

Gold Toolkit Upgrade

FAST FAX APPLICATION FORM

FAX to: +61-8-9388-4722 or PHONE +61-8-9388-4727

The GOLD TOOLKIT is a complete online marketing package, giving you a constant source of leads who are using their computers to search for beauty services in your area. With your Gold Toolkit package, you receive:

- A fully-functional website we construct for you, that we guarantee will bring at least **three times its own value** in new clients in the first year!
- A website we **guarantee** will be ranked by international agency Alexa in the top 5% of visited websites worldwide within 8 months of completion. (This means in the top 500,000 of the tens of millions of websites in the world)
- Inquiries from visitors automatically emailed right to your inbox, so you or your staff can simply pick up the phone, phone them and book them in.
- A templated content form—all you do is fill in the details of your salon, the packages you offer, your staff etc, and we do the rest.

The Gold Toolkit Upgrade includes:

- **Design and construction of at least 20 web pages for your salon**
- **'Hosting' of your web site**
- **Optimizing your website so it gets high rankings in the search engines**
- **Auto-responders—whenever somebody completes a request form on your website, they will receive an automatic email from you, letting them know you will be in contact**
- **Automatic notification to you of inquiries received via the website**
- **Ad campaigns for Google. If you wish to make your website even more powerful, we will design and implement up to four ad campaigns on Google, at extra cost (minimal, see statement at right)**

TOTAL VALUE: More than \$31,000

Our Gold Toolkit Money Back Guarantee:

"Your new website will bring you dozens and dozens of inquiries. If after 12 months of converting these leads into sales you have not earned at least **three times** the cost of your Gold Toolkit, just say so and we'll close the site down, and refund your entire investment immediately in cash."

Yes, if I am among the first 7 applicants, please enroll me as a Gold Toolkit member. I understand that as a Gold Toolkit member, you will build for me a top-ranking website that will alone bring me leads worth more than \$15,000 in sales in its first year. I am a

____Silver Toolkit owner ____Bronze Toolkit owner ____ Starter Pack owner

Please debit my credit card a deposit of \$2,420 (Silver), \$2,620 (Bronze) or \$2,820 (Starter Pack) inc GST if applicable and then 11 easy monthly payments of \$440 inc GST if applicable.

(Plus my first annual web hosting fee of \$US299)

I understand that after the first year I will also subsequently be charged an annual website hosting fee of \$US299.00.

Once my application has been accepted, I understand that George 'The Guru' Slater will send me my

Gold Toolkit Getting Started Pack

Once I've complete the required paperwork, George does the rest!

Here's what Karen Briffa, owner of **Le Beau Day Spa** in Perth, says about her Toolkit website:

"We get at least 12 contact requests a month that either book appointments or buy vouchers. The vouchers are between \$90 to \$360 each. Virtually every person who books or gets a voucher will rebook and spend at least \$100 a month, month on month. I have no problem saying your spread sheet figures are a minimum of what we get if we do our job right.

"And these clients are just from the automated contact booking system, we have not measured the people who find us on the web and just phone our number, but for instance we did get a call from the USA a few weeks ago who bought a voucher for a relative out here. That's really exciting when it happens.

"All this, and I spent a measly \$18 advertising on Google in six months!"

Karen Briffa, Le Beau Day Spa
+61-8- 9331-1122

www.day-spa-perth.com

Please bill my nominated card with my chosen payment plan

Card Type: (Visa/Mastercard/Bartercard only) : _____

Card No: _____/_____/_____/_____

Exp_ __/ __ Name on Card: _____

Signature: _____

Date: _____/_____/_____

Salon Name: _____ Owner Name: _____

Address: _____ City/Suburb: _____ P/code: _____

Email: _____ Phone No: _____