

Getting started is simple

Customer scenario: Concerned about the cost or complexity of running a website.

Qualify the customer: Does your business have a website? **If NO:**

It's easy to make a great website

	Ask	Listen	Sell
	What are your reasons for not having a website?	<ul style="list-style-type: none">• It's too expensive.	<ul style="list-style-type: none">• It's free and there are no hidden costs. If you don't like it, you can cancel anytime.• Millions of other people like you in 40 other countries have already done it.
		<ul style="list-style-type: none">• Social media is enough for me.	<ul style="list-style-type: none">• On social media your business is competing for attention with sponsored and viral content.• To be taken seriously, your business needs to be searchable on Google.
		<ul style="list-style-type: none">• It's too hard for a non-technical person.	<ul style="list-style-type: none">• It's a lot easier now that you can do it on your phone or tablet as well as your computer.• It's like social media: you can just take a picture on your phone, add content and upload it in no time.• Our websites are impossible to break.
		<ul style="list-style-type: none">• I'm too busy.	<ul style="list-style-type: none">• Finding a few minutes a week to update your website is all it takes.• A website will help people to find your business for themselves, saving you time in the long run.

You don't need to pay someone else

Customer scenario: The customer is paying someone else to run their site

Qualify the customer: Does your business have a website? If YES: Who updates it? You or someone else?

**You can do it
yourself in just a
few minutes**

	Ask	Listen	Sell
What are your reasons for paying someone else to update your website?		<ul style="list-style-type: none">• Websites are very technical.• It's too hard for a non-technical person.	<ul style="list-style-type: none">• Often, the work you're paying for only takes a few minutes. Doing it yourself can save a lot of money, without costing much time.• Our websites are impossible to break; they are designed to withstand mistakes• It's one more thing you can do on your phone.• Millions of other people like you have already done it around the world.
Do you update your website yourself? What issues do you face with this?		<ul style="list-style-type: none">• I haven't got enough time.• I'm worried I'll break it and then have to ask for help.	<ul style="list-style-type: none">• It's a lot quicker and easier now that you can do it on your phone or tablet as well as your computer.• Our websites are impossible to break; they are designed to withstand mistakes.• If you get stuck, we're here to help.

You need a professional domain and email address

Customer scenario: The customer is using Gmail, Hotmail or a similar service

Qualify the customer: Which email service do you use for your business? **If FREE:** Do you have a domain name for your website?

A professional business needs a professional domain and email address

	Ask	Listen	Sell
	Do you use a free email account for your business?	<ul style="list-style-type: none">• Yes – I've had it for ages and it's on my business cards/van/marketing, so it would be hard to change.• Yes – what's the problem?	<ul style="list-style-type: none">• Many people expect a business to have a professional email address.• Free email addresses are often associated with untrustworthy activity.• You can easily keep your old email address and start using a new one. You can even keep using the same email app: your customers won't see any difference.
	Do you have a domain name?	<ul style="list-style-type: none">• No – I don't know how to get one.• No – It's too expensive.• No – It's too complicated.	Setting up a domain name only takes a few minutes. We've made it easier and cheaper.
	Do you have a domain name?	<ul style="list-style-type: none">• Yes, I have a domain name but I don't use it with my email.	It's well worth setting up your domain name to match your email for a more professional look. We've got instructions on how to do this and our support team can help if you get stuck.

Start selling online

Customer scenario: The customer sells physical goods but doesn't sell from their website

Qualify the customer: Does your business sell physical goods? **If YES:**

	Ask	Listen	Sell
Your customers expect you to have your own storefront	Do you sell online?	No – It's too expensive. No – It's too complicated.	We include everything you need for an online store in the paid subscription package. This means you can take payment from credit cards and PayPal, or Stripe, track orders and do everything else you need to sell online, all in one place on your mobile phone.
		Yes, through Ebay/Etsy/Facebook etc.	Selling via an online marketplaces is great, but a lot of people don't really trust them: they expect a serious business to have its own storefront on their main website.

Start taking appointments or running events online

Customer scenario: The customer take appointments for online or offline services but does allow booking from their website

Qualify the customer: Does your business take appointments or run events? **If YES:**

	Ask	Listen	Sell
Your customers expect online booking	Do you take appointments online?	No – It's too expensive. No – It's too complicated.	<ul style="list-style-type: none">• We include everything you need to take bookings and get paid at the same time.• You keep using your existing calendar (Apple, Microsoft or Google) and every new booking will sync automatically.• You'll never be double-booked or get an appointment outside of your preferred hours.• Your customers get automated reminders and you get time back for yourself.
		Yes, through a separate application.	Integrating bookings onto your website gives your customers a smooth and simple experience of using your business.