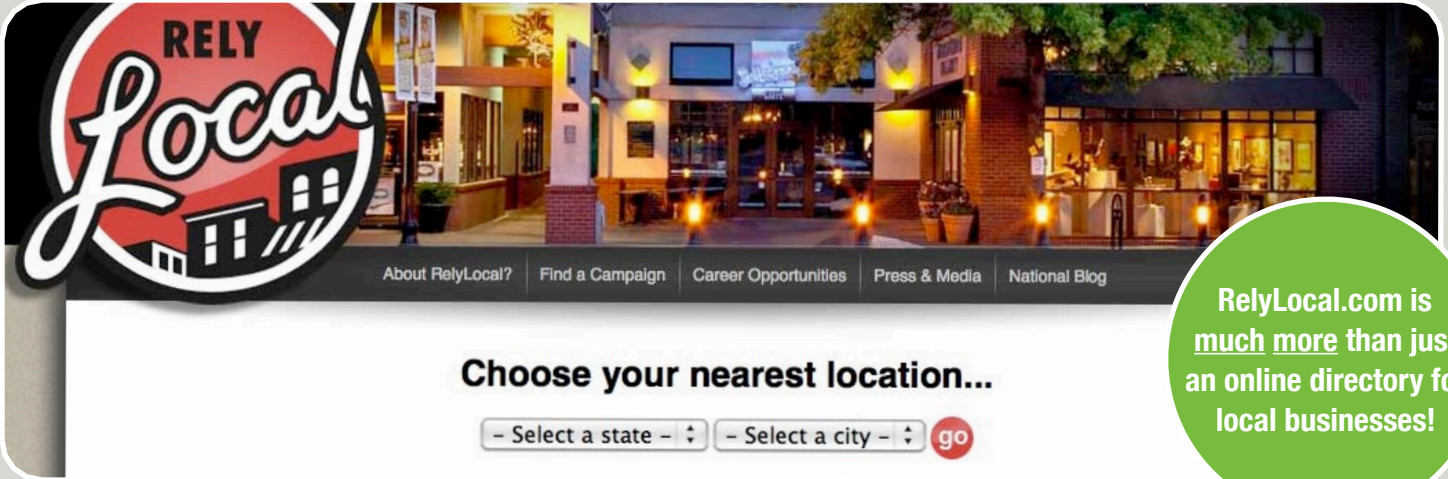




LOCAL BUSINESS IS OUR ONLY BUSINESS

Inside: What is RelyLocal? | How Does It Work | What Skills Do I Need? | How Much Will I Make? | How Difficult Is It? | F.A.Q.



RelyLocal.com is much more than just an online directory for local businesses!

LOCAL CUSTOMERS + LOCAL BUSINESS = YOUR ECONOMY

We hear it all the time, "I hate my job!" or, "There aren't any jobs left!!", or "The new chain store coming to town is going to hurt local business!", or "The economy stinks!" So? What are you going to do about it? Do something you love! Do something that you are passionate about! Do something that contributes to your community! (Heck, we do - and we love it!) [more online...](#)

What is RelyLocal?

After several years of working with dozens of different businesses, we continually ran into three common problems found in every community across the country.

1. Many small businesses are intimidated by and/or can't afford expensive (and ineffective) traditional advertising methods - losing potential customers every day.
2. Local consumers are abandoning the store on the corner, forgetting what an important role small businesses play in the local economy.
3. People are losing their jobs and can't find work or don't have the knowledge or equity needed to start their own business.

At its core, RelyLocal is a marketing program designed to connect small businesses to more customers, while launching a grass-roots campaign to strengthen the local economies. This is all made possible by the fantastic people who are passionate about their communities. At the end of the day, RelyLocal is really what each owner makes of it!

How does it work?

RelyLocal is a simple web-based business opportunity that allows budding entrepreneurs to start their own business. We will give you the keys to the car - you just need to put some gas in and turn the key.

You will connect with your local business owners and develop a relationship by selling and managing their business listings on your

(continued on page 2...)



The Yellow Pages are *Dying* DEAD! As more and more users turn to the web to for their searching needs - businesses need to find a more cost effective solution to reach new customers. (You!) [more online...](#)

NO JOBS LEFT?



Can't Find a Job? Create One!

With the U.S. losing more and more jobs every month, how can you compete in the job market?

It is time for a new approach. Take control of your life and finances by starting your own business today!

We [recently blogged](#) that the two keys to economic recovery have always been innovation and perspiration. Another way of saying that is creativity and hard work! What do you have to offer? Are you willing to work hard? How can you help?

RelyLocal helped create over 330 new jobs in 2010!
(Will you be #331?)

own RelyLocal.com web site. These listings include standard business information, plus:

- photos of their location and products
- user reviews and comments
- printable coupons
- interactive maps

The standard monthly cost for these listings is \$25, billed quarterly (or annually).

You will also have the opportunity to sell premium banner ads and any additional services you develop. (see *Success Story - page 4.*)

Your clients will not only receive new traffic directly from their RelyLocal listings, but could see a dramatic increase in new organic traffic coming from search engines as a result of their new-found link popularity and social media links.

What kind of skills do I need?

Communication - A large part of this job will be spent speaking with small business owners. People buy from people they trust.

Technical - You need to be computer literate, but don't need to "code" anything. RelyLocal.com is completely administered through user-friendly web forms.

Attitude / Passion - Starting any small business requires a strong work ethic and positive outlook! Relax and have fun!

What will I need to get started?

Equipment - You will need a computer with a fast web connection, a phone, a printer, and possibly an inexpensive digital camera.

Software - Any web browser, any simple bookkeeping program, a basic image editor, a basic spreadsheet, and a word processor.

Training - Don't worry - we've got you covered with step-by-step training manuals, video tutorials, and owner's forums.

Supplies - You will need some business cards, brochures, and order forms.

What will it cost?

There are no products to buy or expensive inventories to keep. (In short, we don't make money until you make money!)

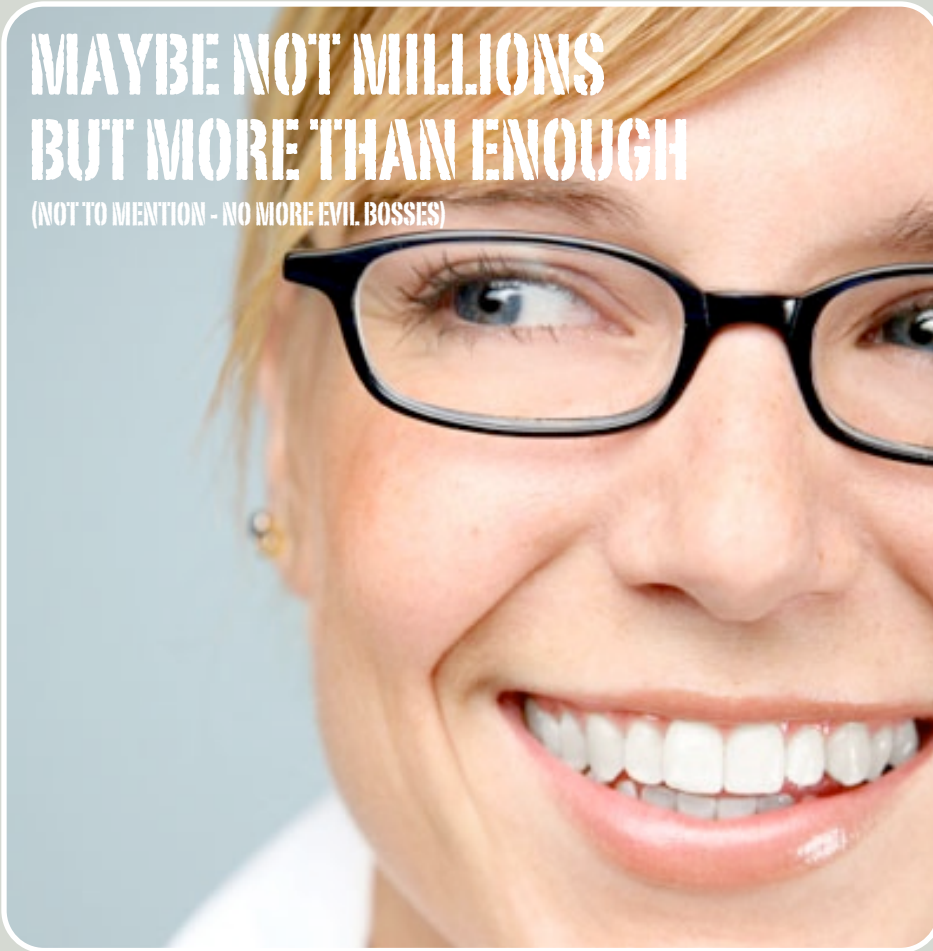
Startup Fee	\$0
Licensing Fee <i>(first month includes 45 days instead of 30)</i>	\$247/mo
Listing Royalty <i>(first 200 listings after 90 days)</i>	\$2.50/ea only 10%
Listing Royalty <i>(for additional listings after 90 days)</i>	\$.75/ea only 3%



Work from home, the coffee shop, or the park!

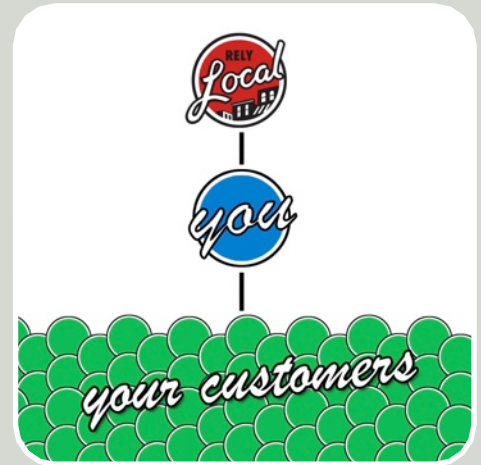
MAYBE NOT MILLIONS BUT MORE THAN ENOUGH

(NOT TO MENTION - NO MORE EVIL BOSSES)



Q: Is this a pyramid scam?

No - it isn't a pyramid, we aren't in Nigeria, and we won't ask you for your credit card. RelyLocal is a legitimate business. No pyramids, no tapes to watch, and no products buy. It's just you and us, kid! (Besides - we just wouldn't look good in those tacky prison stripes.)



Do you want to earn \$500, \$2,500, or \$10,000 per month? It's completely up to you!

There are tons of "business opportunities" listed in local newspapers, Craig's List, and - they all have two things in common - high startup costs, and unrealistic income claims. At RelyLocal, we don't ask you for any startup fees or promise you millions. We are here to help you start a business of your own, help your community grow, and change your life.

As is the case with all sales, being a successful RelyLocal business owner is all about the numbers. Some folks are fantastically persuasive - easily capturing 3-4 new sales every day. Others are happy working their personal contacts, slowly building new networks based on word-of-mouth referrals. Still, other RelyLocal owners don't have the

time of their own to build the business alone, so they hire sales reps to help get things started.

Any way you slice it - it's pretty simple math. Out of a big pool of prospects, you will close X%. The more listings on your site, the more money you are making.

Even after you buy your business cards, print your stickers, buy some software, and take your team to lunch, your entire startup costs are still a tiny fraction of the cost of any other "business opportunity" or new business.

We're happy to give you the keys to car. We'll even teach you how to drive it. All you have to do is put a little gas in, turn the key, and speed away!

**Sell just three
annual listings a
week and gross
\$3,240/month!***

MONTHLY EARNINGS	GET STARTED	GOOD	BETTER	BEST
Number of Listings <i>(assumes \$25/mo)</i>	100 Listings	250 Listings	500 Listings	Sky's The Limit
Your Gross Sales	\$2,500	\$6,250	\$12,500	It's your business!
License Fee	-\$247	-\$247	-\$247	Think outside the
Listing Royalties	-\$250	-\$537	-\$725	box to serve your
Your Net Monthly Earnings	<u>\$2,003</u>	<u>\$5,466</u>	<u>\$11,528</u>	clients in even
			<u>\$138,336/yr</u>	more ways to make
				even more money!

** By selling just 3 annual listings at \$270 (assumes a standard 10% prepaid discount), you will gross \$810/week. Multiplied x 4 weeks = \$3,240

Does RelyLocal really sell itself?

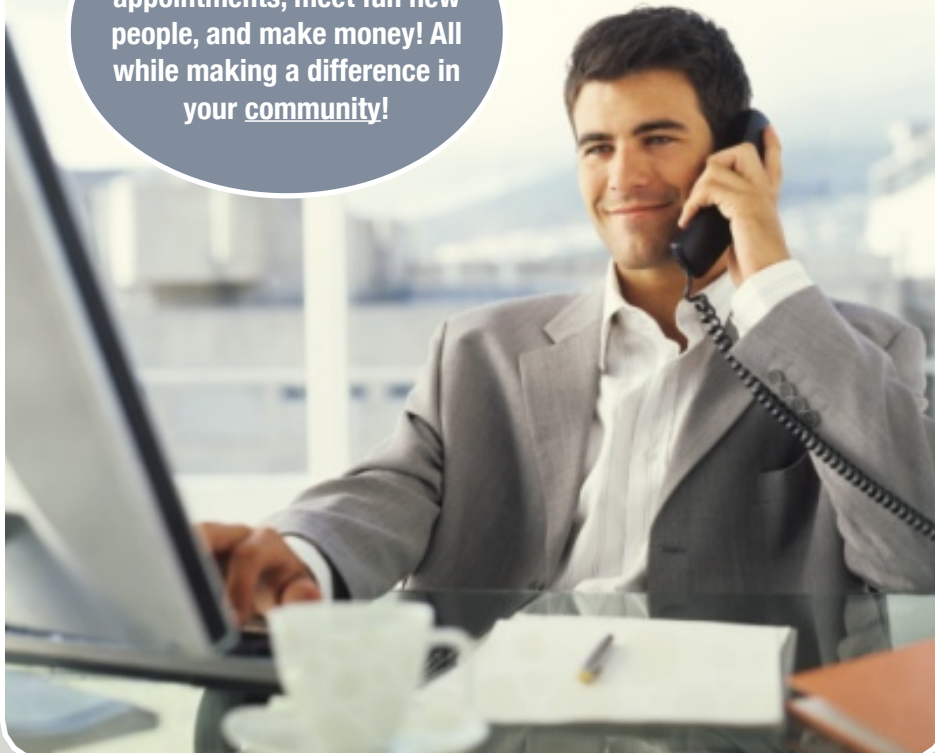
Imagine you are a small business owner, maybe a drywall contractor who is new in town, has no real budget for advertising - probably not even a web site of your own. You know that Yellow Pages are dying, TV ads are getting skipped thanks to Tivo, radio is nearly impossible to quantify, and billboards are more about ego than logic. Which makes the most sense to you?

Yellow Pages	\$500-\$20,000/year <i>(depending on territory and type of ad)</i>
Billboards	\$5,000 <i>(typical minimum investment - product + 3 month contract)</i>
Newspapers	\$380/spot <i>(for a 1/4 page ad, shown once)</i>
Coupon Mailers	\$250-\$900/mailing <i>(depending primarily on size of list)</i>
Television	\$350-\$800/spot <i>(for ONE 30sec spot on local stations)</i>
Radio	\$30-\$150/spot <i>(for ONE 30sec spot during drive times)</i>
eMarketing	\$200-\$1,200/month <i>(SEO, managing CPC campaigns)</i>
RelyLocal	\$25/mo - An entire year for less than ONE newspaper ad!

Do I have to be an experienced salesperson to launch RelyLocal?

Not at all! We aren't really looking for sales people, we are looking for passionate local business advocates. The sales process is really a matter of your personality, experience, and relationships in the community. Some people hire additional sales staff so they can focus on marketing and community awareness. In short - you will need to Plan, Sell, Manage, Promote, Repeat, Repeat...

Surf the web, make a few appointments, meet fun new people, and make money! All while making a difference in your community!



SUCCESS STORIES



Frederick, MD

Caressa already has a successful marketing business but wanted to get more involved with her community and be seen as a local leader.

Not only is she now the head of just about every planning and networking group in town, she is using RelyLocal as an entry point for brand new clients who might be interested in her higher-end consulting services.

Check out her business:

- [RelyLocal Page](#)
- [Facebook Page](#)
- [Twitter](#)
- [Create-A-Pulse](#)
(Her other services...)

We are happy to put you in touch with other successful owners if you'd like to get a first-hand view of what being a RelyLocal owner is really all about....

WHAT ARE YOU WAITING FOR?

No Startup Fees, No Crazy Schemes, No Risks

If you think you've got what it takes, what are you waiting for? You can keep surfing the job posting boards, waiting for a miracle - or you can take control, roll up your sleeves, and get to work at changing your life!

What's next?

Let us know when you are ready to start and we will send you a copy of our Agreement and Policies and Procedures for your review. Once the boring legal work is taken care of, we can have you up and running within a couple of hours. Literally.

What we will provide

Training - Our "Getting Started Guide" is an excellent primer on everything from registering your new business name to accepting your first payment. Our "Administration Guide" has all of the step-by-step instructions needed to manage listings, banner ads, coupons, even the look and feel of the site.

Templates - You will want to have your own business cards, stickers, order forms, and more - but we will get you started with our official templates. All you need to do is hand them off to your local vendors. We also have simple templates for all of the online content.

Total Support - Although RelyLocal is designed to be as easy-to-use as possible, we are always here to help. From technical problems to strategy development, we (and many other owners) are here to help you become as successful as possible.

We can have you up and running in a couple of hours

F.A.Q.

Q. Do I have to be a "techie"?

A. No. You will need some basic understanding of how the web works, and how to sell RelyLocal's specifics to your clients.

Q. What is the most difficult part?

A. This completely depends on your personality and skills. Some people find the very act of selling anything to be horrifying, while others can't wait to meet 20 new clients a day.

Others are overwhelmed by the idea of keeping track of hundreds of clients, when in fact, it is a very simple process.

Q. How important is social networking?

A. Just ask our test market owners. They are currently receiving at least two new clients a week from Facebook alone!

Q. How much independence will I have?

A. This is **your** business, not ours. If you need help, ask. From time to time we will send you an email, highlighting new features or ideas from other owners. However, you are the boss!

Q. What if I run out of prospects?

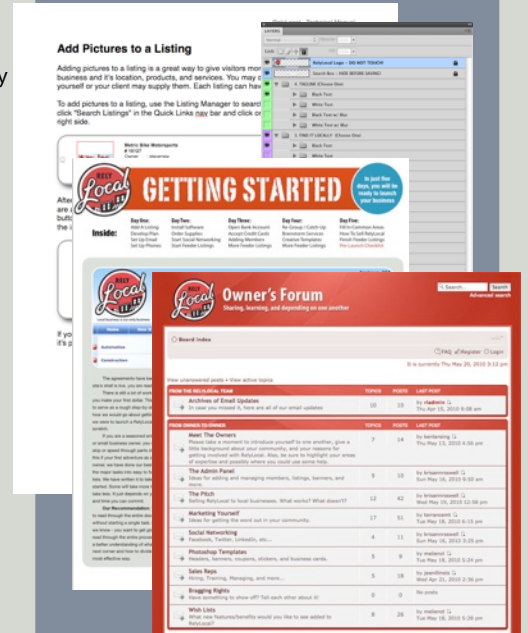
A. You relax a bit and live off managing renewals. Rough life - we know.

Q. What will it actually cost me?

A. Assuming you already have a computer, printer, phone and camera - by the time you register your business name, buy business cards, forms, and stickers - you'll need around \$500 to get started right.

Training and Support

We have done our best to develop a business that is extremely easy to build and maintain. To make things even easier, we have developed step-by-step guides and templates for starting your new business and managing your site.



What makes RelyLocal even more unique is how active all of the owners are in sharing ideas, tips, and tricks with one another. Learn from the best!

If you ever have any questions along the way, we are only a phone call or quick email away.

Low Risk = No Worries!

Thanks to our tiny licensing fee, once you sell **one** annual membership - you have already earned your first profits! Thanks to our 45 day evaluation period (first license fee covers 45 days instead of 30), you can learn how others have been successful, and develop your own business ideas before you commit to anything long-term.

If you don't think you are cut out for it - you can quit. If, after giving it your all for a few months, you don't want to continue - we make it easy for you to transfer or close your business and walk away. We are pretty confident that once you have a few members under your belt, you will be addicted! Why would you walk away from something that is making you money?

Requirements

- You must be 18 years or older
- You must reside in the territory you do business in.
- You must agree and adhere to the Licensing Agreement and Policies and Procedures documents.

To get started, email apply@relylocal.com or give us a call at (541) 595-3939.

MORE QUESTIONS?

Does it still seem too-good-to-be-true?

F.A.Q. (...continued)

Q. How exclusive are the territories?

A. Territories will never overlap or compete. Each territory is explicitly spelled out in the agreements using zip codes and current mapping information.

Q. Can I buy more than one territory?

A. We require that our territory owners reside in the territories they have licensed. However, there are some areas where two towns have grown together, and it sometimes makes more sense to combine them into one territory. Please contact us for details.

Q. Do I have to know anything about search engine optimization (SEO)?

A. No. We handle all of this for you. Once a month we do a full analysis of our progress in dominating local search results. We then make subtle changes that apply to the entire site. (Many of which you won't even notice.)

Q. Why would a business choose RelyLocal over "free" services?

A. To us, it is about diversification - In addition to the traffic they will receive from RelyLocal, their listing will also help their organic search results. They will also want to keep up with their local competitors (who will be listed on RelyLocal). They will benefit from time-sensitive social networking. They will be part of a growing national movement designed to bolster local economies. Besides, with many "free" services, they get what they pay for.

Q. How will I market myself?

A. In terms of meeting new clients, it is a matter of shaking a lot of hands (email, phone, and door-knocking). In terms of promoting your new business, we recommend setting aside 10-20% of your monthly profits for local advertising and publicity.

Q. Can I hire people to help me?

A. Absolutely - remember, this is **your** business. You can hire staff, independent reps, or even bring on a partner. It is completely up to you.

Q. Who handles billing?

A. This is your business, so it is up to you to bill your clients for listing fees and advertising. It is also up to you to negotiate any pre-paid discounts. We will then bill you each month for your licensing fee and client royalties. It's pretty simple.

Q. What if my city is already taken?

A. Unfortunately, this means that you are a little too late to launch RelyLocal as your own business. However, you might contact the local owner and offer your services as an independent sales rep or partner.

Q. What **exactly** are all of the fees involved?

A. We have tried to lay this out as clearly as possible using tables in the middle of the page two and the bottom of page three. We charge a flat licensing fee of \$247. Your first payment will actually go for 45 days to help you get started. We then give you 90 days to get going before we charge \$2.50 per listing (10%). The rest (90%) is yours! In short, **we don't make money until you**

make money. Full details in [License and Policies](#).

Q. What if I can't afford the monthly \$247 licensing fee?

A. We can't imagine a less expensive business to launch. There are no products to buy, no offices to lease, no inventory to keep, no servers to run, etc... Once you sell **one** annual listing at \$270, you have already made a profit for the month. Still, if the idea of investing \$247/mo in your own business and future is too much for you, maybe this isn't going to be the right fit for either of us. (Besides - Just imagine how many lottery tickets you could buy for \$247!)

Q. How much technical experience do I need?

A. To launch a standard site, you just need to be able to use a web browser proficiently. To get more customized, you will need to edit our creative templates using Photoshop (Photoshop Elements is also great), following our step-by-step guides. Full qualifications [here](#)...

Q. What does the perfect RelyLocal owner look like?

A. It might just look like you! (*Especially if you have an entrepreneurial drive, some experience with sales and marketing, and a lot of local business contacts.*)

This is your life!
What are you waiting for?

Don't Wait Too Long!

We have only recently begun advertising this business opportunity in a few areas across the country and we have already run into some competition for the exclusive rights to a territory.

If you are interested in launching your own business, don't wait too long just to find that somebody has beaten you to it!

With a 45-day risk-free start-up period, **what are you waiting for?** Would you rather still be on your couch in a month looking for jobs, or would you rather be the proud owner of your own small business?

We are currently adding approximately 5 new territories each week. You don't want to miss this opportunity to your next door neighbor, do you?

To Get Started

Please send the following items to apply@relylocal.com.

1. A description of the territory you are interested in - (maps, zip codes).
2. How you will be doing business (sole proprietor, LLC, etc..)
3. Your contact information including full name, address, phone, and email.

We will assemble an official [Agreement](#) and Policies and Procedures for your review

RelyLocal Simply Makes The Most Sense

Local businesses don't have the time (or budgets) to waste on scams!

What about the online competition?



basic contact information and map	✓	✓	✓	\$	✓	✓	✗
coupons and customer reviews	✓	✓	✓	\$	✗	\$	\$
photos of product and location	✓	✓	✗	\$	✗	✗	\$
full listing detail page with URL	✓	✗	✗	\$	\$	\$	✗
only local companies listed	✓	✗	✗	✗	✗	✗	✗
generates new organic search engine traffic	✓	✗	✗	\$	\$	✗	\$
"pushes" new traffic through social networking	✓	✗	✗	✗	✗	✗	✗
local advertising and coupon marketing	✓	✗	✗	✗	✗	✗	✗
dedicated personal account manager	✓	✗	✗	✗	✗	✗	✗
community campaign to support local businesses	✓	✗	✗	✗	✗	✗	✗
locally owned and operated	✓	✗	✗	✗	✗	✗	✗
% of revenue stays in community	90%	0%	0%	0%	0%	0%	0%
	\$25/mo	Free(ish)*	Free(ish)*	\$299/mo+ \$299 setup	\$99/mo+ + Ads \$	\$29 to \$249/mo	\$149/mo+ \$99 setup
		<i>The whole point of their "free" listings is to get you to buy expensive PPC ads.</i>		<i>These companies were developed to charge extra for ongoing search engine optimization and paid advertising.</i>			



YellowPages

Newspaper

Billboards

Radio Spots

TV Ads

Coupon Mailings

eMarketing

What about other local advertising?

Only \$25!	\$450 - \$20,000	\$350+	\$4,350+	\$30 - \$150	\$350 - \$800	\$250 - \$900	\$200 - \$1,200+
An entire year for less than the cost of ONE tv spot or newspaper ad	per year, per directory - depending on size of ad	for one 1/4 page ad in ONE issue	minimum investment for production + 3/mo contract	for one 30-second spot during drive times	for one 30-second spot during prime time <i>not including production cost</i>	per month, per mailing	per month for ongoing SEO and ad campaigns.

Become an influential leader in your community - apply today!