

Another

VALUABLE INFORMATION REPORT

from

GUARANTEED WEBS. **You Win.**

**REVEALED: "The truth about owning a
successful web site."**

**How to be certain you're getting exactly what you pay for when you
invest in a web site.**

And how to make sure you're getting precisely what you need.

REVEALED: "The truth about owning a successful web site."

How to be certain you're getting exactly what you pay for when you invest in a web site.

And how to make sure you're getting precisely what you need.

Here's a few thoughts I had about the importance of getting not only what you need, when you pay for your new website . . .

. . . but also getting what's best for you and your business.

And getting the best advice and value by dealing with someone who has the right experience to help you.



Enjoy!

A handwritten signature in blue ink, appearing to read 'John Wright', with a small flourish at the end.

John Wright – CEO, Guaranteed Webs

HAVE YOU ALWAYS THOUGHT there's something mysterious about the process of making web sites?

There's not.

There's nothing more mysterious about making web sites than there is about making brochures, or business cards . . . or any other printed matter.

Here's the truth: websites are only digital versions of what we see in print every day . . . **PLUS interactivity.**

Brochures, catalogues, order forms, advertisements -- you name it, and it can be digitised and used in a website.

WITH interactivity.

Why do you think I'm repeating myself about the interactivity aspect of your internet website? Easy.

A website's interactivity is what sets it apart from any other form of printing you'll ever do.

Your website's interactivity is what allows you to

- ◆ sell,
- ◆ take orders,
- ◆ communicate with your clients,
- ◆ advertise,
- ◆ display products,
- ◆ show people how others have already used your business and how happy they are about it . . .

And your website does all this 24/7 . . . all by itself, without you or your staff.

What is interactivity?

My favourite, the MacQuarie Dictionary, defines *interactive* as:

“of, or pertaining to, things or persons which act on each other.”

When it comes to a website, this means the person looking at the site, and the website itself, which are “acting on each other.”

For example . . . what are you doing right now? You’re reading something which you got from our website. You

- ◆ acted on our site (by clicking the link) and
- ◆ our website provided you with information (a downloadable file)
- ◆ which you received (downloaded to your hard drive) and
- ◆ are now reading.

That’s interactivity. That’s what websites can do that printed paper can’t. Here are some examples of how your website can interact with people visiting it:

- ◆ **Show off your products and services** – so they can see everything at their own pace, without someone breathing down their neck
- ◆ **Provide information about yourself, about what you offer, about what you can do** for your client . . . and do it all without sounding like you’re full of yourself
- ◆ **Alert customers to specials** – it’s one of the cheapest ways to unload excess stock or to deliver a discount. You’re already foregoing a limited amount of profit by giving a special – why spend heaps more unnecessarily on an advertisement or handbill?
- ◆ **You can receive complaints or other comments.** Complaints aren’t something to hide from. Complaints are a good thing – they enable you to deliver better service in the future.
- ◆ **You can take orders from your website.** No staff, no books, no paperwork except when you print out an order in your office.
- ◆ **You can conduct a sale and receive payment.** A sale from your website means you can’t get “duded” later on because your customer decides not to pay you. Or their cheque bounces. And you don’t need to issue an invoice . . . it’s all done automatically.
- ◆ **You can provide helpful information** which will help your clients think of you as a terrific and knowledgeable firm to deal with. And when they need further information, or perhaps some assistance with the fine points of your field, they’ll often call you to get them out of the mess they got themselves into!

THREE Easy steps to getting the best website for your needs.

There are three easy steps for getting the website best suited to your needs as a small business.

1. **Call Guaranteed Webs** – Don't worry: this isn't a sales pitch. The reason you should call us is simply that we can help you work out what's best for you.
You don't have to buy anything . . . and you won't have to sign anything.
You're not under any obligation.
And you're more than welcome to take what you learn from us and visit any web site developer around.
2. **Next, we'll have a few questions to ask** which will let you clearly understand exactly what you need for your website.
3. **And finally**, you decide when to act.

Three easy steps . . . and you're home and hosed.

To get you started . . .

To demonstrate what I've been talking to you about, take a look at [Guaranteed Webs](#), our website. In there you'll find heaps of current, valid, informative and helpful FREE articles about improving your small business.

There's also a [free monthly newsletter](#), filled to the brim with info to help you.

You see, we practice what we preach.

We found out our clients stay with us – get on well with us, and pay our account when it's due . . .

ONLY BECAUSE

. . . we give more than we get.

Only because they know we have their best interests at heart.

As one of our clients, you'll soon realise that when we say "we have the experience" we're talking about 35 years in the printing and advertising industry since 1968.

And ten years of successfully building web sites, since 1996

Our client list over the years includes names like Bond University, Australian Provincial Newspapers, Jim Beam, Thursday Plantation, Okanui Clothing, Moreton Hire, Chocolate Graphics, KFC, Bolle, McDonalds, All Steel House Frames, FastTrack, Marymount College, Absolut Vodka, GE Capital, Powers, Australian Naturalcare products, Flexible Hose Supplies, Palm Beach Soccer Club . . . and that's only me showing off!

There are literally hundreds upon hundreds more local Gold Coast and Northern New South Wales businesses we've helped over the years, all of whom quietly made solid use of our expertise, **to help make more profit in their business.**

Just in advertising alone, we estimate we've made over 10,000 advertisements for more than a thousand small businesses just like yours!

As I said above, we've been excelling in print and advertising since 1968. And in web site development since 1995 (the World Wide Web only began in 1991).

Hang on a minute, I can hear you saying – it's all well and good for this John Wright character to go on about his ***experience*** . . . but is it real?

Fair questions – and so here's a quick thumbnail sketch as an answer:

- ◆ Apprenticed offset printing machinist – Federal Ticket, 1964
- ◆ Graphic design and typesetting – Federal Ticket, 1997
- ◆ Co-founder of *The Byron News* – 1972
- ◆ Professional Photographer – 1974 to 1992 (leased to manager 1986 to 1992)
- ◆ Owner/Editor, *The Byron News* – 1986 to 1993
- ◆ Graphic Arts Manager, International for Consultrade Indonesia – 1993 to 1995
- ◆ Graphic design and art studio consultant, Australian Provincial Newspapers – 1996 to 1999
- ◆ Pre Press Manager, Heaneys Performers in Print – 1999 to 2000
- ◆ And last but not least – partner and CEO of imagine Success from 2000 until now.

And since then, under the Imagine Success umbrella we operate these three businesses . . .

- ◆ **Imagine Success Graphic Design** – our graphic design, printing and publishing division,
- ◆ **Hostwey**, which manages all our website hosting requirements, and
- ◆ **GUARANTEED WEBS** – where you've recently been a visitor.

And I haven't even mentioned my better half, Widya, yet!

My “Better Half” – some would say better three-quarters!



Anyone in business will tell you that no matter how talented you think you are, you need someone who's in control of the paperwork. Someone who looks after the office, the accounts, the invoicing, the ordering, the BAS . . . and a whole lot of other stuff I cringe at the thought of.

Our 'someone' is Widya, my darling wife.

She's had a ton of experience as well:

Widya has been a corporate secretary, company office manager and production manager for firms such as Kul Kul International Hotel, Consultrade Indonesia and Quiksilver International. (Yes, ours was the big office romance when we were together at Consultrade!)

It is Wid's thoroughness and attention to details which ensure your work progresses through our unique WorkFlow® system, from beginning to end. It is her awareness and consideration which enables your work to "jump the queue" in emergencies . . . and it's her smile that makes a visit to our office worth the trip!

And all that, my friends, is why we know how to help you and your business to benefit from having your own website.

We've assembled our experience from so many areas, and packaged it all together so that you can benefit. You deserve the best . . . why not grab it with both hands?

Cheers

A handwritten signature in blue ink, appearing to read 'John Wright'. The signature is stylized and cursive.

John Wright

PS: Don't forget you can reach me 0414 95 743 with any questions. I'll be delighted to talk to you.