

SOLUTION AUCTIONS, LC

PROMOTIONS

Drawn	Joey Liender	REVISIONS			
Contact	(801)-856-4486	REV	DESCRIPTION	DATE	APPROVED
Website	www.solutionauctions.com	--	1 st revision	11/8/2010	

TABLE OF CONTENTS

SOLUTION AUCTIONS, LC.....	1
PROMOTIONS.....	1
1. INTRODUCTION.....	2
2. FREE ADVERTISEMENT IN EXCHANGE FOR ANSWERS.....	3
3. RECRUITING PROSPECTS FOR REGISTRATION	4
4. POSTING SOLUTION ARTICLES	4
5. RECRUITING OTHERS TO POST SOLUTION ARTICLES	4
6. RECRUITING OTHERS TO POST THEIR QUESTIONS AND PROBLEMS	4
7. RECRUITING PUBLISHERS TO WRITE REVIEWS ABOUT US.....	4
8. INTRODUCING US TO PUBLISHERS	5
9. GENERAL REQUIREMENTS FOR POSTING A SOLUTION.....	5
9.1 Terms of Payment.....	5
9.2 General Rules for Obtaining Approval.....	5
9.2.1 Will not approve if:.....	6
9.3 Advice / Tips	7
9.4 Last Word.....	7
10. ABOUT SOLUTION AUCTIONS, LC.....	7

1. INTRODUCTION

Thank you for your interest in our promotions. I am excited to invite you in joining our team of pioneers to grow SolutionAuctions.com. We are currently engaged in developing an affiliate program but until it firms up and for a limited time we can offer you the following opportunities to make or save money:

1. Advertise for free in exchange for answers
2. Recruit prospects to register
3. Post solution articles
4. Recruit others to post solution articles
5. Recruit others to post their questions and problems
6. Recruit publishers to write reviews about the website
7. Introduce us to media contacts such as editors and publishers

Participants can do this on their own schedule without having any obligations. All payments are sent via Paypal after we review and approve the work. The approval process is described in this document.

Feel free to email admin@solutionauctions.com for more information on promotions. Alternatively, check out the 90 second video at http://www.solutionauctions.com/Overview_Video/ for a tour of SolutionAuctions.com.

2. FREE ADVERTISEMENT IN EXCHANGE FOR ANSWERS

THE ULTIMATE AD CAMPAIGN: EARN \$600 OF ONLINE ADVERTISING FROM SOLUTIONAUCTIONS.COM AND REACH A GLOBAL AUDIENCE WITH YOUR ANSWERS TO LIFE'S QUESTIONS

SolutionAuctions.com has launched a new promotion with an eye toward small businesses: 6 months of free online advertisements on SolutionAuctions.com. To qualify, people just need to post a solution article (for free). Additionally, a new survey conducted by SolutionAuctions.com shows 74% of visitors are willing to pay for an answer to their problems – making SolutionAuctions.com a fantastic showcase for small businesses and freelancers.

With the launch of onsite advertising, we are hoping to entice small businesses, professionals, and freelancers to use SolutionAuctions.com as a professional outlet. SolutionAuctions.com is a marketplace of ideas. Experts (from child-savvy grandmothers to dance instructors to FBI forensic computer specialists) post how-to articles (solutions) describing answers to problems. People can also post a question and take bids for the answer. The result is accurate, reliable help at a low cost.

We're going to bring people in through targeted and general online advertising, promotions, press releases, and media outreach. All of that traffic drives toward our advertisers.

Solutions are a great way to increase the credibility of a fledgling business. The online advertising option offers even more advantages to solutions expert members and trounces traditional text-based online ads for value:

- A title up to 240 characters
- A full description, with website links welcome
- A free image to use with the ad
- An easy, do-it-yourself form
- Low monthly rate (\$100/month)
- Google indexing for solution summaries
- Feedback and rankings to build reputation
- Free posting and automatic relisting

Similar ads on competitor sites run \$500 a month. Many popular online ad services (like GoogleAds) have miniscule word counts, while charging a premium per-click price.

SolutionAuctions.com ads are refreshingly different. If you've started a company, if you're looking for a way to expand your business, it's a no-brainer.

Advertising on SolutionAuctions.com reaches the right audience. An unscientific survey of 233 adults showed that nearly three-quarters (74%) of respondents are willing to pay a moderate price for real answers to their questions. We reach a global market. At some point, everyone has a question. There is a huge potential out there.

3. RECRUITING PROSPECTS FOR REGISTRATION

Recruit any English speaking person over 18 to willingly register on the website and earn **\$1** per person. To qualify, each prospect needs to register then activate his/her account by responding to the email confirmation. Once the account is registered and activated simply send us a list of the registrants and we will send payment.

Contact us: admin@solutionauctions.com

4. POSTING SOLUTION ARTICLES

Post a new solution yourself and earn **\$2 - \$30** per solution. The exact amount will be determined after one of our team members reviews your posting and determines its value for the potential buyers. For this kind of submittal please read section 9.

Contact us: admin@solutionauctions.com

5. RECRUITING OTHERS TO POST SOLUTION ARTICLES

Recruit someone else to post their solutions and earn **\$15** per item. The reward will be sent after one of our team members reviews the posting to ensure it meets our quality standards. For this kind of submittal please read section 9.

Contact us: admin@solutionauctions.com

6. RECRUITING OTHERS TO POST THEIR QUESTIONS AND PROBLEMS

Recruit someone else to post their sincere and legitimate questions and problems to earn **\$20** per posting. The reward will be sent after one of our team members reviews the posting to ensure it is sincere, legitimate and serious.

Contact us: admin@solutionauctions.com

7. RECRUITING PUBLISHERS TO WRITE REVIEWS ABOUT US

Recruit a Blogger with minimum 1500 RSS feeds to write an article about us in English. Earn **\$50** per posting. All we need is a link to the blog page where SolutionAuctions.com is reviewed and published. Once we verify that we will send payment.

Contact us: admin@solutionauctions.com

8. INTRODUCING US TO PUBLISHERS

Introduce us to a magazine/newspaper editor or journalist in the US, Canada or Great Britain who would be considered a prospect to publish us. Earn **\$60** for each introduction. Contact us: admin@solutionauctions.com

9. GENERAL REQUIREMENTS FOR POSTING A SOLUTION

Everyone is an expert at something. We value practical knowledge as much as credentials. Experts range from professionals like an FBI data recovery analyst to a grandmother with a knack with toddlers. We have a system that makes it effortless for experts to make money:

- Set your own price to sell your solutions.
- List an unlimited number of solutions for free.
- Increase your returns with automatic free relistings.
- Profit from hours of web searching and effort by turning it into a solution and selling it.

It's fun when someone is willing to pay you for something that you know.

9.1 Terms of Payment

- As part of our review process we will be looking at all of the criteria mentioned in this document.
- You must list your auction on the website before any payment process related to your auction can begin.
- You must have a functional Paypal account for sending and receiving money online.
- You must include your user-name, auction ID and title in your submission before we can review and approve it.

9.2 General Rules for Obtaining Approval

- Your auctions have to offer valuable solutions in terms of saving people time. In other words, it has to take an average computer savvy person (our staff members) minimum 10 minutes to search and find a similar solution on the Internet.
- Your auctions have to be priced according to the potential time savings they offer. The rule of thumb is \$1.50 for each 10 minutes it takes to find the solution on the Internet. However, we prefer you to start low in the beginning until you build some reputation on the website. The average price of our solutions is \$2.
- You must be passionate about your auctions and do all you can to make sure they end successfully. You must design your auctions for one purpose and one purpose only: TO SELL. Of course the profit from selling is yours to keep but we will reject any auction that is only geared towards our approval. The whole purpose of this marketing campaign is to make your auctions worthy of trading with others so you can become a successful Solution Auctioneer for life. Please think of the payment as a bonus for your passionate work.

- The content has to look decent and presentable. See existing auctions posted on the website to get an idea.
- The item for sale (solution file) has to be as described. The items for sale need to be described such that there shall be no room left to surprise the future buyers.
- High value and high quality items like this one will get approved right away without a problem:
http://www.solutionauctions.com/Buy_Achilles_Tendon_Injury_Treatment_in_Buy_Solutions_Health/2563/#ask-seller
- You increase your chance of approval when you post solutions in empty categories like this one: <http://screencast.com/t/G9fHYVWr>
- If your posting does not meet the requirements as specified in this document we may have to ask you to remove them. We appreciate your understanding in this matter.
- You must be very specific with regards to the title and the content of your auctions. We are campaigning to make your auctions searchable and visible on major search engines like Google. Try to address very specific issues and describe the conditions, configurations, settings, exceptions, surroundings etc for your items with as much specific detail as you can. Remember, the best way to avoid disappointments from the other party is to describe things specifically and in detail.
- Use buzz words and popular keywords for your titles and descriptions in order to make it easier for people to search and find your auctions on major search engines.
- Your auctions must have a minimum of **6** months duration and be chosen to automatically re-list **99** times.
- You must upload a simple image to better represent your auction description and title. A great idea would a picture of you. Research has shown a personal image of you can increase the chance of sale by 68%. In general pictures will make your auctions far more attractive. The maximum size for a picture is about 500KB and you can always download small pictures from the internet. Just do a quick Google search on the topic and pick an appropriate picture from the Google image section. After saving that in your computer you can point to it and upload it to your solution auction. Again, we strongly recommend you upload your own pictures to maximize your chance of success.

9.2.1 Will not approve if:

- We will not approve submissions without username, Auction ID and Title.
- We will not approve if your uploaded solution file requires the latest MS-Word version (.docx). If you are using the latest version of MS-Word then please go to the "save as" and then highlight the option that comes up that says "word 97-2003 document". It will then save as a doc file so everyone can open it.
- We will not approve auctions that include Wikipedia.com type information or anything similar. That does not offer any value in terms of time savings for other people.
- We will not approve auctions that only include spam or advertisement without providing a substantial solution or an answer.
- We will not approve auctions when an average computer savvy person can research the topic and get same or similar results in less than 10 minutes. Any longer than that offers value and is perfectly acceptable.

- We will not approve auctions that are not designed to sell to ordinary people.
- We will not approve auctions that miss any of the above requirements.

9.3 Advice / Tips

- Remember these are canned solutions. That means they need to be geared towards solving very specific problems. So try to make your solutions as specific as possible in order to be successful.
- Solutions may consist of valuable piece of information, great ideas on how to improve the quality of life or more specific resolutions to specific problems.
 - **Information** aims to solve life's more trivial problems. This can range anywhere from recommendations for a great heart specialist in Denver, CO to top choices among running shoes. No topic is too specialized or too trivial.
 - **Ideas** are more developed than information. They are positive steps toward improvement or an enhanced quality of life, but do not offer complete resolutions to problems. A person would request ideas for questions such as: "How much capital do I need to start a successful restaurant?", "How do I prevent a sprained ankle?", "What is the most humane way to get rid of mice in my home?" and "How can I improve concentration in my ADHD-diagnosed child?"
 - **Resolutions** offer a complete and relevant answer to a specific problem. Detailed and complete instructions on how to replace an alternator for a 1992 Honda Accord EX would be considered a specific solution.
- Start with the things you already know. Focus on your credentials and personal life experience. Ask yourself specifically what potential problems you can solve.
 - Once you run out of own ideas you can always search the internet. In fact, searching forums on the internet is probably one of the best ways to go about this business. The best part is you don't have to be a subject matter expert. You just have to be good at searching. Try to visit various types of forums and go through the correspondences until you gather enough information to finalize and nail down a complete solution. All you have to do now is to save and post.

For more tips and advice on how to be a successful Solution Auctioneer please read the Help section found here: <http://www.solutionauctions.com/help/>

9.4 Last Word

Trading with other users is not required but we encourage you to do so. After all, that is the whole purpose of this exercise. Also, we welcome your suggestions and comments.

For any questions please contact us via email: admin@solutionauctions.com

10. ABOUT SOLUTION AUCTIONS, LC

SolutionAuctions.com is a totally unique auction site because it deals in ideas. SolutionAuctions.com allows members use their life experience to make extra money and save other people time, effort, and frustration. We have a satisfaction guarantee -- if your solution doesn't work, you get a refund. Anyone can browse posted problems or solutions, even non-members. Signing up and posting questions and solutions are always free, so using SolutionAuctions.com is a stress-free (and rewarding) experience. Get more information on how this works or sign up today at: <http://www.solutionauctions.com>