

Want to know how to easily refer work to us?  
Fantastic! Here's our crib sheet following our recent 121 meeting, please let me have a copy of your own tips in return so I can return the favour 😊



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**Profession:** Website Design and Online Systems

## 1. Who would be a good Client?

We have three target client groups:

- Managing / Marketing Director of an established small corporate who wants to seriously grow the business this year and needs a SMART website to make that happen. This means a website which can manage your Schedules (accepts bookings, arranges appointments, handles reservations), Marketing (sends out your brochure / price list / T&Cs – and notes who received them), Automation (adds enquiries to your mailing list, sends follow up emails, replaces your Excel spreadsheet), Revenue generation (accept secure online payment for your products or services) and saves Time by connecting your website with your accounting software, stock control system or social media.
- 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 in advance to book a place in the face-to-face classes (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 over one million members of the public to take part in online e-learning to educate them in the protection of members of their local community from scammers, 3 years ahead of the originally desired goal date.

### **4. Looking for high quality business referrals?**

Some of the people we have 1-2-1s with aim at the same target client base as we do, but do not compete directly with our particular area of expertise. This means we can refer our clients to deal with them on complementary services we don't offer in-house, and they can return the favour. We call this collection of approved suppliers our Trusted Partners. If you are looking for high quality business referrals – and are able to make them in return – this could be you! Take a look at [www.fatpromotions.co.uk/trustedpartners](http://www.fatpromotions.co.uk/trustedpartners) for more information.

### **5. Have you read our best-selling book: Website Mastery for Business Owners who Don't Speak Tech?**

Download a free chapter or buy your copy from <http://www.websitemasterybook.com>

### **6. How does your website score?**

Find out with our free 5-minute online assessment:  
<https://fatpromotions.scoreapp.com/>