

Sales brochure copywriting for BTopenworld web design service

BTopenworld's web design service offers flexible, affordable web packages giving small to medium businesses a professional online presence. I was briefed to develop brochure sales copy, highlighting the ease and flexibility of the Easy and Custom solutions to busy businesses. Copy: Ian Castle, Freelance Copywriter. Agency: Clarke Hooper Proximity

Example extract:

Cover:

Putting your business on the web couldn't be easier

Opening spread:

Building a website for your growing needs

If you're in business, you'll have seen the impact the internet is making. For customers online, the days of waiting for brochures and quotations are over forever.

Today's world is a 'now' world. It's a place where consumers and companies know, thanks to the internet, they'll find any product or service they want. It's effortless, it's instantaneous, and it never closes. Increasingly, our first impressions of a business are made in seconds – not at the premises, but on a website online.

You recognise putting your business on the web is not a matter of 'if', but a function of 'when' and 'how'. You may only have basic needs, but you know you've got to get a site that's right.

BTopenworld can make it happen for you. Our range of web design packages provide comprehensive, cost-effective ways to get you started on the web – professionally, and hassle-free.

For Sale. Persuasion.™



You're busy running your business. Our Easy Web Design Service takes the time and pressure out of creating a web design yourself, or commissioning an independent designer to do so for you.



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