

Internet Strategies

A three-month Internet/SEO/Website Training
Program for Cleaners & Restorers



“Think of the Internet Strategies training camp as Plan B. If Plan A was relying on others who were basically trying to sell you something, and it hasn’t work out, Plan B is having the knowledge about Internet marketing to create your own success.”

PRESENTED BY TOTALLY BOOKED UNIVERSITY

Jeff Cross is the senior editor of *Cleanfax* and creator of Totally Booked University.

Contact him via e-mail at jcross@ntmedia.com or by telephone at 740-973-4236

The future of your business begins with a two-day training camp followed by a three-month distance learning program with complete support.



Jeff Cross



Gary Arndts



Chris Arndts

**Questions? Contact Jeff Cross, senior editor,
Cleanfax magazine: jcross@ntpmedia.com**

You Must Attend With A Laptop and Be Prepared To Purchase Online Tools During The Seminar. We Will Be Building Websites, Working On Search Engine Optimization, Local Directories, Social Media Platforms And Much More.

You Will Go Home With An Effective SEO/Website Strategy.

Jeff Cross, Senior Editor of Cleanfax Magazine And The Creator Of Totally Booked University, Is Partnering With Noted SEO/Website Expert Gary Arndts Of Blue Raptor Search Engine Marketing. This Will Be An Intensive Two-Day Internet/Website Training Camp You Can't Miss!

If You Have Questions About The Seminar Content and What We Will Be Doing, Call Gary At 765-935-1127.

Jeff Cross, senior editor of *Cleanfax* magazine and the creator of *Totally Booked* University, is partnering with Gary Arndts and his firm **BlueRaptor** for this training camp. Gary is a dedicated Internet and website/search engine optimization expert who knows the carpet cleaning and disaster restoration industry.

“In this hands-on training camp you'll not only learn how to market your firm on the Internet, you'll actually create your marketing tools right here with our guidance and assistance.”

No technical skills required.

Using low cost, but highly productive marketing tools, you'll save money and have more flexibility and control of your Internet marketing for years to come. You'll leave this workshop with:

- A **website** specifically designed to convert visitors into callers.
- Optimization to **boost your search engine visibility**.
- Landing pages to **geo-target your market**.
- Features and benefits that will **make the phone ring!**
- Ability to easily **add as many pages and services** as you need, anytime, at no cost.
- A **mobile ready** landing page.
- Keywords that your **best prospect are using by the millions** every day.
- **Local directory listings** (your business will be showcased in hundreds of local directories and Internet portals.)
- Email marketing - your own campaign to use as you need it
- A **blog**
- **Link building system** to draw attention to your website.
- Opportunity to get an optimized pay per click campaign management with total lead tracking with no management fee. And much more!

“This may be your most profitable investment in your business – ever!”

New customers are the lifeblood of your business success! And right now, they're on the Internet!

Yet Internet marketing campaigns like this cost hundreds or even thousands of dollars each month! Even the very lowest cost SEO services can run \$3,000 to \$4,000 and more every year. Plus the cost of website development, link building and more. It all adds up, and quickly.

With Internet Strategies you will have all the tools of the most expensive Internet marketing systems, yet at a fraction of the cost. Your ongoing campaign won't be free, but it will cost little. The tools we recommend are powerful, yet surprisingly affordable for even the smaller firm.

How much can you save on Internet marketing? A lot! See comparison chart below.

COST OF A COMPREHENSIVE SEM PROGRAM	Yearly Estimated Low End Investment*	Estimated Do-It-Yourself Training Camp**
SEO Service (low end of \$250/month)	\$3000	✓
Website Development (\$100 per page. 10 pages without optimization. Ongoing charges for updates.)	\$1000	\$300
Website Hosting (average of 10 major hosting sites)	\$66	✓
Domain Name	\$10	\$10
Mobile Ready Site (With auto redirect)	\$96	✓
Local Directory Listing Service (Basic package)	\$130	\$130
Email Marketing Service (Handling most of it)	\$1800	\$200
Link Building Service	\$500	\$100
Keyword Research Package (10 keywords)	\$100	✓
Blog (Development and maintenance)	\$1000	✓
Strategic Consulting (Creating a coordinated strategy. 10 hours at \$75 to \$200/hour)	\$750	\$1,995 - 2,495 (one time charge)
TOTAL	\$8,356+ Yearly	\$2,685- 3185.00 1st Year Est. \$500 to \$1000/Year to Sustain

Internet Strategies Curriculum

Your Internet Strategies workshop is not just a series of lectures.

We lead you through each step of website building and Internet marketing, then provide time for you to work on your own so you can ask questions right then and immediately gain understanding and skill. You won't be alone as you learn.

Students are typically amazed at how easy it is to master these activities. In addition most every aspect of the workshop is available as video instructions on your support website. Finally you receive weekly curriculum updates over the 3-month program and unlimited telephone and email support.

Overview of Internet Marketing

Overview of Resources on Your Support Site

- Lesson 1: *Product and Services* (How to target)
- Lesson 2: *Keyword Research* (You'll know how: however, all the major keywords you need are already listed for you on your support site)
- Lesson 3: *Understanding Search Engines and SEO*
- Lesson 4: *Starting Your Website* – Creating Header and Footer
- Lesson 5: *Handling Photos and Graphics* (Many graphics are available on the Internet Strategies support site)
- Lesson 6: *Building Main Page Content* (Adding the essential elements of a high converting webpage.
- Lesson 7: *Optimizing Your Pages*
- Lesson 8: *Adding Pages*. Creating more Service and Geo-targeting Pages
- Lesson 9: *Adding Your Blog*
- Lesson 10: *Adding Your Google Sitemap, Webmaster Tools and Analytics*
- Lesson 11: *Building Your Links* (Numerous resources on your support site)
- Lesson 12: *Building Your Citations* (Get listed in local directories and Internet portals)

Frequently Asked Questions

Does it require technical skills?

No. Many marketers don't realize that there are very powerful, yet simple to use, and low cost marketing tools available. We're introducing robust, yet simple online tools that anyone can learn easily. No technical skills required.

What if I need more support after the seminar?

These tools were selected because they have an enormous amount of online support available. Once you get rolling you are going to really like the website building platform. It quickly becomes intuitive. In addition, we provide 90 days of distance learning and complete support after the workshop. Plus you have unlimited access to an online support site with helpful instruction.

May I bring a second person along?

Absolutely! We encourage you to bring along an associate who may be actually doing the legwork or helping you with your in-house marketing. In fact, there is no charge to bring a second person from your business.

Are there other programs that offer Internet marketing in this type of workshop format?

Yes, but this is the only one that is specific to the cleaning and restoration industries. And this isn't just a workshop. This is a 2-day event that sets up your Internet marketing programs, the stuff many pay hundreds of dollars a month for – the rest of their lives!

Is there an additional investment required?

“Only for your marketing tools.” They are not costly, but you should bring a credit card with you and expect to spend a few hundred dollars. But afterwards, you will have a permanent marketing campaign that you can keep going at little cost each year.

You talk about learning to use marketing tools, but what about my marketing strategy?

That's what will really set you apart from other do-it-yourself marketers. We tell you what you should include on your webpage, and why. Everything in your marketing should be geared towards making that phone ring. I have run hundreds of Internet marketing campaigns for cleaning and restoration businesses, and I'm going to share everything I've learned about optimizing results with you.

Isn't this an EXPENSIVE seminar?

Actually, this isn't a seminar. It's a "training camp" in that you really get some heavy information and systems. After this camp, you will have online exposure like never before. You receive three months of education. We've worked hard to make this as affordable as we can. But we're determined that you have everything you need to succeed. You'll get a lot and you'll be saving money on your Internet for years to come without the need for pricey consultants.

Tell me more about the support site...

Your support website includes even more in depth information, including videos and resources. It will take you step-by-step on discovering the strongest keywords, building an effective site, getting low cost photos, getting directory listings, plus much more.

In addition, we have compiled resources just for the cleaning and restoration industry: lists of the best keywords, credit card images, association logos, a features/benefits idea bank and more.

Is there anything else I should know about it?

You will need to bring a laptop computer with you. Also, since this is a hand-on workshop and we're committed that everyone leaves with all that's promised, we're limited this workshop to just a few companies. So please sign up early!

Finally, if you've occasionally dozed off during seminars in the past, forget it during this training camp. We'll work hard but we'll also have fun.



Instructors: Jeff Cross, Gary & Chris Arndts



My name is Gary Arndts and if you join us for the next Internet Strategies training camp, you, Jeff Cross, Chris Arndts and I will be spending two fun, busy days together.

I'm making a commitment to you. After 2 days you will be ready to take command of your Internet marketing. You'll create a website that works, master SEO, get productive listings in major online directories, build unlimited backlinks to your site and much more.

You maybe surprised how simple, easy and inexpensive these things are to do. You may elect to have someone in your family, or your business, attend the camp with you (highly recommended) and have him or her invest a few hours each week running your own Internet marketing operation. Or you may be able to explain to the folks in your town who built your website, exactly why it isn't accomplishing your goals and direct them on how to fix it.

With your new skills you'll be able to create a depth and breath of online exposure that most of your competition just can't afford to duplicate. Yet your campaign will cost you very little annually over the coming years. If this opportunity is right for you, if it's just what you've been looking for, then I'm ready to help you make great things happen in your Internet marketing.

Call Jeff Cross or me with any questions, **but sign up soon to secure your spot** in the next camp.

Regards,
Gary

Questions About Seminar Content & What We Will Be Doing? Call Gary: 765-935-1127.

To sign up, visit this link:

<http://www.carpetcleaningrestorationmarketing.com/internet-strategies.html>