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“Even If You Are On The Right Track, You’re Apt To Get Run Over If You Just Stand There”

Mark Twain

Dear Friend,

OK So here’s the problem. You have a great service. You understand your market. Your margins are good. Your office is up and running. But... you’re just not getting as many sales for your service as you think you should.

So, what are you doing wrong? Well, the answer may be that our society now has two generations of consumers who were weaned on the INTERNET, and have come accept the Internet as their only source of information. For good or bad this group believes that if it’s not on the Internet, it doesn’t exist.

An Australians reliance on the Internet is so ingrained that by the time a child reaches 18 he has surfed *over* 15,000 hours on the Internet (and has read less than 20 books). It’s a sad fact that a growing majority of Australians just don’t choose to (*or can’t*) read.

And this means...

**If you are using ads in print media to reach a market that does not read,
your ads might as well be written in Chinese ...**

OK so now you know that while you can be the best sales person in the world and produce the most stunning ads and direct mail pieces ever seen, it doesn’t really matter anymore because the consumer population is surfing the INTERNET rather than reading your ads or promotions. And no matter how you try to convince yourself otherwise, deep down you know the average Australian (your client) would rather surf the INTERNET and watch YouTube than read a newspaper or do just about anything else for that matter.

So, that means to reach your potential client base you must, and I mean *must*, get your service on the INTERNET, and in the next few paragraphs of this letter, I’m going to show you how to get your service on the INTERNET and found by a large group of consumers who are on the INTERNET each day and are looking to buy your type of service.

Want to know how? First, I want to talk a little about website exposure on the Internet. One of the best kept secrets in marketing is that you can register a website with the big search engines like Google, Yahoo and Bing for FREE! It’s true, and if you doubt this call your local computer expert and ask them. Millions of Australians regularly turn to the Internet to research local shops and services. They start their taxes online; there are 4,000 Google searches every day in Australia for accountants. They go online to remodel their kitchens; there are 12,000 searches every day in Australia for builders, and they look for a nearby cafe to get their morning cup of coffee; there are 30,000 searches every day in Australia for cafes.

And the best news is that Google is Free to use, even the other 100’s of search engines are free (as we’ll discover in this letter), and the Internet *can* bring tremendous results. Each time a consumer goes looking for your service if it’s listed, you are literally showing it to hundreds or thousands of highly qualified

people. The kinds of people who will buy your service if they know about it. Of course, you just can't have any website there. Like any other marketing project, you must know your audience and then give them what they want. Do that with your website on the Internet and you'll get rich! But, the question is, if listing your website on the INTERNET is FREE, why isn't everyone using the INTERNET to sell their service?

The answer is easy. Most professional website design companies will charge you two to four thousand dollars to put together a simple website, and commercials produced for the national and international market can cost hundreds of thousands of dollars to put together. For most business owners, spending that kind of money is simply out of the question. So, many don't bother with the INTERNET and they suffer because of it. This means they miss sales. And in too many cases, they simply go out of business.

But that doesn't have to happen to you, because . . .

We will produce your choice of either a 3 or 6 page website for your service for a total finished price of \$518.20.

... AND you don't have to pay us until you see and approve the final product!

That's right. For a total, no-strings attached price of \$518.20, we will create your 3 or 6 page full colour quality website. And you don't have to pay for it until you like it.

Here's how it works:

- 1) You call us and tell us you want a website. Tell us a little about your company and service and the purpose of the website.
- 2) Send us a sample of the service and some of the marketing materials you are currently using. We will use the samples and your marketing materials to develop all the images, words and content, layout for the website. All material you supply will be returned to you upon completion of the website.
- 3) We will write the words, design the images, and outline the website's graphics and layout. This will be sent to you for your approval.
- 4) With your approval, we will complete your website and send it to you to review so if any changes are needed, you can suggest them at that time.
- 5) We then will complete the final website and make it available and send it to you. Payment is due at that time and can be made by direct debit, credit card or company cheque.

It's that simple, if you like, we can also assist you to put it on the internet and register your website with Google, Yahoo and Bing. We can show you how to test your website on the Internet and we can help keep your website on top of the search engines to ensure consumers can always find your website.

It's really very simple to take your service online. All you need is a website. And you can get yours produced today for the low fixed price of \$518.20 simply by calling 07 5630 1155.

Warm regards,



David McMahon
Senior Marketing Consultant

P.S. Be warned. Using a website on the Internet can cause problems. One of our clients told us they have had to turn off their website because they received more calls than they could handle! If having too many sales is not a problem you worry about, then call us today.