



1-2-1 Toolkit

What results I deliver, my USP's, who I want to talk to, questions to ask, how to introduce me and how can I help you.

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What results do I deliver to my customers?

Quite simply, peace of mind.

Websites are a critical part of modern business life and integral to a business's success as the most important marketing asset. Unlike a social media account, a website is owned and under the full control of the business, making it invaluable.

It adds credibility to a business by portraying a professional image.

However, I understand not everyone has the technical ability, patience or desire to create, manage and maintain their own site.

We offer a full management service with everything we offer, designed to create long-term relationships as a business owner's trusted digital marketing partner.

Sites that can actively generate leads, automate admin tasks, take bookings and payments and act as part of your team.

We build ai-powered websites designed to do more than just sit there looking pretty, they:

1. Increase leads through compelling messaging and user experience
2. Use Calls to Action, contacts forms and other engagement mechanisms to turn visitors into customers
3. Take payments and bookings
4. Actively generate B2B leads
5. Reduce business administration through automation and integration to your business systems.

My USP's? Why should you have confidence in me?

I'm not a typical website designer. I have 30 years in Operations and Service Delivery.

When I bought a failing web agency in 2015 I had an idea to turn it into a web services company, built around amazing support, delivered through a Customer ServiceDesk for a professional and user-friendly experience.

We fixed prices and published them. We provided freedom to leave without penalty. We offered subscriptions and payment plans to help cashflow.

Many of these are common today but were a lot rarer 11 years ago.

I use my skills and experience in customer service and delivery to offer business owners a fully done-for-you approach to website management and maintenance, with expert support included.

- I have been in operations and service management for 30 years
- I know how a lack of response from a web developer feels
- I have a deep knowledge of web technology
- I was there during the 2000 dotcom boom. Developing website support and management services for the UK's first business-only ISP
- I've learned the big-money methods in large organisation and investment banks
-and use the best bits to help the small business owner at low cost
- Data doesn't lie; so, we use it to ensure your website is in tip-top condition.
- I am a huge advocate for automation, and we are blending it with AI to provide business owners with incredible opportunities in the future
- We focus on the long-term, not the current fad
- I've been working with automation for 20 years, and AI for 3
- I look for ways to make your website play an active role in your business

What professions/categories do I want to talk to?

TRADES and STARTUPS who do not have a website

WHY? A website is an essential business asset, and we have a low-cost starter package with full management and support included which will give them the professional image and credibility needed to grow.

COACHES – Who want to sell their services online to supplement their in-person offerings

WHY? We can add a learning or membership platform to their site and set it up to take recurring payments as well as automate lead generation based on business type and location

FINANCIAL ADVISORS, RECRUITERS, MORTGAGE BROKERS, HR, LEGAL PROFESSIONALS

WHY? Professional services companies have regulations to comply with and need the highest levels of online trust. We can ensure their site is compliant with their regulatory requirements, GDPR and has active security measures in place.

BUSINESS OWNERS unhappy with their website

WHY? We can create a fresh new website, tailored to their business and designed to convert visitors into customers. This will be fully managed and supported for one fixed price.

BUSINESS OWNERS Unhappy with their web partner

WHY? We know how frustrating no-response from a website developer can be – I experienced it from the web agency I later bought (and changed!). We provide a support service based on the best approaches from a range of industries. Our ServiceDesk keeps you in the picture on open requests and we typically respond within an hour.

BUSINESS OWNERS CURIOUS ABOUT AI & AUTOMATION

WHY? We use these tools 24*7 to deliver our services and can help any business do the same to remove repetitive work. I have 30 years in technology - not a newly position AI snake oil peddler.

Questions to ask...

What could you ask the potential customer to start a conversation about me?

- Do you have a website?
- Are you happy with it?
- Does it do anything for your business to make you money?
- Who looks after your site for you?
- If you have problems, is there someone on standby to help?
- When was the last time you reviewed your website?
- Do you know what to do if you get hacked today?
- Are you using AI and automation in your business? Is your website part of that?

How to introduce me?

"I know someone who is really friendly and is happy to give free advice to people about their website. He would love speaking with you. Craig is good at avoiding the techno waffle and I'm sure could help. Would you like me to ask him to call or email you?"

When speaking with a Trade:

"Would you like your website to do a better job of showing off your great work? I know somebody who is focused on improving the trust of websites to build credibility, would you like to speak with them?"

If you speak to someone who is starting a business:

"Before you rush into signing up to anything, would you be against having quick call with an expert I trust to give you some pointers about what you do and don't need at this stage in your business?"

If you speak to someone who not happy with their provider:

"I know someone who's built his business around doing a better job of supporting customers, would you be against having quick call with him to see if he can help you out?"

If you speak to someone whose website is broken or unavailable

"That can't be good for business. I know someone who has a team of expert support engineers, so he can probably get you back working today. Would you like me to get him to call you?"

Triggers: What might generate a referral?

The following scenarios could trigger a discussion and referral:

- Someone has started a new business
- A tradesperson who wants to "get off the tools"
- A business owner looking at growth through ads, social media, trade shows etc
- A business hitting the VAT threshold – our services will be 20% cheaper
- Someone with a gmail, hotmail, outlook etc email address
- Someone too busy to think about a website or marketing in general
- Someone busy but without testimonials or Google Reviews
- Someone talking about being confused by AI, or feeling left behind
- A business without a website, or a poor looking one

What our customers say

- **"Communication is clear and easy to follow for all, even without a technical background."**
Jo Gavin, General Manager, Ascot United Football Club
- **"The team are very patient with my requests and always aims to provide a swift solution"**
Alison Roche, ARI Secretariat, Association of Nephrology Nurses
- **"The team's knowledge of WordPress has noticeably enhanced our site's performance and security. Since coming onboard, Craig's dedication to understanding our business needs has been clear, as has his professionalism."**
Mike Whitlow, CEO, ECR Minerals plc
- **"Craig and his team deployed our vision for our inaugural website with the features we needed. He ensured that as it was developed, adjustments to enhance the look and feel were built in as the website took form."**
Jason Germiquet, Managing Director, Axies Ventures
- **"What can I can say, except where have you been all my life!"**
Dan Lee, Operations Director, Big Boy Games
- **"Dealing with the people of GorillaHub has always been pleasant, and they have always been helpful."**
Jai Patel, Director, JB Foods
- **The ongoing support from the team has been invaluable"**
Annelize Alfredo, Head, Sheila Ferrari Dyslexia Centre
- **"Superb! From start to finish the guys keep me updated daily and changes and feedback were always a key part in the strategy"**
David Burton, CEO, Total Market Solutions

How can I help you?

Tell me what you need...

Let me have your GAINS and 121 Toolkit and I will see what I can do.

Actions from our 121 - Follow Up Required