

AskHowie.com

15 Indigo Creek Trail Durham NC 27712-2564 USA

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Get a Marketing X-Ray to Quickly Discover & Plug the Profit Leaks in Your Online Business

Howie Jacobson, PhD, conducts Marketing X-Rays on online businesses and quickly identifies profit leaks - elements of your sales funnel that are underperforming and costing you money. From advertising to lead capture to follow-up, from positioning to copywriting to closing, Howie shows you the X-Ray and gives you a prescription for instant improvement.

Your First Step: Fill out the Marketing X-Ray Application form and fax in both pages. (All information will be kept confidential.) You may also snail-mail marketing materials and documents that can help us figure out what needs to be done and whether I'm the right person to help you do it.

Scheduling: Let me know a few dates and times that work for you within the next three weeks, and I will let you know what date and time to call. If none of your times work for me, I'll suggest a couple of alternatives.

Qualification: I take on very few new clients these days. If I'm too busy, or don't think I can help you, I'll decline your application and recommend other resources.

The Call: We'll spend the entire call looking at how to optimize your online business. You'll end up with an action plan, not a pitch for more consulting.

Recording: The call will be recorded for you and you'll receive an electronic copy, so you won't have to scribble furiously to capture ideas and marketing copy. Just sit back, relax, and enjoy the ride.

Fee: The 30 minute call is \$375, and the full 60 minutes is \$750. You can pay by credit card, paypal (paypal @ askhowie.com) or in advance by check. The fee will go on your "account" as credit against any future consulting work.

The Guarantee: You have 15 minutes to try me out, no obligation. If you don't think you're getting your money's worth, you can stop any time in the first 15 minutes and pay nothing. Starting at Minute 16, the full session's a go.

Marketing Consulting /Coaching Application

I want a 30-minute consultation for \$375 60-minute consultation for \$750

Name		Email		
Company		Website		
Phone		Fax		
Address				
City		State/Province	Zip/Postal Code	Country
Visa MC AMEX Discover				Expiration Date

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Describe your company in brief. What do you sell? To whom? How long has it been in business?

What is your cherished goal for your online business? Be as specific as possible. Include product offerings, markets, monthly sales and profit numbers, company size, and your own work life.

What is the current state of your online business? Compare the current reality to your cherished goal.

What factors are keeping you from achieving your cherished goal right now? What problems/challenges are most significant to you right now?

Do you drive traffic to your site using AdWords? [] Yes [] No

Are your AdWords campaigns optimized? [] Yes [] No [] Not sure what you mean

Are you running an analytics program on your website? [] Yes [] No

Does your website ask visitors to provide their names and/or emails? [] Yes [] No

Do you follow up regularly and automatically with leads via autoresponder? [] Yes [] No

Are you split testing pages on your website? [] Yes [] No

When would you like to schedule the Marketing X-Ray? Please indicate 3 times/dates in the next 10 business days, during East Coast US business hours:

1. _____ 2. _____ 3. _____

Please complete both pages and mail or fax them to (425) 732-7956. Look for a reply within 3 business days.