

Exhibit A

Making the World of your



"From the very beginning we have been able to see that the people here have had a sincere interest in us and in our business venture. We would recommend this program to anyone who wants the professionals on their side!"

Isreal & Janie - Perrysburg, OH

"I found the tools necessary to build my website quite easy to use and the staff most helpful. The training I received from my coach was top-notch to say the least. My association with this company has been pleasant, not to mention profitable."

Rocky - Kansas City, MO

"We were finally able to start a home-based business, thanks to this company and their low hosting fee. We were able to be in control of our site and design it the way we like. We also noticed more traffic through our website due to suggestions that they gave us to improve the site. We would recommend this company to anyone who wants to start an online business."

Brian & Rebecca - Escondido, CA

"In the beginning I knew nothing about website building. With the help of a coach I have gained a great deal of knowledge and I have been able to use it to help set up my site. They have given me a good foundation to build on and I feel confident that as long as I need technical support or advice, they will be there for me. Thanks."

Eugene - Opelousas, LA

"Since I switched to this company, my profit has increased 100-fold. I highly recommend them to anyone or any business looking for Internet-related support."

Charlie - Powder Springs, GA

"It's a nice feeling to be able to make the type of site you want. The beauty of this company is anytime I mess things up a little, they know how and are willing to help fix it! It serves them right, since they have taken a before-television, radio-listening person into cyberspace. I've always said a little knowledge can be dangerous and I now have a little knowledge. Watch out!"

Vince - Cavecreek, AZ

"Our prior Internet service provider was, to say the least, not satisfactory. After careful research, we were excited to choose this company. Their customer service is great. I can get custom features on my website done quickly and professionally. They definitely have outperformed their competition. Thank you."

Cony - Orem, UT

"Representatives from this company, people who don't even know me, want to help me succeed. From them I've gotten direction, advice, 'tips & tricks,' and moral support."

Lorena - Prewitt, NM



The Psychology of Success

Building a Motivational Foundation

Bright Builders™

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<http://www.brightwebsite.com>

By Bright Builders™

The driving force behind achieving success is the ability to make commitments, both to yourself and to others. Why? Because action follows making and keeping commitments; and taking action is the key to achieving results. But commitment is just the beginning. This booklet introduces commitment, discipline, self-worth, and a continued quest for knowledge as the keys to success.

Self-Discipline: the Key to Making and Keeping Commitments

Self-discipline is the ability to make yourself do what you should do, when you should do it, whether you feel like it or not. It takes consistent self-discipline to set goals, to become good at time management, to acquire effective leadership skills, and to master the art of relationships.

Discipline is Positive—It takes discipline to conquer the voices in our minds, such as the fear of failure and the fear of rejection. It takes discipline to keep trying, even when that nagging voice brings up the possibility of failure. It takes discipline to change a habit. It takes discipline to plan. It takes discipline to execute a plan. It takes discipline to look with full objectivity at the results of your applied plan. It takes discipline to change either the plan or the method of executing that plan, if the results are poor.

Discipline is Action Right Now—If you realize the need to take action and you immediately take action, then you are practicing discipline. If there is a delay that passes between the moment of awareness and the time of your taking action, you are procrastinating.

Procrastination is almost an exact opposite of discipline; it's doing it tomorrow instead of today.

Discipline's Motto—"Do it now. Do it to the best of my ability today, tomorrow, and always."

Procrastination's Motto—"Do it later, tomorrow, or whenever I get a chance. Do the minimum necessary to get by."

Do it Now or Do it Later? A disciplined life yields significant rewards, but the benefits are often delayed. The rewards for the lack of discipline, on the other hand, are immediate; but they are minor compared to the immeasurable rewards of consistent self-discipline. Many, in a quest for instant gratification, choose today's pleasure rather than tomorrow's prosperity.

True Discipline Leads to the Person You Want to Become

True discipline is not the easiest option. In the short run, it's much easier to do just enough to get by than it is to give it your best effort. Waiting is always easier than acting.

Every Life is a Warning or an Example—Self-discipline is a full-time activity. The most valuable form of discipline is the kind you consistently impose on yourself. Every person's life serves as either a warning or an example: a warning of the consequences of neglect, self-pity, and lack of direction and ambition; or an example of talent put to use, of self-imposed discipline, and of objectives clearly defined and intensely pursued.

Build a Chain of Action—Successful people do not see each step toward their goal as a single step. With each action, and every discipline they follow, they see each step as a link in the chain of events and action that will lead them to their final destination. Every action taken today is a link in the chain. Every action taken in the future is a link. When you can see that every link in the

chain eventually leads you to the things you want most out of life, to the person you want to become, then you will not grow discouraged or impatient with today.

The Power of "Until"

Use the power of "until"—that is, the philosophy of "I will until." Make the commitment that you will take the consistent daily actions that will shape you into the person you want to become and bring you the life you want to live.

Be a Self-Enterprising Person

Self-enterprising is

- consistently creating new opportunities and
- taking advantage of the opportunities you create.

To be open to the possibilities that may be just around the corner, you have to build self-enterprising skills. This means keeping your eyes open and your mind active. It's having the skill, confidence, creativity, and discipline to seize opportunities the moment they arrive.

Enterprising people are always developing, following, and revising a plan until it works. They are extraordinarily resourceful, never letting anything get in their way. They do not understand the word "no" when it applies to their vision of the future. And when posed with a problem, they say, "Let's figure out a way to make it work."

Self-enterprising people see the future in the present. They find a way to take advantage of a situation, and not be burdened by it. They're hard working and they don't wait for opportunities to come to them—they go after the opportunities.

Self-enterprise means always finding a way to keep yourself actively working toward your goal—toward your dream.

Creativity and Courage: the Keys to Self-Enterprise

Self-enterprise requires two keys:

1. **Creativity**—to see potential opportunities that exist and mold them to your advantage. To look at the world a little differently, take a different approach, and to be different.
2. **Courage**—to be creative, see things differently and go against the crowd.

Self-Enterprise and Self-Worth

What could you do if you had more skills? If you read the books, listened to the tapes, took the classes, went to the seminars, and stayed up late and burned the midnight oil? What true value could you develop? Once you can see how valuable you are, understanding self-worth is a whole new experience.

Self-worth plays a major role in self-enterprise. Your self-worth is the difference between being lazy and being active—being self-enterprising. If you don't feel good about yourself, you won't feel good about your life. And if you don't feel good about your life, you won't be very interested in looking for opportunities.

Self-enterprise doesn't just relate to the ability to make money. It also means having a great enough self-worth to want to seek advantages and opportunities that will make a difference in the future. Enterprise is always better than ease. Every time you choose to do less than you can, it effects your self-confidence, your self-worth. If you keep doing a little less, every day that you keep doing a little less, you are also being a little less.

By doing a little more each day, you'll develop a new habit of *doing* rather than *neglecting*. Days and weeks and months of doing a little more will ultimately increase your confidence, your courage, your creativity, and your self-worth. In the end, it's how you feel about yourself that gives

you the increased courage and creativity for self-enterprise. Your feelings about yourself provide the greatest reward for self-enterprise. It's not what we get or what we accumulate that makes us valuable; it's what we become.

Success is in the Doing

Success isn't in the having; success is in the doing. It's the process of doing that brings value. It's the activity that transforms our dreams into reality, which converts ideas into actuality. Self-enterprise is found in the activity, for without activity you'll miss the opportunity.

Following are four keys that can unlock the self-enterprising power you already have inside you. Use these keys to become the person you want to be and to achieve your goals.

Four Keys to Personal and Business Success

Accept Complete Responsibility and Total Accountability for Yourself

Accepting complete responsibility and total accountability for yourself is easier said than done. However, those who recognize the wisdom of this path, and choose to accept its calling, know the power and freedom it brings.

The Power to Achieve—Countless men and women born into poverty have taken upon themselves the responsibility to get the knowledge and skills they needed to have in order to create lives of happiness and prosperity. For every situation and condition you can imagine, you can find someone who has overcome it and risen above it. Within each of us is the power and ability to achieve what we want to achieve and become what we want to become.

The Skills that Serve You Best—How well you did in school, if you went to college or not, or what your IQ is have very little to do with how happy

and successful you can become. You can self-teach everything you need to know to enjoy a life full of good health, happiness, and prosperity.

In fact, recent studies show that IQ has little to do with success and happiness. In life, people who have a lower IQ regularly out-perform people who have a higher IQ.

This means the major skills that will serve you best aren't taught directly in high school or college. The skills that serve you best have most likely come from your own personal experiences and the lessons that you have learned from the experiences of others. When your learning and progression in life is "on purpose" rather than "by accident," your aim in life is achieved.

Three Principles of Success—Ben Franklin gave us three principles of success and ambition that have withstood the test of time:

1. Big achievements come one small step at a time, one day at a time. Happiness doesn't come from one big success, but from small gains made day by day.
2. You have the power to mold your life and yourself into whatever you want. It is up to each of us to begin this molding process with a final product in mind. We can work it and form it every minute, every day, every month, every year.
3. Success is measured through happiness. You have to be happy along the way. You must enjoy the journey.

Make and Keep Commitments to Yourself and Others

The ability to make commitments, both to yourself and to others, is a driving force behind achieving success. Why? Because action follows making and keeping commitments; and taking action is the key to achieving results.

Life-Long Learning and Improving

Optimum effectiveness in life and in business requires more than taking action—it requires taking proper actions. And to know the proper actions to take, you need to adopt the philosophy of life-long learning. The more you know—the more skills you have—the more valuable you become to the marketplace.

Today's world has no mercy for laziness about learning. Either you take personal responsibility for continuing your education, or you end up without the knowledge and skills you need to succeed.

Learn How to Learn—Specific knowledge and skills will become obsolete with the passing of time, but learning how to learn is a skill that you can use for the rest of your life. With the right knowledge you take action, and when you take action you gain momentum. Being a life-long learner enhances each aspect of your life. You will enjoy better relationships with your family, friends, and business associates. You will become a better business person and eventually earn more in one or two years than the average person earns in five or ten years.

The Key is Inside You—Ultimately you will find that the key to true motivation is inside you. You won't have to look elsewhere to get yourself going. With the right knowledge behind you, you will find yourself becoming inspired on your own—by your own learning and your own discovery. You won't have to wait for someone to come along to motivate you anymore. Your pursuit of excellence is your best motivator.

Commit to Take Action

You know it's up to you. You have to make and keep commitments to keep yourself taking action and moving forward. You must keep learning and improving for the rest of your life. These are all things that you know you can do. Reject or ignore them, and know that you accept the consequences

that will impact your quality of life. Accept and apply them, and know that your life will be richly blessed with abundance.

Programming Yourself for Success

What + Why + How + When + Action = Success!

This formula is the key to success. Whether you want financial success, success in relationships, or optimum health, you can use this formula to make it happen.

When you know "what you want," "why you want it," "how you're going to get it," and "when you're going to get it"—and then take the proper action—you will, in time, get what you want.

What: Know What You Want

Knowing what you want, and being able to clearly describe and picture what you want, is the first step toward getting it. Do you know what you want in life? Ask yourself this question: If money were no object, what would I be doing with my life?

Whatever you focus on is what you will eventually get. If you don't clearly focus on what you want, you'll still get what you subconsciously focus on as your "want."

Right now, think about what's been going through your mind today. Now, try to remember what you were thinking about yesterday, last week, last month, and last year—even five years ago.

Did anything exciting or powerful come to mind? If so, what did you do about it? If nothing came to mind, then think about what you've accomplished during the past five years.

"Whatever the mind can conceive and believe, it can achieve. Success comes to those who become success conscious. Failure comes to those who indifferently

allow themselves to become failure conscious."

—Napoleon Hill, *Think and Grow Rich*

Why: Know Why You Want It

Have you ever asked yourself, "Why do I get up in the morning?" and "Why do I go to work every day?" Most people never consciously ask themselves these two questions, but they subconsciously answer them on a regular basis as they seek meaning in their lives.

Most people tell themselves the reason why they get up in the morning and go to work every day is to pay their bills, to get by, to survive, to make it through the day. The sad reality is that the "why" most people have in life is to make a living rather than to make a life. This is what Ralph Waldo Emerson meant when he said, "The mass of men lead lives of quiet desperation."

Laws of Motion—You don't have to live a life of "quiet desperation." If you've subconsciously told yourself that your "why" is to pay your bills, do you think it would inspire you and give you power to achieve something bigger and better in life? Probably not. And the reason why not is because of *Newton's Laws of Motion*:

- An object continues in a state of rest or constant velocity unless acted on by an external force.
- The resultant force acting on an object is proportional to the rate of change of momentum of the object.
- If one object exerts a force on another, then there is an equal and opposite force (reaction) on the first object by the second.

Here's how these laws affect your level of achievement in life:

Whatever is your "why," either consciously or subconsciously, you will only exert the necessary amount of mind power to achieve and maintain

that "why." Your body's Mind-Power Regulator (MPR) says, *this "why" only needs X amount of mind power to maintain; therefore, this is all the mind-power I can give.* When you find a bigger "why," it acts on our MPR, which increases its capacity to react.

The level of reaction from your MPR is equal to the size of the "why." It says, this "why" needs more mind-power in order to react equal to its needs; therefore, here is more mind-power.

That these natural laws have a direct effect on our mind-power has been known for years. Your resourceful mind and will power are powerful forces when they focus on a purpose, a "why," that consumes your thoughts and moves you to action.

Examine your life. Notice that whenever you wanted something strongly enough, you found a way to get it. Something was driving you—almost as strong as the desire for air would be if someone were holding you under water.

A Bigger Why—To tap the vast reserve of power within you, give yourself a bigger reason, a bigger purpose, a bigger "why," for your Mind-Power Regulator to release more mind power. If you want a better quality of life for yourself and your family, and you decide you won't accept anything less, your mind-power will find a way. You will find the time, the resources, and the courage you need to do what it takes to achieve your "why."

Almost every action comes down to "why-to" first, then "how-to." It is said that 80 percent of success is figuring out why to succeed, and 20 percent is figuring out how to succeed. If you find a big enough "why," you'll figure out the "how."

"Reasons come first. Answers come second."

~Jim Rohn

How: Know How You're Going To Get What You Want

A good idea is worth a dollar. A plan to

implement a good idea is worth a million dollars.

You probably hear good ideas all the time—good ideas that would work if there were a plan to implement them. Most likely you've had several good ideas yourself. It is relatively easy to come up with a good idea. But how you're going to bring that idea to life takes time and effort.

It takes a lot more effort to make a plan work than it does to come up with the idea. But it is worth every minute, frustration, disappointment, and sleepless night it takes to see a good idea turn into reality. Every time you turn an idea into reality, your confidence in yourself and your abilities grows—and your ideas get bigger and better because you know how to make them happen.

Guidelines for Creating Your "How"—Here are a few guidelines for creating the How.

- **Model Others:** Find someone who is already getting the same results you want to get and do what they're doing.
- **Learn What You Need to Learn:** Find out what knowledge or skill you're lacking that is keeping you from getting what you want, then acquire it.
- **Invest in Yourself:** Develop the habit of maintaining an ongoing self-improvement and business improvement program through books and audiotapes.

*"Formal education will make you a living.
Self-education will make you a fortune."*

~Jim Rohn

"When": Decide When You'll Get What You Want

Deciding "when" you will make your achievement brings the "what," "why," and "how" together in the form of personal goals.

Goal-setting is the fundamental key to all successful plans. With goals, you create the future

in advance. Done properly—and with purpose—your goals will transform your life.

Setting goals tells your conscious and subconscious that where you are is not where you want to be and that you want to move forward. Having goals creates positive pressure, which is necessary to move forward.

Guidelines to deciding when you'll get what you want:

- **Set a Completion Date:** You must have a realistic completion time or date.
- **Put it in Writing:** This is the difference between a real desire and "wishes or hopes."

"Action": What Makes Everything Else Work

Taking action is the "power" that makes all else work. Learning more doesn't change your life. It only facilitates action. What changes your life is making decisions and taking action.

"Knowledge alone is not power. Acting on what you know is power."

If you have a good "success vehicle," such as your Internet business, and you have a "million dollar" plan, it's still not worth a penny unless you take action to implement the plan.

A lot of very intelligent people struggle in many areas of their lives, including finances. Many others who aren't considered very intelligent make a lot of money. What's the difference? They take action on what they know. People who know more but take less action are worse off than people who know less but take more action.

Get yourself to take action—Decide to exercise your power to act. As discussed earlier, the biggest obstacle to taking action is fear—fear of failure, fear of rejection, fear of the unknown. The only way to deal with fear is to face it and take action in spite of it.

What are you getting from your actions? Are you getting closer to your goals or further away? Too often people start pursuing a goal, then give up too soon. They may have been on track to achieve what they wanted, but then failed to maintain patience and persistence.

Because they're not getting immediate feedback, they give up too soon. If there's any one skill that high achievers have, it's persistence. If what you're doing is not working, don't change your goal—change your approach. Keep at it "until ..."

You must be committed—Life is constantly testing us for our level of commitment, and life's greatest rewards are reserved for those who demonstrate a never-ending commitment to act "until" we achieve. This is what separates those who live their dreams from those who live in regret.

"Success...seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

~Conrad Hilton

Commit to Success—Until...

Until one is committed there is always hesitancy, the chance to draw back and, always ineffectiveness. Concerning all acts of initiative, there is one elementary truth—the ignorance of which kills countless ideas and splendid plans:

"At the moment one definitely commits oneself, then Providence moves, too."

All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events and issues from the decision, raising one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would come his way.

Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it. Begin it now."

~ Goethe

Ultimately, What You Really Want is Happiness

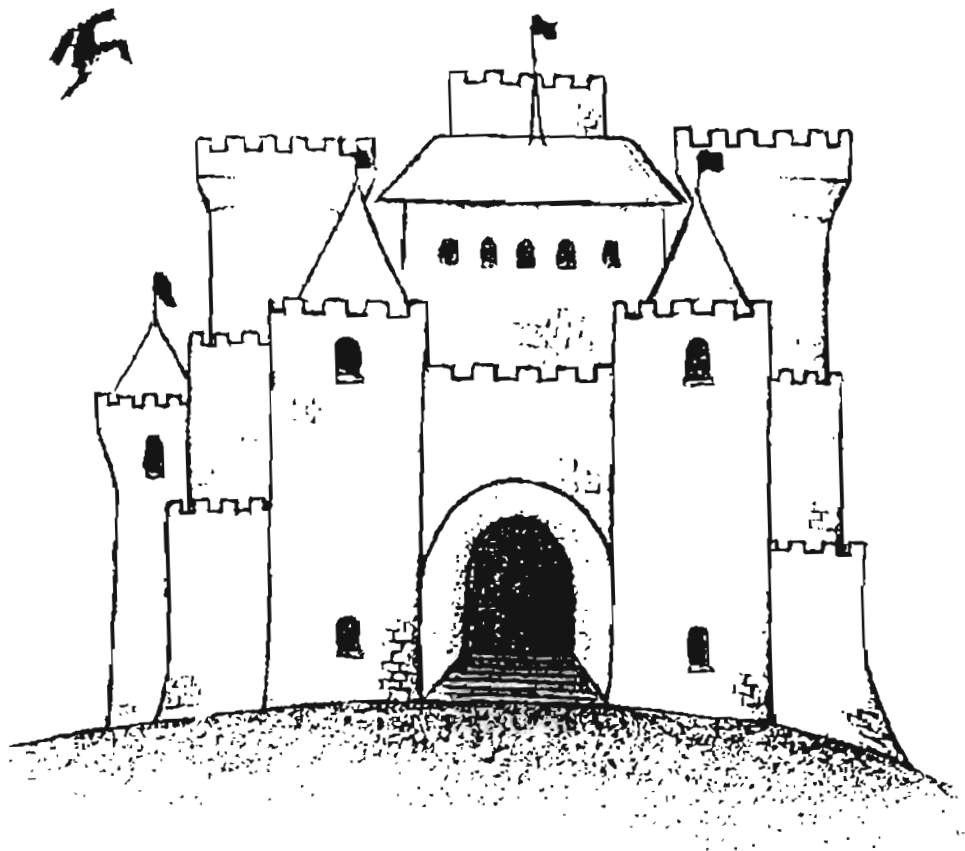
What you really want is a change in how you feel, called a change of state. You want to be in a state of joy. You believe whatever you want will bring you joy, that you will feel good by having it.

But it's not what you get that brings you the joy you're seeking; it's the process of "getting" it. It's the learning and progressing you experience during your journey toward achievement that brings you joy. That's why it's common to experience a letdown shortly after you achieve whatever it is you set out to achieve. You go from the high of, "I did it!" to the low of, "Is this all there is? I was expecting something more." This is because it wasn't the "getting it" that brought you the joy—it was the "doing it" to get it that brought you the joy.

So, in order to get the joy you want, keep setting and working toward higher and higher goals—build on your achievements and your progress, and joy, will never end.

Building Your Successful Business

The Jump

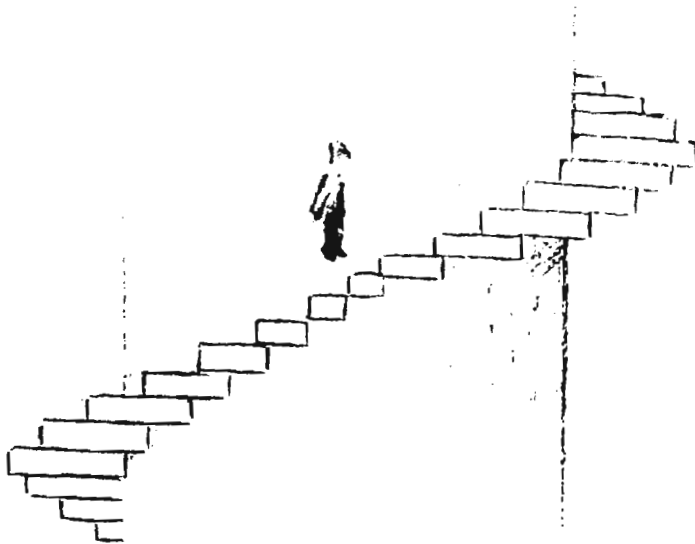


Once upon a time there was a king with a remarkable ability; he could jump to the top of his castle in a single leap.

The king had no children to inherit his kingdom so he decreed that anyone who could jump to the top of his castle would be his heir. Many came from far and wide to attempt the jump. All failed.

There was a little boy who lived in the kingdom. He dreamed of jumping to the top of the castle and becoming king. He would pile up crates to practice jumping over them. Day after day he practiced but, of course, could never jump anywhere near the height of the castle. One day, he figured out how he could jump to the top of the castle.

The next day, the boy went to the king. "I can jump to the top of the castle," said the boy. "Really?" asked the king doubtfully, "let's see you try."



The boy simply jumped up the staircase - *one stair at a time*. At the top of the castle the boy declared, "There, I jumped to the top of the castle." The king chuckled and said, "So you did, my clever boy, so you did. And the kingdom shall be yours."

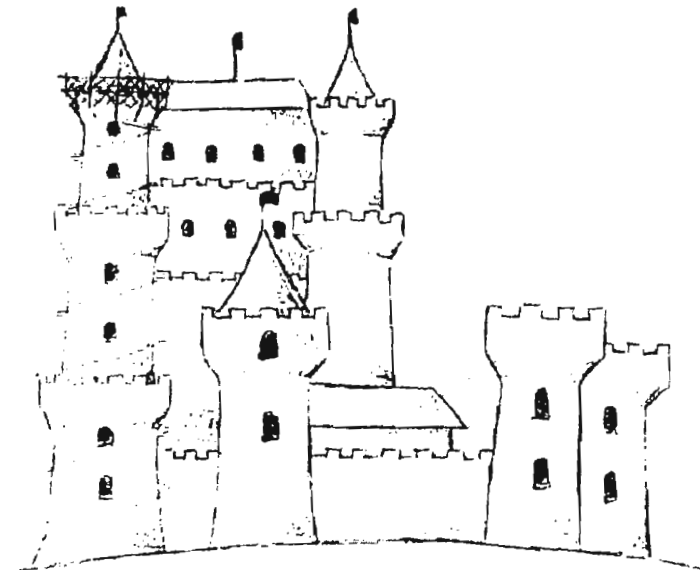
Building a successful online business is a lot like jumping to the top of a castle. It's nearly impossible to do in a single leap, but not so bad taken one step at a time. We are here to show you how to jump up the staircase of your own successful business

This is Your Castle

This is your business. We aren't going to build it for you. We have a variation on an old saying: "Give a man a fish, feed him for a day. Teach a man to fish, feed him until his pole breaks. Teach a man to make fishing poles, feed him forever." Like teaching you to make fishing poles, we will teach the principles you need to know to build your own successful business. Then we will assist you in the process.

We can't tell you what your business should be, but we will help you discover it. This business will be uniquely yours.

You must learn to take and maintain control, which means you must first learn to manage yourself so you can manage your business. As you do this successfully, the personal and financial rewards can be incredible!



Think and Act Like an Entrepreneur

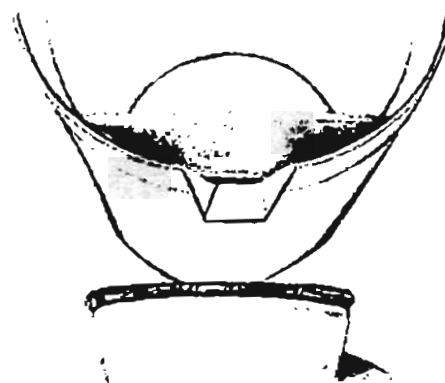
What does it mean to "be your own boss"? That you can do whatever you want? – Sorry, no. It means you have to ***manage*** yourself. It means that you have to give yourself tasks and assignments and hold yourself accountable. Put another way, you are your own boss and your own employee.



The biggest challenge in building your business will be yourself. You must learn how to manage yourself and your time effectively. We have many years of experience working with people launching a business, and we'll tell you right now – if you fail, it will be because you fail to manage yourself.

Your life is probably a lot like most of ours – busy – even hectic. Your life feels like this cup, full of water and brimming over.

Now you're trying to fit in the time to run a business. You must decide what this business means to you and why it's important enough to fit into your life. Since your life is already filled with things you are doing, you need to figure out what you will give up so that you will have time to fit your business in. This means you will have to plan your time to make things happen and then follow through and do them. You should plan to invest ***at least 10-20 hours per week*** building your business.



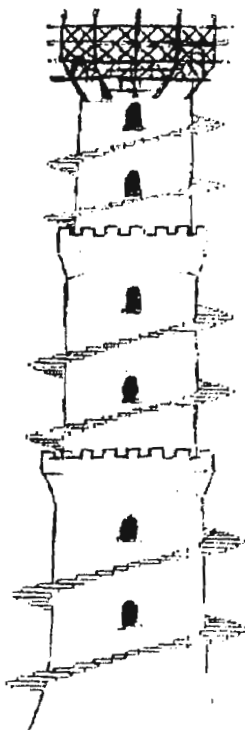
We will teach you to follow a daily routine consisting of four parts:

- 1) **Business Mission Statement** - What will your business and life be like in one year?
- 2) **Personal Commitment Letter** - What are you specifically going to commit to and give up so that your business fits into your life?
- 3) **Time Management** - What will you specifically do each day to build your business?
- 4) **Business Journal** - Record your plans and progress each morning and evening.

Establishing a routine of using these tools *every* day is the key to your success. You can't get to the top of the staircase if you don't climb the stairs. These tools keep you working on your business even when you don't *feel* like it. This is how you figure out how to *make time* for your business *even if you don't have the time*. With these tools you will develop and implement the specific plans to control your business and your life so that you can enjoy the lifestyle that you want.

This Is Your Staircase

Starting at the bottom, let's take a look at your staircase to a successful business. This is a spiral staircase. Each level will build on the work you have done in previous levels to increase the success of your business. Just as the boy in the story needed practice the first levels of your staircase will give you practice for later levels. You will repeat similar activities over and over to build your business.



Level 7 & Up: The Sky's the Limit

Level 6: Search Engine Marketing

Level 5: Test Market Your Website

Level 4: Make eBay's Customers Your Customers

Level 3: Profit on eBay

Level 2: Establish a Product Line

Level 1: Buy & Sell Something, Anything on eBay

Level 1 – Buy & Sell Something, Anything, on eBay

You will gain experience buying and selling on eBay. Starting out by selling on eBay has several advantages:

- It allows you to start working on your business right away. You can start making an income almost immediately.
- The skills and principles that you learn listing on eBay will be used over and over while building your business.
- eBay is a great place to test things out. You get quick feedback on your product and presentation with a minimal investment.
- eBay allows you to start building a customer base that you can refer to your website as repeat customers.

Even if you already have experience selling on eBay, this is still the place to start. We will teach you how to be even more successful selling on eBay. In addition, you will learn and practice skills you need to create an effective website.

Level 2 – Establish a Product Line (Find Product to Sell)

Our approach is not to find product for you. Imagine that we were to discover the “best product in the world.” You could sell it every time and at a great margin. Then imagine we told all of our customers to sell this item. Soon thousands of people would be selling it. The margin would disappear and the “best product in the world” would become the “worst product in the world.”

Instead we will teach you a process and strategies to effectively find product to sell. You will consider a number of different product lines, perform research to analyze the selling price and competition, and evaluate each product to select which products you will promote.

Recall the boy in our story who jumped to the top of the castle. What the story didn't tell you was that he had a few mishaps on the way up. He fell several times – once he even slipped down a few stairs and had to jump up them again. He even skinned his knees. But ultimately he got to the top and became king.

Likewise, you should plan to test more than one idea. Odds are you will need to test several ideas until you find something that really “hits.” Successful people know the only failure is giving up. So, if at first you don't succeed, keep at it until you do! We will assist you in evaluating your business ideas to greatly increase your chances of success. We will show you how to market test your ideas. With our help, your climb to a successful business will be much shorter.

Level 3 – Profit on eBay

Now it's time to put the work and learning from the first two levels to work and start making some money! You will establish a routine of listing your product line on eBay. As you find items that sell consistently on eBay you can list them over and over and continue to make money. You will establish and execute your business plan to profit on eBay.

Level 4 –Make eBay's Customers Your Customers

Begin using your website to produce revenue. Market your website to your customer base that you have already established on eBay. This allows you to sell to your repeat customers without paying eBay's listing and final value fees. It also allows you to increase your profit margins and to establish long-term customers.

Level 5 – Test Market Your Website

You will use a website marketing strategy called pay-per-click. This allows you to send traffic to your website almost immediately. Now you'll be able to test how successful your products, keywords, and website are at producing sales. A successful pay-per-click campaign will also allow you to derive additional income from your website.

Level 6 – Search Engine Marketing

Next, you will use search engines to promote your website. You will update your site to be search engine ready and then list it with search engines. It takes time to make sales this way, but in the end you will be making sales without paying eBay or pay-per-click fees to gain website customers. You will establish and execute your business plan to profit on your website.

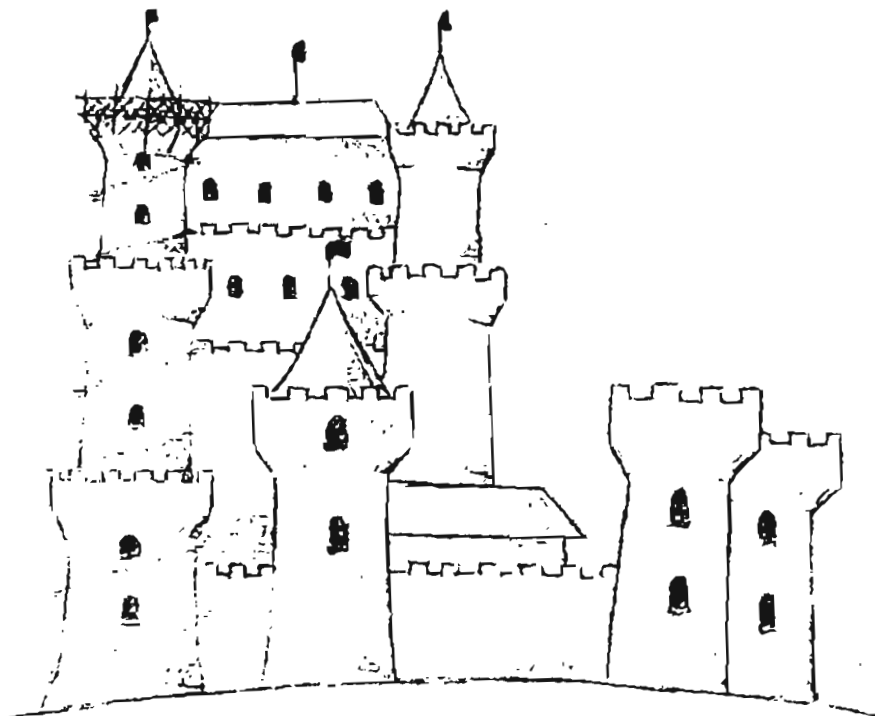
Level 7 & Up – The Sky's the Limit

The boy who became king could only jump to the top of the castle. For you, the sky's the limit. How you build your business from here is largely up to you and based on the unique qualities of your business. There are many building blocks to select from to continue to grow your business:

- Broaden your product offering
- Find better profit-margin items
- Find a new hot item to sell
- Build the relationship with your customer base
- Ongoing search engine marketing
- Explore other markets – Amazon, Overstock, etc.
- Market your website outside the Internet
- Utilize advanced eBay techniques such as eBay store, etc.

Let's Get Started!

There is no need for heroic jumps to get to the top; you only need perseverance and dedication. As you build a great business you will become great in the process. We look forward to assisting you with the greatest climb of your life.







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

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

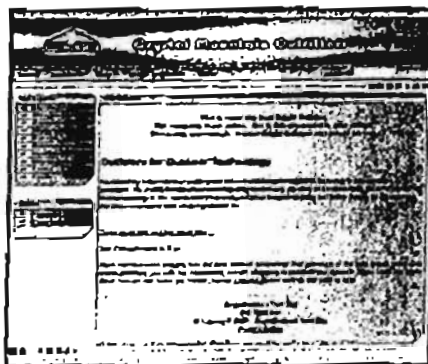
When we design your website's appearance, we use the information you provide for us about your personality and your target audience. Your information helps us create a design that clearly reflects your image and gets your message across to your customers.

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.

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.



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 will 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.

Bonus Services

**Inclusion in our
Bright Builder
Directory**

Your website's description will appear on our Bright Builder directory. This inclusion means increased link popularity and quicker site placement on Google.com.

**Marketing Content
Pages**

We will design a marketing page for your website, centered around a keyword we select. This page will drive traffic to your site that is targeted by the selected keyword.

The SEO Marketing Foundation Checklist

Once your website is ready to market, our marketing team will take approximately one to two weeks to complete the services included in your marketing package. To get your website's marketing started:

- ☐ Complete your website content. This includes your website's text and the products you want to sell.
- ☐ Let us know that you are ready for us to begin working on your marketing package.
- ☐ A market researcher will send you an email, outlining the work we will do to market your site.
- ☐ A market researcher will email you as each service in your marketing package is completed.
- ☐ To monitor the traffic visiting your website, go to the Site Statistics page on your Bright Builder Admin site (<https://www.brightwebsite.com/admin/>).

Note: Because of the unpredictable nature of the Internet, marketing results may vary. For this reason, we cannot make specific guarantees about the number of sales or about the amount of traffic that will visit your website.

Continued Marketing Efforts

We have designed this marketing package to introduce you to a number of effective marketing techniques that you can continue to use in the ongoing marketing of your website. You should plan to further market your website to enhance this marketing package and drive even more traffic to your website.



Your Bright Builder Help Team

Your personal Bright Builders help team is ready and waiting to share their knowledge with you. They make it as easy as 1-2-3!

1 Your Project Advisor is your primary customer service contact who:

- Provides personal, day-to-day contact with Bright Builders.
 - Ensures that you receive and understand each portion of your package.
 - Answers questions about billing, agreements, and other administrative issues.
 - Coordinates your help from the rest of the team.
- Your Project Advisor will also help you contact our affiliates (ECHO, Wholesale Marketer, and Tax Vantage) to resolve questions if applicable.
- For your records, write the name and contact information for your advisor below:

2 Your Coach is your Internet business consultant who provides mentoring and gives assignments that will help you understand how to:

- Create a successful online business.
- Discover and establish a direction for your Internet business.
- Find vendors to supply you with products that sell.
- Write compelling sales copy to persuade and motivate visitors to buy from you.
 - Use online marketing techniques to find your niche.
 - Develop a quality website.
 - Find resources to build your online success.
 - Gain the confidence and competence to run a profitable website business.
 - Create the winning mindset of a successful work-at-home entrepreneur.

3 Your Builder Trainer is your contact who:

- Teaches you how to create your website using the Builder tools.
- Answers questions about the Builder tools.

Check out our other help resources on the back!

Visit the Resource Center

<https://resource.brightwebsite.com/>

The Bright Builders Resource Center is packed with advice from the experts. Don't miss this site-it's brimming with up-to-date information on how to propel your business into the Internet marketplace.

Best of all, the information in the resource center is offered as a service, at no cost to you! Just log in with your Bright Builder username and password.

Here are a few highlights:

Real Marketing Strategies that Work on the Internet

This ebook by Jerry West, a master web marketer, focuses on what you need to market your business and succeed on the web.

Right-Click Marketing Utility

A simple-to-use tool that helps you research and take advantage of keyword density, link popularity, and much more!

Tips

The Resource Center also features a whole page of links to marketing advice from the experts.

Snippets

Snippets are Bright Builders weekly newsletters. The Resource Center holds an archive of all past Snippets and is constantly updated to include the new ones. Topics range from marketing, to customer service, to solid web design strategies.

Bright Builder Representatives

1-800-342-1990 - experts@brightbuilders.com

Resource Center

<https://resource.brightwebsite.com>

Tutorials and Online Help

<https://www.brightwebsite.com/admin>

Tools - Coaching - Marketing - Graphic Design







Coaching Sessions

Your Bright Builders package includes coaching sessions from your Internet business consultant. Each 30-minute session is designed to help you achieve your individual business goals. Your coach will work with you, one-on-one, offering priceless knowledge, advice, and skills to help you build the habits you will need to thrive in the competitive Internet environment.

After each session with your coach, you will receive assignments to help you learn the basics of operating an Internet business. Moreover, you will learn how to think and act like an entrepreneur so you can compete in the Internet marketplace on your own.

Material covered will vary depending on your individual interests, goals, concerns, pursuits, background, and the number of sessions you've purchased. Your coach will typically provide consulting in the areas outlined below.

Winning Mindset	Your coach is there to help you achieve the winning mindset of a successful work-at-home entrepreneur, so you can enjoy the lifestyle of working for yourself. Your winning mindset will give you extra confidence as you constantly learn new ways to build your business.
Build a Successful Online Business	Gain knowledge from your coach that will empower you to build success as you establish a direction for your Internet business and create your business plan. Your coach will lead you to additional resources to help you make your business grow for years to come.
Define Your Niche	To compete effectively in the Internet business world, you need to find a unique niche. Let your coach guide you through the necessary research to find your market niche. Your coach can also advise you about creating name and brand recognition on the Internet and point you to additional resources for help.
Find the Right Products	Follow your coach's market research strategies to test which products will work on your website. If you decide you are ready to include products from your own sources, learn the vital steps that will help you find vendors who can supply you with products that sell.
Effective Presentation	Let your coach advise you on how to develop an effective presentation for your website and auction ads. <ul style="list-style-type: none"> • Website Layout and Organization: Find out how to design an attractive, easy-to-use website that entices customers to buy. • Auction Ads: Create compelling auction ads. • Text: Learn writing techniques to produce powerful, informative text that attracts customers and sells the benefits of the products on your site.
Marketing Strategies	Your coach will discuss traditional Internet marketing approaches, such as search engines and auctions that will provide a solid base for your marketing efforts. Then, for a competitive edge, your coach will help you think outside the box with more creative approaches.

See the Coaching Sessions Checklist on the back of this information sheet.

Coaching Sessions Checklist

You will be contacted to schedule a coaching session in the first week. If you receive a message by phone and/or email, please respond quickly to begin your coaching sessions.

Follow this checklist to get started.

- ☐ If you have not been in contact with your coach before the end of the first week, please contact your Project Advisor.
- ☐ Your coach may ask for some information before your first session. If this is the case, please respond promptly.
- ☐ Complete your first session with your coach. Your second session will be scheduled during your first session.
- ☐ Develop a time-management plan and report it to your coach.
- ☐ Complete your assignments from the first session and report to your coach.

Continue to meet with your coach for each scheduled session and complete and report each assignment.

As you work through each coaching assignment, you will gain vital self-management habits, business expertise, and knowledge of the Internet marketplace.

How to Get the Most from Your Coaching Sessions

While your coach will provide you with expert advice, your success depends on your follow through and ability to use your new knowledge. Here are some tips to help you get the most from your coaching sessions.

1. **Attend your sessions.** Be sure to get all the information your coach has planned for you by promptly attending each session.
2. **Record your sessions.** Your coach will present a wealth of information in each session. Studies show that within 24 hours we retain only 25% of what we hear. Tape record and review your sessions to get the full value.
2. **Complete your assignments.** Your coach is there to help you hold yourself accountable to do the work required to succeed. For your sessions to be the most valuable, you must complete each assignment, paying attention to even the tiny details.
4. **Let your coach know what you want.** Although our coaches have an outlined course of study, they will adapt their information according to your interests and needs. If you would like your sessions to concentrate on a certain point of interest or if you want a session to cover particular information, let your coach know.



Coaching Client Agreement

Congratulations on a wise decision that can greatly impact your financial success and happiness. With our expertise and guidance and your dedicated work, you can experience the satisfaction of being your own boss. Keep in mind that success is an event, it is an attitude, it is a habit, and it is a lifestyle, which results from the choices you make each day. Success is both a journey and a destination.

Expectations

What to Expect from Us

We will:

- Hold weekly, half-hour of education training for the number of sessions you have purchased (as scheduled with you by the Coaching Coordinators; select option 2 from the message given after calling 1-800-342-1990).
- Provide instruction and support that will help you toward developing your Internet business within your allotted coaching sessions.
- Provide personalized assignments and evaluations to help you progress.
- Answer your questions and provide insight and feedback.
- Give you focus and direction while encouraging you to overcome obstacles you encounter.
- Provide knowledge and assistance so that you can build the skills, confidence, and habits necessary to create and run your own successful online business.

Your Commitment

One of the first steps toward becoming an entrepreneur is to commit to the growth of your business. We ask that you:

- Give the best of yourself as you work with your coach to build your online business.
- Commit fully to the long-term success of your business, on a daily basis, in order to experience regular, successive accomplishments.
- Commit to learn and apply information and instructions as your coach provides them, one step at a time.
- Be open and flexible with the ideas your coach presents.
- Commit a minimum of 10 to 20 hours a week to build your business while working with your coach. If you do not get the work done in the amount of time planned, then you should adjust your time to accomplish the tasks within the scheduled time.
- Make the coaching sessions productive for your needs.

Scheduling Guidelines

We have the opportunity to work together for the number of sessions stated in your welcome packet. Your coach works by scheduled appointments only, so it is crucial that you are on time for your appointments. Please note our policies regarding missing or rescheduling appointments:

- **Advanced notice** - Any schedule changes must be worked out at least 2 business days in advance of your coaching session with your coach or the Coach Coordinating Department: 1-800-342-1990, option 2.
- **Missed Coaching sessions** - If you miss or decline a coaching session when your coach calls it will count as a completed session unless it was a true emergency.
- **Make-Up Sessions** - If a personal or business emergency, family crisis, serious illness, or accident occurs, and you have to reschedule a coaching session, we have a maximum of two weeks reserved to

make up those appointments. These two weeks allow some flexibility with our scheduling, but should only be used if absolutely necessary.

- **Scheduling Problems** - If you have computer or Internet difficulties, and do not contact your coach to notify him/her of your situation by the time they call you, then the session will be counted as complete. If a scheduling problem cannot be resolved before meeting with your coach, you must call your coach to reschedule immediately. If, for any reason, you cannot reach your coach you will need to contact the Coach Coordinating Department: 1-800-342-1990, option 2.
- **Re-scheduling Times** - If a coaching session is missed and needs to be rescheduled for any reason, we cannot guarantee that the session will be rescheduled for the same day or time as the previous sessions. The session time will depend on the coach's availability.

Keys to Success

You know how you feel after doing a great job? That is the feeling we invite you to have every day as you build your business. We look forward to working with you in this coaching relationship and welcome you aboard! Here are a few keys that will ensure success with your Internet business.

- Utilize your time to accomplish assigned tasks.
- Establish and keep regular coaching times each week.
- Be on time to each coaching session with homework, resources, and questions ready.
- Write your questions down before your coaching session and then ask your questions to make sure that you understand what is expected of you. Take notes and, if possible, record sessions.
- Be flexible and ready to learn and apply new ideas, concepts, strategies, and tactics with each coaching session.
- Take ownership for your business. Ultimately, as you know, it is up to you to make your business successful.
- Put the concepts and processes you learn to use between coaching sessions. This means you are to plan and complete assignments each week before your next coaching session.
- Email your homework to your coach each week before your coaching session.
- The greatest success comes with regular and consistent goal setting.

Commitment

We are committed to your success. We provide this agreement to ensure that we are both working toward the same goal. We are excited to work with you as you build and operate your Internet business. Please read and agree to the following terms by signing the bottom of the page.

I have read, understand and agree with the Bright Business Center Internet Coach-Client Agreement. In addition, I agree to put forth my best efforts to accomplish all assignments given to me by my coach and to complete the tasks set out for my coaching program within the time allotted. If problems arise during my coaching, I agree to inform my coach immediately so that solutions can be sought and implemented for the successful fulfillment of my coaching program.

Print Name (or names if a partner is involved) _____

Street Address, City, State and Zip _____

Signature Partner 1 /Date _____

Signature Partner 2 /Date _____

Please sign and fax or mail this form immediately so that it can be returned to your coach by the second session. A copy of this signed agreement will be given to your coach and will count as a completed assignment:

**1207 N Research Way Bldg Q-2100
Orem, UT 84097**

Or fax to:

801-356-2715 (Attention coach: _____)

The Research Tool

Thank you for purchasing the research software suite. This powerful suite of eBay research software saves you time and money and makes your online auction experience more enjoyable.

How? The eBay data we provide is very expensive, but you get all the benefits of the data without the high prices. Whether you're a buyer or a seller, you need eBay research software to give you a competitive edge. The research tool gives you that edge.

Your research software suite includes:

DeepAnalysis 2.17

DeepAnalysis is the heart of the research tool. This tool helps you decide whether you can make money on a product, if it will sell, and how much it will sell for. With DeepAnalysis, together with FeeFinder (described below), you can anticipate your profit for a product when you list it on eBay.

Let DeepAnalysis scan all of the auctions associated with your search and show you:

- A list of the items included in the auctions, as well as the selling price and whether an item has sold.
 - A list of the sellers who listed items, with detailed statistics on the items they listed.
 - Comprehensive statistics about the items and sellers, including total sales figures and sell-through rates for various types of auctions.
-

FeeFinder 3.3

FeeFinder helps you calculate how much eBay will charge to list and sell your items, so you never have to guess your selling costs. FeeFinder also lets you calculate the costs of virtually any eBay auction, including eBay Motors and real estate auctions. Also, FeeFinder provides links to online shipping cost calculators for all the major shippers. It works with eBay.com, eBay UK, and eBay Canada.

BidderBlock 1.1

BidderBlock lets you create, manage, and share a list of bidders who are blocked from participating in your eBay auctions.

- View detailed information about any user on your list.
- Send messages to users on your list through the eBay user contact system.
- Save and export your list to share it with other BidderBlock users.
- Import lists others have created to add to your list.

This powerful tool can protect you in an uncertain marketplace where you can't see who you're dealing with. BidderBlock works with all the international eBay sites.



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