

August 24, 2008

[Prospect Name]
[Address 1]
[City] [State] [Zip]

Maybe You Don't Hate Your Website but You Sure Don't Love It Either

Dear [Prospect Name];

If you've looked at your website lately and thought about making it better—or even getting rid of it and starting from scratch—this may be the opportunity you've been waiting for. For more than ten years, [Your Company] has been building better websites for businesses all over [Your City]. Now we'd like to build one for you.

C'mon. Admit it. Not only is your website static and boring, it's just not doing the job. Instead of boosting sales and improving your professional image, it just sits there day after day doing nothing. Like a lazy relative sleeping on the couch, your website is a moocher, living off the hard work of your other more effective marketing and sales materials.

When the economy was good you might not have paid it much attention. When sales were up and your phones were ringing off the hook you probably didn't care. But now, in a more competitive market where customers are watching every dime, it's hard not to notice when your website isn't pulling its weight.

That's where we come in. [Your Company] is the leading agency in [Your City] when it comes to creating the kind of dynamic websites that reach out and grab the customer; communicating your message in a way that has them clamoring for their checkbooks and coming back for more.

Our team of talented design and development experts can do more than just create a great looking website. A one stop shop, [Your Company] provides domain registration and web hosting services so you can find and keep your home on the Web right here in [Your City]. Our Search Engine Optimization solutions make it easy for more people to find you, while our powerful Content Management Systems make it easy for you to edit and manage your site with no technical knowledge necessary.

[Your Company]'s professional web services are designed to help you maximize your return on investment by delivering tremendous value at an affordable price. From a simple brochure style website with just a few pages, up to a huge database driven E-Commerce package, [Your company] has the knowledge and expertise to build a website worthy of your business.

If you're in the market for a web site, I'd love to talk to you and show you the difference a truly world-class web services firm can make in showing your business to the world.

I've asked my Web Services Consultant, [Sales Rep], to follow-up with you soon to answer any questions you might have and explore the possibilities for bringing your ideas to life on your new [Your Company] website! In the meantime, please feel free to sample some of our work at [Yourwebsite.com].

Sincerely,

[Your Name]
[Your Title]
[Your company]