

"To get the maximum value from this live tele-training (simulcast over the web), print this handout and tape it up somewhere that you will see it as a reminder!"

Here to Help You Website University Important Training Details

Dates: Daily at 8PM EST (New York time) from Monday, May 19th to Friday, May 23rd

Dial In: 218-486-3695 (Use pass code: 783004#)

Webcast: Go to www.heretohelpyou.com and follow the link to the Website University page

Duration: 30 to 45 minutes

Day 1: Getting started - Monday, May 19th, 8PM EST

Find out why you must be on the web and discover how you can have a site live online within five minutes. Don't believe it? Follow along and not only will you have your site live by the end of the broadcast, but you'll have completed the first page of what will become a five page website.

Day 2. Building instant credibility and trust - Tues, May 20th, 8PM EST

Discover the two questions every visitor to your site will ask themselves and how to make sure you address them immediately so that the potential customer stays on your site. Today you'll create the second page of your site.

Day 3. Creating a compelling "service menu" - Wed, May 21st, 8PM EST

In today's broadcast, you'll find out how to write descriptions of your services (and products) that are so engaging that your visitor is compelled to call you for an appointment. We'll finish page three today.

Day 4. Avoiding bashful or boastful - Thursday, May 22nd, 8PM EST

Most business owners understate their credentials and expertise. After all, how do you say, "I'm the best" without sounding arrogant or boastful? Discover how to communicate your expertise without turning visitors off as we complete page four of your site.

Day 5. Beyond the "brochure" - Friday, May 23rd, 8PM EST

Today we tackle the creation of the "home page" to finish off your site. Now that you have a customer-generating website, we're going to look at what additional pages and functionality you can add to your site to maximize its effectiveness. We'll also look at how you can use your website to automate various mundane administrative tasks in your business, freeing your time up for other more important things.