

60 Second Network Meet Intro

Timing	Segment	Content
20 secs	Introduction <ul style="list-style-type: none"> Personal & Business Name; Business Type; Products & Services Current & Ideal (Target) Client 	<p>Hi, Peter Butler of Smarter Websites</p> <p>I'm this chapter's website marketing strategist</p> <p>Our difference? Its marketing and function first then smart design to create client converting & money making websites.</p>
20 secs	Differentiation <ul style="list-style-type: none"> Why you are different Your Unique Selling Proposition Tell a story to show difference Use a testimonial 	<p>This week we're working on Hear Here, an audiology clinic with multiple locations over Perth.</p> <p>We're helping them setup online hearing tests in a world's first unique online testing hearing platform.</p> <p>If your partner, or someone you know doesn't listen to you then maybe this is a perfect referral (smiley).</p>
10 secs	Ask for the Business <ul style="list-style-type: none"> This week, I need..... A good referral for me is..... <p>BE SPECIFIC – This is what the team will record each week and try to locate for you</p>	<p>This week I'm looking for ANY business where you have a personal relationship with located on Dixon Road.</p> <p>Here's what I need.</p>
5 secs	Call to Action <ul style="list-style-type: none"> E.g. - if you meet, know or hear of a client/contact etcplease talk to them, tell them about me and ask them if they would be interested in having a chat with me 	<p>Their name, business name and contact number.</p> <p>I will do the rest.</p> <p>Please, we're doing a special on local business owners with a focus on Dixon Road so any business owner please pass their details onto me.</p>
5 secs	The Hook <ul style="list-style-type: none"> Repeat your name & business Give a memory hook – visit www.memoryhooks.com for ideas 	<p>Peter Butler of Smarter Websites –</p> <p>Helping business owners with local world domination online</p>

© Smarter Websites 2020

