



**START  
HERE!**

**STEP 1:**

**GET  
NOTICED!**

Your community on Page 1 of **Google**  
Professional 1 Minute Video on **YouTube**  
Your community needs to 'CREATE AWARENESS' globally!

**STEP 2:**



**Your Multi-Media  
'Sales Website'**

**LET EVERYONE SEE & HEAR  
ABOUT YOUR COMMUNITY!**  
A compelling 'sales website' full  
of videos, animations, web-  
books, audio testimonials,  
narrations, etc. to give people  
good reasons to come here!

**STEP 5:**



**GET THE COMMITMENT!**

Use the 'connection pipeline' created in  
the previous step to 'CLOSE THE DEAL'!



**close  
the sale**

**create  
awareness**

# 5 Steps To Closing Sales For Developers

**connect  
personally**

**create  
demand**

**measure  
demand**



**Audio E-Mails**



**Digital WebBook  
Contracts!**



**Community Business  
Card CD-ROM!**



**STEP 4:**

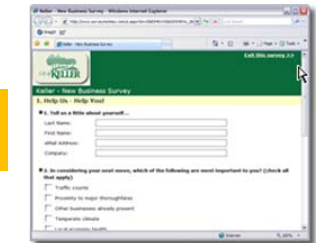
**MAKE THE  
CONNECTION!**

**ENGAGE THE PROSPECT!!**

Send them an online "**Audio E-Postcard**" in your own voice  
welcoming them by name and inviting them to watch for future  
updates coming! *They hear your voice saying their name!*



**STEP 3:**



**Your 'VIP Survey'**

Find out what your prospects really want with a customized survey -  
they'll tell you what's important to them so you can tailor your  
marketing messages (in Step 4, next) to directly address their  
interests and move you closer to Step 5, 'Closing the Sale'.

## 'PHASE I' SYSTEM

To get started, you may need just a professional website with a great Overview Video, a compelling WebBook, VIP Survey, and a few key PDF downloads. For those developers looking to attract investors or present a minimal project overview.

**PRICE RANGE: \$9K - \$12K**

## 'PHASE II' SYSTEM

When you're ready to deploy a more professional marketing system with more videos, WebBooks, Customer Relationship Management System, and an Audio E-Postcard system, this system may be your solution. This includes 2 days of on-site consulting, media-gathering, full script writing, storyboard creation, etc. to ensure we create a very compelling system.

**PRICE RANGE: \$12 - \$20K**

(SEE OTHER SIDE FOR SYSTEM DIAGRAM)

## 'PHASE III' SYSTEM

DevPromo partners with you to craft a system designed to get you **'CLOSED & FUNDED SALES'** via our proprietary **'5 STEP MARKETING SYSTEM'**. We create the scripts, storyboards, and visuals WITH you and support you throughout the 6 month campaign by ensuring your site stays on page 1 of Google, modifying all videos, WebBooks, managing your Audio E-Postcard and Digital Newsletter campaign, etc. ***This includes 4 days of on-site consulting and 6 months of continued support for your sales campaign!***

**PRICE RANGE: \$20 - \$30K**

SALES TOOL INCLUDED	PHASE I	PHASE II	PHASE III
 Multimedia Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 1 Year Hosting (www.yoursite.com)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 Weekly WebStats Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 # of Videos	1	3	5
 # of YouTube Videos	1	3	5
 # of Widescreen Videos	1	3	5
 # of Web-Books	1	3	5
 # of Business Cards	250	500	1,000
 # of Brochures	100	250	500
 Business Card CD-ROM (Master copy ready for duplication.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 VIP Survey (Online)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 CRM System (CUST. RELATIONSHIP MGMT.)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 Audio E-Postcard System		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 Client Audio Testimonials			<input checked="" type="checkbox"/>
 Digital Newsletter System			<input checked="" type="checkbox"/>
 Google Page 1 Listing (Costs depend upon phrases used.)			<input checked="" type="checkbox"/>
 6 Month Ongoing Support			<input checked="" type="checkbox"/>