

# RoyalGeeks.Com

**1070 Route 34 Suite P  
Matawan, NJ 07747  
(732)-583-1678**

## **“How to Employ 21<sup>st</sup> Century Sales and Marketing Tactics to Give You an Astonishing Flow of New Customers... Now and Forever”**

From: Howard Sherman  
January 17<sup>th</sup>, 2006

Dear entrepreneur,

We're all entrepreneurs and we're all looking for ways to grow our business. Has it ever occurred to you that the answer is hiding in plain sight right in front of your face?

The question that naturally begs asking is... “what is it?” Ok, no guessing games. It's the World Wide Web.

I'm not talking about the OLD world wide web. You know about the old web, don't you? On the old web, you'd put up a webpage and forget it's there. It could sit there for years and nobody would ever surf over to it, it would never get updated and it would age...forgotten. Heck, you'd never even tell your customers it existed. You certainly didn't put your web address on your business cards and stationary, did you?

Why not?

Because that spiffy web designer you hired didn't tell you to. Nobody coached you on how the web works and how to make it work for you. Until now.

If your business or professional practice is not on the world wide web right now, you're missing out. That's because consumers are turning to the web every single day to find the products and services they need. In the coming years, the web will dethrone the phone book and displace other conventional advertising mediums as it becomes the single most trusted and most referred to resource for consumers. That's why Google's revenue is going up year after year as conventional print mediums see a reduction in their income. (If you want to be stunned, go look up the stock price for GOOG on Nasdaq...)

Yahoo is in a close second place. And Microsoft is rolling out a similar service this coming June.

**It's all coming down to the Web. That's where most of your future clients will be coming from. Starting today.**

Are you ready for that?

If you aren't, then it's time to get on the bus and launch a website for your business.

**Here are five quick and solid reasons you need a website right now:**

- 1) **New and existing customers will see you in a new light of respect and authority.** A website tells the public you're established. A GOOD website tells the world you're successful. Consumers want to do business with successful companies of all kinds.
- 2) Speaking of customers, **a website can help you with customer retention.** With the dizzying array of competition surrounding us, it's just too easy to see our customer base ebb and flow like the tide. On that same note, it's always easier to sell a product or a service to an existing customer than a new one. Your website can help in that department too.
- 3) Depending upon your business, **your website can be a customer service tool.** It's entirely possible that many of your customers can get the information they need from your website rather than calling your store/office and tying up your phone lines and staff.
- 4) New customers can find you easily and start doing business with you immediately. Once your website is up and running, you'll be astonished at how much new business will be coming your way.
- 5) **Your website is a 24x7 advertisement that, once established, costs less than \$10 per month to run!**

**If you're ready to take your business to the next level then I urge you to see me after this meeting or call me at 732-583-1678 and make an appointment right away. My work load is building up and I will take on only as many clients as I can properly handle.**

Wishing you continued success.

Howard Sherman  
RoyalGeeks.Com