

e**Vision**  
Media



**THE ULTIMATE GUIDE**

# **To Improving Your Website's Profitability**

**10 Critical Questions  
You Must Ask to Get  
Maximum Results**

*A Special Report by* **Susan Friesen**



## **DO YOU REALIZE YOUR WEBSITE IS THE MOST IMPORTANT MARKETING COLLATERAL YOUR BUSINESS HAS HANDS DOWN?**

Over and above your lovely logo, your fancy business cards and even the Google AdWords you're paying for.

This is because it is out there promoting your business 24 hours a day, 7 days a week for the world to see.

And because **you only have 9 seconds to make a favourable impression** on your site visitors, the last thing you want is to be immediately judged as being unprofessional, disorganized, not offering any value, being cheap, or considered amateurish – which, unfortunately is often the case for many websites out there.

**What is sadder is that most business owners are not aware this is happening.**

Over the years I have talked with entrepreneurs and business owners who are simply happy to have something up. They either don't quite get the value of what a website is doing for their business or they simply don't have the time or resources to get anything better done. After all, they think, something is better than nothing, right?

Nope! Honestly, you are better off not having a website presence at all if you aren't going to invest properly in having a site that showcases you and your business in a professional manner.

After asking yourself the following ten key questions about your website to take into consideration, you will understand why this is so important and why you should be talking to your web development or marketing team right away to get your website working IN your favour instead of against!

Here are some questions to ask while thinking about your business and carefully analyzing your website presence:

## **1. Am I clear who makes up my ideal target market?**

Often brand new business owners and entrepreneurs fall into a dangerous trap where as long as someone is breathing, then they are a potential client or customer. Truth be told, this is far from the case. No matter how much you are hurting for business, not everyone is going to be gushing over what you provide. And you are wasting your time, effort and money if you are going after those that do not value what you offer and would never convert into being a customer.

However, the more you are clear you are on who it is that you want to attract as a client, the better chances you have of getting them to do business with you.

This is because, after having a full understanding of your ideal target market, all of your marketing and promotional efforts (including your website copy) can be geared towards directly speaking to *that* target market, the problems they are facing, and how you can solve those problems.

They will immediately resonate with you because you *get* them and what they are going through.

It's as if you are personally handing someone a business card that you meet at a networking event... you both hit it off and you know, deep inside, that she would really benefit from your product or service offerings and she knows it too.

You want your website to give the same feeling, which is far more effective than not paying attention to this critical component of your business marketing, which is akin to tossing a handful of business cards into the air to a group of strangers and hoping someone might pick one up, let alone do business with you!

**Solution:** Don't let your marketing efforts go to random chance. [Do a proper analysis](#) of what your ideal target market looks like and be specific on who you want to have as an ideal client. Then create your marketing program, website copy, social media efforts etc. around that persona.

Speak to "them" directly, letting them know that you understand what they are going through and that you have the perfect solution to their problem.

You will get much better results at building your business by taking this critical step before you do any kind of marketing, especially when it comes to developing your website.

Remember, your website must appeal to the people you **most want to sell to or work with** – if their first impression is not

favourable, you lost them in that first nine seconds and they will never return again.

And the beauty of going through this process is that you will absolutely love the people you're working with because they will all be your ideal client!

## 2. Is my brand clearly visible and properly represented?

Many people believe a brand is a logo or the name of a business but it's much deeper than that.

A brand is the essence of what you and your business is about. It is the personality of your business and is what you want people to say about you when they talk to their friends and associates about your business.

From a visual standpoint, it is the visceral response of what you want people to feel and think when they see the “look and feel” of your business's representation.

When establishing your visual brand, it's important to go through the steps of question #1 first so you will know exactly what colours, style and presentation are most appealing to your ideal client. (It's best to [have a professional graphic designer](#) do this for you – now is not the time to feel you are creative enough to do a proper branding yourself, unless you are trained in branding, graphic design and marketing. )

Your website needs to reflect your brand as a whole – not just to have your logo prominently displayed and call it a day. The same applies to all of your social media channels – the areas that allow a customized graphic (like a Facebook page banner or Twitter banner) should consistently represent your brand so that prospective clients will recognize your unique portrayal more readily.

In order to be perceived as a professional business person (whether it's a product or service you provide), your website is literally acting as your business "store front" where prospective clients will be visiting and making instantaneous judgements about the kind of person you are, the quality of product or service you provide, and the level of honesty and integrity they can anticipate getting from you if they did business with you.

Far too many new entrepreneurs do not think of their website as being a business investment and want to save money by either building their own website using one of those "create a website in 10 minute" 3<sup>rd</sup> party websites, or using a free template on a free service such as Wordpress.org or even just having Facebook as their business storefront.

When this happens, your "recognizability" factor is greatly reduced, making it nearly impossible to establish a unique brand identity. Thus, you lose out on the opportunity to appeal specifically to your ideal target market.

Not only that, but again those first impressions potential clients get when they visit your site can either make or break your business.

**Are you willing to take these important factors to chance?**

Skimping on your primary marketing piece is not the place to save money.

**Your website is working for you 7 days a week, 365 days a year. None. Stop.**

Have you stopped to think what kind of value that type of advertising and promotion holds? If you put an ad into a daily newspaper, how much would it cost and what kind of limit does the circulation have?

If you haven't done so already, it's time to give your website presence the kind of care and attention it needs in order for your business to thrive and survive.

The bottom line is that you do get what you pay for and a "cheap" site will make you look cheap and the product/service you provide even cheaper. If that's the market you're after, then go for it, but if you want to attract clients that will gladly pay you what your product or service is worth, then you need to invest in effective brand design and marketing to make it happen.

**Solution:** Hire a [professional website / brand designer and developer](#) who understands business and marketing and

knows how to create a brand presence that is specific for you and the market you want to attract. You don't want to be lost in a sea of competitor sites looking the same as everyone else or give poor first impressions that compel your visitors to look elsewhere for solutions to their problems.

You want to properly showcase the unique person you are and how you can solve your ideal client's problems – and the best way to do that is through your website.

### 3. Is it easy to find information on my website?

Once a prospective client comes to your website, you don't want to frustrate or confuse them by not being able to find the information they seek. This is why it is important to make your site's navigation concise but not too busy and at the same time, ensure all of the pages throughout the site are easy to find.

When a user is confused or can't find what they are looking for, they are gone faster than you can say, "wait, you'll love what I have to offer!" Unless they have been pre-sold on your product or service, your website needs to clearly do this for you and show a solid guide-map on how to get there.

#### **A clear and consistent navigation is paramount to a user-friendly website.**

Along the same lines, it is also important to have each page on your site be clear with its purpose. Keep the information on it



specific to one topic and avoid trying to sell more than one thing/idea on a page.

**Solution:** Ensure your site has a central navigation feature that lists all of the main areas of the site. But don't overload the navigation with a bunch of extra pages that could be grouped into one section.

If you have a lot of pages on your site, group them into logical categories and use drop-down menus to help keep your pages organized.

But do beware, not all drop down menus are equal! Ensure yours is built to accommodate all the major browsers and can function if Javascript and Flash/Shockwave are disabled so the user can still get around easily. It is also important to make the drop-down items easy to click to avoid any possibility of user frustration.

Another item to note is to remember that everyone does not have the same computer, browser and capabilities as you. Ensure anyone coming to your site has the same experience that you want them to have, no matter what system they are using.

**And more importantly than ever, this also means your site needs to be mobile-friendly.**

Up to 50% of your website visitors can be accessing your website from their mobile device and if your website is not responsive (meaning it will shift around to accommodate the

smaller screen size) then you risk losing potential clients and sales because they found it too difficult to navigate around.

#### 4. Is it easy for potential clients to contact me?

My first red flag to any business is the inability to find clear and accurate contact information on a website.

One of the keys to getting potential clients to “know, like and trust” you is to ensure they can find more about you on your website and can easily contact you.

The more you try to hide this information, the more you will be questioned as to what are you trying to hide and why!

Put yourself into their shoes – would you buy from someone you have never met, don't know anything about and won't provide a phone number so you can contact them and ask questions first?

The same applies for you! No matter how trustworthy *you* are to the physical world, the on-line world does not know you the same way and your website must provide a means to give a person a chance to know, like and trust you.

**Solution:** Ensure you have an “about” page that provides information about you that will give your potential client some insight as to who you are. This page should be written in first person so you can be authentic and let your personality shine! Add a professional photo of you and talk about your passion,

why you started this business, and what you hope people will benefit from by taking part in your product or service.

Be sure to add any credentials, certifications and affiliations to this page as well so people can see your expertise.

Moreover, ensure your “Contact” page makes it easy for people to get a hold of you by listing a phone number and an email address.

It's a good idea to also offer an online form for people to fill in and submit (where you get the response through an email) so that they can feel like they can contact you at any time of the day or night. And by the way, this doesn't mean you have to respond to it at all hours of the night!

Lastly, if you have an online shopping cart system, it's imperative to have a customer service contact phone number displayed prominently on every page of your website.

**People will feel more at ease at buying from you knowing they can easily contact you if needed.**

The best place to display a phone number is in the top right hand corner of the website pages.

## **5. Is each page uncluttered with a clear call to action?**

## Your home page needs to be crystal clear on what it is you offer.

Don't make the mistake of assuming people will already know this when they come to your site. You don't want to confuse them and send them into several directions, never really understanding what it is that you do or sell to begin with!

A home page (and most all of your site's pages) also needs a clear "call to action" where you are literally telling the user what you'd like them to do next. If you end a page without a call to action, you are leaving your reader hanging and they will probably just leave the site.

Give them a reason to keep exploring and compel them into action!

**Solution:** Carefully read through the home page on your website and ensure it is written as if you are talking to a complete stranger. Avoid assumptions and be sure your product or services are clearly indicated.

Also read through every page of your site to see if they end with an action item you want the user to take. Some examples include contacting you for more information, signing up for your free giveaway, adding your product to the shopping cart or reading more details about your services.

[Hiring a professional copywriter](#) will fast track your results by having the proper copy on your site with effective calls to

action without having to go through a lengthy trial and error process to find out what works best.

## 6. Is there a reason for people (and search engines) to keep coming back to my site?

Search engines and site visitors love to see something new. This tells “them” that you have an active website; therefore, an active business.

**The search engines will often reward your new content by upgrading your placement rankings higher in the search results.**

The best way to do this is through a blog or some other feature that pulls dynamic content into your site on a regular basis. Blogs are great because you can use their category feature by adding business news on one day, an informative article the next, and perhaps a book or product review on the next. Each blog post is in its own category so you don't always have to talk about the same thing all the time. A blog is particularly beneficial with the search engines because of its “Trackback” capability.

**It's important to note that a blog needs to be installed *within* your website in order to get optimal results.**

The purpose of having a blog is to bring more traffic to your website and the only way to do this is by having it installed

within your site (where it can be themed to the same look and feel of the rest of your website so it doesn't look any different from your other pages.)

If your blog is on a free-hosted server such as wordpress.com or Blogspot, all you are doing is driving traffic to *that* service, away from your site, and you are missing out on a prime opportunity for potential clients to see the rest of your website where you talk about your products and/or services.

Not to mention you have little opportunity for design customization on a free-hosted site, losing your unique brand identity.

**Solution:** Install blog software, such as Wordpress.org, into your website server and make a commitment to writing a new post at least once a week.

Ensure your blog is themed so that it matches the "look and feel" of your website enabling your visitors to easily and seamlessly move between pages through the central navigation as described in point #2.

## 7. Is my copy compelling enough to grab my ideal client's attention?

**Your website needs to have compelling, effective copy or it will fall flat in converting visitors into customers.**

In industry terms, "copy" means the text used in your marketing materials.

Remember that 9 second rule? Not only are your potential clients immediately getting an impression about you and your business, they are also quickly scanning your home page to see if you can help them with what they need. If your copy fails to grab their attention, then they are moving on to your competitors with one click of their mouse (or tap on the screen as the case may be.)

**Solution:** Here are some tips you can use to enhance the copy on your site:

- **Use compelling and properly formatted headlines, sub headlines, bullets and spacing.** This is important in order to break up the content so it is easy to read and follow. You want to ensure you don't have big blocks of paragraphs but instead, break them up into manageable bite-sized pieces so it's easy for the reader to skim and catch the main points as well as thoroughly read for the details.

Your headlines must be well thought out to evoke an emotional response from the reader, compelling them to read more about how you can help them.

- **Add a short video at the top of your home page.** Ensure it provides a clear message on what you offer, how your visitor will benefit from those offerings, and where to find

the information they need to make a decision (or direct them to sign up for your free give-away.) Videos are a great way for people to get to “know, like and trust” you.

- **Target the right potential customer.** You want to ensure your copy speaks to the right audience: your ideal client. Appeal to the problems they are facing that you can solve for them, ensure you list the benefits they will receive if they invest in your product or service and most importantly, show that you care and empathize with their plight and that you are the one person that can help. You also want to ensure your message is congruent with what they want and need to hear in order to make a buying decision.
- **Provide a clear action step of what you want your reader to do.** It's worth mentioning again...ensure you are clearly telling your reader what you want them to do. Be as specific as possible, don't make any assumptions they already know what you are talking about.
- **Ensure all the information provided throughout your site is correct.** Including all hyperlinks, your phone number, and email address.

If all of that feels overwhelming and/or too time consuming, this is where [hiring a professional copywriter](#) comes in handy and will save you tons of time and effort.

## 8. Is my website search engine optimized?



There are millions of websites out there but only a fraction of them are actually search engine friendly. Even fewer look the way they are supposed to in all the major current browsers.

## **Search Engine Optimization, a.k.a. SEO, is an important factor to consider when creating and maintaining your website.**

There are several levels to consider when ensuring your site is optimized properly:

- **Code Optimization:** This means the HTML and CSS code that is used in the "back end" of your site is done properly so that the web browsers and search engines can do their thing easily.

Why is this important? Because you are not the only person visiting your site! Not everyone uses the same browser (and version) as you and your website needs to be presentable on all platforms so as to not turn off someone who may see a big mess that you don't even know about.

For instance, Internet Explorer renders default HTML code differently than Firefox and Google Chrome. Your site may look perfect in Internet Explorer 10 but will look way off in version 9 and look even worse in Google Chrome!

Why? Because each browser is developed by different companies and each have their own standards when building their products.

Unfortunately, the World Wide Web doesn't have any absolute standards; however, there is a non-profit organization that helps guide developers, called the [W3C World Wide Consortium](#).

Skilled developers use this standardized code so that, for the most part, all of the major browsers will render the sites properly.

But even then it is no guarantee since the browsers themselves are not compliant with these standards, so tweaks to the Cascade Style Sheets (your web developer would know what this is) usually always have to be made to accommodate each of the browsers.

It is also important to note that your site should have minimal use of Flash. Search engines do not easily index websites that are built in Flash so even though it might look cool, unfortunately it won't get picked up by the search engines due to the lack of content they won't find.

And lastly, your website must be “responsive” and mobile-friendly or you will lose a large portion of your target market when they can't get around your website easily.

- **Tag Optimization:** Despite what many claim, the use of META keywords and description tags in your site's header are not an effort of futility. There are many search engines that still utilize these tags, even Google to an extent, so still very worth the effort. Another tag to be extremely mindful

of is the title tag, which appears at the top of every page of your site. Lastly, use Title tags and Alt tags for all your images, which helps index your images too!

- **Keyword Optimization:** One of the more important aspects of ensuring your site is search engine friendly is the use of strategic keywords throughout its text, especially the home page. Using specific, targeted keywords will help the search engines determine if your site matches someone's search for similar keywords and will display your site higher up in the results.
- **Image Optimization:** Optimizing images means they have been resized to the dimensions you want them to appear on your site. In this process, it also reduces their file size. It is important to do this so that your images will appear quickly on a page and won't slow down the whole page from appearing. A slow website will make the impatient user click the back button very fast.

**Solution:** Hiring a [skilled and experienced web developer](#) who is aware of these issues and builds their sites with them in mind is your best choice. Having a website that is hand-coded will give you the most ideal scenario; however, even CMS (content management system) built websites can be fully optimized if the web developer is alerted to this stipulation.

Once your website is built, the next step is to find an [experienced SEO / SEM \(Search Engine Marketing\)](#)

professional that can strategically drive qualified traffic to your website.

**Unfortunately the old adage “if you build it, they will come” only works in the movies and definitely not for your website!**

## **9. Am I consistently building and reaching out to my tribe of subscribers?**

Your tribe is simply your list of names and email addresses in your database.

When I refer to this list as a “tribe”, it means you optimally want to fill it with people that are interested in what you have to say and offer.

They consist of your current clients and potential clients, either way, you have captured their interest so you want to keep nurturing that relationship with them in order to have them easily remember you for when they, or someone they know, need your product or service.

**Solution:** Sign up for an eNewsletter service such as [Mailchimp](#), [aWeber](#), or [Constant Contact](#). Then put a sign-up form on your website to collect names and emails of those interested in receiving both a free giveaway and newsletter so you can keep in touch with them on a regular basis.

**A free giveaway is a great way to showcase your expertise, offer something of value and compel users to sign up and receive it.**

If you have a business page on Facebook, you will also want to create an application tab that has your newsletter signup form on it.

You can go another step by utilizing the auto responder capability that many newsletter services offer so that everyone that signs up can receive a series of “drip” emails that give you a chance to offer further tips that will be of value to them.

**It is important to send out a newsletter on a consistent and frequent basis.**

There are a few reasons for this:

- You don't want your "tribe" to forget about you.
- You want to showcase your knowledge and expertise, building your credibility with your audience and boosting the “know, like and trust” factor with them.
- You want to provide informative articles so that your readers will be happy to forward your newsletter to their friends, associates and social media channels, which in turn helps build your brand exposure and your tribe followers even more!

- You want to have a loyal tribe that is excited to hear about your next product, service or special offering.

It is recommended to send out a newsletter 2-3 times a week; however, don't let that number scare you into not starting at all – if once a month is all you can handle, then make a commitment to staying on schedule and always sending it out at the same time each month. You won't get the same kinds of results, but it's a start and something to work from.

Often busy professionals will hire someone to help them with the writing and sending out of these newsletters. If you are too busy to do this important task yourself, [outsource to a trusted resource](#) that can take care of it for you.

## **10. Am I using strategic eMarketing techniques to drive qualified traffic to my site?**

The use of SEO, SEM and eMarketing techniques to drive PPC (Pay Per Click) and organic traffic to your site is vitally important; you must make a concerted effort to get people to your website or it will just sit there like a ghost town.

Here are some of the avenues to consider when marketing your website:

- Submit your site URL to the major search engines so they will index it quicker than finding it on their own.
- Use "Pay Per Click" advertising channels such as Google Ad Words, Yahoo! and Facebook ads.

- Submit your articles to article directory sites and ensure each has your professional mini bio at the bottom that has a single call to action accompanying it. A few of the more popular ones are [Ezine Articles](#), [Articlesbase](#), or [Go Articles](#).
- Submit your website to on-line directories pertinent to your industry.
- Find compatible websites and ask to do a link exchange with them.
- Participate in social media and especially groups where you know your ideal client is hanging out. Position yourself as an expert on solving the problems they face by authentically trying to help and answering their questions. Refer to your website to find a more in-depth article (like a blog post) or to get your free report for further information.

**Solution:** This small marketing expenditure, when done properly, can increase exposure, draw qualified clientele to your site and give you search engine sustainability in your competitive market.

**It's important to realize your competitors are not sitting idle so you must create a sustainable marketing program that builds upon what your potential clients are searching for.**

Hiring a professional firm that has expertise in the SEO / SEM field is an optimal choice where they will know all the ins and out's on what to do, when to do it, and how to save a lot of money and time while doing it.

## WHAT TO DO WITH ALL THIS INFORMATION AND GETTING HELP

### **Say Goodbye to Confusion, Overwhelm and Stress!**

After working with hundreds of entrepreneurs and small business owners, no matter what stage they are in their business, I continually hear their frustrations at finding the World Wide Web to be confusing and overwhelming.

They are thrown in so many directions with all the expert opinions coming at them from various avenues. The more they listen to social media, attend free teleseminars and workshops and even ask their handy repairman who always has some “expert” advice to share, the more their mind is spinning from information overload with no tangible action steps to get started in the right direction.

The thing is, the Internet has created a breed of “experts” who often don't have any credentials to back up their supposed claims to fame. Many are simply smooth talkers who are out to do one thing: make money. Over the years I have seen more and more people get sucked into this vortex and spend thousands of dollars chasing after someone else's promises of riches and most every time, their money did not get them anywhere near the return on their investment they hoped.





## Finally, a Full Service Web Development and Digital Marketing Boutique Firm You Can Trust

Stop chasing the latest and greatest and get all the help you need working with us. Whether you are a brand new entrepreneur or run a successful small business enterprise, having a team of professionals at your disposal to meet your website and marketing needs will give you comfort in knowing your business is in capable hands, saving you tons of money, effort and time.

Whether it's needing a logo and website created to start your new business or assistance with getting your business to the next level, our team can help on many different levels.

Please [contact us anytime](#) to receive a 30 minute free consultation to discuss your needs.

Kindest Regards,

Web Specialist • eBusiness & Marketing Consultant • Social Media Advisor at eVision Media

## ABOUT SUSAN FRIESEN



Susan Friesen is a website specialist, eBusiness and marketing consultant and social media advisor. She works with entrepreneurs and business owners who struggle with having the lack of knowledge, skill and support in how to create their business presence. They would like to be confident with their market positioning, relieved they can get things done quickly and accurately and grateful they have a collaborator to work with who will guide and nurture them towards success.

What separates her services from other web development/marketing firms is her ability to offer “all under one roof” services from eBusiness mentoring to brand analysis to graphic and web design and development to site maintenance and SEO/eMarketing. As a result, those that work with her feel confident and relieved knowing their marketing is in trustworthy, capable and authentic hands so they can focus on building their business with peace of mind at having a perfect support system in place to guide them every step of the way.

## MY STORY AND WHY I DO WHAT I DO

I have been an entrepreneur all my life. My earliest memory of entrepreneurship is when I was in grade three selling boxed greeting cards door to door. I remember being quite bold and relentless in my pursuit to sell all of the boxes.

I was outgoing, always full of ideas and really loved the idea of building a big business one day. The problem was, I had no idea how to go about doing it! I didn't get any college education (I rectified that a few years ago though) and the more I put off pursuing my dream, the less I believed it to be possible. After all, who did I think I was anyway? No education, no skills, and no bank account to hire a bunch of people to do it for me.

Despite these roadblocks, I forged ahead in baby steps. I went the MLM route and became a Mary Kay consultant where I learned amazing things about sales and customer service and I also built a successful craft business where I learned valuable business basics on pricing, marketing and presentation.

As time progressed, my faith and trust in myself waned. I longed for encouraging words and assistance from "someone" to show me the way and never once believed I already had what was needed inside of myself. I needed someone to bring it out of me.



Then one day came a SIMPLE DECISION...After several years of internal struggle, I made a simple decision that changed the course of my life forever. I decided to go back to school and learn about computers. I knew they were going to revolutionize how we did business and wanted to explore my creative juices through that medium.

Then I met my second husband, Daniel. Through his loving guidance and support, I began to trust myself again. He was the mentor I longed for in helping me believe in myself that I could do anything I set my sights on! The newly empowered “me” was finally emerging after years of self-pity and unworthiness...

Nevertheless, now I was working for corporate at 12-14 hour days, 6-7 days a week and only getting paid for 40 hours a week! I did love what I was doing, but as Daniel kept pointing out: why was I working so hard for so little in return?

As fate would have it, that job ended a year and a half later and I immediately knew I didn't want to go back to something like that again. So I decided to go back to school and earn a business degree. This time my intention was to become a “Chief Information Officer” where I could be telling someone ELSE to work the long hours while I lived the easy and luxurious life of an executive. \*cough\*

While in school, I volunteered for a couple of non-profit organizations and helped with their websites. Soon I was asked by new business owners to build a site for them, of which I gladly accepted, (and oh what a steal of a deal they got too since I had no

intention of building my own business – this was just some cash I was going to make before getting my big CIO job!)

The thing is, the more women I helped get their website up and running, the more rewarding it became, and the more “in purpose” I felt. I loved “being there” for my clients – answering their questions, helping define their brand for them, be the encouragement they weren't getting from home and also being the voice of reason that would have them think about other options instead of jumping into an idea without making an informed decision first.

I loved doing what I was doing so much so that the old hair shampoo commercial literally came true - “they told two friends, who then told two friends and so on... and so on!” Before I knew it, I was building my own business solely based on referrals (which is still true today).

Over the years I have helped hundred's of entrepreneurs build their business. Through my journey, I literally became the person I longed to have in my life years ago when I had a dream but had no idea on how to set forth and pursue it. I now can offer that to others where I can share my gifts, knowledge and expertise and be the support system and mentor my clients long for yet lack in their personal lives.

It is my purpose to be of service for entrepreneurs in building their dream business so when they present themselves to the world, they are doing so with confidence, a professional brand identity, an



accessible resource for all their technical, marketing and design needs, and a friend who is their biggest cheerleader!

I write this in complete gratitude for all the clients I have helped in these past years and all the people I will be helping in the future. It is my honour and privilege to be of service to you.

Kindest Regards,

*Susan*

P.S. If you have any questions or want to know more about eVision Media and my expertise, [please visit this link](#).

Remember we are always available to answer your questions anytime. For more information about the services Susan and eVision Media provide, please go to [www.eVisionMedia.ca](http://www.eVisionMedia.ca) or contact us directly at [info@eVisionMedia.ca](mailto:info@eVisionMedia.ca) or call 604-855-4643.

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