

Exclusive Offer for ChiefExperts.com Lifetime Members

First of all I want to thank you for being a part of the ChiefExperts.com Community. This fall I'll be moving the ChiefExperts.com membership site to the WordPress platform and will be doing a brand new series for Chief Architect X3. We'll get your lifetime membership set up at the new site once it's ready

We'll leave the existing site up for about a year and will be copying select posts and videos to the new site. You'll always have access to both.

My team and I along with some other internet pros are excited about the new workshop we've been developing called "Build a Website That Sells". I've always been passionate about Chief Architect and what it can do for your business. I'm also excited and passionate about the possibilities that the internet possess to help you in your marketing and sales efforts. With that in mind we've decided to combine our efforts and create this new workshop.

The workshop will consist of 8 modules that will be prerecorded and made available approximately one per week. Along with each module we'll be holding live coaching webinars where you can get specific questions answered.

The new site as well as the content that will be the "Build a Website That Sells" workshop is under development. After much discussion we have put a plan in place with an offer to all lifetime ChiefExperts.com members.

At this time we are planning on an investment of \$497.00 for access to the workshop. This price has not been set in stone and once we get closer to an official launch it's quite possible the price may increase. But we have put together a special offer just for you. Read On>>

We haven't found another website course anywhere that offers a step by step plan with as much hard hitting content as this one. We've been hard at work for over 2 years researching & finding the best solutions to create world class websites. And I believe we have we nailed it.

With the internet changing daily it's important to have an up to date website that gets traffic and can become an integral part of your marketing. We believe it's also important that you have complete control of your site so you and your team can be adding new content to it regularly. Today, that's a key ingredient for a successful website.

So here's the deal - Since this is a new workshop we want to make sure that everything is working well before we go live with the rest of the world. So we'd like to offer you a special



incentive price of \$297.00 to be part of our test run. That's a savings of \$200.00 and even if we decide to charge more for the workshop you won't pay another penny.

We've also decided that we can effectively have about 30 people involved so the first 30 to join will be in. After that this offer goes away and you'll have to wait until we launch the program sometime in September. The discount will also go away and you'll end up paying what everyone else does.

So here's what you'll get by participating in this workshop:

- Access to the 'Build a Website That Sells' workshop website
- 8 Modules that will be spoon fed to you so you can try things out.
- Access to weekly live webinars to ask questions.
- If you have a website we'll throw in a 1 hour site review by one of our team members.
- If you don't have a website you'll get 1 hour of free consultation
- Access to the forum to ask questions and participate in discussions about your site.
- Some personal hand holding as we work out the bugs
- Access to the complete workshop when it goes live in September

Take a minute to go through the workshop syllabus that follows this letter. If you can find a course anywhere that gives you this much hard hitting, top notch, step by step instruction for what we're going to be charging, just let me know and I'll give you a spot in our workshop for free. This is going to be one of the best values anywhere.

And just so you know. If you don't think you'll have the time it takes to do everything you want, we have lots of resources available that can help you along the way for a very reasonable fee.

I almost forgot. If you attend this course we'll also teach you how to be an affiliate. We want to get the word out and will be paying a 40% commission to anyone that you get to sign up. I'll have more on this program later.

I look forward to your participation and hope that you'll be part of the first 30 that get involved.

Sincerely,
Dan Baumann

PS: To sign up [click this link](#). Select the on page "Add To Cart" button.

Don't delay - We're only holding 30 seats at the \$297.00 price.



Build A Website That Sells

What You Need To Know To Get Found Online



How to Create a Website That Will Generate Massive Amounts of Leads and Sales For Your Business

Creating, Updating & Optimizing Your WordPress Website

By: Dan Baumann
Design/Build Technology, Inc.



Welcome to the "Build a Website That Sells" Workshop. Your guide to a successful business website.

There are many factors that go into a successful business. Good products, quality employees, sales, accounting, project tracking, etc. But none of this happens unless you have customers to sell your products and services too.

Marketing is the key to getting the word out about your business. Referrals are great but you can't rely on them all of the time. You must keep the message about your products and services in front of the public's eye at all times.

Your website can be one of the most cost effective sales and marketing tool's you have at your disposal. Proper implementation of your website allows you to continually update your message and your offerings and it doesn't mean a complete retooling of your marketing materials.

There a many factors that are part of a successful website including the ability for you to regularly add new content that your prospects and customers want to know about.

The focus of using WordPress as the platform for your website or as a blog for your existing site gives you the control and flexibility that you need to allow your entire team to add useful and interesting content on a regular basis.

New content is not only good for your business but is key to staying ranked at the top of search engines and it doesn't require large amounts of your time if it's implemented properly.

The "Build a website That Sells" online workshop is an 8 module online course that will take you through every aspect of implementing, creating, updating and monitoring your business site.

Each recorded module is accessible 24/7 and the weekly live coaching calls will give you the opportunity to get your questions answered.



1. Planning and Implementation

- Workshop introduction, instructions and objectives
- Establish the goals for your online presence
- Common used website terms definitions
- Research and define your optimal keywords
- Obtain a search engine optimized Domain Name
- Set up hosting for your site or review your existing hosting
- Setting up your new email accounts
- Gathering content for your site
- Installing WordPress at your new or existing host
- Setting up a practice WordPress site if you want
- Overview of the WordPress Platform
- Adjusting general settings for your site
- Finding and Installing your WordPress theme
- Installing plugins to optimize your Wordpress site
- Setting up your Google Account and Apps

2. Building Your New Site

- Define the message and the people your site is for
- Creating a site map to clarify your navigation
- Installing FileZilla for future file transfers
- Overview of free and low cost tools you can use
- Adding Categories
- Adding Pages
- Adding Posts
- Creating your Menu System
- Setting up and working with WordPress Widgets
- Creating and adding your Header Graphics
- Creating the page footer and copyright information

3. Creating Content for Your Site

- Guidelines for creating great content
- Defining your optimal customer
- How to discover what your clients want you to write about
- Setting up Google Alerts for relevant content
- Creating compelling titles for topic ideas
- Lessons on structuring and writing your pages and articles
- How to use your keywords in your titles, descriptions and posts
- Tools that help you create articles
- How to outsource your article writing



4. Setting Up The Pages on Your Site

- Sketching a plan for your page layout
- Page layout objectives and rules
- Layout rules for your page navigation
- Adding "Social Proof" items to your pages
- Optimal home page layout techniques
- Setting up the "Home" page
- Creating your "About" page
- Creating your "Contact Us" page
- Adding your "Privacy" policy
- Adding a "Page" with text and photos
- Adding a "Post" with text and photos
- Embedding a video on a page
- Adding posts to categories for automatic display
- Adding a "Sitemap" to your site

5. Graphics and Video

- Common mistakes made with media on websites
- Objective of using photos and video on your site
- Online tools used to edit photos and how to use them
- Creating your personal and profile pictures
- Editing tips for photos
- Adding individual photos to pages correctly
- Using the NextGen photo gallery on your pages
- Creating Sliding and Fading photo banners
- Adding photo's to an online account
- Using online services to create photo galleries
- Online tools used to create video and video slide shows
- Creating and setting up your YouTube Channel
- Creating video from photos
- Creating short video based on hot topics your customers will like
- Embedding video on your website pages



6. Local Search

- What is "Local Search" and how can it benefit you
- Defining your business and personal profile
- Gather the information needed for optimized local search
- Should you use services like Service Magic or Angies list
- How to get reviews on your local sites
- Setting up Google Places
- Setting up Yahoo Local
- Setting up Bing Local
- Setting up MapQuest
- Setting up Yelp
- Setting up Local
- Setting up Yellow Pages free listing

7. SEO - Search Engine Optimization

- What are search engines looking for
- Do you really need to outsource your SEO
- How to be sure each of your pages is optimized correctly
- Common optimization mistakes people make
- How to find the best keywords and key-phrases that get you ranked
- How to use proper page tags
- Setting up your Default SEO information
- Setting up Google Analytics and applying it to your site
- Overview of Google Adwords
- Proper tagging of photos and video
- Getting inbound and outbound links to your site

8. Tracking, Maintaining and Advanced Tools

- Using Google Analytics to track your site activity
- Making sure Google is tracking your site correctly
- Using Page Ranker for Firefox to track keyword listing
- Adding a Sitemap and XML sitemap and submitting it to Google
- Adding a Sitemap to your site
- Using a Media Schedule to add new content to your site
- Set up all of your marketing materials to drive prospects to your site

>> Live Coaching Webinars

Each week we'll have a 90 minute (or however long it takes) live coaching webinar where you can get answers to your website questions. You'll also have access to our forum.

