

2/10/06: Newsletter - Competing with the Big Guys

How does one person project a major corporate image? For Ghislaine Mahler, *Life Mastery Seminar and life coaching provider*, it is having a web site that saves time in marketing to, locating, collecting fees from, and servicing customers.

She does it with a web site that targets her prospective customers and services her existing ones.

Image: The design emphasizes her being a professional provider of this unique seminar series - embedded testimonials make it believable ([visit her web site](#)).

Automated Sales Touches: Whenever anyone registers, they receive specific automated replies and are entered into her contact database, using our E-listmail as an extension to her site. E-listmail has two purposes: first, it delivers personalized information to selected groups and, second, it updates her web site's calendar, alerting participants to seminar times and dates ([see our web site for more information](#)).

Online Sales: Seminar enrollment and associated materials are all paid for at her site, using an e-store extension to her web site ([see online store site for more information](#)).

So please, visit Ghislaine's site at www.ghislainemahler.com, sign up to be on her mailing list today, purchase a book and register for her seminars.

Best regards,

Robert P. Davidson, Ph.D.
President
RP Design Web Services