

MEMORY ROOM

What does it do?

The web site is called **The Memory Room** (www.memoryroom.com) and enables you to preserve a special moment by purchasing a really good value and unique minute on the web.

Only 1 of each minute in any time zone will be sold. This purchase gets you a 'mini website', to which you can add treasured memories, both in photographs and words, plus a biography should you wish. If you choose to allow it, friends, family and colleagues (you select who to invite) can add comments and, together, you can build a set of Memory Rooms to reflect all of those choice memories in your lives and of those about whom you care, e.g. parents, children, grandchildren, etc.

How did this come about?

As qualified Life and Business / Performance Coaches (see our site www.OutsideTheBoxCoaching.co.uk), we had the idea to create a website where our coaching clients could commemorate their achievements as we coached them to achieve their goals. Then we thought, why not open this up to everyone?

What sort of events would we commemorate?

People could mark important events by buying that precise minute when they or a friend or relation:

- Were born
- Said their first word
- Took their first step
- Went to playschool
- Had a birthday party
- Got a pet
- Learned to ride a bike, etc.
- Went to primary / pre-prep / prep school
- Went onto senior / secondary school
- Passed various exams
- Did well at sports events
- Had their first boyfriend / girlfriend
- Went to their first prom
- Bought their first car (or it was bought for them more likely!)
- Went to college / university or graduated from school / college / university
- Started their first job
- Bought their first property
- Got their first pay rise and / or promotion
- Got engaged
- Got married
- Had their first child and subsequent children, and so on.

Another delightful function of The Memory Room is putting up **memorial sites**. So you could, for example, create a site as a dedication to your deceased parents or grandparents or even a pet if you like, a particularly nice aspect for children.

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What about the future?

You can build a wonderful portfolio of 'Memory Rooms' by creating a set of mini sites for your entire family and close friends to share. A fascinating insight to family history can be preserved for all of those people you wish to share it with. We aim to ensure that the site endures and will leave the site to charity / charities on condition that they continue The Memory Room site so that your memories are maintained. The site will then be run for the benefit of the charity / charities concerned. So your sites will be around for a very, very long time!

Ok, what's the process, i.e. how do the photos end up on my mini site and what do I do on your Memory Room web site to acquire my personal site(s) / mini site(s)?

Photos can easily be placed on your own personal Memory Room site by 'uploading' them (sending them to the web site) from your digital camera via a PC, or getting a friend with a scanner to scan them in and upload them for you. It's simple and fast. The latter is great for those old black and white photographs!

Also, pharmacies / chemists and photo shops have machines where you can scan in original photographs and copy them onto a CD, a USB memory stick, etc. and then transfer them to your Memory Room site(s) via a PC.

On our site, you pick the relevant time zone (e.g. GMT) for the memory you want to preserve, i.e. the time zone you were in when the event occurred (e.g. a wedding abroad), select the year (we cover the years 1900-2050, so your event should be covered!), then the month, day, hour and minute when your chosen memory occurred (or as near as you can recall!), or the time of a future event, then click 'Go' to see if it's still available on our database. If it is, you can put it in your shopping basket until you're ready to check out. Each minute purchased allows you to upload up to 10 photos to that particular Memory Room mini site.

How many minutes should I buy?

You buy a minute or minutes in your chosen time zone, according to (a) how long something lasted (e.g. a wedding ceremony) and (b) how many photos you want to put on the web site.

You get 10 photos per minute that you buy, so, if you'd like to share or preserve more than 10 photos of that particular event, simply select any minutes adjacent to your chosen one (they'll appear on the computer screen automatically) and add those to your shopping basket too. As an example, if you have 100 wedding photos that you'd like to preserve, you need to buy 10 minutes.

Note: we offer great discounts for multiple purchases when you buy them in one go!

The next step is to give each minute a title (e.g. Granny's 80th birthday, Mark's first day at school, Aunt Agatha's passing away) and then you can start uploading photos and adding text to describe the photos. Alternatively, you can even gift the minute(s) to someone as an unusual and thoughtful present. You can email or post a gift certificate to them too.

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Note: All of these activities can be done later at your leisure – they don't have to be completed when you buy the minute(s). The only thing that's urgent is making sure that you get your unique minutes so that no-one else can buy them! Once you've done that, you can take your time building your Memory Room 'mini web sites'.

What else can I do?

To make your Memory Room site more comprehensive and share more memories with whomever you wish, a biography can be added.

Also, you can invite friends and family to visit the site and add comments. You can do this by using our 'invite a friend' function or via whatever email system you normally use. These comments can be edited by you, so don't worry, nothing 'mean' or controversial can be shown without your permission! Your site(s) can alternatively be kept private if you prefer.

You could create some sites for your kids and grandchildren too, building a wonderful, very personal, heirloom....

You've probably heard about the phenomenon that is YouTube where people post their videos? (www.youtube.com) Well, using YouTube links placed on our website, you can add your videos to our site for free! (See our website for more details.)

Your site mentions a money-making "Affiliate" opportunity....

To make it even more fun for you, why not sign up as an 'affiliate' to the Memory Room and make some extra money by encouraging people to sign up to our site?

An affiliate is a person who makes money by promoting someone's site or product, so, essentially, you become salespeople on 100% commissions. This is a well-known branch of internet marketing called (strangely enough!) affiliate marketing.

Even more attractive for you, not only will you make money for every person who buys a minute or minutes from us, but you will **also** make money from **every other product** that the person you referred to the Memory Room buys from our shopping cart as the site expands!

To explain, in addition to The Memory Room website, we also have a number of high-quality life-coaching products (self-improvement or personal development) related to our work as qualified Life Coaches. In addition, we have licenses to first-class internet marketing-style products (for example, world-class gurus show people how to make money part-time or full-time on eBay, how to market their products or services via the internet, etc.) that we will market to these customers of The Memory Room. They range in price from around £50 to over £1,000, so a percentage of the sale price on each of those would make a very nice additional income wouldn't it?

Here's the link to click on when online (connected to the internet / web) to sign up as an affiliate:

1. an introduction explaining a bit about becoming an affiliate

<http://www.memoryroom.com/affiliates.php>

2. and the actual sign-up form: http://www.memoryroom.com/affiliates_signup.php

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You can also get hold of some nice affiliate 'tools' such as links (to put in your regular emails to let people know about the Memory Room and go there to buy minutes using your affiliate link), plus very attractive banners to put on your websites. Just visit here online: <http://www.memoryroom.com/resources.php>

Once you're an affiliate, you get a link with your unique identifier (called an affiliate ID) in it. You should include this with the email you send when forwarding our details to your prospects. That way, every person who buys minutes and other products from our shopping cart, having first purchased a minute on MemoryRoom.com using your affiliate link, will make you money.

How do your systems know where the purchaser comes from?

We have sophisticated (and expensive!) affiliate management software that tracks all customers' purchases and where they came from, i.e. who recommended that they visit our site, by using your affiliate ID. So, if the people you referred to the Memory Room buy minutes and other subsequent products from our shopping cart, the affiliate management software will produce a report periodically (monthly typically) telling us which affiliates referred which buyers. If that's you, we pay you promptly.

So, how do I make money with this?

If 'your customers' (all of the people you referred to our site) buy in total a few hundreds or thousands of dollars / pounds / euros worth of products in a month, a nice chunk of that will be sent to you!

People who you refer to the site can also become **your** affiliates. That way, you make money on the people who **they** refer to our site. (This is called a two-tier affiliate scheme.) In other words, they earn money for you! So, all of the sales made to people they refer to the site who then bought minutes and / or other products from us, **also** make money for you!

So...

We've invested tens of thousands of dollars in this project. It's been professionally developed and will be efficiently administered, so you can feel confident recommending it, knowing that it will work well and be an enjoyable experience for your friends and family. Also, 10% of net profits will be going to a selection of charities, so you're contributing in that way too.

Vinden Grace & Eve Grace-Kelly

Member of the British Chambers of Commerce

Member of the Institute of Directors

www.MemoryRoom.com