

Lesson 3 • The Products - The Way In

The Free Website Health Check, the \$5 Website, Smart Serving and Website Design. What each one is and who it is for.

When you finish this lesson you can

- Match a business to the right entry product instead of pitching the biggest one.
- Describe each entry product in one sentence.
- Quote every price from the published page, never from memory.

The points worth remembering

- **What is the Free Website Health Check for?**
Starting conversations. It is a real check, given free, that shows an owner his business the way a machine sees it.
- **What does the \$5 Website cost?**
\$49.95 to set up, \$4.99 a month, and \$5 per set of changes.
- **What is the \$5 Website?**
One page on anniesactionai.com with the business's name, details, hours, map, service areas, up to six services, logo, photo and links - plus a community directory listing.
- **What must you always say about the \$5 Website?**
That it is one page, not a multi-page website.
- **What is Smart Serving?**
A real web page, business information search engines and assistants can read, and hosting we manage. Free, \$14.95, \$29.95, \$49.95 or \$99 a month.
- **Is hosting extra on Smart Serving?**
No. Managed hosting is included at every level.
- **What are the Website Design prices?**
\$750 single-page, \$1,500 up to eight pages, \$3,000 and up for e-commerce or booking.
- **Where do you get a price when you are with a customer?**
From the published pricing page on your phone. Never from memory.
- **What is the choosing rule?**
The smallest thing that fixes the biggest problem.

Lesson 3 · check yourself

Circle one. The answer is printed underneath, so this is only worth doing honestly.

1. A shop has no website at all and the owner is nervous about spending. What do you lead with?

- a) The \$1,500 Business Website - he needs a real site.
- b) The \$5 Website or a free directory listing. ✓
- c) The Visibility Audit so he can see how bad it is.

Why: Smallest thing that fixes the biggest problem. He has nothing; give him something real this week and earn the next sale.

2. You are asked the price of Smart Serving and cannot remember the tiers.

- a) Give your best recollection and correct it later.
- b) Open the pricing page on your phone and show him. ✓
- c) Say you will email it and move on.

Why: You quote from the published page. Showing the customer the real page builds more trust than remembering it would have.

3. An owner assumes the \$5 Website is a full multi-page site.

- a) Let it go; he will see when it is built.
- b) Correct him plainly before he buys. ✓
- c) Upsell him to Website Design immediately.

Why: An owner who expects a site and gets a page is a refund and a bad review, and you had every chance to prevent it.

4. Which statement about Smart Serving hosting is right?

- a) Hosting is billed separately at every tier.
- b) Managed hosting is included at every tier, no separate charge. ✓
- c) Hosting is included only from \$49.95 up.

Why: Included at all levels. It is a genuinely strong point - use it.

Lesson 3 · work to do away from the screen

Handwritten. It is slower on purpose.

Write a one-sentence description of each entry product, from memory, then check it against the pages.

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Three businesses you know with no real web presence. Name them and the entry product you would lead with.

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Practise saying, out loud: it is one page, not a multi-page website. Until it is comfortable.

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