



Building A Powerful & Simple Website

Welcome!

Our webinar will begin shortly.

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www.growwithgazelle.com/school



gazelle
School of Business

Building A Powerful & Simple Website

Today's webinar is presented by:
George Buss & Timothy Barnes



You work too hard honing your
craft to have the internet
leave you behind.



Your guide to building an amazing piano service business

Contact support@gazelleapp.io



George



Timothy



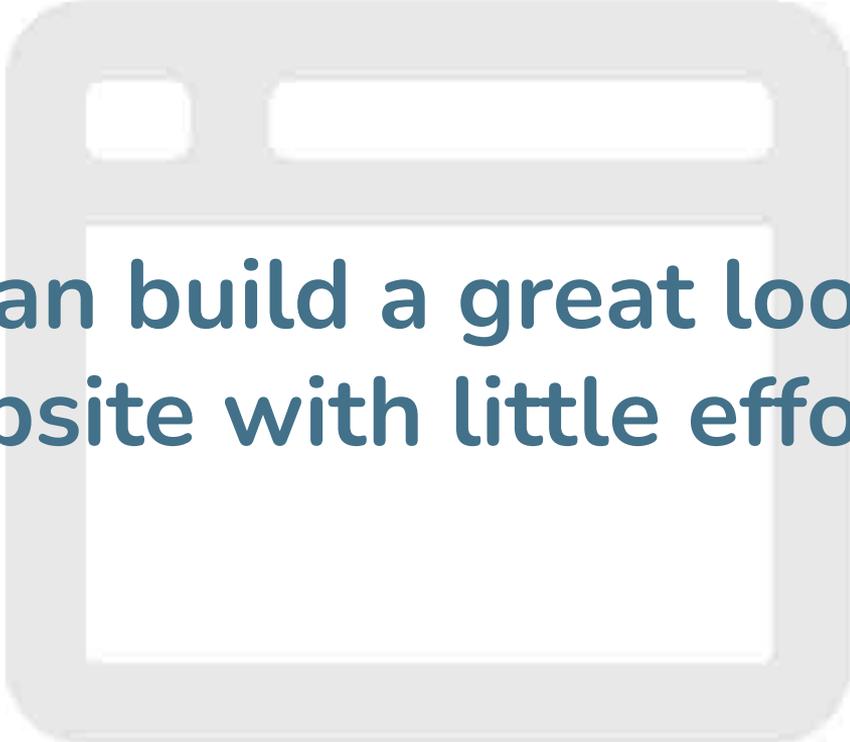
Nathan



Luke



**You don't need a 4 year
degree to do this!**



**You can build a great looking
website with little effort.**

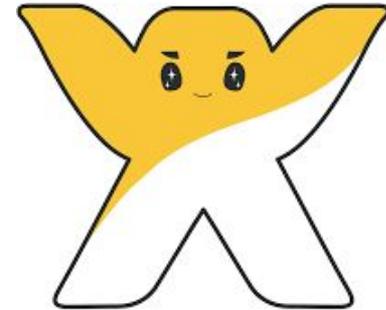




SQUARESPACE



SITE123



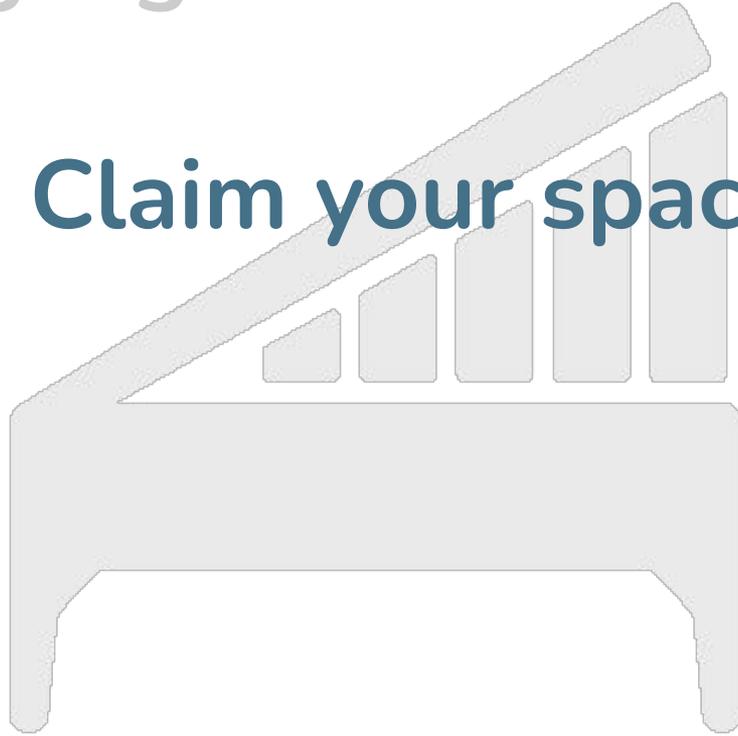
WIX

Building a great website is easy!



Building a great website is easy!

1. Claim your space.



Building a great website is easy!

1. Claim your space.

2. Build something simple.



Building a great website is easy!

1. Claim your space.
2. Build something simple.
- 3. Effectively communicate your story.**

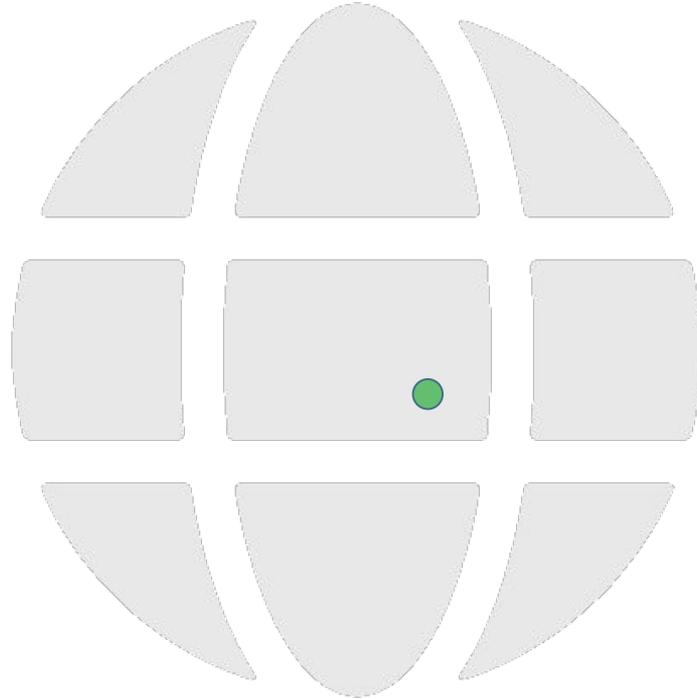




(step 1)

Claim your space.

Claim Your Space:



Step 1: Claim your space.

**Establish your
business's story.**



Step 1: Claim your space.



Register Your Domain

Step 1: Claim your space.



Register Your Domain

Step 1: Claim your space.



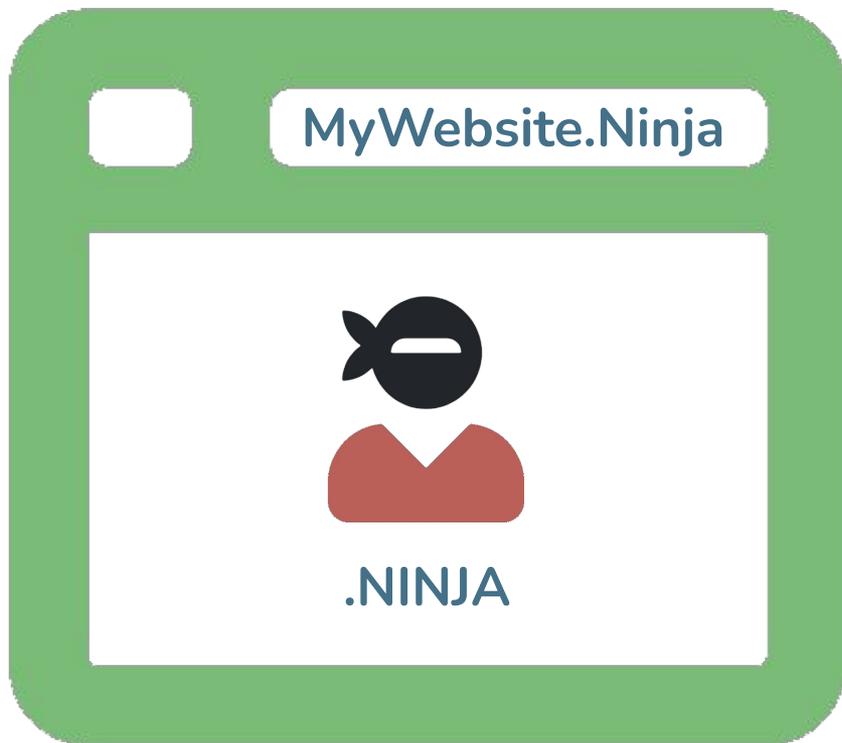
Register Your Domain

Step 1: Claim your space.



Register Your Domain

Step 1: Claim your space.



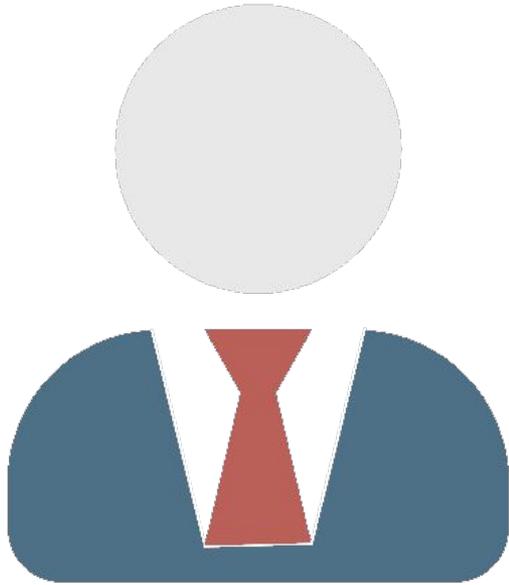
Register Your Domain

Step 1: Claim your space.



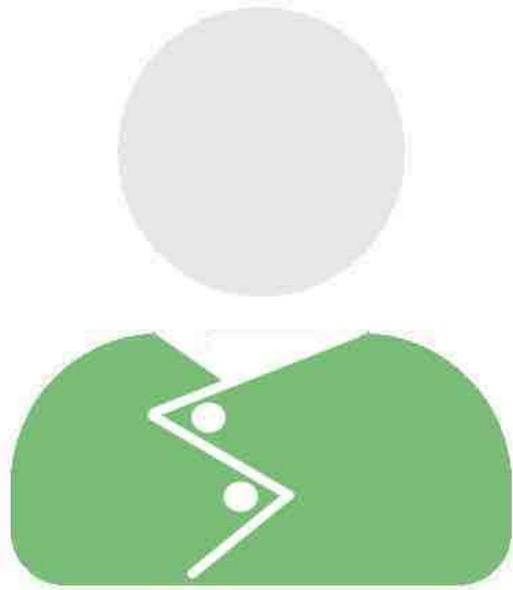
Build Your Website

Step 1: Claim your space.



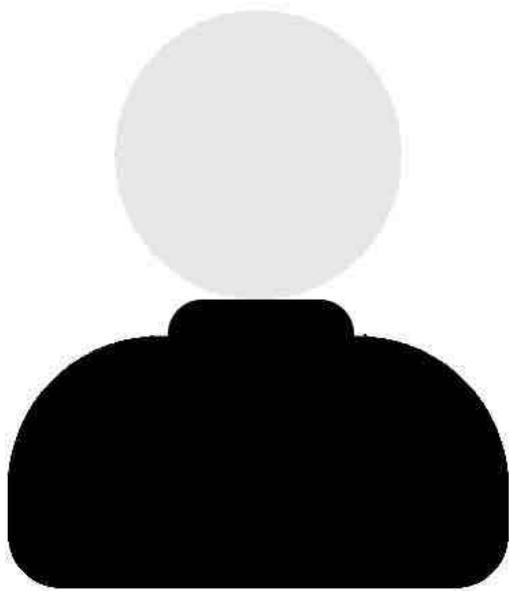
When should I hire a pro?

Step 1: Claim your space.



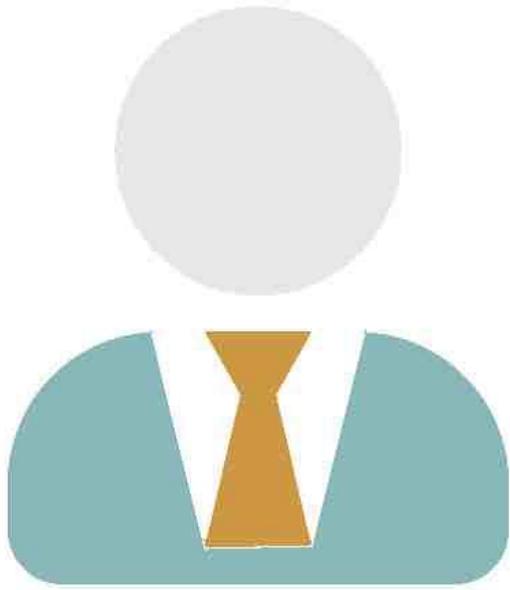
Marketing Pros

Step 1: Claim your space.



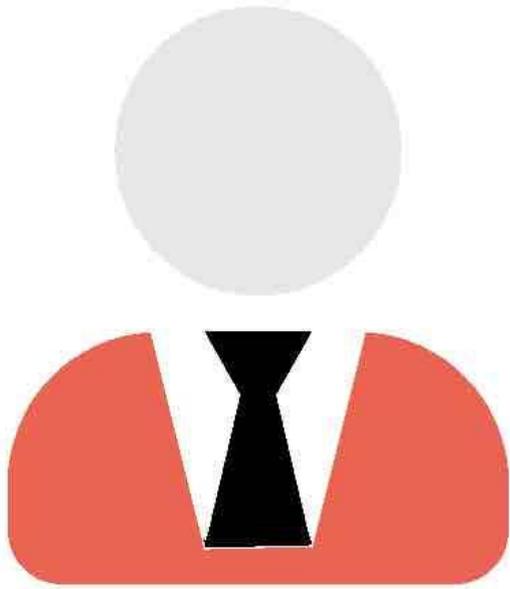
Web Developers

Step 1: Claim your space.



SEO Experts

Step 1: Claim your space.



‘Fly By Night’ SCUM

Step 1: Claim your space.



Don't waste your money
paying someone to
waste your time.

Step 1: Claim your space.

Naming your website:



Step 1: Claim your space.

Naming your website:

Is it easy to say?



Step 1: Claim your space.

Naming your website:

Is it easy to say?



Bluebird Piano Services

Coulter Neale. Tuning pianos in central Wyoming.





grow with
gazelle

Naming your website:

Is it easy to say?
Is it easy to spell?



Step 1: Claim your space.

Naming your website:

Is it easy to say?
Is it easy to spell?
Social accounts?



Step 1: Claim your space.

Naming your website:



Is it easy to say?
Is it easy to spell?
Social accounts?
Trademarkable?

Step 1: Claim your space.

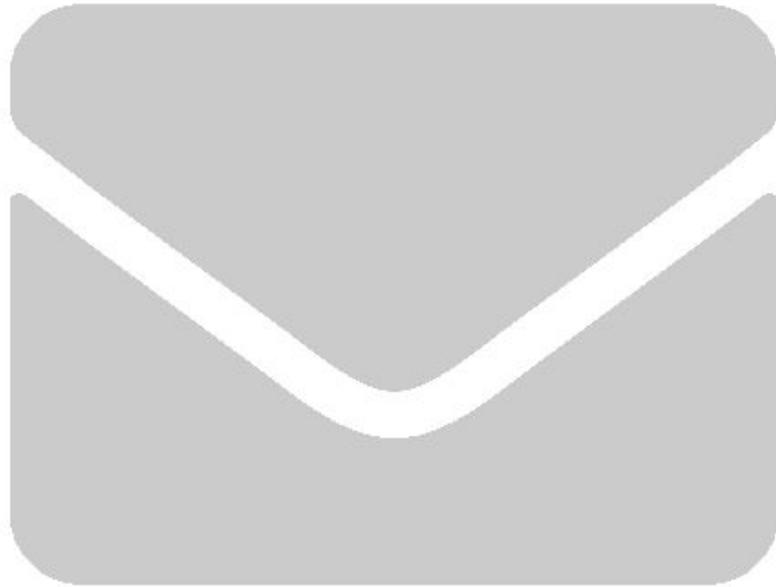
Naming your website:



- Is it easy to say?
- Is it easy to spell?
- Social accounts?
- Trademarkable?
- Brand words?

Step 1: Claim your space.

Claim your email account:



Step 1: Claim your space.

Claim your email account:



Step 1: Claim your space.

Claim your email account:

Hello@mybusiness.com



Step 1: Claim your space.

Claim your email account:

Hello@mybusiness.com

FirstName@mybusiness.com



Step 1: Claim your space.

Claim your email account:

Hello@mybusiness.com

FirstName@mybusiness.com

Service@mybusiness.com



Step 1: Claim your space.

Claim your email account:

Hello@mybusiness.com

FirstName@mybusiness.com

Service@mybusiness.com

MyBusiness@gmail.com

Step 1: Claim your space.

Claim your email account:

Hello@mybusiness.com

FirstName@mybusiness.com

Service@mybusiness.com

MyBusiness@gmail.com

Hello.MyBusiness@gmail.com

Step 1: Claim your space.



... this is 99% of what matters.

Step 1: Claim your space.



(step 2)

Build something simple.

www.DemoPianoService.com

Step 2: Build something simple.

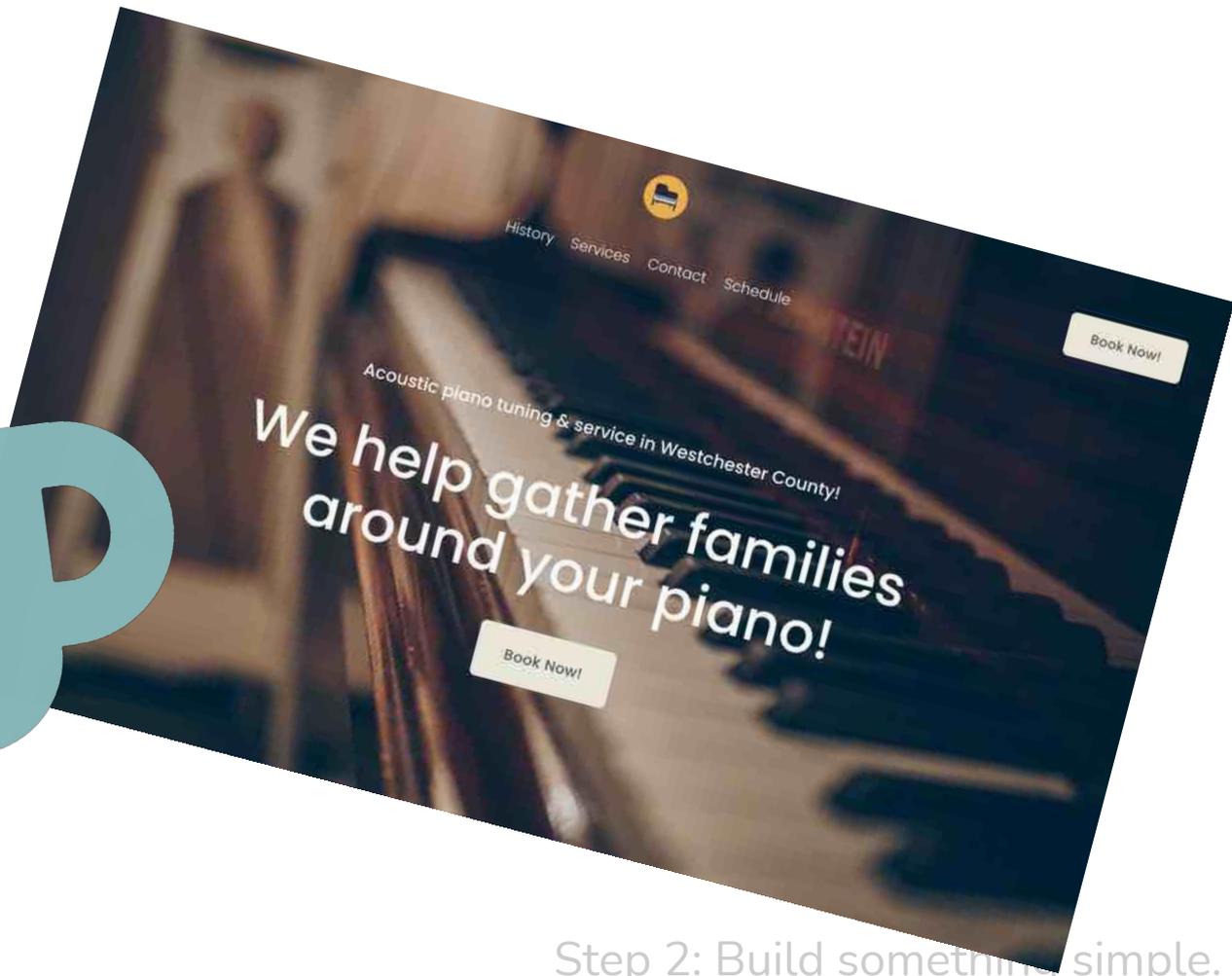


A simple website
can generate more revenue
than a complex one.

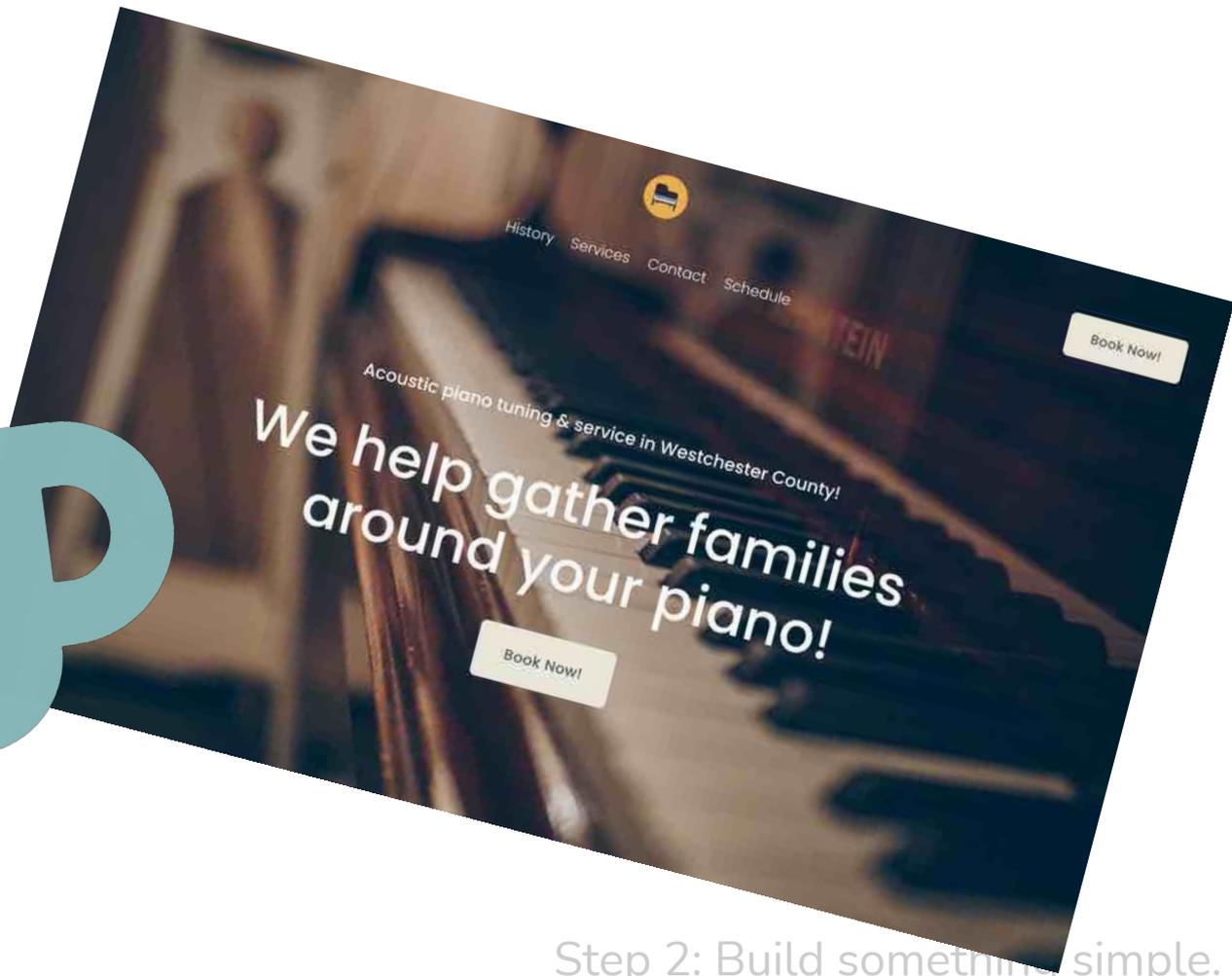
Step 2: Build something simple.



Step 2: Build something simple.



Step 2: Build something simple.



Step 2: Build something simple.



Book Now!



Step 2: Build something simple.

Your Website

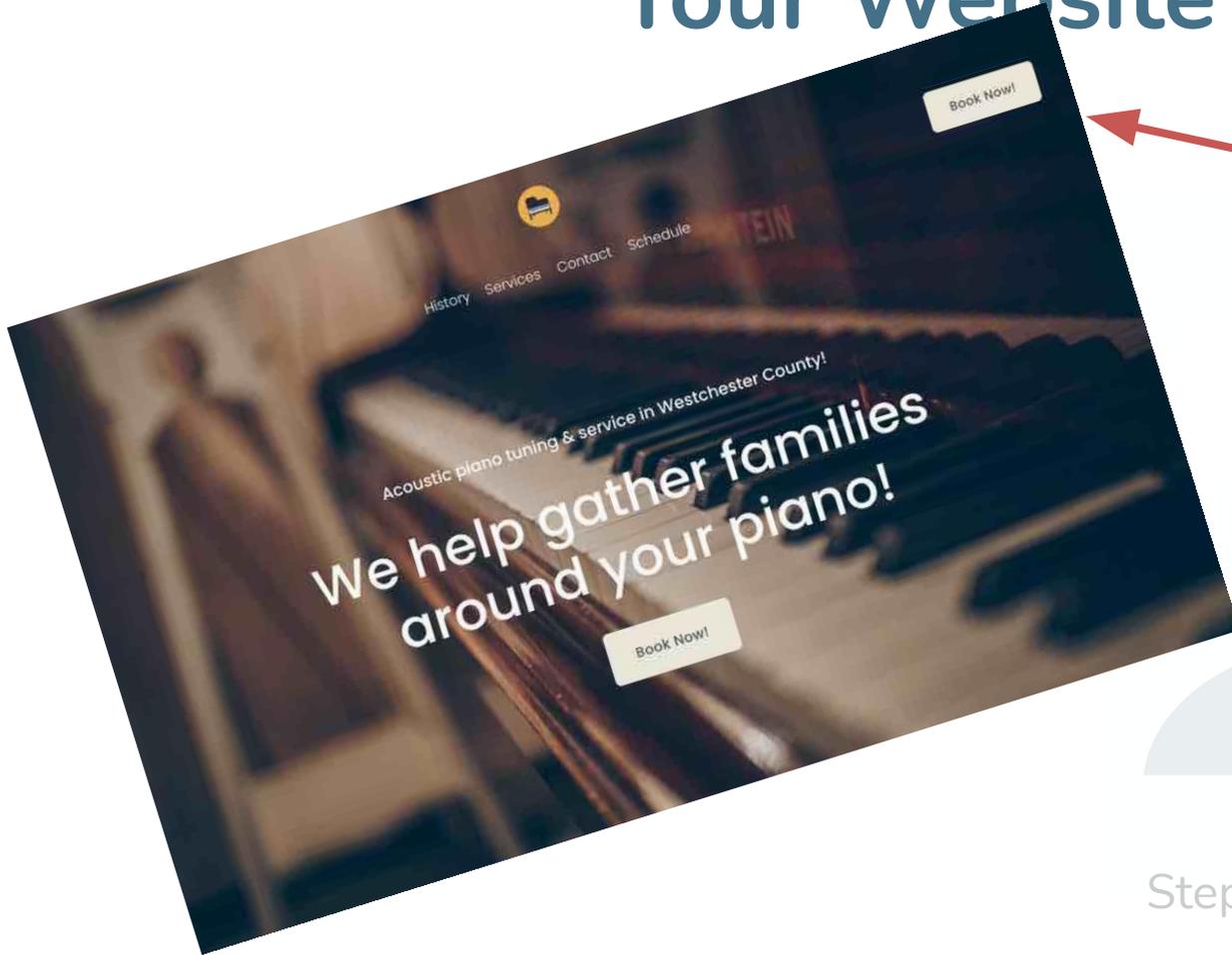
Book Now!



Step 2: Build something simple.

Your Website

Book Now!



Step 2: Build something simple.

Your Website

Book Now!

Character.

Problem.

Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

Step 2: Build something simple.

Your Website

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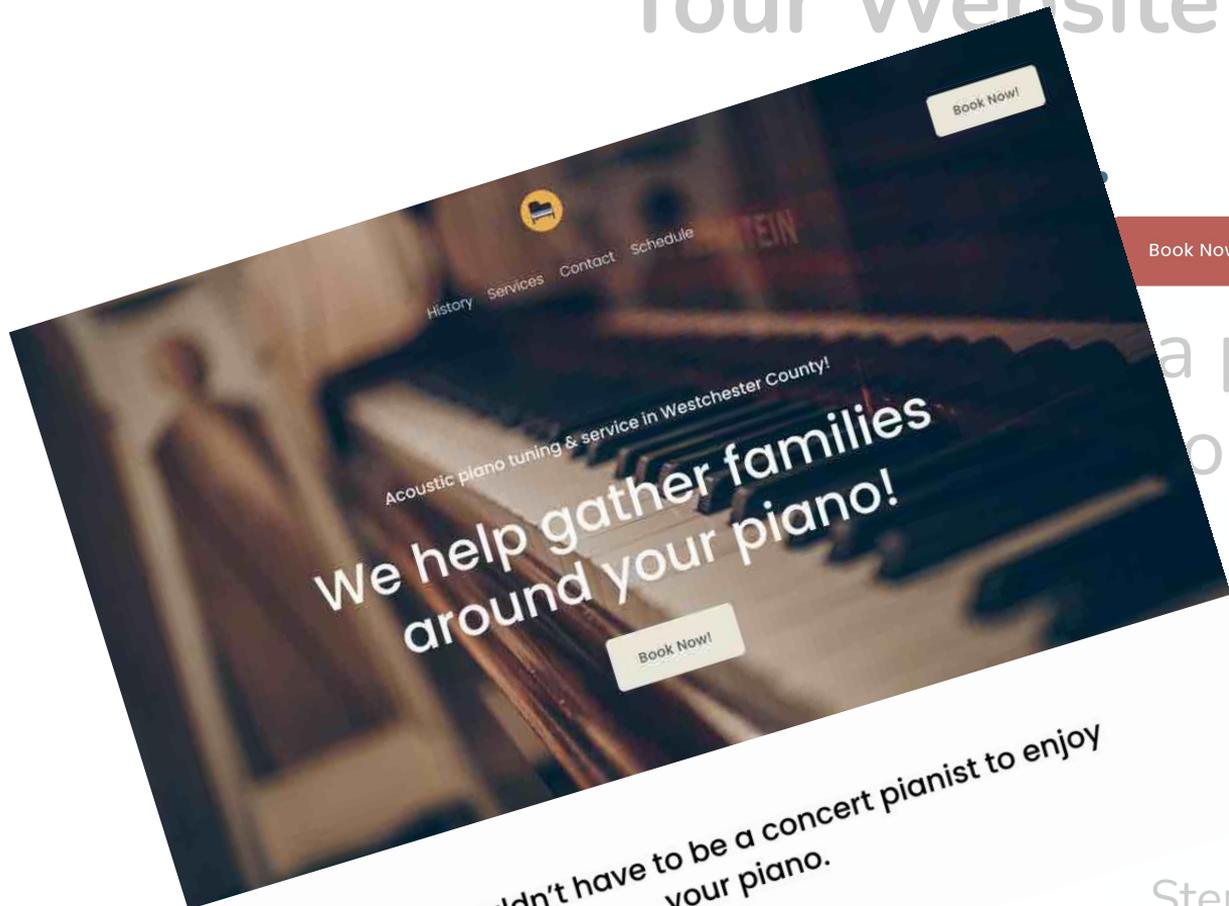
Hope of success.

Promise of transformation.

Step 2: Build something simple.

Your Website

Book Now!



You shouldn't have to be a concert pianist to enjoy your piano.

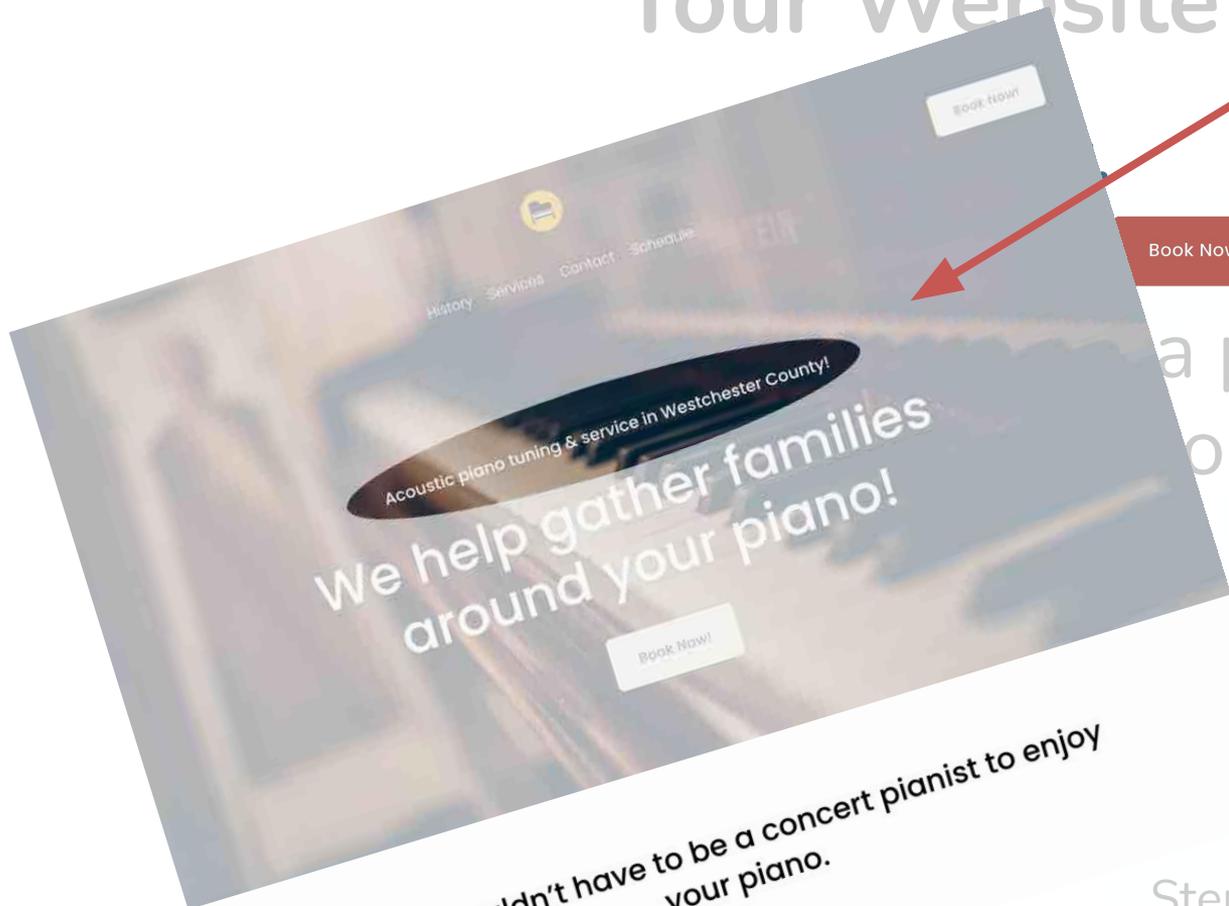
a plan.
on.



Step 2: Build something simple.

Your Website

Book Now!



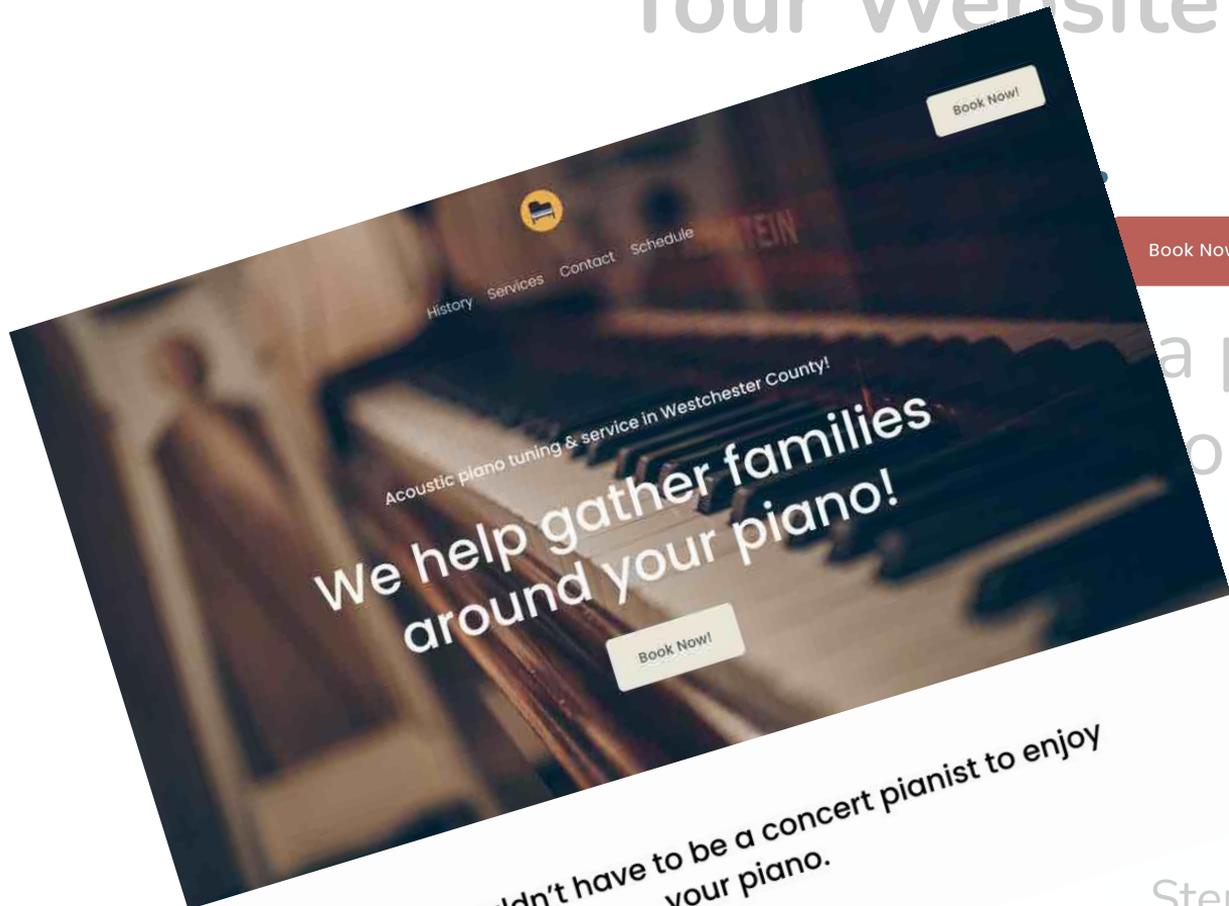
Book Now!

You shouldn't have to be a concert pianist to enjoy your piano.

Step 2: Build something simple.

Your Website

Book Now!



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a plan.
on.



Step 2: Build something simple.

Your Website

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Character.

Problem. [Book Now!](#)

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Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

Step 2: Build something simple.



Step 1: Choose Your Service

Our service packages include everything you need to tune & service your piano!

Book Now!

Book Now!

Book Now!

50 guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

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Your website

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Our service packages include everything you need to tune & service your piano!

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Book Now!



...with a plan.

...calls them to action.

Step 2: Ask Your Questions

If you have a question, we know the answer. We know everything you need to know about caring for your piano and take time to answer all your questions.

Book Now!



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Step 2: Build something simple.

Website

Book Now!



Step 1: Choose Your Service

Our service packages include everything you need to tune & service your piano!

Book Now!

Book Now!



Step 3: Enjoy Your Piano

Our clients gather around their piano more because we make it more enjoyable to play and more accessible to people who want to learn how to play.

Book Now!

Step 2: Ask Your Questions

If you have a question, we know the answer. We know everything you need to know about caring for your piano and take time to answer all your questions.

Book Now!



Information.

Step 2: Build something simple.

Your Website

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Problem. [Book Now!](#)

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Book Now!

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Step 3: Enjoy Your Piano

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Your Website

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Character.

Problem. [Book Now!](#)

Meets a guide with a plan.

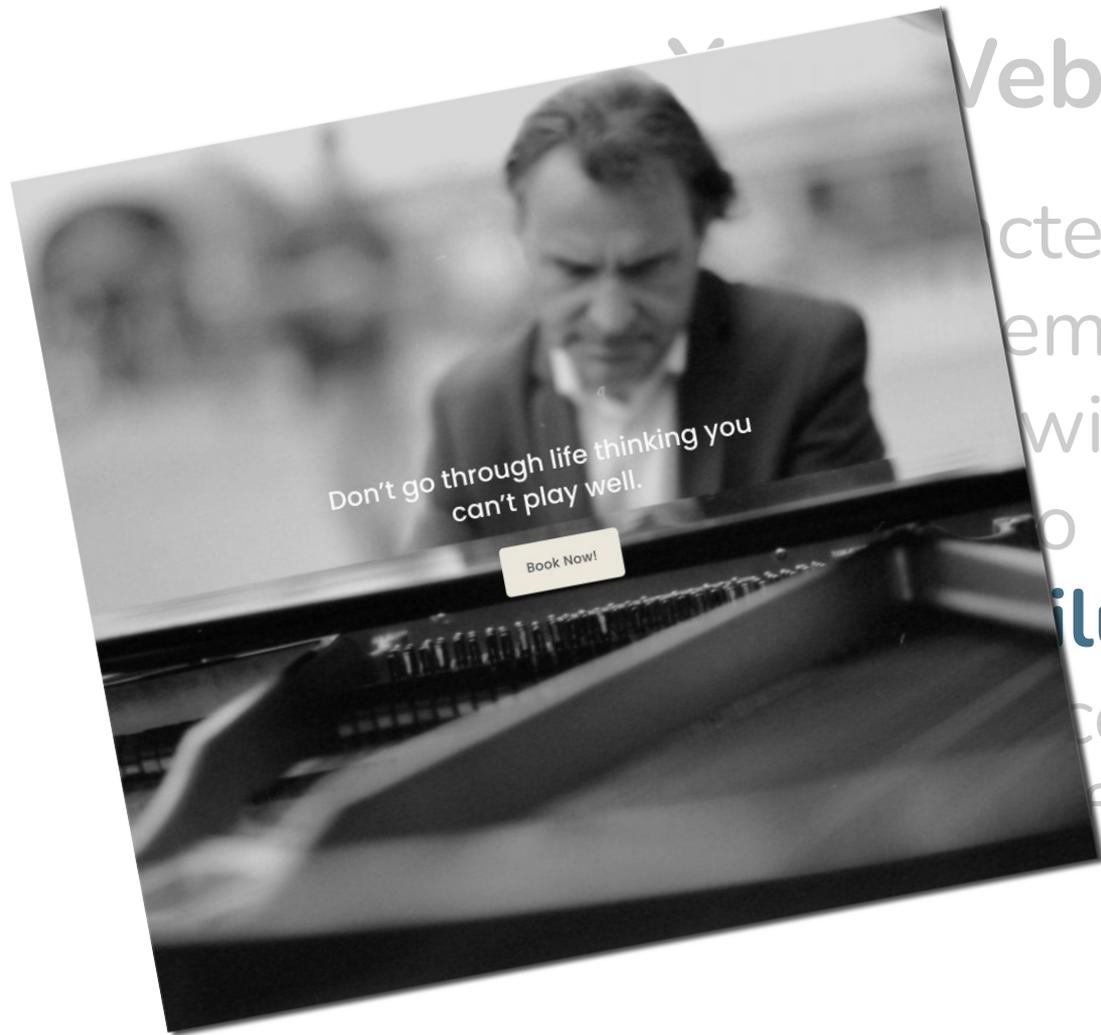
Calls them to action. [Book Now!](#)

Risk of failure.

Hope of success.

Promise of transformation.

Step 2: Build something simple.



Website

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Your Website

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Risk of failure. [Book Now!](#)

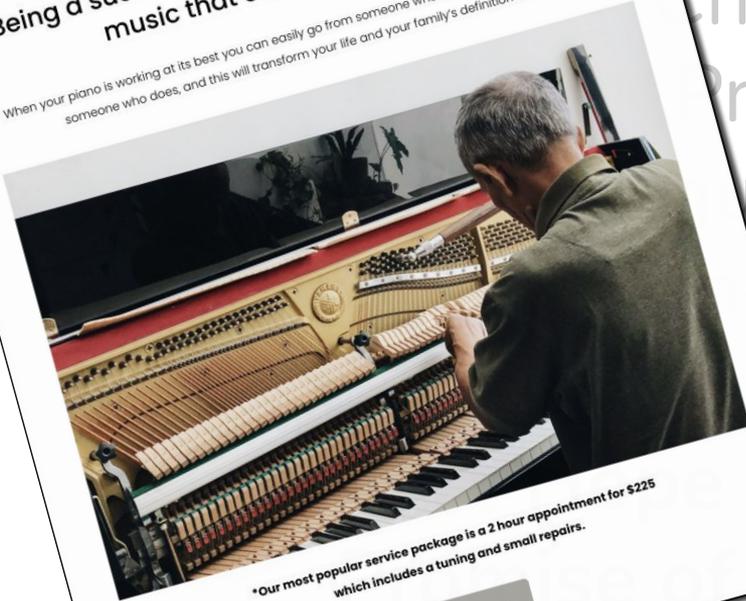
Hope of success.

Promise of transformation. [Book Now!](#)

Step 2: Build something simple.

Being a successful pianist is about discovering music that enhances your life.

When your piano is working at its best you can easily go from someone who doesn't know how to play to someone who does, and this will transform your life and your family's definition of fun!



***Our most popular service package is a 2 hour appointment for \$225 which includes a tuning and small repairs.**

[Book Now!](#)

Your Website

Character.

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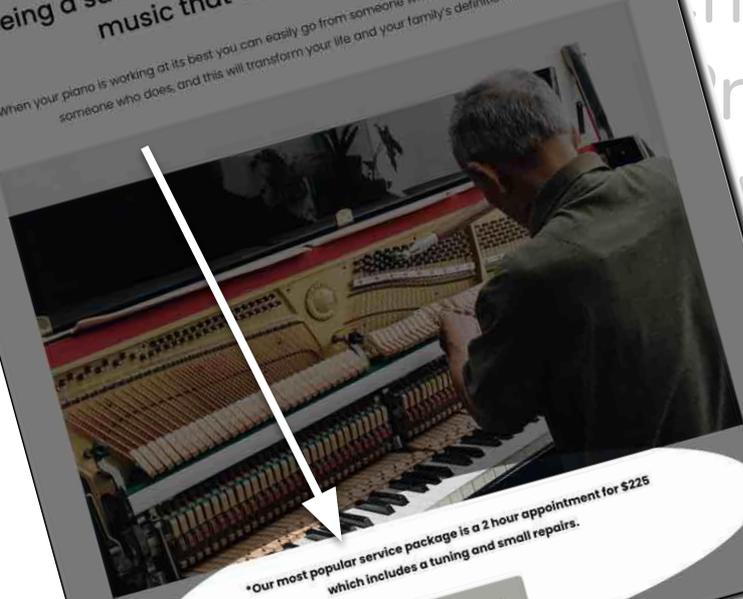
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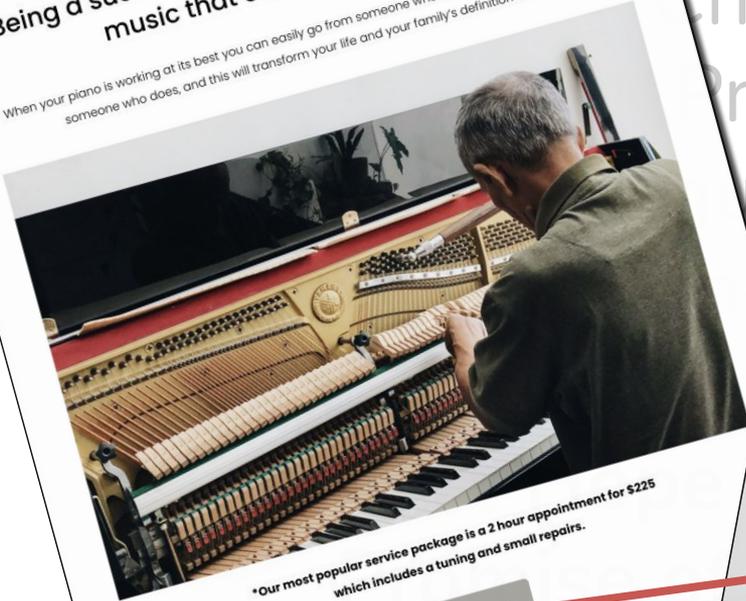
Transformation.

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Book Now!

Book Now!

Demo Piano Service

Online Scheduling

hello@DemoPianoService.com (800) 555-1234

- Your Street Address**
11109 Creek Pointe Dr
Matthews, NC 28105
- Pianos & Services**
1 piano, 1 service
Duration: 1h 15m
- Preferences
- Select Appointment
- Contact Details
- Finished

About Your Piano

Type (Optional)

Grand Upright Unknown

Make (Optional)
e.g. Steinway & Sons

Model (Optional)
e.g. M

Location (Optional)
e.g. Living Room

Year (Optional)
e.g. 1997

Choose Services

Field Service: Tuning And Pitch

- Tune Piano
1h 15m — \$187.50 — Piano tuning to standard pitch.
WHAT IS THIS?
- Tuning + Seasonal Service
2h — \$225.00 — Seasonal service includes piano tuning, light cleaning, voicing, & regulation to make your piano easier to play.
WHAT IS THIS?
- Pitch Adjustment
30m — \$75.00 — A pitch adjustment is required because your piano is too far off pitch to be fine-tuned right now.
WHAT IS THIS?

Remove All Services

Field Service: Cleaning

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Character.

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Hope of success.

Promise of transformation. [Book Now!](#)

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Social Proof.



Your Website

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5 Star Reviews

susan P.
The moment Taylor walked in the door, I knew my piano was going to be happy. He was on time, professional, and even played a mini concert for us when he was done. My piano has never sounded better!
-New Rochelle, NY

Thomas R.
I have been in the arts my whole life. I played them in high school and studied music education in college. I have worked with a lot of piano technicians over the years and can honestly say Taylor is top notch!
-Ridgefield, CT

Gene K.
Our Church recently hosted a small concert series and Taylor tuned the piano for every single event. The piano sounded great and he was so reliable we didn't have to worry about a thing. Thanks Taylor!
-Bedford Hills, NY

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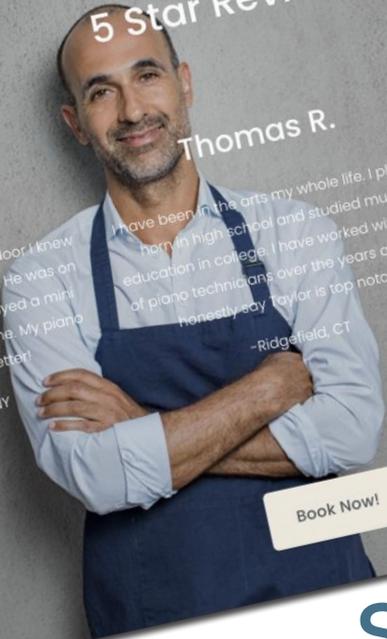
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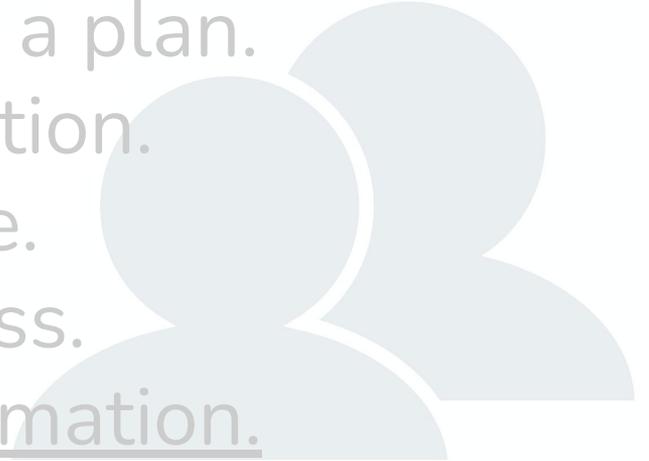
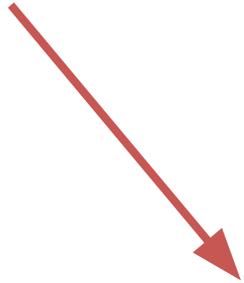
Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

Footer / Junk Drawer



Your Website

Book Now!



Footer / Junk Drawer



**This is the first
evolution of your powerful &
simple website.**

Step 2: Build something simple.



**This is the first
evolution of your powerful &
simple website**

Book Now!

Step 2: Build something simple.

TRY A TEST:

Hide your existing
website for one week!

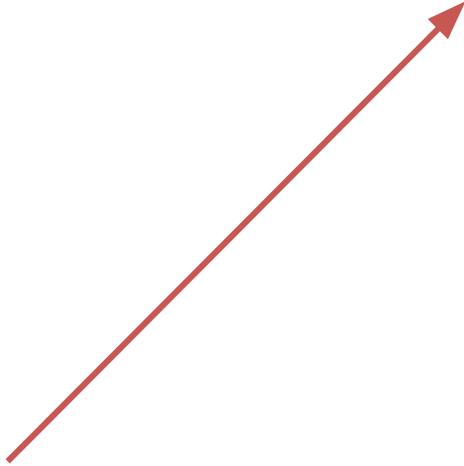


This one page site shouldn't take
you more than 1 day to create.

Step 2: Build something simple.

[History](#) [Services](#) [Contact](#)

Book Now!



Footer / Junk Drawer

[History](#)

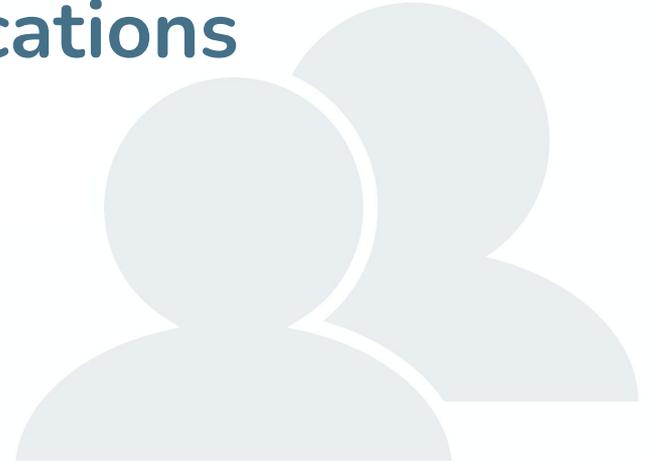
[Services](#)

[Contact](#)

[Book Now!](#)

Your Bio + Certifications

[Book Now!](#)



Footer / Junk Drawer

[History](#)

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[Contact](#)

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Your Bio + Certifications

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< **Social Proof** >

Footer / Junk Drawer



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[History](#) [Services](#) [Contact](#) [Schedule](#)

Demo Piano Service

Founded by Taylor Smith, Certified Piano Technician and pianist of over 25 years. I grew up playing on a piano that didn't perform at its best and this experience helped me discover the career of my dreams. After 25 years as a pianist I am now a professional piano technician servicing all of West Chester County and the surrounding areas.

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[History](#)

[Services](#)

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Book Now!

Brief List Of Services + Prices

Book Now!



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[History](#)

[Services](#)

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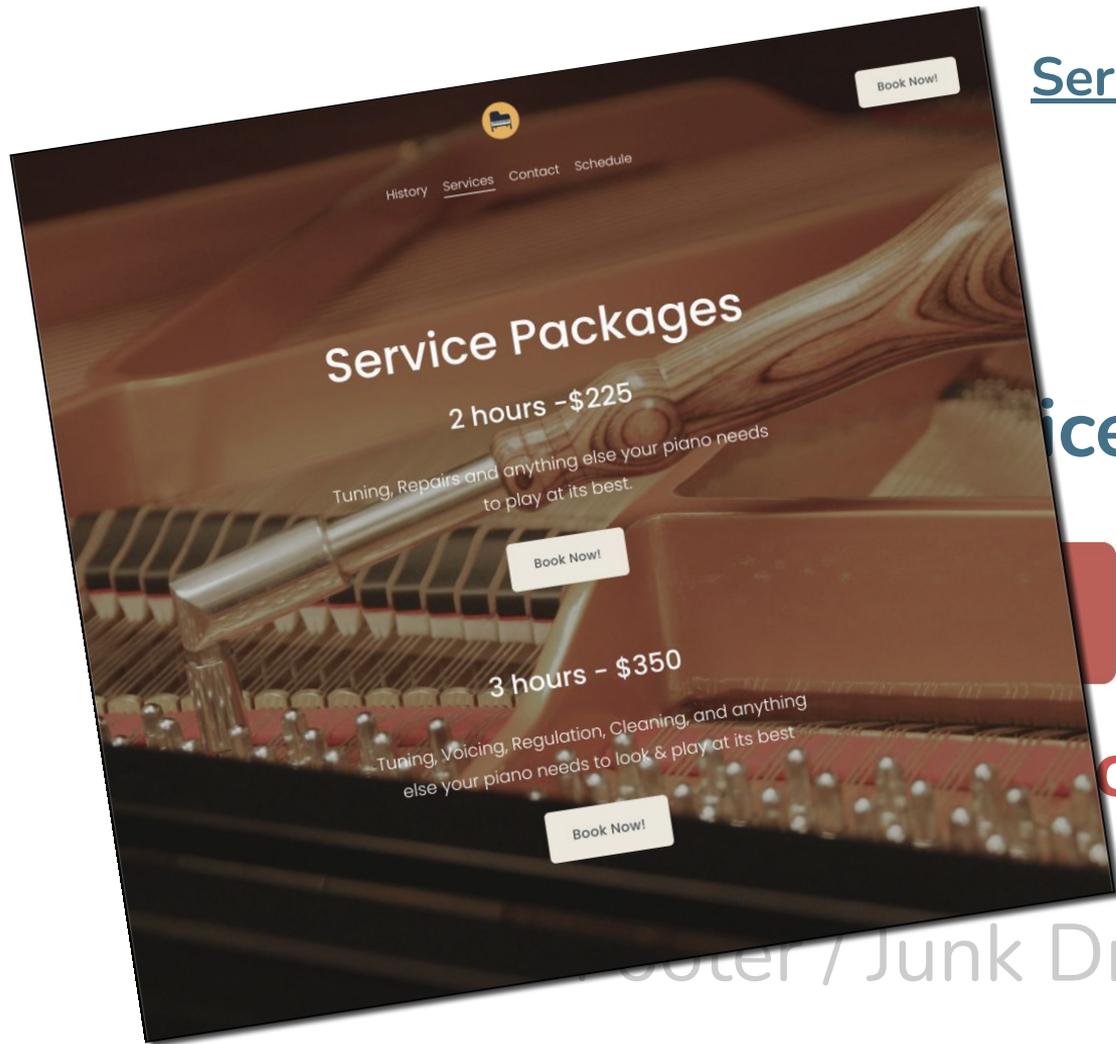
Book Now!

Brief List Of Services + Prices

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Services

Contact

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Services + Prices



of >

Water / Junk Drawer

[History](#)

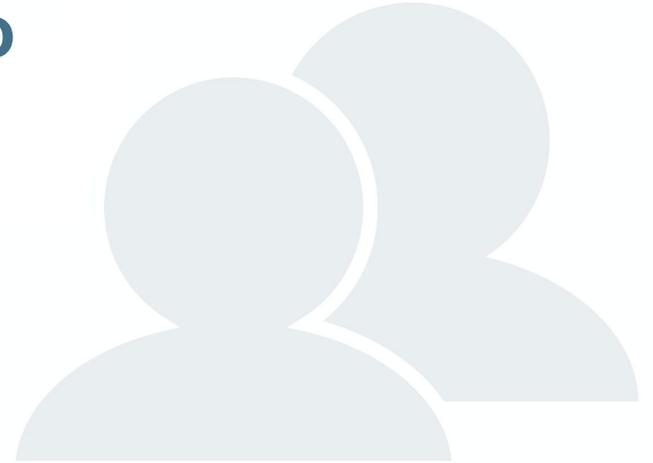
[Services](#)

[Contact](#)

Book Now!

Contact Info

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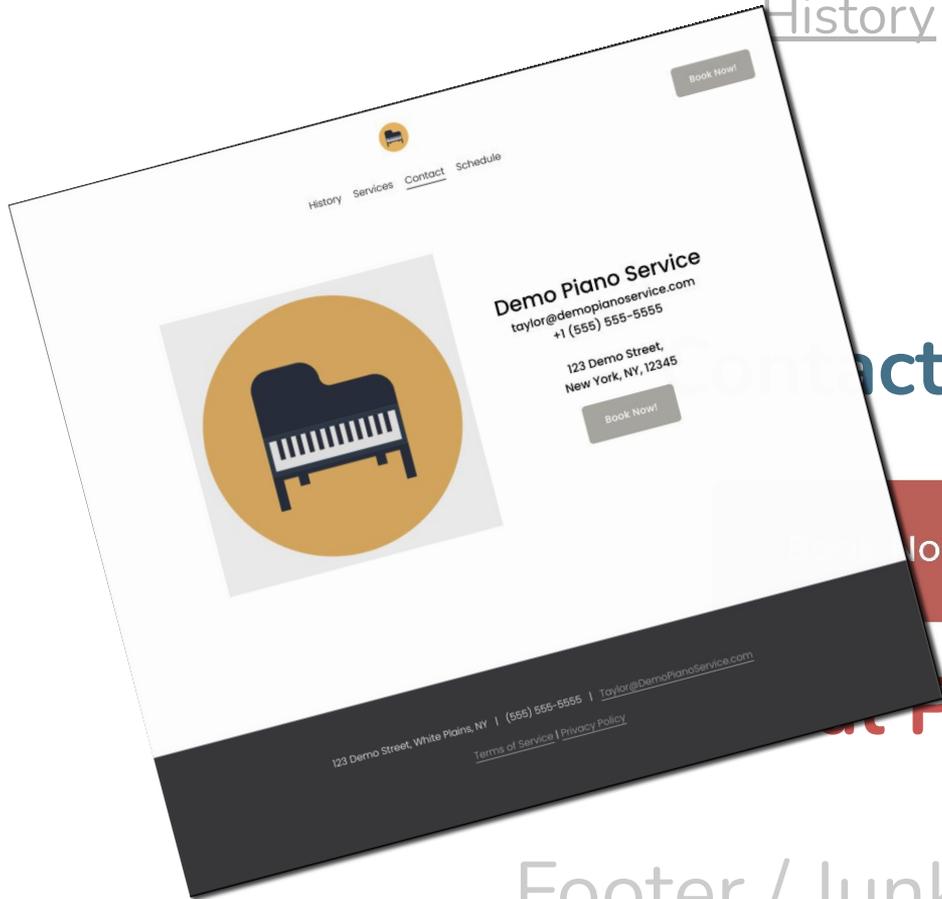
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Acoustic piano tuning & service in Westchester County!

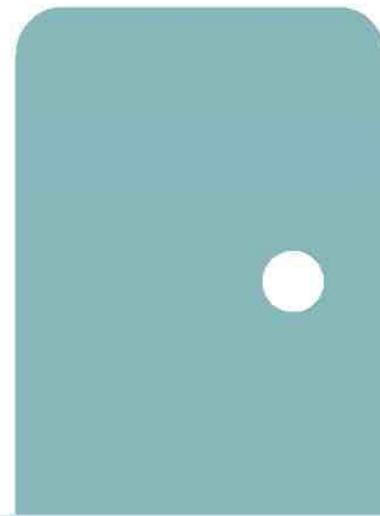
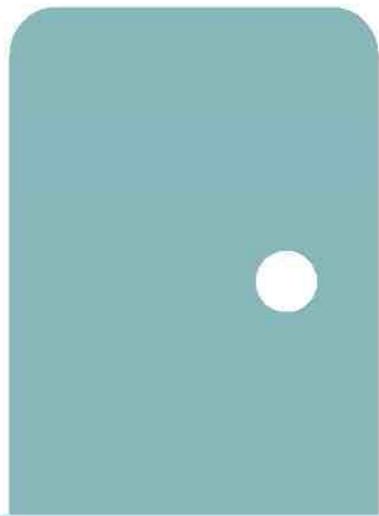
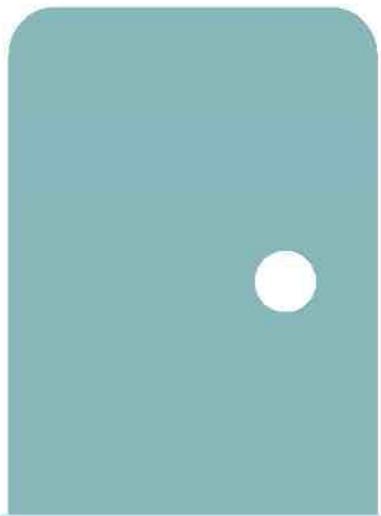
**We help gather families
around your piano!**



This website is simple. Your story
is what makes it powerful!

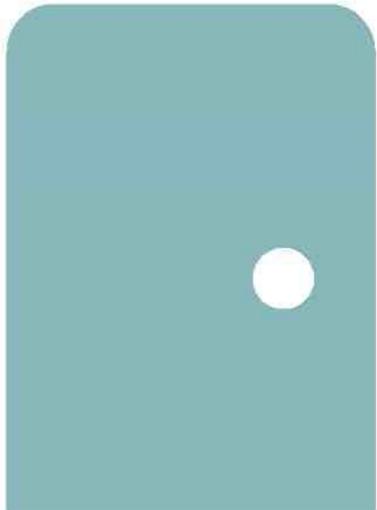
Step 2: Build something simple.

Bucketing

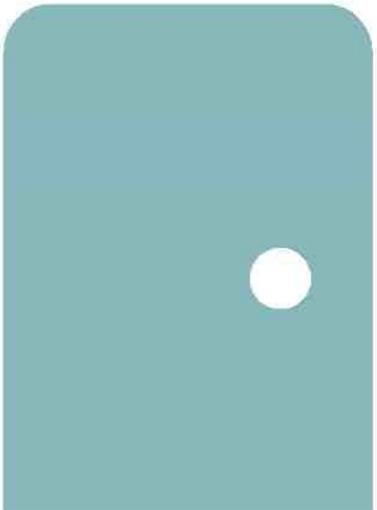


Step 2: Build something simple.

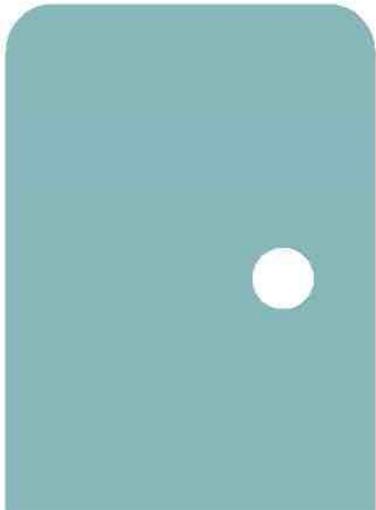
Bucketing



Tuning & Seasonal Service



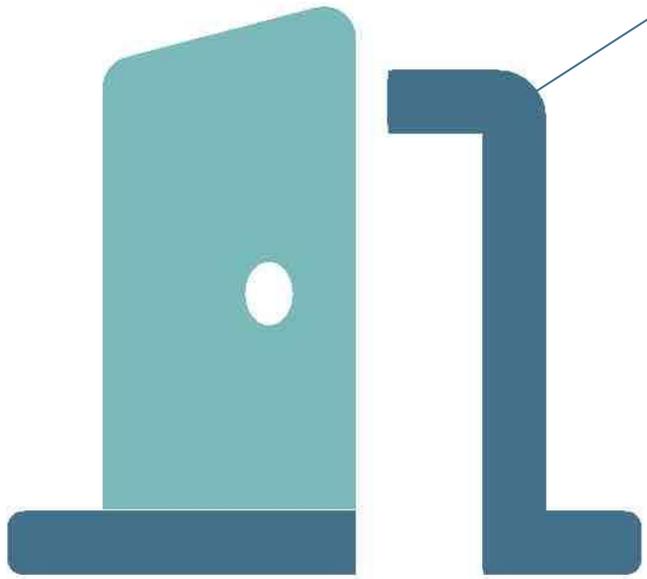
Repair & Rebuilding



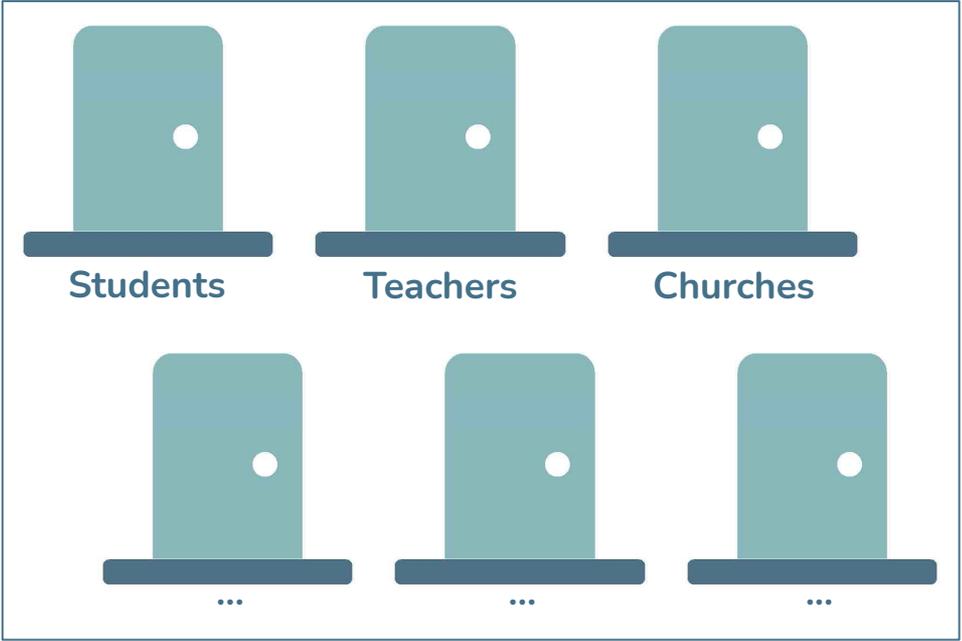
Piano Moving

Step 2: Build something simple.

Bucketing



Tuning & Seasonal Service



Step 2: Build something simple.



**Bucketing adapts your story
to multiple audiences.**

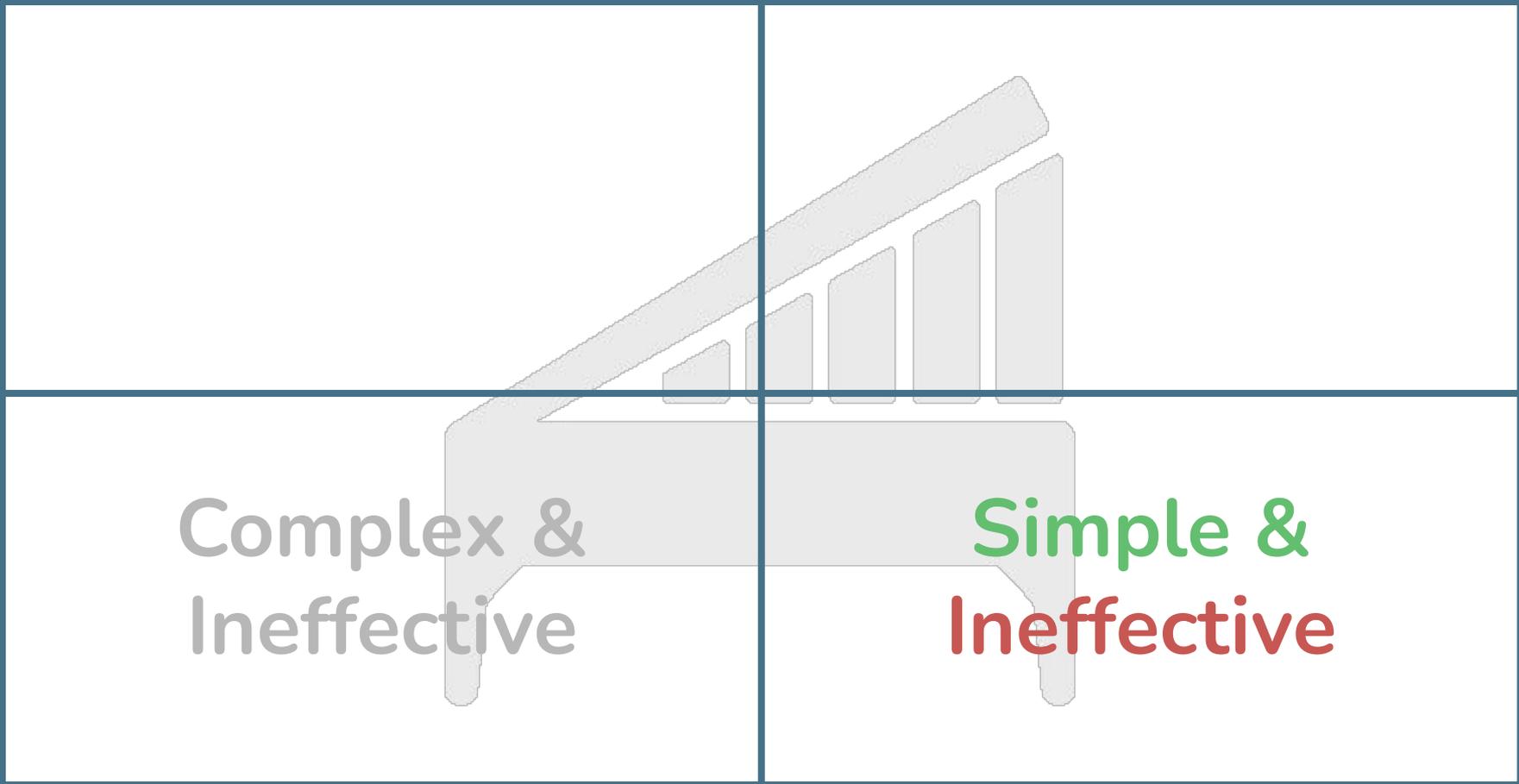
Step 2: Build something simple.



**Complex &
Ineffective**



**Complex &
Ineffective**



Complex &
Ineffective

Simple &
Ineffective

**Complex &
Powerful**

**Complex &
Ineffective**

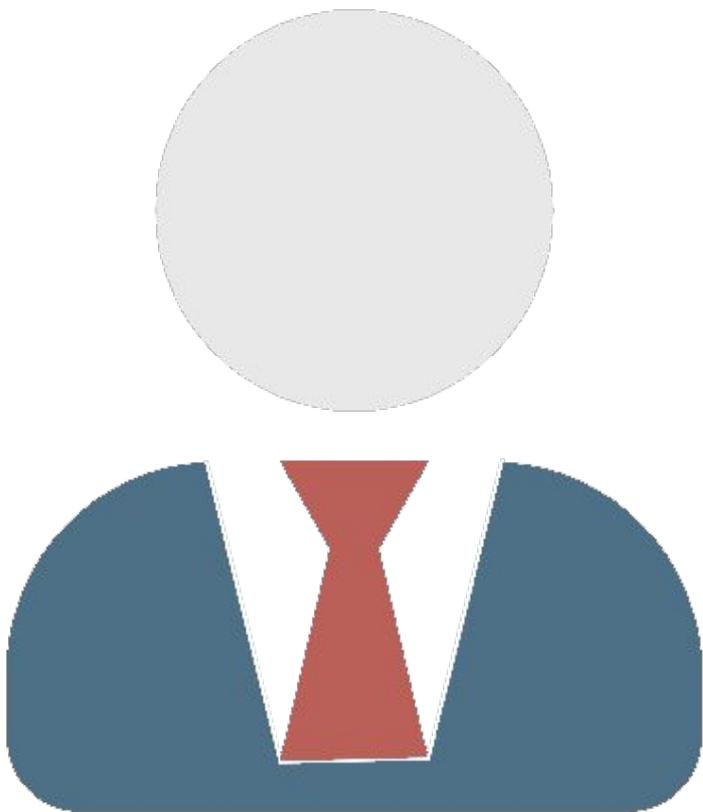
**Simple &
Ineffective**

Complex &
~~Powerful~~

Simple &
Powerful

Complex &
Ineffective

Simple &
Ineffective



When should I hire a pro?

Step 2: Build something simple.



(step 3)

**Effectively communicate
your story.**



The internet is not magic!
It is basic human behavior.

Step 3: Effectively communicate your story.



**A great website is
going to impact every area
of your business!**

Step 3: Effectively communicate your story.



**What services
should I allow for
self-scheduling?**

Step 3: Effectively communicate your story.

Should I
display prices
on my marketing
website?



Step 3: Effectively communicate your story.

**A great website
saves office time!**



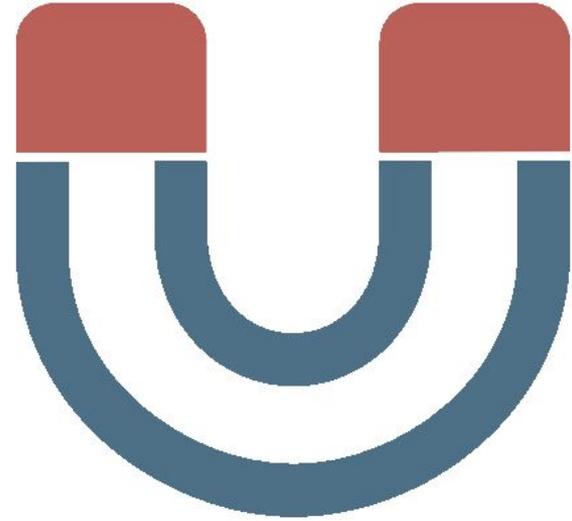
Step 3: Effectively communicate your story.



**A great website is
easier to manage!**

Step 3: Effectively communicate your story.

**A great website is
a magnet for new
opportunities!**



Step 3: Effectively communicate your story.

**A great website
pushes edge cases to
the edge!**



Step 3: Effectively communicate your story.

**...and allows you to
focus on your core
services.**



Step 3: Effectively communicate your story.



**A great website
helps people see
themselves as your
customer!**

Step 3: Effectively communicate your story.



**A great website
converts more
customers!**

Step 3: Effectively communicate your story.



Don't let your website
be a black hole in your business.

Step 3: Effectively communicate your story.

**Effectively
communicate your
story through any
website!**



Step 3: Effectively communicate your story.

**Reserve your
domain today!**



Step 3: Effectively communicate your story.

Build your
website tomorrow!



Step 3: Effectively communicate your story.

Let your website
become a powerful
marketing tool!



Step 3: Effectively communicate your story.

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- Tripling Your Revenue *
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- Landing The 5 Star Review *
- Selling Your Story *
- Building a Powerful & Simple Website *
- Finding & Retaining New Customers - Registration Open!
- Hiring Your First Technician

save your time
wow your customers
play more music



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