



SearchMarketMe LLC

Business Opportunity Overview

A look at life – and success –
as a SearchMarketMe
Agency Owner



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Opportunity Overview

IMPORTANT: This overview is intended purely as a starting point to assist prospective buyers in evaluating the desirability of the SearchMarketMe business opportunity. Any statements are theoretical in nature and do not represent a guarantee of income. No income claims are being made in this document, or in any other company literature or statements. This document is solely for the purpose of examining a potential affiliation with SearchMarketMe, LLC. It is acknowledged by reader that information furnished in this overview is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of same by reader may cause serious harm or damage to SearchMarketMe, LLC.



Dear Entrepreneur:

You obviously can see that the world of marketing is changing.

We're all spending less time with traditional media, and spending more and more time online as we play, learn, communicate, research, and find and buy what we want through our computers, smartphones, iPads, etc. Businesses certainly see this change and are leaving traditional media behind and pouring money into online marketing channels. It is, quite simply, the most monumental change in advertising and purchasing habits since the introduction of the television.



**S. Boyd Karren
President & CEO**

These huge changes in corporate spending – away from traditional media and into online marketing channels – present a unique money-making opportunity for those who want to get their piece of the growing online pie.

Our passion and purpose at SearchMarketMe is to help you open and grow your own online marketing agency. To date, we have assisted 97 individuals in opening and growing their businesses. Many of these “Agency Owners” have built impressive client lists and revenues, serving the range from Mom & Pop shops to Fortune 500 companies.

To help you start and grow your agency, we provide comprehensive training, tools and ongoing support that include:

- Technical training and support in all six channels of online marketing
- Business training and support in small agency management
- Software tools that expand your capacity to earn money
- A collaborative network of Agency Owners that provides each other with help, ideas and on-demand capacity that allows you to scale your business without adding overhead
- Recruitment and training of commission-based salespeople to sell for you

This overview is the first in a three-step process designed to provide you with an accurate understanding of the Agency Owner program, and the success you can experience. Please take the time to:

1. Study this Opportunity Overview (and ask questions!)
2. Participate in a live “Technology Demonstration” webinar to see how to make money with our technology tools (and ask questions!)
3. Speak with existing Agency Owners about their businesses and gain an insider’s view of their experience with SearchMarketMe (and ask questions!)

Is this the right business opportunity for you? Let’s find out!

With enthusiasm,

S. “Boyd” Karren

How to Make Money with SearchMarketMe

Our Agency Owners provide high demand online marketing services across all six channels of online marketing. The six channels are interrelated and inseparable, and they build on each other to create greater efficiency and results. The six channels are:

1. **Marketing-friendly and Search Engine-friendly Websites**
2. **Permission Marketing** (corporate email & mobile phone SMS/text messaging)
3. **Paid Search Advertising** (aka Pay-per-click or PPC)
4. **Organic Search** (aka search engine optimization or SEO)
5. **Content Generation and Revision**
6. **Linking Strategy/Social Media**



This “whole view” of what we call the Online Marketing 2.0 System provides superior results compared to a practitioner of just one or two of the channels. Used together in an intelligent and coordinated fashion, these six channels have a synergistic and exponential effect on lead generation and conversions for clients – which can translate into money for you.

Let’s now look at these six marketing channels one-by-one to see how Agency Owners make money!

1. Making Money with Marketing-friendly and Search Engine-friendly Websites

As an Agency Owner, the first opportunity to make money is usually found in identifying businesses with low-performance websites and providing them with high-performance websites.

Low-performance sites are little more than online business cards that show location, hours of operation, etc. They may look nice, but behind the beauty there are critical flaws:

- The site lacks a clear marketing purpose
- The site fails to move buyers into and through the sales process
- The site is missing important architecture that allows Google and other search engines to find it

On the other hand, high-performance websites:

- Have specific marketing purposes
- Move people into and through the sales process
- Are easily be found by the major search engines, whether the user is searching on a computer or a mobile phone

We'll teach you how to identify low-performance sites and transform them into high-performance sites, along with how to price and manage the work so you can earn project fees. You can do this work yourself, or outsource it. Within our Agency Owner Network you will find web design and development teams (domestic and international) ready to assist you, at preferred prices.

Think About Restaurant Websites.

How many restaurant websites simply list the restaurant's location, hours of operation and include a PDF of their menu to look at? They are missing out on a greater opportunity to attract and retain customers! High-performing restaurant websites also feature reservation forms (or links to reservations sites like Open Table), reviews (customer and/or Zagat), a sign-up form to receive coupons via email or text messages, an online order form for take-out and more.

2. Making Money with Permission Marketing (Email & Mobile Phone SMS/Text Messaging)

As an Agency Owner, you can make money helping businesses build stronger selling relationships with existing and prospective customers via permission marketing. We'll teach you how. Permission marketing (also called retention marketing or customer nurture) has two main tools: Email & text messaging.

Email –You can make money in two primary ways:

1. **Reselling bulk email sends** (available through our email client platform IntelliMailPro). Our system provides clients with usage-based costs instead of fixed monthly fee.
2. **Creating and revising content** for business-to-consumer email communications.

SMS— You can make money by reselling bulk SMS sends (available through our SMS platform MobileMarketMe). Our text message platform is designed to be self-service, meaning that the platform is so easy-to-use. Once you show your client how to use it, you could “walk away” and not spend any additional time managing that account, and just enjoy perpetual 25% commissions on the bulk sends they purchase from you.



70% of all cell phone users WANT text-based offers from their favorite businesses. You can earn 25% commission retailing bulk SMS sends to your clients.

“SearchMarketMe is the best investment I have ever made in my life. It was the turning point in my career and my life, for that matter. The network is invaluable and the support and training are top-notch. I would recommend this opportunity to anyone looking to start a business in a industry that is growing exponentially.

Ron M., Atlanta, Georgia

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3. Making Money with Paid Search Advertising:

Paid search advertising (aka Pay-per-click or PPC) is the practice of placing direct-response ads into Search Engine Results Pages (SERPs) or social media pages that correlate with particular search terms or self-identified interests and demographics. PPC ads are highly targetable and don't cost anything until someone clicks on the ad itself, and you can set daily, weekly or monthly limits on how much you want to spend on those ads. It's a great way to generate leads quickly.

There are three ways that our Agency Owners make money with PPC:

1. **Receiving a Monthly Management Fee** is a well-established practice that allows you to be compensated for your time and expertise when doing front-end research, campaign planning and ongoing maintenance of the PPC program.
2. **Pay-for-performance Bonuses** can be more lucrative than being paid strictly for time. This is done by taking a bonus on the incremental increase in activity and/or sales that you generate. Pay-for-performance can increase your earnings *without increasing the time spent managing the program* and can make you more marketable to prospective clients who would find your proposal more attractive than paying a flat fee to someone else every month regardless of the outcome.
3. **Hybrid (Management Fee + Pay-for-performance)** combinations of these approaches may be appropriate: a lower management fee with the upside of performance bonuses. Be flexible and keep the client's fixed cost as low as possible and your upper end as high as possible.



One last thing to mention: SearchMarketMe Agency Owners have access to a particular tool that can provide a strong competitive advantage: *The X-Ray Tool*. This web-based tool allows Agency Owners to conduct deep and broad competitive campaign analysis in mere moments. By simply entering a domain address, the Agency Owner can instantly view the PPC activities of a competitor and download all the information associated

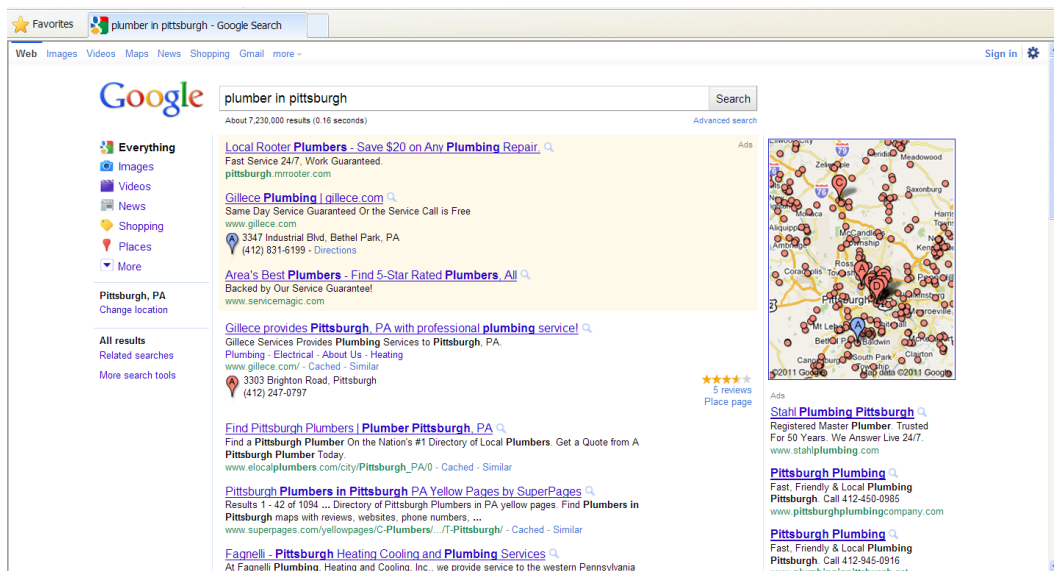
with that campaign (including the keywords used, bid price per click, estimated monthly expenditures, actual ads in use, etc.). You can then use that information to build your client's programs with full knowledge of what the competitors are doing. Imagine playing poker with that same capability!

4. Making Money with Search Engine Optimization

Appearing among the first results on a Search Engine Results Page is the most desirable and most powerful aspect of online marketing, but also the most difficult to achieve and maintain. Unlike PPC, great search results placement does not come “overnight.” Strong SEO requires time and constant attention.

SEO is the practice of optimizing a client’s website – and online content – so that your client shows up favorably in Search Engine Results Pages.

For example, if someone searches online for “plumber in Pittsburgh,” all plumbers in Pittsburgh hope that their Web site will show up. But those who have 1) search engine-friendly websites, and 2) good online content will show up in most favorably in the results. It sounds easy enough, except that the target is always moving! Search engines frequently update search algorithms, new competitors enter the online space and existing competitors refine their activities. Whatever SEO work someone did last month may not be sufficient this month – **and this is your opportunity to make money!**



SearchMarketMe Agency Owners earn money by providing ongoing SEO services to clients, most often working on a monthly retainer, as part of a larger suite of services (SEO, content and link building overlap significantly). A monthly management fee is an appropriate way to cover the time and attention you must dedicate to truly optimizing your clients’ online presence.

Additionally, the same software that provides us with competitive data for PPC also identifies the most effective SEO keyword groups to use in web site architecture, blog content, social media posts, etc. This makes it easier for you to boost your clients’ positions in organic search results.

5. Making Money by Generating and Revising Content

What's the #1 reason people go online? For content! We are constantly seeking information, entertainment, and education. We want news and updates, reviews, photos, videos, games, sneak peeks and good deals. The Internet is built on content. The demand for new content is at an all-time high, and still growing.



Google



Facebook



Twitter



YouTube



LinkedIn

Your clients need help (and usually a lot of it) in deciding *what to say* to an audience.

SearchMarketMe Agency Owners make money by providing ongoing content services to clients, most often working on a monthly retainer. We have suggested pricing models available to you in the Agency Owner Training Portal to help you determine an appropriate monthly fee for generating and revising content for clients. A monthly fee is a common way to be compensated for coordinating and/or writing new content (or repurposing existing content) for Web sites, blog posts, emails, social media posts, podcasts, videos and more. This work not only engages customers and helps build a client's brand, but works to boost a client's ranking in free search results pages.

We're in our third year of operations now, and I am expecting to exceed \$1 million in billings this year.

Jared F., Erie, Pennsylvania



6. Making Money with Linking Strategies & Social Media

Search engines assign additional value to websites that have in-bound, non-reciprocal links from authoritative, popular and credible websites. For example, a positive review of your client's restaurant on Zagat.com or UrbanSpoon.com with a link to your client's Web page will be assigned a high value, as would links from press releases and blog posts, Facebook, LinkedIn, and credible web-based directories. Such references and links, when done properly, improve a client's position in organic search results.

However, this effort requires consistent attention and coordination, as well as monitoring and maintenance of social networks and the universe of user-generated content. While businesses want to embrace this new frontier, most don't know how, and much of the blogging and business-level social networking is being executed haphazardly by otherwise distracted employees or management, without a tactical plan. Our systematic approach to link strategy will boost your clients' positions in organic search results and generate additional leads and sales opportunities for them, and more money for you.

SearchMarketMe Agency Owners make money by providing ongoing linking and social media management services to clients, most often working on a monthly retainer. We have suggested pricing models available to you in the Agency Owner Training Portal to help you determine an appropriate monthly fee for providing this service. A monthly fee is an appropriate way to be compensated for the research and effort involved in selecting the right channels for distributing online content.

I'm going to work on the lake today (joining a friend on a pontoon boat). I'll contact a client, work on a project and enjoy the breeze. It's why I wanted to own my own agency, and because of the network, low-cost outsourcing options and tighter business procedures, I'm getting to do this.

Charlene B., Louisville, KY





Business model

We've outlined the following specific ways you can generate revenue as a SearchMarketMe Agency Owner:

- Project fees
- Commissions and mark-ups
- Pay-for-performance bonuses
- Monthly retainers

Your ability to scale, add capacity and grow (without requiring additional overhead costs) comes via the existing Network of fellow Agency Owners. Independent Internet marketing consultants will typically struggle to properly balance business development activities and project fulfillment. But as a SearchMarketMe Agency Owner, you will be able to focus on what you do best (whether sales or fulfillment) and rely on the Network to provide complementary support. The AO Network provides an always-available, no-overhead group of sales and fulfillment partners who can help you in three ways:

1. By sending you their overflow work
2. By accepting your overflow work
3. By co-operating with you on a project

The collaboration that occurs between Agency Owners gives you the freedom to maximize your time and focus only on the particular aspects of the business that you enjoy most and/or can perform most effectively. If there is work that someone else in the Agency Owner Network can do as well, better and/or faster than you, you are free to outsource it to them and take a mark-up on the work (instead of carrying the cost of your own fulfillment employees). This allows you to increase revenue, minimize expenses and enjoy greater margins.

Alternative expansion

Despite the wonderful no-overhead, on-demand capacity support the Agency Owner Network can provide you, you will still have the option to build your own team of fully-commissioned sales people ("Marketing Partners"), and/or a team of on-demand contract-based Fulfillment Personnel.

You can send up to two (2) Salespeople through SearchMarketMe's Sales Training at no additional cost. Likewise, you can send up to two (2) Fulfillment Personnel through Fulfillment Training in as many as three channels of the Online Marketing 2.0 System.

If you are going into business with a partner, or wish to have a manager to run your day-to-day business operations, said partner or manager can go through the same extensive training as the Owner for an extra one-time fee of \$7,500.



The technology and tools for making money

SearchMarketMe has assembled an awesome array of Online Marketing 2.0 software tools designed to help you make more money, faster than if you were to try to start a similar business on your own. You will benefit from this tactical and powerful collection of technology resources that are used for:

- Analyzing website metrics
- Determining preferred keywords for Marketing Websites
- Identifying client competition and their keywords and ads
- Finding potential clients and assessing their current activity
- Preparing and managing Paid Search Advertising
- Creating, sending and tracking professional SMS/Mobile and Email Marketing campaigns
- Creating and revising content for Marketing Websites, SMS/Mobile and Email Marketing and Link Strategy
- Managing sales prospects, leads, clients and Marketing Partners
- Tools to streamline project management for multiple clients

Additionally, you will receive access to the password-protected SearchMarketMe Agency Owner Training Portal, which contains our primary training curriculum as well as constantly updated training materials, Online Marketing 2.0 manuals, sample contractual agreements, media training presentations, scripts, suggested pricing for services, and a directory of other SearchMarketMe Agency Owners. The SearchMarketMe Agency Owner Network also sponsors a private Facebook Group where you can communicate and collaborate seamlessly with other Agency Owners on sales, fulfillment and technical questions and collaboration opportunities.

Bonus

As part of your sales process you can easily identify what prospects are currently doing in the way of Online Marketing before you ever even meet with them. Through the “X-Ray Report” tool available to you, you can know what web properties the prospective client has, where they advertise, what keyword groups they are (or should be) ranking on, prior paid search campaigns and active buzz in social media channels. This power gives you a tremendous advantage going into any sales presentation, because you can display key competitive information and propose an intelligent plan to match or exceed the competition’s efforts.

The Agency Owner Training Portal has an excellent class in how to best use this amazing tool in your prospecting efforts.



How we help you get *started*:

SearchMarketMe “Kick Off Weekend” – Your first training will come via our remote training event, the “Kick Off Weekend.” This training is done virtually/remotely via telephone and web conferencing to avoid travel costs and to maximize learning time. The training events usually take place on a Friday and Saturday, but can be adjusted to fit personalized circumstances. After your Kick Off Training, we will also provide you with resources, contracts, and support as well as separate software applications for Paid Search Advertising, SMS/Mobile and Email Marketing and Tracking, and contact management.

30-Day Start-Up Plan - From the beginning of operations, you can follow our thorough 30-Day Start-Up Plan. It usually takes 30 days to complete the initial training coursework, set up office systems, incorporate, develop your website, initiate your own Online Marketing 2.0 efforts and start contracting with clients. However, we have had some Agency Owners feel comfortable enough after just two weeks of training to take on paying clients.



Frequently Asked Questions

What is the market outlook for online marketing?

The outlook for online marketing is very strong. Companies are reducing traditional media advertising spending for newspapers, radio and television, while increasing their online media spending. In its forecast for online marketing over the next five years, Forrester Research expects annual online marketing expenditures to reach \$55 billion annually in a “cannibalization of traditional media.”

“Interactive marketing will near \$55 billion and represent 21% of all marketing spend in 2014 as marketers shift dollars away from traditional media and toward search marketing, display advertising, email marketing, social media, and mobile marketing.”

Companies are shifting budgets to interactive media and online marketing for a number of reasons:

- **Economic conditions.** Companies want to affect sales now and online marketing is more effective than traditional channels and enjoys a lower cost-per-sale. Companies find that online marketing channels are less expensive and more measurable, with better direct response than traditional media.
- **Better interaction with customers.** Online marketing engages customers in ways that TV, radio and print never could
- **Online marketing is more exciting.** The majority of business people in decision-making roles have high-level familiarity with the components of strategic online marketing campaigns. They understand the potential value and are eager to incorporate the strategies into their growth plans, and many are under expectation to do so by senior management, investors and/or owners.
- **Print media decline.** Newspaper and magazine readership has plummeted, and advertisers are shifting their expenditures into the online space.
- **Proof that it works.** Any doubts about online marketing “working” are long gone. The concern has shifted to how best to take advantage and use online marketing most effectively.

Is SearchMarketMe a franchise?

No, and this is an important distinction to make. Franchises are required to do business the franchisor’s way and must exactly follow the franchisor’s model. Franchises do not allow for individualism, market-specific adjustments or innovation. A franchise is a cookie-cutter copy of someone else’s business.

SearchMarketMe sells business opportunities, not franchises. We provide you with the training, support, software and systems you need to open and run your business the way you want to. You are free to pursue any type of clientele you choose, whether location-based or industry-



specific. We provide pricing recommendations in our training portal, but you are free to set your prices as you wish. This opportunity will allow you to put your individual stamp on your business, create your own programs and develop and test your own ideas. You can scale up your business by working with other Agency Owners, or build your internal staff and keep all work in-house. You will have the freedom to build your agency the way you want to without any restrictions or limitations.

Are there protected territories?

No. Agency Owners are not limited by geographical restrictions or given “protected” territories. While some Agency Owners will work with small and mid-sized businesses in their local area, the larger opportunities come in developing specialties or niches that attract larger companies on a regional or national scale. As an Agency Owner, you are free to seek and work with clients anywhere they are, without restrictions to limit your success.

Can this business be operated from home and/or on a part-time basis?

Yes! Many Agency Owners start their businesses from home as a way to keep initial costs down. Besides, with the rapid adoption of virtual business, it is becoming less and less important where someone’s business is actually located. Using virtual meeting tools, you can share your presentations and reports with clients anywhere, anytime. Many of our Agency Owners start their businesses on a part-time basis while they grow into it, and then proceed full-time.

How much money can I earn as an Agency Owner?

While the online marketing industry is booming, your earnings ultimately depend on your personal effort, abilities and your work ethic. SearchMarketMe cannot make income claims or earnings guarantees of any kind. However, by studying the program and speaking with existing Agency Owners, you can gain a sense of what it will take for you to achieve your earnings goals.



What is the investment?

In exchange for a one-time investment of \$23,900 and a monthly royalty payment of 3% of gross revenue, you will be issued a SearchMarketMe Online Marketing Agency and will receive:

- Complete initial training
 - o 2-day “Kick Off” training weekend
 - o 30-day Start-up Plan
 - o Access to 120+ online classes covering the six channels of online marketing as well as sales and business management topics
 - o Sales training for up to 2 salespeople
 - o Fulfillment training in up to 3 channels for up to 2 fulfillment partners
- Powerful software and web applications for your use
 - o MobileMarketMe text/SMS platform
 - o IntelliMailPro commercial email platform
 - o X-Ray Competitive Analysis / Keyword Research tool
 - o Salesforce.com
 - o Agency Owner Forum
- Superior low-overhead operating model with built-in scalability / on-demand capacity expansion
- Membership in a collaborative Network of 97+ prospective clients and suppliers that also can act as your “virtual Board of Directors” to help guide your growth
- Marketing-focused operations and support from sales and marketing professionals
- Possibility of having commission-based Marketing Partners recruited by, trained by and assigned to your agency by SearchMarketMe
- Sales training and proposal-writing assistance from SearchMarketMe
- Access to business best practices, pricing guidelines, sales contracts, and other forms
- Ongoing training and continuing support on the latest topics, trends, and issues in online marketing
- Participation in regional, national and/or international SearchMarketMe conferences

Is there financing available?

Yes! It is now easier and more affordable to open your own online marketing agency. You can select from one of the following three options.

1. **Standard Package** — \$23,900 training fee (paid upfront) with a 3% royalty ongoing.
2. **RollingStart™** — A minimum of 20% of the standard \$23,900 training fee is paid upfront (\$4,780) with SearchMarketMe financing up to 80% of the initial fee with monthly payments as low as \$387.68 and a 5% royalty ongoing. This option is ideal for Buyers who may want to ease into the business without the pressure that can follow a large cash outlay.
3. **Pay-for-Performance™** — SearchMarketMe will dramatically reduce the \$23,900



initial fee to only \$10,000 in exchange for a 10% royalty, ongoing. This makes the Agency Owner Program much easier to get into and is a clear expression of our confidence in our ability to help you become financially successful. We are happy to defer larger compensation until you are experiencing growth and success.

Our vision, passion and purpose as a company are to make business opportunities available to aspiring entrepreneurs worldwide. With banks tightening lending requirements and being unwilling to take risks on small businesses, too many of our would-be Agency Owners were being denied the funds they need to start their online marketing agencies. This new financing policy is specifically intended to welcome more entrepreneurs into the SearchMarketMe Agency Owner Network, without the hassles and limits of commercial banks. We will make financing available at reasonable rates and agreeable terms. We want to make our money by helping YOU grow and be successful. So, we're putting our money where our mouth is. Who else would do that?

Next steps.

There are three remaining steps that will help you properly evaluate SearchMarketMe as a potential fit for your business ownership goals:

1. Participate in a web-based **Technology Demonstration** to see these tools in use and gain a sense of how you can use them to make money. They are usually held every other week. Ask us when the next one will be held.
2. **Speak with actual SearchMarketMe Agency Owners.** Visiting with them about what they do, asking about their successes, and what they (still) think of the SearchMarketMe opportunity can provide you with valuable insights. In turn, they will want to get acquainted with you as well (you will need to be recommended by three Agency Owners to be invited into the program).
3. Have a conversation with SearchMarketMe President & CEO, S. "Boyd" Karren and ask for the



Agency Purchase Agreement. Boyd can answer any final questions you have about the program and the agreement.

But throughout the entire process – ***be sure to ask questions!*** Starting your own business is an exciting and sometimes stressful process. We are here to answer any and all questions you may have and to help ensure that you have all the information you need to make an informed decision.