

Sample website copy / promotional flyer written for startup internet development company. This was used on a two sided printed flyer that the company salesman could give out, fax, or e-mail to make a small business owner set up a sales appointment, and handed out at chamber of commerce meetings. Circa 1999, before the majority of companies were established online.

## **10 Benefits of Having Your Business on the Internet**

- 1. Availability.** Internet business is open 24 hours a day, seven days a week. The opportunity to be open for business when your customer wants to do business with you is invaluable.
- 2. Staff.** Internet business needs either no staff, or greatly reduced staff that can be focused on providing the products or services that have been purchased. As an example, the savings of not needing a salaried receptionist would pay for all but the largest websites.
- 3. Location #1.** Eliminate the largest single cost for the average traditional business. No rent to pay, no store fixtures to buy, no parking lot, no security system, no signs to put up. Storage, packing and shipping for retailers of hard goods can be located in a much less expensive warehouse.
- 4. Location #2.** An internet business is located EVERYWHERE someone has a computer. This is the equivalent of having your business located in every city, town, farm, and rural area worldwide. Your business can open up markets previously unavailable or cost-prohibitive. Your business is now available to the millions who are unwilling (or unable) to go out to a store during traditional business hours.
- 5. Startup Cost.** Even the most expensive and well-promoted startup internet business costs a small fraction of other business options, or expanding an existing traditional business into only one new market.
- 6. Buying Power.** Thanks to electronic commerce, those 24/7 customers worldwide have the ability to buy immediately and efficiently online. Impulse purchases can now be made with the click of a mouse, not even risking the sale on a customer being reticent to make a phone call, or mail a check the next day. You can live up to that 500 year-old saying "Strike while the iron's hot".
- 7. Information.** At a tiny fraction of the cost of a printed catalog, internet businesses can put almost unlimited information, specifications, photos, sales materials, and descriptions in the hands of customers. Deciding how to best use minimal space in catalog pages can be eliminated. The entire instruction manual for a product can be put online and accessible to the customer in moments. Did we mention the postage cost of sending out catalogs?
- 8. Updates and Changes.** The price, specifications, and availability of products or services can be updated in moments online. Special promotions, online coupons, or new services can be offered, updated and changed to suit the needs of your business immediately and at little or no cost.

9. **Customer Service.** Answers to common questions, online help sources, and other resources are available to your customers in an instant. Personal communication with your customers is cost-free. Customers can report a problem or send you an inquiry at any time, at no cost to them or to you.

10. **Business Streamlining.** Electronic commerce gives your customers instant buying power, but even more important is that the transaction is cleaner, less expensive, and more efficient for you as well. Payment for products or services is credited to your business account immediately, and funds are approved before you ship goods or perform services! No bounced checks, no collection accounts, and a drastically reduced paperwork load!

11. **Owner Control.** The reduction of staffing, the elimination of costs, the automation of payments (and associated reduction in record-keeping), and the centralization of critical business functions all add up to something greater than the sum of the parts. The business owner can now be in control and oversee much more, if not everything, related to the business from one computer and at one time. Savvy business owners can now put themselves back into the loop, and in control of it.

12. **Advertising and Promotion.** The internet offers many different ways to advertise and promote, in addition to the traditional media. These opportunities range from free to significant expenditures, yet even the most expensive banner advertising and online promotion is less costly than using traditional ads. Most internet businesses enjoy a much lower total cost of advertising and promotion to achieve the needed results. The established concepts of joint marketing, cost-sharing, or affiliate marketing tie-ins work just as well on the internet as they do in traditional media. The internet equivalent of direct-mail marketing reaches an enormous number of people at a significantly lower cost than printed mailings and inserts.

OK, so we gave you **twelve** benefits instead of ten. That's the point we're trying to make anyway. For the vast majority of business, the internet offers more benefit for less effort. WebMaster Tools extends this concept even further yet, by offering the business owner an unequalled value and a comprehensive package of services under one roof.