



BNI Referral Cheat Sheet for Conrad & e9digital

What can e9digital do?

- Logo Design, Branding, Corporate Identity
- Print design like brochures or subway adverts
- Website design & Programming
- Content Management Systems (**CMS**) - easy to use website interface that allows our clients to effortlessly edit and manage their website page, blogs, portfolios, and more.
- Integrated Marketing components that increase the conversion of visitors into sales leads
- Seamless cloud-based hosting for low cost scalability

e9digital and Conrad's Bona Fides

- I have led web development teams since 1998 on projects as large as \$250,000.
- e9's custom ecommerce systems transact over \$10M dollars per year for Chelsea Piers.
- e9 built a currency trading extranet for ICD, our San Francisco-based client. It's currently used by the CFO's of Adobe, Apple, Google and other big Silicon Valley companies.
- We have been through the extensive vetting process and worked for the MTA which is the New York government agency that runs the subways, buses, and bridges around the city.
- Other large clients include Lehman Brothers, Sumitomo Corp, and Merck
- I sold my first software company in 2006, so I know what it takes to be a successful entrepreneur

Who are ideal clients for e9digital? We want to work with **service based business** like doctors, lawyers, accountants, copywriters, photographers, architects. Anyone who sells a services instead of a product. **Start-ups** are an easy referral since every business needs a website. Also **non-profits** are good clients for us. We also do **ecommerce** websites.

Referral Partners

Lawyers and Accountants, based in Manhattan that **offer incorporating services**, are great referral partners for me. Some of my best clients are start-ups, and these partners know when someone is starting a business, and one of the first things they will need is a website.

Acceptable Budgets

We can handle projects with budgets as low as \$2,900, but our bread and butter small business project is \$5,900 and it includes:

- Consulting
- Logo and Corporate Identity - new design or makeover
- Website Design
- Advanced Content Management and Marketing Systems

Why are we different and better?

- We can engineer anything a client requires. *Most small web shops can't program anything, they use out of the box software.*
- We have a Creative Director who has worked on the biggest brands in the world like Pepsi, American Express and Tide. *Most small web shops do NOT have that level of brand experience.*
- We use my 20 years in selling & marketing + my 13 years of web development to deliver websites that actually helps convert visitors into sales leads. *Most small web shops do NOT have any idea about sales and marketing.*