Quick Start Program! – 7 Steps to Success!!

Step 1 – LocalAdLink Systems Orientation & Your Role

Welcome to the LocalAdLink Quick Start Program!!

The LocalAdLink Team wants to thank you for joining our team and we look forward to working with you!

This video is a step by step tutorial of the 7 things you MUST do immediately after becoming a Representative with LocalAdLink.

We all need direction, especially with a new venture.

This simple 7 step process will give you all the information you need to start selling ads tomorrow!!

Let's get started right away.

The first thing you want to understand is what your role is. Whether you've joined as an Account Executive or Brand Builder, we want you to understand the difference.

If you've joined as an Account Executive, you have the ability to sell LocalAdLink Advertising and for a commission of 50%, and 40% residually on renewals. Once you've sold $600 worth of Ads you will automatically be upgraded to a Brand Builder.

If you've joined as a Brand Builder not only do you have the ability to sell LocalAdLink Advertising for a commission of 50%, and 40% residually on renewals, but you also have the opportunity to build your own team and qualify for the additional indirect commissions paid based on the productivity of your team and the volume it produces.

Either way that you decided to join, you're on board, and we're glad you are!

Next let's go over the difference between LocalAdLink.COM and LocalAdLink.NET.

LocalAdLink.com

LocalAdLink.com is the site where LocalAdLink customers advertise their business; in addition LocalAdLink.com is where LocalAdLink customers log in to manage their Ads through their Back Office.

Lets go over what looks like now. The customer goes to www.LocalAdLink.com, in the top right corner, the customers clicks, "Log In" this will bring them to a log in page to type in their username and password, once logged in the customer sees the homepage of their back office. They can create an ad, manage an ad and update their customer profile.

LocalAdLink.com is **ONLY** used for our customers back office to manage, edit, and create ads.

LocalAdLink.net

LocalAdLink.net is YOUR back office as an Account Executive or Brand Builder. Within the back office you can Enroll a Customer, Enroll a Rep for Team, Manage Your Genealogy, update your Brand Builder website, setup and check your LocalAdLink.net email account, view your commissions, track your Sales and much, much more. All of the details of your .NET Back Office will be covered in Step 2.

STEP 2 -- Log into your .NET Office

In our first step we will show you how and where to log into your back office, we will also show you what needs to be set up as soon as you log in.

From your web browser type in the web address backoffice.localadlink.net. Once the page appears, simply type in your Username and Password to log in.

The first that you want to do once log into your Back Office is **verify that all of your Profile information is correct**. That is done by going to "MY BUSINESS" from the Menu bar at the top at the top of the page and choosing "MY PROFILE"; a new window will open showing all of your Profile info. Verify that all of your information is correct, if it's not, simply choose "EDIT PROFILE" from the left hand menu bar, edit any incorrect information and click "SAVE CHANGES" and close that window and go back to the window open with your Back Office Home Page.

In your next step you will create your LocalAdLink.NET Email address. To do that go to "CONTACT MANAGER" on the top Menu Bar, then choose “EMAIL” then "SETTINGS"

The first thing you want to do is choose an email prefix, which is, YOURNAME@LocalAdLink.net, next you will choose how many emails are shown on the page while in your LocalAdLink.net Inbox. Email is only accessible from your Back Office, so you must log into your Brand Builder Back Office to send and receive email from your LocalAdLink.net email address. Once you choose your prefix and number of messages to show, you'll want to create an Email signature, this signature includes all of your pertinent contact information and is included on each outgoing email if you so choose. Here is an example of what an email signature should look like. (insert graphic) You can choose to add it to every email or simply add it when you decide you want to include, the last option allows you to save a copy of sent messages in your sent folder in your inbox. Once that is complete, click "Home" from the top menu bar to go back to the home page of your back office.

Next we will upload your personal picture that will be shown on your Brand Builder website. Go to "LOCAL SITES" then choose "MANAGE MY WEBSITE" once there, click "CHOOSE" in the top right hand corner, a window will pop up, click "CHOOSE FILE" find the picture you want to include, then click "UPLOAD" you can choose several images to store in your back office and change them around as you see fit. Once you've completed that, click the "X" in the top right hand corner to close the upload window. You should now be back to the Home Page of your Back Office. Now we’re going to change your “My Goal” picture which is located on top right of your back office. Simply click “CHOOSE” and a box will pop up, click “CHOOSE PICTURE” find the picture of your Goal on your computer, choose and click “UPLOAD”, once completed, click the “X” on the top right to close the window that popped up.

(creating a prospect list & great ways to find leads for Free!)

This step is one of the most vital ones to you as an Account Executive or Brand Builder. There are two types of Prospect lists you will create, one for Ad Sales and a list of people that can join your team.

First we will talk about creating an Ad Sales Prospect List. You’ll want to write down a list of people you currently know in business that could benefit from Advertising with LocalAdLink. You’ll be amazed by just going through your address book, how many people could benefit from Advertising with LocalAdLink. You can also go to the LocalAdLink.com directory, that’s right, there are over 14 million listings within our own directory, if you don’t see an image and the ad says “Click Here to Advertise” that’s a business that is listed in our directory, but doesn’t currently advertise with us, what a great prospect!

To help add to your list of prospects, pick up a local newspaper, yellow pages or magazine those are FULL of businesses that are currently spending money to advertise their business locally, they are an absolute perfect fit. ANY BUSINESS ADVERTISING is a GREAT prospect, why?

Because they are spending money to find customers locally and understand the value of Advertising.

Now let's go back to your .NET Back Office and look a few more tools that will help you prospect and manage your business. First is the Contact Manager to get there, click on "CONTACT MANAGER" from the top menu bar on your Back Office Home Page. This is where you can add Contacts, Prospects and Leads in general. This section will help you keep all of your Prospects organized in one place and also help you to stay in touch and follow up with them.

Lets walk through how you add a Contact. First choose "ADD CONTACT" this will bring you to a page where you type in all of the prospects information, then choose any other details from the drop down menus on the right, you can add their phone number, their email address and their address to their Contact file as well. Once you've completed everything, click "SAVE SETTINGS" in the middle of the page.

If you have your own Prospect list of Advertising customers, you can upload it as well. You simply Click "IMPORT CONTACTS" choose the format, please note it MUST BE a.CSV file or an Outlook or Outlook Express format to be uploaded, then click Process. If you've formatted everything correctly you should see all of your contacts in a list, you can make any necessary changes or edits and complete the upload.

Once you've added your prospects you can search your contact list by choosing "SEARCH CONTACTS" from the "CONTACTS" tab, this feature allows you to choose where by date range, name, follow up date, status, etc. From the same "CONTACTS" tab you can Manage your Prospects Lists, Print Labels and much, much more.

DRP (Discount Reseller Program)

DRP is an optional monthly subscription available to all BB by subscribing to DRP you the ability to purchase a "Basic Plus Ad" at a wholesale price. DRP is priced at $49.99 per month, the retail price of a Basic Plus ad is $89.99. DRP gives you an ad coupon in your back office that can be used either as a give away to customer or you may resell for 100% commission. DRP additional benefits by redeeming the coupon with a customer this counts as your monthly qualification at the one star level and holds your BV (business volume). This is a great way to ensure your monthly qualification and never lose your BV points. You will also be able to link your monthly DRP coupon to one customer so that customer will remain active as long as your DRP subscription is active.

For everyone who subscribes to DRP there is separate commission paid monthly. This will go into effective September 27th, 2009 until that point all DRP sales will issue 25 BV (Business Value).

Local Ad Link will waive the $19.95 fee for Back Office tools for all DRP subscribers.

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When you're in front of a Prospect use tools such as:

Webinars to show the product, LocalAdLink website to show the directory of where they will be listed, One Word Videos and Conference Calls with other team members who can help you.

That completes Step 2. We encourage you to spend some time in your .net Back Office getting familiar with all of the tools and resources available to you. Your back office was designed to make your job easier and more manageable.

Now let's move on to Step 3

STEP 3 – Sell LocalAdLink Advertising

In this step we will first go over some tips on selling LocalAdLink Advertising. Since we all have a different styles of selling and presenting a product, we thought it best to just go over important details when talking to a prospect about LocalAdLink and here they are.

(GO TO SALES SCRIPT PAGE) in the "IMPORTANT QUICK START TOOLS" in your .net Back Office.

If you have a customer that wants to purchase advertising from you directly from your Brand Builder website, have them to go to: http://BackOffice.LocalAdLink.com/YOURUSERNAME

Next they will click on "Buy Advertising", this will bring them to a shopping cart where they can purchase the Ad Package of their choice, click "CHECKOUT" and they're done!

This document and many others that we will cover in the next four steps will be available, in the "TOOLS" section of your Back Office Under "IMPORTANT QUICK START TOOLS" be sure to visit this area and view and print all of these important documents, these are all vital to your success!

Let's keep going. Next we will review a list of common Objections Brand Builders normally have and they are as follows:

(GO TO OBJECTIONS PAGE) in the "IMPORTANT QUICK START TOOLS" in your .net Back Office.

Once again, be sure to visit the tools section in your back office and print these Objections out under the "IMPORTANT QUICK START TOOLS" section.

Finally, you should want to briefly go over are the FAQ's. There are well over 20 standard FAQ's that we have come up with so far, they are questions like….

Once again, be sure to visit the tools section in your back office and print these Objections out under the "IMPORTANT QUICK START TOOLS" section

STEP 4 – Ad Management

Now that you've purchased an Ad for your customer, let's walk through how an Ad is Created. That is done through the customers back office on www.LocalAdLink.com. Once there click "Log in" in the top right hand corner and type in the Username and Password for your customer, once logged in you should see this screen.

You're now on the home page of the customers back office. Now lets create an Ad. Underneath the "MESSAGE CENTER" click "Setup" to the right of the name of the Ad. The first thing we do is create a new Business Profile, fill in all required fields in the business details, then move to the next section and fill in the business "Tagline" and "website" address if applicable, then any and all details pertaining to the businesses, the next section you will choose all the categories that pertain the business listing being added, next you will ad the company's logo, then click "SAVE"

Now we're going to edit the Customers Ad. From the Homepage of the Customers Back Office, under "MANAGE ADS" choose "EDIT", scroll down and fill in the "AD DETAILS" This is where you put the "Campaign Name" the name of this specific campaign, the "Headline" this will be the title of the Ad, the next 3 lines are there you write the details about the Ad. The next section is where you choose Zip codes where the ad can be displayed; you can type the city name in or the specific zip code. To delete a zip code, check the box next to the zip code you are deleting and click "Remove Selected". Then Save.

If you need to Edit the Ad, you follow the same steps we just went through, and click From the Homepage of the Customers Back Office, under "MANAGE ADS" choose "EDIT"

Step 5 – Creating YOUR Team – Duplicate Your Efforts

System vs. People

Duplication is the key. Team building is simply business development.

Be the Messenger, not the Message!!

The only way to ensure 100% success is to plug into the systems.

1) Realize 100% of the correct info leads to mass duplication
2) Mis-information will lead to no duplication
3) Key to building a team is making sure they are plugged into the system 100%

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How do you 1st develop your team?

These are 3 simple steps to ensure your success, but you must first be: EXCITED!!

Here are 3 simple steps to follow:

1- Approach – you have to master how you approach your friends, family and people you come to know. The best way to master it, is to JUST DO IT!

   Two keys on mastering the approach:

   a- Peak someone’s interest, always remember less is more.
   b- Be Excited! People only identify with how you say things.

   Remember you’re the Messenger, not the Message!

2- Validate – how you validate is by plugging into the systems and using the 3rd party approach.

   a- Use the Systems (Webinars, Ad Labs, Conference Calls, 3 way calls, Successful Brand Builders)
   b- Once again you’re the Messenger, not the Message

   Remember you’re the Messenger, not the Message!

3- Action – get them enrolled on your team and GET THEM STARTED, don’t just sign them up, plug them into the systems, but remember you’re the Messenger, not the Message!

   a- Plug them in Through Local Ad Link University (Webinars, Conference Calls, 3 Way Calls, Successful Brand Builder Training)

   Remember you’re the Messenger, not the Message!

Your team members MUST make a Commitment of earning money while they learn the business, not vice versa, **they MUST learn while they earn!**

Step 6 – Understand the Compensation Plan

Our compensation is simple, if you sell an ad you're going to make a direct commission of 50% when the ad renews you receive 40% and you will continue to make that as the ad renews, building residual income for yourself.

As a Brand Builder, for every $10 in ad sales you also receive 1 stock option in Beyond Commerce, Local Ad Links parent company.

Brand Builder's can build a team.

If you are Brand Builder you can build a team of sales reps and make commission based on their production. You need to build 2 sales teams. Everytime someone in your team sells an ad or it renews, you receive points, when you have 300 points from both of your sales team, this creates a cycle and you earn $50.

As you progress through the organization, we have higher levels, we call these the 1-5 Star system. Based on your level within the company you can also receive additional stock options every time you cycle.

You also earn points every time someone on your teams sells an ad or when the ad renews. In addition you can also earn points anytime your team member enrolls new Brand Builder's into Local Ad Link.

As an added incentive to top performing Team builders, our star matching system allows you to make additional income based on your teams production.

Here are a few other ways to be compensated:

1) CAB - Customer Acquisition Bonus - each time you enroll a new Brand Builder into the system and they sell an ad, you are eligible to receive a CAB, see full compensation plan for details.

2) Ad Sales Training Bonus - if you enroll a new BB and that BB sells a 1 year premium ad within the 1st 30 days, both you, and the enroller and your BB will receive $150 each.

Right now is a good time to stop and print both of those documents out and study and review them so you that you better understand what compensation is available to you.

Step 7 – Tips & Tricks!

This final step will give you some tips and tricks

- **Creating an Effective Ad:**

  (See archived Video Training in "IMPORTANT QUICK START TOOLS" in your .net Back Office)

- **Creating an Ad w/ a Coupon:**

The first thing, which is VERY important to understand how to apply a Coupon to ad Ad you are selling. You must first apply the coupon for the ad package, THEN create the customer and here's how that's done. From the Home Page of your Brand Builder Back Office, choose "LOCAL SITES" then "SELL AD w/ Coupon, a new window will then open with a list of Coupon options. First you will choose which Ad Package you want to use, next you will choose the option of "FREE" or 100% Commission. Choose FREE if you are giving the Ad to the customer or choose 100% Commission if you want to use the Coupon to collect 100% commission on the sale. Next at the bottom of the page click "CREATE NEW CUSTOMER" for NEW Customers, this will open a new window where you will complete the customer information, complete all required fields for creating a new customer and click "CREATE ACCOUNT". From there you will now be able to Log into the CUSTOMERS Back Office and create the ad and we will cover that in just a few minutes.

In order to JUST create an Ad for your customer. You must first create a customer in your Brand Builder Back office and here's how that's done. From the Top Menu bar in your Brand Builder back office choose "ENROLL" then "ENROLL CUSTOMER" a new screen will open. Type is all required information for the customer and click "Create Account" be sure you print out or write down the customers log in information so that you can email them their log in info for future reference, next click on "TO CONTINUE SHOPPING CLICK HERE a new window will open with the Ad Packages available for purchase, simply choose the Customers package by click "ADD TO CART" once you've done that, click "CHECKOUT" in the top right hand corner under the shopping cart total.