

**Tom's "Just The Basics" Marketing Membership Application**  
**Application Deadline: Friday March 23<sup>th</sup>, 2007 at 5PM Eastern**

**Every Month With Your "Just The Basics" Marketing Membership You'll Receive**

- Print ready, direct mail letter targeting specific prospect markets already prepared with complete details in terms of how to prepare the campaign
- 500 target prospect names matched to direct mail campaign
- Print ready, relational/referral mailer with options for offers and personalized information.
- Three hours of analysis, incremental website enhancements and reporting
- Exclusivity in your city (or suburb) for as long as you are a "Just The Basics" member

**Plus, you'll also receive**

- 4 SOS Advisory Coupons good for up to one hour of consulting with Tom Adams
- Access to a "Just The Basics" Q&A open line call every month
- Complimentary subscription to Tom's RIMproAchievers Club Membership with CD and Hardcopy Newsletter

**YES! Tom. Pending Application Approval, I Wish To Become a Member of...**

- Just The Basics Program at \$999 per Month with \$750 One-Time Set-Up Fee**

**Tom, I also want you to...**

- Print, stuff, stamp and post my direct mail campaign for me for \$1000 per month. I understand that my payment includes 500 direct mail pieces each month.

- Print My Relational/Referral Mailer and ship the printed copies to me.

- 250 – 600 Units - \$1.50 each
- 600 – 1000 Units - \$1.25 each
- 1000-2500 Units - \$0.95 each
- 2500 – 4000 Units - \$0.55 each
- 4000 or more units - \$0.40 each

<p>Total Printed Mailers Required Each Month</p> <p>_____</p>
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- Print and Mail My Relational/Referral Mailers To The List I will Supply (Ship the Rest)

- 250 – 600 Units - \$2.50 each
- 600 – 1000 Units - \$2.25 each
- 1000-2500 Units - \$1.65 each
- 2500 – 4000 Units - \$1.15 each
- 4000 or more units - \$0.95 each

<p>Approximately Total Required Printed &amp; Mailed _____</p> <p>Printed and Shipped _____</p>
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**Tom's Absolutely Incredible Contentment Guarantee...**

If you don't see significant value for what you are spending as a "Just The Basics" member, you can terminate your relationship at any time and discontinue paying the monthly service fee. If you choose to terminate your relationship for any reason, I will go one step further. I will refund your previous month's \$999 membership fee.

Here are my credit card details for membership and services dues.

Name \_\_\_\_\_ Company \_\_\_\_\_  
Physical Address \_\_\_\_\_ Telephone \_\_\_\_\_  
\_\_\_\_\_ Email \_\_\_\_\_  
City \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_  
Fax \_\_\_\_\_ Alt Tel \_\_\_\_\_

If Accepted, Please Use The Following Credit Card For My Monthly Membership Fees.

Card 1 Payment Details: Credit Card Type: Please circle: Visa MC Amex

CC Number \_\_\_\_\_ Exp \_\_\_\_\_ Sec Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Card holder Address  Same as above or \_\_\_\_\_

\_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Please charge my credit card my monthly membership fee on the \_\_\_\_\_ 1<sup>st</sup> of the month | \_\_\_\_\_ 15<sup>th</sup> of the month.

Note your credit card will not be charged until and unless you have been accepted into membership. Set-up fee will be charged upon acceptance into membership. Monthly membership and related service fees as requested will be charged based on your above noted choice.

Agreement for services

I hereby agree to pay the Set-Up Fee upon approval and the Monthly Membership fee each month and accept the terms and conditions outlined in the "Just The Basics" offering. I understand I can cancel my monthly membership at any time if I am unhappy with it in any way.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Application and Approval Overview:**

Upon reception of each application, they will be time and date stamped. All things being equal between direct competitors in a city, priority will be given to earlier application. Applications will allow Tom Adams to determine fit of Applicant into Membership. Acceptance will be confirmed as soon as possible after interview is completed. Initial set-up work for new members will commence upon acceptance into membership. Delivery of all membership services will begin May 1<sup>st</sup>, 2007.

**Please answer the following questions.**

**Give a brief description of your RIM business.** (Include key service areas, percentage of overall sales for each service area, relative growth of service areas)

Service Area	Relative Percentage of Overall Sales	Growth of this service area in last 2 years
Hard Copy Box Storage		
Media Vault Services		
Shredding		
Imaging		

**List all the current marketing and lead generation strategies you currently have in place:**

**What's important for Tom to know about you personally and working with your company?**

**Why should Tom choose you over other applicants in your local area?**

**Where do you need the most help as it relates to your marketing?**

**Who will be the primary point of contact as it relates to working with your company on a day to day basis?**

**Which city ( or specific area of large metropolis >5000K population) do you want exclusivity in?**

**Initial Member Set-up Questions :** Other questions will be addressed during client set-up sessions.

Who will be the named personality of the company? Whose name will be used in direct mail, newsletter personalization?

Will there be others who you wish to be named in direct mail or newsletter?

Please provide via email the following files. Please check off to ensure you are sending.

\_\_\_\_\_ High resolution picture of personality (head shot preferred)

\_\_\_\_\_ High resolution graphic of personality's signature

\_\_\_\_\_ Business Logo

\_\_\_\_\_ All Relevant Business Contact Data

What are your typical offers for prospective new clients? Please list all below that are frequently used. For example – 10 free boxes, or free shred or 1 month free storage ...

### **Website and Hosting Information**

Website URL http://www.\_\_\_\_\_

Site Access Details: FTP: \_\_\_\_\_

Username: \_\_\_\_\_ Password \_\_\_\_\_

Additional Websites? URL's? Domain Names? Please advise.