to scan for benefits. And only if they connect with your benefits will they care about features. You *cannot* reverse the order.
- ✓ Minimize distractions. Anything that doesn't contribute to the story flow should be removed from the page.
- ✓ Keep your content scannable. People don't read web pages. Headlines, sub-headlines, bullet points and callouts all help ensure that your main ideas are caught.
- ✓ Make the next step completely clear. This is the Call-to-Action (CTA). It should be a high-contrast button that sufficiently large and bright that it is perfectly obvious at a glance that *this* is what they should click. And it should be worded to complete the sentence, "I want to..."
- ✓ Use care to insert the CTA in the right place. You can't expect anyone to click "Buy Now" if you haven't yet given details and pricing. And you can't expect anyone to click "Learn More" if you haven't yet given them a compelling reason to want to.

Finally, let's return to that headline. The page headline has many jobs to do. It must:

- ✓ Convey your offer in very few words
- ✓ Indicate what makes your offer special
- ✓ Be immediately recognizable to your prospects as being tailored for them
- ✓ Intrigue them enough to stay more than 5 seconds on your page

To help you brainstorm, ask yourself these questions:

- ① ----- *What is the **one big idea** that best conveys the unique value I bring?*
- ② ----- *What is the **biggest, boldest statement** I can make about this value?*
- ③ ----- *What truly **distinguishes** me from my competition?*

Here are some great headline examples:

- ““ When it absolutely, positively has to be there overnight.”
● (Fedex)
- ““ Accounting Made for You, the Non-Accountant.”
● (Freshbooks)
- ““ They Used Pinterest to Plan a Dream Trip.”
● (Pinterest)
- ““ Remember Everything.”
● (Evernote)
- ““ The Astonishing Power of Eye Tracking Technology...
Without the High Costs”
● (Crazy Egg)
- ““ Find a Place to Stay”
● (AirBNB)

AirBNB's headline is a great example of the power of not saying one iota more than you need to.

By contrast, here are some rather poor headline examples:

“PC and Mobile Applications”

“The Law Offices of J.B. Smith”

“We'll Save You Money”

Where's the target market focus? Where's the uniqueness? Where's the big idea? Here's a great test for your headline ideas:

Imagine that your entire landing page were just your headline and a Call-to-Action button. Would anybody click that button? If not, start over.

Designing effective landing pages is part art and part science. But if you begin with a powerful, clear USP, you'll often find that the page almost writes itself.

● Finally, Apply your USP to your Online Advertising

Now that your website landing pages are images of perfection, it's time to get good prospects to see them.

There are many ways to drive targeted traffic to your website, and the strategies I'll be discussing can apply to most. But by way of example, I'll focus on the largest and most effective online advertising platform on the planet – Google AdWords.

If you're not using Google AdWords to attract great prospects to your website, you should be. AdWords advertising is fast, measurable and sustainable – a rare triple play. You can precisely calculate your ROI (Return on Investment) and continue to maximize it over time. You have amazing control and unparalleled reach.

And if you've tried running Google AdWords campaigns on your own, you've most likely failed.

Why? I'm sure the answer will come as a shock. **Lack of focus.**

You've already massively improved half of the AdWords equation by creating fantastic landing pages. Now you need to improve the other half – the performance of your AdWords account.

I'm not going to dive down into nitty-gritty details (AdWords is amazingly complex, and you could spend your life mastering it if so inclined), especially when the details aren't your main problem (yet).

Your problem is conceptual. Here's how we'll fix it. Not surprisingly, it comes back to focusing on:

- ① ----- Your target markets
- ② ----- Your offering
- ③ ----- Your services

STEP 1 Focus your campaigns

Remember the discussion before about “casting a wide net”? With AdWords, that approach will bankrupt you the moment the net hits the water.

If you have a large budget to spend on AdWords and can afford to experiment, then you are welcome to target a wide range of potential prospects – good, bad and indifferent. There is business to be had in educating people about your industry and helping to slowly move them through a long sales funnel. But that’s expensive business to go after.

If you’re like most of us then you have a limited budget and would prefer to see good results before giving Google all your money.

This means focusing on your ideal prospects – those most likely to buy what you’re offering soon -- and intentionally avoiding all others.

AdWords gives you many ways to do this at a high level.

Focus on the right advertising network. You can choose from Search, Display and Shopping, or combinations thereof, depending on where you’ll best reach your ideal prospects. For those of us selling high-fee services online, the Search network is generally the most effective.

Focus on the right geography. AdWords provides great flexibility in targeting and excluding users living in certain locations and searching for info about certain locations. Target the locations of your best prospects. If you don’t know, then mine your AdWords data over time to see where your best prospects come from.

Focus on the right times. You can set your ads to only show on certain days or at certain times. If you want to drive phone calls, for example, then you probably only want your ads showing during business hours Monday - Friday. But if, like me, you want to drive website form submissions, then mine your data to find the times that are most effective. I’ve found that I almost never get a form submission between 12-6am ET, yet I’m still paying for clicks. So I no longer advertise during those hours.

Focus on the right devices. If your website isn't mobile-friendly, and you're not emphasizing a phone number to call, then don't waste any money on mobile ads. But if you have a mobile-responsive website, or want to focus on getting calls, or are trying to drive foot traffic, then by all means include mobile ads appropriately. This is again when it pays to know your target customer. If they would never think of seeking your service while using their phone, then don't target mobile users. If they would *only* seek your service while using their phone (think Uber), then you'd better be spending serious money on mobile.

Focus your ads

Step 1 helps you readily avoid spending money on bad prospects by not showing your ads to them in the first place.

But equally important is making sure that everyone who *does* see your ad clearly understands your target audience and whether that includes them.

This is also where you need to introduce your offering and your services.

Now, it's important to have a "high enough" percentage of people clicking your ads (called Click-through-Rate, or CTR), or else Google will penalize you by showing your ad less often and further down the page, and charging you more for each click. Ouch.

Therefore, you want to write ads that make people want to click.

But it's even more important to have the *right* people clicking your ads. Because it's only the right people who will find your landing page compelling and take the next step with you.

Therefore, you want to write ads that make the right people *want* to click and make the wrong people *not want* to click.

Here are some examples:

Getting Sued?

100% Win Rate in Court.
Pay Nothing if You Lose.

I'm going to go out on a limb and say that such an ad would likely get a lot of clicks from anyone facing a day in court. And I mean *anyone* – it doesn't say what kind of cases they take or specialize in. And I doubt that any law firm could accurately make such a claim or sustain such an offer. So people clicking through and learning more have many reasons to become disenchanted and *not* become new clients. Yet you pay for all those clicks.

Getting Sued?

We Specialize in Tricycle Accidents
for Underprivileged 5-Year Old Boys.

Now this is focused. Too focused. Should anyone matching this ad's target market ever see it, I guarantee they'll click on it. But it's hard to grow a business with one click a year.

Getting Sued?

Quick, Fair Divorce Settlements
in the Greater Boston Area.

Something like this is the balance you're looking for. It's clear who your service is and isn't for, but it's also appealing to a large enough audience.

STEP 3 Focus your landing pages

We talked above about how to create effective landing pages. This is where your AdWords traffic “lands” after they click your ads.

Most PPC campaigns fail because business owners target broad audiences with generic messaging and then bring them to general-purpose pages on their website. Or, they write great highly-focused ads, and still bring visitors to general-purpose pages, or pages that don't match the ad copy.

This results in high bounce rates (viewing one page and leaving), low conversion rates, low quality scores, and *lots* of wasted time and money.

● **The Conversation**

When a prospect goes to a search engine, they have something in mind. They have a conversation already going on in their head about a particular problem they're having or a particular solution they're seeking. This internal conversation then exits their body through their fingers as they type in their search query.

As advertisers, we bid on keywords that get matched to search queries. In so doing we attempt to tap into what we believe to be the user's internal conversation.

If we show them an ad that matches their internal conversation, then they will click it. And if we then show them a landing page that continues that internal conversation, they will engage further with us.

● **Focus is relevance. And relevance is king.**

To make all of that work, the keywords we choose and the ads we write must align to the user's specific search query, which goes back to the very specific problem or solution that they're thinking about. To really resonate, our keywords and ads must be highly focused on that particular conversation, in as much detail as possible.

Then the landing page must focus even deeper on the user's problems, pains and desired solutions, all continuing the user's internal conversation.

Google calls this type of focus “relevance”. And if you succeed in making your keywords, ad copy and landing pages highly relevant to “user intent”, then you get rewarded handsomely. Not only will more users convert on your site (contacting you or taking whatever next step you want), but Google will give your account higher quality scores, which means you pay less for each click, show up higher on the page, and show up more often.



PART
4

CASE STUDY

We recently completed a client engagement with a private real estate lender operating in several U.S. states.

When we started with them they were struggling to generate good, qualified leads online... leads that actually converted to clients with a sufficient return on investment. They didn't know how to properly focus their online marketing efforts to attract their best prospects.

They were spending way too much for every lead, and the leads they did attract were poor quality.



OUR
SOLUTION

- ✓ We crafted their Unique Selling Proposition (USP) to **focus** on their clear differentiators compared to their competition.
- ✓ We redesigned their home page to **focus** their offering on their USP and become an effective landing page for both paid and organic search traffic.
- ✓ We restructured and optimized their Google AdWords campaigns to **focus** on their USP messaging and better reach their most ideal prospects.

In just 4 months we doubled their website loan application rate and tripled their total applications while cutting in half their cost per application.

This led to a very substantial increase in both their loan volume and profitability year-on-year for this very happy client.

[You can view the full case study online here](#)

(Includes before/after web design and Google AdWords results)

PART
5

NEXT STEP

Now you understand why otherwise smart business owners, consultants and professionals fail miserably when trying to get clients online.

And now you understand what to do about it.

You've seen how focusing your target markets, offering and services can dramatically increase your online business success.

So What Now?

You can certainly take the strategies and tactics provided in this special report and start applying them today to your business. At the very least, decide ONE high-impact change you'd like to make based on what you've read here. Then commit to completing ONE action today towards implementing that change.

But if you'd like to go further and faster, you may need expert help.

**Read on to see an
exclusive offer to
accelerate your business
growth online and get
all the clients you need
and deserve...**

**IMAGINE BREAKING THROUGH
THE FOG, PUTTING ALL THE
PIECES TOGETHER AND FINALLY
GENERATING CONSISTENT
BUSINESS ONLINE.**

STOP spending late nights, Saturdays and hurried lunches hunched over your computer trying to figure out the latest “guru” tactic to get your traffic to work or your website to convert.

If it was really as simple as they make it sound, everybody, and I mean everybody, would have clients jumping through the ether and into an office, ready to be sold.

You’ve already discovered that it’s NOT EASY to generate affordable, qualified, traffic online. It’s NOT EASY to convert those visitors into high-paying clients.

It’s not easy, but it is possible.

In fact, it’s what I specialize in.

See, you’re the expert in your chosen profession. You’ve studied, you’ve practiced, and applied your craft and knowledge in your discipline.

We’ve not met, but I’m going to wager that you’ve invested years (maybe decades) and tens or hundreds of thousands of dollars on your professional education...true?

I understand your commitment and I know what it takes to truly master a craft. Like you, I’ve mastered my craft...my art... the art of finding, attracting and landing high-paying clients for business owners, consultants and professionals like you, using the Internet.

Would you dare wager a measly 45 minutes of your time...

...to get a clear picture of the specific issues that are keeping you, right now, today, from getting a consistent flow of profitable new clients?

If yes, I invite you to join me for a free, 45-minute, private diagnostic and discovery call. On this call I'll examine all of your current online marketing and get to the bottom of what's worth keeping and what must be changed, improved or even discarded for you to be successful.

This is a no-holds-barred call... I promise I won't pull any punches. You've got to promise to bring a thick skin. Our common goal is to discover how your marketing can be improved to give you better results.

This call is certainly not for everyone. But **if** you're serious about improving your marketing and getting better results (my clients often see 200% to 300% increase in new qualified leads, at lower cost), then this call may be for you.

Spoiler Alert and True Confession

This is a sales pitch, but a highly informative one, unlike any you've ever experienced before. At the end of our call you'll have a clear picture of where your Internet marketing is strong and where it must be improved.

And, you're free to do what you want with the recommendations we discover.

At the end of the call, if we both believe you are a great fit for the work I do, you will have an opportunity to invest in one of my proven lead generation programs.

You're under no obligation to work with me and I WILL NOT pressure you to buy. But I would be grossly negligent if I showed you what must be fixed, and gave you no means of getting it fixed!



I do just 2 of
these calls each
week, and they
book up quickly
and in advance.

To request
YOUR CALL:

www.PrometheusInternetMarketing.com/Strategy-Call

SUBMIT THE SIMPLE FORM

My team will respond to you with the
next available appointment time



About

ANDREW PERCEY

Founder of Prometheus Internet Marketing, Strategic Marketing Advisor

Andrew advises business owners, consultants & professionals to help them sell high-fee services online.

He has over 10 years of experience in technical corporate marketing, online marketing and search marketing.

Since founding Prometheus in 2012 Andrew has advised over 50 M.I.T. startups and 20 established businesses, helping them gain thousands of great new clients online.

Andrew is a Google AdWords Certified Partner, is the inventor of 8 U.S. patents, and holds 2 degrees from M.I.T.