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Make more profit using our services

Dear :



Hello! I just wanted to reach out and touch base. It's been darned hot here the last couple days, and I'm trying to stay cool. I hope you're staying safe and cool, too.

I realized today that I've made a lot of changes behind the scenes, invested in a lot of software and hardware lately. It either benefits - or *can* benefit - you, so I wanted you to hear about it.

Hardware

I've been taking photos and doing video production for a long, LONG time. I keep my camera equipment fairly updated, but recently I bought a 4K (that is, Ultra High Definition) camera and a gimble - a hand-held rig that allows me to shoot smooth footage. I've created a couple short-form videos for clients with that already. Clients have liked them but, more importantly, viewers have liked them.

Today, I received a new lens for my stills camera. Some would call it an ultra- or super-zoom. It goes from very wide and can zoom in very close. Handy for taking pix of two people shaking hands, and then turning around and getting just a company logo off a truck parked a block away. I'll be using it very soon on a "blank check" shoot.

Most importantly, I got a small fan that's currently blowing cool air on me, making sure I don't melt into a puddle! Don't worry, it wasn't expensive.

Software

First is a raffle plug-in for your websites, allowing you to give away prizes while growing your email list. Building and cultivating an email list directly translates into increased earnings for your business.

Next is a video generator that works with artificial intelligence (AI) to create custom avatars ("people who look like your ideal customer") that speak your marketing messages to your prospects and clients. I've created three for different clients, and they all experienced significantly increased interaction with clients and prospects. As a creative person, I can complain all day about how using AI as a tool is ripping the soul out of artwork, but as a marketer I have to admit that using AI tools can really help my clients! Right now, I've got special pricing in place for those folks who want to create a custom avatar who literally speaks to your prospects.

Last, and not nearly as exciting, is form creation software. There's a huge form one of my clients uses that I'll be replacing in about a month, and hopefully they'll barely notice. Neither will the prospects that fill out the form. But it gives me more tools and more horsepower under the hood, allowing me to customize the function and the look of the forms I create to more precisely do what you want them to.

Web hosting

There's a years-long explanation behind this, which most of you simply don't care about, but here it is in a nut shell: A tool I use in hosting your website, cPanel, has exploded in pricing over the last couple years. I could have raised my pricing on all the websites I host, but I've decided against it. It's more important to me that I continue to provide the best value to my clients for services provided, and I hope you feel that I have done - and continue to do - just that.

Photo

I just got back from Letchworth State Park. It's also known as "the Grand Canyon of the east," and has been voted America's favorite state park at least a couple years in a row. Above is an image of the Middle Falls. Letchworth is a great place to visit if you get the chance!

That's it for now. I realize that I've been sending out these emails for my clients, and haven't updated you in some time. I'll be sending these out on a more regular basis. If you need or want to take yourselves off our email list, I completely understand. Just click the link below.

Until next time, be well and stay healthy & happy!

Very best,

Scott Gardner

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