

## Turn this



*This is a real example of how a local business shares their stack of cards with others. Unless you think of this as some sort of business art, it's pretty much an ineffective mess.*

## ...into this



*We used this same concept at <http://a2f50.com> to allow anyone in our group to self-promote.*

**The Business Directory can have potentially enormous value:**

1. **Builds traffic** for your own business
2. Supports your community and **visually organizes your network of contacts**
3. **Creates goodwill** by doing something to promote those who promote you

## The Ann Arbor Fortune 50 (<http://a2F50.com>)

We have a group of businesses that meet once per month and we wanted a simple way to coordinate meetings but to also make sure each of us knew what the others did. The purpose of the Ann Arbor Fortune 50 is to network, both socially and of course, to generate new business.

We had tried other website technologies and everyone agreed: It took too much effort to learn and/or it required to much effort to maintain. What we have now is simple, effective and self-maintaining.

*Could you use something like this for your business? That's easily done! (turn the page)*

## Benefits

This helps your business or helps others... which in turn helps your business.

- Quickly **build a low cost website** to promote what you do
- **Generates traffic** because each listing in directory potentially sends traffic back to you
- **Google** will see this as something valueable
- **Low maintenance** as others add/edit their own listings
- Content has a **long shelf life**, another type of low maintenance

## How To Use This

Here is where this would fit well:

- Businesses or organizations that have no website and need a place to start
- Conferences/events to showcase members/speakers/attendees
- Businesses that have a website, but want more traffic
- Something that generates goodwill among local businesses
- Print publications that want to offer a low maintenance online version of advertisers

## The Ordering/Install Process

We have simplified the process so that ANYONE can have a site like this ready in less than one day. Just fill out this form, include a check and we'll have it ready for you tomorrow.

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Domain Name \_\_\_\_\_

Name of Site \_\_\_\_\_

## Cost

Because we built this on industry standard technology, it's low-cost, reliable and simple for for you to maintain. Simple is good for you because simple is cost effective. **The total cost of this is slightly variable depending on what you need. Just check off those things that apply, then tally up the total.**

- |  |       |
|--|-------|
| <input type="checkbox"/> The Base Installation *<br>(full functioning CMS-based website) | \$250 |
| <input type="checkbox"/> Domain Name   | \$15  |
| <input type="checkbox"/> Hosting (1/year)  | \$50  |
| <input type="checkbox"/> Customize Categories **   | \$85  |

**Total Cost** \_\_\_\_\_

If you already have your own domain and a place to host it, you may not need those. However this system requires a specific type of server to run.

\* One time fee    \*\* Optional -- only if you need help getting started

### Contact Us

If you have questions, give us a call or send an email. We respond equally well to both. To see how this really looks and to add your business visit our site at <http://a2f50.com>.

wmc**Events**.net

*For more info 734.239.2572*