

commonsense Marketing



MARKETING



WEBSITES



MENTORING

BE IRRESISTIBLE

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CASE STUDY Computer Cures Melbourne

After 10 years of working in the corporate sector, self-titled “Computer Nerd” Paul Zdzitowiecki started his own business, helping people in Melbourne’s south eastern suburbs with their technology issues.

The Issue

When his business wasn’t growing as fast as he planned, Paul read a few marketing books and attended marketing and business workshops, but found the information overload was confusing rather than helpful.

He found Commonsense Marketing online and joined our Gold member coaching program to receive one-on-one mentoring and marketing and business training. Paul is eager to learn, a real action taker and relishes in being held accountable.

The Solution

In the past few years we’ve:

- Developed his brand – Computer Cures – including logo, corporate vision and offers
- Developed and implemented an ongoing marketing plan
- Created all marketing assets including [website](#), CRM, stationery, brochures, posters, car wraps, social media accounts, etc.
- Developed a program to generate ongoing referrals and reviews

We continue to provide ongoing marketing services to increase his digital footprint, attract new customers and stimulate repeat and referral business.

We also assist with mentoring and the development of systems, assets and strategies that will provide Paul with a scalable, profitable business.

The Outcome

It is a pleasure working with Paul because he is highly motivated, committed and very passionate about what he does. Although a computer geek in every sense, he is patient and compassionate with people who find technology baffling. His outstanding customer service is reflected in the many glowing customer testimonials.


It's extremely rewarding to see the year on year growth in new and repeat business that Computer Cures has achieved.

The Assets

A sample of the many assets we've developed for Computer Cures.

The screenshot shows the homepage of the Computer Cures website. At the top, there is a blue navigation bar with the company logo on the left and a list of menu items: HOME, ABOUT, HOME SERVICES, BUSINESS SERVICES, CUSTOMERS, HANDY TIPS, and CONTACT. On the right side of the navigation bar, it says "CALL NOW: 1300 553 166". Below the navigation bar is a large hero section featuring a close-up image of a stethoscope on a laptop keyboard. To the right of this image is the company logo and the tagline "FIXED QUICKLY EXPLAINED SIMPLY". Below the logo, the text reads "TECHNOLOGY ISSUES DRIVING YOU CRAZY?". Underneath the hero section are four service categories, each with a hexagonal icon: "COMPUTER SLOW OR ACTING STRANGE?" (with a woman looking frustrated), "INTERNET SLOW OR DROPPING OUT?" (with a bee), "PHONE AND DEVICES NEED SETTING UP?" (with a hand holding a phone), and "pay-tv-services NEED PAY TV SERVICES SETUP PROPERLY?" (with a TV). Below these icons, the text states: "We come to your home or office to solve all your technology problems - PCs, Macs, Tablets, Smart Phones, Wireless, TVs, and more". It also mentions: "We provide same day service, and provide Home and Business IT support. All our work is backed by our 30-Day Money Back Guarantee." At the bottom of the page, there is a partial image of a man holding his head in pain, with the text: "Technology is great when it works well - but when it doesn't - I bet you can feel your blood".

The [Computer Cures website](#) contains nearly 400 pages, receives > 4400 visits pm, and generates enquiries every day.



COMPUTER CURES
FIXED QUICKLY
EXPLAINED SIMPLY

PLEASE REVIEW US ON ONE OF THESE SITES!

- <http://bit.ly/fbcomp>
- <http://bit.ly/gcomp>
- <http://bit.ly/compuredt>
- <http://bit.ly/wcomp>




REFER A FRIEND WHO NEEDS I.T. HELP
and we'll give you a \$50 JB HiFi Gift Card to say
Thank You for referring us.
(Minimum spend \$300)

COMPUTER CURES
FIXED QUICKLY
EXPLAINED SIMPLY

JB HiFi GIFT CARD
\$5000 \$10000 \$15000

Your Name: _____
Your Phone: _____
Friend's Name: _____
Their Phone: _____

Customer Referral and Review Program generates reviews and referrals month after month



For Fast Service, call 1300 553 166

IF AVOIDS:
Have you had a festive holiday season and are already making the most of 2020?
We're excited to be back in action and are looking to expand our team - check out the details below.
This month, we've got a couple of must-know tips that'll get your computer running as fast as possible. Not only will these help you get the most out of your computer, but they'll also ensure the best ways to back up your smartphone photos and the risks involving Windows 7 users.
Let's get started.

SLOW MAC?
Are you grappling with a slow Mac computer? There are few things in life more infuriating than that sluggish startup or slow response. The good news is, by simply following a few of our best practices, you can significantly improve your device's performance.
Here are five mistakes you are probably making that have resulted in a sluggish computing experience.


BACKUP PHONE PHOTOS
With a camera in our pockets all day every day, we are taking more photos than ever before. Eventually, however, our phones will fill up, and we'll be faced with moving our beloved photos onto a hard drive or another cloud storage system. Even if our phones have ample storage, backing up precious images is important.
In this article, we'll take a good look at four ways to backup smartphone photos.

WHY YOUR NEW LAPTOP IS SLOW
Have you ever purchased a brand new Windows laptop computer, and found it to run almost as slow as your old one?
Well, you're not crazy. Brand new laptops from Windows do tend to run slower right out of the box. So what's the real reason your new laptop runs slow? Read on!

NEW YEAR, NEW LAPTOP
Are you ready to start the process of buying a new laptop? With so many devices available, and more coming out each month, it's quite difficult to filter out what's important.
In this article, we'll go through seven important factors you should consider when choosing your new laptop, including:

- Size
- RAM
- Battery life
- Storage
- Portability

Monthly newsletter stimulates regular enquiries and repeat business



For Fast Service, call 1300 553 166

AS A SUBSCRIBER:
We'd like to send you our shipping - and we'll pay for it! We'll give you \$50 in \$100 to buy whatever you want to do next.
Why would we do this?
To say thank you for referring Computer Cures to someone you know.
Of course we understand that we need to have earned your trust, and expect that before we start sending referrals we, for a few business months, we will be able to thank you.
HERE'S WHAT TO DO:
1. Head to our Business Leads in your Profile, Family members or Social Connections who are having computer or technology-related issues (your referral program is available on the back of our Business Cards).
2. Email them to our website, or give them our phone number. When they contact us, we always ask "how did you find us?" so just tell them to mention your name. (It's that simple.)
How to Get a \$50 Gift Card:
Refer us to your Family and Friends and get a \$50 HiFi Gift Card. (Minimum spend \$300.)
How to Get a \$100 Gift Card:
Refer us to a local business and get a \$100 HiFi Gift Card. (Minimum spend \$500.)

IT SERVICES:
• Computer repairs
• Virus & spyware removal
• Computer setup
• Windows (32-bit) network setup
• Bluetooth internet
• Email setup
• Windows problems & troubleshooting
• Setup
• Computer maintenance
• Home network

JB HiFi \$100

When we've completed the work for them (and they've received the referral payment) we'll post a JB HiFi Gift Card to you.
Thank you so much for your referrals - we seriously appreciate it.
Paul and the Computer Cures Team.
1300 553 166
www.computercures.com.au

IT: If you need more cards, give us a call or shoot us a return email and we'll send some more out.

Please Review Us:
If you're satisfied with the work we've done, please review us on our website, or on any of the independent review sites below:

- [Our website](#)
- [Facebook](#)
- [Google+](#)
- [LinkedIn](#)

Your review will help others to decide if we are trustworthy, credible and competent.
See what all our clients say - REVIEWS

IT Support:
Monday-Friday 9am-5pm
Saturday-Sunday 10am-2pm
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NEED MORE?
Here are a few more ways we can help:

- Offer tech TLC with computer maintenance
- Streamline your claim with insurance reports
- Save you hours with service provider liaison
- Offer tech training in easy-to-understand language
- Troubleshoot your computer issues remotely

TECHNOLOGY IS GREAT... WHEN IT WORKS
Sluggish computers, slow internet and complicated devices are extremely frustrating. Avoid the headache. Get fast, reliable tech help today.

HERE'S WHAT OUR CUSTOMERS HAVE TO SAY
"Our experience with Paul was complete. He was able to fully analyse the issues that were frustrating us, not only did he resolve the various difficulties, he also dealt with Telstra, Foxtel and fixed the sound quality of television."
- Carmel and Des Thomas, Brighton
"Paul knows his stuff. He removed over 1500 viruses from my daughter's laptop. I was on the verge of throwing the thing away, so bad were the internet browser ads and malware. This saved me around \$1000. What Paul has done for my family's entertainment, by connecting our new flat screen TV to the internet - is cream on the cake."
- Alan Row, St Kilda East

- We come to your home or office to solve all your technology problems - PCs, Macs, Tablets, Smart Phones, Wireless, TVs, and more.
- We provide same day service, and are available on Saturdays.
- All our work is backed by our 30-Day Money Back Guarantee.

GET RELIABLE TECH HELP NOW
CALL 1300 553 166 OR GO TO COMPUTERCURES.COM.AU



One of several brochures designed and developed for Computer Cures

"I hired Annette for marketing & business coaching and it's been the best money I have ever spent. After implementing all her marketing systems I have doubled my revenue, get 3+ new referrals per week and have also increased revenue per client by 25%. One of the other things that Annette has helped me with is the 'mental' mindset component of running a small business. She has given me the confidence and mental strategies that allow me to only work with high-quality clientele and filter out the rest. This allows me to always exceed my client's expectations and makes me tremendously happy. I highly recommend Annette to any small business owner, who feels they are stuck in a rut and don't know how to take their business to the next level. Annette is a true expert in her field and a pleasure to work with. Above all else Annette gets exceptional results, and this is what matters most."

Paul Zdzitowiecki, Computer Cures