

Website MASTERPLAN

Making Big Profits from
your Small Business
in 10 Easy Steps



BONUS
Free Membership
to Web Marketing
Dashboard
(valued at \$1,895)

YES! Start & manage a profitable website, fast & easy

YES! More customers, sales, profits & growth now

YES! Behind-the-scenes, real-life stories & campaigns

YES! Achieve everything online you've always wanted

MUST HAVE! Proven system which guarantees real results

LukeHayes.com.au

○ About the Author ○

Luke Hayes is a small-business growth expert, serial entrepreneur, leading authority and educator on effective and profitable websites.

Luke discovered the world wide web after a near death experience in 1997, which left him in a wheelchair for several months.

Since that time he has enthusiastically specialised in website marketing, combining more than 18 years of traditional marketing and sales experience with online promotion. He has worked for companies with hundred-million-dollar corporate budgets through to small family businesses and entrepreneurial start-ups.

As a busy consultant with a proven track record for achieving bottom line results, he has developed his website marketing methodology. His strategies have been honed on the real-life business challenges of hundreds of clients and websites. His expertise has guided businesses to establish, promote and sell online, resulting in hundreds of satisfied clients.

Luke is best described by his clients as an inspiring and passionate Internet entrepreneur, who always tells it straight with no hype or B.S. He always follows through and always delivers the right result.

He is a sought after conference and seminar speaker who is renowned for his energetic, content rich, non-technical language, practical and entertaining performances. His innovative and powerful Masterplan principles for website success are enjoyed by enthusiastic audiences.

Luke lives with his wife, three daughters and son, (down under) in Sydney, Australia.

CONTENT

Introduction: Where your website journey begins.....2

PLANNING

- Step 1 : Understand the game so you can play to win.....12
- Step 2 : Narrow your focus, aim straight, and hit your target....34
- Step 3 : Make it interesting, exciting and satisfying.....58

PREPARING

- Step 4 : Accelerate your return on investment (ROI)..... 76
- Step 5 : Develop architectural plans for your website..... 96
- Step 6 : Develop website content that sizzles.....106

IMPLEMENTING

- Step 7 : Take charge of your website's design.....134
- Step 8 : Turbo charge your ecommerce so it sells..... 152
- Step 9 : Promote your website or die online..... 180

REVIEWING

- Step 10 : Review your performance, then optimise.....202

Conclusion: Follow the 10 easy steps to the bank.....221

- Appendix 1: Your start-up budget..... 227
- Appendix 2: Your BONUS downloads and free gifts..... 230

"We must prepare for a new age. Because the world has changed and we must change with it."

By Barack Obama - 44th US President

"The way to get started is to quit talking and begin doing."

By Walt Disney

"The future is here, it's just not widely distributed yet."

By William Gibson, who coined the term "Cyber Space"

"What does "success" mean to you? Is it building the business of your dreams? Achieving financial independence? Providing unlimited opportunities for your family? Giving back to the community? What would it take to make all of your dreams come true?"

By John Assaraf & Murray Smith - The Answer

YOUR EXCLUSIVE READER BONUS:

Web Marketing Dashboard - members only section.

To help you implement your website plans and take your expertise to the next level, we have a massive bonus for you. Details for instant access are available in Appendix 2.

Internet Marketing Introduction



Where your website
journey begins

"The Internet has been the most fundamental change during my lifetime and for hundreds of years".

*By Rupert Murdoch,
CEO of News Corporation and Media Mogul*

"Almost overnight, the Internet's gone from a technical wonder to a business must".

By Bill Schrader, Inc. Magazine

How many websites have you visited that were unsatisfactory or absolutely useless? How can so many businesses be getting their website so wrong?

Disappointing websites squander a golden opportunity for businesses to serve their customers. The sales and relationship-building opportunity is wasted – and yet the web as a whole is booming. There is massive growth in new Internet users, and the amount of money consumers spend online is growing exponentially every year.

In the late 90s (when the world wide web was just an infant) I decided to hitch my traditional marketing background to the new digital-media revolution, specialising in website marketing. I did every course I could find at the time, studied thousands of websites, I read voraciously, and then, to get practical experience, I managed a web-design studio in Sydney.

Helping hundreds of businesses get their websites organized, designed and up on the net gave me an amazing insight. I found that most business leaders were blindly investing in their websites. I would ask them simple questions, like “What do you want your website to achieve? What information or services can we add to your website that will be interesting, exciting and valuable to your visitors? What information or services can we add to your website that will save your business money? What strategies can we build into your website that will increase your sales?”

Usually, I'd get really deep, complex answers like, “I don't know. I'll leave it up to you.” Does this sound like a recipe for failure?

Well it is. Your preparation today determines your success tomorrow.

The number one reason so many websites are failing or drastically underperforming is the lack of marketing. Just like running a business in the real world, you need to plan, have a clear strategy and implement it effectively. As Robert G. Allen said, "The best products in the world gather dust in the warehouse without good marketing!"

**Note**

Marketing is more than selling and advertising. It is everything we need to do to build a business. Here are three marketing definitions from my all-time favourite business and marketing teachers.

"Marketing is the process that you use to attract a customer, and then educate them on why you offer the greatest advantage and benefit."

By Jay Abraham

"The process of marketing is simple, you create a customer and then you sustain that customer."

By Peter Drucker

"Marketing is the strategy and the tactics a company uses to win the battles of the marketplace."

By Al Ries and Jack Trout

When you get your website marketing right, you tap into the biggest, fastest and most efficient marketplace the world has ever seen. Consumers now expect you to be online and available 24/7. If you want to prosper or even survive then you have to serve your consumers in the way they want to be served. You have to provide them with the content and solutions they want and need. If you don't satisfy them, they'll simply exercise their right to leave your website and buy from your competitors.

So identify who and where your customers are. Get to know and understand them well. Attract them to your website and convince them that you are a perfect fit and solution for what they want and need. Then make a positive impression on your customers with value and great service, giving them every reason to buy from you again and rave about how great you are. If you fail in any of these marketing tasks you'll be out of the game or limping along wondering why it's all so hard.

During my early days managing a web-design studio and in my subsequent experience as a web-strategy consultant, I've worked with hundreds of businesses. Discovering how they succeed on the Internet fascinates me, but learning how and why businesses fail on the Internet is just as insightful and important. I'm fortunate to be in a position where I get to feed my passion for learning about website marketing, by speaking with business groups through my workshops and keynote presentations. I also get to work closely with existing businesses and start-ups as a consultant, which allows me to be their website mechanic, looking under the hood of their marketing efforts to see why they get the results they do.

This book delivers a system that **will** grow any business online. Whether you've been in business for twenty years, five years, one year, or have a brand new business idea and you're starting it from your spare bedroom in your spare time.

Maybe you're a business owner, a general manager or a department manager, a motivated secretary/assistant, a professional in a private practice, a CEO who needs to understand and lead, or a solo entrepreneur. The Masterplan will deliver for you **all** of the critical ideas and concepts that you need to succeed.

Working firsthand with so many clients and websites over the past decade has allowed me to test and fine tune my web-strategy formula. It may sound simple and obvious to develop a strategy before you start designing your website, but in reality very few people or companies bother to do the necessary planning – and those that don't, never achieve a positive return on their investment! They're the people that tell you the web doesn't work. Hopefully they're also your competitors.

Before you implement or pay a web designer a single cent, you need to know **exactly** what you are aiming to achieve, and how you're going to accomplish it.

You can't just look at each part of your website with a little penlight – you need a holistic approach. So the aim of this book is to throw the floodlights onto **all** aspects of your web success, allowing you to bring all the critical components into focus.

By following the Masterplan's step-by-step process, you will achieve your online objectives. These steps are not my best

guesses or opinions. This system works – it has been tested, honed and proven time after time.

"Great things are not done by impulse, but a series of small organised things brought together."

By Vincent Van Gogh – Famous Artist

How would you like a surgeon to operate on you without following a strict set of steps to ensure the procedure went perfectly? How would you like to fly with a pilot who just went on intuition and didn't bother to use a checklist? The same level of professionalism needs to apply to your website marketing.

Success is predictable, if you follow a proven system!

Henry Ford, the father of the industrial revolution's assembly line, said, "Nothing is difficult when we break it up into simple steps."

The 10 Easy Steps to Website Success

STEP 1	STEP 2 3 4 5	STEP 6 7 8 9	STEP 10
UNDERSTANDING,	PLANNING,	IMPLEMENTING,	REVIEWING

These 10 steps are a proven recipe for success. They force you to use all the necessary ingredients in a systematic way.

Imagine having a gourmet chef in your kitchen who gives you

step-by-step instructions on how to prepare a meal. You are guaranteed to cook up a superb banquet. Imagine having Warren Buffet show you step-by-step how to buy companies. Imagine having Bill Gates show you step-by-step how to build a software company. The key to success is having an expert to guide you, each step of the way.



**Action
Tip**

As you read this book, have your product or service firmly in mind. Constantly ask yourself “How can I apply this step or this idea?”

You must follow each step one after the other. You can't just jump ahead. For example you need to be clear on who your customers are and what you offer them before you can develop your content. You need to develop content before you can have a website. You need a quality website before you can start promoting one. You need to promote your website before you can make sales. As you follow each step in this process, you'll develop another important layer of your website. By the end of the book you will have a well-crafted strategy and be ready to implement it.

The web is changing so rapidly that the technologies involved are outdated within months of their release. For this reason I have not included any good-for-the-moment technologies in this book. They would render it out-of-date before it was off the printing press. Instead, the wisdom and knowledge in this book are based on timeless marketing principles, which means it will be helpful and relevant for you right now, and also in the future.

These principles are tried and true fundamentals for achieving website success. Like the law of gravity, they always apply.

Let's face it, in the game of business there are only two outcomes, winning and losing. Quite often all that separates the two is that winners take action. So, one of my goals in this book is to ignite your passion for online marketing and inspire you to firstly initiate, then to follow through and drive your website forward and achieve a great result. I want you to think differently, act decisively, and do great marketing.

WARNING

Earning website profits and success requires real effort on your part. There is work to be done. Forget the hype of Internet marketers who preach “get rich quick”. They suggest that you throw in your day job and join the gold rush to make millions without any effort. Don't be sucked in by these snake-oil salespeople! They oversimplify the process on purpose, to get you to buy their Internet marketing products.

"God sells us all things at the price of the labour."

By Leonardo da Vinci – Artist and Inventor

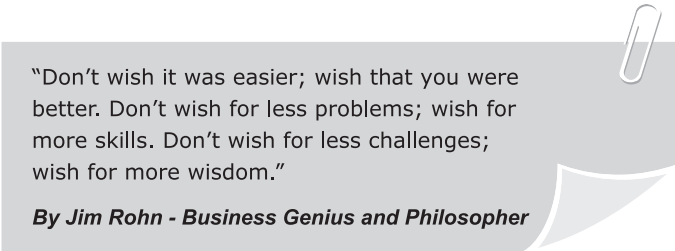


In this book we cover the 10 different elements / steps of website marketing, and there is a simple “secret” unveiled that will guarantee your website customers fall in love with you. It is mentioned in different ways in every step. You may identify it in the first chapter (Step 1) or the final chapter (Step 10). It is a philosophy that guarantees your customers will connect and appreciate your website and feel good.

When people feel good, they’re in a peak buying state. I have re-stated the secret at the very end of this book – but don’t jump there now! I dare you to follow the 10 steps and discover it for yourself.

You have invested in this book and you are reading it, so I commend you. You are wise enough to know that you need tools and knowledge to achieve worthwhile endeavors. You are doing what so many others have not.

You are taking real and positive action towards website success – which equals business growth and profits. The world wide web is the biggest marketplace the world has ever known. So follow through and invest the time to read this book thoroughly, building your knowledge, skill and wisdom.



“Don’t wish it was easier; wish that you were better. Don’t wish for less problems; wish for more skills. Don’t wish for less challenges; wish for more wisdom.”

By Jim Rohn - Business Genius and Philosopher

READY TO TAKE THE FIRST STEP:

My goal, and my wish for you, is that the information you learn here will help you touch the world in a positive way and make you truck-loads of money. I want to provide you with practical ideas, techniques, and easy-to-implement strategies that you can use right now, to grow your business and earn your share of the Internet billions.

If you have any questions that I can help you with, please email me: MasterPlan@LukeHayes.com.au If you are generous enough to share your website learning experiences or successes, please email these to me as well.

Now read on through the 10 easy steps to discover how you can climb easily to the top with your website and build the business and life of your dreams.

Whatever your absolutely fulfilling and extraordinary dream is? Million-dollar profits and financial freedom, providing unlimited opportunities for your family, an amazing lifestyle, home and exotic world travel, giving generously to your community and charities. Ah, that's a life worth living and a dream worth chasing.

So take action, take the first step. I'm looking forward to celebrating with you at the top.

