

Only for the savvy business owner who wants to get more business

# “Who Else Wants A Profit Producing Web Site For a Rock Bottom Price of €977 + VAT?”

**For One Week Only, I'm Offering You a Deal That You'd Be Bankers To Turn Down**

“ With our new website and online marketing strategy we've had an increase in business of the order of 27% ”

Tom Coady | CSC Shipping (www.cscshipping.ie)

From the desk of Keith Commins.

**Location:** Blanchardstown, Dublin 15, Ireland

Dear Friend,

If you're struggling in your business and frustrated at the amount of sales you're making — and the number you *know* you're missing out on and you don't yet know how to attract — **and you know one small but important step in the right direction is going to be enough to make it all start happening for you...** then your day just got a lot better.

Right now thousands of *your* customers are searching for your business every day, and you're giving them the cold shoulder. You're telling them **you don't want their business**, that you'd rather not deal with them. Instead, you're sending them straight in the arms of your competitors, who are only too happy to welcome them with open arms.

You're effectively taking a bag of money and hauling it down the road to your rivals, and leaving the bulging bag of swag on their front desk.

Sound crazy? Maybe.

But that's exactly what you are doing. **By not having a website** you're slamming the door shut to thousands of potential customers who're crying out to use your service.

You're telling them that you're just not *interested* in their business.

You're saying to them loud and clear that *you don't* want their money.

Now if getting a website is something that's crossed your mind before but for some reason it's just not happened, I want to tell you I don't blame you.

I totally understand why you wouldn't have a website, even if you know full well what amazing benefits it can bring to your business.

Maybe it's because you reckon it's too expensive — and you just can't afford it.

Perhaps you've just been too busy to worry about getting your business online and you've just never had the chance.

Or is it because you've tried to get to grips with the “online world” but the whole deal just leaves you confused and bemused?

Whatever the reason, I'm here to tell you - *it's not your fault*.

In these tough times when “Inda” and his cronies are doing *everything* in their power to put **you** out of business and the banks won't even give honest, hard working business owners like you so much as the steam off their tea, I'm not surprised you've not got around to getting one.

Between them and the many day to day struggles of just keeping your doors open, it's little wonder you've not considered it.

But be that as it may, it doesn't change the fact people are in increasing numbers looking to do **all** of their business online, and it's a trend only set to continue.

## Are you placing your business's future in the hands of an 8-stone weakling?

I was home recently at my Mum's house and saw a yellow book I'd not seen in some time. I didn't recognise it at first, because it was so thin. It *did* look similar to a yellow book I knew from when I was a young fella', but I thought to myself, “Nah, it couldn't be the Yellow Pages. It looks like it's been on hunger strike!”

But indeed it was the Yellow Pages, but it was a shadow of its former self. It looked like it'd had been locked up for years on end, fed only bread and water and let out for a few minutes every afternoon to catch a brief breath of fresh air.

Being honest, it looked a sorry state.



Poor aul' Yellow Pages. Looks like he could do with a steak!

I remember when I was a kid it was **the place to go to** get the skinny on a business. It was the only game in town.

But now, it's a pathetic shadow of its former self, reduced to the status of an 8 stone weakling, unable to compete with the “Big Boys” online.

That's what the internet has done to traditional advertising media. It's reduced former heroes to mere shadows of themselves, miserable specimens who couldn't advertise their way out of a paper bag.

It's made newspaper advertising all but irrelevant, and reduced other offline methods like flyers to be little more than pretty bits of paper pushed aimlessly through disinterested letter boxes.

And you as a business owner can decide whether you want to remain with the weaklings, or hang out with the high rollers online.

But the good news is: **it doesn't have to cost you the earth**. Nor does it have to take up all your precious time nor does it have to be about as pleasant an experience as your average root canal.

**Because for one short week only**, I'm here to tell you about a one-off deal I'm running that you'd be quite frankly crazy to miss out on.

For the measly, pathetically low investment of **€977+ VAT**, I'm offering you the chance to finally get your business online once and for all.

To finally get customers making your phone ring hot with orders via *your* brand spanking new website.

**To once and for all enter the information age** and get the thousands of prospects out there *dying* to use your business contact you via the web.

And to swipe than smug grin off your competitors face by winning back those customers that *rightfully* belong to you.

## 16 Years of Hurt, €1000 worth of Savings

So what's the deal then? Why am I offering this deal so cheap?

Well...usually any web design I do starts at €1977 + VAT minimum but in celebration of Dublin's All Ireland victory last month I'm running this special one-off deal.

As a fanatical Dubs fan who's spent the last 22 years following the “Boys in Blue” the length and breathe of the country, the Dubs are one of the main reasons I get out of bed in the morning.

This is myself below at the All Ireland final last month. I'm the ugly bald chap second from the right..



For 16 years I witnessed suffer sprit crushing defeat after defeat, suffered cruel body blow after body low. I remember walking out of Croke Park in 2008 in the sodding rain after Tyrone had pummeled us into oblivion thinking to myself, “Will Dublin ever win the All Ireland again? How long will we have to wait to get back where we belong?”

And just as I thought it couldn't get any worse, I pulled out my phone from my pocket, wiped the rain back from the screen to find a text that told me Ronnie Drew had just passed away.

It seemed like things couldn't get any worse for the Dubs.

So because I've experienced the crushing lows, they make the highs like two weeks ago that much sweeter.

And in honour of this famous victory, I'm offering you this “once-in-a-lifetime” deal.

It will not appear ever again.

Never.

Not even if the Dubs stroll to victory next year by 20 points in an epic All-Ireland campaign. This is a once off offer, ending at midnight Friday 18th October.

If you're not in by then, then you miss out... forever.

It's that simple.

No exceptions.

Note that this deal comes with the condition that you are **not** looking to get the next Facebook created or you want a website that does everything from make you breakfast to collecting the kids from school.

It's for a typical small business website 5-8 pages in size, nothing more.

So if you need something complex, I'm afraid that this deal won't cover it.

But if you are looking to get a clean, crisp website that will draw customers to your business that wouldn't have otherwise known you existed, what I'm offering is right up your street.

It's a deal you won't get anywhere else. It's a scoop you'd be quite frankly crazy to pass up.

## Cowboys and Indians

Now the only way you will get a website this cheap anywhere else is by ..

- Hiring an inexperienced cowboy who will make your site for buttons, but *will* cost you in the long run.
- Outsourcing to a place like India. Best of luck with that one.

**There is no other way.** There will never be a better opportunity as long as you are in business to get a lead generating website for this price, carried out by a skilled, experienced professional like myself for possibly quite a long time.

If ever.

Still not sure you can afford it? Well let's have a gander at the numbers. Many businesses advertise in places like the Golden Pages and the local newspapers, and don't see much success. The cost of a typical classified ad runs at about €25 per week, and if you were to run an ad every week for a year, it's going to cost you €1300.

Now if you've run newspaper ads and you've got business from them , great!

But here's the thing: you've gotta keep topping up the tank. You've have to keep putting fuel in the engine – else it'll stop running. With a website, once its built, its built. It's yours forever.

Now, I'm no maths whizz, but as advertising methods go, newspaper advertising doesn't seem like a fantastic deal to me.

On the other hand a website for €977 that's yours for life, an asset that draws customers to your business for the rest of your days – is.

So why should you trust me? If I were in your shoes, I wouldn't believe some bald fanatical Dubs fan either. So instead, I'll let some of my valued clients speak for me..

“ As a start-up business, it was very important for us to ‘hit the ground running’ and for our web site to deliver results from the very beginning. With Keith's help we've already built a subscriber list of well over 1000 subscribers that enabled us to immediately reach out to our customer base and start winning business immediately ”

Greg Coyle | Applied Innovation (appliedinnovation.ie)

“ We were very happy with the design and layout of our site and professional service we received through the whole set up. We noticed a marked improvement in traffic and enquiries through the site and will happily use Keith next time we are changing our site layout. ”

Cillian Macken | Tolsandco Montessori (www.tolsandco.ie)

“ On behalf of my wife and I we would really like to thank you for all the hard work that you done building our website Silverlining.ie . It really turned out fantastic a lot of people have commented on the site and how well it looks.To anyone that is thinking of updating or building a new website I would highly recommend ( Keith ) is very professional and listens to what the customer wants and needs .I would recommend him to any one thinking of updating or creating a new website . Silverlining.ie ”

Brian & Therese Clarke | Silverlining Coaches (silverlining.ie)

“ As a start up business, our budget was tight, having considered many web designers, and being impressed by Keith's own website, we decided to go with him. Following an initial meeting where we discussed our needs as a business and our ideas for our website, Keith outlined the options available to us, given our limited funds. Keith took onboard our vision and tried to work that into the confines of the template option for us. We found Keith to be very professional throughout the process, and easy to contact whenever we had a query. Although we were working with a template, Keith went beyond this for us, creating certain aspects himself. We are more than happy with the finished product and the lengthly, well structured document/guidelines to enable us to update and edit our website ourselves.. ”

Lisa Monaco | Monaco Cupcakes (monaccupcakes.ie)

So here's the deal..

For the ridiculously low price of **€977 + vat** , you will get..

- ✓ **A clean, crisp and elegant website** that boosts your bottom line and saves you time...
- ✓ **Traffic rushing to your door** with a free €100 Google Adwords voucher – Depending on your line of business this could be worth as many as 400 red hot prospects clamouring at your door wanting to use your services.
- ✓ **An easy to manage website** – My websites are so simple to run anyone from your eight year old niece to your 88 year old granny could run them with one eye on Fair City, and the other on your website. They're that simple.
- ✓ **Free one hour one-on-one training session** via Skype to eliminate any doubts or fears you have of managing your website.
- ✓ **My ‘iron-clad’ lifetime guarantee** – if, for whatever reason you're not happy with the way your website is performing, I'll refund you every cent of your hard earned money. Every last cent, quibble free. For life.
- ✓ **Jargon-free, no nonsense dealings** – if you're tired of dealing with Klingon-speaking web designers who bamboozle you with technical terminology, rest assured all dealings with me will be in plain, easy to understand English. I'll tell you like it is, in language you can understand.
- ✓ **Need your site in a hurry? No worries.** I'll provide you with a lightning fast turn around you Up and Bolt would be proud of. Because I have an extensive team of developers and designers, I don't take an age to get you set up and running on the web. Provided I get all the relevant information I need from you, you'll have your website live and getting business within 7-10 days.

Now if you're convinced you want to grab yourself a lead generating website for the knockdown, limited edition price of **€977 + VAT**, then you need to pick up the phone and call me, Keith Commins on 01-6875075 to get your business online and producing leads in no time.

Remember, **the clock is ticking**. You have until midnight Friday to take advantage of this special offer.



When that clock strikes 12, this offer disappears quicker than Bernard Brogan skimming his marker.

So hop to it soldier, and give me, Keith Commins, a call on 01-6876075 to start getting those prospects to your business now.

Warmly,

Keith Commins

The Sales-Driven Web Designer

Keith Commins  
aka  
“Ireland's Only  
Direct Response  
Web Designer”



**PS:** I realise it's possible you mightn't be in a position to get a lead generating website up and running before the deadline next week. Which is why I'm offering you the chance to secure your website for a time when its more suitable for you. **For a 30% deposit of €290**, you can claim your website for a time that suits you.

Whenever it suits you.

Maybe it's in November. Or possibly 2014 sometime. It's up to you.

Provided I'm still alive and the Dubs haven't driven me to suicide, you can get your website done in 2024 if you feel like it. Take your time. If you get the deposit to me before then, you can get the site done whenever you want. Otherwise you'll have to pay me full whack...or take your chances with the Cowboys and Indians. It's your call.

**PPS:** A quick reminder about my lifetime guarantee. If you are for whatever reason not happy with your site, you suddenly decide you're sick of it or for whatever reason you feel it hasn't delivered what you thought it would deliver, I'll refund you every cent of your money.

**For life.**



I won't even ask why. I won't argue, I'll just ask you where I should send the refund cheque.

No if's, no but's, no maybe's, I'll just refund your money right away.

So you've absolutely nothing to lose, and a lead producing website to gain.