

FindmeChicago.com

Showcasing Small Business in
Our Neighborhoods

Hello!

FindmeChicago.com is a new web site, dedicated to providing local business in Chicago with an easy and inexpensive way to be on the World Wide Web, and visible to existing and potential customers.

Today's customers are smarter than ever. They wait for sales, they clip coupons, and more often, they're using the World Wide Web to find the best deals in shopping, dining and entertainment, closer to home. When these customers go online, will they find your business?

It is more important than ever for your establishment to have a presence on the World Wide Web. The problem is that it can be expensive to create and maintain a professional-looking web site. A small web site created by a good web designer, can cost several hundred to a few thousand dollars to create.

FindmeChicago.com seeks to solve that problem by providing your business with a very affordable web page, where you can describe your products or services, and provide up-to-date location and contact information. If you have an existing web site, your page at **FindmeChicago.com** can be used to direct potential customers to your own web site, for more information.

Adding your business to **FindmeChicago.com** is easy and safe. Because we do not ask for any personal information, there is no danger of identity theft, and you will not receive any spam e-mail, junk mail or unwanted sales calls from us.

You can join **FindmeChicago.com** in one of two ways:

- Complete the attached application and mail it to us, or
- Complete this application online at <http://submit.findmechicago.com>

Please e-mail us at ask-question@findmechicago.com if you have questions before filling out this application. We intend to make **FindmeChicago.com** a must-see web site, and we'd like you to be a part.

Reginald Pulliam, Founder

FindmeChicago.com

Add My Business, Page 1 of 5

Use this form to submit your information to **FindmeChicago.com**. Please review all questions before beginning. The information collected in this form will be reviewed by us, and then entered into the web site. We will e-mail you with the approximate date your business will first appear on the web site.

Section 1: Contact Information

Your contact information is secure, and will only be used to contact you regarding your information on **FindmeChicago.com** and developments with the web site.

Your Name: _____

Your Title: _____

Your Phone Number: _____

Your E-mail Address: _____

An e-mail address is not required, as we understand some business owners may not have one. If you DO have an e-mail address, we encourage you to enter it. This will be the primary way that we will communicate with you.

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Section 2: Your Business Information

This is the information as it will appear on your page at **FindmeChicago.com**. This form contains 15–20 questions and takes less than 15 minutes to complete.

Business Name: _____

Business Address: _____

Street Address: _____

Address Line 2: _____

City: _____

State: _____

Zip Code: _____

Add My Business, Page 2 of 5

Description of Your Business

To make your page on FindmeChicago.com valuable and useful to visitors to the site, we ask that you write a short description of your business in two paragraphs (or three if you like). If you need examples of how to write your description, please visit the web site, and have a look at some of the existing business listings.

Description of your business (1st paragraph):

The first paragraph should be more general: who you are, your location, how long you've been there and what you offer.

Description of your business (2nd paragraph):

The second paragraph should be more specific about your specialties and what makes your business different from others. A good way to end this paragraph is with a call-to-action: invite the visitor to stop by or call you or information.

Add My Business, Page 3 of 5

Hours of operation:

Your store hours. Are you open on holidays? Some, but not others? Please Indicate. If your business does not have a storefront, please indicate the times you take phone calls.

Mon: Tues: Wed: Thurs: Fri: Sat: Sun:

Are you open or closed on holidays? Please list: _____

Business Phone Number: () _____

Business Fax Number: () _____

Business Web Site Address: http:// _____

Business E-mail Address: _____

The e-mail address where customers can correspond with you.

Payment Methods: () Cash, () Personal Check, () Visa & MasterCard, () Discover, () AMEX

Please indicate what methods your customers can use to pay for goods and services at your establishment.

Customer Parking: () Street Parking, () Parking Lot, () Free Parking Lot, () Free Valet Parking

Please indicate what parking options visitors to your business have.

Additional Information

Please include any additional information that customers to your establishment might need to know before their visit.

Choose a FindmeChicago.com Plan, Page 4 of 5

Select a plan for your business' appearance on FindmeChicago.com that fits your marketing budget. Each plan contains the features of the Basic Package, plus additional features for the next two plan levels. Clients who choose a lesser package can upgrade at a later date by paying the fee difference.

The Basic Package (Good)

A page on FindmeChicago.com featuring a description of your business' goods or service, written by you with assistance from us on including the most relevant keywords or phrases, plus:

- Location information
- Store hours, weekend and holiday closings
- Phone, Fax and Email numbers
- Payment methods (Visa, Mastercard, Cash or Check)
- 8-10 digital photos of your business
- Links to your website (if applicable)
- Google map of your location

Price: \$299

Intermediate Package (Better)

All of the above features in the basic package plus:

- Google and Yahoo Local Business Listings
- Optional Facebook Fan Page and/or Yelp.com account
- Guidelines and best practices for communicating with your fans, followers and reviewers.

Price: \$599

Advanced Package (Best)

The Advanced Package contains every feature of the previous plans plus what we believe will really interest visitors to the site: a short, video segment showcasing you in your business environment speaking directly to your potential customers. Features:

- Video tour of your establishment
- On-camera interview of the owner or manager
- Customer testimonials and praise
- Spoken contact information, address and website links
- Recorded and edited on professional equipment

Price: \$1,895 – 2-minute video

Price: \$2,495 – 3-minute video

FindmeChicago.com

Terms & Conditions

FindmeChicago.com is provided as a low-cost resource for small business and independent contractors to promote goods or services. While it is our intent to make the web site well-known and frequently visited, we cannot make any guarantees of the web site's performance, or suitability for any particular purpose. You acknowledge that the information that you have provided on this form is accurate, and that you will provide us with updates to your relevant business information (phone numbers, store hours, locations) as they occur.

Signed and dated

FindmeChicago.com

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