

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Find Your UPS By
Talking To Your Customers
Part Two**

Michael Senoff Interviews Nick Gilbert

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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Why Your Customers Will Always Know Your USP Better Than YOU

This next recording is a follow-up to the consulting call I did with Nick above, the owner of Advanced Hosting Networks. You may recall that I asked Nick's permission to call some of his newer customers in an effort to determine what is important to people as they shop for a web hosting provider.

I put on my Customer Service hat and made the calls that are on this recording. Some of the highlights of my calls include:

Everyone I talked to were very appreciative of my call and it made a difference in how they viewed the customer service that Nick's company provided.

I found the most common reasons why people chose Nick's company over the thousands of other web hosting companies.

I was able to talk about some of the items in Nick's Unique Selling Proposition that we had determined during our consulting call. You will hear how happy these new customers were when they heard these items and how it confirmed to them that they had made the right choice.

Probably the most outstanding thing that was accomplished was that my calls uncovered some questions that customers had about setting up their web sites that they hadn't even inquired about yet. You will hear how this proactive approach to customer service can really make a difference and begin what will hopefully be long term relationships between these customers and Nick's web hosting company. If you need web hosting e-mail me at Michael@MichaelSenoff.com and I'll get you in touch with Nick personally. If you want to see what the control panel of your web site looks like and how you can use it, [click here](#)

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Hi, this is Michael Senoff with HardtoFindSeminars.com and Consulting Secrets. Well, here's the second part of my consult with Nick, my website hosting provider. As you heard in part one, we tried to identify from his point of view what his Unique Selling Proposition is or some reasons why the customers who are coming to him everyday should buy from him. Now, many times the perception of the business owner and the perception of the customer are off kilter or not matched, and that's why it's very important to contact the customers to find out why they were buying from him, and that's what we did. I asked Nick to send me ten or fifteen of his most recent customers, and I called each one of them, and introduced myself and represented myself from the hosting company to let them know that I know they're a new customer and just to see what I could find out. I wanted to let them know that we were there for them. I also tested some different ideas for upselling to get their opinions on that. I think you'll find this pretty beneficial, and I think this step of the process for your clients is absolutely critical. Your customers who are buying from you or your clients' customers who are buying from you will tell you all you need to know. As you'll hear, we even uncover additional reasons why someone should do business with Nick that he didn't even uncover himself, and you better believe those are going to be implemented in his scripting when he's talking to his customers and his list of reasons why, his Unique Selling Proposition. So, enjoy. This is ten calls with Nick's clients and customers, many of who just signed-on, and I hope this is helpful.

Michael: Hi, is this Wendy?

Wendy: Yes it is.

Michael: Hi, Wendy, this is Michael Senoff. I'm calling from Advanced Hosting and you had just set up recently.

Wendy: Yes.

Michael: How's everything going?

Wendy: Well, I think I set that up at the first part of the week or at least starting look at it, and I haven't had a chance to get back to it, but that's my project.

Michael: It's a pain in the butt to get started, but once you're started you'll be ready and we have a 1-800-number you can call us at any time, and when you're ready, we're ready to help you get going.

Wendy: Okay, give me your 800-number.

Michael: 1-800-237-0634.

Wendy: Should I ask for you?

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Michael: Yes, just ask for Michael. They will get you set up through the process. I called to talk to customers to make sure we're doing everything right, and I wanted to know when you were looking for website hosting, what was important about the decision you made? Is this your first website?

Wendy: Yeah, it's my first website, and what I'm doing is I'm just representing a group of researchers and we wanted some designated server space to share stuff back and forth and do documents and that type of thing. I'm not as computer illiterate as they come, but this is a leap for me.

Michael: So, tell me the process when you were looking for hosting. How did you come to us? Do you remember?

Wendy: The way that I came to you was I was searching something on the Internet, and went ahead and got into a site that said, "Webhosting and put your information on and we'll have ten bids for you within ten minutes" or something like that. So, I got into that way. Of course, everybody flooded me with emails right away, but with your company, they did about four or five follow-up emails over the course of the next week.

Michael: Were those helpful?

Wendy: Those were helpful even though I hadn't responded to your company at that time.

Michael: Okay, so what is important for you when you're ordering a website? What are some of the fears in your head setting up a website?

Wendy: I don't have a blooming idea what I'm doing.

Michael: Okay, so what's important about working with a company that's going to make things go smooth?

Wendy: Right, once I ordered at the beginning of the week, and then just because of the personal things I have, I haven't been able to get back to fully get it all set up and everything. I'm looking like, "Oh geez, I'm going to have to wait until I can call someone on the phone, and get me through this."

Michael: Would setting up an appointment with us to do that work better for you? An appointment to get everything set up at a designated time.

Wendy: Yeah, that would be really helpful, and like I say, the reason that it hasn't happened over the last couple, two three days is I just haven't had the time to get back and deal with it.

Michael: How important is price to you when getting something set up like this? When you're looking for a website, are you looking for lowest price or is there something more important like getting the assistance and the customer support to get it set up?

Wendy: I'd say probably both. We got bids for everything from \$20 to a hundred bucks a month, to six, seven, eight hundred bucks a month. For me, personally, I'm going to need a lot of assistance getting it set up, but I know other people who are going to be participating in the site are going to be more knowledgeable than I am. So, for them, the assistance isn't as big a part of it as it is for me, and I'm probably going to be the one directly dealing with it.

Michael: What other things do you anticipate that you may need down the road, and is that something that we could at least work out together now? Any idea, or is it all new to you?

Wendy: It's all new to me. I don't even know how I could answer your question. I'm the coordinator of this project. They said, "We need designated server space. This is the capacity we want. This is what we do." And, I drew the short straw.

Michael: Okay, let me ask you a question, tell me about this. We have another service, for a hundred bucks, we could register all of the other domain endings, like you have PreventionResearchers.com. Now, if this becomes popular or successful, you're going to have other people who try to knock you off and freeload off your URL name, but a very important strategy is to lock them out ahead of time before you get going by registering PreventionResearch.biz, PreventionResearch.org, PreventionResearch.net, and maybe one additional one. And, we have a package that allows you to do that for about a hundred dollars, and that would give you, really, what we call a monopoly on the name because the last thing you want to do is have something that's going good and then you're doing some marketing and advertising, getting your link out there, getting articles written with your link, and then people are accidentally going to something dot-org, which is what we call a squatter. Someone may take advantage of that name, and use that to take business away from you. Does that sound like something you may be interested in down the road?

Wendy: Maybe, and when you're talking about business, we're not a business. We're not setting out and doing something that people can access on come on. I represent about six educational institutions, and so in each of them being NASA level researchers and they've being trying to store a large amount of stuff on their individual university servers, and they're just not having enough space. So, it gets more expensive to buy space through them and all that type of stuff. So, they wanted a place where we can store documents as we go through developing different research projects that we have, places that we

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can download, we can respond online to them – that type of thing. So, at this point, really, it's basic in that regard, but I do understand what you're saying as far as we're not going to want other people being able to have input into the access of the stuff.

Michael: Let me ask you one other question, I'm going to let you go. Did any of the other companies pick up the phone and call you?

Wendy: No.

Michael: No one, okay. I just want to let you know this is why we're different because we look at you as a client. Now, you're in on the front end there with just a simple site, but as things progress and you may want other products and services, we do more than just hosting. So, I want you to know that you can look at me as an account executive where any kind of website hosting needs whether it's dedicated server, file storage, website design, locking out through the monopoly process – any of that stuff, we can handle all of that. So, I want you to know we can be your go to guy for those other things as your site expands and grows. So, that's all. I wanted to give you a quick call and make sure we were doing everything right. My company records everything for the customer service call. Can I give this recording to the owner of the company so that he can review that I did everything right?

Wendy: That's perfectly all right. It would be helpful if we could maybe set up an appointment time.

Michael: Let's do that. I'm going to give you Randy's number – Randy, or I'll give you Nick's number, okay. Nick, he's the founder, and tell him you talked to Michael Senoff and you'd like to set up an appointment to get everything set up. Okay? Call him at 1-866-203-9373. Just say you talked to Mike Senoff and you'd like to set up an appointment and get everything going.

Wendy: Okay. I will probably do that right now.

Michael: Let's do it, get it done and then you can get going on it.

Wendy: Yeah, I appreciate that.

Michael: Oh, you're very welcome. All right Wendy, have a nice day.

Wendy: Okay, bye.

Michael: Bye

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Tom: Hello?

Michael: Hi, is Tom there please?

Tom: This is Tom.

Michael: Hey, Tom, my name is Michael Senoff, and I am with Advanced Network Hosting, and you just set up a domain, Magicalgalism.com. I just wanted to call and introduce myself. Usually, when you set up a website, you usually don't hear from anybody, and I'm somewhat of your account representative, and I just wanted to take the time and see if there is any need that we can address in helping you get this site up, and if it would be all right if I asked you a couple of questions. Would that be okay?

Tom: That would be okay. I think I'm good to go.

Michael: You're good to go. Did you get the site going and everything?

Tom: Yeah, sort of. I'm working on it, yeah.

Michael: Can I ask you a question? When you found us, what was important about your decision when you were looking? Is this your first website or do you have others?

Tom: It is, yes. A friend of mine recommended me.

Michael: A friend recommended you?

Tom: Yeah.

Michael: So, what's the purpose of your site? Is this a business site or what?

Tom: No, not really. We're writers. We're putting our writing up online.

Michael: So, it's a way to put your stories up. I'm at your site right now, and I'm looking at it. Is the design of your site something that's important? Or do you just want straight text, easy stuff?

Tom: I'm going to work on the site.

Michael: You're going to work on it a little bit?

Tom: I have a friend of mine who's going to help me with the design.

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Michael: Okay, was it you who got everything set up? Did you talk with Randy and get everything set up? Or were you able to do it all yourself?

Tom: I just did it myself.

Michael: You did. Okay, and what was important about going with us? How important was price to you in making the decision?

Tom: The price was important, but also you had to be reliable. So, I think price was a component but it wasn't the only component.

Michael: Now, let me ask you, we're thinking about introducing another service. Let me run this by you. It's called "Operation Lockout". We call it obtaining a monopoly on your URL name where since you're starting and let's say if this thing goes good, you don't want people squatting on your name by setting up Magicalgalism.net, dot-biz, dot-org. Would that be something you'd be interested in monopolizing that name?

Tom: I wouldn't be, no.

Michael: You would not be. Do you anticipate any other kind of services as you have this site that you're going to need down the road?

Tom: No, not really, no.

Michael: So, everything's pretty simple and straight forward.

Tom: Yep.

Michael: Do you have any idea of how long you'll be having this domain?

Tom: I don't know.

Michael: Do you think it would be under a year or over a year?

Tom: I think over a year.

Michael: Over a year? If we were to offer you a discount on a two year membership, would that be something you may be interested in if you could save a substantial amount of money now.

Tom: Not now, but we'll just wait and see.

Michael: And, is website design a service you may be looking at down the road?

Tom: Probably not. I know how to design everything.

Michael: Okay.

Tom: Thank you.

Michael: You're very welcome. I want you to look at me as your go-to guy. If you have any problems at all, I want you to feel like you could be able to pick-up the phone and call me and look at me as your account representative, and this is just part of our high standards of service that we provide. Do you have our direct 800-number?

Tom: I do, yeah.

Michael: Can I get this recording to my boss so he makes sure that I'm doing the job okay? Would that be all right?

Tom: Sure.

Michael: Thanks.

Paul: This is Paul with American Tree and Shrub Removal, if you could just leave the time you called and your name, I'll try to get back to you as soon as possible. Thank you. (At the tone please record your message. When you are finished recording, you may hang up or press one for more options.)

Michael: Paul, this is Michael Senoff. I'm calling from Advanced Network Hosting, and I'm calling about the new URL that you set-up. I wanted to just set up an appointment so we can help you get up online for your AmericanTreeDoctor.com, and see if there's any problems or any kinks I can help you work out. I can be reached at 1-800-237-0634. Thank you very much.

Michael: Hi, I'm calling for Paula. Paula, this is Michael Senoff. I am your account representative over at Advanced Network Hosting, and you had just set up your website, TeachToHeart.com, and I'm calling to make sure everything is going smoothly. I'm at the link right now, and it looks like you've got a couple images missing, and I'd like to know if you'd like some help with that. I just wanted to see if there's anything we could help you with as far as getting your site up and running smoothly. It looks like you've done a pretty good job although some of your links aren't doing too well here. Maybe you're still in

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the process of building it. But, please give me a call, and I can be reached at 1-800-237-0634 and I'd like to set-up an appointment with you to get all that set up with you and answer any questions for you. Okay, thanks very much. Bye

James: Hello.

Michael: Hey, is this James?

James: Yes, it is.

Michael: Hi, James. This is Michael Senoff. I'm your account representative over at your hosting network. You just set up a website with us.

James: Which one? I just set up about eight or nine.

Michael: Well, you did LendersSearch.com.

James: Yes.

Michael: Okay, and I just wanted to get back with you. Did you get everything up and running? Are there any problems you need to work out? Anything at all?

James: I haven't done it yet. Here's what I was doing. I finished the site on another domain which is what I developed, and then I was in the process of basically copying it to seven or eight other web hosting, and then I was going to be changing graphics and verbage. Essentially, it all runs the same, just a different look.

Michael: Okay, got it.

James: I run into a bug on the first copy and for three weeks, I've had every tech support person in the world trying to help me out here. I haven't got by that yet, and when I get by that, then I'll be up.

Michael: You're just going to load it up all ready.

James: I'm just going to load it, and then I might just go change basically some graphics.

Michael: Well, generally, I like to meet our customers. So, you've got some knowledge on what a website is and how everything works.

James: Yes. I was in IT for many, many years, and I just left the corporate world, but the web area is a little new to me. So, I'm learning as I go.

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Michael: Let me ask you – you’d be real helpful for me, and my boss has me call my new customers and just make sure everything’s good because there’s a lot of people who are pretty clueless and we help them get set up and there’s a lot of frustration involved. But, with your experience being from IT and knowing you had multiple sites, what was important about your decision in going with us?

James: A couple of things I had to have. I had to be able to get a dedicated IP address. Some big search engines look for that. So, I wanted to be able to have a dedicated IP. Key places like Yahoo don’t allow that.

Michael: Meaning, you’re not sharing.

James: Right – I’m on a shared plan, but I was able to for like \$2.95 on most of these sites, you get your own dedicated IP.

Michael: Oh, I see, and so if you don’t get it what do you know that could happen? It doesn’t do as well in the search engines?

James: Yes, some of the search engines, and they change constantly. I know Google is one. They see that it’s shared. They assume you’re a little guy. You’re not so industrial strength real deal, and somehow they incorporate that into their algorithm to rank you. Not always, but some do that, and I heard that Google does that. I took a course on search engine optimization, and he said, “Without a doubt, always get a dedicated IP address. If you can’t get it, find an ISP who can.”

Michael: Okay, so that was important. What else was important in your decision?

James: The other thing I had to have, and a couple of places wouldn’t give it, most did – Go Daddy for instance didn’t allow it. I’m doing PHP and MySQL, and there’s a command called, “Create Temporary Table”, and Go Daddy didn’t allow that for some unknown reason, and the reason being is that some of the shopping carts. At the time I was playing with two shopping cart applications. One of them required the ability to create a temporary table, which is it wrote your cart content to disk, but they wouldn’t allow it. So, here I was working on this site for two or three months, and then I went to create the cart part and I was getting all these permission errors, and they said, “No, we’re not going to let you do that.” So, then I wasted my time there and I ended up moving off of Go Daddy, but everybody else when I sent emails inquiring to everyone, my questions were, “Do you allow that?” And, most of them come back with, “Of course, it’s on by default. Who wouldn’t allow that?”

So, talking to Go Daddy, they had a DDA there who was a dinosaur and who was afraid to go with the new stuff. Then, you allowed that, create temporary table was part of the command. It's a useful command. All you do is close your browser, and all those tables are gone.

Michael: Okay, what else did you have to have?

James: Those were the two things I wanted, and obviously I went out and I did reviews. I went out to Google, and Yahoo, and I tried – my keywords were “webhosting” and “review”, and I just started reading. Your site was on some of them. It's interesting. Once I got past the top ten or fifteen on those lists, I really got into a completely different gear of quality.

Michael: Great. How was your customer support experience with the other ones in the past?

James: With the other websites?

Michael: Yeah, were you able to call them?

James: Go Daddy was very good with the exception of when they got changed. The site I developed was on NewPhase.com did really good. I would say nothing but good things about them. It's purely email, but they answered very fast and they help you. A couple others that I just started to toy around with, I'm starting to worry a little. I'll send a support email and I don't see anything for a day or so. It makes me nervous, but because I'm not in the process of putting my site on their server, I haven't really hit them hard yet. In about my month, I'm going to need a lot of these guys.

Michael: So, let me ask you. You said you have ten other sites. Where are all your ten other sites hosted?

James: They're on ten different domains. I could tell you exactly.

Michael: So, you want them all on different domains.

James: I have to because in the search engine optimization, a course I took said they look to see that you're on different ISPs most of the time.

Michael: Let me ask you this – we've got something I just want to make you aware of. It's called Monopoly, and what we do is we help you get a monopoly on your name. The worst thing you want to do is build up your presence and start generating leads to LendersSearch.com, and then you have squatters registering dot-net, dot-biz, dot-gov, stuff like that. For a hundred bucks we can secure and lock out all the squatters by registering all those extensions

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that would give you a monopoly on your LendersSearch.com, and it's a strategy most people don't think about until it's too late. You don't have to give me an answer now, but I wanted to bring that up. That may be something you may be interested in doing.

James: There's no doubt that I think we're going to do that. We're also going to buy it for multiple years. We just need two or three months here to see if these take off in any way. If we see any kind of results or any kind of , "Hey, this seems to be working." We're going to go out and we're going to lock up everything extension, every domain possible.

Michael: Okay, very good. What do you see as things grow, is there any other kind of services that you can anticipate down the road? For instance, dedicated servers as things grow?

James: I've thought about that. The reason I didn't go dedicated because that's what Go Daddy was trying to sell me on and you can have your stuff there. Number one is me and my partner, and he's not an IT guy, and I did not want to become a 24/7 tech support. I literally feared that. In addition I was on the application development site. I wasn't on the network site. I really was unfamiliar with managing a server.

Michael: Well, you know what? We do it all for you. It's just getting it set-up. It's no different from what you have now.

James: Really?

Michael: But, it's only if you need a lot of space. If you're not using a lot of megabytes and files and stuff, if you've just got simple websites with not much data, you're probably fine. Except a dedicated server, that page will pop probably about 30 percent fast.

James: It is. I've got to keep that in mind. If these sites get very successful, listen a dedicated server is a no-brainer.

Michael: All our servers are right in Chicago area. We're right on the backbone of the Internet. The difference between us being right on the backbone of the Internet is like if you live in a neighborhood and you're about two miles from the highway and you've got to go through all the streets to get on the main highway. We're right on the highway. Do you see?

James: I see.

Michael: And, being out in the neighborhood does give you two or three seconds longer for your page to pop, and you know how people are with the Internet. You'll lose them. That's something to keep in mind down the road, too.

James: Absolutely. You know, one of the sites I developed, one thing they do that does bug me, even though I like their support, is they run back-ups on Monday mornings. Every Monday at about nine or ten a.m., to me which is during the day-

Michael: Terrible time.

James: - the response time, I'm trying to upload pages on my site and I notice three Mondays in a row. So, I finally said, "Guys, something's got to be going on on Monday." He finally came back and said, "Yeah, back ups are running." I'm like, "Geez."

Michael: Run the thing in the middle of the night.

James: You've got to fix that. I haven't tried that since, but-

Michael: You know what, that's the kind of stuff that costs you money, and all our back-ups we let you know ahead of time. They're always done in the middle of the night, plus we never go down. Out of an entire month, we're probably down maybe an average of three minutes.

James: Okay, that's great.

Michael: So, I'm your account rep. If you need anything, if you're ready to grow, we have all kinds of services and I don't think too many people have called you back like us.

James: No, absolutely not, that's great. I really appreciate it. The call came in handy, and I will absolutely remember this. If we start to make money on this stuff, you'll hear from me.

Michael: We do record this, and Nick, the owner, wants to make sure I'm doing my job. Would it be all right if I send him this recording so he can review it?

James: Absolutely, no problem at all.

Michael: Thanks James, give us a call if you need anything.

James: Have a good one.

Michael: Bye.

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Claire: Hi, this is Claire. I'm unavailable at this time, but your call is important to me. So, please leave your name and number and a brief message and I'll get back to you as soon as possible. Thank you and have a great day.

Michael: Hi Claire. This is Michael Senoff, and I'm calling from Advanced Hosting Network. You had just set up ChesneyLaw.com website with us, and I simply wanted to introduce myself. I'm your account rep. I wanted to get back with you. I see that you have your website up, and I wanted to see if there's anything at all we can help you with. I want to make sure you've got all your pages linked up properly, and just talk about some of the other services you may want to plan on down the road, some of the things we can help you with, but I just wanted to make sure that everything's smooth running for you and you're all set up and if there's anything I can do for you, you can look at me as your go-to guy, your account rep for your URL and hopefully as your practice grows and you need more services or you have questions at all, I want you to feel comfortable to call me at any time. So, I'd like just to leave my contact information. My name is Michael Senoff, and my phone number is 1-800-237-0634. You may reach my assistant Sarah. You can leave your name and number and I will call you right back. It's just that I will be on the phone all morning making customer service calls. So, please get back with me if you need anything at all, and I want to welcome you to Advanced Hosting. If there's anything I can do, don't hesitate to call, and I'll talk to you later. Bye.

Corey: Hello?

Michael: Hey, is this Corey?

Corey: It is.

Michael: Corey, this is Michael Senoff. I am your account rep over with Advanced Hosting. You just set up your Corey Walker website with us.

Corey: Yes.

Michael: How's everything going?

Corey: So far so good.

Michael: I just wanted to touch base with you, and I just checked. It looks like you've got your image up there. Is everything running well with the website?

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- Corey: It is. Actually, I was going to call you.
- Michael: Now, which guy are you in the picture? You've all got the same shirt on.
- Corey: I am the one on the far left in the back.
- Michael: Okay, there you go. All right, tell me what's up?
- Corey: I'm trying to set-up a sub-domain.
- Michael: A sub-domain.
- Corey: I was wondering how I got the FTP for that.
- Michael: Well, I'll tell you, I'm more of the customer service guy, but I can hook you up with Randy or Nick, and you can give them a call and set up an appointment, and they'll set you up with all that. Would you like the 800-number for them or do you have it already?
- Corey: Yeah, I have it already.
- Michael: Just call back and tell Nick you talked with Mike Senoff, and you want to get your sub-domain set-up and he'll walk you through that right away.
- Corey: All right, and then I got an email saying that the servers got to shut down. There's a problem with the hard drive or something like that.
- Michael: Was that a couple of days ago?
- Corey: I think so.
- Michael: We're all back up and running. You see, all our servers are right here locally. Where most other website companies, they're going to give you hosting, but they're renting space from other servers. We're running in Chicago, and all our servers, even our own equipment is located just down the street from us. So, if you took an entire month, out of a month, our servers maybe down for three minutes. We're up 99.9 percent of the time. Is that something that's important to you when you have a website?
- Corey: Yes.
- Michael: What else was important in making a decision about website hosting? Can you give me any feedback?

Corey: Just the availability on the server, and the cost overall average between the two.

Michael: Do you remember how you got to us originally?

Corey: I think went to the one page called CNet.com. I researched it and found the best that they recommended, and I felt comfortable with.

Michael: Did you ever call any other site? Did you just choose us out of all of them?

Corey: I think I called one or two, but off the top of my head, I can't remember what they were called.

Michael: Do you remember though what made choose us? When you were looking for it, obviously price is important, right? What else were you weighing in your mind that you wanted from a provider?

Corey: Availability on the server and to have unlimited sub domains is helpful to me and then the SQL server because I might be using that in the future.

Michael: So, your website here, is this just a family website for yourself or what?

Corey: Yeah, it's a personal website for now, and then my subdomain, I'm trying to start a little web development company.

Michael: You maybe want to branch off and do a little business off of this.

Corey: Yes, just more of an informational thing to get a hold of me.

Michael: Okay, good. Let me let you know there's something we're going to have opening up down the road, and it's called "Block out" or we're call it "Monopoly", and you have your CoreyWalker.com. If you do a sub-domain, it's the ability to keep anyone squatting on your domain name. For instance, we could register dot-net, dot-biz, dot-org, and all the other extensions for about a hundred bucks which would lock anyone out, and that's something you want to think about as you grow. Does that sound like something that down the road may be of interest to you, or is it not that important to you?

Corey: Not at the moment.

Michael: How about website design? By looking at your design, and it doesn't look too bad, it's pretty basic. Is that something that you may need assistance with down the road?

Corey: I just took a webpage design class in college, and that was a basic class, and hopefully will be able to learn more.

Michael: Is there anything that you need as far as website hosting? Anything you could think of that we were unable to answer for you that's on your mind that I could take care of you for now? Any appointments you need to set up besides the sub-domain?

Corey: No, not that I can think of.

Michael: All right. Is this your first website? Or have you had others before?

Corey: It's my first one.

Michael: Okay. Is a call like this from someone like your customer service rep something that's important and builds value in what we do?

Corey: Yeah, definitely.

Michael: Okay. Well, look, I want you to look at me as your go-to guy. If you have any problems, any questions, anything at all, I want you to call me personally, and I will take care of it. Whatever you need done, we'll get it done in a timely manner. And, this is how we want to differentiate ourselves as our customer service because I know websites can be frustrating.

Corey: Yeah.

Michael: So, you've got our number and I just wanted to say hello and welcome you to Advanced Network Hosting. Hopefully, we can grow with you as your business gets going. We have all kinds of services that can help you grow and we'd like to grow with you. Would that be okay?

Corey: Yeah.

Michael: Okay. Well, have a nice weekend and everything. Oh, Corey, let me ask you a question. I do a recording of it so my boss knows I'm doing a good job. Can I send him this recording so he knows I'm doing a good job with his customers?

Corey: Yeah, you bet.

Michael: Okay, thanks a lot.

Casey: hello?

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Michael: Hello, is Cassie there?

Casey: No, this is Casey.

Michael: Casey, I apologize. Casey, this is Michael Senoff. I'm your account rep with Advanced Hosting and you just set up your website with us, the HoweyMoonArtist.com.

Casey: Okay.

Michael: And, I'm just calling. You probably never expected to hear a call from your provider, but I'm somewhat of your go-to guy, and your problem solver, and I wanted to see if you got everything set up okay, or if there's any concerns or problems or anything frustrating you about your URL and everything.

Casey: Only the outage I had the other day.

Michael: Well, you know, life in the server industry, it happens, and machines and machines and it can happen to even the biggest ones. All our servers are with one of the largest companies in the world, and it's something that rarely happens, but we're all back up. And, if you looked at an entire month, or average uptime is 99.9 percent we're up, and that would be like three minutes out of a month.

Casey: Right, I work in the tech industry.

Michael: So, you're not a newbie when it comes to websites and everything.

Casey: No, I understand. I mean, I wasn't mad about it.

Michael: Yeah, it's frustrating. Now, did you get everything set up here at HoweyMoonArtist.com?

Casey: Pretty much I still have some stuff I have to do.

Michael: Okay. I like to talk to my customers and get an idea. What was important about hosting for you for this URL?

Casey: The cost.

Michael: The cost was a big thing?

Casey: Yes.

Michael: Okay. Is this a business here you have?

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Casey: Yes.

Michael: Have you done any of the search engine submission?

Casey: Yeah, a couple. I think it was done through a service. I can't remember the name.

Michael: Well, that's a service we provide and maybe Randy when he set you up didn't tell you about it. For about fifty bucks, we can submit your URL. We have all the data all on our computers to all of the different search engines if that's something you want us to take care of. That's an option.

Casey: Okay.

Michael: How long have you had this business here?

Casey: Only about a month and a half or so.

Michael: So, what are you basically doing? Are you selling paintings and stuff?

Casey: Yeah, it's going to be artwork, either digital photography or paintings and design.

Michael: Is this kind of like your first attempt at business and everything?

Casey: Yes.

Michael: Okay, do you have a pen in front of you?

Casey: Actually, I don't.

Michael: You don't. Okay, I'm going to shoot you an email because we have a partnership with a gentleman out of San Diego, and he has a collection of 117 hours of audio interviews with top marketing experts, and it's all free. We like to send our new business customers to there so that you can get a world class education on how to grow your business, not necessarily Internet Marketing, but just marketing in general, and would that be something you'd be interested in? It's totally free. All I've got to do is send you the link.

Casey: Okay, yeah.

Michael: I'll get that over to you, and I think you're going to find that very, very valuable especially on how to grow your business. Some things to think about. Is there anything else that you need? Any services that you're anticipating

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down the road for website hosting, or space, or anything like that? Any other URLs? We've got a product called Monopoly where we could secure from all the cyber-squatters, your HoweyMoonArtist.com, where we get dot-net, dot-biz, dot-org, so we can keep other artists out there from trying to freeload off your work. Would that be something that maybe of interest to you down the road?

Casey: Yes.

Michael: The worst thing that you want to do is start growing your business and you're getting some action out there, you may have some articles out there, and you have people who squat on your name. Even though it's illegal, it's sometimes very difficult because they may be in different parts of the world. So, someone will go in and register and just sit on dot-net, dot-org, and those other names. It's a great strategy to own a monopoly on your URL especially if you're going to be marketing. Does that make sense?

Casey: Oh yeah. I've had that happen to me.

Michael: Okay, and that's about a hundred bucks if you want to do something like that. We provide that service for you when you're ready.

Casey: Okay.

Michael: Okay, anything else at all while I got you on the phone?

Casey: Well, the only thing I noticed after they reloaded the server for me, one of those stat pages I actually used is not there anymore.

Michael: In the C panel?

Casey: Yep.

Michael: Which page was it? Do you know?

Casey: The AW stats.

Michael: The AW stats. Alright, I'm going to have Nick call you or do you have our 800-number?

Casey: I probably do at home.

Michael: Go home and get the 800-number. I want you to call Randy or Nick, and let them know. They'll take care of that for you right away, okay?

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Casey: Okay.

Michael: Look, if you need anything, please don't hesitate to call. And, I just wanted to introduce myself. I'm Mike Senoff. Is this your very first website did you say?

Casey: Actual registered one, yes. I've used a free one.

Michael: Does it mean a lot for you to have someone like myself call you and make sure everything's good?

Casey: Yes, actually it's nice.

Michael: Okay, look, I'm your go-to guy. Call if you need anything at all. We can help you with anything. Okay?

Casey: Okay.

Michael: Also, Nick, he's the owner and he likes to hear how I'm doing with the customers. Would it be all right if I send him the recording of the call so he makes sure I'm doing my job okay?

Casey: Yep, that's fine.

Michael: Okay, I appreciate it. Thanks a lot, and I'll talk to you later.

Casey: All right, thank you.

Reese: Hello, Reese.

Michael: Hey, Reese. This is Mike Senoff. I'm your account rep over at Advanced Network Hosting. You just set up your PremiumFrancise.com site with us. This is just a customer service call. I just want to see how you're doing with that, and if you've got everything set up, if you have any glitches or anything, anything I can help you with at this time.

Reese: Everything's going fine.

Michael: Everything's good? Can I ask you a question? Do you remember even how you got to us? Do you remember? Were you referred to us? Or do you remember how you found us?

Reese: My mother does all my websites. She used you before.

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Michael: Oh, she has used us before, okay. And, what do you guys do? Are you a business or what?

Reese: We're starting a business.

Michael: You're starting a business. There's a couple of services Randy set you up and probably didn't tell you about, and I just wanted to let you know really quick because if you're starting a business, it's something.

Reese: I don't have time to talk. I'm at my other business right now.

Michael: Okay, I got you. Look, if you need anything, I'm your go-to guy. I'm Mike. You can pick up the phone and call us anytime, okay.

Reese: Okay, my mom will be taking care of all that stuff.

Michael: Thank you very much.