

SearchMarketMe LLC

# Opportunity Overview

The training, support and network you need to open and grow an internet marketing agency.

**Corporate Headquarters:**

SearchMarketMe, LLC  
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Seattle, WA, USA 98104  
206-201-2110

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**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.

# SEARCHMARKETME

Dear Entrepreneur:

As marketing continues to change, businesses everywhere are rapidly re-directing their advertising budgets *into internet marketing*. Forrester Research expects annual online marketing expenditures to grow to \$55 billion over the next two years – and in 2012, internet marketing expenditures will surpass print marketing expenditures. There's no looking back!

This presents you with a unique money-making opportunity in opening an internet marketing agency. **We will help you do this.**

Our experience in helping 100+ Agency Owners open and operate their agencies has given us the ability to identify the characteristics and practices of our most successful Agency Owners, and **we will share these secrets of success with you.**



**S. Boyd Karren**  
President & CEO

As a SearchMarketMe Agency Owner you will receive:

- Powerful training (for up to 5 people) in providing internet marketing services, selling these services and in managing a small marketing agency
- Web-based tools that *expand your capacity* to earn money
- Ongoing support to keep you up-to-date on the industry and operating your agency smoothly
- Membership in a network of 100+ Agency Owners to whom you can outsource work, and/or from whom you can receive work
- A low-overhead, scalable business model that can grow with you and become something that can operate successfully without requiring your day-to-day involvement.

**This is the only internet marketing business opportunity in the world that is not simply “selling you a job.”** A SearchMarketMe agency is designed for growth! In addition to learning how to perform internet marketing services, you will also learn how to manage an internet marketing agency. **Our goal is to help you build a business can eventually operate successfully without you** (and which may also be attractive to a future buyer).

This overview is the first in a **three-step process** designed to provide you with an accurate view of the success you can experience. I encourage you to take the time to:

1. Study this Opportunity Overview
2. Participate in a live, Personal Walk-through Webinar with me in which you can ask ALL your questions about the program
3. Speak with existing Agency Owners about their experience with SearchMarketMe

We look forward to helping you succeed with your internet marketing agency!

With enthusiasm,

A handwritten signature in black ink, appearing to read 'S. Boyd Karren', with a stylized flourish at the end.

S. Boyd Karren

## TRAINME

SearchMarketMe will provide you with comprehensive training in:

1. **How to perform the six aspects of internet marketing**
2. **How to find clients and sell internet marketing services to them**
3. **How to manage and grow your agency so that it may operate without you and become attractive to a future buyer**

Your training begins with:

**Accelerated Business Start-up Training Event** – Benefit from powerful information that reveals competitive pricing and suggested margins on outsourced work, outlines strategic positioning for dominating industry markets, and describes sales & strategy techniques that have been **proven to be successful** for our existing Agency Owners. This two-day live training is provided remotely via web conferencing, to avoid travel costs and to maximize learning time.

**The Agency Owner Training Portal** – This always-available and self-paced online training portal contains our primary training curriculum as well as constantly updated training materials, sample contractual agreements, media training presentations, scripts, suggested pricing for services, and a directory of other SearchMarketMe Agency Owners. The Training Portal contains 300+ training assets prepared by SearchMarketMe staff and our most successful Agency Owners.

**30-Day Start-Up Plan** – Our Director of Education will work with closely with you as proceed through the initial steps of business set-up:

1. Completing the initial training coursework
2. Setting up your office systems
3. Incorporating your business
4. Initiating your own marketing efforts

“

I knew I could launch my own internet marketing agency, but I also knew I didn't have the years it would take to figure out the software needs, the fulfillment processes, and all the tried and true experiences.

Joining the SMM network gave me instant access to years of data, resources and experience - not to mention the invaluable daily collaboration and fellowship!

”

*Camille H.  
Alabama, USA*

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### SUPPORTME

We continuously update and create new training resources based on trends, research, new strategies, and new business development insights. These new resources will help keep you up-to-date on the latest changes in the online marketing industry, and to keep your business growing.

Ongoing support to you comes in the form of:

- On-demand assistance via telephone or email
- Weekly conference calls on fulfillment, sales and business management topics
- Bi-monthly webinar presentations on sales and fulfillment techniques, new developments in the industry, and business management insights (all materials are saved and posted in our Training Portal for future reference)
- Regional, national and international conferences that deliver enhanced curriculum and provide excellent opportunities to build and improve relationships with other Agency Owners (additional event fees may apply)
- Private communications forum (Agency Owner Facebook Group) where you can communicate and collaborate seamlessly with other Agency Owners on sales, fulfillment and technical questions and collaboration opportunities

**We are committed to providing the most comprehensive initial training and best ongoing support in the industry.**

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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 recommend this opportunity to anyone looking to start a business in an industry that is growing exponentially.

”

*Ron M.  
Georgia, USA*

### The Agency Owner Network & the Money U

#### Learn from Others

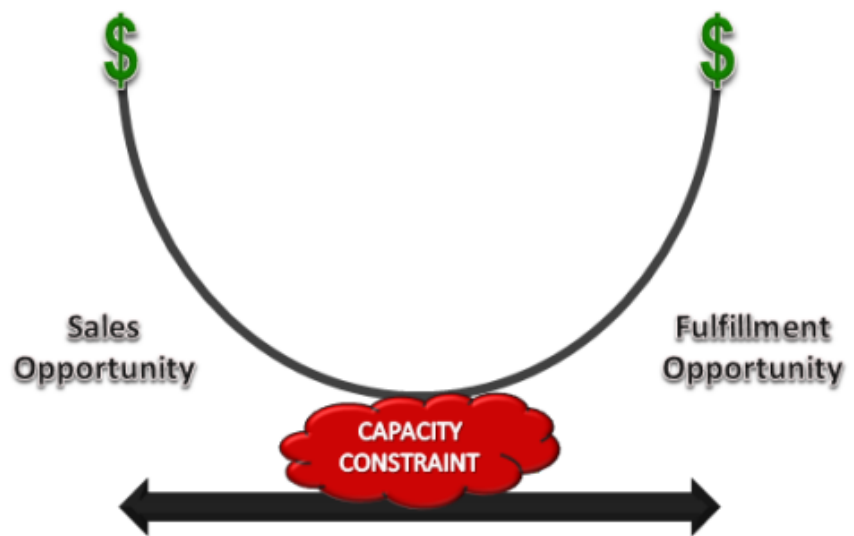
You will immediately benefit from a unique peer network of 100+ similarly-trained Agency Owners. These experienced peers will provide you with valuable guidance that will:

- Help you avoid common money-losing mistakes
- Give you access to proven practices and techniques
- Get you to a successful level faster than if you had to learn everything yourself through costly trial-and-error

#### Increase Money-making Capacity via the “Money U”

This is where the Agency Owner Network is so powerful: Owners of single-operator agencies typically struggle in finding the proper balance between finding work and doing work. Trying to do everything yourself limits your ability to earn money. Fortunately, the collaborative resources of the Agency Owner Network can help you smooth out your work flow and enjoy greater earning power.

**As a Sales-minded Agency Owner,** you don't need to slow yourself down completing the projects and services you sell. Instead, you can send the work to Fulfillment-minded Agency Owners in our network. These are owner-level individuals who are running agencies themselves, and will provide high-quality work for you, at prices that work for both of you. You can then spend your time doing what you do best: selling!



**As a Fulfillment-minded Agency Owner,** you can enjoy smoothing out your work flow by accepting work from sales-minded Agency Owners in our network.

Trying to find work and do work at the same time limits your efficiency. Specializing in finding or doing opens up your earnings capacity when you send work to, or receive work from, other agencies in the Network. The powerful collaborative relationships within the Network can help eliminate constraints on your work flow, and lead to greater efficiency and more money-making capacity.

### The SearchMarketMe Business Model

#### Stage 1: Complementary Collaboration

As we've just described, the SearchMarketMe Agency Owner Network provides a collaborative network of professionals who bring skills and abilities that can complement your own. This model will allow you to focus your efforts on the activity that you do best, be it "finding" or "doing," while others in the network help you by doing what they do best.

As a new Agency Owner, this collaborative "Money U" model will provide critical support as you establish your agency.

#### Stage 2: Scalable Growth

When you are ready to *grow beyond a single-person agency*, SearchMarketMe can help you scale sensibly and sustainably, so that you can build a business that can eventually operate successfully without you.

Your goal should be to reach the point, as soon as is reasonable, in which you shift your focus from working in the business, to working on the business. Your ultimate product is not SEO or Social Media marketing. *Your product is your business.*

Your Purchase Agreement with SearchMarketMe will have built-in provisions for training four additional sales and fulfillment personnel. This allows you to begin building a foundation of similarly-trained employees, and a business that can operate without requiring your day-to-day involvement in selling or fulfilling work.

If you wish to train a Manager to run your day-to-day business operations, that Manager can receive the same comprehensive Agency Owner training that you will have *(additional fee applies)*.

We are not selling you "a job." We are helping you build a business that can take you where *you* want to go! The satisfaction and feeling of success achieved in building your own business is indescribably wonderful. We'll help you get it!

“

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

”

*Jared F.  
Pennsylvania, USA*

## How SearchMarketMe Agency Owners Make Money

Our Agency Owners earn project fees, commissions and retainers for providing the following high-demand marketing services:

1. **Marketing-ready & Search Engine-friendly Websites**
2. **Permission Marketing**  
(Email & SMS / Text Message)
3. **Pay-per-Click Advertising**
4. **Search Engine Optimization**
5. **Content Generation & Revision**
6. **Linking Strategy / Social Media**

Used together in coordinated fashion, these six channels have a synergistic effect on your clients' sales. Let's look at the money-making opportunity in providing each of these online marketing services:



### 1. Project Fees on Marketing-ready and Search Engine-friendly Websites

You've seen them: low-performing websites that do nothing to generate income for their owners. They are barely more than online business cards – or maybe they “look nice” but otherwise fail for the following reasons:

- They lack marketing capabilities
- They do nothing to capture leads or help transact a sale
- Due to design and/or architectural shortcomings, they rank low or are “invisible” to search engines

As an Agency Owner, you can **earn project fees** by providing businesses with high-performance websites that:

- Have specific marketing purposes
- Capture leads and transact sales
- Rank well with search engines

We'll teach you how to sell the benefits of high-performance sites, and how to price and manage your projects.

If you don't know how to perform web development work, don't worry! Within our Agency Owner Network you will find web design and development teams (domestic and international) ready to assist

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you, at **preferred prices** that allow you to enjoy profit margins on your projects.

If you do web development work, congratulations, you will have the opportunity to perform work for other Agency Owners in our Network.

### 2. Retainers and Commissions for Permission Marketing (Email & Text Messaging)

It's a fact: Selling to existing customers is less expensive than finding new customers.

Email has become a mainstream form of business-to-customer communication, and mobile marketing is growing at an even faster rate as the number of internet-connected mobile phones continues to grow! But few businesses do it well because they "don't know what to say" or don't properly plan a communications program to this valuable pool of people.

As an Agency Owner, you can **earn project fees and usage commissions** by helping businesses generate more sales from their existing databases of existing, former and prospective customers via email and/or text messaging. By providing the content and the communications platforms for both email and text messaging, you can make money in two ways:

1. Earn **project fees and monthly management fees** for creating and managing your clients' email and text communications
2. Enjoy **commissions** on bulk sends by reselling access to our email system, IntelliMail Pro, and our text messaging platform  
*MobileMarketMe* (\*MobileMarketMe only available in the USA)

### 3. Earn Retainers and Bonuses 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, or onto social media pages, that correlate with certain search terms or self-identified interests and demographics. In short, it "knows" what you're looking for, and puts the correct advertisements in front of you.

PPC ads are the fastest way to generate attention for a business, and can generate results "overnight."

“

In addition to the benefits of having continued access to training and a network of knowledgeable people running their own successful online marketing agencies, the commitment of the SMM staff (Boyd Karren and Will Rak) to see that my agency succeeds is the greatest value I received for my investment.

Now, going into my second year, I'm feeling confident that my business will grow and ultimately become the premiere agency that I envisioned.

”

*Melissa C.,  
New York City, USA*



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Our Agency Owners earn revenue from Paid Search Advertising in three ways:

1. **Management Fees (Retainers)** for research, campaign planning and program maintenance
2. **Pay-for-performance Bonuses** for incremental activity and/or sales above previous benchmarks. *This approach can make you more attractive to prospective clients than someone who asks for a flat fee regardless of the outcome.*
3. **Hybrid (Retainer + Pay-for-performance)**

## BONUS:

### A TOOL TO HELP YOU MAKE MORE MONEY, FASTER

SearchMarketMe Agency Owners have access to the impressive **X-Ray Tool™** which allows you to view the PPC activities of a competitor (including their keywords, bid price per click, estimated monthly expenditures, most effective ads, etc.). You can then use that information to build your client's programs with full knowledge of what the competition is doing.



[We will demonstrate this powerful tool for you in your Personal Walk-through Webinar.](#)

## 4. Earn Retainers with Search Engine Optimization (SEO)

Everybody wants their website to show up first on Google. It is the most desirable and most powerful aspect of online marketing, but also the most difficult to achieve and maintain. Strong SEO requires time and constant attention.

Simply put, SEO is the practice of optimizing client websites, external content and links – so your clients appear as high as possible in search results when someone searches for their products or services.



It sounds easy enough, except when the search engines update search algorithms, or new competitors enter the online space or existing competitors improve their SEO 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 monthly retainers** for providing ongoing SEO services to their clients, often as part of a larger bundle of services that may include content creation & revision and link building.

## 5. Earn Project Fees and Retainers Generating & Revising Content

What's the #1 reason people go online? For content! We all want news, entertainment, and education. We want updates, reviews, photos, videos, games, sneak peeks and good deals. *Content is king* – and the demand for original content is at an all-time high, and still growing.

Businesses need help creating new sales messaging and adapting existing sales messaging so that they can speak effectively with the growing number of customers on the Internet.

SearchMarketMe Agency Owners **earn project fees and/or monthly retainers** for generating and revising client content for distribution in:

- Web sites
- Blog posts
- Social media (Facebook, Twitter, LinkedIn, etc.)
- Podcasts
- Videos, and more

## 6. Earn Retainers via Linking Strategies & Social Media

Social Media is the business of engaging in conversations to create and serve customers.

For maximum advantage, your client's original and frequently-updated content should appear on popular social media websites and/or on authoritative sites such as online news sources or professional directories.

Search engines assign high value to content that appears on these sites and which also include a link back to your client's main website.

SearchMarketMe Agency Owners **earn monthly retainers** for setting up these channels and establishing "back links" for their clients. We'll teach you where and how to build these valuable links for your clients.



## Frequently Asked Questions

### Is SearchMarketMe a franchise?

No, and this is an important distinction to make. Franchises require you to do business *their way* and do not allow for individualism, market-specific adjustments or *innovation*. In exchange for using their name, they require that you do things exactly their way.

SearchMarketMe is a business opportunity (not a franchise) and will provide you with the training, support, tools and systems you need to open and run your agency the way you want to, without any restrictions or limitations on how you operate.

This will be your business, not a cookie-cutter copy of someone else's business. You will be the decision maker, as opposed to someone tucked away at corporate HQ who is insulated from the day-to-day activities of running an internet marketing agency.

### Are there protected territories?

No. While some Agency Owners will work with small and mid-sized businesses in their local area, **the better money-making opportunities come through 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 (or you 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 from home as a way to keep costs down.

### How much money can I earn as an Agency Owner?

While the industry is booming, your earnings will depend on your personal effort, abilities and work ethic. SearchMarketMe cannot and does not 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 financial goals.

## Pricing and Financing Options

We provide three pricing and financing options to assist in you starting your internet marketing agency:

<b>SMM</b>	<b>Traditional</b>	<b>Rolling Start™</b>	<b>Pay-for-Performance™</b>
<b>Training Fee</b>	\$23,900	\$23,900	\$10,000
<b>Terms</b>	upfront	\$4,780 down + monthly payments (12-60 months)	upfront
<b>Royalties</b>	3%	5%	10%
<b>Advantage</b>	lowest royalty	lowest cash	lowest fee

1. **Traditional Plan**

The Training fee is paid upfront and benefit from the lowest royalty percentage.

2. **RollingStart™**

This is an excellent option if you want to ramp up your business part-time without cutting the lifeline of an existing job, or if you simply want to hold on to your cash. SearchMarketMe provides in-house financing with as little as 20% of the Training Fee paid upfront, and will finance the balance for up to five years with monthly payments below \$400 (+ a 5% royalty ongoing). No hassles, no third-party creditors, just you, and us, working together to make your agency successful.

3. **Pay-for-Performance™**

The Training Fee is reduced to only \$10,000 (+ a 10% royalty ongoing). Our willingness to defer so much of the Training Fee firmly demonstrates our confidence in our ability to help you become financially successful as a SearchMarketMe Agency Owner. Yes, SearchMarketMe will earn more money long-term as we help you be successful, but that’s what pay-for-performance is all about. We’ll give you a significant upfront discount that shares the risk, and we will look forward to enjoying the rewards with you. It’s us “putting our money where our mouth is.”

## What You Receive

For your investment, you will be issued a SearchMarketMe Online Marketing Agency and will receive:

- **Comprehensive initial training** designed to help you get your agency operating and profitable as quickly as possible:
  - Two-day live Accelerated Business Start-up Training featuring the secrets of success gleaned from our most successful existing Agency Owners
  - 30-day Start-up Plan guidance
  - Access to 300+ training assets covering the six channels of online marketing as well as sales and business management topics
  - Access to sample proposals and sales contracts and other forms (that may otherwise cost you hundreds or thousands of dollars to have an attorney prepare for you)
- **Powerful software and web applications** to help you make more money, faster than if you were to try to start a similar business on your own:
  - MobileMarketMe text/SMS platform
  - IntelliMailPro commercial email platform
  - The X-Ray Tool™ Competitive Analysis / Keyword Research tool
  - (Private) Agency Owner Forum on Facebook for instant communications with other Agency Owners
- **Ongoing training and support** on the latest topics, trends, and issues in online marketing that will help you maintain your status as an expert in your clients' eyes
- **Membership in a collaborative Network** of 100+ prospective clients and suppliers that also can act as your "virtual Board of Directors" to help guide your growth and sidestep mistakes common to new owners
- **Participation** in regional, national and/or international conferences where you can build deeper strategic relationships with other Agency Owners
- **Superior low-overhead model with built-in scalability** / on-demand capacity expansion when you are ready
  - Sales training for up to two salespeople
  - Fulfillment training for up to two fulfillment partners in up to three fulfillment channels
  - Full training for a partner or Manager

## Next Steps

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

1. Attend a web-based **Personal Walk-through Webinar** to see the program and tools in use and gain a sense of how you can make money as an Agency Owner. These are not large-group Webinars, but live “personal tours” that are scheduled individually for you, according to your scheduling convenience. Your “Tour Guide” will either be our Director of Education, Will Rak, or our President, Boyd Karren. They will provide you with every opportunity to ask questions as you evaluate this program.
2. **Speak with actual SearchMarketMe Agency Owners.** We can’t overemphasize what a benefit this is to you and you should commit to taking your investigation at least this far. Speaking with real Agency Owners about their successes and feelings about SearchMarketMe will provide you with a true picture about operating your agency. You’ll have the opportunity to ask them whatever you want to about their experiences, challenges and successes with their agencies. In turn, they will want to get acquainted with you, too. You will need to be approved by at least three Agency Owners to be invited into the program. We seek individuals that will become positive contributors and if needed, we will provide financing for those in whom we see strong potential for success.
3. Accept an invitation to join the SearchMarketMe program, and review the **Agency Purchase Agreement** with our President, Boyd Karren. He can answer any remaining questions you have about the program, the agreement and the pricing and financing options, and officially welcome you into agency ownership.

**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.**

**Please take a moment today to schedule your personal tour of the opportunity with a Personal Walk-through Webinar. Call us at 206/445-0535 or email [demo@searchmarketme.com](mailto:demo@searchmarketme.com) with a day and time that works for you.**