

SecureYourStuff

Business Enhancement Services to The Locksmith Professional

Dear Locksmith Business Proprietor:

Please allow me to introduce myself, and why I am writing to you.

My name is Jim Newell, I have been involved with the physical security industry for more than 40 years. My professional experience includes working as a security technician, a locksmith business founder-owner, and the last 30 years as a top performing sales representative for the two largest security products distributors in the United States.

I retired in December 2010, and immediately found that I still have a desire to contribute to the success of locksmiths and their businesses.

For the last 7 or 8 years I designed, built and hosted websites for a handful of my retail locksmith customers. During this time I learned a few things about web design, and what the real value is to the website owner:

- **Websites are a wide area advertising medium**, but the advertising focus for most small businesses should be attracting local customers.
- **You can sell products via a web site**, but you need to be prepared to ship products worldwide at a profit, deal with the difficulty of returns, and be able to provide consistently responsive customer service.
- **The best website use may be just to communicate with existing customers**, and attract a few new ones. A website is a fantastic medium for getting your message out.

Websites can be designed for different functions

- They can act as an instantly changeable ad (try that with print advertising).
- They can be used to announce new products, services, or specials.
- They can be used to educate customers about security issues.

www.SecureYourStuff.com

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- They can be used to give security system or hardware usage instructions.

A Secure Your Stuff website does all of the above and more.

- The publishing platform we use automatically gets your website found in the search engines.
- Unlike the typical 3 to 5 pages sites available from your phone company, our sites contain anywhere from 30 to 50 pages, address the services you offer, and can be customized to your specifications.
- Having your website published and maintained by a security professional insures accurate content.
- Low cost to build, support, and host.
- All sites are actively managed.
- Design tailored for input by site owner if desired.

Please visit the sites below for recent examples of our work:

- www.AllSafe-Security.com
- www.Hoernel.com
- www.ChippewaValleyLockandKey.com
- www.SafeLock.com
- www.KimmelsLossPrevention.com

Want More Information?

- email webinfo@SecureYourStuff.com

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