



Dominate the Web

“Turning your web site
into a power Sales and
Marketing tool.

Flash Points

Dominate the Web – turning your web site into a power sales and marketing tool.



You are now at:

1. Web Assess
2. **Flash Points**
3. Perception
4. Fluff Factor
5. K.O.I.L
6. One2One CC



If you're not using a clear and logical system to turn your web site into a Power Sales and Marketing tool to lead your business to “*Dominate the Web*”, then you're simply wasting your time.

Welcome to the “Dominate the Web”™ (DTW™) System. We believe all good things start from good beginnings because it's from those foundations that everything else is based upon. Take for example the common house. A poorly constructed foundation will give way to any structure you build upon it, no matter how beautiful or how much money you throw at it.

The DTW System is meant to address exactly that. It's a solid foundation to build upon. The following ebooks are provided free of charge and are intended to be introductory in nature, to get you started on the right foot. We believe that if you follow our system in



the clear and logical method presented, you too can attain amazing results with your web site. To take full advantage of the wealth of information contained within the complete system, it is our recommendation that you call us to arrange a risk free, one hour consultation at no expense to you. Further details are provided at the end of this eBook.

So let's begin.

Our second step in the DTW System is called “**Flash Points**”. But before we start explaining what these are, I need give you a quick background on how the human brain works. You may be wondering why you need to understand how the brain works. The answer is simple, understand the brain and you command greater power over all your marketing messages. A better appreciation of the science behind the method can shed some light on an otherwise mysterious industry.

THE BRAIN:

In a very simplified form, there are two modes that our brain operates in. One, is the **Alpha Mode** and second is, the **Beta Mode**.

Alpha Mode is the subconscious part of your brain that allows you to operate without using much energy or active thought. Generally speaking, when you don't realize what you're doing, what ever it is that your doing... you're said to be in “pilot” mode. Think of when you're driving to work and you realize that you've just traveled a great distance however you cannot recall much of the details. Yes, it sounds scary, but our brains are highly efficient in this regard.

As consumers, we are often bombarded on a continuous basis with marketing messages ranging from billboards, TV, radio and print. Over time, we eventually become desensitized to it. Combine this with the fact that so much marketing material is part of something



called the “confidence gap”, we no longer pay much attention to these advertisements.

Definition: “*Confidence Gap*”; the mental gap in the minds of buyers consisting of negative preconceived notions and ideas about suppliers within a particular industry, whether or not they are true or false. Often brought upon by repeated poor consumer experiences and/or learned from circulating stories within a given market.

Potential customers within the Alpha Mode can be oblivious to advertisements hence removing any chance of you getting your message across.

Beta Mode is when your mind is actively working and problem solving. In this mode it no longer is in “auto” mode simply going along for the ride. In stead, it is watching everything, taking it all in cognitively, synthesizing, digesting and drawing conclusions. Typically a potential customer is actively seeking an answer or is moving to a direct goal in mind. This person is very open to ideas and suggestions because of this state of mind.

Part of your marketing materials’ job is to switch a person from the default Alpha Mode to the more active Beta Mode. Doing this ensures that your message gets across and actually makes a difference in the buyers mind. Failure to do this is certain to produce mediocre results. Just take a look around you next time. If you’ve recently past a bill board, can you recall what it was they were selling? Were they selling anything at all? How were you to benefit? Difficult questions aren’t they? However, they really shouldn’t be, not if the marketing material was done properly. Not if their Flash Points were touched.

Now here is where the Flash Points comes in. Perhaps you’ve heard the expression “*People buy emotionally, then justify logically*”. This is what Flash Points are, they are the emotionally charged scenarios in



the buyers mind that triggers one to switch from the Alpha Mode to the Beta Mode. It all happens quickly, silently and almost unnoticeably. To the untrained eye (or ear) it's the moment that something "clicks" inside them, unaware of why they suddenly feel the way they do. They suddenly feel compelled to take notice, to learn more, ask questions and take it all in. And if your job was done successfully, as the DTW System explains, you may just turn your prospect into a buying customer.

So how does this all relate to "innovation"? You've probably heard the phrase "necessity is the mother of invention". Well, this is no different. The process of flash point discovery shows us that people have real concerns. It shows us that people are tired of the same old false promises and routine procedures that offer us, the consumer, no real value. People are continuously disappointed.

It's this disappointment that we can analyze and see if we cannot find an opportunity to address it. And in addressing people's frustrations, we can then hopefully create something that never existed before. It's a win-win situation. The supplier works hard and creates something new that can better serve customers and the customers in turn are satisfied. And we all know that satisfied customers are more likely to turn into repeat customers. This is how you can innovate in an already competitive industry.

We've created a 3-step exercise that will take you through the process of discovering what your prospects Flash Points are. Unfortunately, due to the short nature of this introductory eBook, we cannot take you through the entire process here and now. But in a nutshell, this discovery process finds out what is important to your prospects then builds the Flash Points from them. You just have to give us a call and we'd be glad to arrange your risk free one-hour consultation at no cost to you. It truly is an amazing process that I would love to share with you.



Don't take our word for it, listen to what our clients are saying:

"Aspire Web Solutions provided me a wealth of business tools that fit perfectly to my business needs"

-Archana Jaiswal, <http://www.MindOne.ca>

"Excellent...love working with you!"

-Kelly McCormick,
<http://www.McCormickTeam.com>

"Aspire is a very professional company that's well worth the investment."

-Laura Helsel, Owner
Riverdale Pilates
<http://www.riverdalepilates.com>

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and don't forget to read our paper...

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The five biggest worries buyers face when finding a Web Services Company, and how to eliminate them.

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