


Now your business can have a website that actually furthers your mission, not just describes it! Quickly.

# PowerSite 123

A graphic of a paper chain made of cut-out figures holding hands, set against a blue sky with clouds. The chain is partially obscured by a green and blue curved shape at the bottom of the page.

“PowerSite123 enabled us to create a powerful, interactive e-commerce site. Now we can build the nationwide presence that is an integral part of our business strategy.”

Mark Maniscalco, President *Thin And Fine Hair*

**How effective is your website in helping you to market your business?  
Sell your products and services? Recruit staff and strategic partners/resellers?  
Communicate with your constituents?**

## With PowerSite123, you can:

### Create A World-Class Website

PowerSite123 is an affordable, easy-to-use tool that enables your organization to create a top-notch website loaded with features that help further your mission, not just describe it. It is an innovative tool designed to help you engage everyone who comes to your site, including customers, prospects, employees, investors, strategic partners, and other constituents.

PowerSite123 can help you increase revenues, lower sales costs, communicate effectively, attract new clients, recruit needed employees, make administration more efficient, build a greater sense of loyalty, and create competitive advantages.

### Build Your Site—Or Let Us Do It

PowerSite123 offers the convenience of a point-and-click, easy-to-use web tool, with the ability to create a world-class interactive site incorporating extensive functionality. To build your site, you have three options:

- WE build your site and YOU maintain it
- WE build and maintain your site
- YOU build your site

### Communicate

Communicate with and keep your customers, prospects, and others engaged in your site. Include pictures, graphics, animation, and videos.

- Enhance publicity with compelling information about your organization including success stories, testimonials, examples of your work, and articles
- Your dynamic, up-to-date website will keep visitors returning over and over

### Manage

Easily track website results and campaigns through comprehensive reports. Effectively manage your lists of customers and prospects so you can strategically cultivate them.

- Site-wide reports—easily determine how many people visited your site, when, how they found your site, how long they spent there, which pages they visited, and much more
- Transaction-specific reports—like who's ordering what from your e-store

### Customize

PowerSite123 is easy, yet customizable and doesn't force you to choose a cookie-cutter template. You can have a site that is attractive and reflects your branding. Plus, no more relying on expensive programmers to build or change your site—now anyone on your staff can do it any time, in just minutes! If you want, you can even keep all or part of the content from your existing site (if you have one).

### Afford Top-Notch Functionality

PowerSite123 is affordable—even for small organizations—and gives you unsurpassed functionality that might cost tens or hundreds of thousands of dollars from traditional web developers.

- No PowerSite123 transaction fees
- 30-day, money-back guarantee—no questions asked

### Get 24/7 Support

Few companies offer such responsive, 24-hour customer service! We provide at least 8 ways of getting help whenever you need it, including:

- Online support
- E-mail support
- 24/7 phone support



[click here for  
Live Assistance](#)

*“The tool is so easy to use that it doesn't require training. Whenever we do need help or advice, PowerSite123 client support is easy to get—24/7!”*

**Margaret Patterson, Executive Director, *Child Abuse Prevention Center***

# With PowerSite123, your website visitors can:

## Shop

Watch sales grow when customers experience the ease of shopping online. Keep customers on your site—a more effective way to do e-commerce than redirecting them to a 3rd party site. See sales costs decrease with less postage, printing, labor, and time spent processing manual transactions.

- Sales—by credit card or e-check
- Payments for services and off-line product sales
- Recurring payments
- Your e-commerce capability can incorporate inventory control, tax, shipping, thumbnail and full-size images, different colors or sizes, and more

## Apply, Interact

PowerSite123 enables you to build and sustain long-term relationships with your clients, prospects, partners, and others and inspire them to take action. You can incorporate interactive forms into your website:

- Employment application
- Reseller and strategic partner applications
- e-Newsletter sign-up and more!

What's more, you can lower administrative costs through less data entry and other administrative tasks normally required to process paper forms.

## Register for Webinars, Seminars, & Events

Increase event attendance and spend less staff time processing registrations—enabling you to focus on marketing instead of administering. PowerSite123 makes it easy with a fully integrated solution that even lets users pay online for event tickets.

## Link & Buy from Other e-Commerce Sites

With the functionality of PowerSite123, you can create new revenue sources that you never thought possible through affiliate marketing, AdWords, and more, while providing your website visitors with easy access to complementary products or services.

## VIP or Employee Discounts & Information

Create a special “employees only” or “VIP clients” section that is password protected. Offer customized information or special discounts. VIP clients can sign-up and, if appropriate, pay and automatically renew dues online.

## Engage, Take Action

Improve interaction with all of your constituents. Enable website visitors to indicate their interests and how they want to hear from you:

- Gauge website visitors' feelings through feedback forms
- Enable them to track all their online activity, including purchases, through their own “user portfolio”
- Engage them with compelling questionnaires
- Provide e-advocacy so website visitors can write and even send e-petitions to their elected representatives in support of your mission
- Build site loyalty like some of the most popular sites do—through public opinion polls

*“My company and our clients need to sell more products and services; recruit more staff, resellers, and partners; lower costs; and create a world-class experience for all who interact with us. Finally we have a straightforward way to build all of that into our website.”*

**Katharine Coles, President/Founder, Mad Marketeer**

# SITE FEATURES

- 1 Totally Customizable Website
- 2 e-Store
- 3 Interactive Forms
- 4 Register for Events
- 5 Referrals
- 6 VIP Clients or Employees-only Section
- 7 Reporting
- 8 Communication
- 9 Polls
- 10 Affordable Solution
- 11 We Build It or Do-It-Yourself Options
- And much more....



1



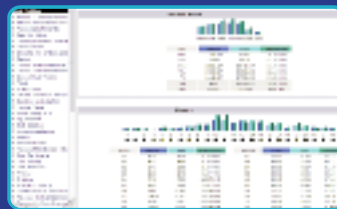
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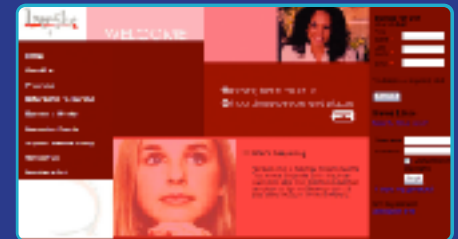
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## More for your users to do

You can have an interactive website that not only has a lot for your website visitors to **see**, but—more importantly—a lot for them to **do**. Whether your users are customers, prospects, employees, investors, partners, or others, they can engage with you in a variety of ways: shop in your e-store, register for events, pay for services, sign up for affiliate programs, complete employment applications, participate in public opinion polls on topical issues, and much more.

## The affordable way for you to succeed

So much more than ordinary “brochure-ware”, so much faster and more economical than hiring custom web designers, PowerSite123 was designed by combining the most effective technology, the best practices of e-commerce websites, and the operational, marketing, and communication needs of small to medium-sized businesses.

As a result, PowerSite123 gives you the ability to have a web presence that builds greater awareness and revenue for your organization, facilitates more effective decision-making for your management, and enhances the power of your mission.

## PowerSite123 clients

PowerSite123 is ideal for small- to mid-sized organizations in a variety of industries including:

- Technology
- Healthcare (Doctors, Dentists, Therapists, Clinics, Hospitals)
- Consumer (Retail, Photographers, Interior Designers, General Contractors)
- Professional Services (Legal, Accounting, Consulting)
- Real Estate
- Nonprofit
- And many more!

**TO FIND  
OUT MORE**

Visit us at  
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