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**For the last 7 years, we've learned what you, as a business owner, want and need in a website. WE HAVE EXPERIENCE**

**Even in today's world of fast technology, fancy gadgets and confusing jargon, let us simplify the process of getting a website. WE KEEP IT SIMPLE**

## **Contractors**

Carpentry  
Flooring  
Cabinet makers  
Consultant  
Contracting  
Electrician / Electrical Contractors  
Flooring Services (Carpeting/Tiling/)  
Glass and Glazing Contractors  
Heating, Ventilation & Air Conditioning (HVAC) Services  
Painter / Paperhanger  
Plumber / Plumbing Contractors  
Roofer / Roofing Contractors  
Trades (other)

## **Culture**

Arts / Culture (other)  
Band / Choir / Music Club  
Childcare  
Clubs / Associations  
Community Organizations / Local Initiatives  
Educational Services (other)  
Faith-based Organizations  
Gym / Fitness / Recreational Sports Centers  
Training  
Fitness Coach  
School / College University  
Sports Clubs / Associations / Leagues

## **Health Services**

Beauty & Nail Salons  
Chiropractor / Osteopath  
Dentist  
Doctor  
Health Services (other)  
Optician  
Pharmacy  
Physiotherapist / Masseuse  
Retirement Homes  
Veterinarians

## **Tourism**

Amusement / Recreation  
Bed & Breakfast  
Café / Bar  
Casual Dining  
Catering Services  
Food Services (other)  
Graphic Design  
Hotel  
Nightclub / Disco  
Restaurant  
Tourism Services  
Travel Agencies  
Vacation Rentals

## **Vehicle Industry**

Auto / Car Body Repair Shop  
Auto / Car Dealership  
Bicycle Shop  
Courier Services  
Driving School  
Goods Transportation & Hauling  
Motorcycle Shop  
Moving / Storage Services  
Taxi, Limo, Chartered  
Transportation Services  
Transportation (other)  
Vehicles (other)

## **Professional Services**

Accountant / Tax Services  
Advertising Agency  
Artist / Designer  
Banquet / Catering / Event Facilities  
Beauty / Hair Salons & Barbershops  
Business Services (other)  
Cleaning Services  
Consulting Group  
Counseling Services  
DJ / Band  
Event Planning (Wedding / Party / Corporate)

## **Retail / Commerce**

Antiques Store  
Author  
Bakery / Pastry Shop  
Bookstore  
Computer Store  
Distributor / Wholesale  
Electronics / Electrical Appliances  
Farmers Markets / Small Growers / Community Supported Agriculture  
Fashion / Clothing Store  
Florist / Flower Shop  
Furniture Store  
Grocer / Grocery

## **Real Estate**

Architects  
Engineers  
Construction Companies  
Landscapers  
Estate Agents  
Brokerages  
Private Agents  
Estate Agency Franchises

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Funeral Homes  
Handyman / Maintenance  
Insurance Services  
Interior Design /  
Renovations  
Investment Adviser  
IT Consulting / Services  
Laundry / Dry Cleaning /  
Ironing Services  
Law Office / Notary  
Life Coach / Business  
Coach  
Locksmith  
Model / Actress / Actor /  
Entertainer  
Personal services (other)  
Pet Care (Pet Grooming /  
Walking Services)  
Photography Studio  
PR / Marketing /  
Communications Services  
Printing / Duplication  
Services  
Spa / Beauty Treatments  
Staffing Services

Hardware Stores  
Home Decor & Accessories  
Home Improvement /  
Building Supplies  
Jeweler  
Pool / Hot Tub Services  
Retail / Shops (other)  
Shoe store  
Sports / Outdoor  
Equipment Store  
Stationery / Office Supply  
Toy Store

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## OLD SCHOOL TOUGH GUY CHALLENGE

*For businesses owners with guts.*

Thanks for your for your growing interest!

I'm guessing that you're the type of person we enjoy working with. As a reward for taking your valuable time to read what we have to say, I want to pay you back from our side. Your time is important, my time is important. So, why not just begin your trail today, put us to the test and see if we really do "walk our talk".

Plus, and this is the special offer you can take advantage of now, get the first, crucial 30 days at a 100% Discount.



Duncan Laing, Certified Design Engineer  
DesignMagic Senior Partner and Founder.

**PS: Enough with the small talk. I'm from the old school. And, we do what we say we will and don't BULSHIT on anything. We meet our targets and bring home results. We make you money. And we are there when you need us. If we do don't deliver, you don't pay. As a matter of FACT, if you can get what we're offering, and our level of quality any dedication anywhere else, we'll give you your website and our monthly service to you for free. And no competitor has ever, or will ever dare to match this guarantee. So, it's a simple decision for you, isn't it? If you need straight talk, call me on 082 450 2997.**

- ★ Get 3 Talented Designers. 100% Free Initial Design
- ★ First 30 Days of Paid-Service - Free

**Use the promo code <>DUNCAN-TOLD-ME< >  
at project set-up.**

- ★ FREE Consultation. No deposit. Zero set-up fees
- ★ Takes 60 Seconds

# What's included?

- ✓ FREE Instant online project specification set-up in two minutes!
- ✓ FREE Web Design prototype
- ✓ **FREE LIVE Design sample**
- ✓ FREE 30 Minute comprehensive DesignEngineer Consultation
- ✓ **FREE Design ideas and range of new solutions**
- ✓ **FREE We take care of every aspect of creating the website for you**
- ✓ **FREE Project plan and essential foundations**
- ✓ FREE Zero obligations
- ✓ FREE Test us before you buy. Takes 60 Seconds

**Simply start your free  
trial or call  
011 4222 358  
to talk to someone -  
right away.**

**Takes 60 Seconds To  
Set-Up Your Project.**

**You're wondering: How can they give away so much for  
"Free"? Are we running a charity?**

No. Our initial design prototypes are built by a very special team of designers who work to make website designs day-in and day-out.

And, we need to insure that they're constantly busy with new ideas or they drink lots of coffee, re-arrange their work environment and get in to violent fist-fights with our programmers. They bring women to the office and smoke in the toilet. They shoot-out windows, graffiti up the walls with crayons, play with fireworks and smash up expensive computer hardware. They set our servers on fire and download explicit pornography from the internet.

Needless to say, it cost us billions in insurance excesses and law suits.

Our creative director used to thrash them, but this didn't work. 100 cuts and they would just laugh out loud! We tried giving them detention on Fridays, but they wouldn't show up. We also tried calling their parents in. We took away all their privileges. We banned hair gel and flashy jewelry. We hired a security guard. We brought in metal detectors and frisked them for crayons and lighters.

But nothing worked!

So, one day we decided get them producing the best website designs ever created. And making it so that this is what they do all the time. And when you start your risk free trial and receive a design beyond your wildest dreams, you too will know that we weren't joking. We hire the best designers on earth.

We hire three, pay them like five and work them like eight. And we know, from the data that we have collected over the years, that after you receive your DesignMagic prototype, there is a 93.5% chance you will get your website with us. It's that simple. And if you want the best, the most spectacular website you have ever seen to belong to you, you've come to the right place.

**How Do Your Monthly Prices Compare To Other Firms In Your Industry?**

	<b>“No-Name” Design Firms</b>	<b>DesignMagic.co.za</b>
<b>Set-up costs</b>	R 3000 to R 5000	Zero
<b>Upfront Deposit (charge for initial website design sample / prototype)</b>	<b>50% to 100% of set-up costs</b>	<b>FREE with your risk free trial before any commitment is made</b>
<b>Monthly Maintenance and updates</b>	<b>Not available, or for between R 200 and R 500 per hour</b>	<b>Included</b>
<b>Website Domain Name</b>	<b>Between R 150 to R 300 per year</b>	<b>Included</b>
<b>Website Hosting</b>	<b>Between R 1500 to R 4000 per year</b>	<b>Included</b>
<b>Contract</b>	<b>Minimum one year or two year contract on hosting</b>	<b>None</b>
	<p>Website will be out of date in matter of months and technologically obsolete in under seven years. Eg: Websites designed before 2003 (if you can find any) are slow, dull and make a very bad impression. It is better to not have a website at all than have something that is sloppy, illogical and looks like it was designed by a kindergardner.</p>	<p>Your website will always be up to date and will keep a modern image.</p> <p>Your website will grow as your business grows.</p> <p>Your website may be your most important, most valuable business asset.</p> <p>Your website will stay ahead of your competition and will make that crucial first impression no matter what you're selling.</p>
<b>Life-time Satisfaction Guarantee</b>	<b>Not available</b>	<b>Comprehensive and easy to take advantage of.</b>

*On a five page new website. Data current (May 2010) from a sample-set of 25 South African Design Firms. To receive a copy of the data, compiled by AuditData ND, please email [legal@designmagic.co.za](mailto:legal@designmagic.co.za)*

## Why Are Your Prices So Cheap? Are you insane?

You are probably wondering how we can charge as much as 70% less than our competition and still be in business, right?

First of all, we run a very tight ship. We choose our promotions carefully and ensure every advertising cent pays for itself; we streamline our systems and billing processes; we don't have any frills (like R5,000.00 chairs, Mac Computers or a trendy office address). We focus on what we're good at and avoid anything we can't be the very best at.

We don't hire people based on their race. We use only the best people and let results, instead of how long they've been with us, determine how much we pay our people. And our people are the best paid, hardest working individuals in our industry. We have no employee turnover. Lazy workers leave before their first day is out. *You can't fake it at DesignMagic.*

We have no corporate hierarchy or status symbols for more senior employees. Everyone sits on the same old office furniture, drinks the same coffee and nobody has a company car.

We also don't waste money on gimmicks like toll-free telephone numbers, word-numbers (eg: 0820 DESIGN) and "SMS your name and we'll call you back" systems that are often abused anyway. We don't use The Yellow Pages or Newspaper adverts to get new business, instead focusing on word of mouth and internet marketing to people who have a real need for our services. We don't print anything - ever. We don't use business cards, brochures or flyers. We don't hire slick sales people because we refuse to talk to anyone who doesn't want what we provide. We let our customer deal directly with the person who is building their website for them.

Second, we're straight shooters. There are no tricks in what we do, just good, old-fashioned, reliable business principles. Quite often we're asked if we bait our customers with low rates and then charge high renewal prices. Anybody that expects us to do that will be disappointed. We believe in the old saying, "You can shear a sheep many times but you can only skin it once." So, your renewal rates will be no higher than the rate you paid when you initially purchased your product, or what our registration rates were when you transferred your website to us (the only exceptions would be if the price the registry charges us increased, or if you took advantage of a limited-time, special price. If the registry increases our cost, or if our costs go up due to inflation, yours will go up by no more than the same percentage ours did).

What's the end result of all this? Well, we're happy to tell you that we're a small but profitable firm that expects to be in business for many, many, many years to come. All this, of course, is due to value-conscious customers like you.



Duncan Laing, Certified Design Engineer  
DesignMagic Senior Partner.

PPS: We are here to help you to achieve your goals and dreams.

If you need anything or just want someone to talk to about your business, call me on 082 450 2997.

Visit **DesignMagic.co.za**

**Use the promo code "DUNCAN-TOLD-ME"**

**and get your first 30 days for free.**

**Project set-up takes 60 seconds. Offer valid for  
24 hours from the time you downloaded this Pdf  
ONLY**