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For:

Brotherton’s

7517 Hamilton Avenue

Cincinnati, OH 45231

Dear Brotherton’s,

I am a recent Graduate from the University of Cincinnati. I have several successful books to my name and I have successfully art directed several works of authorship for clients.

It has come to my attention that your Brotherton’s Restaurant currently does not have an online presence. I have spent the past month and a half creatively coming up with a solution that I feel would allow for you to experience an increase in the number of customers that frequent your restaurant.

I have come up with a solution that I would like to draw to your attention. I have discovered that the online URL http://www.brothertonsrestaurant.com is currently available. I believe this would be the most sensible place to host an online presence for your restaurant online and if you read a bit further I can explain to you how a website you currently do not have associated with your business would with my consulting produce an increase in interest in your restaurant in the surrounding community.

What is unique about my consulting business is that I produce content that leads to a high quality online footprint. I have been focused throughout my online career in generating and developing content in the forms of photographs, storytelling, film, and music. I know what captivates an audience.

If you would be interested in extending some trust in someone that spent 30 years living and studying in North College Hill and studied at the University of Cincinnati for 11 years and then made the decision to devote the end result of an entire University Career to building business and working in his hometown. I can assure you that because I did not spend most of my time partying at the University and because of the fact that I actively sought out a high quality education and successfully graduated that I now possess the knowledge and the intuition necessary to create a high quality website for your business that is not based in gimmicks but is in fact based on a common sense approach of putting in time effort and energy in generating large amounts of content that serve the purpose of telling the story of your long standing restaurant that is as I have discovered extremely loved in Mount Healthy.

I believe that Mount Healthy and the City of Cincinnati would appreciate it your business did in fact have an online presence that it currently does not. It would take about six weeks and in the time span of six weeks I can generate a large number of photographs of your restaurant and I can generate what would essentially be in fact a high quality video that you could then put to highest use.

The most important aspect that would determine the highest quality return on your investment in this process of developing your website would ultimately come from an event. I would need to work with you starting from day one of a six week process leading up to a day long event that would ensure you have a website that will let your current customers know and your future customers that find you through organic search for restaurants online know how your patrons truly value your time that you have spent serving the Mount Healthy Community.

Knowing how loyal your customers are, I do believe and this would not be possible for all restaurants I should point out, but that for your restaurant with the number of loyal patrons that you have I would like to point out that with about five weeks of planning and providing patrons with tickets to an event six weeks from starting this process that you can reasonably predict that for an evening dinner session that you can in fact pack the house for the purposes filming a promotional video that would be the cornerstone of your website.

What I would essentially want to build your website around is a film of your restaurant at maximum capacity. It would be the footage of your restaurant at maximum capacity that when placed on your website would best serve your restaurant and your business into perpetuity. It would be a marque piece of filming that would let future traffic to your website see your restaurant in the proper light that would let people know that you are not unaccustomed to a full restaurant which I have noticed is not a rare situation for you to be in.

I do understand that you actually have a very loyal customer base and that you do not actually have a website and that I can understand you feeling as though there is no reason for you to have a website because I understand that some people feel that way. I would like to let you know that I personally feel that if I could convince you to want to invest in a website that the best way to serve your business online would be with video and photographs and a story that describes your restaurant’s experience serving customers in the Mount Healthy area over the years.

I firmly believe that the best quality website that could be built for your restaurant would be one that involves again the filming of your restaurant at maximum capacity that would take place during an event that would be promoted for five weeks with filming taking place on the day that five weeks were spent promoting.

It would be the footage of this event that your website would be built around with photographs and story telling that would ultimately share what your restaurant represents to all that organically discover your restaurant online and it would be something that your current customers would be proud to have participated in.

If you would be interested in planning an event for the purpose of packing the house so that high quality footage could be captured to be used as content to build your website around I would truly feel honored if you would be willing to put your trust in me to serve you to the best of my ability to provide you with a website that you can be proud of.

Websites cannot be built without content, I am certain I can work with you to generate content that would make for an amazing website. I thank you for your time and hope this free letter of consultation finds you well.

Go Bearcats!

Warm regards,

Nicholas Lawson

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