



The Website Guy

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Ideal Clients

Small to Medium Businesses & Non-Profits
(Larger companies outsource to agencies or have an in-house team)

- **Solo** – Just starting off with a new project or company, one-page site
- **Business** – Establishing online presence with a small website around 5 pages
- **Pro** – Want to use their website to gain leads
- **Enterprise** – Leveraging website to gain leads via digital and take advantage of marketing automation

Referral Sources

People that work with SMB Owners (Other Marketing Services are Ideal)

- SEO
- Google Ads/PPC
- Social Media
- Printing Companies
- Graphic Designers

What to Look For

- Poorly designed or no website
- Poorly designed email newsletter
- No clear call to action (CTA) on website or emails

What to Listen For

- I need a website
- I can't update stuff on my website
- I need to redo my website
- I want to send an email newsletter

Conversation Starter

“How do you get customers?”

G - 4 New Clients per Month

A - Website campaign that raised \$100K for charity

I - Hockey, Bible

N - Christian Business Partners, CRE OC Network

S - Website, Emails, Marketing, Non-Profits

“Michael modernized our website and newsletter to make it easier for us to add events and keep our members up to date. Michael is a straightforward businessman who cares about what you want and delivers what you need.”

— David H. | Past President of Orange County Society of Enrolled Agents

