



FORMULIS

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<<First Name>> <<Last Name>>
<<Company Name>>
<<Address>>
<<City>>, <<State>> <<Zip Code>>

Dear <<First Name>>:

Don't think you need a website for your business? Think you might, but don't know where to get started? Have you considered one, but panic when it comes to computers or worry about expenses and time-commitments?

Relax! I've put together www.Formulis.com/blog as a free resource just for you! Inside you'll find answers to a host of questions small business owners have about getting started online. The site is packed with 21 self-help articles, checklists and reports covering 11 crucial topics, such as:

- Why every small business, even a sole proprietor working from home, can't afford to go another day without a website—even if it's the most basic, simple, starter site.
- How to evaluate your current website, identify objectives and benchmark results to convert your site into a lean, mean, cash earning machine.
- What successful small businesses already know about the web, and how they are exploiting that knowledge to cut you out of business and steal your customers.
- How to spot a crooked or amateur web developer from a mile away, and judge a true professional on four key criteria to get the most out of your relationship.
- What Cocoa-Cola, Microsoft and Harley-Davidson can teach small business owners about branding, and how you can master these techniques to boost your credibility and image.

But there's much, much more! And don't worry... all of the articles, reports and guides are free!

It is my hope that these resources will help you get your business up and running online... and ultimately, to put more money in your pocket, allow you to spend less time working, more time playing, and help you realize greater personal and professional success.

Visit www.Formulis.com/blog today or call me at 866-247-0605.

Sincerely,

Michael J. Borowiecki
President

P.S. <<First Name>>, if you don't think you need a website, already have one but question its effectiveness, or think you might need one, but don't know where to get started—be sure to visit my free small business website resources at www.Formulis.com/blog

P.P.S. Don't forget to download my special report, **The Seven Benefits Of A Website**. It's entirely free... so don't worry about having to register or provide your personal information.