

"If you give a man a fish you feed him for a day. If you teach a man to fish you feed him for a lifetime."

“Why shouldn’t you save thousands of dollars every year, by doing your Internet marketing yourself?”

My name is Gary Arndts. As a veteran Internet marketing specialist, I know that many cleaning and restoration firms spend \$500 to \$800/month and *more* to get help with their Internet marketing. And some don’t get a very good return on that investment.

Perhaps it’s crossed your mind that you’d rather do your own marketing more affordably in-house if you only knew how. But where can you learn how to do it?

Internet Strategies, a new training camp offered by *Totally Booked UNIVERSITY*, shows you exactly how. It’s a *hands-on* training camp developed by myself and Jeff Cross, senior editor of *Cleanfax* magazine. You’ll never have to pay someone again to create a web page or update one. You’ll list your business in hundreds of local directories. You’ll create an e-mail newsletter and a mobile site. You’ll start a blog and build links to your web pages to grab the attention of the search engines.

And you’ll be able to do these things over and over again because you’ll know how!

It’s a unique “how-to” event designed specifically for the person who wants to “*do-it-myself and do it right!*” Here are questions we’re often asked:

Does it require technical skills? No. Many marketers don’t realize that there are very powerful, yet simple to use, and low cost marketing tools available. We’re introducing robust, yet simple online tools that anyone can learn easily. No technical skills required.

What if I need more support after the seminar? These tools were selected because they have an enormous amount of online support available. Once you get rolling you are going to really like the website building platform. It quickly becomes intuitive. In addition, we provide 90 days of free support after the workshop. Plus you leave with helpful instruction manuals.

May I bring a second person along? Absolutely! We encourage you to bring along an associate who may be actually doing the legwork or helping you with your in-house marketing. In fact, there is no charge to bring a second person from your business.

Are there other programs that offer Internet marketing in this type of workshop format? Yes, but this is the *only one* that is specific to the cleaning and restoration industries. And this isn't just a workshop. This is a 2-day event that sets up all of your Internet marketing programs, the stuff many pay hundreds of dollars a month for.

Is there an additional investment required? Only for your marketing tools. They are not costly, but you should bring a credit card with you and expect to spend a few hundred dollars. But afterwards, you will have a permanent marketing campaign that you can keep going at little cost each year.

You talk about learning to use marketing tools, but what about my marketing strategy? That's what will really set you apart from other do-it-yourself marketers. We tell you what you should include on your webpage, and why. Everything in your marketing should be geared towards making that phone ring. I have run hundreds of Internet marketing campaigns for cleaning and restoration businesses, and I'm going to share everything I've learned about optimizing results with you.

Isn't \$2,495 expensive for a seminar? Actually, this isn't a seminar. It's a "training camp" in that you really get some heavy information and systems. After this camp, you will have online exposure like never before. We've worked hard to make this as affordable as we can. But we're determined that you have *everything* you need to succeed. You'll get a lot and you'll be saving money on your Internet for years to come without the need for pricey consultants.

Is there anything else I should know about it? You will need to bring a laptop computer with you. Also, since this is a hand-on workshop and we're committed that everyone leaves with all that's promised, we're limited this workshop to only 12 businesses. So please sign up early!

Finally, if you've occasionally dozed off during seminars in the past, forget it during this training camp. We'll work hard but we'll also have fun.

When and where is it? July 25-26 in Columbus, OH. The location is near the airport and special hotel room rates are available. Visit the *Totally Booked* UNIVERSITY training website at www.totallybookeduniversity.com

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