

# **How To Become A Local Business Celebrity And Unleash Your Auto-Pilot Sales System**

**And Never Spend Another Dime  
On Advertising That Doesn't Work!**



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# Have You Spent Thousands Of Dollars On Advertising That Produced Zero Dollars In Sales?

**Ouch!** That's got to be painful for a small business owner and entrepreneur. Every penny is precious to the lifeblood of your business. You know that you need to market and advertise your business in order to keep a steady stream of leads and prospects coming in, but somehow the money you're spending on advertising just isn't bringing quality leads in the door and you're not sure why or how to fix the leak.

Besides, who has the time? There are so many tasks on your "To Do" list that marketing your business always gets pushed to the back-burner or addressed intermittently without focus or consistency. If you're guilty of only marketing when business slows down, that's no way to maintain consistent sales and you're in the right place, at the right time, reading this report right now.

- What if there were a way to laser-target potential new business with the accuracy of a sniper shooter?**
- What if you could measure the return on your marketing and advertising dollars, knowing exactly which strategies are performing for you? All while successfully and confidently weeding out the non-performers?**

Well, there is a tool that's currently outperforming all avenues of traditional marketing. And it's working like gangbusters all over the Internet right now. If you've been hanging anywhere around the World Wide Web lately, you may have noticed a convergence of trends. The main one being the overwhelming prevalence of video on the Web.

Video marketing is the hottest marketing medium right now. And savvy marketers and small business owners are using it to become Main Street Internet celebrities in their local areas.

The fact is, that when people are looking for a solution to their problem, they hop on the World Wide Web and search for an answer.

If you are smart enough to position yourself in front of them exactly when they are looking and provide an answer to their problem, then you become the expert. **And guess who they want to buy their solution from? Yes, you guessed it...the expert.**

Now, granted that there are lots of ways to gain valuable 'face-time' in front of your online prospect. There's Pay-Per-Click, banner ads, search engine optimization, social media and article marketing to name a few. They each have their pros and cons, each sacrificing significant amounts of time and money, or both. But nothing performs better for organic search engine results (as opposed to paid listings) than video.

But it's not as simple as slapping your :30 sec TV commercial spot on the internet and expecting customers to fly through the door to buy from you. The Internet caters to a completely different mindset and you must play by its rules in order to win the online game.

Local Internet marketing strategies are a little different from national businesses but they are simple to implement. These strategies are the quickest and most effective way to increasing your overall exposure to your target audience of potential buyers.

Alexa.com ranks YouTube as the 4<sup>th</sup> most visited site on the Internet, only behind Google, Facebook and Yahoo.

**The 4<sup>th</sup> most visited site on the Internet!** That's mighty powerful stuff...and you can use it to your advantage in exploding your sales and generating leads.

If you perform a Google search, you'll notice the Video search sort button in the upper left corner. YouTube accounts for 25% of all Google search traffic in the United States.

Okay so now let's do the math...

Approximately **6.7 BILLION** current Internet Users x **25%** on YouTube  
 = **16,750,000** Reasons You Should Be Doing VIDEO MARKETING!

	<b>Internet Video</b>	<b>Television Commercials</b>	<b>Newspaper/ Magazine Ads</b>	<b>Radio Spots</b>	<b>Billboards</b>	<b>Yellow Pages Ads</b>
Costs	\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$
Long Lead Time	X	✓	X	✓	✓	X
Do-It-Yourself	✓	X	X	X	X	X
Laser Focused Targeting	✓	X	X	X	X	X
Measurable Results	✓	X	✓	X	X	✓
Immediate Response	✓	X	X	X	X	X
Lasting Exposure	✓	X	X	X	X	✓
Instant Purchase Potential	✓	X	X	X	X	X

By the way, the Eclectic Design Studio has proven strategies to implement a 'Done-For-You' video marketing campaign that will easily outperform all of the traditional advertising you've been doing. We've perfected a formula which leverages the power of the Internet to generate instant exposure and qualified leads for our clients.

In fact, we can give you more powerful results for less than the cost of just one of the ads you've placed on the radio, television or in some cases, Yellow Pages.

### **Guaranteed or your money back.**

Yes, you read that correctly. **If you are not generating twice as many leads from our campaigns as your traditional advertising, we'll gladly refund your money.** So you don't have to 'trust us,' we can let the results speak for themselves. Does that sound fair? I think so.

What television channel, newspaper, or radio station has ever guaranteed your results? With those methods you just throw your money at them and hope for the best. That's not very effective.

The Eclectic Design Studio offers creative consulting for companies that know they need to advertise but feel overwhelmed by the task or just don't know where to start. Think of us as the 'That Was Easy Button' for your marketing campaigns.

Again, video marketing is the most cost-effective way to build your database of qualified leads and site traffic from people using the Internet to shop locally. Make it easy for them to find you! If this seems overwhelming, we can do it for you.

The truth is that people do business with folks they Know, Like and Trust. And there's no better way to establish that connection than with online video.

You want to take advantage of this extremely powerful method to become a local celebrity in your niche, building your brand and reputation, and generating more sales. [Contact us today for a FREE, no obligation, consultation](#) to see how we can

specifically build a customized video marketing strategy to drive high quality prospects right to your door.

[Help! I want a video marketing campaign to grow my business and crush my competitors.](#)

**These are just a few of the markets that are benefiting from instant local celebrity status:**

- Doctors, Dentists, Plastic Surgeons and other Medical Specialists
- Lawyers
- Certified Public Accountants
- Consultants
- Counseling Agencies/Counselors
- City Municipalities
- Community Colleges
- Personal Fitness Trainers
- Public Service Organizations
- Niche Retail Owners (i.e. Candy Shops, Hardware Stores, Bike Shops, Skating Rinks)
- Service Providers (i.e. Plumbers, Electricians, Lawn-care, Music Instructors, Auto Mechanics)
- And More!

**Here's a quick overview of the process:**

1. Schedule your **FREE no-obligation, consultation** to discuss your specific needs
2. Develop an outline and production schedule — content, specific shots, location and props
3. Production Day

4. Post-Production
5. Delivery and review of final product for your approval
6. Upload video to strategic internet sites to generate viral activity
7. Bring more eyes to your message and become a local celebrity in your niche
8. Watch sales multiply exponentially

Okay, that's the end of my shameless plug, back to the meat of this special report...

### **So you want more sales?**

Well, you are very lucky to be growing your business in today's Internet age. By now, you are familiar with the power and potential that the Internet provides to everyday people, even making it possible for small business and home-based business owners to operate and generate sales comparable to that of Fortune 500 companies which we've have been programmed to envy.

Only by harnessing the power of the Internet and wireless connectivity, can you compete with the big dogs without the overhead expenses and corporate bureaucracy inherent with big time corporations. That's great news for your local business!

What that means is that you can enjoy the benefits that come with generating substantial income **along with** the lifestyle freedom of generating that income on your own terms. You can stop worrying if anyone will walk through your doors today because using these strategies, you'll attract them like a magnet.

As long as you provide value to your customer base and keep their needs in the forefront, you will continue to be rewarded with on-going business and referrals.

The truth is, the Internet is turning into one big cat-fight for today's Marketer. And if you're in business, then you are a Marketer (get used to it). Those who market the best and most cost-efficiently, win. Hands down.

Think about it, you can have the greatest product in the world, but if you have no sales, then you have no business and will quickly be forced to close your doors. In order to get sales, you have to spread the word about the value of your product or service and compel people to take action. And that's where marketing comes into play.

Back in the early days of Internet Marketing infancy, you could buy clicks for a nickel or a dime and easily dominate your keyword niche and that was all you needed to drive traffic to your site.

But that's no longer the case. Now that more people are hip to using pay-per-click advertising, the arena is quickly becoming overcrowded and hyper-competitive.

Meanwhile, Google, Facebook & Yahoo Search Marketing (a.k.a. Overture) are laughing all the way to the bank, because competition drives up bid prices.

Luckily for you, you're discovering a secret trick that makes all of these facts irrelevant.

What this means is that while your competitors duke it out for the same hyped-up, over-saturated keywords at \$10 per click or more, you can sneak in under the radar like a stealth ninja and **legally steal their profits!**

Did you know that the number of people using the Internet has catapulted to over 6.7 BILLION users! It was reported that in 2009 alone, customers spent \$131.8 billion dollars shopping online and that number continues to grow exponentially.

By now you know it's never a better time to harness the power of the Internet to sell your products and services. It definitely is the simplest, and least expensive way to flex your entrepreneurial muscle, secure your financial future and live the lifestyle you dream of.

So now that we realize what an advantage you have with using the Internet to support your business-building endeavors, what next?

We now understand how online video can drive customers right to our doors and literally drop them off with credit card in hand, so it's time to make sure your website is prepared to handle all of your new business.

Right now you're wondering...

### **What does it really take to have a website that is profitable?**

**1) Getting traffic** - It's important to get ranked for terms that are targeted to your business and have a high monthly search volume.

**2) Capturing leads** - You need to offer something of value for free on your website in exchange for collecting your visitor's phone number and/or email address.

**3) Following up with your leads** - Now that you have your prospect's contact information, send them useful information that pre-sells them on doing business with you. You can do this automatically with your 'silent salesperson' also known as an [Auto-responder](#).

**4) Following up with your leads** - By tapping into Twitter, Facebook, MySpace and YouTube, you can start building relationships with your prospects and customers that is lasting and benefits you both.

You've discovered some powerful tools to grow your Internet empire...what will you do with this information?

Test out the concepts, try your hand and share your results. I'd love to hear how they worked for you and helped drive traffic to your site, crush your competition

and create an endless stream of leads for your business. Feel free to drop me a note at: [khill@EclecticDesignStudio.net](mailto:khill@EclecticDesignStudio.net) to tell me all about it. I'd love to share your story of small business success!

## **Still thirsty for more?**

Now maybe you're an advanced local business owner well-versed in multiple internet marketing strategies.

You've even developed your company's website and are using it as a marketing tool on auto-pilot, providing valuable information to potential customers 24/7, totally at their convenience. You've also incorporated compelling calls-to-action that encourage visitors to either join your email list or make a purchase. Right now you may be thinking, 'isn't that enough?'

But if for some reason, your website isn't performing as well as you thought it would, your search engine rankings are weak and your Google ads aren't converting well, then it's definitely time to kick things up a notch. Fortunately for you, Google keeps coming up with clever ways for you to get what you need from your web searches. Google is all about providing valuable information to its users and their latest development makes it super easy for internet savvy business owners and marketers to reach their target audience with laser-like focus.

[Click Here to learn how to get rich in your niche with this little known ninja secret to search engine success using laser-targeted keyword domination.](#)

## **In In the meantime, here are some additional strategies to jumpstart your local business celebrity success...**

In order for your local business to get good rankings in local searches, you're going to need local keyword phrases on your website and in your blog content.

You do have a business website and a blog, don't you? If you don't, [contact us today](#) and we'll be happy to help you.

People who are local (i.e. in your geographic area) are looking for a location, as opposed to information. They know exactly what they want but they just don't know a place nearby to go and get it. For you to reach this crowd and get results that translate into sales, you need to use search terms that include both your city, your neighborhood and zip code for a boost in "search engine juice," placing your business in the local spotlight.

Search engines like Google, Bing and Yahoo have their own directories that are heavily reliant on keyword terms and there are many other types of directories. Internet yellow pages providers such as Yelp, Yellow Pages, Yellow Book and Super Pages have free, as well as, paid listings. Yellow Page type listings also use your IP address as proof of location, which is the electronic address linked to your computer.

So make sure you register your business name with all of the free directories first. Then you can decide if you want to go the route of paid listings.

Also, don't underestimate the power of industry specific business directories. A quick Google search will give you the directories that specialize in your particular industry. Being included on these lists is going to massively help your local Google, Bing and Yahoo rankings and increase visibility for your and you local business.

Granted this is a lot of information to digest, but I don't want you to become overwhelmed and sit this report on your desk to collect dust in the "I'll get to that later" pile. You can always relax and let the Eclectic Design Studio help you tackle these strategies because we're a small business too and we specialize in helping other small businesses with their marketing so they can focus on their business.

Did you know that social media can target local traffic as well? There are great networking platforms available and you may have heard of a few of them. There's Twitter, that has tools specifically designed to help you develop a local following.

Then, of course, there's Facebook which makes it super simple to connect to individuals and other business owners in your area. All you need to do to start connecting to your local crowd is visit your local Chamber of Commerce on Facebook. Facebook even has an advertising tool that let's you choose precisely who sees your ads by targeting specifics like gender, age, education, city and even hobbies, fan groups & associations.

This is powerful stuff because it means that you won't be waisting any more of your advertising dollars and can focus them precisely on those most likely to buy what you have to offer.

**No matter how popular your local brick and mortar business is, some key elements affect your search engine placement on Google.**

Here are the two main factors:

- 1) **Length of time on the web listings.** Have you signed your business up yet? If you haven't signed up yet, don't waste another day. Do it now, because longevity is proven to get results. Take the time to fill out those forms and get yourself listed in the local directories. so act now! Or you can call us toll-free at (888) 857-5756 and we'll do it for you.
- 2) **Raving reviews.** Personal recommendations go a long, long way on the Internet. Directories like Yelp! invite readers to give their opinions on local businesses they've experienced. When people take the time to do this, it

creates more exposure and higher visibility in search engines. If you've got customers or clients who are raving fans and they tell you how much they love what you do, ask them to take a few minutes to write a review for your business. Encourage this by placing a Yelp! link with a call-to-action on the front page of your site **OR** the contact us/comments section on your website.

You now know from these strategies that video marketing, search engine optimization, community presence, time and a solid valuable business will get you where you want to be on the Internet and boost your sales using your newfound local celebrity status. Now is the time for you to use online lead generation to grow your local businesses and increase sales and profits fast. [Remember, you can always get in contact with us for a free, no obligation consultation and we'd be happy to help.](#) We're all about local businesses helping each other not just survive, but thrive in today's economy. We know that every dollar counts to local businesses. That's why we work hard to make your marketing dollars stretch the farthest using advanced marketing solutions with affordability in mind. No big agency advertising budget? No problem. Call or contact us today...

To Your Success!

K. Hill

**About the Author:** K. Hill, is a former corporate worker bee turned entrepreneur/author/internet marketer who stubbornly refuses to live life by default. She is passionate about design, health & wellness and using the power of laws of attraction to achieve phenomenal success in all facets of life.

For more information on how to magnetically attract more leads and sales for your business, or to stay tuned for her next marketing adventure, you can visit her on the web at:

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