

How To Get The Ideal Web Site

Now you can benefit from the lessons we've learned the "hard way," super-charge your online presence and end your web site woes for good.

Have you ever felt frustrated because your web site sucks? Or because you have no web site? Or because you think your web site is good, but it really doesn't earn you any money?

Well, you're not alone. Most businesses don't effectively use the internet, never make a dime from their web site, and never find out what the problem is, or what to do about it.

Web sites are tricky animals. There are many schools of thought on what a web site should do, how a web site should look. There are web standards, CMS, CSS, PHP, JAVA, HTML, PERL, CGI, and that's just scratching the surface.

Most web design companies have the wrong idea when it comes to designing a site. They're either too caught up in the "tech-geek" elements (*like what code to use*) or they're too wrapped up in the aesthetics of the site (*like trying to make your site a work of art*).

But what do you care about what code they use or whether or not you'll earn a design award because of your site? You don't.

You're concerned with **a)** does it look professional and represent my company well, **b)** is it easy for me to update and build upon, **c)** does it actually serve a marketing function for my business or is it just the world's most expensive brochure?

Those are the questions you should be asking of your web site. That's what matters!

There a lot of very talented and intelligent internet marketers out there who can teach you how to make money online. But a common theme among them is that web sites don't have to look professional or pretty. We don't necessarily disagree. You can make gobs of money online with a butt-ugly web site.

But if you're working hard to build a name for your company, for yourself, to look and act professional, shouldn't your web site reflect that professionalism? In many cases, yes.

But, a great looking web site may very well be a failure. A web site needs to do more than look good. It needs to persuade visitors, position you as an expert, deliver value, and help you attract customers.

On top of that, you have to consider whether or not the site is scalable. What happens when you want to change the look? What happens when you need to add a new page? What happens when you want to start a blog? What happens when you....whatever??

We've hired dozens of web designers in the past to make sites for us, only to find out that what they built could never be changed or scaled up without a complete re-design. Goodness gracious! This can get really expensive, really fast!

We were fed up with it. So a couple of years ago we set out on a personal quest to solve this riddle once and for all.

We personally studied thousands of profitable and not-so-profitable web sites, and examined the differences between them.

We searched the globe looking for a way to make web sites that were simple to scale, change and build upon.

We immersed ourselves in the topic of aesthetic design and built a stream-lined process for making drop dead gorgeous web sites...that met the other criteria (scalable, changeable, marketing-focused).

We did all this for the biggest client we've ever worked for...ourselves! The result was our primary web site: www.GravitationalMarketing.com and many other hidden sites you've probably never seen.

Here's what we discovered. The ideal web site should:

- **Position the owner as an expert by featuring a blog, articles, and other helpful information...**
- Be clean, crisp, tasteful, professional...
- **Be easy to use, navigate, and figure out what it's all about...**
- Communicate the company's uniqueness and the big benefit it delivers...
- **Be congruent with the company's existing image or brand...**
- Allow visitors to "opt-in" or exchange their contact information for useful information, thereby building a list for the company to market to in the future...

And aside from a handful of small projects we did when we first got started in business, we've never built a web site for anyone else. But we sure get asked about it a lot...

We're asked almost every day, "Who designed your web site? It's fantastic! It's brilliant! I want one just like it."

And just about every day we have to say, "We did it in house...and it's not for sale, unfortunately."

But lately Travis has been reading *Atlas Shrugged*, by Ayn Rand. The book talks a lot about productive value. And it's spawned a number of conversations between us.

We know that this frustration exists, and that businesses that are lacking an effective web site are leaving money on the table or perhaps even impeding their growth. We'd really like to help people do something about this.

But we have a gut feeling that "teaching" people to build an effective web site isn't the right approach. We don't really think that kind of technical training will work for most business owners. Nor do we think it would be an efficient use of your time to learn how to, then actually build a web site. Blah!

So, we're racking our brains looking for a better way to deal with this situation. And we've come up with an idea that is downright crazy. But...if it works out, we'll be able to add massive amounts of "productive value" to the businesses we work with.

Here's the idea: we, meaning Jim and Travis, and our internal team actually build your web site, and install a back end system designed to help you stay in touch with the folks on the list you'll build forever. It will be completely based on Gravitational Marketing principles.

We'll build your site based on the exact ideal that we built ours from. It will be clean, crisp, clear, professional...it will make you look like the pre-eminent expert in your field...it will help you build a list...it will be scalable and changeable...it will be everything we talked about.

We will work with you to develop your personal brand, your GPS, give you guidance on creating content to use on the site, etc.

And we will personally be involved with the project (meaning, we won't be handing it over to some junior designer or a company in India and patting you on the back).

What do you think? Does that sound like something that would be good for your business? If so, here's the deal. We're going to do this for 10 people/businesses only. It's going to be a beta test of sorts. We're going to see if it's something that's viable for us to offer on an ongoing basis.

Because this is going to be a test group, naturally we're going to have to offer a substantial savings from what we would normally charge for a project like this. So the 10 people who get involved with this group will see a distinct advantage vs. those who wait and see if we offer this another time.

All advantages aside, however, the investment for this will be substantial. It will preclude some people from being able to participate. If an investment of this sort isn't something you can comfortably make as a business expense, you should not consider it. We're real serious about that.

To have us do all that we've described here will be \$9,995. Preferred method of payment is company check. Half will be due up front, half will be due upon completion of your site.

To a business that is currently operating at a profit, currently marketing, really "in it to win it," willing to invest in success, this will be a bargain, a rare opportunity. To the person who is thinking about starting a business, or is scrambling to make a profit, this amount may seem like an insurmountable obstacle.

Make the decision that is appropriate for your business. The 10 spots will be filled on a first come, first served basis. The first 10 people to fax in this simple form expressing their interest will have first right of refusal. Ultimately the first 10 people to pay the first half of the fee will lock in the opportunity.

Yes! Jim & Travis. I'm interested in being one of the 10 people to get a complete web site overhaul. I want the whole megillah...expert positioning, GPS help, a site based on the same ideals as www.GravitationalMarketing.com. I understand the fee is \$9,995, half due upfront (immediately) and half due upon completion of the site.

Name: _____

Company: _____

Email: _____

Phone: _____

We reserve the right to refuse any project. This offer does not apply to e-commerce/store sites. Content provided by you.

FAX BACK TO: 1-800-930-7194