

**Client:** Course assignment for The Secrets of Strategic Copywriting  
Instructor: Steve Slaunwhite

**Project:** Rewrite the Courier-Connex home page

**Objective:** Help the prospect understand what the product is, who it is for and the benefits. In addition, the copy should motivate the prospects to accept the free trial offer.

## COPY EXCERPT:

### WHEN IT COMES TO GETTING YOUR COURIER BUSINESS ONLINE, COURIER-CONNEX DELIVERS!

In the just-in-time delivery business, your customers need to have on-demand access to your services. ***With Courier-Connex online courier software and order processing service, customers can log into your website and take care of all their delivery needs – 24/7.***

Courier-Connex web software will allow you, the smaller courier or messenger company, to provide your customers with the same services that they get from the big names in the delivery business. By simply logging into your website, your customers will be able to:

- Place and track orders online. Eliminate the need for customers to phone in orders and wait to speak with dispatch.
- Obtain instant price quotes. Why spend valuable time reviewing and pricing each order, when the Price Calculator can generate quotes with just one click?
- Enjoy the convenience of accessing waybill records and invoices on demand and downloading them directly into their accounting systems.
- Simplify the invoicing process even more by paying their bills online.
- Receive automatic delivery confirmations. Give your customers the peace of mind that comes from knowing their package reached its destination on time – without having to send a fax or type an email!
- Message dispatch to instantly connect with you in case of a last minute change to their order.
- And enjoy many more highly customizable features!

***All you and your customers need to access the secure service is a PC or mobile device with an internet connection.*** There is no software to purchase or install. No one to train. No down time. No stress.

### Let Us Be Your One Stop Solution for All Your Web Services

Courier-Connex offers a full range of website development services. Whether you need to build a website or want to integrate Courier-Connex software into your existing website, we are your one stop solution for doing business with your customers online.

## Get the Most Out of Your Online Business with Free Support and Upgrades

When you purchase Courier-Connex services, you do not need to buy a separate support package. We want you to get the most out of our services. That's why we offer our subscribers **FREE client support and upgrades**.

## Receive Your Free Trial and Reach More Customers Online Today

Do you want to see how Courier-Connex's powerful web software can streamline your services, increase your current customers' satisfaction and put you online to reach a whole new customer base? Then, **Click here to try the full version of our software FREE for 30 days**.

You can also take advantage of the FREE trial by contacting us at 1-800-548-9003, 905-640-1011 or [Contact@courier-connex.com](mailto:Contact@courier-connex.com).

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*"You did an excellent job on this client project. In fact, it's one of the two or three best I've reviewed since this course began! You have a knack for conveying a lot of information without your copy being too "text heavy". In fact, your style is fast-paced and compelling." Steve Slaunwhite, Author, The Everything Guide To Writing Copy*