

EXHIBIT F



Dear Christopher Prince,

Welcome to Bright Builders! We look forward to being part of your upcoming success. Bright Builders' tools and education, along with your hard work and ingenuity, provide the extra push you need to take your business to the next level. Now you are ready to bring your business to the Web, build your store, market your products, and make online sales. We are confident that we offer the tools, services, and educational plans that can help your business thrive. Remember, however, the most important ingredient for your success is your dedication and desire to make it happen!

This Welcome Packet will guide you along the path to success so that your steps and direction will be sure and steady. Please take a moment to read the information in the packet. Each piece is designed to help you along your way. Your packet includes:

- Our **Getting Started** leaflet, explaining the steps you should take toward getting your business online in the first week.
- The **Your Bright Builders Help Team** insert. Your advisement team (comprised of a personal Project Advisor, a Builder Trainer, and an Internet Business Coach) is ready to assist you.
- A **Your Bright Builder Package** sheet, outlining the products and services included in your package.
- The **Get Committed to Your Business** statement.
- **Descriptions for each product and service** included in your package. Here you will learn about what you have purchased. Please see the checklists on each description sheet to find out how you can maximize the benefits of each product or service for your business.
- The **Psychology of Success** pamphlet, to help you use the tools with confidence.

If you have not already been in contact with your personal Project Advisor, please call 1-800-342-1990 for an appointment. Our business hours are 9 a.m. to 5 p.m. MST, Monday through Friday.

Best Regards,

The Bright Builders Team

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Your Bright Builders Package

Thank you for choosing Bright Builders. Your purchase includes the products and services below. For more details about each product, see the product description sheets included in this Welcome Packet.



1.800.342.1990
experts@brightbuilders.com

Bright Builders Products and Services

The Bright Builder

An eCommerce web development tool designed to help you create your personalized and professional web storefront (website) quickly and easily.

The Bright Lister

The Bright Lister takes the mystery out of creating auctions for eBay by taking you through each step of designing a quality eBay listing. This helps increase your profits on eBay by teaching you effective methods for listing your products. Use in conjunction with your Research Tool (Auction PI) to maximize your success on eBay.

Custom Graphic Design

Custom design for the look and feel of your site. Site content remains in your control.

Search Engine Optimization Marketing Foundation Package

A set of marketing strategies that our experienced web marketers implement for your site. Designed to provide you with a foundation for your continued marketing of your website.



www.auctionpi.com
support@auctionpi.com

Auction PI's eBay Research Suite

Auction PI eBay research software provides a suite of money- and time-saving tools designed to help both sellers and buyers. When you're the seller on eBay, Auction PI helps you find out whether your products will sell, and at what price. When you're a buyer, Auction PI helps you find out if your bid is competitive. Whether you are the buyer or the seller, Auction PI gives your business the boost it needs.

Marketing Your Website: Our Top Ten Tips

Marketing your website requires continual effort. Even if you have contracted a company, such as Bright Builders, to market your website, you should plan for a long-term investment in your website's marketing. But do you know where to begin? Let us share some tried and true tips that will help you market your website with confidence.

You can begin marketing your website when:

- Your website content is complete. This includes your website's text and the products you want to sell.
- You are ready for your first customer.
- You have a clear knowledge of the product(s) or service(s) you want to sell online.

Tip One: Write Effective Sales Copy

Effective sales copy is the foundation for marketing your business. If your words do not compel the visitor to buy, no matter how professional your design, you will not convert the visitor into a buyer. When writing sales copy, remember:

- **Sell the Benefits:** Customers buy benefits, not features. Let your visitors know how your product or service will benefit them.
- **Solve Problems:** Customers are looking for solutions to their problems, not necessarily products. Present a clear solution to a problem.
- **Change Your Perspective:** Always view your product from the customer's point of view. Never assume that the customer knows the full benefits of your product. Explain them in easy-to-understand words.
- **Point Out Unique Qualities:** Present a unique and compelling reason for a customer to do business with you. Customers do not always buy based on lowest price available.

Tip Two: Perform Keyword Research

Generating an effective keyword list is vital to your business. There isn't a "fool-proof" method to choose the right keywords, but these suggestions will help you get started.

- **Specific Keywords:** Choose specific, not general, keywords.
- **WordTracker:** For your website to get into the top ten rankings, you need to select keywords that set your website apart in the Internet marketplace. For example, if you sell jewelry, you might select "jewelry" as a keyword. This selection is a mistake because there are over 22 million competitors for that keyword phrase. To solve this problem, use a program like WordTracker to help you find keyword phrases that match your product offerings, while at the same time, give you a good chance of achieving a top ten ranking. This process is known as the KEI index and WordTracker is an excellent tool.
- **Study the Competition:** Since your competition has been online longer than you have, use them to do some initial marketing work. Go to successful competitors' websites, one by one, and right-click on the page. Choose View | Source from the right-click menu and look at your competition's HTML code. Find the Keyword metatag and write down the keywords your competitor uses. Then use WordTracker to analyze these keywords. You can use WordTracker's suggestions to expand the list. Using this strategy, you should be able to get a list of 50 to 100 keywords.
- **Attract Qualified Buyers:** Remember, your marketing goal is not to attract the masses, but instead, to attract qualified buyers. The keywords you choose should accurately represent your products or services.

Tip Three: Write Compelling Titles and Descriptions for Every Page

Your page titles and descriptions are the most important factors when preparing your website to be indexed by search engines. If you use your company name as a title, you will greatly reduce your website's search result rankings. Make sure the titles and descriptions on every page accomplish the following:

- **Grab attention.**
- **Compel searchers to visit your website.** Your web page title and description are what will display in a search engine result. So, potential customers do not necessarily choose the page that ranks number one. Rather, they choose the page with the most appealing title and description. For example, if the keyword phrase is "corporate help desk," instead of using the title "XYZ Company - Corporate Help Desk," use "Corporate Help Desk: Meeting Core Business Demands & Keeping Users Productive."

Tip Four: Create a Customer List

Because it's easier to sell to an existing customer than to a new one, a solid list of customers you can market to each month is vital for your business to grow and develop. Use the Contact Manager in your Bright Builder Admin site (<https://www.brightwebsite.com/admin/>) to notify your customers of specials.

If you don't have at least 100 existing customers, sell some of your products as "lost leaders" at cost or below cost to build your customer list. This strategy will benefit your business in the long-term. Also, use autoresponders and a newsletter to keep in touch with your customers, while at the same time giving them valuable information.

Tip Five: Build Content Pages Search Engines Love

Your website should be more than just product images and Buy Now buttons. Search engines love quality content. Use your content pages to describe the product in detail, tell about its uses, and explain what problems it solves. Avoid "doorway pages" that are nothing but a few lines of text and a link to enter your website. Instead, your content pages should be able to stand on their own and give customers all they need to make a buying decision. Find extra pointers about building content pages in Jerry West's eBook in the Resource Center (<http://resource.brightwebsite.com/marketing/download.html>).

Tip Six: Use Pay-Per-Click Services

Set up an account with a pay-per-click (PPC) service, such as Overture. Pay-per-click means you pay for every visitor that comes to your site through the service provider. The Overture network includes big names like Yahoo!, MSN, AltaVista, Lycos, HotBot, Netscape, Dogpile, Metacrawler, and Go.com. The cost varies, but the average is a ten-cent-per-click minimum and a total minimum charge of \$20.00 per month.

Tip Seven: Submit Your Website for Paid Inclusion

You can pay to include your website in a search engine or database. We suggest two below.

Inktomi

Submit your site to the Inktomi database through PositionTech (or through Bright Builders at a discount). Your page(s) will appear in the Inktomi index within 72 hours and will be respidered (searched) every 48 hours. Following are some search engines that use Inktomi for secondary results: MSN, Overture, LookSmart, and HotBot.

Yahoo! Business Express Service

Submit your site to Yahoo! Business Express Service. The benefits of this service are inclusion in the largest directory online and fast inclusion in the Google index. Yahoo! is where most businesses go to contact websites for link popularity inquiries.

Tip Eight: Increase Your Link Popularity

Link popularity, or the number of quality websites that provide a link to your website, is a vital part of your online marketing campaign. Quality link popularity can not only get you listed in the major search engines without you ever having submitted your website, but it will help your website move up in the search engine result rankings as well. For more information, see our detailed article on Link Popularity in the Resource Center (<https://resource.brightwebsite.com/marketing/snippets/011703.html>).

Tip Nine: Blog

What are Blogs? They are online journals that are steadily gaining in popularity. But what does an online journal have to do with marketing? Search engines actively spider blogs. So, your chances of being indexed in a search engine increase when you blog. For more information, see our in-depth article on Blogging in the Resource Center (<https://resource.brightwebsite.com/marketing/snippets/080203.html>).

Tip Ten: Build a Daily Marketing Routine

Market your website daily, even if it's just for 15 minutes. Getting into a daily habit of promotion will pay big dividends months or years from now.



The Bright Builder

Your package includes the Bright Builder, an eCommerce web development tool designed to help you create your personalized website. The Bright Builder:

- Lets you create your website and manage its content without prior experience.
- Is flexible and powerful enough to grow with your business.
- Allows you to create a compelling and eye-catching website.
- Lets you set up an eCommerce-enabled web store quickly and easily.

The Bright Builder includes the features discussed below.

Bright Builder Tools The Bright Builder tools help you create the website you want:

Themes:	Choose from pre-built themes for an instant, professional look and feel.
Edit Web Pages:	Create and edit an unlimited number of website pages.
Store Manager:	Set up your store catalog.
Billing Info:	View your Bright Builders billing statement and submit your credit card information.
Site Statistics:	Get statistics about how many times your website has been visited, which pages are the most popular, when visitors are viewing your website, and more.
Domain/C-Name:	Register or transfer your website domain or c-name. Your Bright Builder purchase includes one free domain name registration or transfer (with a \$19.95 annual renewal fee).

eCommerce

The Bright Builder provides you with an eCommerce-enabled website, complete with a store catalog, a shopping cart, and an order manager.

Store Catalog

The store catalog allows you to add and delete products and organize them by category. Use the catalog to manage prices, options (such as size and color), descriptions, shipping costs, and product images. You can use the Import function to import your product data into the Bright Builder system.

Shopping Cart

The Bright Builder provides a ready-made shopping cart for your website. The shopping cart accepts payments, using the payment methods and merchant accounts you set up for your website in the Store Manager. When a customer checks out, you and your customer receive an email receipt of the order.

Order Manager

The Order Manager lets you track the status of your orders. You can use the Export utility to view orders in a spreadsheet program (such as Microsoft Excel).

Hosting

Bright Builders uses Verio hosting facilities. Verio is a leading provider of Internet solutions with a solid reputation for uptime, security, daily backups, and bandwidth.

Your monthly hosting fee is \$29.95 for up to 500 products.

Note: Due to security concerns, scripting and database access are not supported.

See more information about the Bright Builder on the back of this information sheet.

Your monthly hosting fee depends on the number of products you have listed in your website catalog, as shown below.

# of Products	Monthly Hosting Fee
0-499	\$29.95
500-999	\$34.95
1,000-1,499	\$39.95
\$5 for each additional 500 products	

Note: Due to security concerns, scripting and database access are not supported.

The Bright Builder Checklist

To set up your Bright Builder website:

- ☐ You should have received an email containing your login information within one business day of your signup. If you have not received this email, please contact us.
- ☐ Login to your Bright Builder Admin site (<https://www.brightwebsite.com/admin/>)
- ☐ Review your shipping and billing information on the Bright Builder's Customer Information page. Correct any inaccuracies.
- ☐ On the bottom of the User Information page, click the Hosting Service Agreement link. Read, print, and sign the agreement. Mail or fax it to us at:

Mail: Bright Builders
1207 N. Research Way Q-2100
Orem, UT 84097

Fax: 801-356-2715

- ☐ On the Billing Information page, click the Billing Policies link. When the Billing Policies page displays, click the Billing Authorization Agreement link. Read, print, and sign the agreement. Mail or fax it to Bright Builders at the address or fax number shown above.
- ☐ Review the Bright Builder tutorial (available on your Bright Builder Admin Site). The tutorial is provided in Microsoft Word and PDF (Adobe Acrobat Reader) formats.
- ☐ Complete the QuickStart on your Bright Builder Admin site.
- ☐ Build your site. For help, you can email experts@brightbuilders.com or call 1-800-342-1990.

Setting Up Your Domain Name

To set up a domain name for your website, go to the Domain/C-Name Manager on your Bright Builder Admin site (<https://www.brightwebsite.com/admin/>) and click the Register a New Domain Name link. Complete the wizard to request a domain name. For information about choosing a domain name, visit the Resource Center at http://resource.brightwebsite.com/builder/domainname_tips.html.

Once you have selected a domain name, you can let customers send email to your domain name. We recommend that you set up your Bright Builder email to forward to an existing email account. To do this:

1. Go to the Email Manager on your Bright Builder Admin site. Click *Request Email* in the *Current Email Address* field.
2. Enter the email account that the email will be forwarded to. This is your existing email address.
3. In the *Requested Email Address* field, enter the email address from which you want to have email forwarded. This is your domain name email address that your customers will use to contact you about your website.



The Bright Lister

The Bright Lister is a tool that allows you to easily create quality auction listings for eBay. The Bright Lister can help you to increase your profits on eBay by stepping you through the process of designing effective eBay listings.

The Bright Lister includes these features:

Listing Wizard

A step-by-step guide designed to assist you in creating an effective eBay listing. By creating quality listings you will find that your auctions sell more often and for more money.

The Listing Wizard simplifies the listing process by eliminating several of the less-used eBay features that we do not recommend for beginners.

Throughout the Listing Wizard, you will see tips. These tips are compiled from a panel of eBay Education Specialists and Power Sellers that represent over 50 years of combined eBay experience. Review these tips carefully to see your eBay success soar.

Product Tracker

A tool designed to allow you to organize your listings by category and product, reference existing listings, and access templates to create new listings.

Picture Manager

A tool designed to help you upload product images to our server, as well as organize them by product and category. Typically you have to pay eBay an additional fee for extra pictures on your listings. With the picture manager, you do not have to pay this additional fee—it is already included in your monthly Bright Builder monthly subscription.

To install the Bright Lister:

- ☐ Log on to your Bright Builder. Go to the **Resource Center**.
- ☐ Under **Tools**, click on the link to the Bright Lister.
- ☐ Download and install the Bright Lister.
- ☐ Use the registration key provided in the Resource Center during installation.

Note: You must have an eBay account that is set up to sell before installing the Bright Lister.



Custom Graphic Design

Your Bright Builders package includes Custom Graphic Design. When you ordered the Custom Graphic Design option for your website, you put your business ahead of the game. Our graphic design experts are ready to work with you to create your website's first impression—its appearance.

Our design team works under your direction to create a website look and feel that suits your tastes, reaches your target audience, and meets your business needs. Best of all, the Custom Graphic Design option gives your website a professional design while letting you retain full control over all other aspects of your website—text, products, categories, and more. A perfect match!

Organization and First-Glance Appeal

The design experts at Bright Builders will create a design that attracts and captivates potential customers. With a wide array of both graphical and technical experience, our team can provide design services for virtually any industry and any audience.

Website Personality

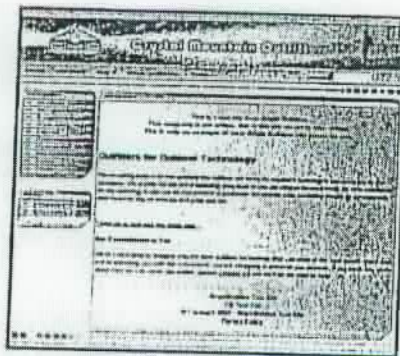
When we design your website's appearance, we use the information you provide for us about your personality and your target audience. Your information helps us create a design that clearly reflects your image and gets your message across to your customers.

You Control Website Content

With the Custom Graphic Design option, you retain complete control over the content.

This means that you, as the expert for your business, write the text for each page, add the products, and set up the categories for the products. Best of all, you never have to wait for someone else to make changes to your website's content. The Bright Builder places the power in your hands, giving you the ability to make immediate content changes.

Examples of Bright Builders Custom Graphic Design Websites



See the Custom Graphic Design Checklist on the back of this information sheet.



SEO Marketing Foundation Package

The SEO Marketing Pro package is designed to increase your website's visibility on the Web and drive interested customers to your website. Our marketers use established techniques to evaluate, prepare, and promote your website.

Your marketing package offers these benefits:

- An expert review of your website for search engine visibility and acceptability.
- A list of researched keywords or phrases, based on a review of your website.
- A quick start on your website's marketing so you can save time and shorten the learning curve.
- A foundation for your own continued marketing efforts. You can use the same marketing techniques we provide for your site over and over.

We provide the following services for the SEO Marketing Foundation package:

Keyword Research We will perform keyword research for your website to discover the words Web users enter when they are looking for the products or services your website offers. Based on our research, we will recommend keyword phrases that will attract potential customers to your website.

Site Tune-up During your site tune-up, we'll review your homepage to:

- Make suggestions to maximize the page's search engine acceptance.
- Recommend changes to ensure that potential customers find your homepage based on the keywords we recommend.
- Evaluate the content and make suggestions to increase your website's marketability.
- Test for errors such as broken links.

In addition, we will:

- Create a keyword-rich title and description for the homepage, based on our keyword research.
- Create a site map for the website to ensure all of the site's pages are easily accessible to search engines.

Submission to Over 2,500 Search Engines and Directories We will submit your website to over 2,500 search engines and directories. Then, as a bonus to you, as long as you pay hosting, we will continue to submit your website each month for the next year.

Note: The results of our submissions may vary. Your website may not be listed on a given search engine because: 1) the search engine is slow to list new sites, 2) the search engine only lists your website for a limited time, 3) your website's subject matter is not compatible with the search engine's focus, or 4) the search engine is currently rejecting free submissions.

See the SEO Marketing Foundation Package Bonus Services and Checklist on the back of this information sheet.

The Custom Graphic Design Checklist

Developing your graphic design will take two to four weeks from the time you submit the information on how you would like us to design your website's appearance.

Also, please remember that the Custom Graphic Design option means that our Graphic Design team will create a look and feel for your website that matches your ideas. The rest is up to you!

- ☐ Before beginning the Custom Graphic Design process, you must have selected your domain name; decided on the types of products you want to sell on your website; and begun planning how your website will be set up.
- ☐ In a few weeks, the Custom Design team will email you a questionnaire to determine how you would like your website to look.
 1. Visit https://resource.brightwebsite.com/builder/design_tips.html in the Resource Center for information on solid website design concepts.
 2. Complete the questionnaire and return it to us. The more specific you are in answering the questionnaire, the more we will be able to tailor your website's graphic design to your ideas.

Note: If you are ready to begin your custom graphic design and have not yet received the questionnaire, please inform your Project Advisor.

- ☐ Our Custom Design team will create a design prototype based on the information you gave us in your questionnaire. When the prototype is finished, we will submit it to you for review. Our design team will update the design prototype, based on your feedback, until you and the design team agree on the final look.
- ☐ Sign off on the design prototype. After the signoff, no further changes to the design can be made.
- ☐ Our design team will implement the design and apply it to your website.