

The “*Just The Basics*” Marketing Membership Monthly Program Prospectus

Membership Monthly Services Include:

1. A print-ready, direct mail piece

Each month members will receive an already prepared, direct mail letter file ready to be printed. This monthly package will be written to generate response from a niche target business audience in your community. It will also target a specific service that you offer. Each direct mail piece will include a very definitive offer and call to action.

For example, the direct mail campaign this month may be related to your media vault service and be directed to office managers of small to midsize law firms with the goal of them responding to your free month of media rotation services offer.

The entire specs for the campaign will be laid out for you. That will include preferred paper, envelope and presentation. All you have to do is print the file, prepare the envelopes and mail it out.

Along with that, I will also provide the mailing list to go with the direct mail piece for up to 500 names per month for your geographic area.

Important Note: Due to very stringent guidelines with the mail lists, explicit instructions for their use will be provided with them. In most cases that means a one-time use. You cannot send a second mailing to the same list independent of this program. Each list is seeded with one or two names that are fictional. Failing to follow the rules from list owners means additional charges will be incurred. Some list owners also require examples of any mail piece that is being distributed. We will ensure list owners see the direct mail piece. Therefore, making significant changes to the file master we send every month should first be confirmed before sending it out. Some lists require a no-phone follow-up rule. We will work hard to get the best lists for you each and every month. But the reality is, the better the list, the greater the restrictions.

***** Implementation:** Flourish Press/RIMproMarketing will do the entire campaign so you have no work to do at all. We'll take the master file, print it, prepare the mailing, put

2. A print-ready, relational/referral tool.

Provided every month as a print ready, two sided, 11x17, four-page master file. The file is formatted for printing as a hard copy piece, but it can be prepared as a PDF file for email delivery.

More like Readers Digest, less like RIM education. Fun, quick-read components, special offers, cartons and more. This is to send to anyone you have ever had contact with. Clients, referral partners, complimentary businesses, or those you've done a sales call with. The goal - a positive experience with your company every month. This mailer will generate leads, referrals and goodwill for you on a regular basis.

Your final file will provide options to personalize and customize your monthly content. That will include options such as special offer of the month, employee of the month, client of the month and a brief spot for news. Using our special online access portal, you can make the necessary updates and changes to your newsletter before downloading the master file.

***** Implementation:** Flourish Press/RIMproMarketing will print your mailers and ship them to you directly or will also print and mail to your current house list on your behalf. The pricing for these services is included on the next page.

Printed Copies	Printed & Shipped	Printed & Mailed
250 – 600 Units	\$1.50 each	\$2.50 each
600 – 1000 Units	\$1.25 each	\$2.25 each
1000-2500 Units	\$0.95 each	\$1.65 each
2500 – 4000 Units	\$0.55 each	\$1.15 each
4000 or more units	\$0.40 each	\$0.95 each

3. Incremental **web analysis and enhancement service**

Websites need to constantly evolve in order to be effective. Our goal is to improve lead flow from your website.

With your monthly membership we will monitor your website analytics, provide updates and tweaks to your site, and add content or components to ensure your site is more effective at lead generation. You will receive a standardized monthly report based on what is happening on your site and an additional outline of we have done as well as what needs to be done.

Our monthly service also includes ongoing “offsite” work to improve inbound links to your site.

Your monthly membership fee includes three (3) hours per month dedicated time to your website.

***** Implementation:** You must provide us with full access to your site. That means we need FTP details. While your membership includes only three hours per month, if you have specific requests above and beyond your monthly program allotment, if you have a special project related to your website, we can and will attempt to accommodate your needs. The fee for hourly services is \$150 per hour.

Along with your monthly services your Membership means.

*****EXCLUSIVITY*****

You get complete local exclusivity for this program in regions with a population 500,000 or less. In centers larger than that, we will break the city up into logical sales zones.

In the US marketplace that means; New York, Los Angeles, Chicago, Houston, Philadelphia, Phoenix, San Antonio, San Diego, Dallas, San Jose, and Detroit. In Canada, Toronto, Vancouver and Montreal. Contact Tom for other international cities. If you are interested in membership and apply from one of those markets, we will determine optimal focus area for you.

Your “Just The Basics” Membership is only good for one geographic area. Heck, you’d be crazy to not pay the \$999 just to keep your competitor from being able to get into the program.

*****Additional Bonuses*****

- Each month you will receive my RIMproAchievers Club Marketing CD and Newsletter. This program will be available to the industry at a monthly fee of \$50.00 per month.
- Once a month I will be available for an open one hour Q & A session for “Just The Basics” Members on the RIMpro bridge line. In this call you have the ability to ask me questions about the campaign that is occurring, related requirements, needs and frustrations about what needs to be done to ensure you are leveraging your marketing program to ensure significant lead flow.

- ❑ In the event that you may ever need it, with your Membership you receive 4 Marketing SOS Coupons. Each of these coupons entitles you to one “emergency” telephone session with me on any marketing issue or other problem. A coupon is good for one scheduled call up to an hour in length. Your four coupons are good over the course of one year.

*****Tom’s Wicked Good Satisfaction GUARANTEE*****

If you don’t see significant value from what you are receiving from my “Just The Basics” Marketing Program, you can walk away. No contractual terms, no hostage fees. And, if you leave because it is not working for you, just for your trouble, I will refund your previous month’s membership fee investment in the program. How is that for a Guarantee?

Terms and Conditions:

In the spirit of reciprocity, Members are asked to agree to and abide by the following...

- Members will engage marketing measurement as much as possible. This is important so that we can continually improve performance. Metrics will be held in confidence between RIMproMarketing and the individual member, but will be used for general membership benefit.
- Members agree to these restrictions as it relates to usage of materials and content provided by their Membership.
 - Strict adherence to mail list restrictions as outlined every month in your direct mail package.
 - Any and all master files which you receive are for your use only. Providing them to for use to other RIM vendors will be cause for immediate membership termination.
- Inner Circle Membership is not a customized marketing program. Marketing is created for the entire membership, thus the content for each member will be the same as the other. The only customization will be contact details and names in most cases or customization that is included as part of the particular medium as outlined in the above document. Rewrites are not included in the price of membership. If a Member requires rewrites or customization over and above the delivered content, the hourly rate for rewrites or design is \$400 per hour.

Membership Investment

Done on your own this program is valued at *\$3750 per month*. But because of economies of scale found via membership a “Just The Basics” investment is just **\$999 per month**.

There is a \$750 onetime set-up fee. This fee is primarily to do all the work related to getting your website prepared for ongoing work. Setting up analytics software on your site. And details related to setting up your account in our online interface.

Additional fees:

Web related updates, fixes etc: \$150.00 per hour

Copywriting, consulting or advisory services by Tom: \$400 per hour

Printing and Postage etc: as outlined above

Next Steps

Membership is by application only. To win exclusivity in your city, you need to apply today. Application deadline is March 23 at 5PM EST. Priority goes to first respondents.

To download your application today rush to <http://RIMproMarketing.com/jtb>