

Jim McWhorter

Home Business Consultants

14363 Nandina Court

Centreville, VA 22020

August 21, 2005

Dear Business Owner,

Do you struggle with your marketing efforts? Most small businesses do. I know personally from speaking with them everyday. What's even harder are the home based businesses—like yours—that don't get the day to day exposure to new technology.

Aren't you in a state of panic as you fall further and further behind? Aren't you afraid of looking ridiculous to the rest of the world as you take the technology that you DO have and market your product to the world? Well, calm down! Let me reassure you that there is a better way.

It's hard enough to spend dollar after dollar on advertising and marketing when you're uncertain where to start. Add your outdated technology to the equation and it's even worse. As a home based business how do you juggle your marketing needs with the best possible technology without going over budget? Can you even compete with larger sized businesses and win over the competition?

Let me assure you that the answer is without a doubt: "Yes, you can!" That's why I'm writing to you today. My name is Jim McWhorter. I'm a home based business consultant. I help businesses like yours *build and roll out marketing strategies using whatever technology they currently have to effectively advertise their business. The result: Advertising that WORKS.*

In essence, I **take the guesswork out of your marketing**. So you can begin **earning big money off of your advertising campaigns**. In short, I can look at an ad or marketing approach, pinpoint with *laser-sharp accuracy* what works and what doesn't. Then I can help you turn it around and make that your best pulling ad. You won't even have to have a web site to do this unless you want one.

And my clients have the successes to prove that this approach works. Take Vicky. She runs several Internet businesses and has been struggling for over a year to pull in subscribers for his free ezine. On average before we met, she would bring in 558 new subscribers a month. That's not bad in the Internet marketing world. But I felt she could do better.

Using a small 50 word add that I created just for her, we pulled the new average up to just over a 1,000 new subscribers a month – almost double the response he was getting before. Vicky and I took it a step farther and developed a marketing strategy that will gain her members to her new website she's developing. And following her new marketing approach he'll have customers **before the site even opens**.

Imagine already earning income on a new product or service before you put it on the market. *Or even while you're creating it.*

*Please turn the page to see details
on your upcoming 30-Minute FREE session ➡*

That's how powerful my services are for my clients. And why I'm writing to you today. You see, not all home based businesses can handle the amount of **new and repeat business** I can help them **create** – just with a single technique or ad. It's hard to know what businesses even want this kind of success.

So every few months when I'm planning my calendar, I send out a letter like this one to a select, *hand-picked* group of a hundred or so home based businesses that I believe can handle the success waiting for them.

And because it's so important to me that you're ready, that you truly want the success available to you, that I'm extending a **special FREE offer – a 30-Minute FREE Marketing Strategy Session.**

*Please turn the page to see details
on **your** upcoming 30-Minute FREE session ➡*