

Power One on Ones

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1. Who would be a good Client?

Owner of an established business who has plans to grow this year or wants to increase their visibility and impact through their website, or wants to sell products or accepts payment for services online. Also, Business Owners who are running their company on spreadsheets, which can be lost or corrupted, but can be replaced by an online system they can access from anywhere, including their mobile phone.

Founder or Manager of Charity who wants to increase donations, visibility, awareness and impact of their good cause. Particularly any with multiple locations or events and dozens (or more) volunteers and staff they need to manage, assign shifts to and safely store their data. This makes their charity scalable and sustainable - two key factors when trying to secure funding.

Public Sector department manager or consultant who has a specific project to launch to meet government targets or tender document requirements. Particularly Council projects which involve collaboration across different locations or interaction with the public, including reports to measure effectiveness and outcomes.

2. What would I listen for to get you a Referral?

"I never get anything from my website"

"I can't take payments online"

"We have so many volunteers, I never know who's meant to be where"

"I do all of that in Excel"

"We don't have a system, it's all in my head"

"Do you know anyone who understands Local Authority websites?"

3. Story of how you have helped an existing client – tell us what to say!

A specialist consultant came to us to redesign his website because he hadn't had a single enquiry through it in nine months! We redesigned it to appeal to his target audience and optimised it for search engines, plus added data capture so he could really follow up on any potential leads. Within two working days of launch he received an enquiry from a Local Authority which led to a contract worth thousands.

One client runs a small chain of restaurants and cafes and complained that their Cookery Classes were often booked but then people didn't turn up. We created a new website which included paying to book a place (as well as the ability to buy a place at any future event via a digital gift voucher system) and the income from this paid for the whole site within two weeks of launch.

The site we built for the National Trading Standards Office Scams Team enabled almost half a million members of the public to take part in e-learning to educate them in protecting members of their local community from scammers.