

“Remember, this is just a tool” is what Nathan had shared with me after I gave him my specs for my new web site. And I agree a web site is just a tool. But the quality of the tool will prove its usefulness!

Nathan worked very closely with me to make sure the web site would do what it needed to for my Health Coaching Business. Even though I provided him with the specs for the skeleton of the site, Nathan helped me to flesh out and make the site a reality. Being a visual person, it was very difficult for me to envision the final product, which Nathan helped me do. As the building of the site progressed, I grew more and more excited about what it could do for me. He kept reminding me it was “just a tool”.

Well, after a very positive experience with Nathan, an on time delivery and below estimate cost, he made my dream a reality. Within a few days of marketing that I had ready to go as soon as the site was up, I had several inquiries for new coaching clients! Not only that, I could now deliver information to anyone, anywhere in a split second. This alone helped me gain credibility overnight with perspective clients when marketing my seminars!

The web site continues to be a huge resource for me as far as being able to explain what my business is all about. It has allowed me to fill my calendar with local seminars, coaching clients and executive calendars with very little time on my part. Something I had not been able to do in the past due to time and lack of credibility. Is it a tool? You bet, however it’s a tool that has helped me gain clients, increase my bottom line, and save time way beyond anything I would have hoped.

Thank you Nathan for making this such a positive experience! I highly recommend Nathan and Herkimer for any of your web, photography and technology needs!

Anke Johnson - Fitchburg, WI