



## **COMPANY BACKGROUND:**

### **Person To Person Direct**

Offering over 25 years of expert direct marketing and campaign management experience. All customer service and support is provided by three remotely located call/ data centers. Each center is staffed with US-based Management, Help Desk and Outbound Call Representatives.

Current Clients include; Kraft General Foods, Thomas Publishing, Professional Copywriter's - Bob Bly, and Gary Blake, Valley National Bank and ConsciousOne.com

## **Our Sales/Marketing Services include:**

- *email marketing*
- *telemarketing*
- *website/microsite design*
- *email and web copy*
- *web hosting*
- *e-commerce and merchant setup*
- *help desk support*
- *blog and affiliate program setup*
- *targeted traffic campaigns*
- *lead generation*
- *search engine optimization services*
- *ezine distribution solutions*
- *email list building*
- *customized database, application creation and development*
- *live chat services*

## **Outline of Our Standard E-Commerce Services:**

All of the following are included in our standard E-commerce solution:

### **A. Website Design:**

We coordinate the entire design on a simple 6-8 page website with javascript (rollover) navigation elements and include up to 10 stock images from [i-stockphotos.com](http://i-stockphotos.com) or similar stock photo library.

This also includes the creation of a customized graphic/logo/masthead for your site for Flash elements can also be added (intro and navigation) depending on the nature of the website.

## **B. Compelling Sales Copy:**

We provide you with customized keyword-rich copy with a distinctive sales emphasis. Please take the time to review the below examples. These are some examples of Sales/SEO copy we have completed for a few of our current clients.

### **Copywriting Examples:**

Visit [dynamitecopy.com](http://dynamitecopy.com) for copywriting samples including: Articles, Salesletters, Web Copy, and Press Release Copy.

## **C. FREE Content Management System:**

We will include a FREE Content Management System (complete with online training/support). We will design your site so you can easily update ALL the copy and images yourself, through a web interface (even update your keywords whenever you need to).

## **D. Hosting Services:**

We offer hosting through our USA datacenter providing service with unlimited email accounts, unlimited traffic/bandwidth, unlimited MySQL databases and unlimited storage for your website content.

Along with your hosting you also will receive FREE bonus software which can be sold or given away to your customers in order to provide additional commerce. This software will add to a more Interactive experience with your visitors.

These FREEBIES include FLASH banner creation tools, marketing ebooks, ad tracking software, affiliate page making software, banners, blog software and various marketing/sales and general e-books.

These work great as giveaways/ freebies for your visitors.

Cost: **FREE** Website Hosting for the 1<sup>st</sup> Year! - \$25.00/per month thereafter

Includes:

- Unlimited bandwidth
- Unlimited email accounts
- Unlimited disk storage
- Unlimited auto responder accounts
- 24/7/365 ongoing technical support

## **Frequently Asked Hosting Questions:**

**Question:** *What about downtime if we switch to you?*

**Answer:** There should be zero downtime if your switch is coordinated by us.

We will make 100% certain that the new location is all carefully configured and is ready to be switched -- no nameservers will be changed until we show you the new location and show you how every thing is configured and working -- we will even use the exact same login details for email (that you are using on your current location) -- so everything will work the same and no email messages will be lost.

**Question:** *Will we still have remote access to email, auto responder, vacation messages, etc. through your server?*

**Answer:** Yes. We will show you all of this before any nameserver change is made and we'll show you how to configure these settings in cpanel.

**Question:** *What about backups? How secure is our hosting and what about uptime?*

**Answer:** We only use hosting providers with cpanel since it is the most widely used and easiest control panel program on the internet --everything in the hosting environment is all 'icon' driven (looks just like the Windows environment on your pc).

More importantly, cpanel allows us the ability to make daily backups of all of your website content (including all posts in your blog, and any and all changes made to the site each day -- even the slightest change to any database on your site is saved and backed up) -- this allows our staff the ability to make a "mirror" backup of your site (so should there even be a problem we can immediately redirect/switch to the backup provider). Each day we test backup files and make sure your site content is retrieved from the hosting location and stored at our facility (backups are stored and tested at 2 different physical locations) - - we are actually 'pulling' the data from your website each and every day and backing it up on our servers - so all of your data is safe and not at the mercy of any one hosting provider...There is no extra charge for this service - and my guess is your current provider is not offering this to you (even as an extra paid service).

The difference between using us and using another hosting provider is that we are not bound to one hosting provider - if trouble occurs we can easily move you because we have your data safe and because we currently maintain six (6) different backup hosting locations - all spread throughout different geographic locations within the United States and in the U.K. (in order to maximize redundancy) -- all of our servers are monitored for uptime (via 24/7/365 ping meter) and any sign of trouble is immediately sent via email and cellular phone message to our support staff.

## **E. Emailing Software:**

Since regular communications with your website visitors is essential for sales conversions, we also offer integrated e-mailing software that can allow your visitors to sign up for your newsletter/free report and enable you the ability to capture the email address of the prospect. This software comes with Ad Tracking and unlimited auto responders so you can conduct multiple marketing/sales campaigns at once.

We would be able to put together an online HTML template where you can create the text of your newsletter each month. We would then have a link to the online newsletter location where you can then distribute your newsletter to your various in-house lists.

Here are a few examples of some online templates we have built (we can use your logo in the header/footer and create something customized to your liking):

<http://wisdomnewsletter.com/editor/>

You can see you can easily add images and format text with these online templates. We can also install web-based mail list management software which allows you to implement unlimited auto responders, removal/ bounce management and link tracking (for result measurement).

Demo:

<http://listmailpro.com/demo/login.php>

Features:

- Unlimited lists, each with they're own customizable web pages, follow-ups, fields, and users.
- Unlimited follow-ups for each list. Run any number of timed auto responder messages as well as send solo emails and schedule emails to your lists.
- Message Codes - Personalize your emails with easy-to-insert codes that are replaced by user info, custom formatted dates, custom text, and more.
- Custom HTML, completely modify the subscribe and remove pages for each list to FULLY integrate with your site.
- Link database; create codes for more attractive links that point to a tracking script. *See who hits what links and when!*
- Text and HTML email in the same email with file attachments.
- Confirmation emails, referral URL, and IP address tracking to prevent spam allegations.

- Custom Fields. Have up to 10 custom fields for each list to store extra user information on signup. Unlimited users with no limits to the amount of email you can send.
- Easy remove link, customizable and insertable with a simple message code.
- Automatic bounced message handling via POP mailbox or included CGI script.
- Scheduling system to queue your messages days, months, or even years in advance. Backup & Restore utility to protect against server crashes.
- Programmed with the powerful PHP scripting language utilizing a MySQL database backend.

This software comes installed and includes online tutorial videos and unlimited online support.

### **F. Standard Search Engine Inclusion Services:**

We offer **GUARANTEED** search engine inclusion **in 48 hours or less (many times the same business day!)**, your site will begin to show up in many of the web's most important search engines and content sites, including Yahoo, MSN, AltaVista, Excite, InfoSpace, NBCi, C|Net and many others. **No other service is able to match this claim.** We use a proprietary blend of genuine search engine submission, sponsored listings and paid inclusion - all of which are included in our flat monthly fee with no per-click charges - we get you listed faster and more comprehensively than any other service, guaranteed.

We then submit your site, using our superior proprietary submission software, to every other search engine on the planet that matters, and re-submit every 30 days thereafter. **We submit to Google, AOL, Yahoo and all applicable international versions of these engines.** Your site will be submitted by hand using our superior proprietary software, and we review all submissions for accuracy, efficiency and completeness.

After each submission we will provide you with a detailed report of every search engine and directory to which your site was submitted. You may update your site name, description, keywords or any other information, with absolutely no cost or headache, an unlimited number of times.

**Within 48 hours**, your site will appear in the following search engines and content sites, many of the most important out there:

Yahoo!	WebCrawler	AlltheWeb
MSN	Go2Net	CNN
AltaVista	InfoSpace	ESPN
Dogpile	Sympatico.ca	Juno
Excite	Microsoft Internet Explorer	NetZero

The following search engines and directories are submitted to using our **superior proprietary submission software**:

AOL Search	Excite	MSN Search
AltaVista	Excite (AU)	Mundo Latino
iBoom Network i-Explorer	Excite (CA)	Nathan (D)
LookSmart	Excite (CH)	NationalDirectory
NBCi	Excite (FR)	Nerd World Media
Open Directory Project	Excite (IT)	NetIndex (PT)
Ya.com	Excite (NL)	Netscan (FR)
Yahoo Australia & New Zealand)	Excite (PL)	Netscape Search
Yahoo Brasilia	Excite (SE)	Northern Light
Yahoo Canada	Excite (UK)	NZ Explorer
Yahoo(D)	Exsa.de	OnAMission
Yahoo(DK)	FAST Search	PhatLinks
Yahoo(ES)	(AllTheWeb.com)	Pippo (IT)
Yahoo(FR)	FindALL (D)	QuestFinder
Yahoo(IT)	Fireball (D)	Radar UOL (BR)
Yahoo(SG)	FreeSeek (D)	Ripley.de
Yahoo(UK & Ireland)	Gimme NetSearch	Scrub The Web
Yahoo(US)	Giraffen (DK)	Search (CH)
A-Site	GlobePage (China)	Search Hound
Abacho.com	Goo (JP)	Search.NL
Abadoor (D)	Google	SearchIt
About Australia (AU)	Google (AU)	Searchopolis
Acoon (D)	Google (CA)	Searchup (D)
Action! (D)	Google (CH)	Shop Reach
Add2Me (DK)	Google (FR)	Sofcom Australian
Advalvas Yellow (BE)	Google (IT)	Websearch (AU)
Aeiwi	Google (NL)	SparkSearch
Aesop	Google (PL)	SpeedFind (D)
Ah-ha.com	Google (SE)	Splat! Search
Aike (AR)	Google (UK)	Startpunt NL
ALook4 (DE)	Greek Indexer	Subjex
Alexa	Grippo (AR)	Super Snooper
Allestra	Henkel Austria	Surftrade (BR)
Amadillo (D)	HKSeek Hong Kong	Swisspage (CH)
Ameta (D)	HotBot	Tagoror ES
Anzwers (AU/NZ)	Iguana/Radar (MX)	The Cozy Cabin
Arabji	Ilse (BE)	The Internet
Arianna (IT)	Ilse (NL)	Archive
Augeauf (D)	Infohiway	The Internet
	Infoseek (CH)	Resource Exchange

Austria Netguide	Infoseek (D)	TheKing (NL)
Austrian WebWizard	InternetSpider.de	TrouveTout (FR)
Austronaut (AT)	ie Search	TrueSearch
B2BExcite	imaghreb.com (Africa)	UK Plus
Beamed Search	infoProbe	UK Submit
Bellissima (D)	iTv Search	Vindex (NL)
Bellnet (D)	Jayde Online	VindIn.NL (NL)
Big Bang	JopiNet (ES)	Voila
Blitzsuche (D)	Joyzone (DK)	Voila (ES)
Boleh Malaysia Search	Lokace (FR)	Voila (FR)
Bot1	Lotse.de	Web Trawler
Box.sk	Lupe.com (D)	Web-Archiv.com
Buscapique Espa-a	Lycos	(D)
Caloweb	Lycos (AT)	WebCrawler
Canada Seek	Lycos (BE)	WebData
CarayGaray	Lycos (D)	WebSearch (AU)
Claymont.com	Lycos (DK)	WebSearch (DK)
ConnectPresto	Lycos (ES)	WebTop.com
cdnet.com	Lycos (FR)	Webtip (DE)
Dale2000 (AR)	Lycos (IT)	WebWombat
Dansk Web Index (DK)	Lycos (NL)	(AU/NZ)
Direct Hit	Lycos (NO)	Webwatch (BE)
E-Sygoing	Lycos (SE)	WebZone
Ecila	Lycos (UK)	WiseNut
Euroseek	Lycosch (CH)	WoYaa! (FR)
	MasterSite	WWWijzer NL
	Mexicoglobal	whatUseek
		Xasa.com (ES)
		YuSearch.com

### **Most Recent Optimization Results:**

- [peterfogel.com](http://peterfogel.com) - keyword: 'expert copywriter' - 1st page ranking YAHOO/GOOGLE
- [fortune500comedy.com](http://fortune500comedy.com) - keyword: 'comedy sketch writer' - 1st page ranking YAHOO/GOOGLE - keyword: 'humorist and corporate speaker' - 1st page ranking YAHOO/GOOGLE
- [overcominginfertility.com](http://overcominginfertility.com) - keyword: 'techniques couples have used to get pregnant' - 1st page ranking YAHOO/GOOGLE
- [rsskillerapp.com](http://rsskillerapp.com) - keyword: 'add dynamic content to your website' - 2nd page ranking YAHOO (ranked #14)

[Contact Us](#) online to discuss your Traffic/SEO requirements. We also offer competitively priced 'blended' traffic solutions (utilizing SEO and pay-per-click) to boost sales!

### **G. Chat Integration:**

Adding live CHAT is a great way to reap immediate benefits from your SEO/Traffic building strategy. If you are online frequently this is a FANTASTIC way to immediately interact with your visitors and qualified traffic. A small icon is displayed on your website alerting the visitor to whether you are online (and available for chat). You simply log into a web-based admin area and you can push "pre-canned" answers to your visitors and even initiate chat with your visitors whenever you would like. This is a *fantastic* tool to help close sales.

### **H. Blog Integration/ Blog Directory Submission:**

By using a Blog you can further help your SEO placement. Blog entries appear as relevant/targeted content to visiting search engine directories. They are critical components used in the most productive SEO/Traffic building solutions.

### **How Blogs Can Help Improve Search Engine Visibility:**

Google™ has basically set the standard by which a majority of Search Engine's index web content. Google has regularly placed heavy emphasis on genuine keyword-specific content vs. popular "keyword-stuffing" or "keyword-spamming" techniques. In turn, many search engines have recognized that Google's search engine algorithm as the best method of identifying the best websites within a particular niche. As a result, many search engines are actually copying the Google approach to indexing websites within their directories.

Google's latest algorithm change (named by internet marketers as "Jagger") places a significant amount of weight to websites which provide targeted content (i.e. articles and pages specifically geared towards niche keywords). The Google "Jagger" update (Nov. 2005) supports the notion that when it comes to high search engine rankings "content is king". It's no mistake that the very best websites within any given niche will always have fresh-relevant content targeted to a specific group of keywords.

Consider the following example: Let's suppose you have a website selling sneakers which contains a bunch of supporting articles such as "how to choose a pair of sneakers", "which are the hottest sneakers", "which sneakers provide the best value," etc. -- Under the Google indexing method a site such as this will ALWAYS rank better in search engine rankings vs. a sneaker website that fails to offer any supportive content whatsoever one containing "off-target" content.

## **Why blogs are so helpful when it comes to website content:**

Blogs are specifically formatted so that search engine spiders (A.) find newly added content quickly and (B.) continually return and index those websites containing regularly updated, fresh content -- both are critical for maintaining targeted traffic.

For example, you'll notice on the blog [dynamitecopy.com](http://dynamitecopy.com) (Person to Person Direct's professional copywriting website) the supportive article pages for the website are automatically created whenever a new post is made to the site - here are some examples:

<http://dynamitecopy.com/article-telemarketing>

<http://dynamitecopy.com/newsletter-article-dvd-offer-1>

<http://dynamitecopy.com/emergence-program>

These pages are recognized easily by the search engine spiders and no special programming or 'trickery' is necessary in order for the pages to be created and recognized.

Person to Person Direct can help you quickly setup a blog and show you exactly how you can add your own freshly targeted content - for free! There are plenty of websites offering free targeted articles within most popular niche categories - and many allow you to modify and repost them on your own blog. Each and every time you post a new blog entry to your site it's like creating a keyword-rich page which the search engine spiders will discover and index -- In short, the more targeted blog posts you place on your website, the better your site will perform in the search engines rankings.

Here are some recent examples of blogs setup by Person to Person Direct:

[www.dynamitecopy.com](http://www.dynamitecopy.com) (All Content)

<http://bly.com/blog>

<http://copyprotege.com>

<http://rsskillerapp.com/blog>

[www.atozmesothelioma.com](http://www.atozmesothelioma.com)

## **I. Display Relevant RSS/Blog feeds on your Website:**

In addition to driving targeted traffic to your website, Blogs can also be used to maintain positive search engine ranking while providing your customers with fresh-relevant articles and content (relating to your industry).

Our newest technology ([www.rsskillerapp.com](http://www.rsskillerapp.com)) allows you to satisfy not only the search engines but also your visitors (who will appreciate your commitment to updating them with the freshest news and information possible). With our technology, you can display any Blog/RSS feed on your website in a resizable window for your visitors.

We are available to discuss further the benefits of this technology, should you require.

## **J. TURNKEY Shopping Cart System (for Multiple Product Website):**

We will include a TURNKEY Shopping Cart System to manage ALL of your products/ services and marketing needs. This software provides you with an integrated shopping cart system, complete with affiliate manager software, customer support center, email marketing and special campaigns to current customers, as well as complete Ad Tracking.

### **Person to Person Direct Contact/Sample Info:**

**Instant Messenger Id:** imarketingpro (AIM)

**Email:** [support@persontopersondirect.com](mailto:support@persontopersondirect.com) or [sales@persontopersondirect.com](mailto:sales@persontopersondirect.com)

**Company website:** <http://www.persontopersondirect.com>

### **Sample Work Product:**

- [bly.com](http://bly.com) (Email Distribution, Web Content, Web Design, E-commerce)
- [totaltaxprep.com](http://totaltaxprep.com) (Web Content, Design, SEO)
- [bly.com/report/index2.html](http://bly.com/report/index2.html) (Email Distribution, Web Content)
- [persontopersondirect.com/discountplans](http://persontopersondirect.com/discountplans) (Telemarketing Script, Database Integration)
- [caskeytraining.com/report.html](http://caskeytraining.com/report.html) (Email Distribution, Web Content)
- [caskeytraining.com/selling](http://caskeytraining.com/selling) (Design, SEO)
- [cashpropertiesonline.com](http://cashpropertiesonline.com) (Web Content, Design, SEO)
- [persontopersondirect.com](http://persontopersondirect.com) (Copywriting, Web Content, Design, SEO)
- [realestateplayersclub.com](http://realestateplayersclub.com) (Design, SEO)
- [fortune500comedy.com](http://fortune500comedy.com) (Design, SEO)
- [undergroundsoundsnyc.com](http://undergroundsoundsnyc.com) (Web Content, Design, SEO)
- [rsskillerapp.com](http://rsskillerapp.com) (Copywriting, Web Content, Design, SEO)
- [bly.com/blog](http://bly.com/blog) and [bly.com/archive](http://bly.com/archive) (RSS and Blog Setup, SEO)
- [Dmailer](#) (Copywriting, Design, SEO)
- [GlobalTrafficPros](#) (Copywriting, Design, SEO)
- [List Mail Club](#) (Design)
- [Turnkey Profit Program](#) (Microsite Design, SEO, Email Distribution)
- [wisdomnewsletter.com](http://wisdomnewsletter.com) (Copywriting, Web Content, Design, SEO)
- [whitfieldstreetgallery.com/scart](http://whitfieldstreetgallery.com/scart) (Shopping Cart)
- [dynamitecopy.com](http://dynamitecopy.com) (Copywriting)
- [internetkeywordsecrets.com/mail.htm](http://internetkeywordsecrets.com/mail.htm) (Splash Page)
- [Order Processing System](#) (Order Processing)
- [zoneurl.com](http://zoneurl.com) (Programming, Database Setup, Design)
- [rsskillerapp.com/blog](http://rsskillerapp.com/blog) (Blog Setup)
- [copyprotege.com](http://copyprotege.com) (Blog Setup)
- [atozmesothelioma.com](http://atozmesothelioma.com) (Blog Setup)
- [bestgiveawayever.com](http://bestgiveawayever.com) (Copywriting, Microsite Design)
- [bestmicrotemplates.com](http://bestmicrotemplates.com) (Copywriting, Microsite Design)

- [blysentme.com](http://blysentme.com) (Microsite Design)
- [Mortgage Lead Generation Program](#) (Lead Generation, Email Distribution)
- [Insurance Lead Generation Program](#) (Lead Generation, Email Distribution)
- [internetkeywordsearch.com](http://internetkeywordsearch.com) (Microsite Design)
- [Dvd Marketing Promotion – ConsciousOne](#) (Copywriting)
- [internetmarketinghallofame.com](http://internetmarketinghallofame.com) (Microsite Design)
- [webpadder.com](http://webpadder.com) (Microsite Design)
- [mychemset.com](http://mychemset.com) (Design, Database Setup)
- [Superblaster](#) (Copywriting, Microsite Design)
- [Emergence Sales Program](#) (Copywriting, Design)
- [Visualization Sales Program](#) (Copywriting, Design)

### **Testimonials:**

“Your copy on the DVD project exceeded our expectations. We sold over 1000 units in the past few days! Great Job!” -- *Scott Martineau, President [www.ConsciousOne.com](http://www.ConsciousOne.com)*

“I love Person to Person Direct's work and their professionalism! They are my #1 choice these days for designing Web sites, e-mails, and landing pages.” -- *Bob Bly, Author of [The Copywriter's Handbook](#), [The Complete Idiot's Guide to Direct Marketing](#) and [Complete Guide to Internet Direct Mail](#).*

“They're a pleasure to work with and they've certainly been a great help in getting me going with my new venture.” -- *Bruce Levison - IMPACT Promotions*

“Their solution was easy to setup and was by far the fastest mailer we have ever used!” -- *Anthony R. - Lead Network Administrator [www.wallstreetreporter.com](http://www.wallstreetreporter.com)*

“I love their business solutions. They really work great!” -- *Gary Henderson - Custom Business Solutions, Inc. [www.customb.com](http://www.customb.com)*

“I think you will find that there are very few companies around that maintain such a high level of product and support!” -- *Howard Bosworth - CEO -- Cybersite 3000 Group UK Ltd.*

“They are always a great joy to work with, very well organized and dedicated to client satisfaction.” -- *Chris Ross - President/CEO -- Rodonic, Inc.*

“Thanks for doing such a beautiful job with my website. I never could have done this on my own.” -- *Lisa Lehr Dodd - Writer*

“I am glad to see that we have finally found a company who has the level of knowledge that we required.” -- *Tim Bancroft - Mortgage Re-finance Professional*

“It is great to have run across them. Nobody else would have told me all these practical things!” -- *Dr. Watley - Professional Direct Marketer*

“Hats off to you! Keep up the good work! Much appreciated.” -- *Larry Fields - Business Management Consultant*

“Everyone at Person to Person Direct has been very helpful and I appreciate their customer service. I WILL be doing business with them company again.” -- *Anthony Richardson – President/CEO -- Asquared, Inc.*

“I'm very impressed with your company and marketing solutions!” -- *Eranka Wimalasena - Managing Director [www.webcraftcreations.com](http://www.webcraftcreations.com)*

“I'm very satisfied and impressed! Your solution is a winner!” -- *Elmar B. - Professional Direct Marketer*

“They've offered some great ideas, plenty to chew on!” -- *Louis Fernandez - President/CEO*

“I would like to thank everyone at Person to Person Direct for providing such an excellent service and offering such amazing support. I've been in business since 1996, and have spent close to \$50-\$70k on probably 100 companies buying all kinds of supplies and services, and I have to say they are #1 in my book and I look forward to being their customer for a long time to come. Thanks again for everything!” -- *Newport Internet Marketing Corporation*