

What you need to know before you spend a dime online

Frequently Asked Questions Before You Go Online

SIDE NOTE – There’s a special reason you were contacted and you were able to receive this document.

Every month we look at reports to see how many people came to our web site and WHERE they came from.

Based on that information we contact people in that specific area to apply to become clients of our site.

→ **Our goal is to get you Good, Solid, Repeat Customers and not just price shoppers.** ←

Please continue reading to see just how we can do that for your company.

How will it help my business?

YES! Being online opens up a huge opportunity for you to get in front of people that are looking to buy what you sell. Remember... it’s a lot easier to sell water to someone that’s thirsty and people searching online are thirsty for fuel. Our site collects millions of people who are actively looking for heating oil, kerosene and propane (like moths to a flame) and then we put your company right in the middle of this tsunami of people anxious to buy.

How do I know I can trust you?

The most important trust building factor is... we offer a **90 day FULL 100% money back guarantee**. Try us out (our intro package) for 90 days. If you are not satisfied (for any reason) we will refund your money (every last penny).

I’m not new to the world of marketing or growing companies. But if nothing that I say makes sense, simply drop me.

Here’s a little about me... I’ve been marketing products and services since 1980. I hold **2 US patents** for products that I developed and marketed all over the world. I’ve been published in “Connecticut Firsts” (I was the first inventor in the country who also happens to be from CT) to create an environmentally safe coating material used on sports and medical products. My products have been seen on **MTV, NBC, CBS**, used by the **American Gladiators** (show and tour), and currently on display at the **Universal Studios** in Florida.

I’ve marketed through press releases (**San Francisco Chronicle, Chicago Post, New York News Day** and dozens more) I’ve marketed through national trade shows using celebrities like **Ron Artist** - from the **Chicago Bulls**, **Liala Ali** - **Muhammad Ali’s daughter**, various actors on the **TV show E.R., Courtney Cox from Friends**... there’s plenty more. For a complete list of celebrities please contact me.

My current project is HomeHeatingOilPrices.com, the largest heating price site in the world. The site generates between 3 to 18 times more visitors than any other heating price site. (Check the #'s at www.QuantCast.com)

So what are you getting?

See the attached SPECIAL REPORT -> [“What you Must Know Before You Advertise Your Heating Oil Company Online”](#)

How can I add a personal touch?

The fact is people like to be treated well and the whole “big corporation” feel doesn’t work well, especially in the home heating industry. That’s exactly why we added a special place for you to add your own information... you can personalize it any way you’d like. Add a personal note, make a special offer, leave a neat little holiday message... **the choice is yours.**

How many people visit the site?

We have hard statistics that show you **we get over 1 MILLION page views a month from people all over the country.**

Our visitors reflect the actual fuel population of the country. For example 80% of the people that visit the site for heating oil are from New England and the Mid Atlantic. According to industry statistics, this reflects where 80% of the actual heating oil in the country is being consumed.

Our visitor counts spike during the heating season but **we get visitors all year long** looking for companies to buy fuel, get installs done, and to learn more about who to do business with.

How do I know you get all this traffic?

The best way is to evaluate our site is to use a 3rd party web site that independently looks at the site and allows you to see the sites visitor volume, the type of person that visits (income level, demographic, education...). You can compare other sites to see where you'll get the best return on your investment. We suggest you use www.QuantCast.com and www.SpyFu.com to get a handle on who's really the truth. If you have questions, please contact me and I can explain the details of the reports that are generated on those 2 sites.

Why should I choose you?

See the attached SPECIAL REPORT -> "[What you Must Know Before You Advertise Your Heating Oil Company Online](#)"

Is it hard to use and will it take time away from me and my staff?

NO – It's fast and easy. Set up depends on how much you want to include. Most companies start out with a little information and get online in less than 3 minutes. To make changes in your pricing takes less than 30 seconds.

What happens if I need help?

Most people get stuck on what they want to say or how they want to say it. The actual operation of your page is really easy. BUT if you need help we are available every business day from 9-5 and clients get a special e-mail address to contact us 24-7.

How can I be guaranteed people are going to see my company?

- We have over 16,000 pages online.
(That means there are over 16,000 ways people can find their way to you.)
- **Besides once you're a client we advertise in your local area.**
(That's right, we advertise in your local area to drive even more people to you.)
- The site is search engine optimized to guarantee that it appears in the top 3 "organic" searches.
(This is the very best kind of place you can be. Companies fight and spend boat loads of money to get into the positions we already hold.)

I don't want customers to contact me that aren't in my delivery area is that possible?

Yes it's all in your control! With other sites can easily get people contacting you from outside your delivery area. This ties up your phones, disappoints callers and cost you money.

On our site you get to choose the towns where you want your company to appear. So if you're in Boston Mass, you're not going to get people calling you from Springfield Mass. **YOU PICK the areas that you want** to appear so you can save time, money and aggravation.

What happens if I get a bad review?

Any where else you're stuck with that bad review whether it's true or not. That's not what happens here. All reviews go through a screening process before they're posted online. So if you do happen to get a bad review you get a chance to see it and take care of it before it gets posted for the world to see. You can see just how powerful that service is... see a short video on how we were able to [help one of our clients](#).

How do I get testimonials?

Chances are you already have a few and we can help you get more. We send you a special report that takes you step by step though an easy to follow process to get lots of good solid testimonials to help grow your business.

I run specials once in a while; can I do that on line with you?

Good marketers always run specials, change their offers and test different ways to get more customers. We completely understand that and offer a place on your page to present your offers. PLUS when you create an offer, there's a "special offer" image that appears next to your link on the search page.

It's a great way to get people to click and check out what you have to offer and what makes you special. (It's one of our most powerful marketing tools)

I want to promote my company logo how much does it cost?

The site is all about servicing our clients. That means you can add your logo for free. Remember we are here to help promote you!

Can I use your checked by logo in my own advertisements and promotion?

Once you sign up for the program, you can use the logo on all your promotional material and advertising as long as you are in good standing. That means your annual membership has to be current and your information has to have been legitimately checked and verified. BTW it's a great logo to use to help you differentiate your company from all the other companies in your area.

How can I run special offers in certain towns in addition to what I'm doing is now?

If you'd like to really be aggressive and dominate the position you can sign up for the special banner adverts we make available. [Drop me a note](#) and I'll prepare you a quote.

Online advertising is great but I need help with offline advertising. What can you do for me?

We understand the business online and offline. That's why we have a complete marketing package available. Current clients get discounts on other programs.

Programs include:

- **Reactivate** your old customers
- How to **increase your margin** with little or no pushback from your customers
- Tune up your customer service to **close more new sales**

- Put your **direct mail** on steroids
- Build your customer base in certain neighborhoods and do it **affordably and fast**.

How much does it cost for me to be on the website?

That depends. I **wanted to be fair** to the company located in a smaller town as well as those companies in densely populated areas. In order to do that I base the price on the US Census and the population per town. So for every 1,000 people in the towns you choose your investment is pennies per thousand per month. [For a solid quote, please contact me](#) with a list of the towns you'd like to be listed under and I'll get you a quote back straight away.

How am I charged?

You have 2 choices. You can be billed monthly or a onetime payment for an annual subscription. The best value is the annual payment. Reason is... I know the summer can be tough for the industry so in the annual payment option I set it up so you'll get 2 months free. PLUS you get access to the HomeHeatingReview.com "CHECKED BY" for free just for signing up the year. AND don't worry my 90 day 100% money back guarantee still holds.

How can I pay?

You can put it on your credit card or send me a company check. Our credit card payment account is set up through Pay Pal and its 100% secure.

If this doesn't work for me can I get my money back?

I understand your concern and that's a very valid question... **Fair is fair**. Try out our introductory package for 90 days. If you're not happy for any reason you get 100% of your money.

We are so confident that this program will work for you that we offer you a 100% guarantee on your money. If it doesn't work for you, I don't want your money.

Can I afford adding this to my advertising budget?

Let me ask you 3 questions first...

Q1- How are you getting new customers now and how much are you spending on your advertising?

Q2- Are you doing any special promotions in the local paper, direct mail or yellow pages?

(It helps for you to know where you're spending every dollar in your advertising and marketing budget.)

The goal of Q1 and Q2 is to see what's working and if you can prove it's working then keep it, if it's not stop it or at least reduce what you're spending on it. Once you go through your current budget and whittled away what's not working chances are good you'll have a little extra cash.

Q3- How much are you spending on your coffee every day? If you're like me you're at your local Dunkin Donuts 2 or 3 times a day for a medium coffee (milk only) and spending about \$6.00 a day.

The goal of Q3, is if you cut back to 1 cup a day, you'll be healthier and you'll have enough cash from coffee money alone to run a program. Cut out 2 cups... that's \$4.00 per day X 30 days = \$120 per month
For only \$97 per month you can be promoting your company to thousands of people that are looking to buy fuel.

I don't have a web site will it work for me?

Absolutely it will work for you! If you have a web site that's fine... but it's NOT necessary.

You can use our program as your web site. You can get you a website "address" and it will point directly to your location on the HomeHeatingOilPrices.com web site. Your website address will appear at the top of the page just like your own website would!

So there's **no need to spend extra money for a web site** and your company is online FAST.

You don't need to learn a programming language. If you can type, you can add anything you wish to your page.

I don't have email or I don't have easy access to my e-mail ... Does that mean this isn't for me?

PROBLEM SOLVED - you don't need access to email... **You don't even need e-mail!** If a message is emailed to you from our site, we immediately fire it off directly to you via your fax machine. So when a message comes in, it quickly gets sent to your fax machine.

Still not sure?

I understand and I want to make you feel secure that you're making the right decision for you.

That's why we offer a **introductory test drive**. Try us out for 90 days for only \$97 per month and see if it works for you.

No big investment, no stress, no worries.

Introductory Trial Offer + our 100% Money Back Guarantee

Do you need more customers at higher margins?

- Would you like more marketing and sales information that you could immediately use to grow your business?
- Interested in finding what's working and apply it to your business fast?
- 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).

You'll also get free tools, time saving tutorials and 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. All you need to do is 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. We will place your company in front of towns you choose up to a total population of 500,000 per month.

The best guarantee in the business ->100% Money Back Guarantee.

Email me a john@homeheatingoilprices.com to order your introductory risk free 100% money back guarantee trial.

My goal is to show you just how effective the program is. Let's get started... **Remember it's better than risk free.**

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