

# Video 7

## **Make a killing by Selling Mobile Websites**

If you've made it to this section of the video training, you have acquired and honed some great skills. You have successfully created, uploaded, and activated your own mobile website. And it is possible that as you did so, you began thinking, "This is easy! I bet I could do this for others and make some money!" You're absolutely right.

There are businesses out there whose owners are either hesitant to dive into this new technology, or perhaps they just don't have the time to create their own sites.

Now that you know how to create a responsive site, create a mobile website, and adapt existing websites, you have a skill that can be marketed. The big questions now are how? And where?

Here are some great tips for making your mobile website building skill into a profitable business:

### ■ **Go Local**

Look at the local businesses in your area. Many of these businesses may have desktop websites, but how many of them have mobile sites? Does the local florist or boutique dress shop need a mobile site? Use the connections you have in your community to offer your services.

Most small local business owners especially do not have the time to build a site themselves or the profit margin to hire a large web development firm. YOU are the perfect fit for them. And it goes along with one of the essential Sales 101 principles: "Make a sale, you'll make a living. Build a relationship and you can make a fortune"

### ■ **Go Surfing**

From Groupon to UrbanSpoon to Expedia, websites that list businesses are a great place to find potential customers. On UrbanSpoon, for example, you might see a restaurant that has a great desktop site, but it hasn't been optimized for mobile yet.

Contacting the owner, telling him his site looks great, and then telling him you can help him make it look great on an iPhone as well, could mean a new client (and maybe a free lunch as a thank you

☺). The lovely bed and breakfast listed on Expedia might need a mobile website as well. The wider you cast your net, the more business you might “catch.”

### ■ Go Personal

Just like the Sales 101 principle stated above, relationships can drive long term business. When your initial contact results in a meeting or appointment, remember to make your pitch personal. While it may be tempting to create expensive visuals, videos, and storyboards, consider how your potential client’s customers will use the site you are going to build.

They’ll be taking the Android out of their pocket and opening the site. A meeting can be as simple and personal as sitting down with the owner of the bed and breakfast and showing them what a difference a mobile website can make. Use the stats given in earlier videos of this video training to open their eyes to the possibilities of mobile marketing.

### ■ Go Social

Let your friends on Facebook, Twitter, Tumblr, and Pinterest know you’re available and ready to create a mobile site for their businesses. “Like” businesses, ask them to like you in return, and ask them if they need help building a mobile site. Once you have your mobile site ready to show off, share it, and let them know you did it yourself!

### ■ Go Everywhere

One of the best stories this writer has read about a successful mobile website sale can be found on a forum called [www.warriorforum.com/mobile-marketing](http://www.warriorforum.com/mobile-marketing).

A poster there closed a mobile website sale with his family doctor by bringing up mobile marketing during a check-up! So be prepared; you never know when an opportunity will arise.

The woman next to you at the beauty salon may be musing about how to bring in more catering business. Or the hairstylist may be wishing for more clients. The guy who changes your oil may wonder how he can do a better job of giving his customers information. All of these individuals can benefit from the skills you have learned by using this guide.

## ■ Great but... how much do I charge?

If you are considering selling mobile websites, the big question eventually becomes how much do I charge?

You can search the companies that sell mobile sites, and you may get as many prices as there are sites. A great place to look for this information is on forums.

If you are going to be creating mobile websites using the information you have gleaned from this guide, you will likely be selecting a theme, creating the site, and helping your customer get the site live. This kind of basic service typically runs from around 400 to 900 dollars, depending on the number of pages and content.

If you are planning to offer services in SEO, analytics, etc., then the price will go up for each additional service. Mobile website creators who offer full service, including designing the theme from scratch, can bring in as much as 5,000 to 10,000 dollars, but they include everything that is needed, including hosting in most cases. For the skills you have learned in this guide, you can likely charge about 500 dollars per site, depending on the area in which you live.

It is also important to consider your strengths and weaknesses. If you are great on the technology end and have a knack for eye-catching graphics, but the text of your content does not flow well in whatever language you are using, then it may be best to capitalize on your strengths. If in doubt, have someone you trust take a look at your sites to give you honest feedback about your areas of strength and areas of need.

Once you become proficient at implementing the skills you have learned here, you can begin providing an awesome service to your friends and neighbors while making money. And the more you create, the better your skills will become.