

[Your 4 choices when advertising online ]

### **Plus WHAT's In It For Me**

#### **1.) Commission Based**

Examples could be Heating4Less.com or CODFuel.com. Sign up for free on this type of site and pay a commission once the website has generated a sale.

**The big problem is everything is out of your control.** You're leaving all the customer service contact in their hands. Would you like your company to be represented by some other company who also happens to be representing your competitors too?

It sounds like a good deal but the facts tell a different story.

- ✓ Imagine... **delivering to the wrong address.** (Even though it's the websites company's mistake, you've got a fight on your hands.)
- ✓ Suppose... you get the order late and when you show up to the customer **they've run out of oil.** (Your company's dependent on their customer service any mistakes your company is blamed.)
- ✓ Consider... today they promote you and tomorrow they get a better commission from your competition and **you're hung out to dry.** (It's completely out of your control.)
- ✓ The way they present your company, **you're not building your companies brand.** The customer is really buying from them NOT from you
- ✓ **Check to see how many people actually visit their web site.** (Get on the site for free sounds good, but if no one visits how much good is it really?)

I'm sure you're starting to get the picture.

**In the end it's your company on the hook.** On the mean time they're promoting their site and not your company. Just have a look at how these guys present your company on their site.

Doesn't it make sense that the person buying from you should be **BUYING FROM YOU?**

#### **2.) Advertising directly on Google, Yahoo or MSN**

The advertisements on the top and right side of pages when you do a Google search.

This pay per click program can work but it's a **time consuming** process to learn how to do it right and make it work for you.

It's too **easy to end up paying loads of money** for people that click, and then just have a quick look and leave.

#### **This is what you'll need to do:**

- ✓ Open a Google Adwords, Yahoo, MSN account (and figure out the most efficient way to make it work)
- ✓ **Pay every time** someone clicks your ad. (if you're paying **\$2.50/click** and 100 people click today your cost is \$250.00 for that day)
- ✓ **You'll need a special "landing page"** on your web site that makes sense to Google. (or that **\$2.50/click** goes up to \$3.00 or more fast)
- ✓ Watch how you **structure the words** in your ad. (if you aren't a good copy writer you'll need to think about hiring someone who is if you want to get good results)
- ✓ **It's a bidding war** to get to the top. (do you know how to do it in order to get to the top?)

**Every click is money out of your pocket** and the more clicks the more money you're spending.

#### **3.) Your Website**

Most people would say it's a necessity these days. (**Don't worry there's a way around it.**)

- ✓ If you want it to actually generate sales you'll need to **hire someone** to lay it out properly. (I'm not talking the local high school kid... I'm talking about a pro that will get you results and that costs money)

- ✓ You'll have to **pay a monthly hosting fee** just to get it online. (it can run from \$25.00 to \$75.00 per month or more)
- ✓ Get your site **so people can find it**. (How about spending lots of money with a search engine optimization company so when people search they'll find you.)

There's certainly a lot more to it than "just having a website". (the GOOD NEWS is **you don't need a website** when you sign up for the HomeHeatingOilPrices.com program.)

#### 4.) **Straight Advertising**

This is the easiest and when done right **the most effective with the highest R.O.I.** Examples are HomeHeatingOilPrices.com, Newenglandoil.com

- ✓ **The challenge is...** get the most for your money from the vendor (from the vendors perspective, it's good solid marketing, exposure and promotion)
- ✓ **You're in control** of your advertisement, your offer, your service, your follow up and your customers. (Build your company not someone else's)
- ✓ **Pay once** for the entire month or the entire year. (regardless of the "clicks" you pay only one price)

The choice is yours on how you want to spend your money. But understand there's lots of ways to do it and not all of them are easy, effective or will offer you a money back guarantee.

If you're interested in getting a 110% money back guarantee and take 90 days to try out the system and generating new customers for pennies... have a look at [www.OilHeatCentral.com](http://www.OilHeatCentral.com)

**Ok so ask the big question ...**

## **What's In It For Me?**

The old joke is everybody listens to this same radio station it's called **W.I.I.F.M.** or ... What's In It For Me?

### **Here's what we've created for clients of HomeHeatingOilPrices.com**

- ✓ You'll get more people looking to buy heating oil on our site than any other web site (**we are the largest heating price site in the world**)
- ✓ You can "make special offers" plus let the customers see all that your company can do (this helps you to **really differentiate your company**)
- ✓ Our visitors have more money to spend than any other heating oil price web site. (you'll get to **deliver more oil on each drop**)
- ✓ Become a client and **we advertise in your area**. (we use our special brand of pay per click to generate even more traffic at our cost not yours) A value of - \$500.00
- ✓ We don't "take a piece", the more you sell the more **profit goes directly into your pocket**. (no commissions get sucked out of your profit here and we only promote you and your company)
- ✓ **We protect you from bad reviews** (no more getting slammed by bad, incorrect reviews from people we intercept it first) A value of - \$1,500.00
- ✓ **No extra charges** for your logo (remember the goal is to promote your company and your brand.. so why pay more) A value of - \$50.00
- ✓ **Can't get to your e-mail fast to get the messages?** (if that's the case we can fax the messages directly to your office for a small extra fee)
- ✓ Whoever post's the most recent prices gets listed at the top (**gets to the top of the list**)
- **We keep you keep on top of what's working** in the industry and what's not (You'll receive a monthly "marketing minute") A value of - \$2,400.00
- You'll have the opportunity to "**get reviewed**" by [www.HomeHeatingReview.com](http://www.HomeHeatingReview.com) (Get a 3rd party endorsement of your company) A value of - \$500.00

**Your listing includes:**

- ✓ Your logo
- ✓ Your Telephone number
- ✓ Your Website link
- ✓ Your Fax
- ✓ Your Listing of all services
- ✓ Your Choice of delivery areas
- ✓ Your Price listing
- ✓ Your search by town and by zip code

**Added Bonus with annual purchase at No Extra Charge**

1. You'll get to use the "checked by" logo. **It makes you look good.**(Use it on all your advertisements and your promotional stuff)  
A value of - \$2,500.00
2. **Sign up for the year get 2 months free.**
3. **Plus get a full 90 days to try out the program.** If you're unhappy I'll refund your money, every last penny.

Plus you get to keep a \$100.00 coupon towards a [www.SurroundMail.com](http://www.SurroundMail.com) campaign just for your trouble.

## Introductory Trial Offer

**Do you need more customers at higher margins?**

1. Would you like more marketing and sales information that you could immediately use to grow your business?
2. Interested in finding what's working and apply it to your business fast?
3. Are you're looking to grow your heating oil business without spending a fortune?

Try our introductory program for 3 months (90 days) for \$97.00 per month. If it doesn't meet your expectations I'll refund your money (every last penny)

Get free tools, time saving tutorials + cutting edge tips.

**Here's what you do next...**

Send us the towns you service and we will choose the towns (based on population size) to fit the intro program. We'll take it from there and get you started.

Then follow the program and track your sales.

If you don't feel you are getting any results or for any reason at all, just let me know and I'll refund your money.

## The best guarantee in the business... "100% Money Back Guarantee"

Order your introductory risk free trial.

Just drop me a note at [john@homeheatingoilprices.com](mailto:john@homeheatingoilprices.com)

or call **800-734-0976** for details...

My goal is; show you just how effective the program is.

**It's better than risk free.**



**YOUR NEXT STEP**

**Send us all the towns that you service** and we'll plug a few into our introductory offer so you can see for yourself if this program works for you.

Fax them to 800-734-0976 or e-mail them to [john@HomeHeatingOilPrices.com](mailto:john@HomeHeatingOilPrices.com)

**Get more customers at higher margins!**