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Dear Catholic Store Owner,

Have you thought about putting your store on the Internet? You know that the Internet is a great source of income and that many customers look on-line before coming in to shop.

Have you been daunted by the time, experience needed and cost of creating your own site?

Have you given up before even starting because of the time involved in keeping the site current?

Have you built a site only to find that fulfilling orders and customer service are eating up all of your time?

Are you worried that companies on the Internet are taking away your business?

Do you wish that when a customer asks for your website address that you had one to give them?

Do you have a website that doesn't really do much for your business?

What if someone were to offer you the largest Catholic on-line store in the world as your own?

What if someone were to tell you that not only could you have the largest on-line Catholic store in the world, someone else would handle all product updates, shipping, customer service and technical updates?

What if someone were to offer you all this and then give you 25% of the selling price of the products sold?

What if someone were to offer this to you and tell you that there is no contract. You can quit anytime and take your customer list with you!

What would an offer like that be worth to you? To provide some perspective, here is what you could expect to pay to create your own site.

- \$99.95 - Initial Setup
- \$10 - Domain Name Registration

- \$200 - Credit Card Security Certificate
- \$2000 - Writing Code To Have a Minimal On-line Store (minimum)
- \$400 - Computer To Update Web Site Products
- \$200 - Digital Camera To Take Pictures Of Products
- \$80 - Scanner to Scan Products
- \$700 - Cost To Add 500 Products To Your Site
- \$3689.95 - Total Cost To Get A Minimal Store Functioning

Ongoing Costs If you Build Your Own Site:

- \$99.95 - Monthly Web Hosting Fee
- \$1280 - Monthly Cost To Dedicate One Employee To Add Products To The Website, Fulfill Orders And Handle Customer Service (Before Payroll Taxes, Unemployment Taxes And Benefits).
- \$1379.95 - Minimum Monthly Cost To Maintain Your Site
- \$200 - Yearly Renewal Fee For Credit Card Security
- \$10 - Yearly Renewal Fee For Your Domain Name

And you can't forget the cost, usually starting at \$60 an hour, to have a web expert fix website problems and add new features to your site.

At Aquinas and More we are passionate about selling on-line. We have invested thousands of hours and over a hundred thousand dollars worth of time and materials to build the finest Catholic Internet web store in the world.

Our site has nearly 10,000 different products which makes it the largest Catholic on-line Catholic store in the world. We also sell customizable rosaries, dolls and holy cards which you aren't going to find anywhere else on-line.

Our web site has been so successful that it accounts for over 80% of our total business. Just think what you could do if your store income were **quadrupled**.

Because we have already spent the money and time creating our own site, and because we know how difficult creating such a site can be, we want to share it with you. Because of this, we are offering you the following opportunity.

- \$500 - Initial Setup
- Domain Registration - Included With Free Renewal
- Credit Card Security Certificate - First year included
- Code Writing - Free
- Computer For Adding Products - Not Needed
- Digital Camera - Not Needed
- Scanner - Not Needed
- Adding Products - Free. There are over 10,000 products already on-line with hundreds added monthly.
- Starter kit with suggestions on where and how to promote your website - Free

- **\$500 - Total Cost To Get The Largest, Most Technologically Advanced Catholic Store Working For You.**

Ongoing Costs If You Use Aquinas And More Storefront Services

- \$100 - Monthly Hosting Fee
- Free - A staff dedicated to handling customer service, data entry, technical problems, shipping, receiving and billing for you.
- \$200 - Yearly Renewal Fee For Credit Card Security
- Free - Yearly Renewal Of Your Domain Name

Total Cost For Your First Year Of Building Your Own Store: **\$20,249.35**

Total Cost For Your First Year Of Aquinas and More Storefront Services: **\$1700**

Now think about how much your gross sales would have to be to actually be in the black after your first year's worth of work. Assume that you are making about 45% after your cost of goods. That would mean that you would need to bring in \$45,000 a year or \$3800 a month just to break even.

Now pretend that you have signed up for the Aquinas and More Storefront Program. You receive approximately 25% of each sale. That would require you to only do \$6800 in sales a year or \$570 a month to break even. We have found that the average Internet sale is about \$35. That means that all you need to do is 16 sales A MONTH to break even.

To sum up:

- Building your own Catholic on-line store will probably cost you about \$20,250 for your first year of operations as compared to \$1700 for your first year with the Aquinas and More Storefront Program.
- To break even with your own store will require you to do \$3800 a month in sales or 109 sales a month. The Aquinas and More Storefront Program will break even with only 16 sales a month.
- Building your own store requires a large time and monetary commitment to handle programming, data entry, receiving, shipping and customer service. The Aquinas and More Storefront Program requires about half an hour of your time to get set up and then whatever efforts you want to put into promoting your site.

Please go on-line to www.aquinasandmore.com to take a look at our site and imagine your name and logo on it. Once you have browsed the site, please call us toll-free at 866-428-2820 for a free consultation. We will answer any questions you have and make sure that our program is right for you.

God bless,

Ian Rutherford, President