



## Member Workshop

Dear Member,

We would like to thank you for joining this membership organization.

The purpose of this workshop is to describe the specific electronic services provided and how you can best use them to promote your business. *At any step during the workshop, please feel free to ask any questions you may have. After the workshop is over you may contact our technical support center at: 1-888-EzWay4U / (530) 283-5553, or submit your question online at [www.FreeMembersSupport.com](http://www.FreeMembersSupport.com) as all support is included with your membership.*

**Form Instructions:** Below is a list of modules that we will discuss in today's workshop. Please check off the ones you understand and leave the ones you don't blank. After the workshop we'll be happy to explain each item in more detail. We want to be sure that each of you leave the workshop with a full understanding of how to get the most from your membership.

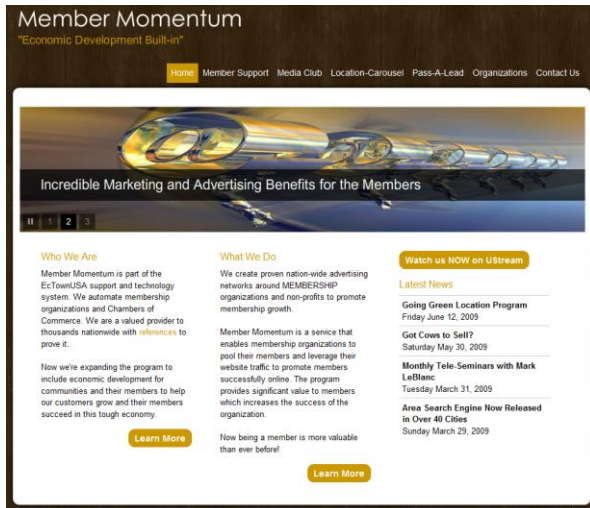
### How to Get Started:

- Go to the organization website and locate the "Member Login" button or link. From here you will see a **LOST PASSWORD** option where you will need to enter the email address you used with your membership. In most cases you will gain access immediately by using this method.
  
- Edit Website** - When you first log-in you will see a BLINKING button to press in order to get started. Once clicked, the system will walk you through an easy to follow wizard to begin the optimization process. You will want to have a picture of yourself or business ready, business hours, a list of 3 to 10 products or services you offer and a paragraph or two about your business to complete process. If you have a brochure or existing website you can cut and paste information from there. Many organizations offer setup services to all new members. If your organization offered this service when you joined then someone will be calling you soon, but you can still get started if you would like and you can always go back and make changes and additions at any time.
  
- Mark LeBlanc** (Available in Many Systems) - will lead you through an online interview to help you create a powerful online positioning for your business:
  - Download "Growing your Business" book as an additional resource to getting the most out of your system
  - Create a defining statement that will quickly explain what you do to all viewers
  - Create logical search tags for search optimization
  - Create an industry positioning statement
  - Create a mission statement
  
- Mobile Website** - How does your website look on mobile phones? With the ".Mobi" system your website AND COUPONS look perfect on small mobile phone screens. Another way the organization is promoting your business better than ever locally and through national search engines like Google. Nothing extra is needed as this is automatically generated based on the content you add to the main traffic catcher website.

- Upload Logo** - During the process you will have a chance to upload your company logo. This logo is used at the top of your website and advertising system, used on coupons and when you place press releases.
  
- Create a Photo Tour** - A really nice scrolling photo tour is created by simply uploading up to 10 photos. Most businesses use this to provide an inside tour of their business or landscapers and contractors often use to show off pictures their completed projects.
  
- Create Coupons** - A coupon is a great way to develop business so the organization offers you a chance to create coupons that will be showcased through the organization's website. These coupons are sorted for the public by business category and by the name of your business. Visitors can print and forward coupons to others they think would benefit from what you offer. The system will allow you to setup many coupons that can start and stop automatically by date and you will be able to track the number of views too. Specifically designed URL's for Twitter and Text Messaging coupons to mobile phones are provided.
  
- Connect to Social Networks** - Ever wanted to have a website that can connect your visitors to all of the other Internet properties you use promote your online message? Now you can through the organization. We currently support connections to Facebook, Twitter, Blogger, LinkedIn and others.
  
- Mapping to Business** - The system will default to create a map for people to find your physical location for your business. If you are a home based business, or work remotely you can choose to hide the map from your advertising system.
  
- Appointing Request** - Included as a default service is a way for people visiting your site to quickly request an appointment with your business. This may be turned off from within the system "Edit Website" function.
  
- Who I Do Business With** - One of the most popular reasons people join a membership organization is so members can easily do business with each other and then tell others about their experience. When the public visits the organization's website they often view the member directory. When you go in and identify the other businesses you actually do business with, it becomes a very powerful referral system. You likely have customers that do business with you because they trust you... now they can see who you do business with so they can begin to trust them as well.
  
- News Articles** - News articles are interesting insights into your business for the visiting public to read. There is a news module included so that you can easily post news stories about your business. Use it to help others understand the value of your business. **\*\*Note:** Most organizations offer our PRESS RELEASE system. If so be sure to submit your press releases from the member area within the system. Your press release will be sent to the local media for their review.
  
- Catalog Shopping Link** - If you already have an online store or catalog you can attach it easily to your traffic catcher system. When you add the URL it will activate a shopping button on your site. (if you don't have this now please see "My Ad Cloud" below)
  
- Lodging Reservations** - If you are in the hospitality industry and you activate this module you will now have an indicator on your site and on the member directory that you offer online reservations. (if you don't have this now please see "My Ad Cloud" below)
  
- Restaurant Take Out / Reservations** - If you already offer restaurant reservations or take out services from your website you can enter the URL and your site and the directory will link directly to it. (if you don't have this now please see "My Ad Cloud" below)

**Video Production / Distribution** - Built in to the system is a powerful way to distribute existing advertising through the organization and your site. If you don't already have a video commercial on yourself or business, you can easily create one from inside the organization's system.

**Introducing www.MyAdCloud.com and My Ad Cloud Mobile**



To learn more please visit:  
[www.MemberMomentum.com](http://www.MemberMomentum.com)

*Simply the most local targeted advertising system ever designed specifically to leverage the exceptional online Internet traffic that comes from the organization you belong to..*

**Now let's move over to the concept of leveraging the "Most Trusted Source for Local Information" to help grow your business.**

#### Did you know?

- 85% of business buyers go online during the buying process
- 80% of those find their ultimate vendor online
- 70% use search
- Of those who say they don't use search 27% actually do

#### Optimizing your business will enable the organization to:

1. Move more traffic from the org's website to you,
2. Move more traffic from the member directory to you,
3. Move more traffic from the Area Search Engine powered by Google to your business.

Unlike normal Internet traffic that just comes from the Internet, the organization is targeted for search by people looking for local resources. It is this reason that the potential is greater for you to do business with people looking for local resources. This kind of Internet traffic is unique to the organization you belong to and is not provided to non-members.

To prove how valuable this program really is, the organization will be providing you with a monthly report that can help you improve your positioning over time. If you make a special request to the organization they can provide you with an additional report showing what people have been searching for and **NOT FINDING**. By using this report you can optimize your search terms so that people that should have found you last time will do so the next time. This report is called "Search & No Finds" and the organization's administrator should be able to print or email this for you.

**>> Read the Study at: <http://study.chambarnation.com> <<**

## Chamber Social Network ([www.ChamberSocialNetwork.com](http://www.ChamberSocialNetwork.com))

**Goal:** provide a form of social networking that can:

1. Provide **productive** results for members in terms of leads/clients
  - build trust relationships between members
  - provide a mechanism for members to push products/services
2. Suit the needs of the members
  - provide a way for their chamber audiences to subscribe/friend them
  - send messages to members
  - members can make posts for followers within Chamber network
3. Work in an isolated mode, within a single organization
  - to bond members of a single chamber but transmit updates they make in system to network(s)
4. Work in an open mode among a group of other Chamber organizations (on Chamber Nation System)
  - allow for inter-chamber communities to develop segmented interests
  - chamber members in certain business categories may connect nationally to other Chamber members in that same business grouping to trade valuable information on suppliers, pricing etc.
5. Allow non-chamber members from **Chamber Website** to submit **RFP – Requests for Proposals** or **RFI – Requests for Information** from the home page of the website to the most trusted network of businesses within the community (View this study:



### To-Do list after the Workshop:

1. Login to your advertising account by visiting the organization's website,
2. The objective is to turn all of the applicable indicators GREEN,
3. Test your search optimization out by running search tests from the "Member Directory" page and this information will also be sent to Google for insert into the Area Search Engine.
4. Contact [www.FreeMembersSupport.com](http://www.FreeMembersSupport.com) with any questions you may have,
5. Pay attention to the member statements you receive on the 1<sup>st</sup> day of each month,
6. Signup for monthly tele-seminars to learn how to get the most from your system by visiting <http://MarkLeBlanc.ChamberNation.Com>.



### Workshop Notes: