

In This Period Of Economic Crisis, Maybe It's Time You Took A **Closer Look** At How Your Website Is Costing You Hundreds Or Thousands Of Dollars In Lost Sales

“After Amplify Creative helped us redesign our website and clarify our message, our results have been amazing - better than we dreamed and expected! There’s no comparison at all between our previous website and what Christian created for us.”
Andy DeFelice, President, Moriah International (www.moriahint.org)

From the Desk of: Christian Hinojosa
Vice President, Amplify Creative
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Dear Colleague,

If someone could prove to you that hundreds or thousands of dollars were unintentionally avoiding your business – costing you sales – wouldn’t you want them to tell you about it?

My name is Christian Hinojosa, Vice President of Amplify Creative. On the surface, we appear to be “just another” web design agency, **but what we really deliver to Christian business leaders like you is a deeply personal, engagement-centric approach to web design.** Our deliverable is LEADS, MONEY, and GROWTH. Our approach is unique: We ensure your website is not just a place to host information, but actually drives sales and increases customer engagement – EVEN while you sleep!

I do realize that my opening claim may seem “sensational,” and that you’d be tempted to throw this letter away thinking I’m just another generic designer looking for a paycheck. Maybe you think, “we’re fine.” It’s natural to insist, “Not in MY business,” or to think your current website or web designer has you covered.

But I can assure you of this: Like Sherlock Holmes, I have never failed to find significant and preventable mistakes and missed opportunities in business websites I’ve reviewed – and it’s my firm belief that right now, this very minute, such missed opportunities are occurring in YOUR business. You ARE missing out on sales. If you have even a *sneaking* suspicion that even some of this is true, at what point would it be irresponsible to be “too busy” to investigate it?

I'm So Confident In My Ability To Demonstrate How Your Website Can Be Improved That I'll Guarantee It

Because I'm so confident in what we do, I'm willing to make you the following good-natured bet:

If I am unable to satisfactorily demonstrate how we can improve your website through user-friendly design, effective copywriting and strategy, and content strategy, then I'll donate \$50 to a ministry or charity of your choice. *It's that simple.*

Why would I do this? **Two reasons.**

First, I know your time is extremely valuable and you don't have time to mess around with companies that don't have anything of value to offer. By putting my money on the line, you can see how serious I am about not wasting your time.

Second, with the economic crisis caused by COVID-19, it's more critical than ever to watch every penny. At Amplify Creative, we've spent the last 5 years perfecting our ability to deliver results-driven web design – and we're really good at it. That's why I simply want the opportunity to prove ourselves.

Here Are A Few Of The Ways Money Is Unintentionally Avoiding Your Business

Your Website Isn't Giving Visitors What They're REALLY Looking For

When a prospective client visits your website, you have 5 SECONDS to answer these 3 questions:

1. What is the problem you solve?
2. How will your solution positively impact my life?
3. How do I get it?

If your site's visitors have to burn calories clicking or scrolling through your website to see what you offer that is going to make their life better - and what they have to do to get it – they'll LEAVE and you'll LOSE THE SALE.

Make your site visitors put in BARE MINIMUM effort to do business with you. Otherwise they'll get confused and go somewhere else.

Your Website Isn't Boldly Calling Your Audience To Action

True or false –if your website visitors want to do business with you, all you have to do is give them a “contact” or “get started” button.

FALSE.

Your website should do more than just tell people about you – it should boldly call your audience into a compelling story where THEY get to be the hero.

When I first started working with Moriah International - a mission organization that works to get the Gospel to Muslims and refugees - they had the same problem. They had a professional designer create an attractive website for them – complete with all kinds of information on their ministry, a donate button, a contact form, and pictures. But for YEARS, their website got them NO results. People visited their website, saw all there was to see, and left – and never came back.

I worked with Moriah International to CLARIFY their message and BOLDLY call their audience to action. No more did they politely invite people to “get involved” or even simply “donate now.”

Instead, we crafted their messaging to put the power in the hands of their audience. In place of opening with their mission statement, their website now opens with a BOLD call to action – “Confidently engage your Muslim neighbors with Christ’s love.” Visitors are then immediately directed to a button that takes them to the resources they need to get started.

Now, Moriah has visitors from OVER 37 countries! They’re “overwhelmed” with all the people contacting them wanting even more resources and 1-on-1 bible studies. Simply because we helped them CLARIFY their message and BOLDLY call their audience to action.

Worst Of All, Your Website Is Just...Boring

I see SO many boring business websites filled with stock photos, clichés, and bad design. They go on and on about how long they’ve been in business, the awards they’ve earned, the testimonials they’ve received, pictures of their work, lengthy paragraphs about their team, their mission statement, in-depth explanations of their products and services... *Yawn.*

Customers don’t care about YOUR story. They care about THEIR story. It’s easy to think that when a prospective client visits your website, they want information about you. But what they’re really after is someone who can solve their problem and help them become a hero of their OWN story. Very few people want to sit and read all about your history, your services, and your awards.

You need to visualize for them RIGHT NOW what their life will look like after you help them solve their problem. Only then will your website visitors get EXCITED about what you do – because you clearly showed them how much better their life will be after they use your product or service.

Curious? Let’s Schedule A FREE 30-Minute Website Review

The next step is simple: Go to amplifycreative.com/closerlook to schedule a brief 30-minute initial website review. (You can also send me an email at christian@amplifycreative.com.) I promise, I will NOT waste your time with techy “geek-speak.” My 47-point Website Review focuses on SPECIFIC ways your website is costing you sales AND gives you a plan to fix it.

Please include a link to your website. Your call will be scheduled a few days out in order to give me time to thoroughly review your website. Here’s what we’ll cover on our call:

1. First, we'll look at your website together, and I'll walk you through my findings from my proprietary 47-point Website Review process.
2. I'll leave you with some practical recommendations to make your website generate more leads and sales.
3. With your remaining time, you'll be free to discuss anything or ask any questions you have.

At the end of the Website Review, you'll have a comprehensive plan to maximize your website's effectiveness – a simple step-by-step list of recommended changes.

Fresh eyes see things that others cannot – so at a minimum, our free Website Review is a completely cost-free and risk-free way to get a credible third-party evaluation of your website.

At The End Of This Assessment, One Of 3 Things Will Happen

Option 1 is that you'll love the plan we provide (and may be inspired by what we discuss) but may decide to implement it on your own. If that's the case, we'll wish you the best and hope you'll keep us in mind for future projects.

Option 2 is that you'll love the plan and will want Amplify Creative's help in implementing it. If that's the case, we'll knock it out of the park ... and that's a promise I'll guarantee.

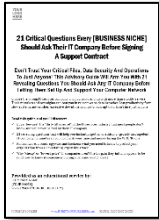
Or finally, in the unlikely and unprecedented event that you feel like you wasted your time and we have NOT demonstrated, to your satisfaction, how to generate more leads and sales from your website, we will send a check for \$50 to a ministry or charity of your choice, no questions asked.

Think about it: the “worst” that can happen is you get \$50 to your favorite charity or ministry for having an independent, credible third party evaluate your website. **To get started, go to amplifycreative.com/closerlook** to schedule a brief 30-minute initial website review. I will have someone from my office call you in a couple of days to ensure you've received this letter and to discuss how (if?) you'd like to proceed.

Awaiting your response,



Christian Hinojosa
Brand Messaging Consultant and Web Design Expert
Vice President, Amplify Creative
Phone: 812-203-2131
E-mail: christian@amplifycreative.com



P.S. Not ready to meet yet? Then at least go online and download our FREE tip sheet, “3 Vital Characteristics Of A Website That Works.” I’ve had numerous leaders like you use this as a “pop quiz” to see IF they really were maximizing their website’s potential and getting their money’s worth. Be prepared to be shocked. You can download it instantly at:
www.amplifycreative.com/3characteristics