

# Will You Let Me Promote Your Practice For The Next 3 Months Absolutely Free Of Charge?

Dear colleague,

I have something exciting to tell you, so please forgive me for writing to you out of the blue.

My name is Michael Sellar. For the last 10 years or so I've worked as a nutritional therapist, lectured to professional audiences throughout the UK and Eire, and edited a quarterly newsletter, *Enzyme Digest*, for complementary health practitioners.

Since I live on the edge of Stoke Newington, my "big idea" is to create an internet website - N16Health.com - on alternative health and well-being, devoted to the Stoke Newington community.

(Please don't worry if you know little or nothing about the internet, you can still benefit).

You see, I want to create a valuable resource for the people in the area; helping them find ways to keep healthy and overcome illness naturally, as well as promoting complementary health practitioners like yourself.

## **Benefit Today From An Emerging New Trend**

As each month passes, tens of thousands of people go 'online' in the UK on top of the 11 million men and women already using the internet. In fact, it's the world's fastest growing industry. But people are overwhelmed with the information it provides. It's bewildering. Millions and millions of pages of it.

That's why people are changing the way they use the internet.

After 'surfing' the world and getting dizzy in the process, people are becoming more selective; searching for information within their local communities.

"The focus of the internet is rapidly changing from global to local; more and more people are realising the future lies with 'locally based' internet services."

*Robert Barrett, Internet Guru*

This gives you a unique opportunity. You can take advantage of this new trend to reach the people of Stoke Newington.

## **Have Your Own Unlimited Webspace Right Away**

The website I've created is designed not only to build interest in alternative medicine, nutrition and fitness, but allows you to promote your *own* services -

- **You are given your own webspace** - an unlimited amount of pages to say as much about yourself and the services you offer.
- You can use it to supply articles, case histories, or refer to anything you've had published
- If you are giving a lecture or workshop, you can publicise it to all of Stoke Newington.

- You can use your webspace to provide an ongoing dialogue between yourself and your clients (don't concern yourself if you don't even have an e-mail address. Any e-mail correspondence you receive will be passed on to you).
- If you have your own website, a link can be provided to it

All this is now possible thanks to the internet, and the developing interest in locally based services.

But even if you only choose to provide brief details of yourself and not to get actively involved, that's no problem because I will be working on your behalf.

N16Health.com will contain:

- An A-Z of complementary therapies. This will include your own therapy and the conditions it is especially useful for.
- A reminder of the benefits of your therapy. Positive articles in newspapers, magazines and medical journals will be included.
- A counter to negative press articles which undermine peoples' trust in alternative medicine.
- Articles and information I write myself which interest health-conscious people and promote the use of complementary therapies.

### **Attract New Clients From Outside Stoke Newington**

Although the website is aimed at the local community, the very nature of the internet means people outside the area will find it. So not only will more people within Stoke Newington village be aware of your services, but so will the wider community, attracting even more clients your way.

It will also be promoted 'offline' not just locally but to a wider audience. For instance, when I submit another article for *Positive Health* magazine (I've already had two articles published) it will include details of the website, thus reaching over ten thousand people interested in complementary therapies.

I hope by now you have captured some of the excitement I feel about this project.

Naturally, such a venture has to be paid for. However, I want you to use your webspace free for the next three months. Try it out for yourself at no risk and no cost. The future fee will depend on the amount of traffic (visitors) generated. I will be writing to you in 2003 when the details are finalised. You will of course be free to discontinue after the trial period is finished.

In the meantime I hope you will take advantage of your free webspace and sincerely hope you will join me in making this the best website of its kind on the net.

Please fill out the application form as soon as possible and post back it to me in the enclosed envelope or leave it with Annabelle, Liz or Emily at the Health Centre. As soon as I receive it, I will put your details on the website.

Kindest regards,

Michael Sellar Dip ION  
Consultant Nutritionist