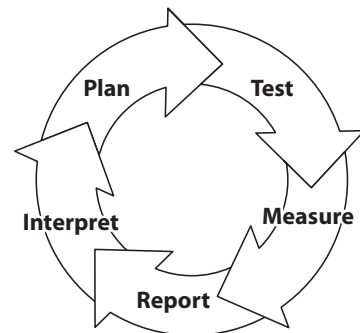


Special Offer for Foster Web Marketing Clients ONLY...

# Conversion SWAT Team's Marketing Optimization Program



**YES, Paul!** I want to take the shortcut and have you and your team go to work to convert more of my website visitors into clients. I understand that by being a Foster Web Marketing client and an "Early Adopter," I'm entitled to special "insider" pricing. However, I understand that my application alone does not guarantee acceptance into this program. My application and website will be reviewed before my acceptance is confirmed.

"I have found Paul to be an expert at helping me design marketing strategies that get people to respond. If Paul will work with you, don't miss the chance because you aren't going to easily find someone else with his experience who is willing to work with lawyers." — *Ben Glass*

"I am so excited to get the opportunity to work with Paul Partridge and have him help craft our conversion strategy. Marketing professionals of his caliber and experience are hard to find. He will no doubt be a critical component of our 2009 online marketing action plan." — *Mischelle Davis, Davis Law Group*

"Paul Partridge is the secret weapon for smart marketers. He analyzed every aspect of my website with the goal to convert visitors into contacts. I could not believe the results! Our contacts and report orders went up 70%!!!" — *Tom Foster, Foster Web Marketing*

## **STEP #1: Select Your Program Level**

**GOOD DEAL for FAST SUCCESS:** I want the **BASIC Marketing Optimization Program** for just \$2,495 \$1,997 per month. I understand I am protected by not one but 2 guarantees, so there is absolutely no risk to me. The Program includes:

- Google Analytics Analysis
- Site Analysis
- Initial Consulting Call to Discuss Plan and Establish Baseline
- Implement Testing on 2-3 Highest-Leverage Elements
- Monthly Results Review Conference Calls Every 30 days
- Analyze Previous Month's Results & Plan Next Month's Testing

**BEST DEAL for MAXIMUM FAST-TRACK PROFITS:** Yes, I want to take the elevator to the top. Sign me up for the **PLATINUM DELUXE Marketing Optimization Program** for just \$3,495 \$2,597 per month. I understand I am protected by not one but 2 guarantees, so there is absolutely no risk to me. The Program includes:

- Google Analytics Analysis
- Site Analysis
- Heatmap Analysis
- Overlay Analysis
- In-Page Web Analytics
- Initial Consulting Call to Discuss Plan and Establish Baseline
- Implement Testing on 5-7 Highest-Leverage Elements
- Monthly Results Review Conference Calls Every 30 days
- Analyze Previous Month's Results & Plan Next Month's Testing

### **TWO IRONCLAD GUARANTEES FOR PEACE OF MIND**

**Guarantee #1** covers the first eight weeks of your marketing optimization program. If, after the first eight weeks...you aren't absolutely thrilled with what we've done for your website, I'll return your money. No questions asked. No hard feelings.

**Guarantee #2** stems from the fact that I only want to work with you if I believe you'll get great results. My goal is to add your success story to the list of rapidly growing testimonials in my files. Therefore, I'll only accept you if I believe you'll be able to provide Conversion SWAT Team with an amazing case study. I am currently limited as to how many practices I can accept—which is why I have not offered this service publicly. In terms of "next hour, next dollar," I can only accept clients I believe have the best chance of breakthrough success.



## **STEP #2: Fill in Your Information**

Your Name \_\_\_\_\_ Name of Law Firm \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Work Phone (with Extension) \_\_\_\_\_ Work Fax \_\_\_\_\_

## **STEP #3: Fax Your Application to 1-908-789-9141**

We will contact your office within 7 days to set up your initial consulting call.