



Hot Seat #2 – Blog Technical Support

This hot seat is in the niche of blog technical support, so technical support for people who have blogs. It is submitted by Joel. This is what he is doing: set-up and maintenance of blogs. That lets people who are not technical focus on the writing and the promoting of the blog.

2. What is your niche or market?

Blog Technical support - setup and maintenance, letting people concentrate on writing and promoting (making money!) from their blog.

Prospects:

3. describe your prospect... what are your prospects top fears and frustrations? What are their dreams and aspirations? And what are their hot points?

- Men and women.
- Aged between 30 and 60.
- Have own business, or are starting own business, or want to.
- Income ~\$45k??
- Heard about blogs and websites and are excited about potential.
- Not particularly technical, want some things done for them. Can do some themselves but not sure how.
- Like making money, getting new business.
- Dislike the behind-the-scenes admin and technical stuff that distracts them.
- Fears, hot points etc
- Being unable to do technical stuff.
- Resent time associated with doing this.
- Can't learn how to do this.
- Not getting enough business from their investment (i.e. not enough traffic from their website).
- Things might get too technical for them and can't fix it.
- Spending time doing technical stuff when should be running their business.

Men and women age 30 to 60, which is probably somewhat of a guess. They have their own business or they are starting a business. They've heard about blogs and web sites and are excited about them, but they are not particularly technical and they want some things done for them. They can do some themselves but they are not sure how. They don't like the behind the scenes admin technical stuff. They don't know how to do the technical stuff.

They resent the time spent on it. They can't learn how to do it. Things get too technical for them and they can't fix it. They are worried about spending time doing the technical stuff when they should be running their business.

Niche: Blog Technical support

Submitted by: Joel

Pain: have heard about blogs and feel like they need one, but don't know how to get one setup. Not technical and don't know where to begin. Want to focus on their biz and not on the technical part. Just want the pain go go away, but don't know where to turn.

I summarized the pain here. They've heard about blogs and they feel like they need one. They don't know how to get one set up. They are not technical and they just don't know where to begin. They want to focus on their business and not on the technical part. They just want the pain to go away, but they don't know where to start or where to turn.

Let's move on to the story. This is one question I get a lot. "Do you always start with, 'I'm a lot like you'?" In this situation as you are going to see, Joel has a lot of experience. He has been doing this blog stuff for nine or ten years.

4. What is your launch story? Give me what you have so far...

DRAFT!! I'm a lot like you, and you might be in the same position I was a few years ago.... I realized the need for a website, and saw all the opportunity blogs can give us. I then found all I could find out about writing blogs, marketing blogs, using blogs as an enabler for our businesses. Then you might have realized one thing – *they* lied. By "they" I'm talking about the person or people who said that blogging was easy. "Get started in 5 minutes" they say. "It's quick and easy!" they proclaim. While it may be quick to set up, and as easy as pushing a few buttons, you're then left thinking "What now?" It is then time consuming and difficult. In fact it can take a few hours before your blog even looks like YOUR blog. The basics are all there, but you need the extras. We all want more customers, or more sales, or more income. Our websites enable us to do this, but they come with extra worries. It would be nice if we could have a website without having to worry about it, how to change it, how to make sure we're appearing high in search engines, and that customers are visiting us without worrying how the website was doing. It's been 9 years since I started blogging, long before it was even called blogging. Things have got easier, much easier. Yet in making things easy they haven't made things simple. To get my blogs the way I wanted them, and how people told me they should be I learned all I could find out about Wordpress and blogs. I searched the internet (and still do), I talk to other online entrepreneurs, I am a member of Yaro Starak's Blog Mastermind (a blogging course), I bought lots of good and (mainly) bad eBooks, even the odd real book, and many online courses to find out all I know about running a blog. Then I realized what a lot of people realize – that the writing and promoting is only half the story. What about the technical side? We all hate time and effort going to waste. I sometimes felt I was too busy running my website, to make any money by running my business. I'm not smarter than you – I can learn anything given the time, maybe not master it, but be pretty good. We're all like that however we don't always want to learn everything. We could all service our car if we wanted to. Mechanics aren't geniuses; they just learned to be skilled at what they do. We could do that, but most of us don't, most of take our car to

get serviced. Why? Because time is money. And we're not interested in servicing the car, but are interested in what the car can do for us. We just want is smoothly and achieving what it is required to achieve without any hassle. Wordpress makes it easy to blog, but not simple. You can buy books like I did but it is still complicated, need to find the time etc. Worries about spending a lot of money on a blog and not getting payback (facts and figures about advertising?). I don't have a lot of money to invest in a big corporate website, so what can be done to compete? After doing this I realized there was a greater need for other people to be able to relax about my website the way I can now. How do I relax? Because I know how to take care of it. Getting someone to take care of your website will save you so much time. Time that can be spent running your business and making you money. It takes some pressure off as you know it's being taken care of. You can concentrate on the more important things – like making money from writing and promoting your blog and business.

You can start off and say, "I was a lot like you, and I was confused nine years ago." Or instead of, "I'm a lot like you," you could say, "I think you are probably a lot like a lot of the people I talk to everyday," or, "You might be like many of my clients that I work with everyday." You could always do something like that.

If you are some high powered attorney and you are looking for clients. The clients have just been in a car accident, so then you are probably not a lot like them. It doesn't always have to be that, "I'm a lot like you." That works in a lot of the cases and many of the cases, probably the majority of the cases, but it won't work all the time.

In that case, they could be a lot like the people you meet everyday, the people you work with everyday, your clients. The draft of the story is, "I'm a lot like you. I realized I needed a web site." Then he went to selling to an 'us versus them,' the common enemy. "Then you might have realized one thing – they lied. By 'they' I'm talking about the person or people who said that blogging was easy. 'You can get started in five minutes,' they say. 'It's quick and easy,' they proclaim.

"Well, it may be quick to set up. You are left thinking, 'What now?'" Then it goes on to sort of credentialize Joel. It talks about him doing this for a long time.

Let's try this story again. Let's try to touch this up a bit. I would probably go with something like, "You are probably a lot like the people I talk to everyday. You've heard about blogs and you think that you need one for your business. You might have a great idea for your business and you are excited to get going online, but you're not technical. Maybe you've never set up a web site; you've never set up a blog.

"I can remember not too long ago when I was in the same position you are. To tell you the truth, lots and lots of people will tell you this is easy. They'll say that setting up a blog should only take you five minutes. I'll tell you what, that may be true that you can do the absolute basic installation in five minutes, but to really get it up and set it up correctly, it can get really complicated. I talk to people every day who are stuck at square one. They have a great business idea. They are ready to get going, but they just don't know where to turn.

"They aren't technical. Frankly, their business isn't about being some tech wizard. They just want to get the thing rolling. They want to get their blog up. They want to get their business rolling. They just don't know where to turn."

You just defined their problem, then I would probably go with something like, "I finally found a solution. I'll tell you what – the solution I found is the one you do not want to do. You do not want to be like me, because I'm like one of those people who always digs under the hood and tries to figure out how things work. I spent years, literally nine years that I have been studying this stuff.

“I’ve spent years and years figuring out exactly how to do this and figuring out exactly what makes blogs tick and how to put them together, how to get all the technical aspects put together so you get listed in the search engines, and so they work like they should to promote your business.”

At that point you just lead into the solutions to their problems. In here I like this where people aren’t interested in servicing a car. Like here, “We could all service a car if we wanted to. Mechanics aren’t geniuses; they have learned to be skilled.” I think that is great. I think that type of story is fantastic.

One concern I have in here is the part up here. “I searched the internet and still do. I talk to other online entrepreneurs. I’m a member of Yaro’s Blog Mastermind and the Blogging Course.” I know Yaro and I talk to him fairly frequently. He’s a good guy. I think he puts out great stuff, but if I were you I wouldn’t have that be part of my positioning. As soon as you start talking about someone else and their course, then you are risking someone running off.

You are telling them your story in your launch – don’t start telling them about someone else. A lot of people have the ADD thing going on. They’ll hear another name and they’ll instantly go off and check out his web site, even if they are only trying to figure out what you learned from him and why you are talking about that person.

If they go off to his web site, you don’t know if they’ll ever get back involved in your launch. In terms of my positioning, I don’t think I would put that piece in here.

5. What is your offer... tell me what's going to be included in your offer? Remember to include any bonuses. And write down your intended price and your guarantee.

Monthly Blog maintenance package - \$87?? This includes all Wordpress upgrades, plugin upgrades and one hour of my time to make blog changes, fixes, improvements etc. Early movers get social media submission element. Also first XX get 1 hour initial free consultation in ADDITION to the first hour of changes.

Let’s move further down. The offer is a monthly blog maintenance package. I think that is a great way to go, but the question is, “Do most of your prospects already have a blog and they are trying to figure out how to make it work better, or do they need a blog?”

I think the bigger market, the low-hanging fruit, might be the people that need a blog. I would probably put together a blog installation package that would install a blog and get

them all set up. I think that would be more than \$87. I don't know how much that would be, but I would do a blog installation package and have the monthly maintenance package be on the backend.

You could either offer for them to buy the installation plus the monthly deal, or you could just sell them the installation and go back after the installation is done and then sell them the monthly maintenance package. To me that just seems like it would be an easier sale to sell them on a one-time package. Get them real excited with the job you did and then offer them the monthly maintenance.

Something I wanted to touch on that I think is important down here is, "What are their top three objections?"

7. What do you think your prospects top three objections will be? What are your answers to those objections?

Q. Free content out there – why do they need someone to do it for them? A: You wouldn't try to upgrade your car yourself, though you can learn from free info how to do it. Plus time is money, outsourcing benefits. Q. They're not technical, not sure if they need everything I'm suggesting A. Look at what competitors are doing, how are they getting customers/readers/sales/competing with you? Everything is explained by me and Google search can validate I'm not trying to sell something that's not needed. Q. Scared of cost of taking the plunge into blogging. A. Show benefits of blogging. Show cost/time comparison compared to other forms of advertising and communication. Show ease of use.

Free content – there's free content on how to do blogs.

I think that this is a fantastic opportunity. I would point them to that free content. That would be part of my pitch coming into the launch.

"Hey, I'll tell you what. This stuff is not rocket science. You absolutely can figure out how to do this on your own. In fact, you could probably figure all this stuff out. If you put ten or twelve hours into learning how to do this, you could probably figure out how to get your blog installed, get it set up so that it can be found by search engines, and get the basics of the blog set up. If you want to do that, let me point you to some resources where you can go study this."

The deal is that people don't want to put in that time and that work. If you quantify how much time it would take, and point them to it, it is almost like you are completely disarming that objection, but you are also quantifying it.

A lot of people think, “Oh, I can go do this,” but if you sit down and talk about how long it is actually going to take them to do that, then that is a very powerful selling position. I wouldn’t try to hide this objection. I would bring it up and tell them how to go and do it themselves.

Even better, if you found the best training out there, the best free training on how to do this, and recreated something as good, or better than that yourself, and offered that free training, that would probably bring in a lot of traffic for you. It would create a lot of goodwill and you’d be selling from a real position of strength.

You could say, “There’s a lot of information out there – free information – on how to install blogs. In fact what I did was I created this stuff. I created this full course on how to do this. Here’s the course. Go check it out. Here is everything you need to do it yourself. If you don’t want to do it yourself, then I also have this installation package backed up with a monthly maintenance thing if you want it.”

I think Joel has a real easy sale here. There is a lot of pain. There are a lot of people who need this stuff. There will be some people who want to do it on their own and figure it out on their own, but there are always going to be a lot of people who don’t want to. All he has to do is show that he has the authority. By creating that free content that shows how to do it, that creates tremendous authority. Then it is just a simple upsell.

“You can do it for free, and if you want to do it for free, here are the resources. I created the best resources out there. If you don’t want to do it for free, if you are worried about it, if you don’t want to spend the time to learn how to do it, or if you are worried that you aren’t going to do it properly, or if you just realize that your time is better spent building your business, then you are going to want to buy this installation package.”

Once they buy that installation package, they are going to want to buy the monthly maintenance package. This thing is really, really simple. Joel mentioned down here the seed launch.

9. Tell me about your overall launch plan... what type of launch are you planning on? How long will the pre-launch be? How long will the launch be?

Seed launch. Pre-launch and launch 7 days each.

You could even use a seed launch to create the free content. That would be really powerful. You’d create some fans.

By doing the seed launch and getting the interaction going step by step, then you could be sure that you create really good free content. If I was Joel, that is what I would do. I would create some great free content that showed people how to do this for themselves. Then use that content to pull traffic just by having that great content. Use that traffic to build a list. From there do the launch of your installation and maintenance package.