

The 9 Secrets of Money Making Websites for Service Businesses

Audio Track 1: Welcome

Welcome and congratulations on taking the time to listen to this audio program.

Hopefully it's reached you on time. Because if you're like 90% of service businesses, you have either *already* made a big mistake, or *you are about to* make that mistake when you create your business website.

And that mistake is... being talked into spending too much money on a flashy website that brings you no extra business.

Hi. I'm Shona Lynch. I've been designing websites ever since I discovered the internet in an IT class in high school. I've been building websites for a living for the last 10 years. And I can tell you, in that time I've learned some eye-opening truths when it comes to building websites that actually bring in the dollars.

My experience has shown me the kind of sites that get money in the bank. And I can tell you something right now that could save you thousands of dollars – and that is... a website's ability to make money has VERY LITTLE to do with how impressive it looks, the videos it plays or the sounds it makes. In fact, research has shown that the more 'bells-and-whistles' a website has, the more annoyed a visitor becomes and the less likely they are to hang-around. Yet most web companies put graphic design at the top of the list... **and at top dollar!**

I'm sure you agree, the aim of a web site is to increase your business profits. Well, on this audio program, you are about to discover how to do just that. I will reveal to you **Nine Secrets to Profitable Websites for Service Businesses**.

So, whether you are a car detailer, a painter, a photographer, a writer... in fact, no matter what service you provide... you are about to learn **Nine Secrets** that will stop you from losing money when you set up your website.

If you *don't* have a website, knowing these **Nine Secrets** in advance will give you upper-hand in your price negotiations. If you *do* already have a website, this audio program will equip you with the right knowledge to get your site back on track... so you stop losing money and start making money with your website.

You can rest assured that these **Nine Secrets** will save you from the frustration of those expensive websites that just sit in cyberspace doing nothing but gobbling up monthly fees... without bringing you *any* new business.

The good news is, nearly every single service business – whether large or small – can run a profitable website.

Please note, as we progress through this tutorial I will refer to the "Resource Pack". By this, I mean the reference documents that you received with this audio program. Alternatively, you can simply go online to www.sitepacks.com/resource

Audio Track 2: Direct Marketing

Your website is all about marketing your business. SO, before I begin describing the **Nine Secrets of Money Making Websites**, let me tell you a little known secret about advertising and marketing in general. You *need* to know this, because this knowledge alone can change the way you do business entirely – and I'm talking off-line as well as on-line!

The secret is that there are two types of advertising. The first type of advertising is the most familiar type of advertising... we'll call it "Icon Advertising".

"Icon Advertising" – which is also known as Image Advertising, Brand Advertising or Corporate Branding – is the type of advertising used by large companies such as McDonalds, Coca Cola or IBM. This advertising is used by companies that have the resources to spend vast amounts of money advertising their brand. Their ultimate goal is to ingrain their brand-name into people's thinking... so that if you think of a product, you think of them. If you're thirsty, you think of a Coke. If you want a computer, you look for an IBM.

This kind on advertising works well if you are a large company, your product is in high-demand and you have literally millions of dollars to spend.

But, many service businesses suffer unnecessarily because they try to use this "Icon Advertising" to market their business. What's the point of a one or two man business spending a tonne of cash on a logo, web-design, radio-jingle, corporate branding with matching stationery, etc. The truth is, for small service businesses, this kind of expense can rarely be justified. And by that I mean that the money spent on "Icon Advertising" does not result in increased sales. It just makes the company look good.

Instead, you need a type of advertising that is justified... meaning the money you spend results in increased sales.

And this brings me to the second type of advertising. It is called "Direct Response Advertising". Direct Response is any advertising that inspires a customer to call you right away, and inquire or buy your product or service immediately. Some examples of direct advertising you might have seen before include:

- direct mail – such as Reader's Digest "Direct Mail"... where you are specifically named at the top of their letter, Dear John, and you are told to 'act now'.
- Another example... is late-night TV infomercials that tell you to 'call now' and 'have your credit card ready'.

So, right now you're probably thinking "Why do I need know the difference between "Icon Advertising" and "Direct Response Advertising"?"

Well, it is because successful, money-making websites use Direct Response techniques. And the rest of this audio program will focus on how you can integrate these techniques into your website.

These **Nine Secrets to Money-Making Websites** will save you a lot of wasted time and money. Instead, they will begin to make you money.

So let's get started. The first secret of money-making small business websites is...

Secret 1: Know What You *Don't* Need

Audio Track 3: Secret 1 – Know What You Don't Need

This is probably the most important weapon in your arsenal against money-grabbing web design companies and advertising agencies. Time after time I hear stories of web design companies trying to sell cumbersome, expensive websites to small businesses. You'll hear sales-people push the benefits of:

- full featured online shopping carts,
- credit card facilities,
- new technology movie presentations,
- 3D graphic design,
- database driven content
- Dynamic HTML
- and more

Really, with all these features, its no wonder the price of these websites *start* between five and ten thousand dollars.

But the startling truth is, not only do you NOT need these features, they can actually be bad for your small business. Not only will you lose money upfront by paying too much for a website, the high-maintenance features will cost you money on an ongoing basis.

So how do you know what you really need? After all, it's so easy to get excited about the possibility that your website could be built with all the latest technology.

Well, an easy way to decide what you really *do* need is to identify what you *don't* need.

I will now tell you three things you do NOT need. Don't worry if you don't understand what each of these three items are... I will explain each one.

The three things a *small* business website usually does NOT need are:

- ONE. an online shopping facility
- TWO. database driven dynamic content
- THREE. multimedia technology

Audio Track 4: Secret 1 Continued – Online Shopping Facilities

Firstly, let's discuss item number 1...

You Do Not Need an Online Shopping Facility

I have taken part in many heated debates about whether small business websites benefit from an online shopping facility. If you are listening to this audio program and you are *intent* on selling your service online, I urge you to listen carefully to this section.

The truth is that many small businesses jump right in and buy an expensive website just so their customers can shop or order online. Only after they have blown their

budget, do they realise that not only is nobody *visiting* their website, but the customers that do visit are not willing to buy from their website.

After all, when a customer buys online, there are some obvious disadvantages. Such as:

- They don't get to physically evaluate your service or products...
- They can't talk to you, or see, touch or try out a product.
- They might have to pay booking fees, insurance fees or postage & handling.
- It is a hassle to cancel a booking or return an unwanted item.

I know from my own shopping experience, I will buy online *only* if I get:

- significant savings – compared to local stores... and this includes after paying for postage.
- I also make sure that the product or service is guaranteed or has a warranty.
- And on top of that, it must be supplied or delivered quickly.

You will find that most internet shoppers are the same. And not only that, most will use the power of the internet to fully research the prices, opinions and read reviews *before* buying from you. So you end with a tremendous amount of competition.

That said, about the only time you *will* sell *successfully* online is if you are the sole supplier of your service **or** if you have a brand-name that is in high demand. In these cases, customers will seek you out and be willing to buy online. And that's a great situation to be in.

But for most service businesses this is not the case. For service providers such as plumbers, electricians or even wedding planners, it is not profitable to cater for online shopping. There are too many variables, and it simply costs too much to develop this kind of website... especially when you consider how little it might be used.

If you are wondering why it costs so much... there are several reasons. One reason is that you need an online merchant account with your bank – to allow you to accept credit cards. These accounts cost anywhere from \$300 upwards to open and *then* the bank takes a percentage of every sale.

Another reason is that you need shopping cart software on your website. This software allows people to view and select items for purchase. In addition to paying for the shopping cart software, you have the expense of providing the images and descriptions of your items, which need to be kept in some kind of database. Of course, your database will need to be backed-up and archived securely on a regular basis.

There are also other expenses such as security software and insurance.

I could go on... but I hope by now you can see that, in most cases, you do NOT need an online shopping facility on your website. Knowing this fact could save you thousands of dollars when you put your service business online.

If you were planning to sell online, think very carefully about your service, your customers and how you plan to manage online sales. What is the real reason you want to sell online? Is it because everyone else is doing it? Or because you think you can make extra sales? Are your customers even asking for online shopping?

If you still believe that your service is suitable for online sales, please listen to **track 20 on this audio program**. On that track I will reveal simple ways for you to sell online without breaking the bank.

For now, let's move on to Item Number 2 of what you DON'T need on your service business website...

Audio Track 5: Secret 1 Continued – Database Driven Dynamic Content

You Do Not Need Database Driven Dynamic Content

“What on earth is that?”... I hear you ask.

Well, for one thing it is expensive! And certainly not needed by most service businesses.

Database Driven Dynamic Content is used to capture an organisations data and deliver it, even edit it, via a webpage. An example would be a plumber displaying a diary or booking-sheet online which clients could use to book his services.

Another common example is a news site that displays regularly updated news items. Or Amazon.com that shows real-time product stock levels and up-to-date product reviews.

The opposite of a Database Driven Dynamic Content site is called a Static Content site. Static content sites will contain the same text day after day. The only way the content will change is if a person manually alters the webpage and uploads it to the web.

So, if you're like most service business owners, you're probably instantly attracted to the idea of Database Driven Dynamic Content. Who wouldn't be? When used properly it is extremely useful, impressive and valuable.

But, as I mentioned before, it is also extremely expensive. This is because it is essentially a software program that must be written and customised to suit your business. You are paying for a database administrator, a graphic designer, a web site developer and maybe even a project manager.

After all of this expense... sure you have a high quality website, but you are also left with high ongoing maintenance fees, high fees for hosting your database, the need to continually update your database – and all this is on top of the need to market your site to your customers.

You will probably also discover that your system needs constant tweaking and expensive updates to suit changes in the internet... and in your growing business.

If you are thinking this sounds like more hassle than it is worth... you're right!

Remember, the aim of putting your business online is to gain a steady stream of new customers. So, avoid the unnecessary headache of a database driven site. Get yourself a small, effective static content site to drive the customers to your door.

Now that you understand the difference between Database Driven Dynamic Content and Static Content sites, let's move on to item number 3 of what you DON'T need on your service business website...

Audio Track 6: Secret 1 Continued – Multimedia Technology

You Do Not Need Multimedia Technology

You have probably seen multimedia websites that display animation or visual presentations when you load the home page. Often, these sites will display a progress bar and a countdown as the multimedia presentation is loading. This kind of multimedia is known as a Flash or Shockwave presentation.

Other kinds of multimedia include any form of audio-visual enhancement such as movies, sound effects, animated graphics and streaming audio.

I'll admit. Multimedia is very impressive. It can look amazing. And that's why many small business owners are easily convinced to spend money on multimedia. However, it can be downright dangerous to your website traffic. This is because fancy audio-visual occupies a lot file space. Meaning your site will take longer to download. Potential customers will be quickly frustrated by the long download time and they'll click away from your site before it has even finished loading. And of course, they click away to your competitor's site!

Let me clarify something... multimedia does have its place. For example, if you are selling your services as a sound engineer, you might want to provide audio samples of your work. Or if you are a circus performer, you might want to include video-footage as part of your online portfolio.

However, aside from these cases of small audio snippets, or where audio-visual can be used purposefully, most service-businesses will lose money and customers by purchasing flashy, excessive multimedia websites.

Quite simply, the expense cannot be justified. It just does not generate increased sales.

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That said, there is *one time* that a service business should use audio clips to increase sales. Here's an idea that can increase your website response ten-fold... so listen up! Simply include a photo of yourself at the top of your front web page. Accompany this photo with a brief audio recording of your voice introducing your company and your products or services. Your visitors get to see you and listen to you – and this dramatically increases your perceived credibility. Research has shown that this technique significantly increases website response. It is easy to do. And because your visitor can choose whether to press play or not, the audio will not affect the average download time of your site.

This is about the only time I advocate the use of multimedia for a service business website. It is a powerful technique and one you definitely should not ignore.

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You now know the three things you DON'T need on your small business website: online shopping, database driven dynamic content and multimedia.

Now you know what you DON'T need, let's move onto to what you DO need. The second secret of money making websites is...

Secret 2: You Need To Get Online

Audio Track 7: Secret 2 – You Need To Get Online

OK, so this is pretty obvious. You know this already otherwise you wouldn't be listening to this audio – right?

Well, knowing that you need to get online, and actually taking *action* to get your business online are two separate things.

In this section I am going to step you through the things that need to be done to get a website online. If you plan to build a website yourself, this information will point you in the right direction – so you can act now to get your site online as quickly as possible.

If you plan to hire someone else to build your site for you, this information will prove extremely valuable in helping you communicate with your web design company. After you hear what I have to say, you will be an informed buyer who understands exactly what needs to be paid for – and, of course, what doesn't.

To get online, you need three basic things:

1. A Domain Name
2. Web Hosting
3. actual Web Pages

Let start with item 1...

Audio Track 8: Secret 2 Continued – How to Register a Domain Name

How to Register a Domain Name

A domain name is also called a URL or an address. It is simply the www.whatever.com address that is used to find your site.

www stands for world wide web.

.com stands for commercial website.

And you can put whatever words you like in between... as long as that address is not already taken. There are also other alternatives to the .com part, such as .net or .com.au – where the [au](http://.au) stands for Australia.

The first step you need to take is to decide on a domain name. This is not as easy as it sounds. Often the domain name you prefer is already taken. Most domain names cost under \$100 for a one year period. Some are as low as \$10.

You should certainly avoid paying over \$100 per year for your domain name. Remember that you will need to renew your domain name at the end of the contract period – which is usually for one to five years.

So how do you choose a good domain?

In the “Resource Pack” that came with this audio program, you will find a list of websites that you can use to do your domain name research. Simply go to one of

these sites, type in your domain ideas and a web search will be done for you. Within seconds you will know if your preferred domain name is available.

If you are using a straight .com domain, it is useful to know that your domain name does not have to match your business name. For example, if your business is called “ABC Lawnmowing”, then you don’t have to use www.abc-lawn-mowing.com. Instead, you could use mow-your-lawn.com or we-cut-grass.com. This is especially helpful if your business domain name is already taken by another international company.

Having said that, you will find some restrictions apply on domains that are not straight “.com” domains. For example, .com.au domains in Australia must either fully or partially match a registered business name. Or, they must be closely related to the business activities... so “we-cut-grass.com.au” should be acceptable for the “ABC Lawnmowing” company.

Think carefully about your domain name. It should be related to your product or service. If your company name is “Mr Smith Incorporated” but you sell water-bottles, you would be far better off choosing water-bottles.com that mr-smith.com.

In fact, for any keyword, internet search engines will rank your site more highly if the words in your domain name relate to the key words found on your site pages. Now that’s important... so I’ll say that again:

For any keyword, search engines will rank your site more highly if the words in your domain name relate to the key words found on your site pages.

In addition, people searching for water-bottles are more likely to click on water-bottles.com that mr-smith.com.

So now you’ve chosen a domain name, how do you register it?

Well, it’s as easy as filling out an internet form and paying your registration fee. Again, refer to the “Resource Pack”. It lists a number of sites where you can buy domain names.

Some of these sites will provide web-hosting with your domain name; which leads me to the second thing you need in order to get online...

Audio Track 9: Secret 2 Continued – Web Hosting

Web Hosting – What is it and where do you get it?

A web host is simply a company that provides storage space for your website. So your website files sit on their computers (which are also called ‘servers’). Web hosts take the burden of technical maintenance away from you.

They usually charge fees on a monthly or annual basis. The fee depends on:

1. the amount of file space they allow you to use,
2. the amount of traffic your site will receive as well as
3. any optional extras you choose. Such optional extras might include:
 - a. credit card processing,
 - b. a database or
 - c. special scripting tools.

Most small service business can easily go without any of these optional extras.

In any case, the fee you pay a web hosting company is certainly worth the small expense considering that it allows you to get online without buying your own server and infrastructure.

Here's a special tip. If you are operating on a tight budget, there are a number of companies that offer web hosting for free. The catch is that most of these free hosts will place their advertising on your site. At the time of creating this audio program, there is at least one internet company that will provide FREE web hosting without advertising on your site. All you need to do is purchase your domain name from them and you'll get your FREE hosting. For the details of this company, check out the "Resource Pack".

Now that you've got the first two things – that is, your domain name and your web hosting, you basically have your "piece of land" in cyberspace. All you need now is to build a "house" on that land. To build your house, or in other words, your website, let's discuss the third thing you need to get online. The third thing is...

Audio Track 10: Secret 2 Continued – Website Pages

Website Pages

This is where many fancy web design companies will convince you to spend big bucks. They'll use all the technical terms – HTML, php, javascript, S.Q.L., DHTML. All those words sound high-tech and leave you thinking that you have *no idea* what they're talking about. So, you reluctantly pay up the big dollars to have them do the work for you.

The truth is, to produce a high quality website page, all you need to do is write your webpage in basic text – just like a word processor – and then convert it to HTML. If you *must* know HTML stands for "Hypertext Mark-up Language". But all it really means is that the text is specially formatted for the internet.

Here's even better news... from the internet, you can download FREE tools that allow you to type in plain text and automatically save that text as HTML. Even a primary-schooler could do that!

Want things even easier? There are so many FREE tools on the internet that *even as a beginner* you could have 5 web pages written in one short day. Check out the "Resource Pack" that came with this audio program. In it you will find links to all the free tools you need to get started building your website right away. No web designer needed!

So that's easy, right! Well here's one little step that might trip you up.

Once you've written your website pages and saved them as HTML, you need to get them online. In other words, you need to get your website files onto your web-host's computers.

Many newbies and first-timers become confused at this step. But it is simple really.

When you sign up with your web host, they will provide instructions for you to get your files online. Sometimes these instructions are called "FTP Instructions"... F.T.P

means “File Transfer Protocol” – but don’t get stuck on the technicalities. Just follow your web host’s instructions and you’ll be fine. If you need more guidance, the “Resource Pack” has more instructions for you.

Let me make an important note. You need to be connected to the Internet to get your files to your web host. So, if you want to create web pages yourself, either connect to the internet on your computer by broadband ADSL or dial-up OR put your files on a disk or CD and take them to an Internet Café.

Audio Track 11: Secret 2 Continued – In Summary

In Summary

You now know the three basic things you need in order to get online:

1. A Domain Name,
2. Web Hosting and
3. HTML Website Pages

If you understand all this and it sounds simple – great, you can get started right away!

But, if you still think this all sounds too hard, you have two choices:

1. **Choice 1: Hire a Web Designer** – this is the expensive option, but now that you are equipped with the knowledge on this CD, you know what you need and what you don’t need; so you are at a definite advantage in your price negotiations. Coming up in this audio program, you will also learn how to write your own web page text... so you’ll save money there too.
2. **Choice 2: Buy an Automatic Site-Builder Package** – this is a fantastic alternative. By purchasing a Site-Builder package, you still do some of the work yourself, but all the technical tasks are done for you. You will get your domain name, your web hosting, your website marketing and search engine promotion all catered for. You won’t need to know HTML either... because you simply have to type your text into a box on-screen and the Site-Builder will make the webpage for you. There really is only one Site-Builder package worth mentioning, and this is the SiteBuildIt! program created by Ken Evoy. For more information on SiteBuildIt!, please refer to the “Resource Pack”.

So, whether you choose to do:

1. everything yourself manually, or
2. you hire a web designer, or
3. you use a site-builder package such as SiteBuildIt!

You now know how to get your business website online.

Now that you’re online, you need to get visitors to your website. Which leads us to the third secret of money making websites...

Secret 3: People Must Find Your Website

Audio Track 12: Secret 3 – People Must Find Your Website

Did you know that just because your website is online, it will not automatically appear in search results when people search for your business?

Yes, that's right... so unless you do something about this, the only way people will find your site is if you tell them about it. You can tell them in person, or print your domain name on your stationery, business cards, signs and advertising. And you *should* do this. This is known as *offline* website marketing and it is very effective for sending visitors to your new site.

But, ideally, you would get many more visitors to your site if people could simply type their search words into a search engine such as Google or Yahoo, and your website appeared in the search results. People would then just click on the search results and be taken straight to your site.

Sounds great, doesn't it? Unfortunately, achieving this is not straight forward. And this is a point many web design companies fail to tell their customers.

So what do you need to know?

Well, to get your website listed in search engine results you have two options. You can either:

1. Pay for your site to appear in the results
- OR
2. Rely on "FREE" search engine listing techniques.

Firstly, let's talk about paying for search engine results

How you pay for search engine results depends on the search engine. For example, with the Yahoo Search Engine, you can pay an annual fee that will list your website at the top of the search results for your chosen category. This is similar to advertising in the Yellow Pages – because you are buying advertising space. Fees for this kind of service start at around \$300.

Alternatively, you can pay for advertising on a what is known as a *pay-per-click* basis. This is a great way to buy advertising. Google and Overture are just two places you can buy pay-per-click ads. You simply set up a small, 4 line advertisement (similar to a classified ad). In the Case of the Google program, these small ads appear to the right of the main search results. The great thing is that you don't have to pay for each time your ad appears. Instead, you only pay when someone clicks on your ad. So you only pay for highly-targeted visitors to your site.

Pay-Per-Click advertising costs under \$20 to setup. After that you must specify the maximum amount you wish to pay per click. This can be anywhere from 9 cents. The actual amount you will pay for each click depends on how competitive your market is, and how many other ads appear with yours. So, if you want to appear at the top of other advertisers, you will need to pay a higher amount for each click. The highest-paying advertiser gets the highest ranking.

If you are interested in setting up a per-per-click advertisement, the Google website has complete documentation on how to get started. Please refer to the “Resource Pack” for the Internet sites you need to visit.

The biggest advantage of paying for your search engine results is that your site is listed quickly. Whether you choose an annual listing, or a pay-per-click campaign, you can have visitors to your site in a matter of minutes.

Now let’s talk about how to get into the search engines for FREE

Most of the search results that appear in the world’s top search engine are unpaid listings. That is, they appear at no cost to the website owner.

Getting your site listed in the search engines for FREE is a two step process:

1. STEP ONE. You need to submit your site to each of the search engines you want it to appear in. This means you need to go to their website, type in your site details and press a submit button.
2. STEP TWO. You need to **optimize** your site so that it gets high search engine rankings. In other words, so that it appears at the top of the search results. After all, there’s no point being in position 6 on page 400 of the Google search results – you just won’t get any traffic.

Step one is straight forward. All you need to do is to submit your site to a few search engines once, and then again every few months. You should not submit more than this because your site can be penalised for over-submitting.

In the “Resource Pack”, you will find a list of sites to visit to submit your website to search engines.

You need to know that after you submit your site to a search engine, it can take up to ten weeks before you are added to their database. This wait applies whether you submit your site yourself, or you hire a web designer. So be patient. In the meantime consider other ways of getting site visitors, such as pay-per-click advertising and offline marketing.

Step two is a little more complicated. Search Engine Optimization, or SEO, is a science in itself. Put simply, SEO involves tweaking your website text and HTML code to highlight the keywords and key-phrases relevant to your business.

If you are interested in Search Engine Optimization and would like to know more about optimizing your own website, you will find [eight SEO tips](#) in the “Resource Pack”. Even if you are considering hiring a web designer and are not interested in optimizing your own webpages, I urge you to read over the [eight SEO tips](#) in the “Resource Pack”. You will gain useful information for negotiating with your web designer.

You now have all the tools you need to make sure people can *find* your site. I have mentioned offline marketing, paid-online advertising and free search engine listings. Combine these three techniques and the number of visitors to your site will continue to build over time.

Ok, so that's the third secret to money-making websites. People need to be able to FIND your site. Now that people can find your site, you need to make sure they actually READ your site. And that is the fourth secret of money making websites...

Secret 4: You Need Visitors to READ Your Website... and ALL of It

Audio Track 13: Secret 4 – Visitors Must READ Your Website

Here's a point that many business owners miss – both online and offline. How many times have you seen a business brochure that does nothing but waffle on about the company history before giving a shopping list style overview of their products?

This is something you definitely do not want to do on your website.

Remember at the beginning of this audio program I introduced you to the difference between “icon marketing” and “direct marketing”. Icon marketing is all about creating a company image. An Icon-marketing style website would focus on the company history, product line, staff photos, logo and corporate branding.

This might look very nice, but it does nothing to encourage your visitors to read your site.

Let's contrast this with a Direct Marketing style site. Direct marketing is all about enticing people to *act now*. So, a direct marketing style website will focus on the benefit to the customer. Let me say that again because this is extremely important to your online success. Your site must focus on the “*benefit to the customer*”. The customer is always asking “What's in it for me?” So go ahead and tell them.

What does that mean for your site?

Well, instead of a traditional opening headline such as “Welcome to Smith's Landscape Gardening”, a direct marketing style headline would read “At last, here's how to transform your garden into a natural paradise in just three short days!”.

Think about it. If you were searching for a landscape gardener, which headline would entice you to read more?

The second one – of course. Why? Because you are told about the benefits you will receive from the company... *what's in it for you?* You get a transformed garden in three days.

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Now that you've got your headline right, you need to make sure the visitor keeps reading. The best way to do this is to use subheadings between the paragraphs of your web page.

Now, don't just write boring old sub-headings such as “What is landscape gardening?” or “How we can help you”. NO, leave these for those Icon-Marketing companies.

Instead, use sub-headings that are focused on benefits to the customer. Such as: “**Do you want a paradise retreat in your own back yard? Here's how...**”. You would then go on to explain what landscape gardening is.

And instead of writing “How we can help you”, try writing something like “If you’re sick and tired of a time-consuming, high-maintenance garden, we will solve those problems and more”.

See how easy it is to transform a boring old Icon-style heading or subheading, into a direct-sales style, customer-benefit statement that will keep your visitors reading?

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Now that you’ve got enticing headings and subheadings, visitors will be more likely to read your entire site and your sales message. There are three other things you should do to keep them reading. These three things do not need much explanation, so I’ll just mention them briefly:

1. ONE. You need to use a dark text – such as black, dark blue or dark brown – on a light background – such as white or cream. Any other colours will distract your reader and might cause them to click away from your site.
2. TWO. Write like you speak. Don’t hire a technical writer to make you sound professional. Instead, why not tape yourself speaking about your product or service. As the business owner, you are generally the most enthusiastic salesperson for your business. Once you have your speech on tape, simply write it down as a webpage. If you find writing and spelling difficult, then give your tape to a professional writer and have them transcribe your speech and format it properly. Just remember to split your speech into sections and use the headings and sub-headings that we talked about before.
3. THREE. Use short sentences without spelling mistakes.

So that’s it in a nutshell. You now know how to write a great web page that will keep people reading.

Remember to ditch the boring old Icon-style marketing. Use headlines and sub-headings and make sure you are always focused on the benefit to the customer.

Before I finish up on this topic, here’s another tip. When you are writing about the benefit of your service to your customer, write about how you can solve their problem. What problem does your service solve? Describe that problem to your customer. Sympathise with them and get them on your side. Now offer your service as the solution. You will be surprised at how effective this problem-solution technique is for converting site visitors into paying customers.

Great. Visitors are now finding your site, and *reading* it! So how can we convert their “window-shopping” into sales? I’m going to answer that question by giving you the next three secrets of Money Making Websites. So, let’s continue with secret number 5...

Secret 5: You Need to Build Trust and Confidence

Audio Track 14: Secret 5 – You Need to Build Trust and Confidence

In other words, you need to that prove that what you say is true.

It's perfectly normal and healthy for any consumer to be *guarded* when making decisions about spending their money. After all, no one wants to waste their hard earned dollars.

What you want to do with your website is break through your visitors' guard. The way to do that is to make them believe that what you say is true. I'm not talking about telling lies, or being deceptive. Quite the contrary. Instead, you need to provide real-world, convincing evidence of the results that your service has achieved – for yourself or for other people.

How do you that? Well it is surprisingly simple.

The best two ways of providing proof that your service works are:

1. ONE. Photographs
2. TWO. Customer testimonials.

Photographs are an amazingly powerful way to demonstrate to a potential customer the benefits of your service.

You don't even need professional photography. As long as your photos demonstrate that what you say is true.

For example, we have all seen weight-loss advertisements that show before and after photos of a successful dieter who has lost say 20kg in four months.

You can easily copy this example to other industries. If you run a lawn-mowing service, why not show a before picture of an unsightly yard with overgrown edges, brown patches and weeds. Contrast that with a picture taken a few weeks after you have been caring for that yard. Your after picture would show a neat, classy looking yard with lush green grass.

If you have a *product* to sell, photos could demonstrate how the product works and why it would make your customer's life easier.

In addition, include a photo of yourself and of your staff and sales team. This will make your company appear accessible, friendly and trustworthy.

The great thing about having an internet site is that for things like photographic-proof, the web is far more cost effective than printing thousands of colour paper brochures. And a website is also much easier to update with new photos.

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In addition to photos, the second effective method for building trust and confidence is to provide customer testimonials. If a visitor to your site doesn't believe what *you* say – they might just believe what *another person* says about you.

When it comes to including testimonials on your website – the more you display, the better. However, two to three good testimonials will do the job just nicely.

Notice I said “GOOD” testimonials.

A GOOD testimonial will bring you new business for years. A BAD testimonial is just a useless waste of space that might even turn potential customers away.

So what makes a GOOD testimonial?

Well, a good testimonial is *believable*. To be believable, each testimonial should contain the happy customer’s:

- full name,
- company name and
- website (if available).
- If you can get permission to include their phone number, your testimonials will be even more powerful.

Let’s take a moment to consider an example. Here is a GOOD testimonial:

“Bob, thank you so much for the work you have done on our garden. You saved us over \$500 compared to other quotes and you completed the job on time – in fact with 24 hours to spare! So, thanks again – I will certainly be recommending you to others.” - Sue Smith, Inglewood, Western Australia

Now that is a good testimonial. Not only does it contain the writer’s full name and suburb, but it also sounds believable and highlights specifics – such as saving \$500 and saving 24 hours.

Now let’s compare this good testimonial with a bad testimonial – such as this one:

“I highly recommend Bob’s Gardening for any of your gardening needs.” – J.B. Perth.

Well, if this is all you can get, it’s better than nothing. BUT, this testimonial sounds like it might have been written by you yourself. After all, those initials could be easily made up and there’s nothing compelling about the testimonial in terms of the results of your service... Not like the 500 dollar saving in the first testimonial. The danger with this kind of testimonial is that the reader will think it’s fake... and this will damage your credibility.

So, I highly recommend that you NEVER make up a testimonial. Especially since it is so easy to get legitimate ones...

Simply ASK your clients for their testimonial. You’ll be surprised at how happy most clients will be to do this for you. Give them a little form to fill out that has a spot at the bottom for them to sign their permission – saying you can use their testimonial in any of your marketing.

You might even find that your long-standing clients won’t mind if you write a testimonial on their behalf and have them sign it. If your situation allows, and you have bought something from a client, you could even write a testimonial for their business in exchange for yours.

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So there you have two things you must include on your website to ensure that it becomes a money-making site – those two things are:

1. photos and
2. testimonials.

Of course, any other trust-building information you can provide is good too. For example, if you are an artist, include a sample of work from your portfolio.

You might also mention your qualifications and training – just remember not to dwell on those things. The important thing is to tell the customer “What’s in it for them”... and photos and testimonials are the best way to achieve that.

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Good. You’ve now got visitors to website, they’re reading your site pages and now they have seen proof of your results – so they have confidence to buy from you.

There’s still a little bit of work to do before we completely convert window-shoppers into buyers. So let’s keep going as I reveal to you the sixth secret of Money Making Websites.....

Secret 6: You Must Plug All the Gaps

Audio Track 15: Secret 6 – You Must Plug All the Gaps

OK... what does that mean?

Well, think about all the gaps that might exist between someone just browsing your website and getting that someone to actually pick up the phone and call you.

There are actually three main gaps. And these are:

1. unanswered questions
2. the person's fears
3. and timing

You will find that these three things are usually what stop someone from buying your product or service. There might be too many unanswered questions, or the person is afraid – say of losing money, time or even their reputation – or if the timing is wrong, the person is simply not ready to buy yet.

The good news is that you can use your website to plug these gaps.

The first thing you should do is have an F-A-Q page – sometimes called a FAQ page for short. As you are probably already aware, this stands for **F**requently **A**sksed **Q**uestions. On this page you should answer, *in detail*, every possible question that a potential customer might have about your product or service.

You can also use your F-A-Q page to educate your readers about questions they might not ask. Include a question like “Why do XYZ offer the best value?” and then answer that question by telling your customer what makes XYZ unique. Tell them why they should buy from you and not someone else.

Another question to include at the top of your F-A-Q is:

“How does XYZ compare to...?”

Answer this question by comparing your service either to another company's service; OR to compare the *before* and *after* effects of your service. Take the opportunity to highlight the benefits of your service to the customer.

Another great question to include at the top of your F-A-Q is the Reasons Why question, that is:

“Why should you buy from us? Here are seven reasons why:”

Answer the question by providing compelling reasons why a customer will benefit from your service.

Don't let your visitors leave your site with any unanswered questions. It might take a fair chunk of your time to write the F-A-Q – especially if you are providing detailed answers. But the benefit of putting the F-A-Q on the website is that you will only need to answer these questions once. And if a customer does begin to ask many

questions, you can simply refer them to your website where they can find all the information they need.

Not only that – you have plugged the “unanswered questions” gap. So you are one step closer to making a sale.

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The next step is to address the person’s fears. Depending on the nature of your business, a potential customer might be afraid of losing their money, their time or their reputation.

An absolute sure-fire way to dispel those fears is to provide a guarantee. The best kind of guarantee is a money-back guarantee, although you could offer a lifetime replacement guarantee or even a guarantee that you will stick with the customer until they are happy.

The important thing is that the client must feel that if they buy from you, they will be protected by your guarantee. Whatever they fear should be covered by your guarantee.

Speaking of fear, many business owners have their own fears about offering a guarantee – especially if it’s a money-back guarantee. However, you should rest assured that the increased business you receive by offering a guarantee will far outweigh the number of people that actually take you up on that guarantee. Anyway... you probably already have some sort of guarantee or back-up plan if something goes wrong for your customers. So why not use it as a selling tool by actually telling your potential customers about it.

And, if you are offering the high-quality service that you say you are, you should be able to put your money where your mouth is by offering a guarantee.

Now here’s a special tip that you need to know about including a guarantee on your website. And that is... you need to make it obvious. There’s no point writing a tiny piece of fine-print at the bottom of a page. And there’s also not much point writing a simple one-liner such as “100% Money-back Guarantee”.

Instead, dramatize it a bit. Make it obvious. Write your guarantee as a full paragraph and print it in large bold writing on your website.

Using our gardening example, such a guarantee might sound like this:

**Hire Bob’s Gardening Now and Rest Easy
You Are Covered by our 100% Risk-Free,
60 day money-back guarantee.**

**If you are not completely happy with your garden after our service we
will return to your house every day for 60 days until you are – or your
money back.**

Now I’m sure you’ll agree that if you were thinking about hiring Bob’s Gardening, this guarantee would seal the deal. Not only does it prove that Bob believes in the quality of his own service, it also takes all the risk away from you as the customer.

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You have now answered possible questions and laid to rest any fears a potential customer might have, so your sales should certainly increase.

The only thing stopping someone buying now is timing. If a customer is not ready to buy, there is often not a lot you can do to get them to buy now.

Having said that, here are a couple of things you can try:

1. ONE. Make your offer **time sensitive** – for example, you could say: *“if you buy within the next 7 days you will receive a 20% discount”*. This will encourage buyers to act this week instead of next week.
2. TWO. Make your service **scarce** – for example, you could say: *“Bob’s gardening is only offering 10 of these ‘garden make over specials’, so call now”*.
3. THREE. Make sure you include a **bookmark link** on your website. This is simply a text-link that visitors can click to add your site to their list of favourite sites. Write obviously on your website to encourage visitors to bookmark your site. For example, you could write: *“Don’t lose this site. Click here to bookmark us now!”*. This will keep your site in peoples’ memory for future reference... perhaps when the timing *is* right.

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So there you have some great ideas for ‘plugging the gaps’... in other words getting your site visitors to stop window shopping and pick up the phone to call you.

These ideas – especially the “Guarantee”, the “Time-sensitive offer” and the “Scarce offer” are taken from the “direct marketing” school of thinking. They are ideas that will make your website a money-making website.

Listen now as I reveal to you another idea from the “direct marketing” school of thinking... this is secret number 7 of money-making websites.

Secret 7: You Must Make a Call to Action

Audio Track 16: Secret 7 – You Must Make a Call to Action

This “Direct marketing” concept is so simple yet is overlooked by most advertising agencies and web design companies every single day.

Think about this. You have a complete website that describes your product or service. You’ve done all the right things. Your site is optimized and listed by the search engines. People are visiting your site and reading all the interesting material. They are viewing your photos and testimonials. You even have a great guarantee. So why aren’t people buying?

Quite simply, it’s probably because you haven’t told them what to do. In other words, you haven’t told them the action to take.

Without a “call to action”, your website is still nothing but an *online brochure* - even if it is a very *good* brochure.

A “call to action” will turn your online brochure into a sales machine.

So, how do you make this call to action?

Well, you simply tell your website visitors what to do next. Are they supposed to call you, e-mail you or write to you?

When you tell your visitors what to do, you need to be very specific... let me give you an example of a *great* call to action.

“Don’t wait any longer. Pick up the phone now and dial 1-800-123-123 and ask to speak to Bob. I’m waiting for your call.”

Hear how this call to action is very detailed? It literally steps the person through the actions they need to take. Don’ Wait. Pick up the phone. Dial 1-800-123-123. Ask to speak to Bob.

You’ll also notice that this call-to-action uses action words such as – pick-up, dial and ask. This is far more effective than just writing: “Call 1-800-123-123”. That almost makes it sound optional. The call-to-action you just heard is quite the opposite. It compels the customer to call right away.

Let me repeat that call to action again. Here it is...

“Don’t wait any longer. Pick up the phone now and dial 1-800-123-123 and ask to speak to Bob. I’m waiting for your call.”

It almost sounds like one of those late-night TV infomercials doesn’t it? Well, you’re right. The call-to-action is a very effective “direct marketing” tactic which is why it is used so well on the TV ads.

As you’ll soon find out... it will also work well for your website.

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By this stage of the audio program, I'm sure your brain is working overtime – flooded with website and marketing ideas. As you've probably already figured out, the direct marketing techniques you have learned can be used in all of your advertising – not just on your website.

These direct marketing ideas can literally add thousands of dollars to your advertising profits.

Let's continue with another great idea – the eighth secret of Money Making Websites...

Secret 8: You Need to Collect Names & Leads

Audio Track 17: Secret 8 – You Need to Collect Names and Leads

Did you know that most businesses don't even collect the names and contact details of their customers? How bizarre is that? Think about it. You have a good customer – with a proven track record of spending money with your company – and you can never contact them again!

What a missed opportunity! These people can never be told about new products or the latest specials. What about related products, updates or accessories? Surely past customers would be interested in these. But, unless you have gathered their contact details, you will most likely never sell to them again.

In the school of Direct Marketing, these follow-up sales are often called “Back-End” sales. And sometimes this is where ALL the money is made... even to the point that it is sometimes OK to lose money on the initial sale – because the money is made on the “Back End”.

This is why it is so important that you gather the contact details of your web site visitors and your customers.

So how do you go about collecting your customers contact information?

Well, there are a number of ways to do this. Traditionally, direct marketers might suggest:

- Running a competition – where customers must provide their details on the entry form.
- Or running a customer survey.

Having a website makes this job even easier. This is because you can set up a basic system to collect names and addresses that will run on *autopilot*. There are no paper forms to collect or letters to send.

Better still, the system is *email* based, so it costs nothing to run. After all, email is free apart from your internet connection.

You can even use a tool called an auto-responder. This will automatically reply to your customers, or schedule newsletters to be sent on a regular basis.

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OK... so there's all this great technology to make business cheaper and easier. But how can you make sure your website is set up to use it properly?

Well, firstly you need to get your website visitors to **voluntarily** offer their contact details to you.

The easiest way to do this is to offer something for free. Most people will gladly exchange their contact information if you give them something for FREE... especially when that something has good value.

You could offer free information, such as a FREE newsletter, a FREE 5-part e-mail course, or a FREE report. Just remember that your emails, newsletter or report must contain *valuable* information.

An advantage of offering this free information is that it gives you a chance to “show off” to your customer. You can use the opportunity to reveal just enough knowledge to be useful to the customer, but also to prove yourself an expert in your field.

If it suits your business, instead of free information, you could even offer a FREE quotation, FREE critique or FREE appraisal.

Whatever you choose to offer, you must do three things:

1. ONE – You must make sure your website visitor **sees** your offer. It’s got to be obvious. I suggest placing an ad or link to your FREE report on every page.
2. TWO – you must make sure your visitor **signs up** for your offer. So make sure that your e-mail form is easy to use and works properly. Also write a little note that tells your visitor that their email address is safe with you... that you will not share it with another company and that you will not SPAM them with unwanted emails.
3. THREE – you must make sure your visitors **get their FREE item**. Whatever you have promised, make sure you get it to your visitor as soon as possible. If it is a free report or newsletter, ask your web designer to use an auto-responder program to send it automatically. If you have promised a FREE quote or appraisal, make sure you check your e-mails and call the customer within 24 hours.

So there you have an easy and cheap way of gathering the contact information of potential clients.

I’m sure you’ll agree that this is far easier than telemarketing and far cheaper than newspaper advertising.

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Website marketing is truly remarkable.

Once you have set up your site, it becomes your salesman online. It informs your site visitors about your product or service, it builds trust and it collects their information.

And unlike most sales efforts, customers come searching for you – so you save time and money.

Now let’s talk about the ninth secret of money making websites...

Secret 9: You Need to Keep Your Site Current

Audio Track 18: Secret 9 – You Need to Keep Your Site Current

Keeping your website up-to-date involves two things.

Firstly you need to do regular maintenance – such as renewing your domain name registration and web hosting.

Secondly, you need to add new content to your site.

Let's talk about the first point – regular maintenance. In **Secret 2** on this audio program, I spoke about domain name registration and web hosting. In **Secret 3**, we discussed pay-per-click advertising as well as the need to submit your site to search engines on a regular basis.

So right there, you have at least four things you need to do on a regular basis. You must:

1. ONE. Update your domain name registration.
2. TWO. Pay your web hosting account.
3. THREE. Pay your pay-per-click advertising account (or accounts).
4. and FOUR. Re-submit your site to the search engines.

Thankfully these four tasks are easy to do and should not take too much of your time. In most cases, you will receive reminder e-mails when your domain name and web hosting are due for renewal. And, if you use a Pay-Per-Click advertising program such as Google Adwords, your credit card will be automatically billed every fortnight.

So, about the only thing you need to do manually is submit your site to the search engines. When it comes to this, you have three choices:

1. You can pay someone else to do it for you.
2. You can buy a software program that will *schedule* this for you.
3. or You can submit your site manually.

Remember that you will find everything you need for search engine submission in the "Resource Pack" that came with this audio-program. You will find a list of sites to visit to submit your website to search engines. You will also find a couple of sites that sell software to schedule your site submissions.

That's the first point covered – regular maintenance. Now, let's talk about the second point of keeping your website up-to-date – that is, adding new content to your site.

It is very important to add new content to your site on a regular basis. I can think of quite a few reasons why it is so important. For a start, search engines will index your site more often and rank your site higher if you submit new pages regularly.

Also, site visitors like to see new updates on a website. New updates let your visitors know that your site is active and not an abandoned project. There are few things that drive a visitor away faster than a run down website that hasn't been updated for over a year.

An old outdated website will stand out like a sore thumb. To the web surfer it's like watching colour television and finding a black and white program.

The internet offers the latest news and cutting edge information in the blink of an eye. Your website needs to follow this trend. Keep your site information up-to-date and fresh.

If you think that writing new pages for your website will be difficult, or that you don't have the time, you will be pleased to know that there are sites on the internet that offer reprint rights to well written articles – on just about any subject – for FREE. All they ask is that you link back to the author's site from your website.

That means that you can find the latest articles relating to your business and simply reprint them on your website. Immediately you have up-to-date and new site content for free.

As I covered in Secret 3 on this audio program, you should optimize your new pages for the search engines.

Don't forget to submit your new pages to the search engines or to tell your newsletter subscribers and customers about the new articles.

To learn more about where to find free articles for your site, please refer to the "Resource Pack" that came with this audio program.

In Summary

Audio Track 19: In Summary

Well, we've certainly covered a lot of ground in this audio program

You have not only learned the practicalities of getting your website online, you have also learned how to apply direct marketing techniques to your site... so that your site makes money for your business.

I've tried to squeeze as much information as I possibly could into this program; enough so that you can define your website *concept* right away. You can now take your concept and build a website yourself, or take your concept to a web design company... knowing that you won't feel out-smarted and you won't be over charged.

What you have received in this audio program are the **Nine Secrets of Money Making Websites**.... and within each of these **Nine Secrets** are a number of ways you can accomplish each. You now have a great head-start on the web-design companies and on your competitors.

What I suggest you do now is listen to this program again. In fact, listen over and over. Write down your site ideas as you listen. I promise you will get more and more ideas each time you listen to this program.

Next, begin writing the content of your site. If you don't like writing, at least write down your ideas and then hire professional help to finish the writing.

Once you have written your site pages, listen to this program again. Make sure you haven't missed any of the money making ideas. Use the **Nine Secrets of Money Making Websites** to refine your site pages.

Now, decide whether you would like to build your site yourself, or to hire a web design company.

If you choose to build your site yourself, refer to the "Resource Pack" that came with this program. In it you will find links to everything you need to incorporate the Nine Secrets into your site.

On the other hand, if you choose to hire a web design company, take your site concept, ideas and your content pages to the company for proper HTML formatting. They will easily add items such as auto responders and e-mail contact forms... so make sure you tell them exactly what you want. They will also arrange your domain name and web hosting and get your site up and running.

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You now have all the tools you need to out-wit web companies that over-charge. You also know what you need and don't need in a website. You know how to make sure your site will become a successful sales tool for your business.

The knowledge you have gathered from this program can save you thousands of dollars in website costs. And the direct marketing ideas you have learned could

literally mean thousands of dollars in extra sales for you. You can even apply these techniques to your offline marketing and watch your profits soar.

That makes this audio program one of the best investments you could ever have made for your business.

Now, if you'd like any more information, simply refer to the "Resource Pack" that came with this program, or go to www.sitepacks.com where you will find fantastic **FREE information all about setting up your small business website.**

Don't forget to tell me about the great results you achieve with the knowledge you have gained in this program.

Until then, I wish you every success in your website pursuits.

I'm Shona Lynch

Bonus Section: Simple Online Shopping Solutions

Audio Track 20: Bonus Section – Adding Online Shopping to Your Site

In Secret 1 on this audio program, I detailed the reasons why *most* small businesses do not need a shopping facility on their website.

However, there are many cases where an online shopping facility *will* benefit a business.

Perhaps you are the sole supplier of your product **or** you have a brand-name product that is in high demand. Maybe you sell electronic eBooks that can be downloaded immediately after purchase. In cases such as these, an online shopping facility makes sense.

As discussed in Secret 1 on this audio program, to have an online shopping facility you need two things:

1. ONE. The ability to accept credit cards.
2. TWO. Shopping cart software.

Now I am about to reveal to you how you can incorporate these two things into your website without breaking the bank.

All you need to do is sign-up with an eCommerce provider that will handle your transactions for you.

By using a third-party eCommerce provider, you don't need to setup your own merchant account with a bank. Instead, you will use the provider's merchant account.

You also don't need to worry about Invoicing, payment -gateways, credit card verification or secure processing. Instead, the third-party provider will do all this for you.

In exchange for their service, you need to be aware that you *will* pay a higher per-transaction fee than if you had your own merchant account. But this is offset by the benefits you receive. Not only that, but most third-party providers are FREE to setup. *Compare this* to the expense of setting up your own merchant account.

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There are many of these third-party services that provide fast and trusted credit card processing *as well as* FREE shopping cart software. You simply need to find the right service for you.

I am now going to mention just one eCommerce service. There are many more services out there, so please refer to the "Resource Pack" for other providers.

The service I recommend is PayPal. PayPal can be found at www.paypal.com. It is FREE to sign up with PayPal. All you need is an existing credit card that you can

connect to your PayPal account. This is used to send money to and receive money from your PayPal account.

The advantage of PayPal is that you can use it to sell both hard-goods and downloadable products. PayPal even provides free tools that allow you to invoice customers by email.

PayPal charges a small percentage fee per transaction, but for this small fee you get great value for money. Not only do they collect and verify credit card information from your customers, they also notify you of each transaction by email.

Another advantage of PayPal is that they provide free shopping cart software. This allows your customers to pick multiple items from your site and add them to their shopping cart. They can then pay for all of those items with a single payment.

For more information about PayPal refer to the "Resource Pack". Remember that all the information you need to use PayPal can be found on their website. This includes the business information and the technical information.

You should also know that it is perfectly OK for you to ask your web design company to use PayPal for your shopping cart. That way you can negotiate a lower price and save money. You will need to pay for your web designer's time, but at least you won't need to pay them to re-invent the wheel. You will be using *shopping cart software* that is tried and tested... and more importantly FREE.

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When it comes to easy, fast and inexpensive eCommerce, PayPal is just the tip of the iceberg. New eCommerce companies are being formed every day. So look around and choose the best service for you.

If you are selling to your local area, you might be better off finding an equivalent of PayPal that is local to your country... such as paymate.com.au if you are in Australia.

If you are selling a wide variety of products, you might want to consider opening a store. Why not investigate the possibility of opening a "Yahoo! Store", an "eBay Store" or using SiteSell.com's "StoreBuildIt!" All of these services are easy to use and come with complete operating instructions to help you succeed.

For PayPal, Stores and more recommended eCommerce services, please refer to the "Resource Pack" that came with this audio program.