**How to Create the Questions / Structure of call**

Think of all the questions in your customers head. Then just write them down and lay out a Q & A format. Here’s a sample of the questions and answers for a recent recording I did…

1. **The biggest mistakes people make when getting their web site designed / developed?**

Setting up where can’t make changes: cheapest, free section that isn’t flexible. Getting themselves locked into a proprietary system where can’t make changes. Can’t pick up web site and move it somewhere else if don’t like them. Correct that: use open source – sack web developer and get another one.

1. **If already have a web site that isn’t open source, what can you do?**

Convert it into open source system – same look and feel… look at purpose of web site. Might cost a thousand bucks or whatever to get it done. But what you pay on the front end, you save on development fees every time you need a change on your web site.

1. **What’s involved in creating a web site?**

Graphic design, security, coding, copy, structure of site.

1. **What are the problems with security, and how can this affect your business?**

Lose trust. Deranked on Google overnight. Miss out on sales, go there to buy and can’t because they are redirected to some other site. Cost of having it dehacked. Building the web site again to dehack it.

1. **How can you fix the security issues?**

Do all the security stuff and monitor it daily.

1. **How easy is it to make changes in wordpress?**

As easy as using a word document. Requires a bit of training, etc.

1. **How do you extend the functionality of wordpress? What added functionality is there?**

Go in, plug it in, activate it – away you go.

1. **What are the other options… and why do you opt for wordpress over the others?**

Joomla, Dupral, PHP, standard HTML, custom developed sites.

1. **How can people find out more about what you have to offer?**

Send them to website, phone number