

## Direct Response Sales Letter/Landing Page

Client: Bon Accord/Wedding  
Business Websites

Grant Pasay Copywriter

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*Wedding Professionals Looking to Rise Above the Pack:*

## Discover Your Competitors' Secret Weaknesses, Envious Strengths, and How You Can Outsmart Them All in the Race To Be the 'Go-To' Provider in Your Industry

***And All Without Having to Spend a Single Dime or a Single Second on the 100+ Hours of Research and Analysis Needed***

Signup Up For Instant Access & Receive Your  
FREE **Outsmart-Your-Market Report** Right Now!

If I told you there are simple reasons why other wedding professionals are getting more business than you and dominating your market...

...and that you could get a sneak peek at how they're wooing away your potential customers, wouldn't you want to have that information?

The problem is:

**How can you know why those competitors are winning?**

**And how can you know how you're stacking up to your competitors?**

Good questions. And as long as you don't have accurate answers, your efforts to get ahead in your market are really just shots in the dark.

How can you stand out? Where should you make marketing changes? What works?

More good questions!

But **with good answers, you can transform your marketing from a costly and risky expense to a strategic and positive revenue booster...**

**Grab Your FREE "Outsmart-Your-Market Report"... Before Your Competitors Do!**

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**Get Instant Access Now!**

Be Sure to Enter Your Main Email to Receive the Report You're Requesting.

We hate spam as much as you do! Your name and email address will not be sold, shared or disclosed.

By the way, we're also going to send you our e-newsletter...which always includes something awesome to share.

...but first you have to know what works...especially what's already working so well for your competitors.

### **You need to do some strategic spying!**

But you're also smart enough to know such knowledge isn't easy, cheap or quick to come by...

...so that's exactly why we shouldered that load for you, dug into the data of the wedding industry landscape, sorted through the gems (and the duds), and made sense of it all...**in the Outsmart-Your-Market Report.**

You see, knowledge is power...the power to know what's going on in your industry...the power to know how you can be as successful as you desire in your business.

**But we both know you didn't start your business so you could do market research. Boring!** You started your business to do those things you love doing.

But believe it or not, some people – like our whip-smart team at Bon Accord – actually love doing research. Weird, huh!

Anyway, it's to your advantage...because **now you can see how 500+ wedding vendors across the US and Canada stood up to our very own rigorous review and ranking process.**

Imagine that. The websites of some of your toughest competitors being fed into our even-tougher Savvy Site Assessment process to see how well they score.

And when it comes to assessing websites, we should know what to look for. You see, I started developing websites way back in the Internet pioneer days...

...so I understood from the start that **my secret weapon for escaping the shadow of my competitors was remembering my website wasn't an expense, but rather my greatest investment...**

...an investment that led to me securing my most prestigious (and profitable!) client ever: Future Shop, Canada's largest consumer electronics retailer...which only led to more and better clients.

These days my focus is squarely on wedding professionals like yourself...but that doesn't change the fact that your website is the face you present to the world.

### **Is your website as stunning and engaging as it can be?**

Like I already said, digging up the data to answer that question is the hard part (which we've already done for you).

The fun part is seeing how your competitors fared! (And how you compare!)

**Here are just some of the stealthy secrets you'll discover and learn from your competitors' websites:**

- How to draw visitors in at first glance. (You don't want 'ugly' to be the first – and last – impression you make!)

“Bon Accord Creative listened to our vision and with their expertise turned it into reality. They understood the needs and functionality we were looking for when we launched VeilTV and executed each task with extreme professionalism and care. Their customer service is outstanding and they respond very quickly to questions or changes I need to have made, which is essential in a growing business. Everyone at Bon Accord is a rock star!”  
**Kathy Marliiss,  
VeilTV.com**

“I can't say enough great things about the Bon Accord Creative team and their incredibly effective services. They listened to what I wanted, identified what I needed and have been there every step of the way to make sure my new website launched with minimal fuss, and maximum fanfare. Bon Accord is the cream that rises to the top among the other so-called experts in web design and SEO specialization. No attitude, no hoarding trade secrets—just great customer service and expert advice.”

**Judy Baker McCleery,  
North Fork Weddings**

"How could I not be extremely satisfied with Bon Accord's professional work ethic and personable team? From day one, they have helped me throughout the process of

- **Site navigation that guides your visitors to what they want rather than driving them to frustration. *Hey, if they can't find it on your site, you gotta know they'll bolt to your competitors' sites instead.***
- The huge advantage you'll gain if your site is a winner on mobile devices. (A whopping 46% of shoppers say that's the only way they check out vendors.\* That's 46% of the market you can't afford to lose!).
- **Smart and easy (and free) analytics tactics your competitors are using every day to gain an advantage in your market. *You can use these tactics to compete too...but first you gotta know them.***
- Vital clues your potential customers look for before they choose a wedding professional. (Leave out any one of these and you send a clear signal of "I'm not a pro!")
- **Fatal mistakes your competitors are making with their galleries and examples...*don't sabotage yourself like this by turning one of your greatest assets into a costly liability.***

my developing my website and to this day, whenever I have any questions, small or large, they promptly answer back and make sure everything is working and looking exactly how I envisioned it. By far, the best business venture I have signed onto and without a doubt would do it again."

**Elise Pierre-Louis,  
J'aime Les Bonbons**

And that's just part of what you'll discover from your FREE **Outsmart-Your-Market Report**.

So why does all this inside knowledge matter so much?

Because the frightening truth is that **when people look at your website, they're brutal judges of your business...**they don't care that your business is your baby...your pride and joy...your livelihood.

If they don't like your site, they're outta' there. No apologies. No hesitation.

And in fairness, we all do the same thing. **We all have that one all-important question in our minds:**

### **What's in it for ME?**

That's the question your website has to immediately answer with a giant, convincing shout of "Lots!" and "More than you'll find elsewhere!" and "Go ahead, compare us to our competition!"

After all, market competition is relative...so your first step in being competitive is to accurately see how well you're doing.

**Now, if you think you're competing as well as you possibly could...or worse, if you're not prepared to face how far you might be lagging behind...then this report isn't for you!**

**But if you're ready and committed to making your business all it can be...**

...if you're excited by the idea of giving your customers the best impression possible...

...if your busy schedule has left you unable to pay as much attention to your market (and your marketing) as you should be...

...if you need a friendly kick in the pants to get you moving on new ways to ensure your sales pipeline is full next wedding season...

**Well, then you're going to love the competitive advantage your FREE Outsmart-Your-Market Report will give you.**

In the end, one of two futures is going to come to pass:

- **FUTURE #1:** You decide to pass on the report...you tell yourself you're too busy, or that you don't need any help, or who knows what other excuse...only to continue guessing at what's working to get customers in your market...or worse, you simply ignore what's going on around your business while hoping it all works out...hoping things will change for the better but without having any good reason for that to happen. And you can guess where that will leave you!
- **FUTURE #2:** You grab your report...save your time...devour the data...ingest the info...instantly and easily know what's needed to get where you want...what it takes to position yourself as the 'go to' professional in your market space and the obviously smart choice for your potential customers.

And if the allure of FUTURE #2 doesn't clinch it for you, just ask yourself how far behind you'll be if your competitors get ahold of the **Outsmart-Your-Market Report** but you don't!

The clock is always ticking in business, and the next wedding season is always 'just around the corner'...what would it take for that season to declare your website the winner?

First you gotta know how you stand up to the competition!

First you gotta get your FREE **Outsmart-Your-Market Report**.

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**Grab Your FREE "Outsmart-Your-  
Market Report" ... Before Your  
Competitors Do!**

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We hate spam as much as you do! Your name and email  
address will not be sold, shared or disclosed.

By the way, we're also going to send you our e-  
newsletter...which always includes something awesome to  
share.

To your best wedding season ever!

**Brenda Cadman**

Brenda Cadman  
Founder/Principal  
WeddingBusinessWebsites.com

**P.S.**, Think of your FREE **Outsmart-Your-Market Report** as **your secret weapon** to discovering your competitors' secret weaknesses and uncovering their enviable strengths, and as **your guide to outsmarting them all** in the race to be the 'go-to' company in your industry.

**P.P.S.**, Don't forget that we've made the heavy, up-front investment of 100+ hours of research and analysis, so **this report is your chance to cash in on huge savings of time and cost**. This is one offer you definitely want to take advantage of.

\* Harvard Business Review blog ([http://blogs.hbr.org/cs/2013/05/the\\_rise\\_of\\_the\\_mobile-only\\_us.html](http://blogs.hbr.org/cs/2013/05/the_rise_of_the_mobile-only_us.html)), "The Rise of the Mobile-Only User" by Karen McGrane. May 28, 2013. *"A whopping 46 percent of shoppers reported they exclusively use their mobile device to conduct pre-purchase research for local products and services."*