

BFS Launches New E-Store

Now BFS's secure E-Store is even easier to use

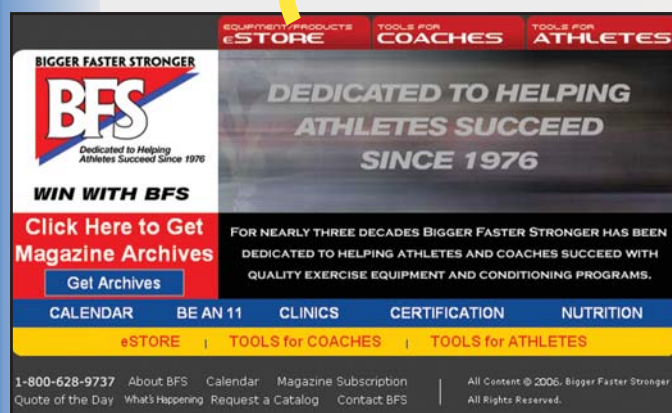
The majestic ship the *Queen Mary* is a popular tourist attraction in Long Beach, California. One of its signature characteristics is its trio of massive smokestacks, but what most people don't realize is that the original smokestacks had deteriorated from years of wear and tear the original smoke stacks have deteriorated to the point that the only thing holding them together was paint: countless coats of red and black. These smokestacks offer a good analogy of what our E-Store used to be like.

Although BFS has offered an eStore for many years, new computer technology and a desire to improve our customer service demanded that we make continual improvements. We did this by hiring outside contractors to "patch up" our system, much like the patchwork that was done on the *Queen Mary's* smokestacks. However, we soon realized that this simply was not good enough, especially with the complicated calculations required to determine shipping and sales tax, and the need for security systems to ensure safe ordering. That's why we decided to hire Greg Minear last year.

Greg is BFS's new full-time website programmer, and his first task was to rebuild the E-Store from scratch to be more

efficient and also match our catalog format. The results of many months of work are an E-Store that sets the standard in the industry.

To order from us, simply click on the E-Store button on our website home page, www.biggerfasterstronger.com. From there, you select the products you want and follow the simple instructions for ordering. To show this process in action, the following pages will show you how, step-by-step, to safely and simply order a BFS *Set-Rep Log Book*. BFS



Go to BFS Home Page, biggerfasterstronger.com, and click on E-store toolbar



Click on *Instructional Materials* from the E-store catalog page



Click on the photo of the *Set/Rep Logbook*

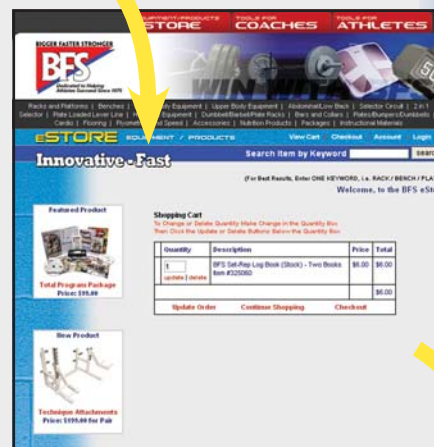


Review order and determine payment options



Read the product information, which includes information about quantity discounts; in this case, we are ordering two books to qualify for a discount.

BFS Web Programmer Greg Minear



Review order and if correct, click on *Checkout*



Establish an account



Receive order confirmation

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BFS CATALOG
JANUARY TO SEPTEMBER 2007

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