



## MIKE COWLES

WEBMASTER

### ABOUT ME

I'm a Christian, family man and teacher. I love helping people hit their goals and really enjoy life. In my experience, when it comes to business, this happens when they build an audience of like-minded fans and intentionally serve them.

I specialize in automating the process of attracting ideal clients while repelling unqualified prospects. This is done with respect and on auto-pilot.

### CONTACT ME

454 Brandy Dr. Unit A  
Crystal Lake IL 60014

Email Address:  
info@mikecowles.com

Phone Number:  
815-333-6774



## SKILLS & TALENTS

### WEB DESIGN

Over 20 years experience

I've been designing websites for small to mid-size businesses since 1999. The focus has always been to create a professional website that looks great on any device, is easy to navigate, loads quickly and conveys a clear message to prospects that moves the sales process forward.

I've been constantly updating my skills and knowledge of tools and software to stay on the cutting edge of the market. My primary foundation is Wordpress which is the platform over 65% of the websites online use. I've also worked directly with programmers and graphic artists to create and maintain websites for a consistent message and look.

### EMAIL MARKETING

Over 20 years experience

Every business is built on two key factors, traffic and conversions. Experienced marketers have realized the value of focusing their efforts on capturing email addresses early on in the marketing process so that their advertising dollars are stretched to the max.

This minimizes your financial risk and makes your prospect's experience better by delivering the right message at the right time. This can be done automatically and at the customer's convenience for as long as you'd like the sales process to last.

Many prospects have been researching potential partners for years before making their first purchase. If you were to use traditional methods of marketing this would cost thousands of dollars in advertising or months of follow up calls for your employees.

### SEARCH ENGINE OPTIMIZATION

Over 20 years experience

Search engine optimization (SEO) is a great asset that can drive targeted traffic to your website for years at zero cost if done correctly.



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The process has evolved over the past two decades, but is always focused on two cornerstones, making your message clear to your prospects as well as Google. If you follow the rules the search engines have in place with the right strategies, you can expect to see results within as little as 30 days.

The formula that has been proven to work for both clients and SEO is to create content on a regular basis that has been labeled and tagged in search engine's terms.

## GRAPHIC ARTIST

 Over 20 years experience

One of the keys to increasing sales conversions is to display your products and services with beautiful, professional graphics. I love creating graphics that look great and showcase client's products.

I specialize in helping clients find out how to put their best foot forward with great design and branding. Professional graphics are extremely important for digital product and services.



## MY PORTFOLIO

 Click to view online



[www.pastoradam.org](http://www.pastoradam.org)



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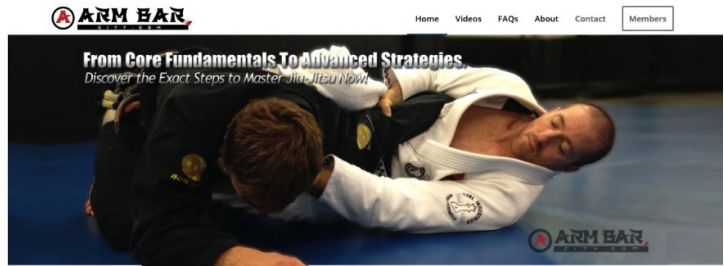
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### PRESSURE PASSING SERIES

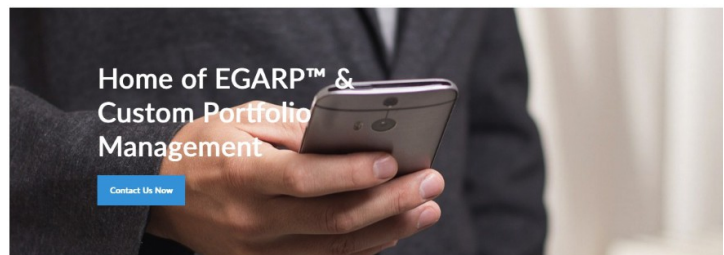
This series features a live, interactive workshop that reveals the exact strategies and methods to dominate and pass any guard with guard-killing pressure.

- Clarifying the reason why pressure is key to passing the guard

[www.armbarcity.com](http://www.armbarcity.com)

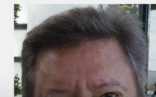
### Channer Investment Management, Inc.

HOME VALUE STYLE BLOG CLIENT LOGIN CONTACT

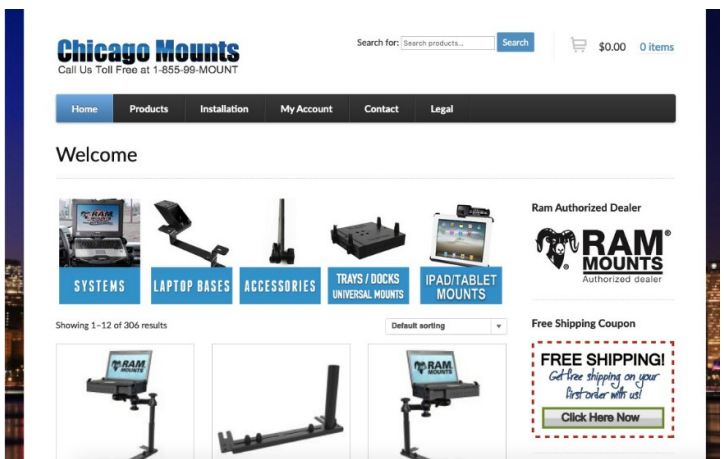


### Christopher Channer

Prior to founding Channer Investment Management, Inc., Chris spent twenty-six years in various responsibilities in the investment business including with Morgan Stanley. Prior to that he was associated with Dean Witter, The Chicago Corp., Channer Financial Corp. (as C.E.O.), and Channer Newman Securities Corporation.



[www.channerinvestment.com](http://www.channerinvestment.com)



[www.chicagomounts.com](http://www.chicagomounts.com)





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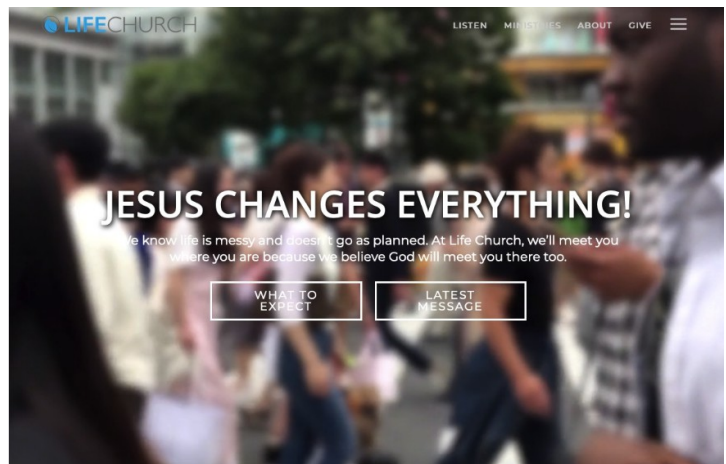
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[www.lifechurchlou.org](http://www.lifechurchlou.org)



[www.romans109.com](http://www.romans109.com)

Thanks for taking the time to go through my resume. If you'd like to see any more of my work or have any questions just [let me know!](#)

Sincerely,  
Mike Cowles.

