

# Announceit™

Industrial Strength Targeted Email Announcement Service

Part of the Dominate the Web™ System we are proud to introduce, **Announceit™** announcing service. With Announceit™, we'll find you new prospects, clients and motivated buyers using sophisticated software by searching the web by keywords and/or geographic location, without you ever lifting a finger.

Announceit™'s powerful engine will:

- Find listening ears and motivated buyers from people, businesses and organizations on the internet that show potential for buying your product and/or service
- Find potential buyers from **exact geographic location or community, even streets!**
- Find corresponding emails from web sites for purpose of communication
- Generate email announcement letter using your words
- Send email announcements manually by us by hand (i.e. spam free!)
- Drive in additional new visitors to your web sites
- Option to "opt-in" for your periodic newsletter (optional feature requires Constant Contact service in addition to this service).



## How does it work?

1. Sign up using the attached form and fax it back to us.
2. Select the **businesses, groups and organizations**, either by name or keyword that you would like to target. For example, an antique collector could target "Antique hobbyists" and/or "antique collectors club/guide". These target groups could be a valuable source for potential new business. These people could potentially directly buy your product/service.
3. Select **keywords** that could better drill down to specific parts of a group or geographic location. In the previous example, you could use "early English 19<sup>th</sup> century furniture", "fine china", "Toronto West", "Resellers", "Bloor West Village" even "King St.". Even do negative matches i.e. "[Antique'R'us]" to filter out.
4. Specify **how many** people or groups you would like to email to. See guarantee\*
5. Write your **email announcement script** (Which we can help you with. See attached).
6. Once your order is complete, we **start searching** for these people and/or groups. We manually review/screen each and every web site for suitability, compatibility and potentiality for new business. This is a **manual active correspondence method** that separates us from illegal Spammers.
7. We then send one email at a time by hand to your potential buyers. No Spam blast.
8. This is strictly a **one time mailing**. Hence no need to "opt-out". Readers do have a choice to "opt-in" (optional feature requires Constant Contact service in addition to this service). Again, no Spam is tolerated.



## Announceit™ Order Form

Company/Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

People, Groups and Potential Buyers	Keywords	Quantity	Price
		<input type="checkbox"/> 500 <input type="checkbox"/> 1000 <input type="checkbox"/> 2000  <input type="checkbox"/> 3000  <input type="checkbox"/> _____	<input type="checkbox"/> \$174.99 <input type="checkbox"/> \$349.99 <input type="checkbox"/> \$669.99 (save \$30) <input type="checkbox"/> \$949.99 (save \$100)  <input type="checkbox"/> _____ (\$149.99 per 500)
		<input type="checkbox"/> 500 <input type="checkbox"/> 1000 <input type="checkbox"/> 2000  <input type="checkbox"/> 3000  <input type="checkbox"/> _____	<input type="checkbox"/> \$174.99 <input type="checkbox"/> \$349.99 <input type="checkbox"/> \$669.99 (save \$30) <input type="checkbox"/> \$949.99 (save \$100)  <input type="checkbox"/> _____ (\$149.99 per 500)
		<input type="checkbox"/> 500 <input type="checkbox"/> 1000 <input type="checkbox"/> 2000  <input type="checkbox"/> 3000  <input type="checkbox"/> _____	<input type="checkbox"/> \$174.99 <input type="checkbox"/> \$349.99 <input type="checkbox"/> \$669.99 (save \$30) <input type="checkbox"/> \$949.99 (save \$100)  <input type="checkbox"/> _____ (\$149.99 per 500)
<b>Total:</b>		=====	=====

Potential Buyers scenario example:  
 Example: 4000 (quantity) \* 0.5% (success rate) = 20 new buyers. Individual results vary, you could get more or less.

\*You can also combine keywords, mix and match as you need. Example shows how you can break out to drill down.  
 + price does not include taxes.

**Fax back to: Aspire Web Solutions, Attn: Lee Chiang, 416-534-0055**

## Sample Announceit™ Script

Dear [select a default salutation \_\_\_\_\_ ],

I have visited your web site and I think that [www.just-visited-your-web-site.com] has some things in common with my company, [company name].

I have a special offer to make, but let me first tell you a bit about my company. [company name] provides:

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Now here's my special offer.

In reviewing your business, I believe that:

- a) we could work together in selling our products/services jointly. Click here [www.your-domain.com/affiliate-login] to view our affiliate program offer. Our affiliate program is offered exclusively to select establishments like yours. Please use id: 'guest' p/w: 'guest'
- b) I can offer you a special [ ] % discount if you visit us at [www.your-domain.com/promo]. There you will find our special promotion, offered exclusively to select groups like yours. This is a limited time offer that expires on [date]. So please act now!

Thank you for your time. I sincerely hope you look at our offer as I'm confident that we can jointly grow our businesses as well as take advantage of our [ ] % offer.

Sincerely,  
[your name]  
[www.your-domain.com]  
1234 Example Ave., Example City, NY A1B 3C4

- I would like to use the above template, and with option to make changes at a later date.
- Please use the below script provided.

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# AspireLink™

Industrial Strength End to End Link Exchange Management

Also, part of the Dominate the Web™ System, **Aspire Web Solutions** announces our second powerful new service that manages your Link Exchange programs end to end.

**AspireLink™** is the latest member to our family of easy web services that help bring your business to the top of search engines like Google and MSN. Using sophisticated new software, without you ever lifting a finger, AspireLink™ provides industrial strength power to:

- Find link exchange partners by industry type and keywords from the internet
- Find link exchange partners by exact geographic location, incl. street names!
- Find emails of potential web partners from web sites
- Generate automatic email request letter from your words
- Send email requests manually by us by hand (i.e. spam free!)
- Create reciprocal link exchange/web directory page
- Monitor and manage reciprocal link exchange
- Potential partner web page reviews by us by eye (i.e. screening)

## How does it work?

1. Sign up using the attached form and fax it back to us.
2. Select complementary **industries** that you would like to target. In our previous example, an *antique collector* could target "*restoration service providers*" and/or "*auction houses*". These target industries would be symbiotic to your business and could potentially direct customers to you without competing.
3. Select **keywords** that could better drill down to specific parts of an industry or geographic location. In the example of the antique collector, you could keyword "*early English 19<sup>th</sup> century furniture*", "*fine china*" and/or "*Toronto West*", "*High Park*", or "*Bloor St*". Even do negative matches i.e. "*[Antique'R'us]*" to filter out the competition or anyone you'd rather ignore.
4. Specify **how many** potential partners you would like to email to. Keep in mind that the likelihood of reciprocation is <1%. However, we provide an industry trend setting guarantee of a minimum of 0.5% link reciprocation. That means for whatever quantity you select, we will search and send over and beyond required to meet or exceed the 0.5% success i.e.  $2000 \times 0.5\% = 10$  reciprocating web sites or more... guaranteed.
5. Write your **email script** (Which we can help you with. See attached).
6. Once your order is complete, we **start searching** for link partners. We manually review/screen each and every web site for suitability and compatibility. This is a **manual active correspondence method** that separates us from illegal Spammers.
7. We then send one email at a time by hand to your future potential partners. Another reason why this is not Spam.



easy web  
solutions.

8. This is strictly a **one time mailing**. Hence no need to "opt-out". Again, no Spam. Readers do have a choice to "opt-in" (optional feature requires Constant Contact service in addition to this service).
9. On a day to day basis **we monitor** which requests have been accepted and which requests have been implemented i.e. a link has been placed on their web site.
10. We **create a link directory** page (before or after) that we continually update with recent reciprocations (optional).
11. And we do this until the job is done. Remember, we **guarantee** a minimum of 0.5% link reciprocation or better.
12. You will receive an easy to read **report** at the near end of the project giving you the details. Remember, you never lift a finger!

## Example order form



Industry	Keyword*	Quantity	Price
Antique collector	Fine china, Toronto west, Queen St	<input type="checkbox"/> 1000	<input type="checkbox"/> \$949. <sup>99</sup> per 1000
	Early English 19 <sup>th</sup> Century furniture, Toronto Bloor West, Yonge St, M2N, M7B	<input type="checkbox"/> 500	<input type="checkbox"/> \$474. <sup>99</sup>
Collectibles and hobbies	Fine china, Toronto west, M6R, M3T	<input type="checkbox"/> 500	<input type="checkbox"/> \$474. <sup>99</sup>
	Vintage antique silver, Toronto west village, Bloor St, King St	<input type="checkbox"/> 2000	<input type="checkbox"/> \$1899. <sup>99</sup>
	<b>Total:</b>	<b>4000</b>	<b>\$3799.<sup>96</sup></b>
Min. reciprocal link web site guarantee. From above, <b>4000</b> * 0.5% = <b>20</b> . Individual results vary, you could get more, but no less.			
*You can also combine keywords, mix and match as you need. Example shows how you can break out to drill down.			



## AspireLink™ Order Form

Company/Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Industry	Keywords	Quantity	Price
		<input type="checkbox"/> 500 <input type="checkbox"/> 1000 <input type="checkbox"/> 2000 <input type="checkbox"/> 3000  <input type="checkbox"/> _____	<input type="checkbox"/> \$474.99 <input type="checkbox"/> \$949.99 <input type="checkbox"/> \$1899.99 <input type="checkbox"/> \$2849.99  <input type="checkbox"/> _____ (\$474.99 per 500)
		<input type="checkbox"/> 500 <input type="checkbox"/> 1000 <input type="checkbox"/> 2000 <input type="checkbox"/> 3000  <input type="checkbox"/> _____	<input type="checkbox"/> \$474.99 <input type="checkbox"/> \$949.99 <input type="checkbox"/> \$1899.99 <input type="checkbox"/> \$2849.99  <input type="checkbox"/> _____ (\$474.99 per 500)
		<input type="checkbox"/> 500 <input type="checkbox"/> 1000 <input type="checkbox"/> 2000 <input type="checkbox"/> 3000  <input type="checkbox"/> _____	<input type="checkbox"/> \$474.99 <input type="checkbox"/> \$949.99 <input type="checkbox"/> \$1899.99 <input type="checkbox"/> \$2849.99  <input type="checkbox"/> _____ (\$474.99 per 500)
	<b>Total:</b>	=====	=====

\*Minimum reciprocal link web site guarantee.  
 From above, \_\_\_\_\_ **(total)** \* 0.5% = \_\_\_\_\_. Individual results vary, you could get more, but no less.  
 +You can also combine keywords, mix and match as you need. Example shows how you can break out to drill down.  
 ++ price does not include taxes.

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“What sets us apart is our industrial strength software coupled with accurate manual work done by hand and eye, targeted to exact geographic locations and communities. All tightly integrated with our complementary services.”

This reduces the labour hours from the hundreds over several months down to a fraction of the time in as little as several weeks. The net? You get more for less.

In fact, I challenge you to find a competitor that could offer this service at such an incredible price, or one that could even offer this service, period”.

## FAQ's

### **Q: What's the difference between AspireLink™ and Announceit™?**

A: AspireLink™ is a web service that generates reciprocal links within a community to build 'rank popularity' in major search engines like Google and MSN.

Announceit™'s purpose is to strictly drive in more sales either through direct sales or through increased web site visitors and/or real clients visiting your bricks and mortar office/store.

### **Q: Is AspireLink™ and Announceit™ spamming?**

A: No. Spamming is, typically bulk, unsolicited email with the following criteria: no authentic reply to address, no physical address, no option to opt-out from.

AspireLink™ and Announceit™ are a very targeted industry/keyword search service coupled with manual screening and email sending by real hands and eyes. There is always an authentic reply to address, a physical address and opt-out is not necessary because it's a one-time correspondence.

### **Q: Why not use a rented email list rather than Announceit™?**

A: List brokers charge a premium for lists that may or may not have the prospects that you're looking for. This list is shared with everyone. You're never sure how stale the list is. And people can smell a list generated email blast a mile away.

Announceit™ is very targeted, and based on the criteria that you choose. Most importantly, you can drill down to exact locations within cities and even communities. And it's always fresh because each new job uses fresh new data gleaned from the latest web sites for each and every correspondence piece.

### **Q: I'm not sure what people, group, associations or industries to use?**

A: It's no different than what you already are used to in your advertisements. However, you might consider being a little creative to tap into markets that you may not have already thought about. Ask us for some ideas.

### **Q: I'm not sure what keywords to use?**

A: Start by using the keywords that your existing clients are using to find you. Keep in mind that AspireLink™ purpose is to generate reciprocal link exchange partners. So you can think outside of the box of who you may or may not ordinarily deal with. You might surprise yourself.

Announceit™ keywords should target those people and groups that could potentially buy directly from you, your web site or visit your physical office/store location. It could be the procurement person, the product/service source or an entire department. Don't forget, keyword geographic location can be a very important tool to further qualify your prospects.

**Q: What if I'm not happy with the quality of my responses?**

A: Like everything else, you may need to tweak and refine your keywords and/or message. Try modifying your script to pre-qualify your leads. And change up your keywords to further drill down to who your real prospects, clients and motivated buyers are.

Often, we'll work with you to go through a sample size to test the market, say around 500 – 1000 emails. Once we've sent those out, and have had a chance to analyze the response, we can then see what changes are needed. We will help you design the perfect message and/or keywords to your exact liking... until you are satisfied, guaranteed.

**Q: What if I get too many responses?**

A: Just like a faucet, you simply 'turn it down' a notch or two. You are in the driver's seat. You determine when and how much business you want or can handle. And when you're ready, you can always 'turn it up' again, on demand.

**Q: What are typical response rates like?**

A: Response rates are better than traditional direct mail which comes in around 0.1% to 0.4%. With Announceit!™ you can expect anywhere from 0.5% upwards to 1 or 2%! We're not fooling. We're so confident that you will receive at least a 0.5% response rate that we guarantee it.

**Q: How does it compare to fax broadcasting and spa-mming?**

A: Fax broadcasting (at face value) costs between \$0.05 to \$0.10 per fax to send. And spa-m costs upwards of \$0.15 per email. However that is at face value. We all know how irritating it can be to receive annoying faxes and spa-m. The associated cost of dealing with irate customers and prospects, angry voicemails, nasty threatening letters, not to mention legal fees, will skyrocket your apparent 'bargain' price. Not to mention we believe it cheapens a company's brand appeal by working on the lowest common denominator.

Compared that to Announceit!™ which comes in at a competitively priced \$0.31 per email (at 3000+ send) for qualified, screened prospects, manually done by hand. We think you'll agree that it's worth the additional extra cost.

You will find that people are very receptive to email when it comes in the form of a direct one-to-one personalized communication.

**Q: What if I'm not satisfied with your service?**

A: Like everything else at Aspire Web Solutions, we stand behind our products and services with a 100%, money back guarantee. With Announceit!™ we guarantee that if we don't achieve for you a minimum of a 0.5% response rate, we will return you your money or work harder until you do. And with AspireLink™, we guarantee you a 0.5% link exchange guarantee. Try finding that offer anywhere else. Call us to find out more.

Thank you for your time.

Please call me if you have any questions or concerns at 416-516-2390.

Sincerely,

Lee Chiang

Aspire Web Solutions

www.AspireWebSolutions.ca

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