



EXECUTIVE SUMMARY

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Highlights:

- It was after 6 career moves in 5 years after college that he knew he didn't want to work for somebody else, then went on his own to look for a successful business structure
- Unwavering support from his wife was a key factor in supporting his entrepreneurial development
- Crowning achievement so far – his business has grown bigger than he ever dreamed possible. It was only possible when he got past wanting to create something custom for every customer. "Always improve, never invent."
- They've gotten this far by working hard trading time for dollars, but now they're headed into a whole other business model to build tools & software. It gives customers access to their proven templates and systems at much lower cost, and gives leverage on everything they've learned and tested.
- Biggest mistake – Undervalued his time in the beginning by under-bidding to get a job, then it took longer than expected and he couldn't get any traction. Thinking too small, which can come from a deep-rooted dysfunctional relationship with money.
- Invest your 'down time' in finding ways to leverage more profitability with what you know.
- Productivity hat tradition – Eric and his staff each have a hat, and when the hat is on they're not to be interrupted for anything. It avoids too much distraction & multi-tasking.
- As a form of giving, those staff who wish to participate start the day with a word of prayer for the business, the clients, and causes they're involved with, such as participating in a local cancer walk as a group.
- Asking for what you want and need is not about thinking less of yourself, but it's about thinking about yourself less. ~ from Norman Vincent Peale
- Most frequently asked questions –
 - What do you charge and how do you charge?
 - HTML work (look and feel of the site) - \$60/hr
 - Programming work, including databases, is \$75/hr
 - What's the first action step to begin working with you?

- Establish an account, get an agreement in place, define scope of work & put plan in place
 - How long will it take to get my project done?
 - There's no magic wand, they work transparently to manage expectations, it takes longer if you change what's needed while underway
 - Who do I talk to about my project?
 - Eric usually does the initial consultation, then hands implementation over to the team. Clients then communicate with their project manager.
 - What are the top 10 best practice techniques?
 - How to build a list
 - How to best build relationships with your list
 - How to best earn a living selling applicable products to your list
 - Failing to plan is planning to fail
 - Combining lists into a managed system
 - Domain choice
 - Always improve, never invent
 - Bite size action steps
 - How to improve double opt-in procedures, how to do double opt-in
 - Build a forest, not a redwood
- What would you do differently going back five years? Would have focused more on easy replicable projects and less on customized creativity – was focused on being unique over being profitable. Being unique isn't replicable or scalable.

Top 3 Takeaways:

- ERIC:**
1. "I bridge" – helping people who are passionate about their message to optimize the the technology available, marrying technology with the client's marketing objectives
 2. When I stopped just watching other people having great success, and started taking action of my own, my business exploded.
 3. Creativity has its place, but it doesn't come first. Over-emphasis on creativity causes failure to launch issues because things are never put into productive implementation.
- ALEX:**
1. The entrepreneurial path is not the easy one, but it's the path to freedom.
 2. Focus on improvement, not creating something from scratch.
 3. The business model of hourly billing for service is counter-productive. Producing tools and products allows full scalability and profitability.