



Dear Member

### Proof That Leisurebrokers Delivers Value To You

Research and investment behind the scenes enables us to monitor and analyse how Leisurebrokers is working for you.

These insights prove that not only are we exceeding our targets by attracting a healthy and ever increasing number of visits but also that an encouraging proportion of users go on to click through to individual members' websites.

Below we give you the lowdown on how it all works.

This month we also focus on two very different members, give tips on building effective customer relationships and bring you a very special advertising offer.

We welcome your comments and feedback about this newsletter or indeed about the site. **Click here.**

*The Leisurebrokers Team*

## Leisurebrokers - Nice Website But Does It Work?

The great thing about the online environment is that if you know how to read it there is very little guesswork. Every move your potential customer makes is there, on the record. Where they are, how they found you, whether they've visited your site before...it's all there in the statistics, if you can work out what they mean.

The world of cyber-selling has a language all of its own: browse your page impressions, hits, click throughs, traffic and unique visitors. Like most large websites Leisurebrokers monitors the number of visitors we attract and how they are using our services because it helps us attract advertisers and adds value for you, our members.

The technology we have developed behind the scenes tells us how many visits have been made to your profile pages and how many of those visitors have clicked through to your own website. In just a few weeks we have seen more than 70,000 visits to member profiles and, incredibly, a third of these visits result in a click through to the members' main websites.

Does Leisurebrokers work? The answer is a resounding Yes.

We recommend that you login regularly to keep your profile fresh and encourage yet more traffic to your website.

## Members Of The Month

### Jim Park Goalie School, Canada

Looking for the perfect Canadian butterfly? Forget the national parks...just get yourself down to the ice rink.

The butterfly technique is a popular ice hockey move among goal tenders. And at Jim Park's Goalie School in Toronto, you can learn to fly high above the opposition with the help of his top instructors. There are classes, training camps and, If you cannot make it along to the school, amazing videos loaded with valuable tips to make you a better player and coach.

This goalie school has produced more than 400 graduates who have gone on to play at the junior, college and pro levels of hockey. Visit [www.jimpark.com](http://www.jimpark.com)



### JJ School Of Dance, United Kingdom

The huge success of BBC1's Strictly Come Dancing has sparked enormous interest in ballroom and latin dance. The competition format, which teams celebrities with professional dancers, has been copied all over the world.

Leisurebrokers member John Byrnes of JJ School of Dance starred in the first series of Strictly Come Dancing, partnering TV and stage star Claire Sweeney. He also appeared in the film Evita with Madonna and once performed for the Crown Prince of Japan.

But you too can benefit from the expertise that enabled Claire to cha-cha and tango. Away from the spotlight, John runs a school where he coaches the next generation of stars on the dance floor. Visit [www.jjschoolofdance.co.uk](http://www.jjschoolofdance.co.uk).

If you have a story to tell and would like to showcase your activity in future newsletters, simply **contact us**. We will randomly select from those interested.

## SPECIAL MEMBERS ADVERTISING OFFER

You still have time to take advantage of the lowest ever advertising rates on our home page.

You can enjoy 3 months advertising for as little as 10 GBP through Paypal. Simply choose the size of your advert and where you want it to appear and we'll do the rest.

For full details of our pricing, go to <https://www.leisurebrokers.com/advertise/>

Designing your own advert can be expensive but if you use our design house we will create it for free. This offer is available until 31 March 2008.

## CREATING EFFECTIVE NEWSLETTERS

Newsletters are a good way to build a relationship between your business and its online customers. Time invested in putting together useful and interesting content will pay dividends. Newsletters can be used to tell customers about business changes, updates and new products. Email newsletters are hence a valuable part of online marketing strategy.

Here are a few tips for producing effective newsletters for your customers:

- Make sure your design is clear and consistent. This will make it more readable.
- Keep it brief and relevant. Short newsletters can be sent more frequently and to more readers.
- Try to strike a friendly and conversation tone. If your language is too technical or long-winded no-one is going to read it.
- The column layout of your newsletter must be carefully chosen. Some columns can be filled with articles while one must be left blank for including pictures.
- Use subtitles to break down long articles into short sections. This will make the article more readable and encourage the recipient to choose which part to read.

At Leisurebrokers, we use newsletters like this one to keep in touch with our members and inform them of new things that are happening. Do you find it useful? Let us know

## LEISURE EXHIBITIONS

Asia Dive Expo

Viennafair – Contemporary Art

Photo Show

Antalya Boat Show

Natural Healthcare Expo

Singapore

Vienna, Austria

Rome, Italy

Antalya, Turkey

Sydney, Australia

April 2008

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### E-mail a Friend

Please feel free to forward this update to other interested parties. If you have received this newsletter indirectly and would like to subscribe, please email [info@leisurebrokers.com](mailto:info@leisurebrokers.com), with "subscribe" in the title. Finally, please tell us what you think of the newsletter...

the features you like, the features you don't like. What would you like to see? Please email your comments to David at [media@leisurebrokers.com](mailto:media@leisurebrokers.com).