



Internet Consulting: The Opportunity of the Decade!

Opportunity Times finds out why Internet consulting is such a lucrative opportunity and why the package offered by Digital Media Solutions Ltd is a cut above the rest.

With Forester Research predicting that in the market for Internet consulting will grow from \$19.6 billion in 2000 to \$64.8 billion in 2003, it is easy to see why Internet consulting was recently voted the best new opportunity of the decade by Entrepreneur Magazine.

However to succeed in this business requires an in-depth knowledge of how to use Internet technology as an effective business tool, and the resources to be able to provide a complete range of cutting edge solutions at competitive prices.

The reality is that very few people possess both of these requirements - leading to a huge gap in the market.

This is where the new licensing program from Digital Media Solutions Ltd steps in. They have identified this gap and have put together an incredible package combining complete licensing rights to their comprehensive range of Internet solutions at incredibly competitive prices; combined with one of the best sales and marketing course for selling these services currently available.

The Services

Digital Media Solutions Ltd have exclusive contracts with a large number of international web agencies as well as their own offshore development teams. This gives them the resources to provide practically any solution required by the client. At the time of writing they have over 50 different services falling under the main categories of web design, development, e-commerce, multimedia,

search engine promotion, on-line marketing, content development plus domain and hosting services, with specialist teams working in each of these areas.

Because these services are developed offshore, they are done at a far lower price than the equivalent work in the UK. However, while the price may low, the work is definitely of the highest quality as Managing Director – Gordon Angus recalls:

"We spent two years of research and testing to find those agencies and developers that matched our standards for quality, service and price. Only two per cent of those short-listed made the grade. These services are as good as any top London agencies – but at far lower prices."

This creates a great opportunity for licensees who can resell the services under their own brand name by as much as 200 per cent - 300 per cent and still be competitive! In effect Digital Media Solutions Ltd is giving its licensees all the resources of their own full service web agency without the costs.

The Training

However, a great product range isn't enough. A recent survey by Continental Research discovered that the two biggest reasons for companies not getting on-line are:

1. Unsure of how to use technology
2. Solutions focus on technology not business.

This is where the Web Sales Training course comes in to its own. The course was developed by Declan Dunn - one of the world top Internet consultants – and will teach you how to sell web solutions by advising clients how to use the Internet as an effective business tool – instead of just focusing on technology.

This is achieved using a step by step consulting system that gets the client to identify their needs and then shows them how to cut their costs, increase productivity and generate more business. Typically this can mean a ten-fold return on investment for most businesses, in the first year, which is a very strong selling point.

The results from the course are impressive to say the least. One company generated over £100,000 worth of sales in a three-month period by following the course.

Is It For You?

If you can talk to business people and understand their problems and what solutions they require, then this could be ideal for you. An understanding of the business and marketing is more important than having any computer or Internet background. Good communication skills are an obvious requirement. For those who don't want to deal with clients face to face, there are the options for taking on commission-based consultants or running the business by direct mail and telemarketing.

A point worth mentioning is that as you are being offered full licensing rights to sell the services under your own brand name – you are not limited to any of the usual restrictions encountered with a franchise or agency – in fact with the high profit margins, you could even start up your own franchise.

To sum up you have a course that offers a guaranteed way to get as many clients as you can handle; licensing rights to an incredible portfolio of in-demand services at very competitive prices with generous profit margins and a first year projected income of £50,000 plus. All this in a very lucrative market that is set to grow to an incredible size over the next few years. All in all a great opportunity, which comes highly recommended.