

# CUSTOM WEBSITE PACKAGE

FINALLY, A CUSTOM WEBSITE THAT'S ACTUALLY YOURS...FOREVER.

Tired of paying hundreds of dollars a month for a website you don't even own? We build custom websites for independent financial advisors with NO monthly fees or contracts. This means...

- ✘ No more renting your site from a big-box marketing company.
- ✘ No more canned website copy that's forgettable and uninspiring.
- ✘ No more paying tons of money for technology you don't even own.
- ✘ No more overpaying for SEO and other conversion tools that should come standard.

When you build a website with us, you pay a **one-time builders fee** and then your website is yours...**forever**. We don't own any of it. And we don't charge you any monthly fees to keep it up.

**One-time investment: \$6,500**

## Includes:

- A secure, mobile-responsive website built with WordPress
- Our tried-and-true website framework
- Full website copywriting (up to 7 pages, written from scratch)
- Premium stock images
- Search engine optimization
- Conversion tools to help turn leads into lifelong clients

No upselling and no gimmicks. Just a streamlined website package jam-packed with the essentials you need to grow your business.

## FREQUENTLY ASKED QUESTIONS

### ***Why would I want to build my website with you instead of FMG Suite or Advisor Websites?***

There are two reasons why. First, when you build with us, you own your website outright. It's yours forever. You don't pay any additional fees to us.

When you go with FMG Suite or Advisor Websites, you essentially "rent" your site from them every month. It costs around \$200 a month, and you lose access to everything the moment you stop paying.

Second, we know which web pages work for independent financial advisors and which ones don't. We've developed a tried-and-true website framework for independent financial advisors—optimized to get you the most clicks:

1. Home Page
2. My Story
3. Meet Our Team
4. Who We Serve
5. How We Help
6. Get Started Now
7. Our Blog

### ***What type of conversion tools are included?***

In addition to our tried-and-true website framework, our Custom Website Package also includes five conversion tools designed to convert more leads into lifelong clients:

1. **A Sample Financial Plan:** Give prospects a sneak peek of what they can expect to get when they work with you.
2. **A Lead Capture Form:** Capture email addresses so you can stay in touch with potential prospects.
3. **A Calendar Appointment Scheduler:** Allow prospects to book a call with you the moment the urgency strikes—no matter if it's noon or midnight.
4. **A Custom Video:** Help clients get to know you and trust you so they're more likely to book a call.
5. **A Compelling Call to Action:** Inspire people to take the next step with you immediately—no matter where they are on your website.

### ***Will my website costs really be \$0 a month after I build my website with Indigo Marketing Agency?***

You'll still need to pay for website hosting, which costs \$10 to \$15 a month. This expense is paid directly to the hosting platform you choose (not to Indigo). If you currently pay \$200 a month for your website, that's a savings of around 95% a month!