You are receiving this email as a friend of Gina and Dave Schneider.

We all have the appointment-based professional whom we love. A hair stylist, chiropractor, dog groomer, masseuse, etc. and are confidently recommending them to our friends. We enjoy our time with them. We think they are the best at what they do and like to help them grow their business. It gives us that good feeling knowing that we’ve helped someone else, especially someone we respect and are happy to support. Are you comfortable recommending someone like this to us? We will gladly follow up with them and hopefully add them to our list of providers. But that’s only half the battle. We also need you to “join” our **11thHours** community to further support your local appointment-based professionals.

**What is 11thHours?:**

**11thHours** is an alert system platform for our beloved appointment-based professionals who have that client who cancels on them in the 11th hour. They can now broadcast that opening to the 11thHours community. The 11thHours community is filled with people like you who support small business in their neighborhood but may not know anything about this particular person/business owner.

**Who can be a provider on 11thHours?**

Only people/business owners who have been referred in by 11thHours community members and have been interviewed by the 11thHours staff are allowed. They have exceptional online reviews and provide a service you’ll be proud to endorse. The list will grow but we are looking for hair stylists, masseuses, chiropractors, dog groomers, any appointment-based professional….. You get the idea

**What information do I need to volunteer to be an 11thHours community member?**

No information! Well, other than your email but we already have that. If you do book an appointment then more information will certainly be needed.

**How does it work?**

You’ll receive an email from 11thHours with a description of the service, price, date and time, expiration time and link to the provider on the 11thHours website. Gotta be quick. First reply first served. Payment through Venmo/PayPal/Zelle to 11thHours and we do the rest.

**How can I help?**

Excellent question. This only works if you actively participate. Refer to us any/all of the folks you think fit the bill. Also, pass on this letter to your close (geographically) friends. Right now the focus is on Walnut Creek and surrounding areas. We won’t be a spam email service so seeing this letter is from a friend is vitally important.

If you do

A new, free service that will allow you to receive notifications to services provided by highly rated professionals in their respective fields.  These are professionals that you’re likely not currently using but provide a service that may catch your interest at the right time. It’s probable these services will either be discounted or value-added as an enticement. There’s no credit card and no personal information required on your side. Well, your email but I already have that. You just need the willingness to possibly accept a last minute deal that you wouldn’t have otherwise known about but for being a member of the 11thHours community. But these are professionals unfamiliar to you. You can rest easy as we are only accepting professionals who have either been referred in by other 11thHours members, who have very high social media ratings and we have personally interviewed. Who knows, maybe you’ll even find a new professional that you’ll be referring to your friends at your next get together. Becoming an 11thHours community member will help support those same professionals and allow them to grow. The more the community grows the more high-end professionals will want to join and vice versa. Not nearly as scary as you thought, right? So, what’s in it for them?

These professionals, no matter how good they are, still have an issue with that last minute cancellation. That block of time is difficult for them to fill. Their existing client base may take that last minute spot which is assuming they have the software to reach out to them. But if not then what?  That professional had no other option until now.  Using **11thHours** they will be able to fill that block of time profitably with what hopefully becomes a new client. Further, instead of spending any money on marketing for new customers they will actually be making it while marketing and growing their client base. 11thHours is free for them to use. Only when that appointment is filled will they incur a fee. Again, we need your referrals. We’ll do the rest.

Here’s how it works for you. You will receive an email from **11thHours** with a description of the service being provided, the rate, any discount or value-added information, expiration time and a link to the profile page of the professional that will be on the **11thHours.com** website.  First come first served so please reply quickly.  Once you've committed, and are the first to do so, you will receive payment instructions (Venmo, Paypal).  **11thHours** will provide payment to the professional (tips not included of course). Almost done….

This is a new community that **11thHours** is building from both the client and professional sides. Your participation as well as your feedback on how you were treated by both **11thHours** and the service provider is vital.  A willingness for both sides to use their social media platforms is encouraged as it will help grow this community which is good for all of us.  Finally, Walnut Creek and surrounding areas will be the first into this community. There are plans to build infrastructure involving an app but initially this concept needs to be proven.

Who’s first??!!

Thank you for consideration,

My best,

Dave Schneider

Founder