

The Luxury Home Resource Guide

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Mr. Sample,

As the owner of a successful business that caters to luxury homeowners, you are well aware of the value of good customers, both in finding them and, more importantly, in keeping them. You've probably been on the advertising rollercoaster either spending your money on shotgun-blast advertising that resulted in too many people calling you for low-ball pricing or worse, paid thousands of dollars for your Yellow Page ad to get lost in a clutter of competing ads. Well, what would it be worth to you if you could place information about your business in front of 50,000 wealthy homeowners who are READY to use your services? Well, you can, and for less than the price of a full-page ad in the phone book.

The Luxury Home Resource Guide is a DVD-based interactive guide that promotes high-end goods and services to luxury homeowners in the Austin area. And since it's a DVD rather than a piece of junk mail, it's a resource that the homeowner will use again and again. Perhaps you've seen "ad magazines" for home services in the local paper or card-pack promotions in your mailbox; maybe you've even purchased advertising space in them. If you did, were you happy with the results? Did you get good value for your money? Do you ever wonder if anyone actually reads that stuff or if it goes straight into the trash? That's the problem with mass-mailings; you never know who reads them. The Luxury Home Resource Guide is not mass-market advertising; it is a targeted direct promotional medium. It is distributed to only those potential customers with the taste and resources to purchase your services. Much like a word-of-mouth recommendation, The Luxury Home Resource Guide is a trusted reference for finding the best company to do the job.

The impact of video can never be overstated. If a picture is worth a thousand words, what is full-motion video worth? How would you like to have a minute of video to present your company to 50,000 homeowners who are interested in what you have to offer? What about a slide show of before and after pictures of the work you've done previously? How would these compare to a static advertisement in a dusty old book? Of course if you just need a page to show your logo, describe what you do, and give contact information, The Luxury Home Resource Guide can provide that too, and for less than a third of the cost of your phone book ad.

So why not just place a television ad? You could, and your message could potentially reach millions of people, but *which* people? It comes down to quality versus quantity. You didn't build your business by making a few dollars on a lot of jobs; you did it by taking your time and providing the best services available. Luxury homeowners are less concerned about price than they are about ensuring that the job is done perfectly.

Couldn't you just produce your own DVD? You could if you have a very large advertising budget, but with production costs ranging from the tens of thousands to hundreds of thousands of dollars, video production is out of the reach of most advertisers. The cooperative nature of The Luxury Home Resource Guide allows multiple advertisers to share the production and distribution costs of video and still get their video message to the right consumers.