

Page 1 of a four-page sales letter, marketing web design services to small-to-medium sized businesses. This letter followed three consecutive monthly postcard mailings.

[Month, Day, Year]  
[Day of Week] [Time of Day]

**YOUR BUSINESS MAY BE MISSING SOMETHING  
CRITICAL FOR LONG-TERM SUCCESS...  
AND I'LL HELP YOU FIND IT—*FOR FREE!***

Dear [Prospect Name],

You've worked long and hard to build a business of your own, investing time, talent and (sometimes) tears to be sure your customers receive the very best you have to offer. That's why you've been successful. *But you may still be missing something.*

Certainly, keeping your existing customers satisfied is an important element of success. But your business can't reach its full potential only serving the same customers again and again. In today's highly competitive business climate, you've got to consistently...

- bring in new customers, and
- find more efficient ways of providing the product or service you offer to those customers.

If you're not actively managing these two building blocks of business success, I believe I can help you. And it won't cost you a thing. There's a huge pool of potential new customers out there, and I'll help you find them—and serve them—more efficiently. How?

It's simple: Your business needs to be online! With a well designed website, you can serve customers around the world, rather than just around your community. And you can make it easier for those people to do business with you.

Here's something you may not know:

**Launching your business online isn't  
as expensive or as difficult as you might think.**

Let me explain...