



Congratulations on receiving one of the show's highest evaluation ratings...

You were certainly successful at drawing your audience in, providing them with the business solutions they were looking for, and maintaining their undivided attention throughout the 90 minutes of your presentation.

*Diane M. Stakoe
Conference Producer
Inc. Magazine*



Ed Taylor
Speaker - Trainer - Consultant
Website Marketing & Conversions

"Thank you for a wonderful contribution to a very successful Housewares Show. I got rave reviews from everyone regarding your seminar at the Specialty Retailer University, and your consultations absolutely made the show for the attendees. Your time, your efforts and your great expertise were invaluable."

*JoAnne Stone-Geier
International Home &
Housewares Show*

"Your lecture was rich in content and extremely well received by the students. We were all very interested in how one builds traffic to ones website and you gave us a lot of great information."

*Peter Molloy
University of California,
Berkeley*

"Our traffic has increased 250% and the quality of the traffic keeps improving every month."

*Robert R. Roscoe
That's Great News, LLC*

Achieving top Google rankings AND understanding how to maximize website 'conversions' (the actual number of leads or sales produced by a website) has become essential for most businesses.

My name is Ed Taylor, I'm the person associations including:

*National Association of Music Merchants
Museum Store Association
International Council of Shopping Centers
National Speakers Association
INC. Magazine
International Housewares Association
Farmers Insurance
Society of American Florists and many others*

have hired to provide Internet MARKETING training programs for their members.

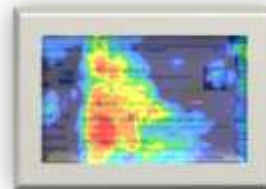
In fact, TEC (the world's largest CEO Organization) has paid over \$500,000 to have me train 1,000's of their members world-wide.

Before you read on, please "Google on" [Internet Marketing Speaker](#).

Out of the many millions of results where in the FREE listings does [EdTaylor.com](#) show up? EdTaylor.com appears on the first page of the Google results, right? This is no accident...

How to get top Google rankings is on the minds of almost all businesses today. I teach them how to do it and...

By learning from 'eyetracking heatmaps' and other state-of-the-art technologies I help my audience members maximize the 'conversions' produced by their websites.



Eyetracking Heatmap

"Your insights have helped us make the most of this opportunity to get our message to the world- and do it on a nominal budget. Thank you very much for your advice and support."

*Peter Meisen
President
Global Energy Network
International*

"Mr. Taylor's expertise and his presentation made it easy for all in attendance to understand precisely how to market more effectively on the Internet. Thank you."

*Wolfgang Schmidt
Minster of Technology
Bremen, Germany*

"In short, the class was very successful and the students were happy with what they learned and how it was presented."

*Claire Cross,
Community Education
Coordinator,
Southern Oregon
University*

"I enjoyed Ed Taylor's Internet Workshop tremendously; it was the best workshop I've attended in a long time."

*Sandy Dennis
Whole Life Yoga*

"Ed Taylor's Internet Marketing guides participants through a process of self-inquiry that results in a clearer vision of how their products and services provide benefits for their new website visitors; then he shows us how to measure the results of our improved marketing efforts."

*Robert Gluckson, M.A.,
CEO Good Cause Marketing*

"As I watched our members during your presentation, it was obvious you were a hit. This group of speakers was hanging on your every word, taking copious notes and asking questions that indicated you had the answers they have been looking for."

*Patricia Wiklund Ph.D.,
Program Chair
National Speakers Association*

"You gave our attendees exactly what we hoped for- a new awareness about website marketing that they are now able to apply to their own businesses."

*Marsha Friedman
EMSI*

"Thanks, our website is now generating many more compliments, inquiries and reservations."

*Michael Gibbs
The Winchester Inn*



"Yours has been the most helpful and insightful program that I have attended focused on web based marketing. It was wise, empowering, and allowed us to stand at the cutting edge...."

*André L. Delbecq
J. Thomas and Kathleen L. McCarthy University
Professor, Santa Clara University*

I currently offer 6 Internet Marketing presentations. ALL of my programs are 100% NON-TECHNICAL.

1. **Internet Marketing for a Competitive Advantage**- Presented as a 3 to 4 hour interactive workshop. Attendees learn specific strategies and tactics they can use to improve their search engine rankings and maximize their website leads and/or sales.
2. **How to get Top Google Rankings**- Presented as a 1 to 2 hour interactive workshop/breakout session. Attendees learn specific tactics they can use to improve their search engine rankings.
3. **Email Marketing for Beginners**- Presented as a 1 to 2 hour interactive workshop/breakout session. Attendees learn the basics of developing an e-mail marketing program..
4. **How to Use Google Analytics to Improve Your Website Results**- Presented as a 1 to 2 hour interactive workshop/breakout session. Attendees learn how to get the most out of Google Analytics to improve their Internet marketing efforts.
5. **How to Maximize Your Website Conversions**- Presented as a 1 to 2 hour interactive workshop/breakout session. Attendees learn specific tactics they can use to increase the percentage of website visitors who actually convert into leads, sales, subscribers, donors, etc..
6. **How to Get the Most Out of Google AdWords 101**- Presented as a 1 to 2 hour interactive workshop/breakout session. This is an entry level program. Attendees learn specific tactics they can use to the results produced with Google AdWords.



Your session "Marketing on the Internet," was wonderful! You were rated 4.7 out of 5.

*Randy Beck
Director of Professional Development
National Association of Music Merchants*

Search Engine Optimization or SEO is on the mind of nearly everyone who has a website and it's one of my most requested topics. It's also an area I am very good at. Here are a couple more examples...

"You thoroughly understand the needs of a professional speaker. Your ability to create a professional 'look', write effective copy, keep the website focused and user friendly and at the same time provide our viewers with an opportunity to purchase our product and services while maintaining our professionalism was simply outstanding."

*James F Hennig
1996 President
National Speakers Association*

"For years I was searching for an Internet marketing company that would assist me in building a site and marketing it properly. The site that you have designed has outperformed my existing sites by a significant factor. My click rate has increased by 30% and Internet sales by over 50%. I thank you, my employees thank you and my bottom line thanks you."

*Peter Carini
PJC Law Group*

"I gained many tips for our website which I have all ready implemented."

*Ann Marie Lambillotte
Vice President
IVD Research*

"Your program is among the highest-ranking of all programs presented to the group in recent years."

*Robert Morris
Chairman
The Executive Committee 5101*

"I have been to a lot of seminars for my job. Some up to 4 days in a row. Your seminar yesterday was, by far, the most informative seminar I have ever been to."

Jim Frings
Approved Home Lenders,
LLC.

"The seminar hit all the right notes. I started hearing positive things about your seminar at the beginning of the first break."

Don Miner
Oregon Manufactured
Housing Association

"All the information you provided was extremely well presented and kept very simple for all to understand. Being in this Industry for 10 years, I must say you are truly an expert in Internet Marketing."

Christian Young
Mail Tribune

"Great fun as well as very interesting. Ed made a potentially painful process (evaluating one's website) into a good informative presentation. I learned more in one day than I've learned in 5 years."

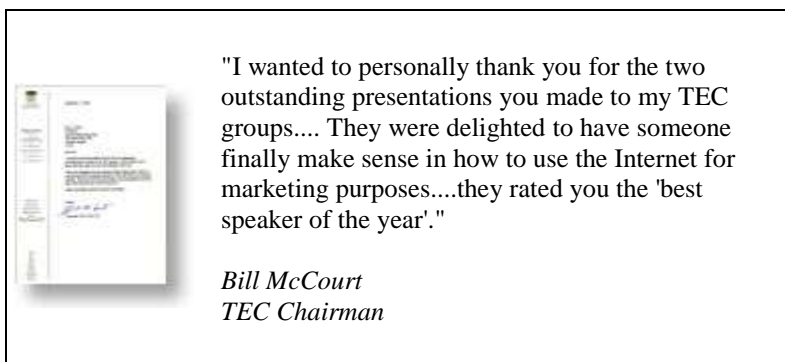
Margaret Shockley
Gandy
East West Healing Arts
Center

Google on "[internet marketing consulting](#)". Again, millions of results. Where does [InternetMarketingGroup.com](#) rank?

Try "[internet marketing services](#)". Again, millions of results and a high ranking, right? OK, you're getting the idea. Great results on valuable, competitive search terms.

This information that many associations want their members to have. This is information the many companies want their dealers or franchisees to have.

I know what works and I know how to present it in a fun, interactive, non-technical way.



Watch a couple of quick video clips- Simply click the link below.



<http://www.edtaylor.com/demo.html>

Sincerely,

Ed Taylor

P.S. My fees start at \$8,750. More information is available at [EdTaylor.com](#).

P.P.S. Simply e-mail me the name of any company or organization you are working with and the approximate date of their event and I will refer them to you if they should contact me directly.

"The information that I received from you saved me hundreds of dollars and a great deal of mistakes. I look forward to reading more of your material and planning out where we will head with our website for The Kitchen Gourmet."

Peter & Diane Vande Walle
The Kitchen Gourmet
Green Bay, WI

"One of the most informative seminars I have ever attended! I learned so much that I'll be able to apply to the site."

Lisa Greene
Paddington Station

"Our attendees were absolutely blown away by everything you covered in your presentation. You truly are an absolute expert in your field."

Joy Gendusa
PowerMarketingMania

"Instead of the usual hype and pie-in-the-sky nonsense Ed Taylor provides practical and usable tips on how to be successful on the Internet."

Ted Nicholas
Best Selling Author
Direct Marketing Expert



ED TAYLOR

INTERNET MARKETING SPEAKER

OVER 600 PROFESSIONAL PRESENTATIONS

ATTENDEE REACTIONS

"I wanted to personally thank you for the two outstanding presentations you made to my CEO groups... They were delighted to have someone finally make sense of how to use the Internet for marketing purposes... they rated you the 'best speaker of the year'."

Bill McCourt

The Executive Committee Chairman

"Thank you for enabling me and my fellow executives.... Yours has been the most helpful and insightful program that I have attended focused on web-based marketing. It was wise, empowering, and allowed us to stand at the cutting edge...."

André L. Delbecq

*J. Thomas and Kathleen L. McCarthy University Professor,
Santa Clara University*

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*Patricia Wiklund Ph.D., Program Chair
National Speakers Association*

"What a pleasure it was to have you as a speaker at our meeting! Our delegates expressed such enthusiasm about your presentation and your evaluations were very positive."

*M. Beth Taylor, Assistant Director
Museum Store Association, Inc.*

"Ed speaks in terms of what's real, what's accomplishable, not some blown up vision of what's possible."

Bob Picha

Ideas at Work

"Your insights have helped us make the most of this opportunity to get our message to the world- and do it on a nominal budget. Thank you very much for your advice and support."

Peter Meisen

Global Energy Network International

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Peter Molloy

University of California, Berkeley

"Your program is among the highest-ranking of all programs presented to the group in recent years."

Robert Morris

Chairman

The Executive Committee 5101

"You were just fantastic, Ed! I was so pleased with your presentation and the response from the attendees. Your standing ovation was well deserved. Thanks so much for doing such a great job!"

Sandra Slattery

Executive Director, Ashland Chamber of Commerce

“Great Work. I learned much. Much leads to more questions. You are open with your foibles while exuding confidence with your knowledge. **The day generated ideas, enthusiasm, and motivation.”**

*Graham Lewis
President, Ashland Chamber of Commerce*

“Your seminar I found to be very insightful and would like very much to have the opportunity to sit-in-on/to be a part of another in the future, locally or West Coast. Feel free to add my email to a distribution list of your upcoming tour(s). It was truly a pleasure to meet you sir!”

*Dawn Nimmo
Interior Office Concepts, Inc.*

“I have been to a lot of seminars for my job. Some up to 4 days in a row. **Your seminar yesterday was, by far, the most informative seminar I have ever been to. Not a minute was wasted. I am in early this morning working on my site right now, applying what I learned from yesterday. I look forward to reporting the results to you. Levi was over the top too. He was not the most excited guy in the morning when he knew he would be in all day. But on the way home, he would not stop talking about the things he wants to do. WOW !!!”**

*Jim Frings
Approved Home Lenders, LLC.*



Dear Mr. Taylor,

Your conference was very educating. All the information you provided was extremely well presented and kept very simple for all to understand. Being in this Industry for 10 years, I must say you are truly an expert in Internet Marketing. **The fact that you received a standing ovation shows that you were enjoyed by all that attended the event.**

*Christian Young
Mail Tribune*

“One of the **most informative seminars I have ever attended! I learned so much that I’ll be able to apply to the site.”**

*Lisa Greene
Paddington Station*

“Ed Taylor's Internet Marketing Seminar guides participants through a process of self-inquiry that results in a clearer vision of how their products and services provide benefits for their new website visitors; then he shows us how to measure the results of our improved marketing efforts. **That he can do this in a roomful of people he's just met is nothing short of genius.”**

*Robert Gluckson, M.A.,
CEO Good Cause Marketing*

Comments from CEO members of TEC/Vistage:

The most take-home information of any speaker so far.

He had an easy, logical presentation without embellishing. It was so effective for me that no suggestions for change are apparent.

He was very direct and to the point.

Ed's presentation was an eye-opener - very valuable information and suggestions.

He kept my attention and had great content.

Ed had a lot of information and great "take-away" value.

He was very articulate, very knowledgeable and easy to understand. He was the best speaker on this topic.

His presentation had useful tools.

Ed had plain advice, was plainly spoken - very consistent and therefore trustworthy.

He was very informative. I could have listened much longer - he was very clear.

Ed was very knowledgeable from a marketing standpoint, which was exactly what my interest was.

Ed had clarity, great information and was easy to understand.

His information was easy for me to understand, and I have no computer savvy. Possibly, he could explain his top points better so less notes need to be taken.

He was practical and his presentation was clear.

Ed was extremely knowledgeable in his subject matter.

He was down-to-earth and easy to understand. His presentation was easy to apply and targeted to what we need.

Ed's presentation was very well done.

Ed was very informative regarding the possibilities of marketing products over the internet.

Ed's presentation offered good information.

Ed's presentation was excellent.

Ed was nice, easy, and casual. He had a very thought-provoking presentation.

He had good delivery, which was easy to understand. His presentation focused on the internet and had good content.

He had good examples.

Ed's presentation was most excellent a lot of very useful information that moved fast.

Ed had excellent presentation skills and great ideas.

Ed was the best speaker (and that is saying a lot) that we've had yet at VISTAGE.

Outstanding presentation - a huge amount of take-home value.

Ed was superb! Congratulations to the person who suggested this speaker.

I came expecting to be bored and not finding take-home value and was very pleasantly surprised to find it intriguing.