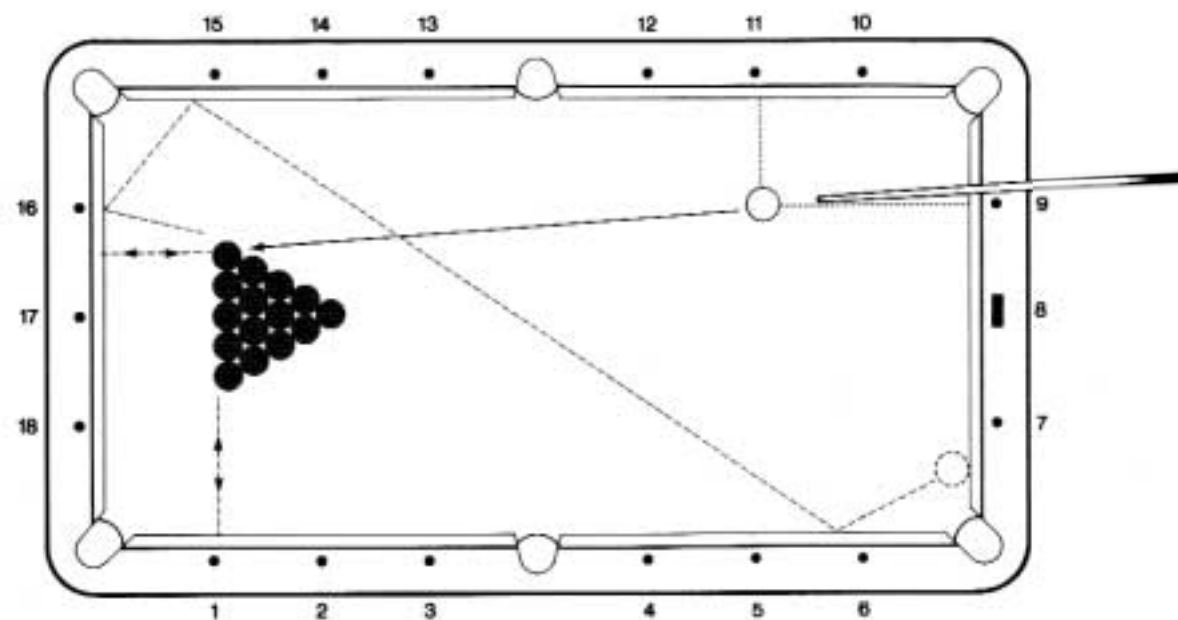


LOVEANDWATER.



AN OPENING.

'Love.'
 It could be heard
 shouted from across the
 street from the pool hall.
 'Undying love.'
 In the near empty
 diner, hours past a sunset
 hidden by sheets of rain,
 a man raises his hand to
 order, and calls out again.
 'Desperate love.'
 The waitress looks
 up, centres on what he had
 just said, and ignores him.
 'Love.' He cries out
 again louder, in hope.

Two diners look up
 from their meals on the
 laminate counter, look at
 the man, and then look at
 the waitress waiting to see
 what she will do.

The waitress looks up
 from restocking the sweets
 machine. All waiting.
 'Love.' The man
 shrieks in desperation. His
 red eyes wondering why
 she does not understand.
 'Love.' He screams
 yet again. 'And water.'
 The waiting cracks
 like a wafer. The waitress
 moves behind the counter,
 pours a cool glass and
 walks it to the man and
 sets it down. 'There.'
 She thinks she's
 done well, and rings up
 a lonely dollar in the till.

Contents.

Page No1.
 Online marketing enlightenment.

Page No2.
 Document manifest and philosophy.

Page No3.
 Web site engineering feats.

Page No4.
 Door knocking with e-mail.

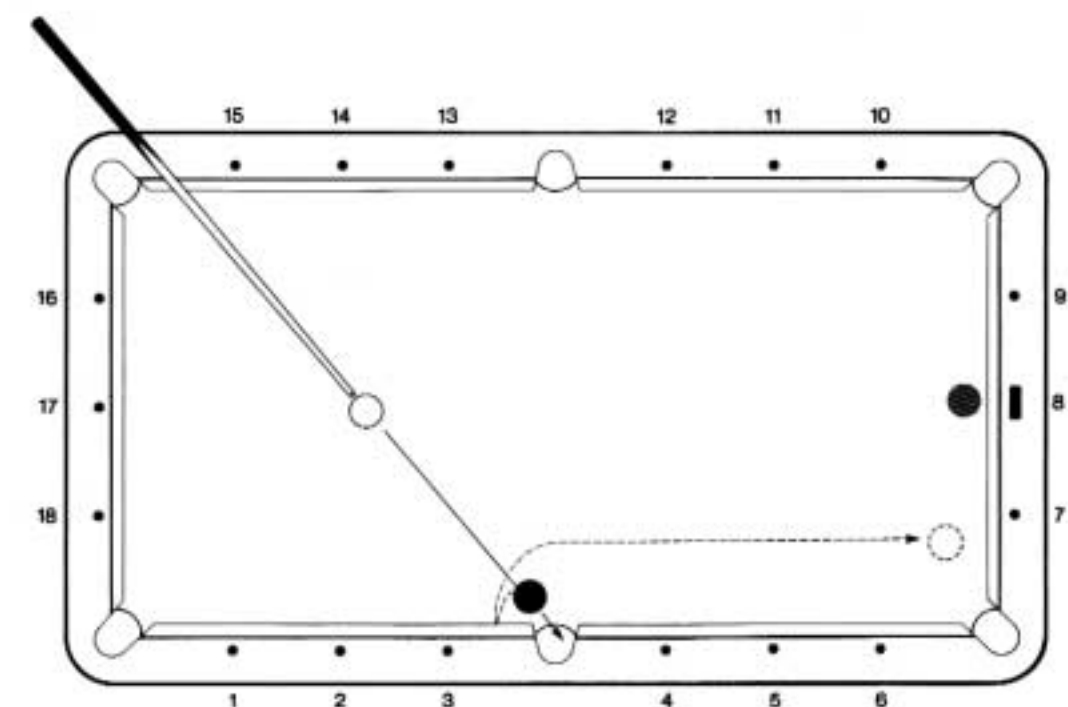
Page No5.
 Viral marketing blockbusters.

Page No6.
 Trafficking in skill and expertise.

Page No7.
 Digital dust jacket.

The heir thinks the
 exact opposite. Pulls his
 coat tighter as he braces
 against the wind and walks
 to the next diner. The tat-
 tered cheque for \$1 million
 dollars still in his pocket
 after all these years.
 And here we are.
 The world turns and
 few are wiser with every
 revolution.
 The message is loud
 and clear, however only the
 profitable have listened.
 Give people what

they want, what they need.
 And that is just what we
 want to give to you.
 If you are using or
 contemplating using the
 internet for marketing we
 can give you, advise you,
 guide you, and work with
 you in every aspect.
 All that you need,
 we can deliver.
 A revenue generating
 site, an e-mail campaign,
 search engine optimisation,
 full content management,
 or a viral campaign.



EXPERIENCEWINS.

There is nothing like it and there has never been anything like.

It is new.

It is remarkable. It is omnipotent, and it is misunderstood.

The internet can turn an idea into a multibillion dollar company.

It can transform a company struggling to pay printed media costs into a media company itself with a strong monthly revenue stream from ads on its web site.

The young enthusiasm of a few web site staff can be annealed to outperform an entire sales department, and be the new centre for driving future corporate growth, and profitability.

It can take a product range that needed a horde of travelling salespeople filling shelves countrywide to one that could take its wholesale orders from any distributor, in any country.

The internet can take a retail chain that spent its income on expensive city shop rental in a single country, to one that sells to the world with a rent free digital shop front that is open when customers want to shop, night or day.

We have such skills.

Should you want us to build your internet web site presence from digital scratch, we can do that.

Improve your under performing web investment, we can do that.

If you would like us to ratchet up visitor numbers to your overlooked site by analysing visitor behaviour hourly, and tune design and strategies accordingly, we can do that.

If you want us to keep your brilliantly performing site out performing your competitors daily, and also constantly topping visitor ranking charts no matter how search engines tweak their algorithms, we can do that too.

We can serve what you need the internet to do for you, when you need it.

By now you should be getting the desired impression loud and clear that we are different in what we can do.

The loudness and clarity of our message does not stop there, for we are also different in how we do what we do.

You can choose to let us take over your entire web site activities.

Or you can choose for us to work hand in hand with your current team.

We can serve you how you want to be served.

We have no strict methodology with which we want to pattern stamp the world.

Our focus will be entirely on your order.

When you engage us to help with your web site you can direct us to focus on one of the outcomes below, a mix, or all.

Task No1. Design.

Task No2. Appeal.

Task No3. Navigation.

Task No4. Building in an e-commerce capability.

Task No5. Traffic and sales optimisation.

Task No6. Search engine optimisation.

Task No7. Add content management capability.

Task No8. Improve transaction functionality.

Task No9. Create new revenue with hosted ads.

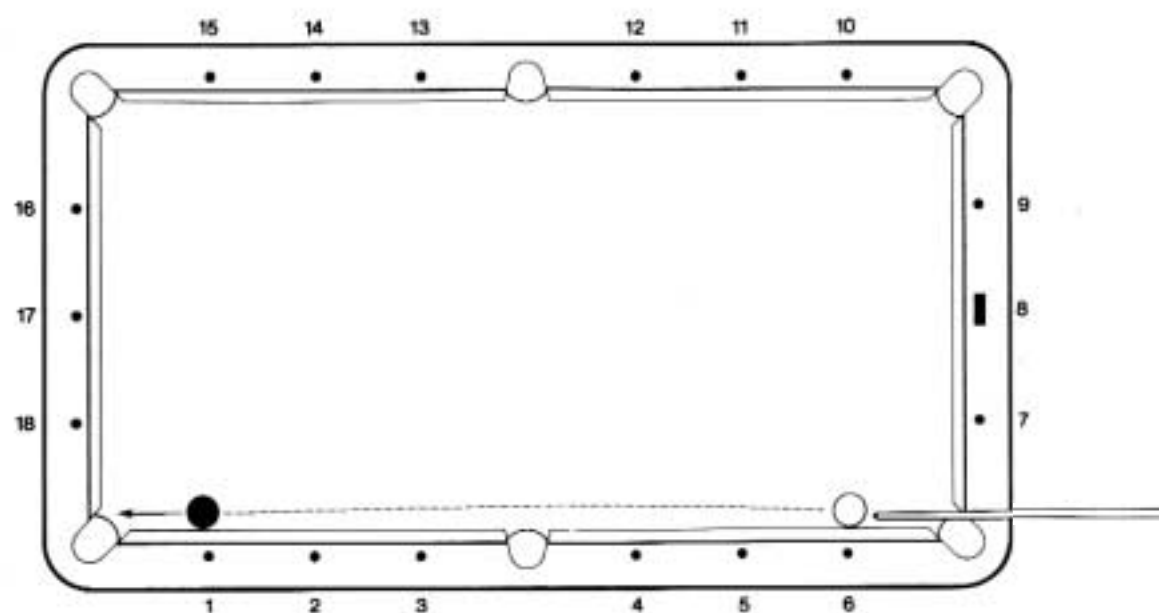
Task No10. Build sales.

Task No11. Add visitor statistic tools.

Task No12. Add forum or blog functionality.

Task No13. Adding an SMS interface.

Task No14. Take over the daily updating tasks.



TARGETTINGSKILLS.

It is the stuff untamed dreams are made of.

A once impossible machine is being made possible.

While you sleep there are hundreds of thousands of engineers working on it, sheer millions of tradesmen building it, and also tens of thousands of eager financiers investing in it.

They are all constructing the greatest marketing pipeline the world has ever seen, just for you.

And it isn't costing you a cent.

With it, an e-mail offer created in a day, can be distributed to member millions in a blink.

Group attitudes can be changed in a minute.

A massive database of followers can be populated in an hour.

New brands created in a day.

Large fortunes made in a week.

And as with all new things only a few know how it works, and even fewer have the business nous to bring knowledge and experience to bear on using it to begin to create revenue by this day's end.

Fewer still have the

tenacity to constantly test, change, test, refine, and test again their e-mail marketing campaigns to ensure that sales revenue steadily increases.

We have such knowledge, experience, and tenacity.

And it is available by the hour, by the project, or by monthly retainer.

If you want us to drive new visitors direct to the transactional pages of your site, we can do that.

To drive members direct to new offers on the club pages of your web site, we can do that.

You may need us to enable you to send out marketing material and offer pricing customised for each customer, their age profile, and their past sales history, we can do that.

Perhaps you want to know how many prospects actually open your e-mails, and when, we can do that.

You might desire to improve your current poor click through rate, we can do that.

You may wish to lure a much higher proportion of web site visitors to subscribe to your newsletters, we can do that.

If you don't have the in-house skills to create the content of your newsletters, we can do that.

Perhaps maintain and also secure your newsletter database, we can do that.

You may want us to gather your competitor's e-marketing material, analyse, and reply with more appealing offers to prospects, we can do that.

If you want us to run your entire e-marketing program, we can do that.

You may need a firm to restructure your web site and its content to complement an e-mail broadcast campaign, we can do that.

When you engage us to help with your e-mail campaigns you can direct us to focus on one of the outcomes below, a mix, or all.

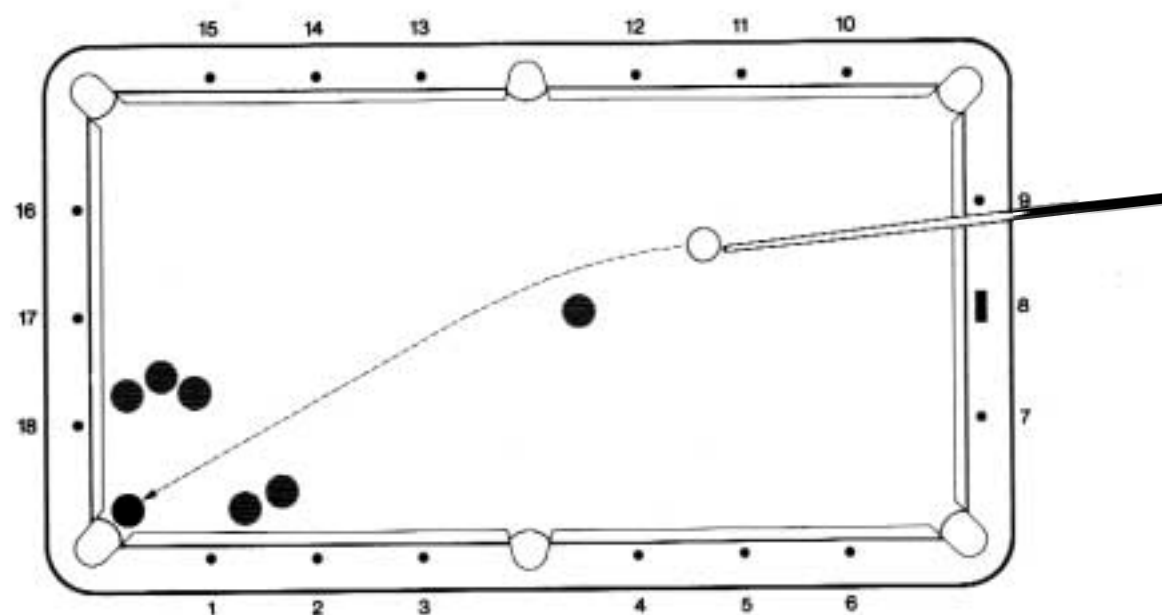
Task No1. Direct new traffic to your transactional web pages.

Task No2. Direct existing members to new offers.

Task No3. Customise names, marketing material, and pricing for each e-mail recipient.

Task No4. Improve e-mail opening totals.

Task No5. Increase click through rates.



BE CREATIVE.

Once in a millennia things just line up. No druid pleas to the heavens make it so, no astrological alignment of stars and planets will do either.

It takes something more massive to move the social gravity of the world's population, to change the way they form opinions, choose what they like, and decide what they will buy.

A number of factors have combined to make the timing right for viral marketing.

The rise of individuality, the birth of this era's need to communicate with others, the new awareness that people are far more important than countries, the awakening that each of us really does count.

But chief amongst these new age religions is the internet.

Coursing through its copper veins are ideas, movies, podcasts, graphics, webinars, photographs, rants, and rages.

Each and every one accessible to all.

And the best will be picked up, admired, sent on to friends, and become

the digital stuff of legends before nightfall.

We can decide. We can decide to like. We can decide to like it enough to buy.

It is such a new form of marketing that there was not a name for it when it began.

With our craving for labels it had to be named. So it was named after the only other machination that could spread at great speed around the globe, and affect all.

It was named viral marketing.

Done well it is like a favourite tv ad, but it does not need you to be tuned in at the time.

Done well it has the feeling of walking into your favourite store, but it does not need to be open at the time.

Done well it can create more online revenue than a print campaign costing ten thousand times as much, and do it instantly.

It need only be a single graphic, a single web page, a single song, or a single short movie.

It can cross borders, cultures, style, languages, and marketing profiles.

Suddenly all of the salaried efforts of a giant marketing department in giant corporations with T1 rhizomes spread out from corporate head office, can be outdone in an instant, by a simple idea, by someone with a laptop, and a wifi connection in their favourite trattoria.

This slides the ability scale to smaller firms, but the giant corporations are the ones poised to gain most.

They now have the ability to mix it with their audience in new ways, and not just pound the target audience on shore with media budgets.

It is now creative team against creative team, not cheque book against cheque book.

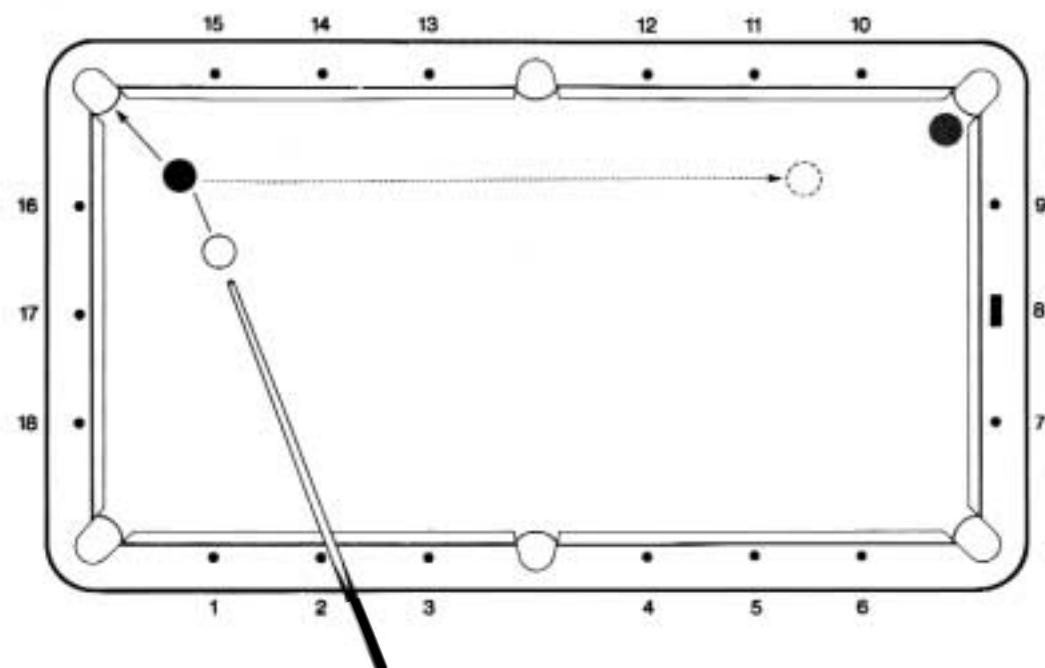
The instant revenue to be made is enormous.

When you engage us to help with your viral marketing you can direct us to focus on one of the outcomes below, a mix, or all.

Task No1. Create a repeatable strategy.

Task No2. Devise and build the creative piece.

Task No3. Ensure the target transaction pages do not hinder sales.



PLANAHEAD.

We want to serve you exactly what you desire so we are in for quite a bit of listening.

We want to listen to your vision for the growth of your company, and your vision of how a presence on the internet fits into this grand plan.

We'll then reply with a list of actions, and costs.

You may just want to hear about what is really possible using the internet.

You may want to hear about how your vision can be conjured into reality.

You may want us to begin by week's end.

We will serve exactly what you order.

'Love.'



EIGHTBLACK.

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Perhaps this medium called the internet is exciting beyond mere words.

So it does not help our marketing here that we are ones that chose them carefully.

Not at all.

But perhaps some experienced restraint is called for in the face of so many digital options.

If you have read all previous pages, then your investment in a little time out from your busy day has finally bought you to this back page. Nearly done.

In the words on the pages past we hope that you have read our fresh enthusiasm, and our energy in each and every one.

It is also our hope that we have begun to gain your trust, and that this will eventually lead to our gaining your business.

We offer our clients a unique 'best of both worlds' approach that no other internet consultancy in the world can match.

We have the energy and also the cutting edge smarts of an innovative start-up, backed by the intelligence and stability of an experienced industry leader.

So this page can either be an end to your knowledge about us or a beginning of a revenue building relationship.

We hope the latter.

If we have sparked your interest, then it is high time for a plan of action.

And plans or action are something we are very good at.

For yours, the next step is contact.

Do e-mail, or call.

Our number is at the bottom of this and all pages except our covers.

Clicking on the open e-mail link will preaddress an e-mail to our Managing Director, Simon Chen.

Perhaps you would like to learn more about us before an initial discussion. If so, then clicking on the open blog link will take you to our blog.

Lots of further reading there, and you are invited to drop by each day as new discussions are being constantly started, online successes are analysed, and new internet marketing topics debated.

We have no set rules of engagement, and no set menu of tasks and costs.

The ghost ball shot is not for amateurs, as it seems to defy physics. The champion will have their cue level and hit the cue ball at the 6 o'clock position for extreme back spin, the ball reverses its forward energy once it hits the target ball in, and will spin down to the next shot.

THANKYOU.