

**Now save hundreds of dollars in time and effort in  
launching your Internet marketing programs!**

Dear Internet Marketer,

If you are curious about how the top companies are integrating their Web pages with direct marketing campaigns and creating customized messages for each visitor ...

... if you need a quick and easy way to plan or expand your Internet site so you don't overlook a single powerful feature ...

... or if you're determined to have an Internet site that stands out from the crowd as an example of how to use this new medium most effectively...

... then these 3 seminars from CONNEXIONS will save you countless hours of planning and preparation and could very well change the way you conduct your next direct marketing campaign.

**Get the answers and a FREE Internet guide**

In our new Session I seminar, *A Strategic Look at the Internet*, you'll "break out of the box" of old marketing paradigms and learn to think interactively. You'll see how the right Internet site creates a dialogue with visitors and builds a sense of "community" and loyalty that keeps people coming back to your site.

In Session II, *Internet Marketing - Planning & Integration*, you get practical tips and valuable planning tools to create or improve your Internet site. We'll walk you through an essential 15-step Internet planning process on how to write the briefing documents, develop the Internet Plan, create "blueprints" for your Web pages and manage the entire project from start to finish.

This seminar alone could save you hundreds, perhaps thousands of dollars in time and costly mistakes. You'll get dozens of new ideas on how to create dynamic Web sites that get talked about and visited.

And finally, our brand new Session III, *Interactive Direct Mail*, shows you how the Internet can actually boost response to your traditional direct mail programs. You'll see how you can deliver personalized and interactive Web content to each recipient of a direct mail program. In fact, if you already have Internet access, look for your own private Interactive Direct Mail address on the enclosed Registration Form!

**We guarantee you'll gain dozens of useful ideas**

To the best of our knowledge, this is the only complete Internet seminar series designed especially for marketing professionals.

What's more, you won't find a better value in Internet training around. A chance to get both a strategic overview and practical training in Internet Marketing for less than the price of a software package.

You will pick up new ideas and planning techniques that will more than pay for your seminar registration. In fact, we guarantee it. You must feel that you've received outstanding value for your time and seminar fee or CONNEXIONS will refund your money in full.

**Attend all 3 seminars and save 10%!**

Each seminar is a convenient half-day session so you can still put in a productive day back at the office. Each is offered a week apart, so you can digest what you've learned and come back with a fresh set of questions.

**As an added bonus ... sign up for all 3 sessions and save 15% off your combined registration. Save a total of \$67.05!**

The point is ... get involved now. The pace of change on the Internet is truly staggering. There are more than 37 million estimated Internet users\*. A bigger market than the population of Canada. One that many experts predict will be the next mega-wave in marketing communications.

Only those who start today will be ready for the explosion in marketing activity that lies ahead. Delay ... and you risk being left behind by more aggressive, forward-thinking competitors.

So call or fax back your registration form right now. Or register online! (See registration form.) Reserve your space at the Internet seminars designed especially for you!

Sincerely,

Margaret Finlay  
Marketing Manager

P.S. **EARLY BIRD BONUS**. When you register for any seminar before August 30th, you'll get a copy of *The Hundred Hottest Web Sites for Marketing Professionals*. This "Digital Directory" of Internet resources gives you a fast way to find the most innovative and useful sites on the World Wide Web.

P.P.S. Don't forget ... your personal Interactive Direct Mail page on the Internet is waiting for you when you sign on using the URL printed on your Registration Form. Check it out today!

\* Source: Harpers Index: OpenMarket.com.