Roger,

Awhile back I visited your store and the sales associate there gave me your contact details. I represent ShopOakville.com, part of the ShopLocally Network by ShopCity, whose mission is to help consumers find and choose local independent business before national chains when searching online for products and services they need.

You have a free profile on ShopOakville.com, but aside from your address and phone number it has no content. I am sending you a link to your profile (it will come from ShopOakville.com, not from me, with a subject line like "Your Keys to Online Success.") so that you can write a description of your business, add hours of operation etc. and confirm we have your contact details accurate. There is no charge for this - good content serves our users and therefore all the other independent businesses on the site.

I'd like to meet with you at your convenience to give you a guided tour of ShopOakville.com and how to use your free profile to best effect. I'd also like to show you our subscription-based enhanced tools, and how they attract new customers to you from search engines to ShopOakville.com. I'll continue to try to reach you by phone to look at our calendars, or please call me at your convenience.

I look forward to meeting you.

Andrew

Thanks for taking a couple of minutes to speak with me yesterday. As I mentioned, ShopMississauga.com is part of the ShopLocally.com network by ShopCity. Our company's mission is to help consumers find local independent businesses as easily as chains when searching online for products and services. We were founded 13 years ago in Midland Ontario in response to Wal-Mart moving into town, and though we remain a small business ourselves, now operate many online marketplaces across North America, such as ShopMississauga.com, ShopMilton.com, ShopOakville.com and about 40 others in Ontario and BC, and in the US, ShopBuffalo.com, ShopBirmingham.com, ShopPaloAlto.com, ShopMountainview.com, ShopCorona.com and more. You get the idea.

You have a free profile in the directory section of our marketplace on ShopMississauga.com, but it has no content. I will be shortly sending you a link to edit your own profile (it will come from ShopMississauga.com, not from me), so you can fill in a description of the store and what you sell and do, your hours, methods of payment etc. There's no charge for this - good content serves our users.

I'd like to meet with you to show you how to use the profile effectively to help Mississauga shoppers who want to support local independent business find you, and also to explore together whether and how our enhanced services might be of use to your business.

I'll follow up next week to see if we can arrange a time to meet, or please contact me directly any time.

Best

Andrew