

**10 local
coupons**
.com



Success Guide

Mission Statement



**Provides outstanding benefits to consumers
by digitally delivering free valuable coupons,
creating a significant return
for our local business clients,
our advertising representatives,
our staff, media partners and investors.**

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The 10LocalCoupons.com Story

Eric Straus, the founder of 10LocalCoupons.com, comes from a family with a long and fabled history stretching back to the American Revolution. His ancestors provided him with a legacy of hard work, honesty, commitment to family, public service and entrepreneurialism.



Eric Straus

Eric's family roots include the co-founders of Macy's, the world's largest department store and *The New York Times*. His family members have served in both the U.S. Congress and the New York State Senate. His great grandfather served in the Franklin Roosevelt Administration as U.S. Cabinet Secretary for Housing and Urban Development and his great, great uncle served as U.S. Secretary of Commerce under Theodore Roosevelt.

The family's character and values are best summed up by the story of Isadore Straus, owner of Macy's Department Store with Eric's great grandfather, Nathan Straus. Isadore and his wife Ida set out on the luxurious Titanic. When the ship hit an iceberg and the captain called for all women and children to evacuate and board the few life boats, Ida Straus refused to do so, saying "I will not be separated from my husband. As we have lived, so will we die together." Isadore and Ida were last seen holding hands and were lost at sea. For nearly 100 years, Manhattan has been the home of Straus Park, named in the memory of one of history's most touching love stories.

That same fierce loyalty, dedication and track record of business success persists in the family today. Following generations of family members making a significant impact on the world of commerce, health and education, Eric Straus entered the rapidly expanding world of radio after graduating from Yale University. He rose quickly, being promoted from Account Executive to Sales Manager. He went from there to the world of investment banking, where as a Senior Vice President specializing in media mergers and acquisitions he arranged and brokered the sale of 14 media companies. Then, as President of Straus Media Group, he purchased, combined, grew and managed a group of 10 radio stations, increased their value more than 2,000 percent and eventually sold the company to Clear Channel Radio, the world's largest radio group.

As a board member of the New York State Broadcaster's Association, Eric was keenly aware of what was happening in the world of media and business. Good employees were hard to find. New companies like Monster.com were seeing success but Eric realized that something was missing and was determined to find a solution. He assembled a world class team and, combining the power of the Internet and radio, launched RegionalHelpWanted.com. Over the next decade, the company put hundreds of thousands of employees and

employers together and in doing so experienced massive success. RegionalHelpWanted.com eventually built and maintained over 320 local help wanted websites, enlisting the efforts of over 2,000 radio and television partner stations throughout North America. Still on the company Board of Directors today, Eric eventually sold the company to Warburg Pincus, a \$35 billion dollar Private Equity Fund.

Watching the changes in the economy, Eric realized that businesses worldwide have been challenged financially and are searching for ways to get more customers and increase profits. At the same time, consumers have also been stretched financially and are searching for ways to save money. Eric realized that the use of coupons was growing exponentially and had crossed all economic barriers from the poor to the wealthy. Direct mail advertising was dramatically shifting to the Internet and mobile media.

Once again he combined the power of the Internet and media, with a goal to create the ultimate solution for both business owners and consumers. He also recognized that more than ever before there are a massive number of talented individuals who are seeking to supplement their income on a full time or part time basis. The timing could not have been better. Sharing the concept with his key team members who helped build RegionalHelpWanted.com the vote was unanimous and 10LocalCoupons.com was born.

Following a family history of making a difference and after a lifetime of preparation, 10LocalCoupons.com has assembled seasoned teammates with decades of experience and over a billion dollars in success, all focused on helping businesses attract customers, helping consumers save money, and providing you with the financial opportunity of a lifetime.



Your Opportunity As An Advertising Representative

Your timing could not be better. Three major things are happening in our world:

1. Businesses have been hit hard by the economy and are searching for ways to cost effectively get more customers and increase profits.
2. Consumers have also been challenged and are desperately seeking ways to save. The use of coupons, especially online and mobile coupons, is growing exponentially and has crossed all economic barriers.
3. A massive number of talented individuals are seeking to supplement their income on a full time or part time basis.

10LocalCoupons.com provides an extraordinary solution to all three situations.

What is your opportunity as a 10LocalCoupons.com Advertising Representative?

- You have the opportunity to earn income by helping businesses attract more customers.
- You have the opportunity to earn income by helping consumers save money by receiving FREE weekly coupons via email.
- You can be your own boss and work when you want and where you want. You can work part-time or full-time. You choose your own hours.

- It is the perfect opportunity for an executive ready to do something enjoyable or for the stay-at-home mom who needs to bring in extra money each month.

- How much you earn is entirely up to you. Whether you want to earn a few extra dollars or whether you want to build a nationwide team of Advertising Representatives and earn significant money, 10LocalCoupons.com provides the opportunity for you to accomplish your goals.
- 10LocalCoupons.com gives you an opportunity to grow your business as big as your dreams. No one will ever limit your income. What you earn is totally up to you.

As an Advertising Representative with 10LocalCoupons.com your business is backed by a rock solid company with a massive track record of success. We are 100% dedicated to helping you build a profitable business and create long term financial freedom for yourself and your family.



This is your time to win!

10 Steps To Success

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1. Review all 10LocalCoupons.com materials and websites.

2. Go to your 10LocalCoupons.com personal website and **sign up to receive the free weekly offers**. Immediately get your friends and family to do the same thing. It's free! Money saving local coupons delivered weekly via email. Remember, the more consumers you refer in your area, the more coupons merchants will buy and the more commissions you will make!

3. Go to www.10DemoCoupons.com and build several demo coupons to make sure you are familiar with the extraordinarily easy process so you can explain it to a prospective Advertiser. This is extremely important.

4. Review the **Advertiser Benefits section** in this Success Guide. The more benefits you can share with an Advertiser, the more likely they will buy.

5. Make sure you **understand the advantages of 10LocalCoupons.com** over daily deal programs like Groupon (see section on **Competition**).

6. Review the **Questions & Answers section** to be comfortable with almost any question a potential Advertiser

might ask.

7. **Study the section on Marketing Success.** It may even be helpful to role play and practice the sample scripts to make it even easier to talk with prospective Advertisers. Master the written material but remember to just be yourself and talk from your heart as a friend.

8. Be sure to **write out your goals and follow a daily method of operation**. Even though you are in business for yourself it is important to be disciplined and consistent in running your business.

9. Be sure to **enlist the support of the Advertising Representative who referred you as well as your Market Manager**. If you make money they will be rewarded so it is in their best interest to see you succeed.

10. **Take action.** Review the list of



potential Advertiser Prospects. Get a notebook and start your own memory jogger of names of potential Advertiser and Representative prospects (**review section on Prospects**). Start contacting them by phone and in person. 10LocalCoupons.com has provided all the tools you need to succeed. The rest is up to you. We are here for you and we wish you the very best of success.

Recommended Reading or Listening
Here are some life changing classics for your success!

How I Raised Myself From Failure To Success In Selling, **Frank Bettger**

How To Win Friends And Influence People, **Dale Carnegie**

Success Through A Positive Mental Attitude, **Napoleon Hill & W. Clement Stone**

The Magic of Believing, **Claude Bristol**

The Magic of Thinking Big, **David Schwartz**

Think And Grow Rich, **Napoleon Hill**

Prospects

Your 10LocalCoupons.com success is based on three groups of people:

1. Advertisers who need more customers.
2. Consumers who would like to save money.
3. Contacts who would like to earn income as an Advertising Representative.

Most of us have many contacts who fit into one or more category.

We recommend that you immediately start a list for each category on a notepad that you have with you at all times.

Whenever a prospect comes to mind immediately write the name down.

One name often “jogs” your memory about someone else. Never underestimate the value of just one name. Even if someone on your list is not a prospect, they may be the

connection to your next super contact.

Never pre-judge anyone.

The A-List of great prospects for your 10LocalCoupons.com business starts out with Merchants who are already using Coupons. Be on the lookout for all Coupon offers in:

- Email offers
- Groupon & Daily Deal sites
- Val-Pak & other shared mail envelopes
- Newspapers
- Magazines
- Google paid ads
- Direct mail letters
- Billboards & Busboards
- Online Yellow Pages
- Chamber of Commerce list
- New business openings
- Referrals from friends and family

Here is a list to jog your memory

Accounting	Gift Shops
Acting	Golf
Advertising	Grand Openings
Alarm Systems	Grocery Store
Animal Vet	Gymnastics
Antique	Hair Salon
Athletics	Handyman
Auctioneer	Hardware
Auto Dealer	Health Clubs
Auto Repair	Hearing Aids
Barber	Helicopters
Beauty salon	Hotels
Bicycles	House Cleaning
Blinds	Ice Cream
Boats	Ice Skating
Books	Income Tax
Bookkeeping	Insurance
Builders	Investments
Cable TV	Jewelry
Cameras	Lawn Care
Camping	Lighting
Carpenter	Loans
Carpet Cleaning	Luggage
Cell phone	Mechanics
Chiropractors	Miniature Golf
Churches	Mobile homes
Clothing	Mortgages
Computers	Motels
Crafts	Movie Theatres
Credit Union	Music
Day Care	Nail Salon
Delivery	New Businesses
Dentists	Nurses
Disk Jockey	Nutrition
Doctors	Office Supply
Driving Range	Oil Change
Dry Cleaners	Optometrists
Electrician	Orthodontist
Electronics	Painting
Entertainment	Parking
Eye Care	Pediatricians
Fitness	Pest Control
Flooring	Pets
Florists	Pharmacies
Furniture	Phones

Pianos
Pizza
Plumbing
Podiatrist
Pools
Preschools
Printing
Psychiatrists
Psychologists
Real Estate
Resorts
Restaurants
Roofing

Schools
Scuba Diving
Secretarial
Security
Shoe Repair
Shoe Stores
Siding
Signs
Skin Care
Software
Spas
Sporting goods
Tailors
Tanning
Salons
Taxes
Tennis
Theatres
Therapists

Tile
Tires
Tools
Towing
Training
Upholstery
Used Cars
Vacuum
Video
Wallpaper
Watches
Weight Loss
Window Cleaning

The list is almost endless !



Advertiser Benefits



1. IT WORKS!

Customers will see your offer and respond!
You profit!

2. FAST and EASY!

Reach new customers quickly. Build your Coupon in LESS than 5 minutes! Your business is live instantly!

3. TARGETED!

Your prospects register on 10LocalCoupons.com to see YOUR offer! Digital Coupons attract a new generation of educated consumers, not just traditional coupon clippers.

4. FLEXIBLE!

You can make UNLIMITED CHANGES any time you like, 24/7, for FREE! You can find the most profitable offer for your business.



5. BEST VALUE!

Just \$499 for an entire YEAR of advertising! Publish as many as 10 unique coupons at any time, for less than the cost to be included in just one traditional junk mail envelope.

6. EFFECTIVE!

Digital Coupon redemption rates are significantly greater and have been proven to be more effective than direct mail in attracting new customers.

7. LASTING RESULTS!

Consistent advertising significantly increases consumers' recall of your business.

8. CONVENIENT!

Access your online account 24/7 to see your coupons' views and prints.

9. VISIBLE!

Adding your business on the 10LocalCoupon.com Website increases visibility for your business with search engines like Google and Yahoo, and with social media sites like Facebook and Twitter, drawing more customers to your Website and business.

10. PROFITABLE!

Your success is our mission! Put 10LocalCoupons.com to work today.

Advertiser Q & A

Q: I don't have time to do this right now.

A: It takes LESS than 5 minutes to post your coupon on the site. I can do it ALL for you! Lets get you started.

Q. How many consumers will see my offer? And how can I be sure?

A: We are a relatively new company and are just building our database.

There are 3 ways we are making sure consumers will see your offer.

1) As your advertising rep, I am required... and compensated... to get consumers to register on the site.

2) Consumers are also offered the option to get PAID to refer other consumers to the site.

3) Of EVERY dollar we bring in, AT LEAST 20% is spent on Media Advertising right here in your area to bring consumers to see your offer.

Q: We tried coupons in the past and we didn't have great results.

A: One of the most important variables in coupon advertising is the OFFER itself. With 10LocalCoupons.com, you can CHANGE the offer as much as you'd like... anytime.... 24/7... for FREE... to find the perfect offer to bring you new business!

Q: Groupon is FREE. Right?

A: Groupon is actually NOT FREE. You pay them 50% of all the dollars that remain after your discount. Groupon turns out to be a VERY expensive form of advertising! 10LocalCoupons.com is by far the most economical way to get new customers to your business! (See the 10LocalCoupons.com vs. Groupon sheet in your packet).

Q: This looks interesting... I'll think about it. Call me in a week or two.

A: Here's why it makes sense to be a CHARTER Advertiser, and say "yes" now.

1. Our Charter Advertisers get priority to be included for FREE in our weekly email flyers, while positions are available. These positions could fill up quickly so obviously the sooner you join us the more exposure your business will get.

2. Our Charter Advertisers will always get priority placement on our website.

Q: What if I sign up and you don't bring me any new customers?

A: If the offer is good, I am confident that with our ongoing promotion and superb technology we'll bring you LOTS of new customers. You can change the offer as much as you need, for FREE... to find the right offer to bring you the MOST customers! Wouldn't you want those customers coming to you rather than your competitors?

Q: How does my offer also get included in your weekly email flyer?

A: When we have open positions available, we offer the open positions to our clients whose coupons have a combination of a) the most Facebook "likes", b) the most coupon "Prints", and c) the longest "time in service" on our site (that's one reason it makes sense to get started today!). You can also pay (pennies per email address) to have your offer included in those flyers... and you can choose which zip codes you'd like to target!

Q: A year seems like an awfully long time. Maybe I'll just try this for a month.

A: I can sell you a one month posting for just \$199, but so many businesses make the mistake of advertising for SHORT periods of time... and get very limited results. That's why we've discounted our annual package to just \$499... to make

it affordable to get the kind of reach and frequency you NEED to make your advertising work! You get a whole year of advertising for the regular price of less than 3 months!

Q: We are already in the paper/Valpak/ shopper with coupons.

A: That's fantastic. We are not suggesting you change what you're doing. This is a new way of getting your coupon out to the public! It's a great addition to your marketing arsenal!

Q: How come none of my competitors are on your site?

A: We are a new site... and are just getting started. That's why we're offering such an amazing opportunity to our Charter Advertisers! Your competitors will be here. Shouldn't you be FIRST?

Q: Is yours a reputable company? How do I know you'll do what you say?

A: Our company's founder and CEO is Eric Straus. He ran successful radio stations that he sold to Clear Channel (the worlds' largest radio company) in 2000. Then he successfully ran RegionalHelpWanted.com and sold that to OnTargetJobs, a portfolio company of Warburg Pincus (a Private Equity Fund with over \$35 Billion invested!) in 2008. He has a history of starting and operating successful media companies. Feel free to Google him.



Competition



and Daily Deal Sites



With Groupon your discount **MUST** be **50% or greater.**

Groupon is actually a **gift certificate** purchased by the consumer.

With Groupon, you **give up at least 75%** (SEVENTY FIVE %!) off your retail price! (50% to the consumer, and 50% of the balance to Groupon!) Your advertising expense is ENORMOUS!

With Groupon you need to accept an unlimited number of discounted sales.

Is your business READY to **give up 75%** on hundreds of sales? Can you handle that much low-margin or no-margin business?

With Groupon (BY LAW) you **MUST** accept their 50% off certificates for at least 5 years!

With 10LocalCoupons.com, **YOU** choose what discount to offer consumers.

10LocalCoupons.com is a **FREE coupon** with a discount offer.

With 10LocalCoupons.com, a local business can publish **up to 10 coupons at any time** for a *low fixed price*.

The investment is just **\$499** for the entire year!

With 10LocalCoupons.com, you can make **unlimited changes** to your coupon for FREE... 24/7... so you can change and tweak and test and measure to find the BEST offer for your business and for your customers. You can improve your offer, reduce it, or take it down ANYTIME.

With 10LocalCoupons.com, you can set the expiration date for **any date**. It's your choice.

FOR EXAMPLE:

- You get 100 new customers @ 50% discount
- Each pays \$50 for \$100 of your product or service
- **You'll pay Groupon \$2,500**

OR...

Pay 10LocalCoupons.com \$499 and put over \$2,000 cash on **YOUR** bottom line, where it belongs.

Marketing Success

1. Set goals. Set goals like how many new business prospects you will contact on a daily basis. The more prospects you put in the pipeline, the more results you will achieve.

2. Take Action.

- All the goals in the world will not create success unless you take action. Make it fun. See how many business owners you can talk to on the phone or in person. See Prospects section for ideas.
- Contact businesses that are visibly advertising with other advertising media. These are businesses that understand that you must invest in marketing and advertising in order to grow a business. See Advertiser Prospects page for ideas.
- Contact new businesses. Grand Opening signs are your invitation. They are looking for new customers and there is no better way to bring them in than with a Coupon offer.

3. Be Friendly. Try to talk with someone in charge like the owner or manager. Ask for their help. A smile will go a long way to help turn a prospect into a client.

4. Be a problem solver. Most business owners need to get more customers. You are there to help their business be more successful.

5. Ask questions and listen. Questions like "What kind of advertising are you currently using?" or "Is your current advertising getting you the kind of results you would like to see?" Most prospects will tell you what they need and how you can help them. (See Sample Scripts on next page)

6. Ask for the order. Remember that one of the main reasons people buy is that someone asks them. A simple "Would you let us help you get more customers?" or "Can you get started with us today?" goes a long way.

7. Ask for referrals. Some of your best clients will come as referrals from your existing customers. Almost everyone you meet knows someone who needs help to get more customers for their business. Simply ask.

8. Track your contacts and results. This will show your effectiveness and become a map for your success.

9. Follow up. Some business owners may not buy on the first call but will be ready on a follow up call. Like many sales superstars say "the fortune is in the follow up!"

10. Expect success. Your attitude is most important to your success. Expect to win. Expect that every prospect will become a long-term client who you can help achieve success.

Extra Tips:

1. Be sure to completely understand your product. Go to 10DemoCoupons.com and build several coupons yourself so you are familiar with how simple the process is. This way you will be able to answer any questions the merchant may have about how it all works.

2. It may be helpful to "role play" and practice presentations with your Recruiter or Market Manager. Remember to keep it simple and focus on sincerely helping your Advertiser get more customers. Remember, you can help them!



Talking With Business Owners

Use your own words, but read through the sample scripts below several times, highlight important parts, and you will feel very comfortable about talking to potential Advertisers. Be sure to read the sections on Advertiser Benefits and Advertiser Q & A. Relax. The right posture for the conversation is that we might have a fit, or we might not. The more you actually talk with prospects the easier it will become!

Our job is simply to get them to talk about their needs (more customers, increased revenues, etc.). Get the Prospect to verbally agree with the premise that they could use more business.

Once you've found the right person to talk to simply introduce yourself. Say "I'm _____." They will almost always give you their name.

On the phone or in person, sometimes it takes the edge off if you say: "I wanted to drop off some information for you on our new advertising program that's helping business get more customers. Give them the **Advertiser Benefit** sheet with your business card.

Ask "How long have you owned/managed Business or Store Name, John?" Or "How long have you been at this location?"

If they are unresponsive or negative, say: "OK, John, I just wanted to leave this with you - Great to meet you, and here's my business card in the event you or someone you know wants to increase profits in the future. Have a great day!" Try to at least get their card and email address so you can enter them in your back office so they will get automatic follow up.

If they are positive, you might say: "I wanted to give you some information on a powerful way to get new customers. Have you ever used the power of coupons in your advertising? Are you using coupons now?" If "yes," – say "Tell me about it..."

If they have used a daily deal coupon like Groupon, pull out the document, **10LC vs. Groupon** (available in your Virtual Office) and go over the points on that page. Be nice about Groupon or any company. Even if someone is using other advertising we can still offer great additional benefits.

Ask "What has been your best offer to get customers into your business?"

"Are you advertising regularly?" and "How is that working for you?"

"If you could have that coupon offer online on a high traffic website for an entire year, one that is also promoted by media, and it brought you significantly more customers, and substantially greater revenues, would you be open to seeing how that could work for you?"

If "no," – say "Have you thought about getting customers in the door with a compelling offer on a money-saving coupon?"

If you have a laptop or iPad, or access to the customer's computer, go to your local website and show them examples of current coupons. If your area is brand new you may want to go to another local site like www.10NashvilleCoupons.com. You may want to print out a copy of a page of coupons from one of the websites to carry with you for examples.

"As you know, today millions of people search for coupons online to decide what they're going to buy, and who they're going to buy from, and they buy from the business with the coupon that saves them money through an eye-grabbing offer. People used to "clip" coupons from printed materials. Now they're searching the Internet for coupons they can print on their own printer."

"Your customers can download and print an Internet coupon from 10LocalCoupons.com, saving thousands of dollars a year in advertising costs!"

"John, for the same price you can have up to 10 offers up for the entire year; or, you can change your offer monthly, weekly, daily, or anytime you want to change it. You can put an expiration date on the coupon, depending on what works best for your business. If you need help with your offer, you can call me at any time, in essence you're getting me as your marketing partner at no extra cost."



"10LocalCoupons.com is a very well-funded Company and they are putting massive amounts of capital into infrastructure and media advertising."

"Through media advertising your potential customers are encouraged to enroll on our site for FREE and get money saving coupons delivered right to their email every week, and they could even win a drawing for \$10,000! Enrolled Consumers are encouraged to refer friends and family members, and can actually be paid to do so. All of this grows the pool of your potential customers. Can you see how this will increase your exposure more and more as we grow together?"

"We are in national expansion right now and are allowing businesses to become Charter Advertisers for \$499 for an entire year, about the cost a single ValPak or direct mail mailing. Once your order goes in, your coupon will go live immediately, our goal is for it to quickly pay for itself with new customers."

"John, what do you think your best offer for a coupon would be?"

"OK, here is the paperwork that will only take about 2 minutes to fill out and we can get you live on the Internet." (Place the sheet in front of John and be quiet or fill in the information on your iPad or notebook computer)

You are providing your customer "Advertising that Really Works." It will make your Advertisers money and at the same time save money for the Consumer.

Referring Consumers

The foundation of your 10LocalCoupons.com business is **building our base of Consumers** who can become valuable customers for our Business Owners. Consumers not only have the opportunity to save money by receiving valuable free weekly coupons, they also can enter our drawing for a \$10,000 cash prize. In addition, they can also get paid to refer family, friends and associates. A percentage of every 10LocalCoupons.com advertising sale is placed in the Consumer Referral Bonus Pool. This Bonus Pool is divided monthly based on the Referring Consumer's activity.

As an Advertising Representative, once you have referred 10 Verified Consumers you can also earn from this Bonus Pool. Not only will you increase your income by referring Consumers, you are also building the core of your 10LocalCoupons.com business.

The more Consumers you refer, the more you will earn from the Bonus Pool and the more 10LocalCoupons.com will help your business owners profit. The more your business owners profit, the more your business will grow.

Set a goal for how many Consumers you will sign up every day, week and month.

It's as simple as telling your contacts "My business helps Consumers save money with valuable free local coupons. Give me your email address

and I'll sign you up for our free weekly coupons and also enter you into our drawing for a \$10,000 cash prize. Wouldn't it be awesome if you won!" Have a pen or your smart phone and be ready to write.

Who can you sign up as a Consumer?

- Anyone who wants to save money
- Anyone who would like to win \$10,000
- Family, friends and business Associates
- Anyone you do business with
- Anyone you come into contact with

How you can refer even more Consumers!

- Churches, organizations, email lists
- Add a link on your



- Facebook or Twitter page
- Add a link on other websites
- Post the customized 10LocalCoupons.com poster in your clients' windows
- Hand out your business cards

The list is almost endless!

Make a goal to refer a certain number of Consumers every day.

Many Advertising Representatives will refer hundreds and thousands of Verified Consumers, significantly growing their 10LocalCoupons.com business and income.

Recruiting Ad Reps



10LocalCoupons.com gives you the opportunity to earn income by helping businesses attract more customers and by helping consumers save money.

If you choose, you can also increase your earning potential by offering the opportunity to others who may want to join our team. The good news is that while they have exactly the same opportunity you do, you can earn income from their efforts as well as your own. We believe that now, more than ever before, there is a massive number of talented individuals seeking to supplement their income on a full time or part time basis. As a Recruiter you can earn an override on all the sales made by Ad Reps you recruit, regardless of their market location. While the Market Manager* in their particular area will train and work with them, you as the Recruiter can earn ongoing residual income from their sales.

If you choose to participate as a Recruiter, we have found the very best way is to target individuals who have the qualities that will almost guarantee their success, someone who is hungry for opportunity, who is aggressive, has good people skills, is self

disciplined and financially motivated.

Your best prospects may be someone you already know. Asking simple questions like "How is your job going?" will usually get you answers that tell you how ready they are for a new opportunity. The key is to "listen" to their response.

You can often get the attention of someone you do not know by simply asking questions and listening. Introducing yourself and politely asking "Can I ask what you do?" will usually get a positive response and a return question of "What do you do?" Answer in your own words that "I'm in the Advertising Business. I help businesses get more customers and help consumers save money." You can add "We are just launching in this area and part of my job is to look for part-time or full-time Independent Advertising Representatives."

Hand them your card saying "Here's my card. If you know anyone who might be interested in an Advertising Career in sales or management let me know." You will find that their response is often "I might be interested. How can I find out more?"



When you find someone who is interested simply say "Let me get your contact information and I will get some information to you." Also, ask them to go to your personal Website listed on your 10LocalCoupons.com business card. Explain that if they click on "Become an Independent Advertising Representative" it will take them to a page where they can see information about the Company and Opportunity. Tell them to be sure to listen to the "4 Minute Audio Overview" found there. Be enthusiastic!

We know it sounds simple, but it works. The more you offer the opportunity the more success you will have.

10LocalCoupons.com gives you the opportunity to make your dreams a reality.

**If the position is available in your area, you may choose to apply to become a Market Manager. If accepted, you can earn overrides on ALL Advertising Representative Coupon Posting sales made in your market.*

See Compensation Plan on 10LocalCoupons.com Website for more information.

Getting Started

HOW DOES AN ADVERTISING REPRESENTATIVE GET STARTED?

An applicant applies online on the Website of the Advertising Representative or Market Manager who referred them. Applicants will usually be notified about whether or not they have been accepted within 1 to 3 business days.

ONCE APPROVED, WHAT KIND OF SUPPORT DOES A NEW ADVERTISING REPRESENTATIVE RECEIVE?

- Complete Advertising Representative training
 - Weekly business and back office training
 - Weekly prospecting and sales training
- Customer Service team to support your clients and sales team
- Personalized home office follow up system to help build client base
- Company marketing efforts to upsell your clients and increase your profits
- State-of-the-art technology support team
- Local and national media support
- Unique lead generation program
- Unlimited access to demo advertising site
- Personalized client displays
- Exclusive pricing
- Advertising Representative Website portal with your own customized website address for all 300+ local company websites nationwide
- Complete online back office Business Management System
- 24/7 Website backup support
- Online Advertising Representative Success System including:
 - Success Guide, with marketing and training materials
 - Personalized full color business card template
 - Personalized Client order forms
- **100% support for your success.**

Compensation

INDEPENDENT ADVERTISING REPRESENTATIVES

Sell effective Annual Coupon publishing packages to local business operators

25% Retail Commission on personal Coupon Posting Sales*

MARKET MANAGERS**

12.5% Override on all Advertising Representative Coupon Posting sales made in Market Manager's area*

RECRUITERS

5% Override on all sales made by Advertising Representatives you recruit in any market*, plus \$150 Quick Start Performance Bonus when an Advertising Representative you recruit signs his first 10 Verified Consumers within his first 30 days.

CONSUMER REFERRAL BONUS POOL***

Increase the Audience of Local Customers

10% of all sales made by Advertising Representatives is allocated to the Consumer Referral Bonus Pool.

By signing up Consumers in your area to receive 10LocalCoupons.com FREE weekly coupons you can share in the Consumer Referral Bonus Pool AND your Advertisers get better results, making renewals and upsells even easier!

FUTURE UPSSELLS BY COMPANY*

Advertising Representative - 10% Commission

Market Manager - 5% Override

Recruiter - 5% Override

Consumer Referral Bonus Pool - 10% Allocation

Future Upsells by the Company may include, but are not limited to: Weekly Coupon Flyers, Dedicated Email Blasts, Dedicated Text Message Blasts and Advanced Coupon Layouts.

*Qualifying For Commissions and Overrides: While there are no qualifications to be eligible for Retail Commissions on coupon posting sales made to Advertisers, Advertising Representatives should make a minimum of one coupon posting sale every 60 days to be eligible for all other Commissions and Overrides. See Compensation Plan on website for details.

**Market Manager Appointment: Advertising Representatives may apply to be appointed by the Company as Market Manager in an exclusive area, if available, as defined by the Company. Unless otherwise approved by the Company, an applicant for a Market Manager position must live in or near the requested market and must meet certain requirements as described in the Compensation Plan.

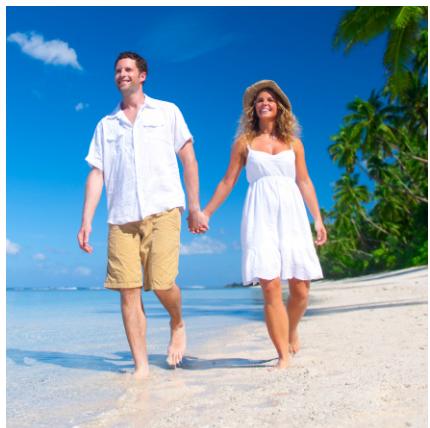
Once appointed as a Market Manager, to retain the title and benefits of this title, unless otherwise approved by the Company, at least 10 paid Coupon Posting Sales must occur in the market during each month, at least 5 of these sales must be made by the Market Manager. These monthly requirements may be changed by the company from time to time with no less than 30 days notice.

***Consumer Referral Bonus Pool: A Consumer is an individual (not an Ad Rep) who has supplied an Email address to receive weekly Coupon Flyers. Advertising Representatives should sign up as many Consumers in their market as possible, and also get friends and associates to become Advertising Representatives who can earn money from the Bonus Pool by referring other Consumers. Once any Advertising Representative has referred 10 or more Consumers they share in the Consumer Referral Bonus Pool that is 10% of each retail sale in their market.

The Pool for each sale is divided between all Participants in the market in which the sale is made. If that number is less than 5 then the Participants outside the market who are geographically closest to the Advertising Representative who made the sale (until the total number of Participants inside and outside the market is a total of 5) will share in the Pool. The amount of the Pool given to a Participant will be based on the number of points a Participant has accumulated relative to the other Participants.

See Compensation Plan on website for complete details.

Any earnings information, statements regarding income, or testimonials and examples are used solely to explain the Company's compensation plan and are not representations or guarantees of any earnings or income. The Company makes no representations or warranties regarding an Independent Advertising Representative's level of success, if any, including any amount of earnings or recruiting success. Actual income results may vary significantly and are based on many factors, including an Independent Advertising Representative's individual efforts and skills, as well as market conditions. If an applicant is accepted to become an Advertising Representative, there are no purchases or fees required. There are no bonuses paid for recruiting. All bonuses are paid only when products are sold.





Nationwide Locations

Alabama
10AuburnOpelikaCoupons.com
10BirminghamCoupons.com
10HuntsvilleCoupons.com
10MobilePensacolaCoupons.com
10MontgomeryCoupons.com
10ShoalsCoupons.com
10TuscaloosaCoupons.com
10WiregrassCoupons.com

Alaska
10AnchorageCoupons.com
10FairbanksCoupons.com
10JuneauCoupons.com
10KetchikanCoupons.com
10SitkaCoupons.com

Arizona
10PhoenixCoupons.com
10TucsonCoupons.com
10YumaCoupons.com

Arkansas
10ARcoupons.com
10ArkahomaCoupons.com
10HotSpringsCoupons.com
10JonesboroCoupons.com
10LittleRockCoupons.com

California
10BakersfieldCoupons.com
10BayAreaCoupons.com
10CentralCaliforniaCoupons.com
10CentralCoastCoupons.com
10ChicoCoupons.com
10DesertCoupons.com
10FresnoCoupons.com
10IECoupons.com
10MercedCoupons.com
10MontereyBayCoupons.com
10NorthBayCoupons.com
10NorthCoastCoupons.com
10OCcoupons.com
10SacramentoCoupons.com
10SanDiegoCoupons.com
10SanJoseCoupons.com
10SoCalCoupons.com
10VenturaCountyCoupons.com
10VictorvilleCoupons.com
10VisaliaCoupons.com

Colorado
10ColoradoSpringsCoupons.com
10DenverCoupons.com
10HighCountryCoupons.com
10NorthernColoradoCoupons.com
10WesternSlopeCoupons.com

Connecticut
10EasternCTcoupons.com
10FairfieldCountyCoupons.com
10HartfordNewHavenCoupons.com

Delaware
10PrimoCoupons.com

District of Columbia
10DCcoupons.com

Florida
10DaytonaCoupons.com
10EmeraldCoastCoupons.com
10FloridaCoupons.com
10GainesvilleOcalaCoupons.com
10HighlandsCoupons.com
10JacksonvilleCoupons.com
10MiamiCoupons.com
10OrlandoCoupons.com
10PanamaCityCoupons.com
10SpaceCoastCoupons.com
10SunCoastCoupons.com
10TallahasseeCoupons.com
10WestPalmBeachBocaCoupons.com

Georgia
10AthensCoupons.com
10AtlantaCoupons.com
10AugustaCoupons.com
10ChattahoocheeCoupons.com

Georgia (cont.)
10MidGeorgiaCoupons.com
10NorthernGeorgiaCoupons.com
10SavannahCoupons.com
10SGACoupons.com
10SoutheastGeorgiaCoupons.com
10SouthwestGeorgiaCoupons.com

Hawaii
10BigIslandCoupons.com
10HonoluluCoupons.com
10KauaiCoupons.com

Idaho
10BoiseCoupons.com
10MagicValleyCoupons.com
10NorthIdahoCoupons.com
10SouthernIdahoCoupons.com

Illinois
10CapitalCoupons.com
10CarbondaleCoupons.com
10CentralIllinoisCoupons.com
10ChicagoLandCoupons.com
10DanvilleAreaCoupons.com
10PeoriaCoupons.com
10RockfordCoupons.com
10SuburbanChicagoCoupons.com

Indiana
10FortWayneCoupons.com
10HoosierCoupons.com
10IndianapolisCoupons.com
10LafayetteCoupons.com
10SouthBendCoupons.com
10SouthIndianaCoupons.com
10TerreHauteCoupons.com
10TriStateCoupons.com

Iowa
10CedarRapidsIowaCityCoupons.com
10CentralIowaCoupons.com
10DesMoinesCoupons.com
10DubuqueCoupons.com
10IowaCoupons.com
10NorthernIowaCoupons.com
10QuadCitiesCoupons.com
10SEIowaCoupons.com
10SiouxLandCoupons.com
10SouthwesternIowaCoupons.com

Kansas
10KansasCoupons.com
10KKcoupons.com
10LawrenceTopekaCoupons.com
10WichitaCoupons.com

Kentucky
10BluegrassCoupons.com
10LexingtonCoupons.com
10LouisvilleCoupons.com
10WestKentuckyCoupons.com

Louisiana
10AcadianaCoupons.com
10BatonRougeCoupons.com
10CenLaCoupons.com
10LakeCityCoupons.com
10MonroeCoupons.com
10NOLACoupons.com
10ShreveportCoupons.com

Maine
10CentralMaineCoupons.com
10EasternMaineCoupons.com
10NorthernMaineCoupons.com
10SouthernMaineCoupons.com

Maryland
10BaltimoreCoupons.com
10EasternShoreCoupons.com
10FrederickCoupons.com

Massachusetts
10BostonCoupons.com
10BristolCountyCoupons.com
10CapeCodCoupons.com
10WorcesterCoupons.com

Michigan
10AnnArborCoupons.com
10BigRapidsCoupons.com
10GrandRapidsCoupons.com
10KalamazooCoupons.com
10LansingCoupons.com
10MidMichiganCoupons.com
10MetroDetroitCoupons.com
10NorthernMichiganCoupons.com
10SouthwestMichiganCoupons.com

Minnesota
10MankatoCoupons.com
10NorthlandCoupons.com
10SouthernMinnesotaCoupons.com
10StCloudCoupons.com
10TwinCitiesCoupons.com

Mississippi
10CentralMississippiCoupons.com
10DeltaCoupons.com
10GoldenTriangleCoupons.com
10GulfCoastCoupons.com
10MeridianCoupons.com

Missouri
10CentralMOcoupons.com
10HeartlandCoupons.com
10JoplinCoupons.com
10MYMOcoupons.com
10NorthwestMOcoupons.com
10OzarkCoupons.com
10SpringfieldCoupons.com
10StLouisCoupons.com

Montana
10BillingsCoupons.com
10BozemanCoupons.com
10ButteCoupons.com
10GreatFallsCoupons.com
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10MissoulaCoupons.com

Nebraska
10CornhuskerCoupons.com
10OmahaCoupons.com

Nevada
10LasVegasCoupons.com
10RenoCoupons.com

New Hampshire
10NewHampshireCoupons.com

New Jersey
10AtlanticCityCoupons.com
10JerseyShoreCoupons.com
10NJPAcoupons.com
10NorthernJerseyCoupons.com

New Mexico
10AlbuquerqueCoupons.com
10LasCrucesCoupons.com

New York
10AdirondackCoupons.com
10BinghamtonCoupons.com
10BronxCoupons.com
10BrooklynCoupons.com
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10CapitalAreaCoupons.com
10CentralNewYorkCoupons.com
10FingerLakesCoupons.com
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Pennsylvania
10AllentownCoupons.com
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10PhillyCoupons.com
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10ShenangoValleyCoupons.com
10WilliamsportCoupons.com

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10UpstateCoupons.com

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10SiouxFallsCoupons.com

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10KnoxvilleCoupons.com
10MemphisCoupons.com
10NashvilleCoupons.com
10TriCitiesCoupons.com
10WestTennesseeCoupons.com

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10AustinCoupons.com
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...More On The Way!

See Website For Additional Cities
www.10LocalCoupons.com/Map