

Make Money with Mobile

THE TIPPING
POINT IS NOW



Introduction

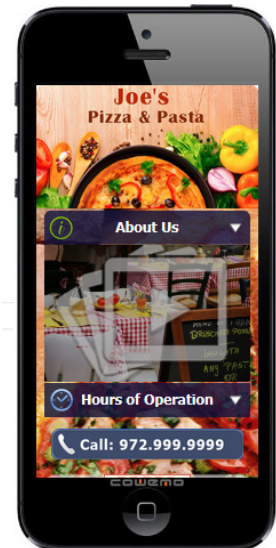
Thank you for your interest in becoming a sales consultant for MobiTouch Pro. MobiTouch Pro is a mobile marketing services company located in Orange, Virginia. We combine experience with technology to create best-in-class mobile solutions including Mobile Landing Pages, Mobile-Optimized Websites, SMS Marketing, Mobile App Development and QR Code Management. MobiTouch Pro can develop stand-alone mobile landing pages, complete multi-page mobile websites or integrated mobile solutions, depending on the needs of our customers.

Because of the huge and rapid growth of the SmartPhone industry, we are looking for motivated people to work on a commission-basis selling our services to small and mid-size businesses. The tipping point is now. In order for a small business to compete in today's mobile world, they need a mobile strategy. Will they get it from you or someone else?

Why Mobile and Why Now?

Mobile will overtake fixed Internet access by 2014 and MobiTouch Pro's strategy is to take advantage of the rapidly growing mobile market. There are over 98 million smartphone subscribers in the U.S. and less than 5% of small businesses have a mobile-optimized website. Even fewer businesses utilize mobile apps and SMS (text) marketing. There are compelling statistics for why small businesses need to actively pursue a mobile strategy. Some of these statistics are outlined below:

- More people on the planet own smartphones than toothbrushes
- 74% of consumers will wait 5 seconds for a web page to load on their mobile device before abandoning the site
- 75% of Americans admit to bringing their phone to the bathroom
- 4 out of 5 consumers use smartphones to shop
- By 2014 mobile is predicted to overtake desktop Internet usage
- 70% of mobile searches lead to online action within an hour
- The average American over a lifetime will spend about 57,293 hours on a mobile device
- It takes 26 hours for the average person to report a lost wallet. It takes 68 minutes for them to report a lost phone
- It takes 90 minutes for the average person to respond to an email. It takes 90 seconds for the average person to respond to a text message



Watch this video to learn more about mobile >>

<http://www.mobitouchpro.com/video.html>

How You Earn Money

MobiTouch Pro offers four core services to its clients for which you can earn commissions: (1) mobile website design / development, (2) mobile landing page design / development, (3) SMS text marketing set-up, (4) Mobile app development. More detail on these services is outlined below:

Mobile Websites

MobiTouch Pro specializes in the design and development of “mobile-optimized” websites. A mobile optimized-website is a completely separate website that takes full advantage of SmartPhone technology such as “tap to call” and geo-location services. Mobile-optimized sites are icon and menu-driven, linear in design, extremely functional, quick to load and user-friendly. A mobile-optimized website is the preferred strategy for most small businesses because the cost is more in line with a small business budget.

Visit the following URL from a SmartPhone to view samples of mobile-optimized websites: www.m.mdemo.me/

Cost to customer: \$779 / up to 5 pages. \$25.00 for each additional page.

Responsive industries: Just about any business including restaurants, gyms, nightclubs/bars, tanning salons, retail outlets, dentists, lawyers.

The following is the commission compensation for Mobile Website Sales:

Mobile Website Payouts		
New Customer Accounts	Paid Percentage	*Estimated Commission
First Signed Mobile Site Contract	40%	\$311.60
All Subsequent Mobile Site Contracts	25%	\$194.75

**Commission payout is based on final contract price (i.e. 40% of \$779 + any additional pages). NOTE: Commissions are not paid on annual hosting fees. Sales consultant is given the leeway to increase or decrease the price by 20% with the permission of MobiTouch Pro management.*

Mobile Landing Pages

For customers who don't want the expense of a full-blown mobile website, MobiTouch Pro offers mobile landing pages. A mobile landing page is a single-page mobile website that incorporates five main tabs: (1) image slideshow with up to 5 images, (2) “about us,” (3) tap-to-call, (4) Google map, and (5) social network integration with Facebook and Twitter.

Cost to customer: \$379

Responsive industries: Just about any business including restaurants, gyms, nightclubs/bars, tanning salons, retail outlets, dentists, lawyers.

The following is the commission compensation for a Mobile Landing Page:

Mobile Landing Page Payout		
New Customer Accounts	Paid Percentage	*Estimated Commission
Mobile Landing Page - \$379	40%	\$151.60

**Commission payout is based on final contract price (i.e. 20% of \$379). Sales consultant is given the leeway to increase or decrease the price by 20% with the permission of MobiTouch Pro management. NOTE: Commissions are not paid on annual hosting fees.*

SMS (short message service) Text Marketing

SMS text marketing has become very popular over the past few years and continues to grow. Here are some statistics:

- It takes 90 seconds for the average person to read and respond to a text message.
- Mobile coupons are redeemed at 10 times the rate of traditional coupons.
- 91% of all U.S. citizens have their mobile device within their reach 24 hours a day.

SMS text marketing first requires a customer of a business to "subscribe" to a list by sending a text message to a special code. For example, a restaurant can have a flyer on tables that says: "TEXT 'WINGS' to 83936 for a FREE hot wing appetizer with the purchase of any entrée."

Once the customer is added to the list, the business can send out occasional offers via SMS text.



The benefits to a small business of SMS Text Marketing are:

- Response rates have shown to increase by 30% compared to other forms of advertising.
- Text Message Marketing allows businesses to target customers that know them and have already spent money with them.
- Overall, text message marketing has been shown to be 10 times more effective than newspaper advertising and 5 times more effective than direct mail.

Cost to Customer: \$150 set-up fee

Responsive industries: Restaurants, gyms, nightclubs/bars, tanning salons, retail outlets.

SMS Text Marketing Payout		
New Customer Accounts	Paid Percentage	*Estimated Commission
SMS Campaign Set-up Fee (\$150)	50%	\$75.00

** Sales consultant is given the leeway to decrease the price by \$50 with the permission of MobiTouch Pro management.*



Mobile App Development

An app typically refers to software used on a smartphone or mobile device such as the Android, iPhone, BlackBerry or iPad, as in “mobile app” or “iphone app.”

Apps for mobile devices have become a part of modern culture. Some mobile users interact with the Internet and businesses primarily through apps because it simplifies the process. Apps are no longer just games or entertainment programs. They are now used for ecommerce, finance and management. A business needs a mobile app because they help improve customer service, customer engagement, and extend the reach of the Business.

Cost to customer: \$1,500-2,500 set-up fee

Responsive industries: Restaurants, gyms, nightclubs/bars, tanning salons, retail outlets, dentists, lawyers.

Mobile App Development Payouts

New Customer Accounts	Paid Percentage	*Estimated Commission
iPhone (\$1,500)	10%	\$150.00
iPhone and Android (\$2,500)	10%	\$250.00

Other Commissionable Services (coming soon)

The following services are currently available and commissions are being determined.

Mobile Landing Page Payout

New Customer Accounts	Paid Percentage	*Estimated Commission
Local SEO Service This is a monthly subscription service that submits citations for businesses to over 100 online directories substantially improving local SEO rankings.	TBD	TBD
Mobile QR Code Coupon Service This service is geared towards coupon-driven businesses and provides QR codes that when scanned, directs customers to mobile coupons	TBD	TBD
m-Commerce (mobile commerce) This service provides customers with a mobile site with full shopping cart capabilities.	TBD	TBD

We Give You Everything You Need to Succeed

MobiTouch Pro will provide you with the training and resources necessary to succeed. We'll arm you with the knowledge and material you need to confidently prospect, nurture and close business in the most efficient way possible. We provide every sales consultant with the following:

<u>Sales Aid / Resource</u>	<u>Purpose</u>
Pre-done mobile "demos" to have before you contact a prospect	We have real working demo sites that you can use to show your prospects in real time, increasing your close-rates dramatically.
PowerPoint Presentations	We have multiple PowerPoint presentations in our data bank that will help you promote and sell all of our services.
Website sales pages	We provide web pages you can send your prospects to for additional information that are linked to you via lead capture forms.
Business Cards	We provide you with your own business cards to help you sell and look professional.
Ongoing training and support	We are always accessible and willing to help all of our sales consultants through online and in-person training sessions.

Interested?

If you are interested in becoming a MobiTouch Pro Sales Consultant, visit the following web page:

<http://www.mobitouchpro.com/more-info.html>

To our mutual success,

Jeff

Attachment A: Why A Business Needs SMS Marketing?

There are several reasons why SMS marketing is so powerful and it's the culmination of these reasons that make it so appealing to businesses and organizations across the globe. Let's look at some of biggest reasons.

- **It's permission based.** You can only send SMS marketing messages to customers that have opted in to hear what your business has to say. This makes your SMS marketing list extremely concentrated as it contains only people who are customers and plan on patronizing your business, usually on some sort of regular basis.
- **It's a mass communication tool.** Just about everyone has a cell phone today and it's more than likely that all of those phones can receive text messages. SMS marketing allows you to touch all of subscribers with the click of a button.
- **It's instant.** Text messages are sent and received in a matter of seconds. Think about how powerful that is alone. SMS marketing allows you to control the exact time and date that your customers read your promotions.
- **It's trackable.** One of the awesome things about SMS marketing is that it allows you to easily measure what messages/promos are working and which ones aren't. This not only allows you to be constantly improving your text campaigns but also helps you to improve your marketing messages across all other streams of marketing.

The Benefits of SMS Marketing?

There are many different benefits of SMS marketing and they definitely vary based on the type of industry and how a business chooses to use it. Here are some of the most common benefits seen by business owners and marketers across several different industries.

- Increase foot traffic to your business
- Increase your sales and customer base
- Reward loyal customers while creating new ones
- Establish a stronger personal connection with your customers
- Instantly be able to communicate with your customer base
- Customers can easily forward valuable text promotions to friends and family
- Customer will stay in the loop with your business
- Customer won't feel forgotten due to lack of marketing reach

SMS Marketing Statistics.

Now that we have some background on why SMS marketing is so powerful, let's take a look at some statistics regarding this marketing stream.

- 95% of text messages are read within the first 5 minutes
- 70% of Americans would like to receive offers from their favorite businesses right on their cellphones
- The average American looks at their cellphone 150 times per day
- 22% of text messages with value are forwarded on to friends and family
- The average redemption rate for a mobile coupon is 20%

Attachment B: Why a Business Needs a Mobile Website



It wasn't that long ago when a business did not see the value of even having a "regular" desktop website.

Fast forward to 2014 and beyond, and when business owners look all around them, they see everyone carrying a mobile phone. The problem is they don't have the slightest idea of how to take advantage of that fact.

The sad reality is, if a business is not capitalizing on their mobile customers, then they're missing out on the hottest trend that's getting small businesses seeing green again.

Surprisingly, most small business owners have never even bothered to visit their own websites using a mobile device! And in today's fast changing technology landscape, ignorance and failure to adapt will kill most businesses.

Fortunately, businesses are beginning to catch on and realizing that their customers are extremely internet and mobile savvy. This is good news for anyone offering mobile services.

Research shows that most web searches today are conducted using a mobile device. If a business does not have a mobile optimized website, their potential customers will simply go to the competition, never to return again!

It's no secret:

- Over 50% of Americans own a smartphone or mobile device.
- Over 50% of online searches for local businesses are done via a mobile device.
- Over 55% of purchase related sales conversions occur within 1 hour of a mobile search!
- 72% of consumers say mobile optimized sites are important to them (Google study), but only 27% of brands have mobile optimized sites (Adobe study).

In short, having a mobile optimized website allows small businesses to engage with more customers using a mass appeal platform. When the largest Search Engine on planet earth, Google, takes positive steps towards the mobile landscape, as discussed in Google's *GoMo Study*, It just makes sense that all small businesses should listen and take the necessary steps to become mobile compliant.

"If you don't do anything else, get a mobile-enabled site."

Peter Fitzgerald, Google's Retail, Technology & Business Director.

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