

 **CelebritySites™**

**SPECIAL
REPORT**

Is Your Website Making Money?
IF NOT, WE CAN HELP.



Everything you need to know about the
Online Celebrity Platform™

Get Started Today Toll Free (866) 415-8651
www.CelebritySites.com

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Everything you need to know about the Online Celebrity Platform™

Many people talk about all the different kinds of websites there are, but in my opinion there are really only two kinds:

1. those that make you money
2. those that don't

If your website isn't making you money, I urge you to read this article to learn the value of an Online Celebrity Platform™. Everyday you wait is costing you money.

What is an Online Celebrity Platform™ (OCP)?

An Online Celebrity Platform™ is your total solution for building your Celebrity status online to help you increase revenue and lock out your competition. We have taken the latest online technology and combined it with tried and true marketing practices to bring you a "done-for-you" solution for your online business. If you are sick of wasting money on websites that don't bring you eager prospects and don't get your clients to take action, then you've come to the right place. Its time to turn your online presence into a money making proposition, not just another monthly bill.

Phase I – Online Celebrity Platform™ Construction

Much like developing your own office building, we've done the heavy lifting for you. We have spent countless hours and dollars researching, building and perfecting the framework for your Online Celebrity Platform™. What you need is a customized entrance and a build out that is designed specifically for your business. We will connect these customized elements to our platform so you can take advantage of all that we have to offer.

Constructing an OCP includes:

1. Consulting with you to learn what drives your clients and most importantly what drives your revenue
2. Creating design specs for your OCP
3. Designing and coding your OCP



4. Writing Search Engine Optimized (SEO) meta-data for all sections of your OCP
5. Creating a dynamic content driven system that will make you relevant with the search engines for optimal lead generation
6. Designing a "shell" for your monthly E-newsletter that will be sent out to your clients
7. Creating a database to capture leads
8. Connecting you to an autoresponder system that will allow you to constantly keep "one to one" contact with clients and prospective clients without lifting a finger
9. Set-up and code online audio and video (production costs are additional) to further connect with visitors
10. E-mail address set up and hosting
11. Setting up your pay per click marketing accounts with Google as well as Yahoo & MSN if needed.
12. Connecting you to your own online shopping cart solution with a customized web store.

Phase II: Making the Online Celebrity Platform™ Work

The vast majority of websites fail because they only complete Phase I. They build a website believing that people will now beat a path to their door. Unfortunately this isn't the case and if you have ever had a website you probably know what we mean. Your site must now be promoted in order to get you the results you want. The more it is promoted, the more "hits" you get and the more hits you get the more interest is generated in the site from all sources, from individuals to search engines. Creating a buzz about you or your business is the single most important phase because without it everything you did in Phase I is wasted.



CNBC Called me thanks to CelebritySites.com!

I just wanted to take a moment to say WOW! My last website took many years and many versions to never quite get what I wanted. In less than 30 days you guys designed and built a brand new website that I love and now, not even 60 days since it's been live, I'm starting to get calls from television producers! Just last week I got a call from CNBC because they were searching for financial experts to feature on a new show they are launching and they found me thanks to my new website. This is incredible, thanks so much for the great experience. Anyone who isn't taking advantage of your unique expertise of Celebrity Branding business people online is missing the boat in many ways!

Brian Fricke, Owner, President Traci Bild



Upon completion of the first phase we will begin implementing the following:

1. Database

- a. Once your OCP is built, we will connect you to a database that will allow us to capture information from site visitors who are interested in your products and services.
- b. Included in your monthly licensing fee, we will host, update and manage your database.

2. Keywords

- a. Simply put, keywords are what your client is looking for. If they are looking for anti-aging medicine, their key words might be: anti-aging, feel younger, look younger etc.
- b. By using proprietary tools, we can take a look at what your clients may be typing and then actually find out the best combinations of words that will attract new clients. Similar to fishing in a river with the wrong bait, the wrong key words can lead to a very dry harvest.
- c. We will work with you to help you determine the best keywords and then will implement them in order to get a higher quantity AND quality of visitors to your website.
- d. Each month you will get a list of the keywords that are driving visitors to your site so we can determine how to optimize your traffic.

3. Autoresponders

- a. Autoresponders allow a series of messages to be created that will be personalized and automatically sent out to prospects at the intervals selected. For example, if a customer signed up for more information, we could set the autoresponder to send out an email 10 days after the information was



I was interviewed by AOL and SmartMoney.com and even received a call from Good Morning America thanks to CelebritySites.com!

"I just got off the phone with a reporter for SmartMoney.com for an article about foreclosures that's going to run on AOL.com in about 2 weeks! She found me by searching on Google and found the press release you did that announced me as a new "expert" for AgentDirectNews.com. Then she went to my website and liked what she saw so she called me up! Imagine, being quoted in an AOL Real Estate story...you can't BUY that kind of exposure at any price! I knew I was making the right choice to work with you guys and now that has been confirmed ten fold! Thanks for all of your help!"

Andy Tolbert
www.AndyTolbert.com

delivered, to ask the customer if they would like to schedule an appointment. We can get the customer's opinion, ask them what else they need, and then also offer them a discount. The combinations that you can create with autoresponders are limitless; this is just one example. We will test what works and to quote the legendary Ron Popiel, "Set it and Forget it!" This will allow us to constantly tweak the site for optimum performance and revenue generation.



4. Blogging

- a. We will help you create an on-going blog which can be picked up by search engines.
- b. A blog is similar to an online diary, But the goal of a business blog is far different. The goal of a business BLOG is that it lets you conversationally discuss your products, industry, current events and the surrounding circumstances in a way that lets you teach why you are the expert and why your



CelebritySites.com takes away Banker's web nightmare and increases profitability!

"The online world is a great place to make money and gain notoriety but it can be a tremendous waste of resources if you don't have the right team working with you. When my previous consulting company was charging me outrageous prices and failing to deliver time and time again, I turned to Celebrity Sites™. Since then my online campaigns have turned around 180 degrees! Its great having Celebrity Sites™ on my team, helping me grow my business and my profits. Don't wait until its too late, call them today. Trust me, you can't afford to wait!"

*Chris Hurn, President & CEO, Mercantile Commercial Capital®
www.504Experts.com*

products or services are exactly what the online market is looking for. The more you write, the more topics you cover, and the more your chosen keywords pop up in your BLOG, the more relevant your site becomes in the search engines. We will teach you how to do this in a simple, efficient and effective manner.

- c. We can also help you syndicate your blog so that it can be fed to thousands of other websites that discuss content like yours. This expands your presence outside of a local geographic area and takes you worldwide.

5. FanConnect™ E-Newsletters

- a. An extension of your BLOG will be newsletter articles. The articles you write, or we have written for you, which can be similar to the ones you post on your blog can increase your site relevance literally overnight. A common strategy is to discuss a hot topic in the news and then give your "expert" opinion and solutions. When crafted correctly, these articles can drive lots of traffic and lots of sales.



Phase III: Monitor, Optimize and Create new Revenue Streams

Marketing is a moving target. Just like building an online platform (Phase I) without promoting it (Phase II) is a bad idea, Phase III is equally important. As we delve deeper into your business to determine what works and what doesn't we will find market niches that aren't being served. When we discover these markets, we can help you serve that market with just a few tweaks of your current marketing, promotion and pay-per-click strategy.

What works? Some people may suggest they know in advance what will work, and while we all try to make the best educated guess we can, ultimately until we test something, everything is just that, an educated guess. The market is ever changing and "what works" is constantly a moving target.

We realize that you only have so much time, so, the good news is

that we will work on this part of your business so that you don't have to. We will correspond with you as often as necessary to flush out your business model and to constantly help you add revenue streams to your business. This is ultimately what phase III is, the opportunity to optimize your business and create new revenue streams.

Pricing:

Just like a general contractor in real estate development, we hire the most talented people in the business to complete specific assignments for your project. This allows us to use very creative people anywhere in the world and at the most competitive pricing. We hand select and build a team who can provide you with exactly what you need, at affordable prices.

We will oversee all of the work to your satisfaction, bill you the pre-approved price for the work, and charge you a monthly licensing fee to connect your Online Celebrity Platform™ to our proprietary systems and drive your online business. We provide total solutions for your online business. Our service is totally different than others you may have checked into because we don't just give you a "website" and leave you, we will actually help you run your online business, period. We also don't expect you to be a web programmer, all you have to



CelebritySites.com helps Production duo create a website that drives business right into their hands!

Our old website was really tragic, and the decision to invest money into a new one is never easy. Finding the right company to do it was even harder. Thankfully, we met the amazing team at Celebrity Sites™ who really listened to our ideas and gave us everything we were looking for and more! Now, most days don't go by without a client or prospect contacting us about how great our website is. The return on investment has been phenomenal and we just can't thank Celebrity Sites™ enough!

*Yeosh and Jon, Push Button Productions
www.PushButtonProductions.com*

do is email us your updates and we will handle posting them to your site, at no additional charge.

This type of connection between our business and yours allows you to focus on what you do best and us to focus on what we do best: We help you make more money by adding an online dimension to your business. We feel that if we have not increased the overall profitability of your business, then we have failed, and our commitment to your success is not one that is taken lightly.

In order to complete the tasks outlined in Phase 1, the up-front costs that we will need to look at are as follows:

1. Front end customization over our proprietary tools as detailed above into an Online Celebrity Platform
2. Search Engine Optimization
3. Video/Photo Production
4. Online Marketing campaigns using as Google Adwords, Yahoo and MSN
5. Content Creation – including article writing, blog writing and e-newsletter writing





CelebritySites.com took professional speakers dead website and brought it to life – and profitability!

"Wow, you really know what you are doing & I am impressed! CelebritySites took my dead website & literally brought it to life! I never realized what I was missing until my site was completely revamped! Thank you, thank you, thank you!"

Traci Bild
www.TraciBild.com

Done-For-You Solutions

We are firm believers in working with you throughout the growth of your online business. In order to do this, we charge a monthly fee depending on which level of membership you choose. Depending on your Monthly Membership Level, the monthly fee allows us to:

1. Host your Online Celebrity Platform™ (OCP)
2. Host unlimited email accounts
3. Host and manage your database
4. Design and deliver to your prospects and customers your monthly e-newsletter
5. Monitor and report to you on your online marketing results including keywords and pay-per-click campaigns
6. Host and manage your autoresponder system
7. Refresh and update your OCP as needed (no more paying for every time you want to make a small change to your website!)
8. Write and syndicate your blogs
9. Write and syndicate your articles
10. Write and Syndicate monthly press releases
11. Syndicate videos online
12. Search engine and directory submission on a monthly basis to increase your web rankings and traffic
13. Get you international exposure in the media and much more!



ADDITIONAL SERVICES

Once we make your Online Celebrity Platform™ work and start making it profitable we can add on direct mail services, PR Campaigns, Celebrity Branding® Services and a list of other revenue stream generators. Before any of these additional business growth systems are implemented we will carefully go over the cost with you, but we are confident that the results we can produce will far outweigh what you might pay.

We greatly appreciate the opportunity to work with you to build your Online Celebrity Platform™ and welcome any questions that you may have.



**Have Questions?
Ready to Get Started?**

Contact Us!

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We Look Forward to Helping You!