

## How to solve problem of customers not following through after work done

**Question:** For warm outreach customers that either does not have a website, or already have an existing website but needed improvements, should I have discussed upfront on what is their expected budget?

**Walking the Factory Line:** I have one warm outreach customer who doesn't have a website for his new beach side restaurant. So I suggested him to have a website to complement his social media account and google maps to help get further reach when people search on Google.

I have organised this warm outreach project as such in order for him to get me to do the website:-

1. Initial discussion was to suggest him to secure the domain name which matches the keywords when searching on Google search engine. This is because good match would help his website be found easily. He accepted the idea and I have taken initiative to purchase the domain name first.
2. I have also explained on the advantages of having websites to improve visibility and marketing to a wider audience. In addition descriptive copywriting of the content of the website is also helpful for new customers to discover the restaurant. Built the website on GoDaddy web builder due to its speed and ease to manage.
3. I have also explained that website and domain would incur annual costs which I have to transfer the cost to him.
4. In addition, I have explained to him on the domain and hosting requires annual renewal which is to be borne by the customer, however for 12 month I shall maintain the website, update it with fresh content regularly, and optimise SEO as part of my service.
5. After he agreed to this, I went to the restaurant for a site visit and ordered some food and drinks to get a feel of the ambience and vibe of the restaurant.
6. I discussed with him what my impression of the restaurant and suggested the appropriate content and theme of the website. He agreed for me to proceed with drafting the website.
7. I began drafting the website and did the copywriting of the website with the skills learned from the campus.
8. I uploaded pictures that I took myself on my visit and uploaded in the draft. I have also requested him to share his own pictures.

I completed the draft he was pleased with it and wanted to share with me the pictures and the updated menu. This was a great opportunity for me to add on to the website and boost it with a pop up on new menu offerings.

However when it came to discussing payments, he was reluctant and finally went silent. The website was published but without the domain name and just basic copy.

My plan was to enhance the copy further so that it would be SEO optimised and also good marketing with better storytelling

Please see the website link for your reference. [Beach Side Restaurant](#)

I have explained earlier before that domain name and website hosting are costs which I have to transfer to the customer. But seem to me that was the hard part for him to make payments.

#### Possible root causes

- It could have been they are not familiar with the cost involved in having a website and must have been over their expected budget.
- They do not see the value of investing in a website
- They do not fully comprehend why there needs to be a person 'manning' the website and constantly updating with new and exciting content in order for it to be SEO optimised.
- On my approach, there should have been a proper agreement between myself and customer on the scope of work.
- I could have approached better the customer by walking through the steps as I have assumed they know the nitty gritty of having a website.

Hypothesis: When doing warm outreach, prospects are more likely to commit if the scope of work and minimum starting budget for the project is discussed upfront and clear 'step by step' manner.

For instance "I can build a websites, do copywriting and maintain, update and optimise SEO for 12 month starting from RM690. As websites have a cost to it, I have to transfer the cost to you. For additional services I may charge a small fee which we both can work and agree on."

Action plan: to test this out in my next outreach