

TheLocalProject Presentation Key Points

SET THE STAGE – Be sure you have the qualified buyer, their attention, and a good environment?

In getting started: As a thank you for your time today, I have a \$500 Gift Voucher for you from Enet Technologies. Do you ever have need for digital services like website design, graphic design, search engine optimization or other services for your website?

Great! ENet is a 20-year-old technology company behind all the design and technical work you'll see today for TheLocalProject. This voucher is good for \$500 on any order of \$750 or more, and valid for 60 days. I'll email it to you after we finish and trust you'll be able to put it to good use.

- 1) TheLocalProject is a crowdsourcing initiative with the mission to “Build a Better Internet”, at the local level.
- 2) We're opening Local area networks in communities across the country and currently setting up the _____ network.
Our CONNECTLocal technology provides the platform for connecting the community and runs on Apple, Android and the Cloud.

Each Local Networks offers a blend of advertising and technology for the local business community and it has 4 goals:

1. To aggregate comprehensive local information about the community into one place
2. To Inspire & Support Local Commerce by better positioning local businesses to compete with the big-box stores and online retailers like Amazon and Ebay...using today's best technologies.
3. To equip local business with technology to connect with area consumers.
4. And to Enroll 135 local businesses in Phase 1 of the network rollout.
The greater _____ area has over 5000 businesses; our initial goal is to enroll 135 businesses who will form the network's core.
We've identified _____ as one of the 135 businesses we'd like to have.

3) WE WANT YOU IN THE NETWORK.

- We will give you a free listing which includes a profile and distribution of up to 5 of your offers at no charge. Local Offers are one of the main attractions that draw Users to our app...in one place they can find local specials on haircuts, lunches, dinners, oil changes and more around town.
 - We'll build your profile for you for a onetime \$99, with no ongoing costs. Or, we'll give you the tools to build it yourself for FREE. **(Show Profile on App)**
 - If you choose to upgrade your account as one of the 135 initial Featured Businesses. You'll receive our CONNECTLocal technology plus get priority placement in the network.
- 4) CONNECTLocal will do 3 things for your business: READ
We do this utilizing Mobile Technology that connects local business with local consumers.
 - 5) A goal of our mission is to help local business Tap the “Power of the Cellphone”, and keep pace with the millennial consumer....Millennials are your buyers, 40 years of age and younger....and that group is growing older and even more mobile every year!

Some mobile marketing facts are:

- 91% of people keep their mobile device within reach at all times.
- 2015 mobile device usage surpassed television watching.
- A recent survey showed 75% of consumers actually want the companies they do business with to send offers to their mobile device.
- 94% of messaged offers are read within 3 minutes of receipt.

- 6) CONNECTLocal provides a new channel to Attract new customers by placing your business onto area cellphones. We promote you in 4 areas – Offers, Business Listings, the Local Feed and your profile. Let me show you (demo all 4 – explain Featured Businesses can post a promotion every week that goes to all the cellphones in the network)
- 7) To deepen relationships with your existing customers we're going to equip you with our TrueCONNECT technology: A permission based mobile marketing system that creates a direct connection between your business and your customer's mobile devices. You start by having the customers you want to connect with added to your VIP List. Once there, you can send broadcast marketing messages both IN-APP and Via SMS to everyone on your VIP list, and/or, you can send 1to1 customer service messages to any individual on you list.
- 8) Here are message examples to give you ideas of how you could use TrueCONNECT in your business:
 - a. On top are Customer Service examples sent to just one person (Read most relevant 2)
 - b. On the bottom are Broadcast Marketing examples where you're sending everyone an offer or news that you have.

Let me show you how it works:

Demonstrate:

- a) Show VIP List in BCC,
 - b) Show Connect 2 ways: Profile Connect and SMS signup (have business text your keyword, download app and establish an account)
 - c) Send an actual 1to1 message. (Have them reply, then send a message)
 - d) Show SMS Relaying
 - e) Explain that all messages are transmitted through the platform without ever revealing anyone's personal cellphone number.
- 9) There's one very powerful added bonus to TrueCONNECT...the ability to receive Inbound SMS Text Messages from anyone's phone, from anywhere in the country, with No APP download or VIP Registration Necessary.

It's no secret that Text messaging has become the most popular way to communicate. Yet, with all the texting you've done in the past 30 days...how many local businesses have you texted? That's right, unless you know the owner's cellphone number, you can't text a business.

TrueCONNECT includes the technology to accept and manage inbound SMS text. Messages get forwarded to both your inbox and to your cellphone without ever revealing your personal cell number. To activate this functionality all you need is a dedicated SMS number for \$5/mo that you add to your business card, website and other marketing material. Your Control Center hosts tools for SMS scheduling which allows you to direct messages to different employees at different times of day, as well as a personalized after-hours message, SMS pausing and more. When you're ready we'll go over the details of how to use it

- 10) I want to preview one more technology that's coming once we reach 135 businesses here in town. The VIP Local Rewards Program. VIP Local Rewards allows area consumers to earn rewards for doing business with local businesses. Consumers must be on your VIP list to be eligible to earn a reward from you. The strength of the program is local consumers can redeem rewards at any participating business in the network. (Play 2 minute Video)
- 11) The final thought, is how CONNECTLocal can help you stay ahead of the competition.

The network's user base expands organically as each new partner joins the network. Where partnering with both businesses and community organizations.

The first 135 businesses connecting with just 25 of their customers, generates over 3000 users into the network, alone.

In addition, we are giving non-commercial entities like animal rescue groups, charities, churches, pta's and veterans groups our TrueCONNECT technology at no cost. These organizations have a need to connect with their members via mobile messaging and our technology meets the need.

Their Users are also network users.....who have an interest in finding local offers, businesses and events. 135 organizations who connect with only 25 of their members is another 3000 users in the network.

- 12) Businesses are placed in 3 tiers. All free businesses are in tier 3, listed alphabetically. Featured Businesses are moved out of Tier 3 up to tier 1 at the top of the category. Which is where we want to place you. Featured businesses are ranked by date of enrollment. Your position is permanently locked for life; as the network grows you can never be overtaken by your competitors.

Would you like to know how you can join the _____ network?

- 13) Again, we'd like to have you in network as a Featured Business

You'll receive Priority Placement in the category of your choice, plus our TrueCONNECT technology. There's a onetime setup fee of \$99...that gets both your profile and the technology in place. This is a onetime cost, and I'll take care of setting up the technology and profile for you.

All TLP Network memberships are low-cost: Featured Business membership with our TrueCONNECT technology is only \$199/mo. However, that's are retail pricing once the network is fully operational.

Let me ask a question: do you believe you could mention to 3 local business what the LocalProject is and what we're doing?

Great I'm glad you sad yes.

- 14) We have our 3In3 Referral Program where we ask you to mention TheLocalProject to 3 businesses over the next 3 days. You don't have to do my job for me...simply let them know we met, you believe we have a pretty good program and ask them to take a look at it. If you'll do that, whether they join the network or not...or even if they agree to meet with me our not....you receive a \$50 referral promotional price of only \$149 for your first full year. We have faith that you'll do your best to find 3 businesses we can meet with and I have my target list here that you may know some of them and can help me get introduced

However....this is still our retail pricing and we'll be making this offer, long term. It gets even better.

- 15) We're in Pre-Launch and enrolling the core 135 Phase-One Businesses. The Pre-Launch Featured Business is only \$99/mo for your first full year. The Network creation timetable goes this way: We're focused on business registration the first 6 months, User Push the second 6 months, and community involvement the next 12 months. At that point 5% of the monthly membership is given back to the local community in the form of support for any worthy community need.