

POWERLINK -- Your Electronic Business Card.

Yes, this is nothing new. POWERLINK sends text messages to alpha pagers. There are many programs that do this and most are flashier and way more feature-packed than POWERLINK will ever be. Despite that, there is something still very unique and attractive about this product.

POWERLINK can be customized to look like something you had custom written for your office.

That's only half of the cool part... you also get a license to give away the application to your customers, friends, family -- anyone you want to be able to send messages to you.

Here's how it works

When you order POWERLINK, you include four items:

1. Your business card
2. An image of something
3. Another image of something
4. A Windows Write file that tells all about whatever you want others to know

Items 2 and 3 can be whatever you would like embedded into the program. These could be maps, pictures of you, pictures of your office, a map of how to get to your office or anything else that does not lend itself to typed entry.

The Write file is like the one you are reading now. You can include any number of pages, any number of graphic clips. (If you don't have a scanner or if you just don't feel like adding the graphics I can do that for you.)

You send all this to us, I create a master disk and mail it back to you. That's all there is to it. Once you receive your master disk, you are free to make copies and hand them out at will.

Working Smart

Part of the effectiveness of this is the first impression your disk makes. I recommend you have the disks labels done with a laser printer. It's been proven that the disk label greatly influences whether or not it gets installed. Don't use ink jets. The ink is not stable and within a short time, the print quality will fade. (especially true if the disk is near any moisture)

If you are like most, you may not have the time or equipment to do professional looking labels.

Let someone else produce them for you. My prices are reasonable and I would appreciate the business -- but I'm telling you this because it's true:

DO NOT distribute your disks with hand-written labels. It will dramatically reduce the effectiveness of your effort!

When you place your order, considering purchasing a 20 pack of disks. At least then, you will have enough to get started and you will have a solid example of what type of label you might want to product. (I have a standard template that includes most of what you send me via your business card.)

Customizing the Customized

A standard POWERLINK is delivered with a set number of custom modifications however, that does not mean that's all there is.

When you are running this demonstration version, take notes of what other areas you might like to customize. Run this from the perspective of your target audience. What questions can you answer for them? What questions to they normally ask that you can eliminate?

Also, keep this in mind. If you are working on a large account, consider doing something that will make a HUGE impact. Design a POWERLINK for them. When you deliver their 50 alpha pagers, include a 50 pack of disks with THEIR company logo on it! (You can still keep some of your marketing information on the disk too!) Giving the customer something more than they expect is tremendous way to reinforce what a smart decision they have made by giving you their business.

I'm not making this stuff up -- it really works.

How to Order

Within the subdirectory where you installed POWERLINK you will find an ORDER.WRI form. Open it, complete the necessary items, print it and fax it on over. Turnaround time on most orders is just a few days.

(Faxing will usually save you about a day, possible two by getting your order scheduled for production. Of course, it cannot be completed until your materials have been received.)

This really is a great way to let your friends and customers stay in touch.

Give it a try. I can just about promise you that you will enjoy the results.

Looking forward to working with you ...

A handwritten signature in black ink, appearing to read "Kase", enclosed in a thin black rectangular border.

(800) 575-6816