AMERICA
GET YOUR
BUSINESS
ONLINE

with Google™

THE GET YOUR
BUSINESS
ONLINE

LEADER
GUIDE

WELCOME

Welcome to *America Get Your Business Online*. We're grateful that you are helping America's small businesses get online.

We've designed a 60 minute event that makes it easy for you to show small businesses how to take advantage of the free tools and resources this program provides. And, if attendees bring their own laptops, they can actually get started creating their own website.

We don't expect you to be a website expert. You play an important role in spreading the news about this program.

We've developed an "Event-in-a-Box" kit that addresses the details, so you can focus on hosting a successful meeting. Use this page to take notes as you go through the materials.

Good luck with your event!

TOOLS

We've created an "Event-in-a-Box" kit to help you host your own *America Get Your Business Online* event. This kit contains the following:

For Organizers

❑ **Leader's guide.** This booklet, which you are reading now, has the following:

    ✓ A checklist for event preparation

    ✓ An agenda

    ✓ The most common Frequently Asked Questions

    ✓ Troubleshooting tips

❑ **Leader's presentation** (in PowerPoint) with speaking points.

❑ **Emails and fliers** to help you advertise your event.

❑ **Sign-in sheet.** We encourage attendees to sign in and for organizers to send back attendance information, which allows Google to stay in touch with attendees. Signing in is optional.

For Attendees

❑ *Getting Started Online Handbook.* This includes screenshots and step-by-step instructions so small business owners can easily create their Intuit websites and Google Places business listings.

The Leader's presentation, emails, fliers, sign-in sheet, and *Getting Started Online Handbook* are available at **www.americagetonline.com/supporterresources**.

EVENT CHECKLIST ✓

Follow this checklist to help you prepare for, manage and host your event.

❏ **When scheduling your event, find a venue that has Wi-Fi and that will allow you to project a presentation onto a screen.** Visit the venue and test the Wi-Fi yourself. The ideal scenario is to have plenty of computers on hand for attendees, either a 1:1 ratio or two-to-three attendees per laptop. Encourage attendees to bring a laptop with them, or, ideally, the facility (such as a library or hotel) could provide computer access. For groups with more than five attendees, we recommend that you project the PowerPoint presentation onto a screen.

❏ **Promote your event using your organization's promotion channels.** We have included sample emails and fliers to help you publicize your event with sample copy that you can customize as you like that explains the "What" and "Why" to your invitees. Reach out to people who might not normally attend your meetings, including other business clubs in your area.

❏ **In your invitations and event reminders, tell people how to prepare for the event.** This will help them get the most from it and make it a little easier for you to run. Here is copy you can use in your invitations and event reminders:

   ✓ **Determine your website goal.** Write down the goal for your website in one sentence. Do you want to sell products on it? Drive visitors to your store? Include special offers or discounts to help increase sales?

   ✓ **Identify what makes your business stand out.** Write down three to five things that make your company and your products or services different from your competition.

   ✓ **Select your domain name.** Be sure to write down a few alternatives in case your top choices are already taken.

✓ **Come prepared to personalize your site:**

➤ Write down a one-sentence summary describing your business.

➤ Write down a one-paragraph summary describing your business.

➤ Optional: Bring one to two images of your business on a CD or USB drive.

➤ Optional: Bring your own laptop so you can easily access content about your business.

❑ **Practice your presentation and load it onto your computer.** Practice as if attendees will be in front of laptops with access to the Internet. Be prepared to adjust your remarks if Internet access fails.

❑ **Send attendees a reminder email.**

❑ **The week of the event, check in with the venue.** Double-check that the Internet connection is working at your venue, and come prepared with printed backup materials in case attendees have problems accessing the Internet.

❑ **Pack what you will need to bring to the event:**

✓ Your laptop and power cord

✓ Extra printed copies of your presentation to serve as handouts for attendees

✓ Printout of your speaking points

✓ Sign-in sheet

✓ Camera to take photos of the event

✓ Nametags, drinks, refreshments and anything else you will need for the event

Setup

❑ Make sure the Internet connection for your venue is working. If the room has password-protected Wi-Fi, be sure to get the password and write it on a large sign that's visible to your group members. Test the access with your own computer.

❑ If it's not apparent from the entrance, hang signs with arrows to direct attendees to your room or area.

❑ Start up your computer and connect it to the A/V equipment. Open the presentation to the first slide.

Greetings and Getting Settled (15 minutes)

❑ Greet folks and facilitate networking as people get settled.

❑ Get attendees seated and distribute copies of your presentation to everyone, which they can take home afterward.

❑ Circulate a sign-in sheet.

Your Presentation (60 minutes)

❑ Have attendees go around the room for brief introductions: name, business name, location and a one-sentence description of their company.

❑ Encourage attendees who brought their laptops to open an Internet browser window.

❑ Conduct the PowerPoint presentation and use it to:

   ✓ Review what *America Get Your Business Online* is about. (3 minutes)

   ✓ Review why Google and its partners are doing this. (2 minutes)

   ✓ Show the screenshots of how people can create a website provided by Intuit. (30 minutes)

   ✓ Show screenshots that explain what a Google Places listing is and the starting point for how to create or claim a page for your business. (15 minutes)

❑ At the end of the presentation, open the floor to questions. (10-15 minutes)

    ✓ See the FAQs for answers to questions about *America Get Your Business Online*, the free 3-page Intuit website, Google Places business listings and other aspects of the program.

❑ Thank attendees for coming and wrap up. Before everyone leaves, gather attendees for a group photo.

❑ Remind attendees to share their contact information via the sign-in sheet.

❑ Have fun! In our experience, attendees really appreciate the hands-on, practical aspects of this event.

Post-Event (Within 1 Week)

❑ Create an email distribution list for those who attended so they can follow up with you and each other for questions and additional support.

❑ For Meetup organizers only: Please send the sign-in sheet to Meetup HQ

❑ Have feedback? We look for ways to continually improve this program. Please share comments, ideas and feedback at get-online-organizer-feedback@google.com.

EVENT FAQS

We have posted a thorough list of Frequently Asked Questions online at www.americagetonline.com. Please spend a few minutes reading those to get a general understanding before your event. You can refer people who attend your event to check out those FAQs online as well. We don't expect you to be an expert, so here are the most common questions and answers to help you be prepared.

About the campaign

What is *America Get Your Business Online*?

America Get Your Business Online is a Google-led program dedicated to helping to drive economic growth by providing local businesses in the United States with the tools and resources to get online and succeed.

Why is Google doing this?

Small businesses are vital to America's economic future. The nation's 27.5 million small businesses comprise half the U.S. GDP and create two-thirds of all new jobs. While 97% of Americans look online for local products and services, 23% of U.S. small businesses do not have an online presence. That's a lot of small businesses that are virtually invisible to potential customers looking online.

Who are your partners?

You can read about our partners at www.americagetonline.com/partners. Our national partners are:

- ► Association of Small Business Development Centers, www.asbdc-us.org
- ► SCORE, www.score.org
- ► Meetup, www.meetup.com
- ► Intuit, www.intuit.com

About the offer

What are Google and its partners giving small businesses?

With this program, small businesses will receive:

► A free, easy-to-build, professional website

► A free customized domain name and hosting for one year

► Instructions on how to claim and improve your free local business listing on Google Places

► Free tools, resources and local events

Google is proud to partner with Intuit. Intuit is the provider of the free website.

View the Terms and Conditions at www.americagetonline.com/tac.

Free seems too good to be true. What's the catch? What happens after 365 days when the free offer expires?

Everything, including the web hosting, is absolutely free for one year. If you want to keep your website hosted with Intuit once the 365 days are up, you can pay $4.99 per month for the web hosting and $2.00 per month for your domain. These charges will be automatically billed to you, on a monthly basis, after the first year. You may cancel at any time, and do not have to sign a contract for any period of time. Pricing is based on current Intuit Websites prices. Prices are subject to change and are determined by Intuit.

Can I use this offer if I have a current domain name or existing website?

Yes, you may take advantage of many aspects of this program. You have two options: point your current domain name to your Intuit website, or transfer your domain registration to Intuit. Additionally, any eligible business is invited to participate in the educational and instructional presentations and trainings.

About being online

I'm a very small business and have been running my business for years. Do I really need a website?

Businesses of any size can benefit from being online, especially with more consumers going online all the time. In fact, 97% of consumers look on the web for products and services before they buy, even if the purchase is made offline. Now more than ever, the web enables "hyperlocal" marketing options through search, and customer review sites are the new "word of mouth." If your business is online, potential customers are more likely to find you.

I am not a marketing professional or tech guru. Can I take advantage of this offer?

This program removes those hurdles. With professional templates and easy-to-follow steps, eligible business owners can create and publish their websites in less than 60 minutes – for free. And we're offering a deal to give you one free year of website hosting. Once you're on the web, we have tips designed for small business owners, not just online marketing professionals and experts, to help you make sure your website and online presence maximize how to reach more customers.

How does having a website help me find customers?

With a website, it can be easier for customers to find you – whether they are down the street, across the country or around the world. A professional website helps potential customers discover what sets your business apart from others like it. Whether you have a storefront or run a professional service, a website is relevant for your business because 97% of consumers look online for local products and services.

How does a $75-Google AdWords coupon help me find customers?

After you publish your website, you can use an AdWords account to create ads and choose keywords or phrases related to your business. When people search on Google using one of the keywords you choose, your ad may appear next to the search results in the "Ads" section. Now you're advertising to an audience that's already interested in you. People can simply click on your ad to learn more about your business. You can target your ad to customers within 20 miles of your front door or around the world. Please review the terms and conditions for this offer at www.americagetonline.com/tac.

About Intuit Websites

What is Intuit Websites?

It's a fast and easy way for any business to create a customized website without hiring a designer or having to learn complicated computer languages like HTML. Intuit hosts your site for you, and you can update it at any time.

Do I need any programming skills to create or edit my site?

Absolutely not! Intuit's award-winning SiteBuilder website tool was designed to make creating a website as simple as using a word processor. Simply by dragging, dropping, pointing and clicking, you can add text, images and other content to your site easily with no programming knowledge.

How long does it take to create a website?

Any template you choose as the basis for your site is already a fully functioning website, complete with links. Then use the SiteBuilder website tool to customize your website with your own information. A great-looking, 3-page site can easily be created in under one hour.

Can I sell things on my website? What if I want ecommerce?

You can upgrade and add a Shopping Cart to your website so customers can buy multiple products and services from your site with a single payment. If you need a more sophisticated web store, we have a number of full-featured ecommerce solutions to choose from. Call Intuit at 1-800-428-3170, and they'll be happy to help you pick one. Packages with ecommerce capability start at $19.99/month. All paid packages include unlimited phone and email support.

Support for Intuit Websites

What types of support are available?

Your free website package comes with two support options. Intuit Community is great for help with general questions. Questions are answered by our Web Advisors and other Intuit Websites users. Email-based ("e-ticket") support is available if you have specific questions about your account. Phone support is not available with your free website package.

Can I get support over the phone?

You may upgrade to receive access to phone support.

Is support available 24/7?

Intuit Community and e-ticket support are available 24/7. E-tickets are responded to within 48 hours.

How long is support available to me? Does the support expire?

Intuit Community support is always available. E-ticket support is available for the first 30 days after signup.

About Google Places

How does claiming my Google Places listing help me find customers?

Millions of people search for businesses on Google every day. Your listing will also be available through Google Web Search, Google Maps, Mobile search and Google Earth. On any of these services, if someone searches directly for your business name and city, your listing will most likely show up. We also may show your listing in searches for your business category or other related terms.

With Google Places, claiming and improving a great listing takes just a few minutes and doesn't cost a thing. You can make your listing really shine by adding photos and videos; details including your service area, the brands you sell and how to find parking; or coupons to encourage customers to make a first-time or repeat purchase.

About Google AdWords

I am new to AdWords. How do I get started?

To get started, visit http://adwords.google.com and click on the Start Now button. If you require help setting up your account, contact AdWords Support at 1-877-629-5207 or visit the help center at http://adwords.google.com/support.

I am not a marketing professional and don't know anything about online advertising. Can I use this $75-Google AdWords credit?

Yes. Google AdWords is a service that lets you create and run ads for your business, quickly and simply. You will need to sign up for a Google AdWords account to show ads that you create. Your ads will run on Google and our advertising network. No matter what your budget, you'll only pay when people click your ads. Please see terms and conditions at https://adwords.google.com/select/tsandcsfinder. Visit http://adwords.google.com to get started.

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For additional FAQs and guidance on how to answer questions from your attendees, please check out www.americagetonline.com. There you will find:

▶ General information on Intuit Websites

▶ Additional details on Google Places

▶ Information on Google Ad Words

The FAQs are not just for Organizers, so don't forget to let your attendees know where they can learn more after the event.

Sources

The nation's 27.5 million small businesses comprise half the U.S. GDP and create two-thirds of all new jobs: *Office of Advocacy estimates based on data from the U.S. Dept. of Commerce, Census Bureau, and trends from the U.S. Department of Labor, Bureau of Labor Statistics, Business Employment Dynamics*

97% of consumers look online for local products and services: *BIA/Kelsey's (User View Wave VII, an ongoing consumer study conducted with research partner ConStat. March 2010*

63% of small businesses do not have a website, and 23% have no web presence: *Google/Ipsos Small Businesses Online April 2011*

TROUBLESHOOTING TIPS

Even with the best preparation, things can go wrong – that's the nature of live events! Use this list to help manage any unforeseen challenges.

What should I do with people who attend but already have a website?

These folks will benefit by understanding what a Google Places listing is. Have them network in another room and come back once you're done reviewing the website offer.

What if attendees say they don't like their current websites?

We have found many business owners who have websites are unhappy with their current providers and are interested in learning what they can get through this program. Also, some of them may want to become more familiar with the program so they can tell their friends and family about it.

What if I can't get an Internet connection?

Don't panic! Ask someone from the venue for help. Make sure you have a hard copy of the presentation just in case. Attendees will still be able to follow along with their copies of the *Getting Started Online Handbook*.

What if only a few people show up?

That's great! Smaller groups make it easier for folks to take their time and help one another out.

What if I have a really big crowd?

Congratulations! You've tapped into a real need in your community and will be recognized as a leader among them. Make sure everyone is comfortable, can see the screen or a shared computer and can hear what you're saying from the back of the room.

What if I have a know-it-all in the group?

Some people like to hear themselves talk. Allow attendees to share their opinions, but if they go off-topic or start to promote themselves, tell them you have a strict schedule to adhere to and that there will be time for questions and networking at the end of the event.

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