



Generate LEADS & SALES *using* Proven Internet Strategies!

*12 Workshops with the information you need to lead
your company's Internet lead generation strategy!*

1. You'll adopt proven Internet strategies that **WORK!**
2. You'll create an action plan to follow for each Workshop
3. We'll coach and nudge you to implement your plan
4. You end up with a successful Internet Lead Generation strategy



INTERNET DOUGH

Business Internet Strategies

www.internetdough.NET 800-805-9413



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Business Internet Strategies

Generate LEADS & SALES *using* Proven Internet Strategies!

- 1. Market to your niche more often, more effectively with less cost**
- 2. Dramatically increase time management for sales staff**
- 3. Close more leads, faster with less discounting**
- 4. Reduce travel and related expenses**

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Knowing you have downloaded this course summary tells us you are serious about learning how to use the Internet to generate more leads and sell more products and services. *Congratulations!*

We know you are looking for a way to use the Internet to increase your customer base and do it in a cost effective way. In talking to busy professionals like yourself, we also hear over and over, *“I know I should be doing more on the Internet, but frankly, we just don’t know where to start!”*

THAT IS WHERE WE CAN HELP!

Internet marketing is not rocket scientist stuff, but it does require time, attention and experience. There is no quick fix or silver bullet to bring you the leads, orders and revenue you need. There are literally hundreds of different strategies and techniques available. **The trick is determining which ones will give you the best ROI, in the least amount of time!**

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WE'VE IDENTIFIED THE MOST PRACTICAL, YET POWERFUL INTERNET MARKETING TECHNIQUES!

Over the last decade, we've helped organizations like yours connect with millions of their customers using affordable online marketing techniques that work. **We've learned through trial and error what works and what doesn't work.** As a result we've identified the critical Internet techniques YOU need to concentrate on in order to automatically generate leads, sell your products and services and build your business brand. No one else has taken a holistic approach like this before. The methodology and business processes we recommend will not only get you where you want to be faster, but with less cost and effort. We take the mystery and confusion out of building a strategy by giving you exactly what you need when you need it.

In fact, the curriculum we've designed will give you the information you need in the order you need it so you can create a comprehensive, successful Internet strategy. **Each Workshop builds on the success and foundation of the previous one so by the time you finish, you end up with an Internet strategy that runs itself and will be the envy of your competitors!**

Before you make the decision to participate in our Workshops, we'd like to draw the distinction between what your organization is doing today and what YOU will be able to do for it tomorrow. First of all let's take a look at traditional mass marketing techniques which you are probably using to some degree.

If you are like most companies you are generating leads by:

- **Buying advertising space**
- **Putting a salesperson on the phone, in a car or on a plane**
- **Sending direct mail**
- **Attending conferences or networking events**



The problem with each of these methods is the cost is continuing to increase and in some cases become less effective. You have to advertise more, to less people in the hopes your message gets through to them. You are spending more on travel expenses and salaries, but are not seeing a significant increase in revenue. In the case of direct mail strategies, the cost of paper, postage and printing will continue compounded by the fact that consumers are paying less attention to physical mail and more to web delivered mail.

INTERNET LEAD GENERATION IS EASY AND POWERFUL

With the Internet techniques and strategies we share with you in each of these Workshops you will be able to:

- Market to your niche more often, more effectively with less cost & effort
- Significantly reduce your travel and related expenses
- Increase your sales persons effectiveness by 100 percent
- Close more leads, faster with less discounting

If you are ready to lead your company's Internet marketing strategy, the curriculum we've outlined will ensure the successful implementation of your vision. If you are looking for a quick fix, don't participate. You need to be exposed to hundreds of different tools, techniques and strategies in order to fine-tune what you know will work within your industry.

BITE SIZED CHUNKS OF INFORMATION—TIME TO ABSORB AND IMPLEMENT

We've designed this course to take a full year, because we know you are already working a 40 plus hour week and no matter how good the intentions, business always gets in the way of learning.

Each month, we'll present the information from the experts who have *"been there—done that"*. The Workshops are called just that because we focus sharing HOW you can implement the strategy, NOT just WHY you need it. We'll provide you an **Action Strategy Worksheet** for each Workshop so you can outline your strategy to implement the ideas presented. And then throughout the month, we'll provide additional resource material to deepen your understanding of the topic and provide access to the Customer Community where you can ask questions and share issues with experts and fellow students.

By the time you finish, you will have a powerful, effective online Internet Lead generation marketing plan that generates leads while you sleep. It's a safe, proven and effective way to position your company for the next 3 years.

YOU HAVE A CHOICE!

- 1) Continue doing what you are doing which is probably getting nowhere—FAST
- 2) Go to conferences to pick up some of this knowledge but risk never implementing it
- 3) Take this course and know you will receive the right information, coaching, support and encouragement to implement the information into a successful Internet strategy for your firm



PACED, PROVEN CURRICULUM = YOUR SUCCESS!

We've designed this course to provide the right information at the right time and pace, so you not only have the time to absorb it but implement it. Our curriculum is built on over a decade of helping organizations like yours develop successful Internet marketing strategies.

If you believe your company:

- Should be using Internet strategies to drive leads and revenue
- Are leaving money on the table by not effectively using the Internet
- Will fall behind competitors who figure out how to use the Internet to develop leads

And you are not sure where to get started, then this course is for you!

We've designed these Workshops so you can immediately implement the techniques and Internet strategies. We recommend you participate in one Workshop each month and use the month to implement the ideas so the next month the next Workshop can build on and increase the effectiveness of the previous Workshop.

1) Successful EMAIL ACQUISITION and marketing strategies

In the book *Internet Dough*, we show how even a pizza shop can collect email addresses of customers in a relatively short period of time. With one email address, you can contact your customers as frequently as you want with little to no cost. We'll help you identify the value of an email address, techniques to collect them from your customers and prospects too and you'll learn from email marketing experts tips on how to increase the relevancy of your emails, how to increase click throughs and call's to action. **By the end of this Workshop you will have a clear plan laid out on how you will acquire prospect email addresses and what you will do with them.**

2) Five ways to use CONTENT to promote your brand & generate leads

Social Media Marketing involves using content that prospects find by searching Google, Yahoo, MSN and other search engines. **The more valuable content you have, the more likely prospects will find you and call you!** You will learn how to develop content, where you can buy it and how you can encourage customers to provide content to increase leads and revenue. We'll cover User Generated Content, Blogging, Photos, Video, Whitepapers, article marketing and other content tools and you will hear from experts in article marketing and blogging. Our goal is to help you design strategies that automatically develop content that delivers leads!

3) SOCIAL MEDIA MARKETING strategies to increase LEADS

You've heard so much about Social Media and Social Media Marketing, but how can you use Social Media to increase leads? We'll introduce a dozen proven techniques to not only automatically increase leads but the kind of leads you can close! You'll learn about the use of video, photos, online community, social bookmarking, Twitter, Facebook/social networking and other tools that work. We'll share with you where you can get free software or customized versions at low costs. We'll discuss practical ways your business can use social media and bring in case studies that will not only tell you what but how to adapt the concept. **Over the next month, we'll continue to coach and advise you on how you can use these tools to find new leads!**



4) **SEO and SEM strategies to generate leads and revenue while you sleep**

If you have an advertising budget, you need to begin to migrate some of your spending into SEO and SEM opportunities. Our experts will show you in this workshop everything you need to know to get started or manage your outside vendors. You'll learn tips and secrets to give you a higher ROI from your efforts and increase results. Our experts will share what to analyze and how to build a strategy that increases the effectiveness of your SEO and SEM strategy. **You will have enough knowledge to start your own SEM campaign the very next day and deliver new, fresh leads to your sales force.** It's *fast* and easy!

5) **Affordable, easy online ADVERTISING strategies**

There are countless advertising and marketing opportunities available to your organization today. In fact so many, you can get lost trying to figure out which option is best for you. We'll share with you 6 different ways you can use online advertising and co advertising techniques to increase leads. Our research suggests most companies haven't taken the time to explore them. This workshop will show you how you can take advantage of the low cost, yet targeted advertising opportunities on standard website and social networking sites like Facebook, LinkedIn and others. You'll learn step by step techniques, proven tips and ideas from the experts in this area. **Following this Workshop you can literally be driving targeted ads and delivering leads to your sales force the very next day!**

6) **WORD of MOUTH marketing to find new customers and revenue**

Social Media and savvy Internet strategies when properly executed will help you increase leads and revenue by using your customers networks of friends, family and colleagues. This Workshop will show you proven Social Media applications to amplify and track Word-of-Mouth marketing. You'll learn the 5 steps you need to take to create a Word-of-Mouth marketing campaign. And our experts will show you how you can use your employees to start a Buzz Marketing campaign immediately. **This Workshop will give you the tools to expand your sales with virtually no costs!**



7) 5 simple techniques to use VIDEO to increase leads and revenue

Video is continuing to grab an increasingly larger mindshare of your customers. With broadband now in 71 percent of all U.S. homes, and consumers rapid adoption of web enabled phones, the need to have a strategy that engages prospects and customers is important. You will learn the best practices and successful case studies on how you can use video to generate new leads. Plus, you'll learn how you can use video to continue to educate prospects on the value of your product and service to lead them into buying your products and services. **We'll explore how this technique can reduce discounts and increase the profitability of each sale by using video.**

8) Effective, Easy Internet LANDING PAGES & drip marketing techniques

As you are building a comprehensive Internet strategy to find leads, you need a way to trap or capture the leads in order for your sales people to follow up on. Landing pages are effective ways to encourage your prospects to request more information. Most companies are either NOT using Landing pages or doing a poor job at utilizing them. Not you! We'll make you a pro and show you how you can use this low cost technique to not only manage the leads, but develop a campaign that automatically drives your brand, offer and information to them. We'll examine how to develop multiple landing pages for each campaign and analyze which marketing message works. **This alone will double if not triple the number of leads you get from your existing Internet strategies.**

9) WEBINARS for Carpet Cleaners, Manufacturers to Health Professionals

One of the more successful techniques your sales force can adopt in managing leads is bringing prospects and customers into informative and educational webinars. This workshop will provide you the background and knowledge on how to develop, market and execute spellbinding presentations that fire up your prospects and drive them to an action! You will learn the steps you need to take. We'll provide you checklists and tips on how to hold successful Webinars. You can't afford to make cold calls anymore. You'll learn how you will make your sales team more effective, cut travel costs and increase revenue. **Think about it. One Webinar attended by 10 prospects would keep your sales team in the office and save the \$275 average cost to call on each of them. (That's \$2,750!)**



10) Using COMMUNITY to listen to your industry, prospects & customers

Selling is founded on listening to customers. In this workshop we'll look at how you can use social media tools to learn about your customers and listen to what they want. Then we'll share the tools you should be giving to your partners, prospects and customers in order to hear what they are saying about you, your products and your industry. You'll walk away with a strategy and knowledge of free web based tools that can tell you if your competitors are discounting, selling more, launching new products and services, or saying things about your products and services that are not true! **One application from this Workshop will give you 10 times more sales than you spent taking these workshops.**

11) Ten ways to COMMUNICATE with prospects to build your brand and close the sale

In the "old days" the way you communicated with your customers was through paid ads, offers sent via mail and or telephone offers. The Internet provides your organization the ability to not only communicate more frequently but use, eCards, text, HTML, audio, video and variations of communication tools. This workshop will drill into the variety of tools and services available to you to acquire, educate and drive an action. **You will adopt your own strategy to use these tools, to engage and nurture prospects, increase closure and build your brand. Increase cashflow!**

12) Proven strategies and techniques to integrate your online and offline lead generation programs

Let's face it. You are not going to give up your traditional marketing techniques to acquire leads. All we are asking you to do is to divert some of your budget toward an Internet lead generation strategy. Now that you've got a fantastic Internet lead generation strategy, we'll give you the tools, techniques and methodologies to integrate both. You'll learn case studies and best practices on how you can integrate them. **You will end up with a streamlined, cost effective and powerful marketing strategy that will significantly increase response rates and closures.**



PARTICIPATION IN ALL TWELVE WORKSHOPS GIVES YOU

1. Printout of Power Points
2. Binder to keep your handouts, reports, white papers and Action Strategy Forms
3. Handouts, research reports and topical relevant materials
4. Answers to immediate questions in the Customer Community
5. Quarterly Podcast interviews with Industry experts
6. Diploma of completion
7. One year membership in Internet Strategy Forum
8. Printed version of *Internet Dough*
9. White paper, *Using Distributors Internet Networks to Increase Revenue*

THREE EASY WAYS TO SIGN UP!

1. Visit Internetdough.NET and sign up online
2. Fill in this form and fax it to 800-805-9413
3. Fill in this form and mail to:

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