

The Profit Centered Web Site™

Discover the Hidden Profit Centers in Your Web Site Today

Have you ever viewed your web site as a constant drain of profits or a cost you would like to avoid like a virus? If so then you need this program. The program will show you several hidden and useful profit centers in your web site. It will give you the information to implement these profit centers and help you gain more value from your existing web site or Internet marketing investments. You will gain the tools you need to instruct your webmaster or marketing department on exactly how to turn your site into a profit center and methods to increase that profit over time.

High Return Email Marketing™

How to Create an Explosive Return on Your Email Marketing Campaigns

There is a gap as wide as the Grand Canyon between SPAM (the obnoxious stuff that fills our inboxes) and permission-based email marketing. In this program you will learn how to build a profitable and permission-based email marketing program for your organization. The program will teach you how to develop a prospect list, create a campaign and measure your results. You will learn about the tools, tips and tricks that create profitable email marketing campaigns and keeps you on the right side of the anti-spam law. Once you complete this program you will have everything you need to create your own profitable email marketing campaign or the information to give to your marketing managers.

Customized Program

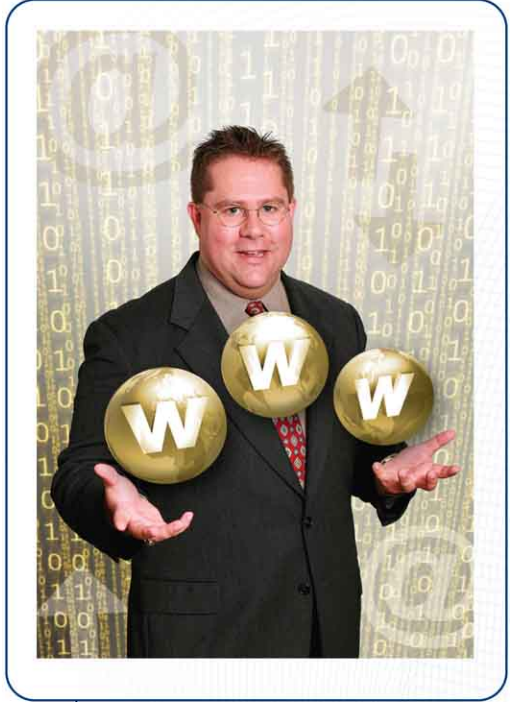
All of the above programs can be customized to a specific industry or business. In addition, each of them can be customized into various time frames and formats. Finally, each program can have focus placed on specific sections to address your exact need and business problem.

If you don't feel any of the listed programs can be customized enough for your specific needs, then Michael can write a completely unique and fully customized program for your organization or industry. This program would be developed using Michael's areas of expertise, but would be totally unique to your organization. It can include customized work books, tools, products, and of course material. The materials could be branded with your company logos and include specific case studies and material unique to your company or group. These types of programs typically include specific company data, case studies, products or services, working processes, and other things making them a completely custom fit to your organization. Contact Michael today to discuss your fully customized program needs.



Temple Development Company, LLC
Helping you spin the web into gold™

Seminar and Workshop Topics



Spinning the Web into Gold™
eCommerce Goldmine™
Purpose Driven Web Site™
The 33% Sales Solution™

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These training programs and seminars are designed for companies and organizations that want to supercharge the performance of their interactive marketing efforts. The programs are designed to give hard hitting information that can immediately be put in place to start creating real and sustainable change to an organization's bottom line. The material in each session is delivered in a clear, non-technical, entertaining format. Each of the programs can be customized for your industry and business problems. In addition, they can be tailored to your specific needs for length, format, and topic focus as well.

Michael Temple

Consultant • Speaker • Author

web2gold.com

Helping you spin the web into gold™

Spinning the Web into Gold™*How to Create a Profitable Internet Marketing Strategy*

This is the signature program that started it all and gives a broad overview of an entire Internet marketing program. The program is designed to improve your results for selling products, services or lead generation. The program is designed to be a “how to” program and incorporates materials and strategic exercises that will allow you to develop strategies and information for your unique business or situation. If you are marketing manager or also responsible for marketing, this program will help you put together a winning Internet marketing strategy that will have a positive effect on your sales and profitability.

eCommerce Goldmine™*How to Build a Competition Proof eCommerce Marketing Strategy*

Far too many businesses launch eCommerce web sites with high hopes only to find their project a failure. People can't find the site in search engines and even when people visit the site they don't buy anything. This program gives you the tools and strategies to change all of that. It is designed to show you how to develop high quality traffic to your web site and create competition proof strategies that will not only help you sell more products, but bring more people back for repeat purchases. You will learn specific strategies for developing traffic, creating a site that converts more visitors into customers and how to design powerful loyalty programs. Learn how to build a competition proof Internet business today!

Purpose Driven Web Site™*Discover How the Purpose Driven Web Site Produces More Sales, Leads and Profits*

Many businesses look at having web sites like the cliché of “keeping up with the Jones” they want them because others have them. What they often forget is that a web site serves a very specific purpose in the marketing, sales or customer service arena(s) and knowing what that purpose is helps you focus your efforts and resources on achieving that goal. No matter what your priority or goals are for your Internet marketing strategy this program will help you determine what that purpose is and specific strategies to get better results on that stated purpose. If you can't answer the question of why you have a web site any better then because you thought you needed it then you need to attend this program.

The 33% Sales Solution™*How to Boost your Sales by 33% per Year!*

With the right tools in place it is not hard to boost an average sales force to outstanding. In this workshop we will work with managers, sales reps, marketing managers and customer service personnel to increase sales through effective use of Internet marketing and Customer Relationship Management (CRM) systems. The program will show you how to leverage other departments and functions within your organization for improved communications, workflow, higher sales, and improved profitability in all areas. Finally, you will learn how to focus on prospects and customers that yield the highest return and longest life time value. If your organization is not in sync and isn't hitting its goals, then learn how the techniques and strategies that have changed hundreds of other companies will work for you.

The Traffic Tsunami™*Create a Wave of Interested and Qualified of Traffic to Your Web Site*

On average there are 1,500 new web sites going up daily! The chances that people will find your site are slim at best. If you have a web site that can't be found in the search engines with a police search party then you need this program. Unfortunately there is a ton of bad and outdated information out there and businesses need to be cautious about strategies they are employing. When it comes to search engine marketing there are more myths out there than in a book of “Grimes Fairy Tales!” In this session Michael will dispel many of the myths of search engine marketing, offer proven strategies for traffic building and how to keep people coming back again. The greatest web site in the world won't do an organization any good if no one sees it. You will learn how to attract and retain both qualified and interested people to your site. Finally, you will learn techniques for tracking and improving your strategies for maximum returns.

The Virtual Non-Profit™*How the 21st Century Non-Profit Competes in a Digital World*

Today's non-profit organizations face stiff competition from other non-profits. You are always competing for a donor's dollars and attention. In addition, you find your resources being reduced from a variety of factors. To survive in this environment you must learn how to create the digital non-profit agency. This seminar is designed specifically for non-profit organizations and will show them how to utilize the Internet to raise more money with less effort and resources, communicate more effectively with their audience, and provide value to members and donors that simply wasn't available before the Internet.

Spinning Gold Online Copywriting Secrets™*How to Write Sharp Sales and Marketing Web Content*

It is a struggle to bring new people to your web site, but it is even worse to do all the work to bring them to the site and then lose them because your content stinks! Stop losing sales and leads because your copywriting doesn't work. This workshop will show you how to write sharp, powerful copy that will convert more visitors into sales and leads. Content is what creates Internet, but not all content is created equal. Participants will learn techniques and strategies to make sure their content is a cut above their competitors.

The Digital NLP Advantage™*How to Create Instant Rapport with Your Web Site Visitors*

Neuro-Linguistic Programming (NLP) is a dynamic area of study that helps people create compelling and engaging communication and rapport with others (among many other great things). In recent years NLP experts have been applying the principles of NLP to sales and marketing to achieve better bonding and rapport with prospects and clients. NLP is based on the principle that if you use the right channel and language of communication with prospects that you will create better relationships faster. This program will show you how to instantly bond with your web site visitors and create stronger rapport with them even when you are not meeting them face to face. It will help you boost your conversion of prospects to customers and create stronger one to one loyalty with each customer. You will walk away with a solid foundation in the principles of NLP and actual information on how to apply the principles to your Internet marketing strategy.