



107 McEwan Road
Heidelberg Heights
Australia, Victoria, 3081
Ph +613 9455-2277
Fax +613 9459-1877
www.k9homes.com.au

“At Last an Exciting New Way to Save Money On Your Business Advertising”

Most advertising is expensive and at best only produces meagre results, so don't waste another dollar advertising your store or clinic until you read this very important letter.

Dear Business Owner,

Many of our customers tell me that business is tougher than ever before, they are looking at new ways to advertise and get their company name out there. I am told cash flow is tight and sales are not increasing to expectations. In short, their wealth building efforts are losing steam. Their goals and visions seem harder to achieve than previous years gone past.

There's a fresh way to get your "prosperity track" going and growing-fast again, with our embroidered/woven or printed leads.

Let me ask you this very important question ...

“What if there was a way for your company's name to be in your customer mind every time they played with or walked their dog... Would that excite you?”

Well now you can ...

K-9 Homes has a range of dog leads with your company name and telephone number woven into the fabric or for more detail information printed onto the lead.

Just imagine every dog owner visiting your store or clinic and given one of these K-9 Homes exclusive leads. You could have thousands of people each year walking their pets around your locality with your company name and telephone number at their fingertips, advertising your business at such a minimal cost per client.

How many times have you been out and about and seen these leads? Down the park, sitting in your car at the traffic lights and see an owner crossing the road with a printed lead or even watching TV.

Can you see the advantage you'd have over your competitors?

Your customers are displaying dog leads that ...

- Have your company name and telephone number woven into the fabric
- Come in a range of colours which could match your company's advertising style
- Were durable, hard wearing and washable, that last forever.
- Come in different lengths to suit your needs.
- And have a money back guarantee against materials and craftsmanship.

And could cost you nothing to introduce?

All you need do is increase the price of your customer purchase by less than \$3.95-\$4.95 (depending on the initial purchase quantity) and give your customer the lead for FREE.

How do you think people would respond to receiving a FREE gift from you each time they had a purchase? They'd be pretty chuffed, Right? Its just one of those feel good things customers respond to, walking out from your business with a FREE gift.

Just imagine handing out thousands of these exclusive leads to your business each year with your own company name and telephone number prominently displayed on the webbing.

It could be a marketing master stroke for you and your business. And the best part is that it needn't cost you a cent.

I am no marketing expert actually far from it, however we have been producing these leads for so many years, I hear and see the results from our customers. Our repeat orders run at about 80-87% ongoing. Now that tells me something is working. What I can offer you is a quality woven lead with your details at less than a normal dog lead, compare the price for yourself.

Here's just a sample of what some of our customers have to say about our leads:

"We've increased the number of customer repeat purchases since using the K-9 Homes Easy Promotion Dog Leads to market our business. Customers love the idea of a free gift"

Lena – Hurstbridge Vet

"Our Practice runs Puppy school and every Puppy that comes along gets a free Easy Promotion Dog Lead, it's a great marketing tool and such an easy way to spread my practice name around the local area."

Devon, Elgar Road Vet

"We are always keen to attract more customers and now the easy Promotion Dog Lead really works, and our customers love the idea of getting a free gift."

Mandy – Shepparton Vet

To help you better understand the concept, I've included a finished sample showing you the product quality of both styles.

Warmest Regards



Darren McRostie
Managing Director
K9 Homes Pet Products
107 McEwan Road
West Heidelberg
Australia, 3081
Email: darren@k9homes.com.au
Phone: (+613) 9455-2277
Fax: (+613) 9459-1877
Web: www.k9homes.com.au