

# **C LOW S T E M FAX I L**

## **Programs & Management**

**A Program Maintained &  
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## **How does this Low Cost Fax program work?**

As a Printer/Sign Maker/Graphic Design Firm or Mailing House you interact with local businesses and consumers on a day-to-day basis within your town or city.

By offering Low Cost Fax and Email Broadcasting services to your existing and future customers from your Print Shop, you can become part of our nationwide communications network. Doing so helps all of us to increase our business in 2010 and beyond. By offering Low Cost Fax and Email Broadcasting services, you set the price that you resell our services for and we do all the work for you as your communications backroom by processing the messages.

The fact is that the majority of both small and large businesses are looking for more cost effective ways of communicating with their existing client base and potential new customers. Businesses send Fax and Email messages to communicate these applications:

- Corporate Announcements
- Product recalls
- Lobbying Efforts to Congress
- Press releases
- Prices changes
- Membership Solicitation
- Insurance Forms
- Order Confirmation
- Advertising Marketing Messages
- Trade Show Promotions
- Special Corporate Events
- Research Reports
- Fundraising Messages
- Customer Service Response
- Emergency Message
- Grassroots Mobilization
- Federal/State Campaigns
- Membership Drives
- Newsletters & Seminar Information
- Important Announcements

## **Why would your existing or prospective future customers utilize your Print Shop to send their Fax Messages or Email Broadcasting?**

It's simple. They trust you with their printing or design needs. Possibly, they also utilize you to send out mailings. Such as catalogs or promotional materials. These products and services are all apart of a company's communications needs. By adding Fax, Email Broadcasting, List Acquisition or Management, you can make your Printing Firm even more valuable to your customers and also potential new customers by making your firm a one-stop shop for their communication needs.

**A NEW REVENUE RESOURCE FOR YOUR BUSINESS!**

## **Q. What do I need do to begin selling Fax & Email Broadcasting in my shop?**

A. Not a thing! – You probably already have Internet capability through Cable or a DSN connection and can access the Internet. If this is true, you can then access our custom privately labeled website that will allow you or your customers to upload their Fax and Email messages along with their list(s) of recipients directly to our facility.

The way it works...Let's walk through an example:

A potential customer has just opened a new accounting service in your town or city. You have been asked to produce their letterhead, envelopes and business cards. Now they tell you that they wish to inform all the local businesses within a 5 mile radius that they are open for business and ask for suggestions about how this can be accomplished without going to another firm.

You then offer them our services to accomplish their goal by sending an Email and to also let them know that they could utilize Fax to send to every business within the specified radius. Their message would then be delivered within hours of the actual transmission and they would receive a report by Email the same day, detailing the number of Fax successes and Failures. This report would be shown as a log of the resulting successes and failures.

Compared to the cost of a postage stamp (even with discounted postage and added barcode) the cost of sending a fax is 1/3 cheaper. In comparison, they can reach 3 businesses simultaneously by utilizing a faxed message compared to only 1 business if they mailed out a first class letter.

## **Q. What is the cost and how do we get paid?**

A. Since these are your customers, you would charge them like you would charge any customer for [your](#) printing services. You give them your cost effective guidelines and thereby always know your wholesale cost. Let's continue our example...

The New Accounting Firm wishes to reach every business in your town or city and announces they are holding an Open House to accept New Customers. You contact us for the list information and the resulting list we obtain from Dun & Bradstreet shows 1,000 local businesses within the requested parameters. Your customer then creates their message in either MSWord or as a PDF file. The message is 1 page in length. Based on that 1 page, your wholesale cost would be 2 ½ cents per fax along with the list cost of \$50.00. Therefore, your total cost would be \$75.00 wholesale.

Based on that knowledge, you could then charge a minimum of \$150.00 or \$ .15 per message giving you a minimum of 100% profit. You could charge even more if you wish. It's up to you. When you upload the project to us, you pay by using a credit card. We do the processing and assign a Communications Specialist to your account. They are available to help answer any questions that you or your staff may have. The Communications Specialist can also help to explain or clarify any website or format questions for the messages and lists being submitted.

## **Q. What else do I have to do?**

A. Nothing. Just offer these services on your website as part of your business. Remember, the more you sell each month the more profit you make with the least amount of effort, and we will always support your ongoing training and education needs.

## **Q. What if a customer wishes to do Email Marketing and Broadcasting?**

A. You will also be able to offer the creation and distribution of Email Marketing Messages as a member of our communications network.

We can take the same MSWord Document or PDF file submitted by your customer and create an html file as an Email Message. The options when sending an Email message are almost limitless – they can have color, pictures/graphics, links, video, sound and attachments.

One of the most important features we have when sending out emails is *our* ability, and now *your* ability, to provide your customer with click through reporting. These reports will show who opened the email and when. They will also show when the recipient clicked through to a web page. This feature is transparent and allows your customer to know how effective their email campaign is.

## **Q. Why don't they just send the Email message from their office?**

A. Unless your client is an ISP (Internet Service Provider – and we are) they cannot send Bulk Emails through services like AOL, Gmail, Yahoo, MSN or any Internet Cable provider like Comcast. Yes, it's true that they could send 5 or 10 messages or as many single emails as possible that way. But they could not send 500 or 1,000 or even 5,000 messages at one time under the Can Spam Act of 2003.

Therefore, we create the sample email for approval and send it to the list. An example of this may be a local golf store that has a new product line and wishes to send an email to all golfers that are members of the PGA. That's over 26,000 members! Under the Can Spam Act of 2003 that vast number of emails would not be possible utilizing conventional Internet services. However, by being our own Internet Service Provider, we *can* send that many emails for them utilizing your Print Shop.

Your wholesale cost may be ½ cent per Email or \$130.00 - \$150.00. You could then easily charge this client \$450.00 for this project, and your project would get delivered within hours. Plus they would get click through reporting as these prospects open and read their emails.

**This example can generate 200% profit for your Print Shop.**

## **Q. How do I begin?**

A. Just click here or go to <http://www.lowcostfax.com/printer.php> and complete the form and we will contact you within 24 hours.

We can then have your Print Shop up and running within 24-48 hours after your initial contact with us. Then you could start increasing your profits and sales immediately.