

# QTest Inc.

I am a small business owner and distributor of instant drug test kits. For the last 5 years, my marketing strategy relied heavily upon postcard mailings. I could only afford to do one broad mailing per year due to the cost of printing and postage—total cost of approximately \$10,000 annually. My mailing went to 10,000 targeted companies nationally and my new customer rate was less than 2%. It went even lower as the nature of my business grew more competitive over the years. For my business it was a major investment with minimal results.

Luckily, in November I heard about Dave Berndtson of Net-Power, Inc. and the success of his pay-per-click marketing from another business. Net-Power designed an outstanding website with low-cost ecommerce that has gotten rave reviews. Starting February 2007 my company was participating in Net-Power, Inc.'s 3-month trial pay-per-click program at the minimal level of \$1,000 per month. This program started with extensive keyword research to uncover my best possible search terms. It included ad placement strategy in Google and YAHOO. I was very nervous but took the plunge because my marketing options were limited. MY RESULT— positive return on investment since inception! In 5.5 months, I have increased my sales monthly by 150% and have acquired 68 new customers. I would recommend Dave Berndtson of Net-Power, Inc. and his pay-per-marketing program without hesitation.

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