

The Big Sky and Aggieland Report

Tips, Thoughts, Trivia, and Fun

Brought To You by Big Sky Internet Design and Aggieland Website Design

Tom's Thoughts >>>



Artificial Intelligence & Traffic 3 Day Summit - Chicago

Just returned from the Perry Marshall AI & Definitive Traffic Summit.

I have never been in a room with so many highly intelligent, successful, business people ever. I was quite intimidated going to this as I thought I was way out of my league. Well, in many ways I was, however, I **knew** I had to do this 'uncomfortable' thing.

A common mantra in the self-improvement arena is to be around people where you are not the smartest person in the room. This is the way to raise your game. I found that the case.

I met and spoke with people from Brazil, Russia, Ukraine, England, Ireland, Mexico, Australia, Canada, and the list goes on.

There were people who were just starting in business, small business people like me in the 6 figure range, countless business people in 7 figures and many, many way above that.

Yes, I was intimidated on the first day. We were encouraged to 'network' during lunch, breaks and in the evenings. By the second day, I was in the middle of it and no longer feeling out of my league. That is where the real value of this event came from. People are people.

Til July! Tom

AffiliatePartner250 Program Is Born

In May, I sent out a client survey to over 300 clients. It was set up to be **anonymous** if the respondent wanted it to be. 44 people responded, which far exceeded my expectations.

The questions were designed to better understand you, our '**Ideal Client**', their **needs**, their **issues**, and their overall thoughts on our **services**.

The only way to really understand what your clients need is to **ask them!** Sure, we have been in business for 25 years, so I thought I understood everything. **Ha! Nope.**



Check out this chart that tabulates the question "**What is the #1 Main Reason to Choose Us?**". 'Industry Understanding', 'Fast Responsiveness', 'Recommendation from a Friend' and 'I Like the Website Designs' were the top 4 responses. This showed that some things that I thought were important were **not as critical** as I thought. Our **Guarantee** and Overall **Costs** were at the **bottom of the list**.

Two questions were about improving the **initial design** process and the **ongoing maintenance** process. These were the '**scary**' questions where we are being forced to evaluate **what we actually do**.

The vast majority were along the lines of everything is simple, easy and smooth. A few **offered suggestions** to make things **simpler** in administration areas, **better communication** about changes and **checking in more often**. **That is the information we need!**

It feels great that most think everything is '**perfect**', but that does not help us **IMPROVE!** With that in mind we are working on those suggestions.

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How The AffiliatePartner250 Program Works

The AffiliatePartner250 program is simple - Share your experience and earn \$250!

But I wanted to outline it just a little more for **Individuals/Companies** and **Associations/Clubs/Churches**.

We have many clients that are **associations, clubs, and churches**. Most have causes, incentives or charities they sponsor. With that in mind, **we will donate \$250 to those as well!**

Individuals and Companies	Associations, Clubs & Churches
<ol style="list-style-type: none">1. Share with your friends and family.2. We make sure we are the right fit for them.3. They sign the contract.4. You get \$250 in an Amazon Gift Card or CASH.5. You get a shout out on Facebook plus a plug for your website (if you want).	<ol style="list-style-type: none">1. Promote or share with your members.2. We make sure we are the right fit for them.3. They sign the contract.4. We send \$250 to the Charity of your Choice!5. Your group AND your Charity gets a shout out on Facebook

AffiliatePartner250 Program (cont pg. 1)

One of the most telling questions was 'How would you describe us to a friend in less than 3 sentences?' Out of 44 responses, there was **not one** that was negative or even neutral for that matter. **100% were extremely positive. Pretty Cool!**

Marketing Question: *What is the most effective method to get that message out to prospects that are like our 'Ideal Clients'?*

Answer: *EASY! Let your clients do it out for you!*

But here's the problem. Human nature wants to keep others from experiencing the **bad things** that you have experienced, right? So, if we were **horrible**, people would go out of their way to **tell EVERYBODY to stay away!**

The real question is how to **incentivize happy clients** to tell others about us?

We have offered \$100 referral bonuses for a few years. But it seems **\$100 is not a significant amount** and people don't really give it much thought. **Crazy but true.** Is \$150 or \$200 better? A little. **But \$250 starts to be a significant amount...** The AffiliatePartner250 Program is Born!

AffiliatePartner250

SHARE TO EARN!

\$250 in your pocket for sharing your experience!

That \$250 adds up! Imagine, sharing with 4 friends... they enjoy the same awesome experience you do, plus you will be benefitting their family and business AND you will put \$1000 (\$250x4) in your pocket!

What would you do with an extra \$1000?

Associations, Clubs and Churches, think what that extra money can do for your Charity!

ANNOUNCEMENTS

Monthly Payment Plans Available!

Cash flow can be a real challenge for any business, right? Sometimes that annual website fee comes at a bad time, or you want to invest in your website, but cash flow is not allowing it. **We understand that!** This is a reminder that we will **always work with you** on fees.

We offer **Monthly Payment Plans** on annual fees and **3-4 Month Payment Plans** on new or redesign websites. **Please ask** and we will be more than happy to work with you!

Website Updates in June & July

Debbie (aka updates@bigskyinternetdesign.com) is finally taking some **WELL DESERVED** time off! She works way too much!

She will be out **June 21-22**. Then she will be taking a vacation to **Disney** on **July 8-18!** I am so happy she is taking some time for her!

But no worries, Linda and I will be stepping up to manage your website updates! Just **send them to updates@** and we will handle them!

But they will likely NOT be done quite as quickly as **Debbie has us all used to!**

Thank you for your understanding!



SECURITY WARNING!

Hackers have found a **very easy** way to hack your Facebook account. You **MUST** enable **2 Factor Authentication** to prevent it.

PLEASE DO THIS ASAP! Tap in the top right of Facebook. Scroll down and tap Settings, then tap Password and security. Scroll down and tap Use **two-factor authentication**. Choose the security method you want to add and follow the on-screen instructions.

Carrie's Facebook account was hacked and she has lost everything with no way to recover it.

In Honor of Father's Day... ChatGPT Husband Jokes

Why doesn't my husband ever play chess? He still can't get used to the idea that the queen is the most powerful piece.

What's my husband's idea of a romantic evening? Turning off his phone... during a commercial break.

My husband asked me if he's the only one I've ever loved. I said, "Yes, the others were nine or ten."

I asked my husband to pick up six cans of Sprite at the store. He realized when he got home that he had picked seven up.

My husband told me he'd broken his arm in two places. I told him to stop going to those places.

My husband said he'd learned from his mistakes. I told him, "That's great, you must be very knowledgeable by now."



THE FAR SIDE
by GARY LARSON

TheFarSide.com



"Well, so that's it ... I thought he was coming up awfully easy."



Saturday mornings in cockroach households

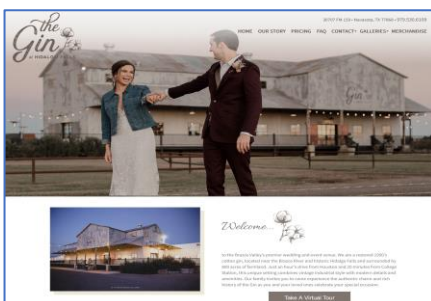
New Clients Spotlight – Welcome!



Alpha Foods Company
AlphaFoodsCo.com
Waller, Texas



Diamond J Quarter Horses
DiamondJQH.com
Plain City, Ohio



The Gin at Hidalgo Falls
TheGinAtHidalgoFalls.com
Navasota, Texas



Almost Done!
Watch here
next month!

AffiliatePartner250

SHARE TO EARN!

Congratulations to Jared Meyer,
JaredMeyerPerformanceHorses.com
AffiliatePartner250 Earner!



What Would You Do With an Extra
\$250?

Contact Tom | 979-217-1544

BigSkyInternetDesign.com / AggielandWebsiteDesign.com

Featured Customer Redesign Women's Professional Rodeo Association Stallion Service Auction WPRAPESi.com



The Women's Professional Rodeo Association have been a stallion auction client since 2018. Kitty Herrin and the WPRAPESi board members took advantage of our stallion auction redesign offer this spring. We are looking forward to helping them raise even more money in 2024 and for many, many years to come! Thank you, Kitty, and the WPRAPESi!

Keep it Updated!

Get the most out of your website.

Use this QR Code to easily send an update email to Debbie at
Updates@BigSkyInternetDesign.com.



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