

Overview

- Who we are / what we do.
- About your business.
- Reasons to have a website.
- What makes a high growth business.
- Business systems + a websites purpose.
- Case study: New digital business launch.
- Website and conversion rate tips.
- Ways to drive traffic to your business.



Scorchsoft – What we do

Websites and apps on both web and mobile.

Established for 6 years – Operating UK and abroad.

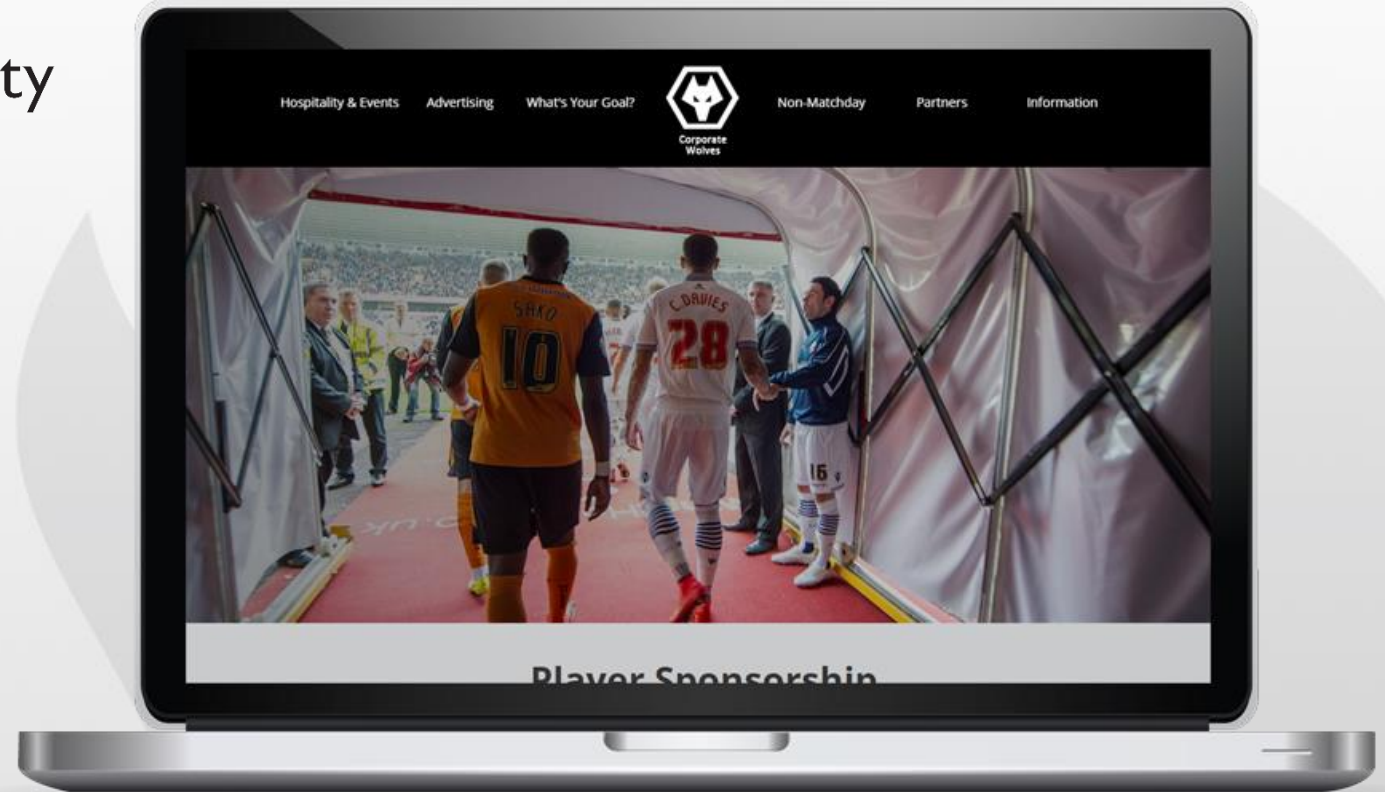
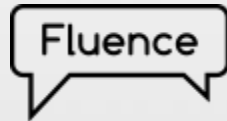
We keep you abreast of **advances in technology.**

Allowing clients to maintain a **professional internet presence.**

Maximise the return on your marketing budget.

Clients

...business with over 100 clients including:



Question for the audience

Why do you want a website?

What's the point?

12 Reasons to have a website

Websites – A hub for marketing and business operations

- Educate / sell to customer.
- Sales channel / ecommerce.
- Build trust.
- SEO / Convert searches.
- Automate a process.
- Content marketing.
- Recurring revenue / SaaS app.
- Innovate using tech (e.g. web apps).
- Generate / warm / convert leads.
- Video.
- Staff / customer resources.
- Hub for all efforts.

81% of shoppers conduct online research before buying.

Question for the audience

Do you have a **business idea** yet, if so **what?**

What is your **plan of execution?**

CENTS – Define your business

Control	
Entry	
Need	
Time	
Scalability	

Control

Control

- Do you own it?
- Can someone else pull the rug from your feet?
- Can you change supplier?
- How about enter a new market?

- EBay seller vs. brand with own shops.
- Your product vs. someone else's.



Entry

Entry

- What makes it hard for others to compete?
 - Are there barriers to entry?
 - Required investment?
 - Data.
 - Patents / trademarks / legal.
 - Unique brand.
-
- **“It won’t work because...”** – solutions to this.



Need

Need

- Solved a market problem?
 - What value have you created?
 - Unique selling points / Value proposition.
 - Have you created desire?
-
- Make/provide it **because others want it**, not just because it is what you like/are good at.



Time

Time

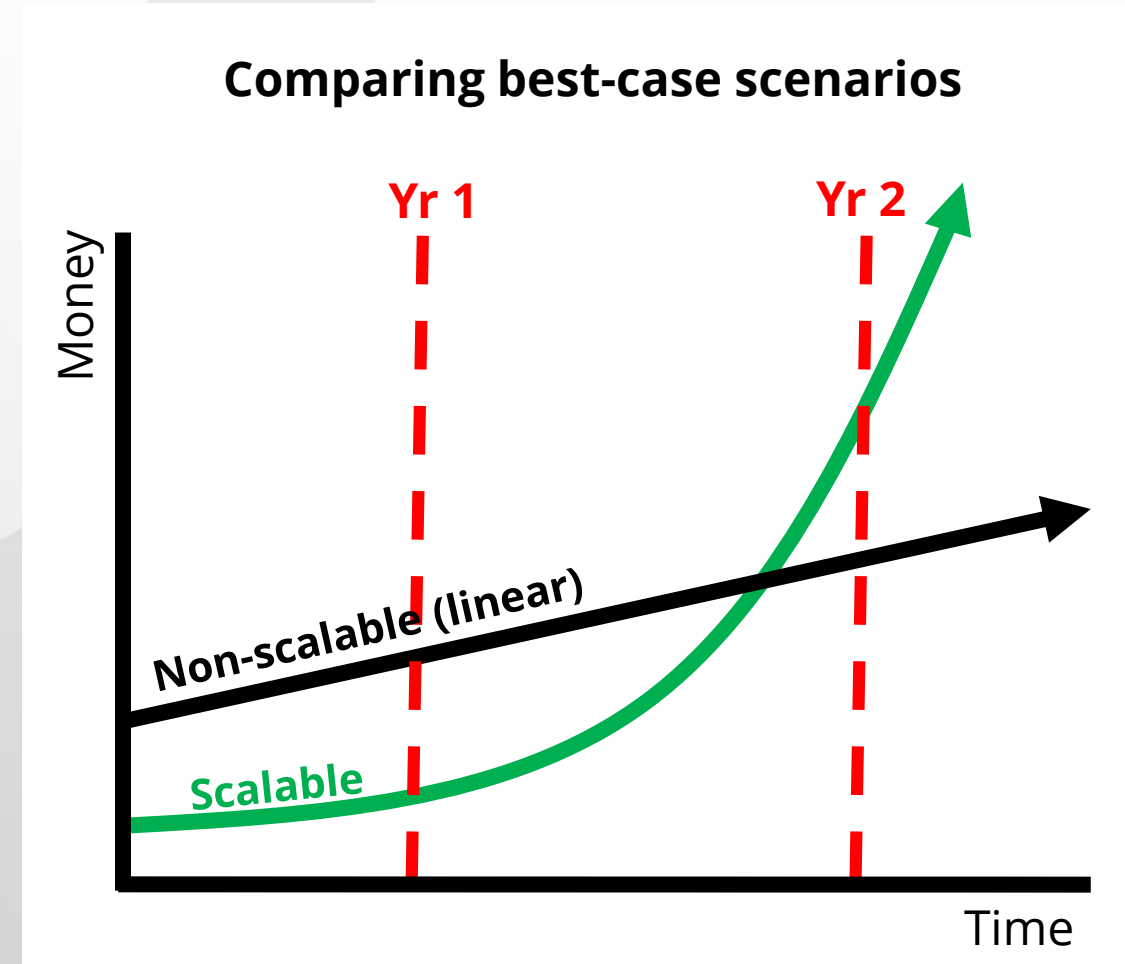
- Is the business tied to your time?
E.g. freelance builder vs building firm.
- Selling someone else's product vs. someone selling yours.
- Delegate and grow by delegating.
- **Your time vs. your money.**



Scalability

Scalability

- Given the perfect set of circumstances how fast could it grow?
- E.g. Speed to go from 1 customer to 1,000,000.
- Think about barriers to rapid growth (people, you, process, cost).



Scorchsoft - CENTS

- May not be able to tick all immediately.
- Service = cash flow. But tied to time.
- Have a plan to tick more over time.

Control	✓
Entry	⊘
Need	✓
Time	⊘ ✓
Scalability	⊘

Question for the audience

How did your business score?

... and why

Types of business system

- **Distribution**
(E.g. Franchises, television marketing, ecommerce)
- **Rental**
(E.g. Housing, parking, patent, licences)
- **Computer**
(E.g. Internet/software)
- **Content**
(E.g. Books, blogs, magazines)
- **Human-resource**
(E.g. Selling time as a service, law, etc)



Websites ... Not just a digital leaflet

Websites can be central to achieving **CENTS**

- C:** You own it, you built it, you can change it.
- E:** Time to build is a barrier, as is the data / IPR.
- N:** Content, service, app, solution.
- T:** A website sits on a computer. Computers don't sleep.
- S:** Automated systems scale better than human ones.

Case Study

Using Scorchsoft to Launch a new business

Team / Shareholders



Aimee, Andrew, Jodie, Ben

- **Andrew**
Runs a web/app development business.
- **Aimee**
Photographer for film and TV.
- **Jodie**
Founder and MD of a social media agency.
- **Ben**
Experienced professional model.

Deciding to launch ...the preliminary stuff

1. Had idea – met to discuss.
2. Explored market need, tested idea in market.
3. Rough marketing plan (actions & results).
4. Analysis of cash flow / profit / investment needed.
5. Sign shareholders agreement and registered business.
6. Set up bank + buy insurance.

Now it's about the execution of the idea.



MODL App

- Platform for bookers to find and place work with pro-models.
- Models sign up for an account.
- Bookers list jobs and find ideal match.
- Payment is seamless and happens in-app.
- Bookers pay 75% less compared with typical agency fee's.
- Models get paid on time and at fair rates.

MODL App - CENTS

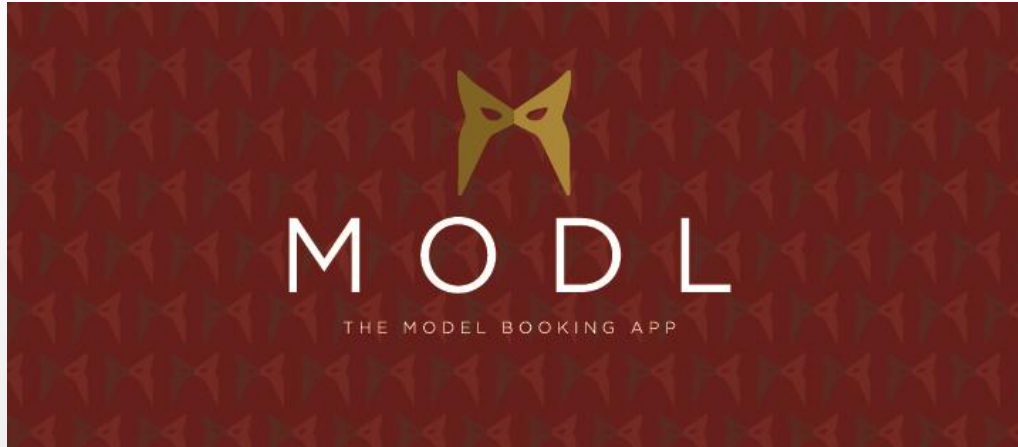
- ✓ **Control:** We own the platform + site & data entirely.
- ✓ **Entry:** Difficulty to build database of quality models.
App build cost, cost to bring to market properly.
- ✓ **Need:** Sluggish market in need of a shake-up. Agents cost lots.
- ✓ **Time:** As much as possible done in app. Automated.
- ✓ **Scalable:** Potential to go from nothing to global.

Question for the audience

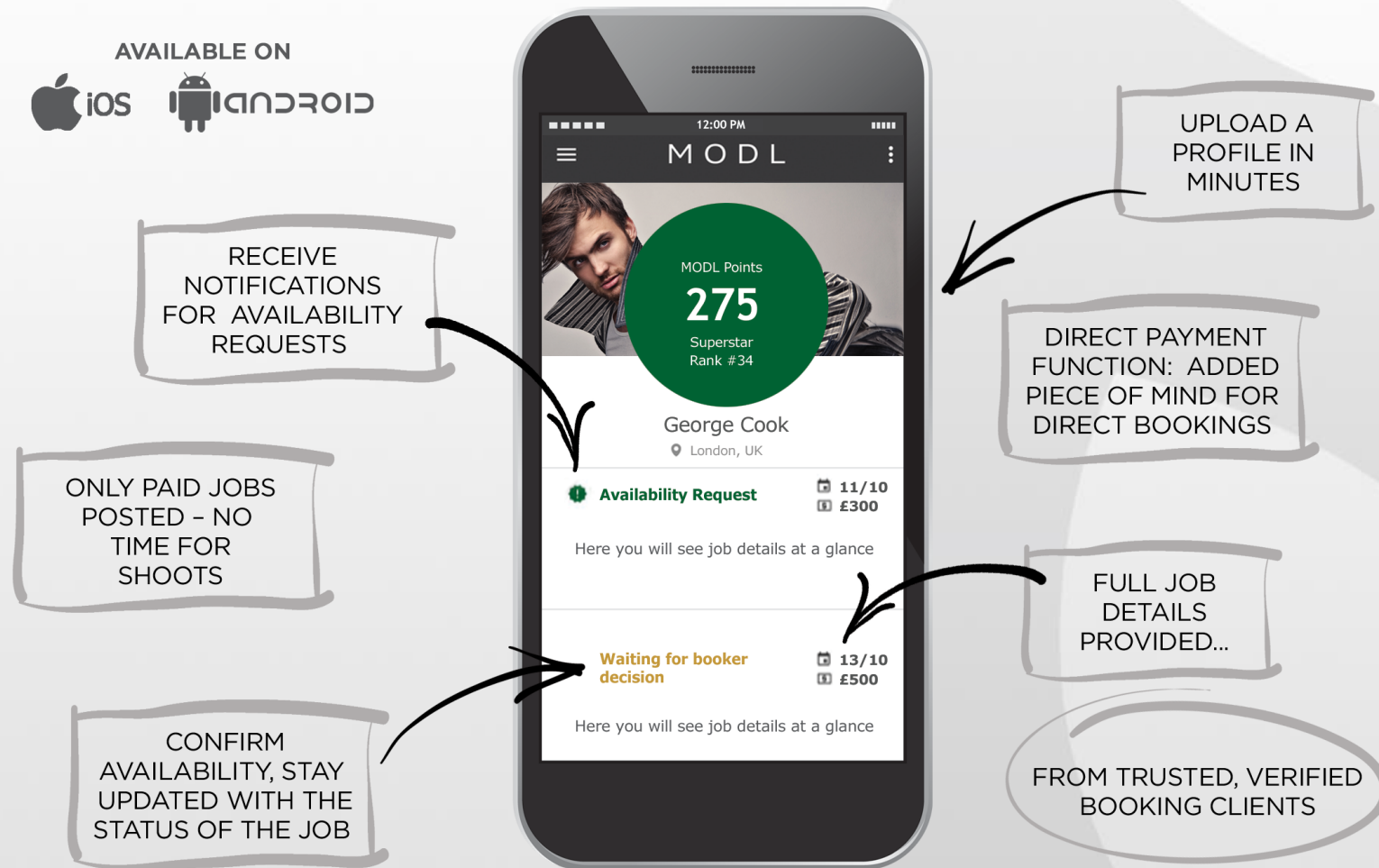
What should the MODL app site have on it?

... and why

The branding... faceless

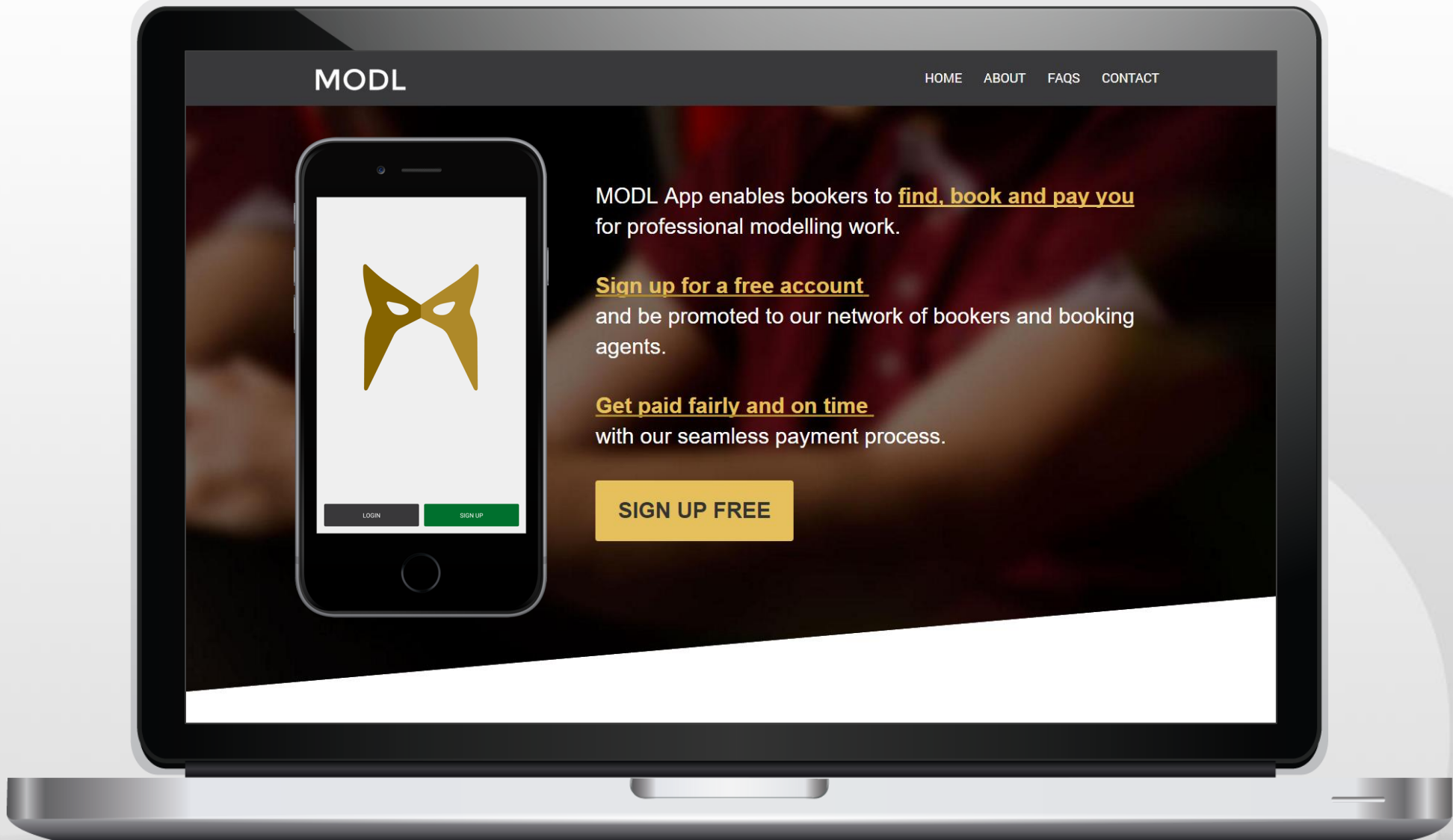


Model value proposition ... step 1 = sign up models



GET PAID WITHIN SEVEN DAYS OF COMPLETING EACH JOB

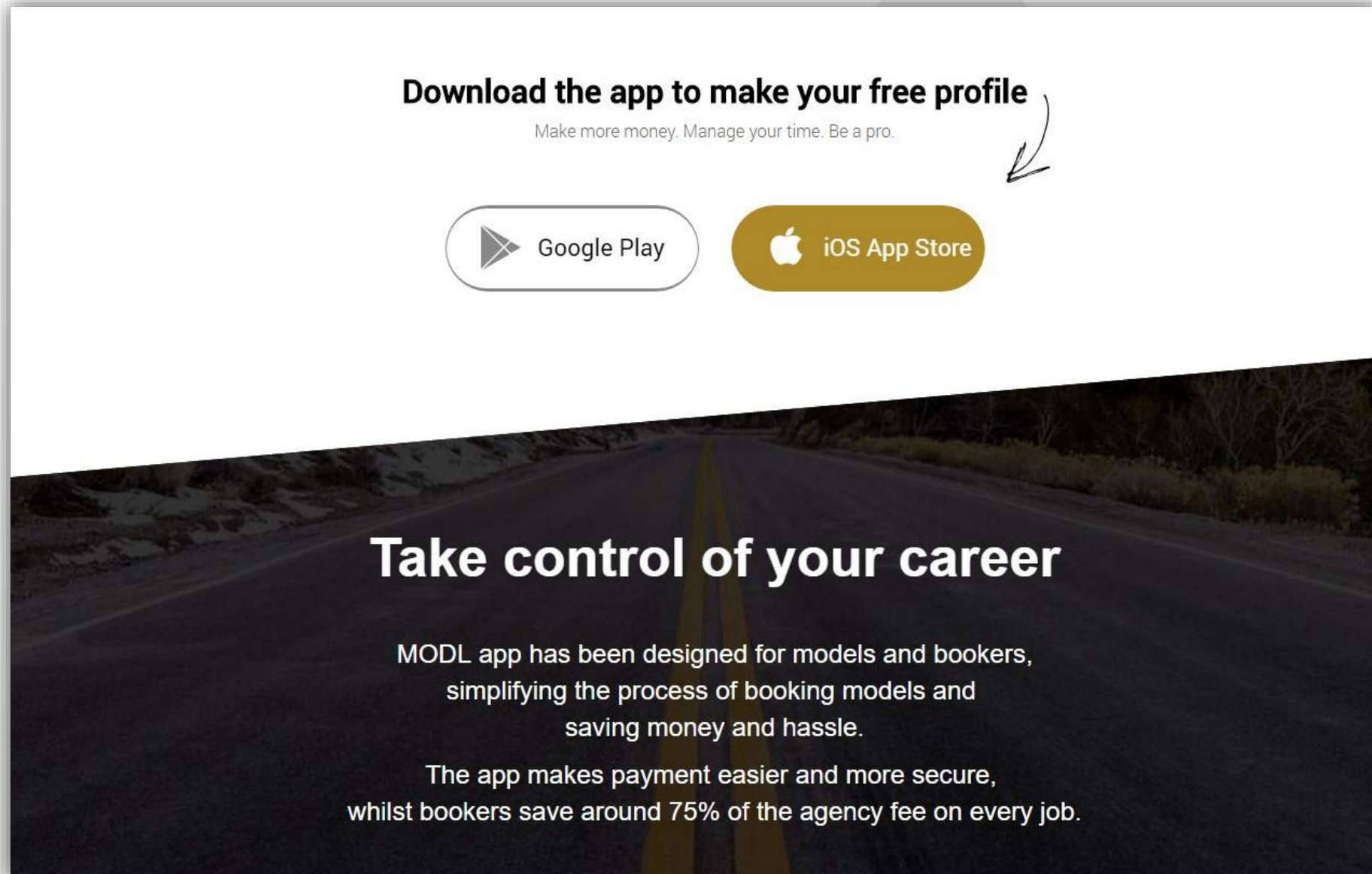
Website – value proposition





Website – objection handling

Your shit life now	Your amazing life with MODL
You are paid MONTHS after completing a job	Get paid within 7 days of completing a job
You receive availability checks without details of the job, the fee or an exact date and are left "holding a date" forever	Only jobs with specific dates, fees and details permitted and be notified as soon as another model has been confirmed for a job
You spend time managing multiple agencies	Optimise just one profile - MODL
You are left chasing usage payments	Receive usage payments automatically
You attend 'request' castings with 100+ models in attendance	No castings (or know how many are attending it!)
You take dodgy direct bookings to cut out agents fees	All bookers are verified and pay before you do the job
Your agencies treat you like an employee (when they work for you!)	No stupid agents
You have to check your emails multiple times per day	Get a push notification when your availability has been requested
Your agency charges you a "web fee" or something else equally bullshit	No, zero, zilchos fees to the model, ever
Poor job briefs – you take two suitcases worth of clothes and wear none of it	Receive a detailed, specific brief before every job

Website – conversion



Download the app to make your free profile
Make more money. Manage your time. Be a pro.

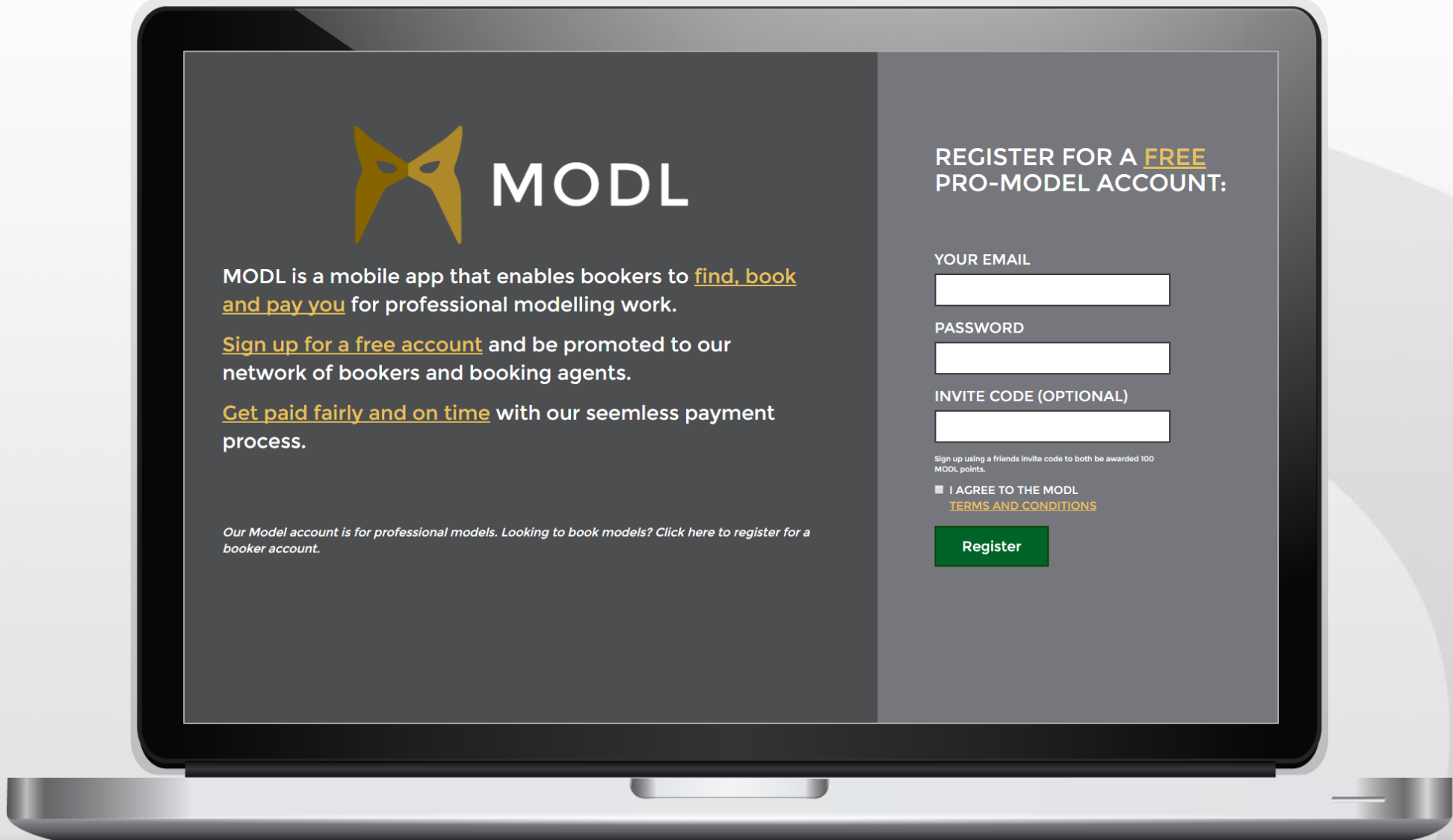
 Google Play  iOS App Store


Take control of your career

MODL app has been designed for models and bookers, simplifying the process of booking models and saving money and hassle.

The app makes payment easier and more secure, whilst bookers save around 75% of the agency fee on every job.

Primary CTA ...there is no way back



 **MODL**

MODL is a mobile app that enables bookers to [find, book and pay you](#) for professional modelling work.

[Sign up for a free account](#) and be promoted to our network of bookers and booking agents.

[Get paid fairly and on time](#) with our seamless payment process.

Our Model account is for professional models. Looking to book models? Click here to register for a booker account.

REGISTER FOR A [FREE](#) PRO-MODEL ACCOUNT:

YOUR EMAIL

PASSWORD

INVITE CODE (OPTIONAL)

Sign up using a friends invite code to both be awarded 100 MODL points.

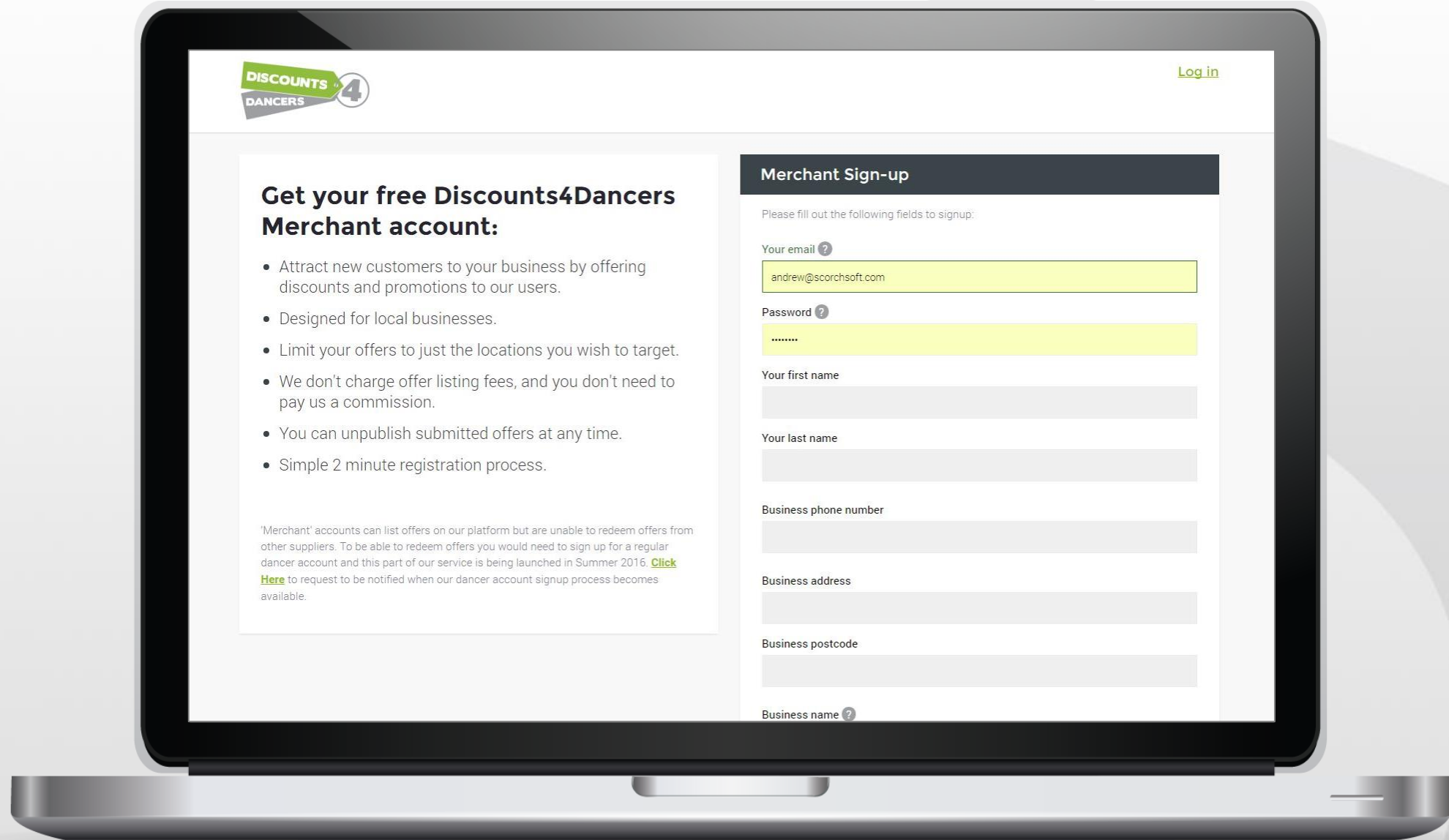
☐ I AGREE TO THE MODL [TERMS AND CONDITIONS](#)

Register

Landing page example



Landing page A



The image shows a laptop screen displaying the 'Discounts4Dancers' merchant sign-up page. The page has a white background with a dark grey header bar. In the top left corner of the header, there is a logo for 'DISCOUNTS 4 DANCERS' with a large number '4'. In the top right corner, there is a 'Log in' link. The main content area is divided into two columns. The left column contains a heading 'Get your free Discounts4Dancers Merchant account:' followed by a bulleted list of benefits. Below the list is a paragraph of fine print. The right column is titled 'Merchant Sign-up' and contains a form with several input fields for registration details.

DISCOUNTS 4 DANCERS

[Log in](#)

Get your free Discounts4Dancers Merchant account:

- Attract new customers to your business by offering discounts and promotions to our users.
- Designed for local businesses.
- Limit your offers to just the locations you wish to target.
- We don't charge offer listing fees, and you don't need to pay us a commission.
- You can unpublish submitted offers at any time.
- Simple 2 minute registration process.

'Merchant' accounts can list offers on our platform but are unable to redeem offers from other suppliers. To be able to redeem offers you would need to sign up for a regular dancer account and this part of our service is being launched in Summer 2016. [Click Here](#) to request to be notified when our dancer account signup process becomes available.

Merchant Sign-up

Please fill out the following fields to signup:

Your email [?](#)

Password [?](#)

Your first name

Your last name

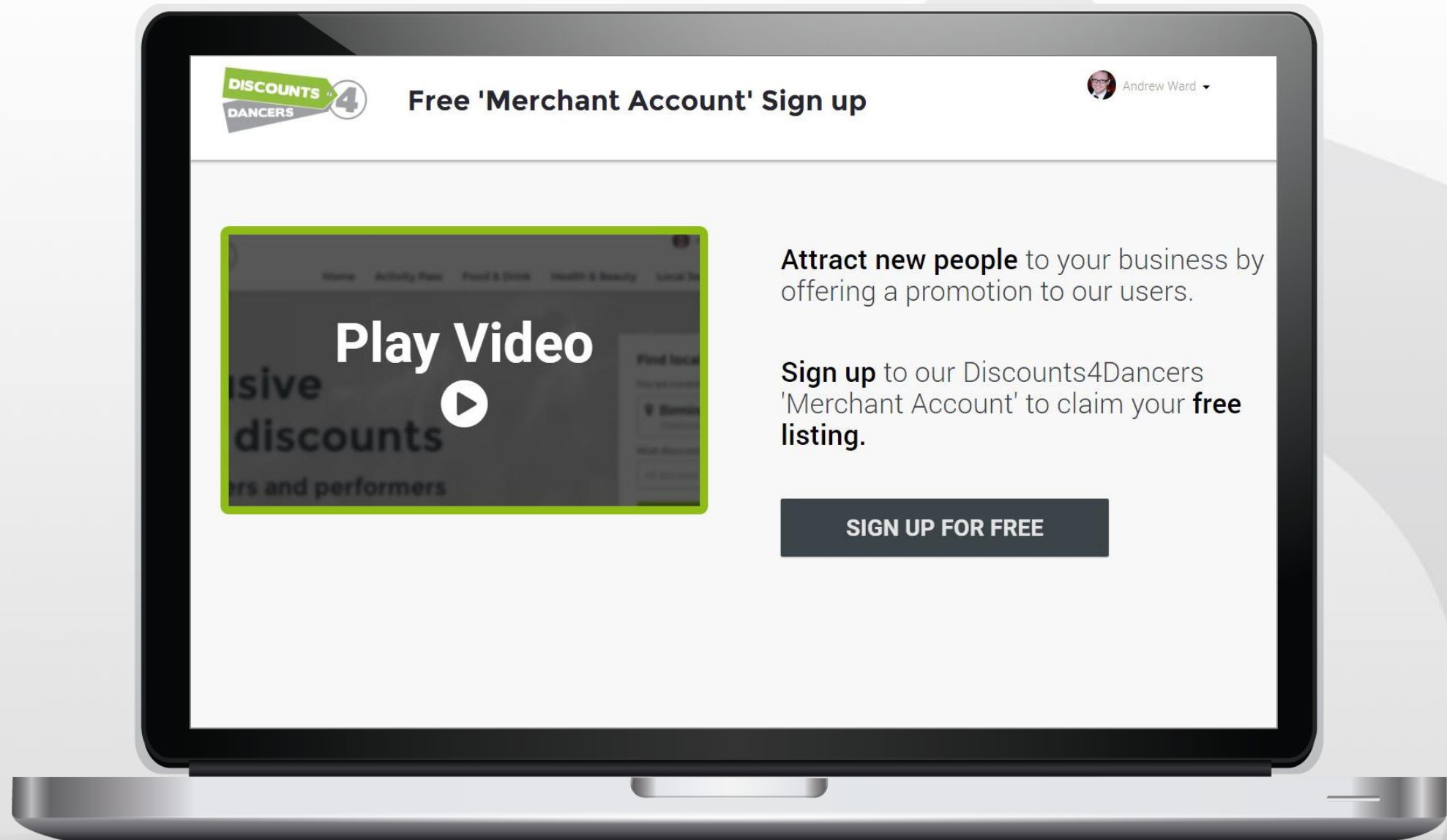
Business phone number

Business address

Business postcode

Business name [?](#)

Landing page B



Free 'Merchant Account' Sign up



Attract new **people** to your business by offering a promotion to our users.

Sign up to our Discounts4Dancers 'Merchant Account' to claim your **free** listing.

SIGN UP FOR FREE

300% higher conversion with version B.

Landing / conversion page top tips

- Handle objections.
- Keep value proposition clear.
- Think about the fold.
- Have one clear call to action (or limit).
- Convey trust.
- Optimise for mobiles.



General good practice

- ✓ Value proposition (again!).
- ✓ Decide on logical page hierarchy.
- ✓ Link to social platforms.
- ✓ Write blogs for SEO.
- ✓ Install Google Analytics.
- ✓ Do A/B testing.
- ✓ Have calls to action on all pages.
- ✓ Check your site loads quickly.
- ✓ Think about the 'fold'.
- ✓ Mobile optimised (responsive).
- ✓ Have "About" page.
- ✓ Collect emails (for value asset)
- ✓ Consistent brand.
- ✓ Use compelling pictures.
- ✓ Give users useful info.
- ✓ Make info easy to find.
- ✓ Optimise page META info.
- ✓ Use 'open graph' tags.

Question for the audience

**How are you planning to drive traffic
(visitors) to your website?**

Ways to drive traffic ...marketing channels

- SEO (Organic).
- Social media marketing.
- Direct mail campaigns.
- Telesales (telephone).
- Display network advertising.
- Business networking.
- Email marketing.
- Word of mouth.
- Video advertising (YouTube).
- Pay per click advertising.
- Traditional PR.
- Blogging and content marketing.
- Magazine/paper/print advertising.
- Collaborations / partnerships.
- Endorsements (books, shows, anywhere).
- Door-to-door.
- Canvasing.
- Shop frontage.
- Billboards and posters.
- Television advertising.
- Radio advertising.
- Exhibitions.
- Webinars.
- Talk at a seminar / public speaking.

Questions?



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