



THE LOCAL PROJECT GAME PLAN

Understanding the **AREA DIRECTOR ROLE**

Area Directors wear many hats; they serve as: community advocates, managers, promoters, and salespeople, as well as members of the larger LocalProject team. All the duties and responsibilities the Area Director assumes can be learned. Therefore, the most important characteristics of new Area Directors are not what they know, but rather what they are made from.

These are the traits that make for good Area Directors: Caring, Dedication, Determination, Goal-Driven, Honesty, Integrity, Organized, Problem Solver, Results Driven, Strong Work Ethic and both Written & Verbal Communication Skills.

Our goal is to open Local Area Networks (LANs) across America; and we are looking to partner with talented local people in each community. Capable people who are enthusiastic of an opportunity to build a career for themselves and contribute to the growth of their community at the same time.

The ideal Area Director will share the LocalProject vision, fit in with TLP's culture, invest plenty of sweat equity, and excel in a performance-based environment. While we don't charge costly upfront fees to activate your network's technology, Area Directors should be financially able to support themselves during the first months of opening.



— GET TO KNOW US —

Want to learn more about this opportunity? If you've reviewed our website, opportunity materials, and attended an Opportunity webinar; your next step is to speak with a member of our Executive Team. They'll answer your questions and will be straightforward about the realities of opening a LAN for your community. Not everyone who applies for this opportunity is ultimately accepted. However, after this visit you'll have the answers you need to decide if Area Directorship of your town is right for you.



— RAMPING UP —

Congratulations! By reaching this stage, you are now a part of the TLP family – Welcome!

With your Area Director approval in hand, it's time to get some training. We offer: written and video lessons for self-study, a PCC Partner Account and Test LAN to begin using the backend technology, plus 2 weekly meetings where you will hear the most relevant team information. We also encourage you to engage with other AD's and HO staff for guidance and get your questions answered.

It is your responsibility to learn the fundamentals of the role. This starts with defining your LAN's Strategy and adding others to your team. It also includes, how to contact local businesses and Channel Partners, hone your sales presentation, and work with residents and staff to bring your network to life.

Your initial target – adding the first 128 businesses to your new Local Area Network.

Ramp-up refers to the period of time it takes to accomplish this, your objective should be 3 to 6 months. Sweat equity and determination are vital during this stage, but reaching the 128 businesses target makes your LAN operational and establishes a livable residual income base that you can build on top of and grow even more.



THE ULTIMATE RESULT

As you get more familiar with the LocalProject's mission you will understand our integrated goals to better connect communities, support local commerce, and established a rewarding opportunity for our Partners. The income of our Area Directors can range widely as some choose to put in minimal work, while others push the needle. We trust that you will passionately embrace our vision and contribute to all that we are, to make TheLocalProject the winning team in your community.