



# GETTING STARTED

In just five days, you will be ready to launch your business

## Inside:

### Day One:

- Add A Listing
- Develop Plan
- Set Up Email
- Set Up Phones

### Day Two:

- Install Software
- Order Supplies
- Start Social Networking
- Start Feeder Listings

### Day Three:

- Open Bank Account
- Accept Credit Cards
- Adding Members
- More Feeder Listings

### Day Four:

- Re-Group / Catch-Up
- Brainstorm Services
- Creative Templates
- More Feeder Listings

### Day Five:

- Fill In Common Areas
- How To Sell RelyLocal
- Finish Feeder Listings
- Pre-Launch Checklist



The agreements have been signed, your site's shell is live, you are ready to go! Almost.

There is still a lot of work to do before you make your first dollar. This guide is meant to serve as a rough step-by-step guide on how we would go about getting organized if we were to launch a RelyLocal business from scratch.

If you are a seasoned entrepreneur and/or small business owner, you might be able to skip or speed through parts of this guide. If this is your first adventure as a small business owner, we have done our best to divide all of the major tasks into easy to follow daily task lists. We have written it to take five days to get started. Some will take more time, others will take less. It just depends on your experience and time you can commit.

**Our Recommendation:** Take 30 minutes to read through the entire document once without starting a single task. It will be hard, we know - you want to get going! Once you read through the entire process, you will have a better understanding of what is around the next corner and how to divide your time in the most effective way.

There are a few things that we would like you to keep in the back of your mind throughout this process to make sure you keep the right perspective.

**1. Take It Seriously.** Starting a business takes a major investment of your time, energy, and resources. It is okay to be laid back and frugal, but don't try to cut too many corners. This is a full time job, not a get-rich-quick scheme.

**2. Be Patient.** Rome wasn't built in a day. Neither was Coke, iTunes, or Google. You might be great at sales, but need to work on your bookkeeping skills. Remember, this is a significant life change that requires a lot of time and energy. Wishing won't help you reach your goals - hard work will.

**3. Get Professional Help:** Don't take our word for it. We are not business lawyers or tax attorneys (*and don't even pretend to be one on TV*). Make sure you get professional advice from someone you trust.

**4. Have Fun!** It was a major decision to do something different with your life. So, enjoy yourself! Meet new people and become a leader in your community!

## GOOD READING



Throughout this guide, we reference a number of books, blogs, and podcasts along the right side of the page. These are another resource for your growth as an entrepreneur and are **not** required reading. They are just solid reads that we have found very helpful in our own lives.

# DAY ONE - THE COUNTDOWN BEGINS

## 1. Add A Listing

We aren't even going to fight you on this one. We know that you are excited to get started, so we'll let you get away with a little look under the hood before tending to business.

To add your first listing, login to your admin panel using the username and password provided. Once you are logged in, please refer to the **RelyLocal - Tech Manual** under "Add A Listing" for step-by-step instructions. Be sure to pick a business you intend on converting to a paying client.

We know that you are excited to get to work, but please hurry back to this guide. We still have a lot to go over! Besides, you'll have plenty of time to get to know the site later.

## 2. Develop A Plan

Now that you've had your fun adding your first listing, it is time to get down to business. Any business is only as good as the planning that goes into running it. Here are the first few steps to get you started and prepared for what is to follow.

### Decide on a business structure

Some territory owners are comfortable doing business as a sole proprietor with an assumed business name (DBA). We would recommend looking into creating at least a Limited Liability Company (LLC) or possibly another type of business entity to protect your personal assets from any liability. *Speak with an attorney for details.*

### Register your business

In order to do business in your community, you will likely need to register your business with the state, and possibly your city. In many territories this is now a simple and inexpensive online process you can do yourself. Your business will need to be registered in order to open a bank account and receive payments. You will also want to get an [EIN](#) from the IRS to make future paperwork easier (even if you aren't planning on having any employees).

### Develop Milestones and Goals

Be sure to plan out what key steps need to happen and when. Dream a little and come up with any goals you might have. Keep this process fluid, as a working document that you will come back to often.

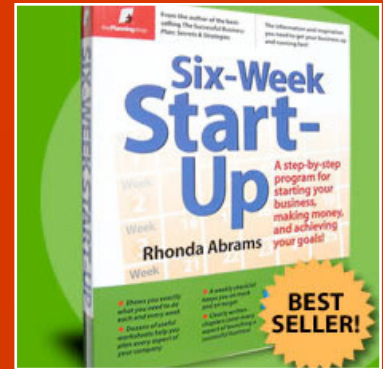
*"You got to be careful if you don't know where you're going, because you might not get there." - Yogi Berra*

### Find Good Help

Some territory owners are completely solitary "do-it-yourselfers". Others thrive in a teamwork approach. Some love the sales experience but hate the bookwork. Others love the data entry but aren't comfortable in front of people. If you feel that you can't do it alone, or want to speed up your growth, now is a good time to hire some help. To keep things simple, you might want to just hire any help on an "independent contractor" basis at first to avoid payroll and tax issues. We recommend [www.Craigslist.com](http://www.Craigslist.com) and you can post to Indeed.com's network from the "Find Local Jobs" area of your own site.

*Disclaimer: Any tips or hints given by RelyLocal's staff or partners are not meant as legal advice, but as general information based on our own experiences. We recommend meeting with your own business attorney and tax professionals who are experts in their fields and your local area's requirements. Books are a great place to start, but there is no substitute for the guidance and support gained from trusted professionals.*

## GOOD READ #1



### Six-Week Start-Up: A Step-by-Step Program for Starting Your Business

Six-Week Start-Up offers entrepreneurs a fast, proven formula for organizing the difficult details of a new business and getting it up-and-running. Designed by America's foremost small-business advice guru, Rhonda Abrams, as a personal workbook filled with worksheets, checklists, and planning tools, this handy guide takes the reader week-by-week through the entire process of getting a business started - from figuring out a business concept to dealing with red tape to finding and keeping customers.

*"Will it really take me six weeks to launch my site?"*

No way! It should take about a week. Remember - we have already done most of the work for you! This book is simply a good reference to have by your side as you deal with your own new policies and procedures.

### 3. Set Up Your Email

Nothing says “unprofessional” like using your personal Hotmail account to do business. One of the first things you need to set up is your RelyLocal email account. (You should have already received an email containing the specific settings.) We provide five email accounts per territory and you are free to use them however you’d like (mytown@, etc...). Just email [support@relylocal.com](mailto:support@relylocal.com) with a request for the additional accounts. *(Please be sure to provide first and last names.)*

If you are an avid web-based email user, you can certainly add your RelyLocal email account to be checked via Hotmail, Gmail, or Yahoo mail. This way, you can send and receive your business messages right from the interface you are already comfortable with. RelyLocal also provides a basic webmail program at <http://www.relylocal.com/webmail/>.

**What We Use:** Because you will be dealing with a large amount of email, we find that a more powerful email application like Microsoft Outlook, Outlook Express, or Windows Mail (for the PC) or Mail.app for the Mac is more suitable for your growing business needs. By using filters, folders, and templates, you can keep all of your email organized and readily available.

#### Things to think about:

- How will I keep track of all of this email from prospects and clients?
- How can I automate certain tasks *(instead of writing the same letter over and over again)*
- How will I make sure that important emails don't fall through the cracks?

### 4. Set Up Your Phones

Business phone lines can get expensive, depending on your needs. Relying on your cell phone alone might be okay if you are planning on running the business on your own, but what about when you’d like to bring on extra help, or improve the audio quality of your communications? Luckily there are now a number of flexible ways to handle multiple phones.

If you are going to be working primarily by yourself and decide to add a dedicated landline to your home office, think about adding the call-forwarding service. That way, you can forward your calls to your mobile phone while you are out making sales calls (or celebrating on the golf course.)

**What We Use:** If you plan on having a little extra help in (or out) of your office, you can do so by using a virtual phone system. You will receive one local phone number that you can add extensions to for you staff. Each extension can be completely customized with its own voicemail, call forwarding, and on-hold messages. The person doing your billing could be on an Alaskan cruise and your customers would never know the difference. We use [www.RingCentral.com](http://www.RingCentral.com) and love it! *We have also heard good things about My1Voice and GoogleVoice.*

#### Things to think about:

- What will my office hours be?
- Will I need to have access from several locations?
- How can I automate certain tasks *(instead of writing the same letter over and over again)*

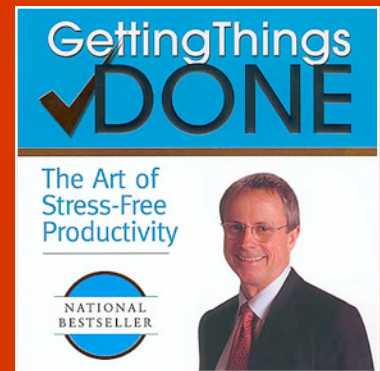
### 5. Dream A Little

After a hard day’s work, sometimes the best motivation comes from goal-setting, or, for lack of a better term - dreaming! When is the last time you drove to your favorite part of town to look at the houses you’ve always wanted? Imagine being able to afford your kids’ college (after paying off your own student loans). Picture yourself a year from now, relaxing a bit as you live off of renewals.

*“What is not started today is never finished tomorrow.”- Goethe*

It is okay to dream. Just don’t only dream about the fun materialistic stuff. Dream about how your first sales pitch might go. Dream about getting turned down. Dream about how you will create ongoing relationships with your clients. Dream about creative ways to market yourself. Dream about how it will feel to see your sticker on every door and car in town. It’s your dream, live it!

## GOOD READ #2



### Getting Things Done: The Art of Stress-Free Productivity

Allen's premise is simple: our ability to be productive is directly proportional to our ability to relax. Only when our minds are clear and our thoughts are organized can we achieve stress-free productivity. His seamless system teaches us how to identify, track, and—most important—choose the next action on all our tasks, commitments, and projects and thus master all the demands on our time while unleashing our creative potential. The book's stylish, dynamic design makes it easy to follow the tips, examples, and inspiration to achieve what we all seek—energy, focus, and relaxed control.

*Once Organized, Always Organized*

Slow down. Keep track of everything you do. Organize your files. Save new passwords somewhere safe. Print all of your receipts for tax deductions. Finish tasks you start so they don't come back to haunt you. Slow down, breathe...

# DAY TWO - ON YOUR MARK!

## 1. Order Your Software

If you are wondering why you need to install software already, it is because you'll need to use it to modify a few of our templates for ordering your business cards and bumper stickers (which will take a few days to get back from your vendor before you hit the streets).

We have tried to make this all as simple as possible for you by creating templates for use in the following industry standard software applications (which are heavily supported and documented).

- Adobe Photoshop Elements - \$90 (for working with our creative templates and client logos)
- Microsoft Office or iWork - \$100-\$300 (for working with spreadsheets and other documents)
- Quicken or Microsoft Money (or any other bookkeeping software you are comfortable with)

*\* All of this software can be found at a local retailer or at online retailers like Amazon.com.*

*\* Be sure to keep all of your receipts for tax purposes!*

## 2. Order Supplies - Business Cards and Bumper Stickers

Business cards are still an extremely important and easy way to promote your new business. Sticker/Decals are a great way for your clients to show their support by placing in their business's window, while other locals will want them for their cars. Some local print shops can handle both of these jobs without a problem. However, we recommend spreading the work to two local companies, as they will hopefully become clients of your own soon. If you haven't already, please download the artwork templates for to update with your information so you can send it off to the printer.

### Things to think about:

Do I want to include my private cell phone number on my business cards? (Or, do you just want to let a service like RingCentral find you?)

How many stickers should I order? (We recommend at least 500 in order to make the set up charges worthwhile.)

*Note: If you don't have Photoshop up and running yet, we would be happy to prepare a PDF of your business cards and stickers for your printer. Just email us or give us a call.*

## 3. Start Social Networking

There won't be much to announce to your "fans" quite yet, but now is a good time to at least build the basic bones of your social networking program, become familiar with the etiquette, and dream up new ways to connect your clients with new customers online. You might want to set up fan pages on Twitter and MySpace, but we will just focus on Facebook for now.

### Set Up A Personal Account

If you don't already have a Facebook account, this is your first step. It is free and only takes about 30 seconds to get started. [Sign up here.](#)

### Become a fan of the RelyLocal - Official Fan Page (National)

To stay up to date with how RelyLocal is helping new business owners like you act as a catalyst to connect local businesses with local customers, and connect with other territory owners, become a fan! [Click here to become a fan.](#)

### Check Out The Fan Page for Bend, OR (Test Market)

To get an idea of how you can promote yourself and your clients, check out how our test market is using social networking to drive offline business. [Become a fan of Bend, OR.](#)

## GOOD READ #3



### Social Media Marketing: An Hour a Day

If the idea of starting a social media marketing campaign overwhelms you, the author will introduce you to the basics, demonstrate how to manage details and describe how you can track results. Case studies, step-by-step guides, checklists, quizzes and hands-on tutorials will help you execute a social media marketing campaign in just one hour a day. In addition, learn how to integrate social media metrics with traditional media measurements and how to leverage blogs, RSS feeds, podcasts, and user-generated content sharing sites like YouTube.

*"How quickly can I build my social network?"*

That depends on how big your personal networks are, if you are willing to spend any money on ads, and how many of your clients take an active role. The test market in Bend, OR had over 300 Facebook fans in less than two weeks.



## Create Your Local RelyLocal Fan Page

Now that you have used Facebook a little, you are ready to create a fan page for your territory. To create a page for your business, you must be logged in - then just go to:

<http://www.facebook.com/pages/manage/>.

Remember to use the "RelyLocal - City, ST" format for your page's title! (You can not change it later.)

### Things to think about with Social Networking:

To make your new RelyLocal page not seem so empty, maybe you should send an announcement to your local network of friends, family, and colleagues to become a "fan" of your new page.

If you want to jump-start your fan base even more, you might consider buying some localized cost-per-click [advertising](#) on Facebook. (You can target only people who live in your community for about \$.30 per click.)

*"Social networking is in its infancy and I'm guessing it will become as widespread as email." - Richard Kimber, Managing Director at Google*

*Note: Rather than re-invent the wheel by creating step-by-step instructions for Facebook, we recommend becoming proficient by taking advantage of the excellent knowledge base, help menus, and enormous user community.*

## 4. Start Feeding The Beast

Nobody is going to want to pay for a listing on an "empty" site. The most time consuming part of your pre-launch process will be to generate at least **100 high quality feeder listings** (50 for really small towns) to give your site a "used" look, while also giving the search engines something to start indexing.

It may not be a fun and sexy process, but it is a great way to become an efficient pro before you land your first client. It is also a great way to get your brain thinking about which businesses you'd like to pitch to first. You can refer back to the Technical Manual for specifics on adding listings (like you did on your first day), but here are some tips for managing the "feeding" process.

### Recommended Strategies

1. Use search engines, your local phone directory, and the chamber of commerce to find local businesses to use as feeders on your site.

Tip: Try using [maps.google.com](http://maps.google.com) and using the following search format:  
"category loc: City, ST" [see example...](#)

2. Add one listing to several different categories (it doesn't make sense to fill up the first 20 categories)
3. Choose businesses that you feel are good sales prospects (so you can convert them later)
4. Take breaks and practice good office ergonomics.
5. Aim for adding 25 each day (we did 80 in one day for the test market)
6. Recruit your spouse or friend to help (it will go faster and they will be trained to help out later)

### Things to think about:

Quality counts! Think of this as your first impression with consumers and businesses in your city. The more "full" your site appears out of the gate, the better. Right?

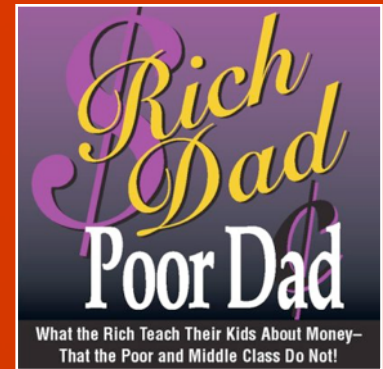
You might want to omit the email address from a feeder listing. (to protect your future client from any concerns over which email to use, etc...)

You can use these feeders to sell listings to competitors. (Bob The Builder sees Joe The Builder's listing and gives you a call)

You might not want to add the biggest/best business in town, instead saving them for a sales call once you have your act together.

*Note: Don't worry too much about coupons, photos, and comments yet - we'll cover that in another section once you are ready to add real clients.*

## GOOD READ #4



### Rich Dad, Poor Dad: What the Rich Teach Their Kids...

Anyone stuck in the rat-race of living paycheck to paycheck, enslaved by the house mortgage and bills, will appreciate this breath of fresh air. Learn about the methods that have created more than a few millionaires. This is the first abridged miniature edition of Rich Dad Poor Dad. The full-length edition has sold millions as a New York Times bestseller. As proven by the runaway success of *The Secret* and like titles, changing one's thinking to influence one's fortune sells big, and forms the basis of rich dad's advice. Learn to think like a rich dad and let your money work for you!

*Manage your money, stop paying "stupid tax".*

Be sure to check out reputable personal finance gurus on a regular basis. Check out your talk radio stations, CNBC, and podcasts on iTunes. You can even listen while you drive around in between sales appointments or at the gym.

# DAY THREE - GET READY

## 1. Open A Bank Account

It may go without saying, but try to use a local bank if possible. National banks are sometimes cheaper and have more features, but local banks are often a key to networking with other small business owners. Take the manager out to lunch and turn a vendor into not only your newest customer but an influential promoter of your new business.

### What you will need:

- Contact Information (*address, phones, etc...*)
- Copy of your state business registration (*or DBA registration*)
- Copy of your EIN confirmation
- Have all signers present (*Who will be allowed to sign for your company?*)
- Get a debit card and order checks (*You shouldn't need too many checks.*)
- Consider online banking access to keep track of your money (*This is usually free.*)

*Keep track of your Account Number and Routing Number for use with PayPal!*

## 2. Accept Credit Cards

If you already have a merchant account for another business, that's great. If not, we highly recommend that you skip the hassle of potentially expensive and confusing merchant accounts and use PayPal as an easy way for your clients to pay using credit cards. (*It seems like 90% want to pay by check anyway.*) With PayPal, you are protecting your client's data and yourself from any liability associated with credit card fraud. By using PayPal to e-mail invoices, you will never see (or store) sensitive data. Plus - you can set up automatic billing for customers who prefer to pay quarterly.

### Set Up Your PayPal Account

1. Visit the [PayPal Merchant Area](#) and click the "Sign Up Today!" link (*bottom of page*)
2. To keep it simplest, you can choose "Email Payments" as the Payment Solution
3. Follow the steps to provide your business information
4. Provide your bank information (*so you can transfer your payments to your local bank*)
5. Confirm your email address and bank accounts (*PayPal will send reminders*)

### Things to think about:

You might want to create your own email invoices, rather than rely on PayPal's templates. (*Check the "documents" area in the Admin Panel for some ideas.*)

*Note: Obviously we can't force you to use PayPal. If you are already comfortable and efficient with another system, by all means - use it!*

## 3. Adding "Members" In The Admin Panel

So far, we have only added listings to the site. However, once you start accepting paid clients, each listing is assigned to a "member" - usually the business owner or manager. While listings are meant for the public to see, members are meant to help you keep track of who owns what business, making it possible to use our *Send Mass Email* tool to contact all of your paying clients at once.

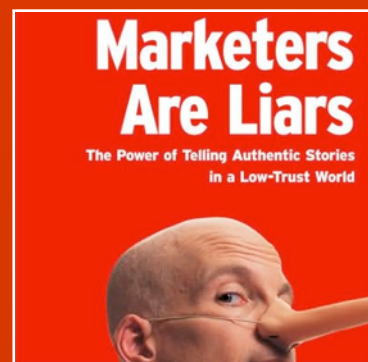
To learn more about the Member Manager and how to add, edit, and communicate with your members, please check the Technical Manual, Section 4.

*Note: Adding members at this point is purely for training purposes until you get some clients.*

## 4. It's Feeding Time Again

To stay on schedule, take a couple of hours to add 20-30 more feeder listings.

## GOOD READ #5



### All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World

Every marketer tells a story. And if they do it right, we believe them. We believe that wine tastes better in a \$20 glass than a \$1 glass. We believe that an \$80,000 Porsche Cayenne is vastly superior to a \$36,000 VW Touareg, which is virtually the same car. We believe that \$225 Pumas will make our feet feel better - and look cooler - than \$20 no-names . . . and believing it makes it true.

Successful marketers don't talk about features or even benefits. Instead, they tell a story. A story we want to believe.

*"Do I really have to lie?!?"*

No, no, no - not at all! "Telling stories" as Godin puts it, is all about connecting your message with the world view of the person you are talking to. It is about understanding the wants and needs of your prospective client and re-packaging a boring "pitch" into something they can get excited about.

# DAY FOUR - GET SET

## 1. Re-Group / Catch Up

We know, we know. We have been pushing you pretty hard so far and you may have fallen a little behind (waiting for software to show up, taking time to set up your home office, looking for partners to help out, etc...) If you are all caught up - take a friend out to breakfast to help you brainstorm new ways to serve your clients and help your community.

## 2. Brainstorm Your Own "Add-On" Services

RelyLocal gives you the ability to offer clients many benefits; a great listing in your online directory for local businesses, social networking for time-sensitive promotions, coupons for driving new customers through their doors, an increased presence in search engines, and the support of a grass-roots campaign promoting local commerce - whether or not they have an existing web site!

But - what else can you offer clients to sweeten the deal? What skills and contacts do you have that you can leverage? What niche is missing in your community that you can fill? How can you increase your profits with additional services?

### Things to think about:

How to work WITH other advertising companies? (*Turn potential competitors into partners.*)

How do you connect with as many businesses as possible? (*Who can connect you?*)

How do you leverage local media/press? (*Offer to write regular articles? Develop monthly small business awards?*)

## 3. Coupons, Banners, and Headers - Oh, My!

Now we will focus on tweaking templates and learn more about some of other features found in your Admin Panel. You will need Photoshop Elements (or a "full" version of Photoshop) installed to complete these tasks.

### Set Up Your First Coupon

Coupons are an extremely valuable offering to your clients. We have developed a template and video tutorial to help get you started. You can download these files from your Admin Panel from the "Documents" tab in the menu bar. Refer to the Technical Manual for a full step-by-step tutorial for creating a coupon and getting it online.

*87% of shoppers said they'd be more likely to shop at a retailer that offered a coupon. 70% of respondents are "much more likely to purchase if they are offered a coupon." According to a survey by the Promotion Marketing Association (PMA).*

### Upload Your First Banner

RelyLocal allows two banner sizes - 140x300 and 140x140. These will often be supplied by your clients, but we have supplied two **barebones** templates and a video tutorial in the "Documents" area to get you started.

### Create A Custom Header

Changing your header each month is optional, but is a great way to highlight the changing seasons in your area, or promote a local artist's work. We have provided the standard template in the Admin Panel and step-by-step instructions in a video tutorial.

## 4. It's Time To Feed Your Baby

You are almost done. Add 20-30 more feeder listings and call it a night.

## GOOD READ #6



### Reimagine!: Business Excellence in a Disruptive Age

Focusing on how the business climate has changed, this inspirational book outlines how the new world of business works, explores radical ways of overcoming outdated, traditional company values, and embraces an aggressive strategy that empowers talent and brand-driven organizations where everyone has a voice.

*"Peters is passionate, egotistical, evangelical, outrageous and often maddeningly simplistic- but always provocative and fun."*  
-- The Washington Post

*"Why do I need to develop more services?"*

You don't. Some owners just love the idea of using RelyLocal as a foundation, but adding their own personal touch. Others use RelyLocal as an add-on to their existing business models. It is up to you. Take it slow, focus on RelyLocal and see what happens.

# DAY FIVE - GO, GO, GO!

## 1. Fill In The “Common Areas” Of Your Site

Now that you are a pro at adding members, managing listings, and preparing the artwork, it is time to put the finishing touches on your site. Because we try to keep all of the territory sites as consistent as possible for our end-users, we retain control of the content in the “common areas”. As a result, we simply need you to provide us with the following information:

- Business Hours
- Business Telephone and Email
- Welcome/Bio text for your “Contact Us” page
- Photo for your “Contact Us” page
- Any additions/changes to the “How It Works” pages (*to highlight additional services*)
- Link to your Facebook Fan Page

## 2. Selling RelyLocal 101

You have probably heard the old saying, “Sales is a numbers game”. It is also an art, not a science. We will periodically update owners on what is (and isn’t) working for other owners across the country. There are plenty of good books and blogs on sales and marketing to get you started. Just remember to be authentic, be passionate, be professional, be persuasive, and be patient. And, learn the balance between “sales” and “service”. But, most of all - have fun!

## 3. Finish Feeding

Only a few more feeder listings to add and your site is ready to go live! Finish the last 20-30 listings, paying closer attention to businesses you feel that you have a good chance of turning into a paying customer.

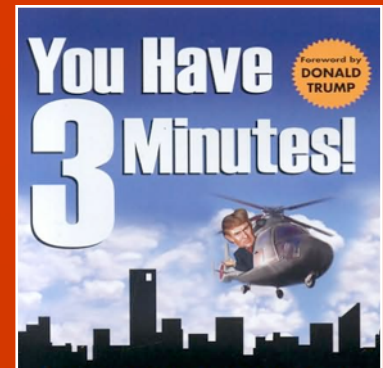
### LAST STEP: Pre-Launch Checklist

You’ve made it! You are almost ready to go. Let’s just take one quick look to make sure you haven’t missed anything important.

- You have a plan
- Your email and phones are up and running
- You have registered your business as required in your area
- Your banking and payment solutions are set up
- Your home office is organized, comfortable, and efficient
- You have developed a system for bookkeeping and client management
- You are comfortable with editing coupons, photos, banners, and headers
- Your Social Media outlets are ready to go public
- You understand how to add and edit members and listings
- You have received your business cards and RelyLocal stickers
- You have provided custom content for your “common” areas
- You have added at least **100 good feeder listings** in separate categories

**Congratulations!** You made it! You are ready to launch your own small business, change your life, and affect your community. What are you waiting for? Send an email to [support@relylocal.com](mailto:support@relylocal.com) so we can turn your site “live” for the world to see! **You did it!**

## GOOD READ #7



### You Have 3 Minutes!: Learn the Secret of the Pitch from Trump's Original Apprentice

The author is a partner of Donald Trump. He shows how to hone the skills to pitch an idea to the toughest audience possible when every second counts, with insights on the impact of the power of intuition, and the importance of image and non-verbal elements.

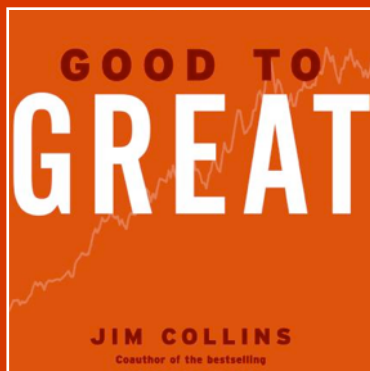
*“How many sales can I close in a day?”*

That depends! How much sales experience do you have? How big is your market? How many decision makers can you reach? How good is your pitch? How are you pre-qualifying your prospects? How many hours can you commit every day? How many existing contacts do you have? What other services are you offering? How many people are selling? How professional and believable are you? Who is your celebrity spokesperson?

*We really wish we hadn't dropped our crystal ball.*



## GOOD READ #8



### Good to Great: Why Some Companies Make the Leap... and Others Don't

This book addresses a single question: Can a good company become a great company, and if so, how? Based on a five year research project comparing teams that made a leap to those that did not, Good to Great shows that greatness is not primarily a function of circumstance; but largely a matter of conscious choice and discipline.

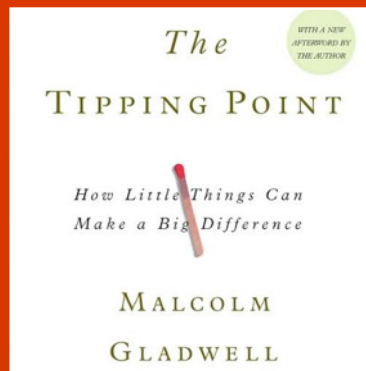
*"Good is the enemy of great"*  
- The Author

*Don't settle. Succeed!*

Sure, RelyLocal gives you some tools to be "good" - but what are you going to do with them in order to become "great"?

Think outside the box, break down the barriers to your own success, and develop something unique!

## GOOD READ #9



### Tipping Point: How Little Things Can Make a Big Difference

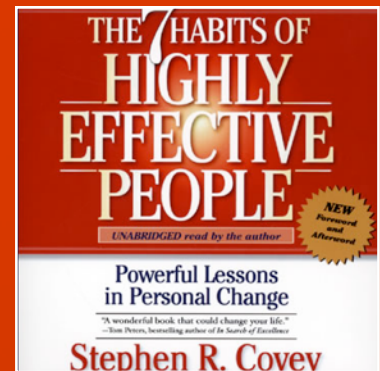
Defining that precise moment when a trend becomes a trend, Malcolm Gladwell probes the surface of everyday occurrences to reveal some surprising dynamics behind explosive social changes. He examines the power of word-of-mouth and explores how very small changes can directly affect popularity. Perceptive and imaginative, *The Tipping Point* is a groundbreaking book destined to overturn conventional thinking in business, sociological, and policy-making arenas.

Also check out Gladwell's second book, *Blink: The Power of Thinking Without Thinking*.

*Develop a strategy to create your own "Tipping Point" to success.*

What are some of the iconic businesses in your city? Who are the trusted leaders that others follow? Who has the credibility and network of followers to help turn your start-up into a takeoff?

## GOOD READ #10



### The 7 Habits of Highly Effective People

Stephen R. Covey's revolutionary program to breaking the patterns of self-defeating behavior that keep us from achieving our goals and reaching our fullest potential, and describes how to replace them with a principle-focused approach to problem-solving.

With a balance of theory and practical examples, this guide to personal and professional life describes seven principles of life management. Targeted toward anyone who is interested in personal change, it guides you through private victory, public victory and renewal.

*Manage the changes, harness your success.*

Starting a new business represents a major change in many people's lives. Along with the stress and frustration comes great rewards and freedom. Learn how to get the most out of all of the changes you are going to experience.



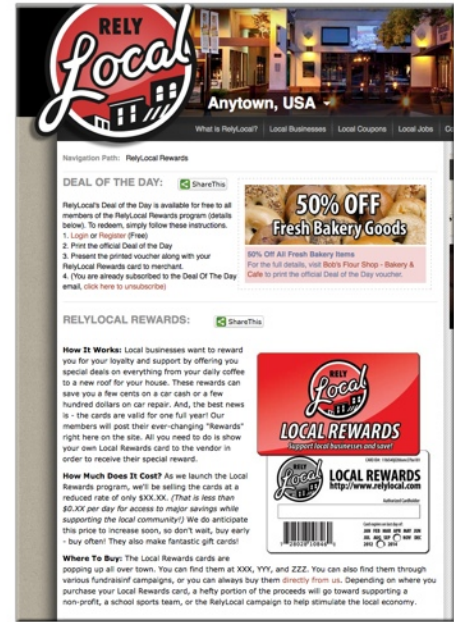
# “Local Rewards”

## Loyalty Card Program

### Add-On Module For RelyLocal Territories

### Primary New Benefits

- New consumer-facing branding
- New promotional opportunities for your clients
- Turn your members into partners (re-selling your cards)
- Connect with school groups and local non-profits in fundraising sales
- Unlock a major new revenue stream in a much wider market than just B2B  
*(Sell 100 cards/mo, earn \$1,000. Sell 1,000, earn \$10,000. Etc...)*
- Buy them for \$0.20/ea and sell them for \$10, \$20, \$30?
- **All for a flat \$100/mo add-on licensing fee**  
*(No additional royalties, or “per reward” charges!)*



### Key Features

- Valid for one year! (Over and over...)
- UPC Barcode (merchant to program into their P.O.S system)
- Individual Card ID# (to prevent tampering/frauds)
- Tamper-proof Cardholder Signature Strip
- Tamper-proof Expiration Date (better than “punch outs”)
- Universal “Local” URL (will take user to Local Rewards page of their last visited site)
- Extra 1/2” x 1-1/2” space to apply local sticker

### How To Get Started

- Email [admin@relylocal.com](mailto:admin@relylocal.com) to add the service to your licensing agreements
- **Order your cards here!** Packs of 500 cards for \$100+ shipping (\$0.20/ea)  
*(You must order the official cards through us or one of our approved vendors so that they are consistent (and accepted) from territory to territory. Sorry, no breakdowns into smaller packs. Also, no returns, exchanges, or refunds (we run a pretty small operation).*
- Begin pre-populating “Local Rewards” on your site
- Begin partnering with your customers, local merchants, schools, and non-profits to distribute cards
- Email [support@relylocal.com](mailto:support@relylocal.com) when you are ready to “activate” the program on your site (to the public)

Card Order Link: [https://www.paypal.com/cgi-bin/webscr?cmd=\\_s-xclick&hosted\\_button\\_id=MC9QZ2665FJWJ](https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=MC9QZ2665FJWJ)