

Who can benefit ?

- ✓ Retailers who need to reach a much bigger customer base.
- ✓ Small businesses looking for another outlet for their products
- ✓ Sole traders who want to get a professional sales website up and running quickly
- ✓ SMEs who want to learn from other peoples' mistakes, not have to make their own
- ✓ New businesses who need online sales and want professionals to set it up without it costing a large cash outlay upfront.
- ✓ Anyone who believes that a business performs at its' best when individuals focus on what they are best at.

sellthemoon

A Redesdale based business established in 2004 with an enviable reputation for online sales success.

WE CAN SHOW YOU HOW TO CREATE A SUCCESSFUL, PROFITABLE ONLINE BUSINESS

...our hindsight is your foresight.

www.sellthemoon.com

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AS FEATURED IN
THE JOURNAL April 2010

Want to sell online?

A whole new
approach to get you
successfully selling
online

...no lump sum needed

...no need to be an
ecommerce expert

...your own website &
eBay Shop



The “established” way for small & medium sized businesses to set up a sales website is deeply flawed...

It assumes that you know what you want, know how you want to do it and fully understand the requirements BEFORE you even find someone to create your site for you.

Worse, once your site has been designed and built you are simply abandoned.

To use an analogy, if you wanted to learn to drive you would not expect to have to design a car, have it built, understand how it works and know how to drive it before you even have your first lesson. Yet for online sales this is exactly the situation.

Our solution is simple - sticking to our analogy, we build the car, we make it work, and to begin with we even drive it for you. Then we gradually teach you how to take over the controls and do things for yourself.

Paying for it ? Fixed, short term monthly payments with no initial lump sum to find. And as we are approved and on the North East Supplier Register, you may get some help from Business Link too.



Real help

There is a (much) better way!

We set things up for you, manage the day to day activities, and then gradually show you how to successfully take them over.

- ✓ **We meet to discuss and advise (a consultation that would normally cost hundreds of pounds)**
- ✓ **sellthemoon creates your ecommerce enabled website (people can buy from it) and also sets up an eBay Shop if applicable. We even add your first batch of products!**
- ✓ **We then show you - on a 1 to 1 basis, at your premises - how to use the website & ebay to maximise your sales effectiveness**
- ✓ **We teach you the importance of keywords, optimisation and other key skills, in a simple and common sense way**
- ✓ **sellthemoon will also advise regarding marketing of your site and we will set up any necessary venues for you.**
- ✓ **Over a few months you will gradually take full control of your new online business. You will have gained a professional knowledge and understanding of ecommerce that will enable you to make the best of every online opportunity.**

Call us to find out more

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What advantages will this give me?

- ✓ **A professional website and eBay shop set up quickly, enabling you to start selling straight away. Great for cashflow!**
- ✓ **We help to actually manage your day to day online activities, so you are not overwhelmed by things to do. You gradually take over as your skills and time allow.**
- ✓ **Your website and the products added will be done in a “search engine friendly” way, which means you get noticed by search websites (i.e. Google) much quicker.**
- ✓ **We spend time with you on a 1 to 1 basis, so we can show you every step in a “hands on” environment. This means you will gain the skills you need quickly and effectively.**
- ✓ **You get the support and advice of experienced professionals, giving you the best opportunity for success. This cost of this 1 to 1 training would normally be beyond the budget of a small business.**



Real results