NICE OFFERS™

DIRECT MAIL SYSTEM

The direct mail system is based on an "Intro Card" and a "Follow-up Postcard."

SIDE 1

The **NOC "Intro Card"** (pictured at left) is a jumbo-sized 6"x8" full-color postcard designed for fast and easy merchant prospecting.

Side one features eye-catching colors and images and an overview of the many benefits of the NOC program.

Side two features a message addressed to the merchant that provides additional details and a call to sign up now free online at www.niceoffers.com/info. The card also includes our toll-free number for questions.

Just add your SFI ID (for crediting), a first-class stamp, and a mailing label, and it's ready to go.

SIDE 2

NICE OFFERS

A division of CARSON SERVICES, INC.
6036 Havelock Avenue • Lincoln, NE 68507 USA

Dear Merchant,

NiceOffers.com (NOC) is an amazing new program that makes it easy for consumers to find great money-saving deals. But the most exciting part is that it allows businesses like yours to receive these new customers....without any advertising expense!

Here's how it works:

1. Register as an NOC merchant (there's no cost or obligation).
2. Submit a special offer or discount you wish to promote.
3. Your offer will appear immediately at no cost to you at NiceOffers.com. *Already, thousands of people visit the site every day, and its popularity is growing daily.*
4. We'll also e-mail all of our 150,000+ affiliates of your participation so that they, too, can begin promoting your offer! Again, all of this is at no cost to you!
5. Each time a customer takes advantage of your offer, you simply pay NOC a "bounty" (i.e. you pay only for results). Note that YOU decide how much the bounty is...a dollar, two dollars, five dollars...whatever gaining a new customer is worth to you.

In short, we'll use our ample "marketing muscle" to promote your offer and help you create sales for your business. If we don't, you pay nothing. Compare that to traditional advertising, such as newspapers or radio where you pay up front and HOPE it pays off. With NOC, results are GUARANTEED. We deliver the results you want...at the terms YOU set, or you pay nothing. *What could be more fair?*

Ready to get started? The quickest way is to go online to: **www.niceoffers.com/info**

At our Website you can get complete details, then register and submit your first offer – which we can have online and in front of potential customers within minutes!

Or, if you'd prefer to talk to one of our Merchant Reps, you can call us toll-free at: **1-877-993-4827**

Referring NOC Affiliate:

P O S T C A R D

SIDE 1

SIDE 2

The **NOC "Follow-up Postcard"** (pictured at left) is a 4"x6" full-color postcard designed to work in tandem with the "Intro Card." After you've mailed a merchant the "Intro Card" (or have contacted a merchant in some other way), this is the perfect way to follow-up. It's fast, easy, and inexpensive.

This postcard features eye-catching colors and images and a message to the merchant that refers to your previous contact with them. It emphasizes that NOC is a FREE, no-risk program for businesses, and that they are missing out by not participating.

Merchants receiving the card are encouraged to sign up free online at www.niceoffers.com/info. The card also includes our toll-free number for questions.

Just add your SFI ID (for crediting), a postcard-rate stamp, and a mailing label, and this postcard is ready to go.

THE PLAN

STEP ONE: The best way to start your direct mail campaign is to begin building a mailing list of merchants in your area. The best way to do this is on your computer using database or contact management software. *If you don't have a database program, we recommend FileMaker Pro, which is available for Mac and Windows.* However, a mailing list can be created and maintained manually using a simple notebook if you prefer.

Here are the 20 fields we suggest that you use for your database. Note that you'll only need to enter data into the first six fields to get started. Get the phone number if you can. All the other fields can be filled in as you move ahead.

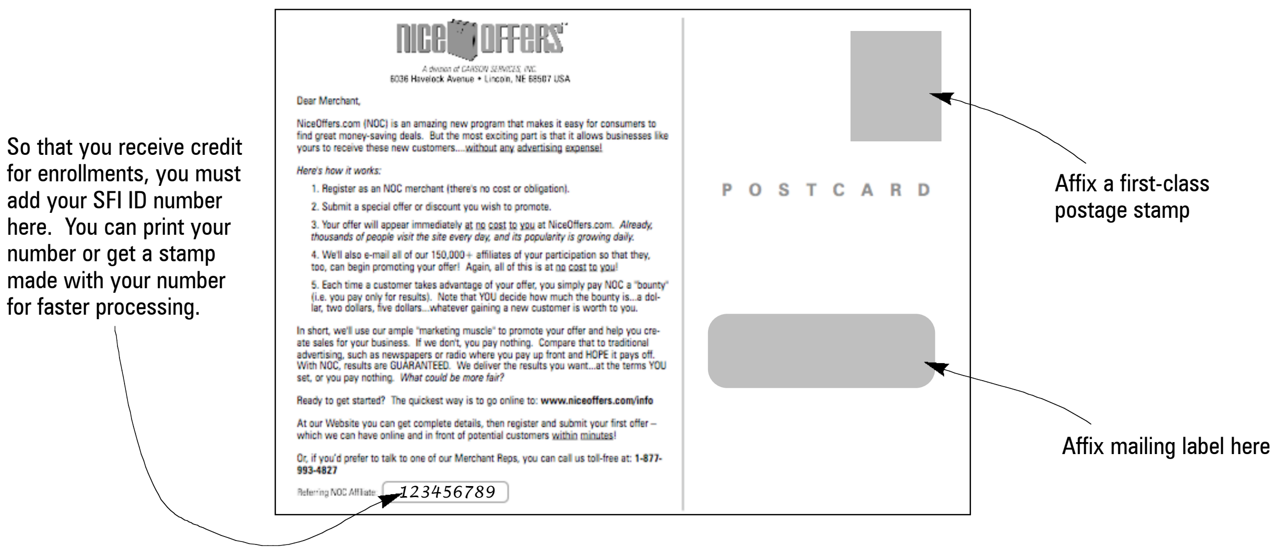
Entry Date	Contact Person (name)
Merchant Name	Intro Card Date (date of initial postcard mailing)
Address	Follow-up Card 1 (date of first follow-up)
City	Follow-up Card 2 (date of second follow-up)
State	Follow-up Card 3 (date of third follow-up)
ZIP or Postal Code	Follow-up Card 4 (date of fourth follow-up)
Country	Follow-up Card 5 (date of fifth follow-up)
Phone	Enrollment Date (date merchant signed up with NOC)
Fax	Notes
E-mail	
Website	

You can get a great start building your list with your local Yellow Pages (especially Yellow Pages ads that contain coupons). NOC is all about coupons and discount offers, so be continually on the lookout for merchants who are offering coupons. Coupons can be found in many places including newspapers, magazines, and local tabloids that specialize in real estate, singles, want ads, etc. Each time you find one, add the merchant's name and address to your mailing list.

STEP TWO: Once you've got your initial mailing list ready, you've got the beginning of a gold mine and you're now ready to print out mailing labels. Your labels should look like this:

TONY'S PIZZA PLACE
123 MAIN ST., SUITE C
ANYTOWN, CA 12345

STEP THREE: Apply your mailing labels, first-class postage stamps, and add your SFI ID numbers to the NOC Intro Cards.



Important note: Because of the large size of the Intro Card, you must use a standard first-class stamp. Do NOT use a postcard stamp or your cards will be returned to you undelivered.

STEP FOUR: Mail your cards, then enter today's date in the "Intro Card Date" field in your database so that you have a record of when you mailed the Intro Card to these merchants.

Each time a merchant signs up, you'll receive a notification email from SFI with the name of the merchant. *To ensure you receive these emails, make sure you have added mail@sfimg.com to your email address book/safelist.* Each time you receive one of these emails, you'll need to pull up the merchant in your database and enter the date in the Enrollment Date field. This is so you know which merchants have already signed up and which merchants you'll need to continue following up with.

STEP FIVE: Approximately 10 days after your initial mailing of the NOC Intro Card, it's time to begin the follow-up process. Why follow-up? The most successful and highest-earning entrepreneurs know that "the fortune is in the follow-up" and capitalize on it by always following up multiple times. Indeed, according to The National Sales Executive Association, the average sale is closed as follows:

- 2% on 1st contact
- 3% on 2nd contact
- 5% on 3rd contact
- 10% on 4th contact
- 80% on 5th through 12th contact

For follow-ups, a supply of NOC Follow-up Cards were included in your Business-in-a-Box.

Go to your database and pull up all the merchants who you sent your initial mailing to AND who have not already signed up. Here's the database query to use: *Intro Card Date is greater than "1/1/06" AND Enrollment Date is equal to " " AND Follow-up Card 1 is equal to " ".*

Print out these labels, affix postage stamps, and add your SFI ID to a set of NOC Follow-up Cards.

Note: The follow-up cards are true postcard size. Hence, save money by using postcard-rate stamps!

STEP SIX: Mail your follow-up cards, then enter today's date in the "Follow-up Card 1" field in your database so that you have a record of when you mailed these cards to these merchants.

Again, each time a merchant signs up, you'll receive a notification email from SFI with the name of the merchant. Each time you receive one of these emails, you'll need to pull up the merchant in your database and enter the date in the Enrollment Date field. This is so you know which merchants have already signed up and which merchants you need to continue following up with.

STEP 7-10: Approximately every ten days, you'll want to mail follow-up cards again.

Here's the database query to use to pull up the merchants for the second follow-up mailing: *Intro Card Date is greater than "1/1/06" AND Enrollment Date is equal to " " AND Follow-up Card 2 is equal to " ".*

Remember to always keep accurate records and record the date of each of your follow-up mailings in these fields:

Follow-up Card 1 (date of first follow-up)
Follow-up Card 2 (date of second follow-up)
Follow-up Card 3 (date of third follow-up)
Follow-up Card 4 (date of fourth follow-up)
Follow-up Card 5 (date of fifth follow-up)

TIPS & SPECIAL NOTES:

A. You can and should be adding names to your database continually of course . Hence, you'll be repeating steps 1-10 over and over again, starting at different dates, with different "sub-lists" of your overall mailing list. To keep it simple, add names daily, then do the mailings in batches. For example, you might enter a few names every day, but only print out mailing labels and do the actual mailing once every week or two.

B. Want to increase response to your mailings? Strongly consider adding a phone call. A fancy sales pitch is unnecessary. Here's a script you can use as an idea of what to say:

> *This call should be made 2-3 days after mailing the Intro Card.*
> Hi. My name is <your name>. I am an affiliate with NiceOffers.com. Can I speak with the owner or manager?
> *When the owner/manager comes on the line...*
> Hi, who am I speaking with?
> *Owner/manager gives you his/her name. Write this down so you can add it as your Contact Person in your database.*
> <Owner/Manager's first name>, my name is <your name>. I am an affiliate with NiceOffers.com. I was calling today to see if you had received the card we mailed you a few days ago.
> *If the answer is no...*
> OK, that must still be on its way to you then. I don't want to take any of your time today since you don't have the information yet, so I'll just check back with you in a few days if that's OK...but please be watching for that card. Again, the company name is NiceOffers.com. Thank you,<Owner/Manager's first name>! Good bye!
> *If the answer is yes...*
> Great! I just wanted to call and see if you had any questions I could answer for you.

Even if it might not seem like you accomplished anything with the call, you might be amazed at how many more merchants sign up. Just the act of making this brief contact can set you apart in the mind of the merchant. As your cards arrive...they'll remember...and act because of your call. Yes, you may be uncomfortable making phone calls at first, but like anything else, the more you do it, the more comfortable you'll become. Always remember: *Nothing worthwhile is easy! Only in the dictionary does success come before work.*

C. Don't forget that this database you are building is not just for NOC! All of the merchants on your list are ALSO prospects for our highly lucrative Merchants Services (credit card merchant accounts, bad check processing, ATM machines, etc.). This is why building a merchant mailing list can be such a goldmine!

TARGET YOUR BEST PROSPECTS

To maximize your success in merchant enrollments, you will want to target merchants that will:

A) Be highly receptive to NOC
B) Be able to authorize strong, compelling offers
C) Be willing to pay significant bounties

Businesses that sell products or services with high profit margins and/or that normally turn into repeat sales best fit our above criteria. Businesses that provide SERVICES as opposed to products even more so. Examples would include:

Architects	Dentists	Landscaping
Auto Body Repair	Dry Cleaners	Massage therapy
Beauty Salons	Financial Services/Consulting	Pest control
Carpenters	Health Clubs	Pet grooming
Carpet Cleaners	Home construction	Photographers
Child Care	Home remodeling/repairs	Plumbers
Chimney Cleaning	Home health services	Siding contractors
Chiropractors	Interior decorators	Tanning salons

These are just some of the types of business you will want to target. For many more ideas, consult your local phone-book's yellow pages.

By the way, small "mom and pop" operations of all kinds are great prospects for NOC. Competing with the big chains has become tougher and tougher for small businesses, and they are looking for ways to remain profitable.

Now let's look at some other types of businesses and how they might be approached.

RESTAURANTS
If you live in a city, there are likely hundreds or even thousands of restaurants you can approach, and most will be ecstatic to participate in NOC's no-risk program. The restaurant industry is extremely competitive. To survive, most restaurants must look at all possible ways to keep their existing customer base and to continually bring in new customers.

In any ultra-competitive industry, profit margins will be low. This means that most restaurants will not be able to authorize significant bounties. That's okay though, because what you give up in bounty size, you can more than make up in volume.

Let's say you're talking to a pizza restaurant. This owner runs a "buy one large, get one free medium pizza" deal every week in the local newspaper. With the cost of the newspaper ad, he figures it costs him $4 for each customer that comes through the door each week with the newspaper coupon.

For NOC, you might propose to the owner an even better "buy one large, get one free LARGE pizza" coupon. Or maybe an addition of breadsticks, drinks, or desert. For the bounty, it could be $3 or $2 or even $1.

As NOC gains audience in your area, the merchant might see 200 or so customers a month redeeming that coupon (especially if the offer is better than the one he normally runs in the newspaper). If the bounty was only $2, you could earn over $500 a year in residual income from just this ONE restaurant.

And, of course, the restaurant owner is delighted because he's cut his approximate cost to get customers in the door from $4 to just $2 each.

GROCERY STORES
Profit margins are razor-thin typically in grocery stores, so they're most likely not going to be able to create any truly jaw-dropping discount offers. However, that said, ANY offer, with even the smallest bounty, could add up to some significant cash flow for you because the volume could be so large for a grocery store.

An idea you might propose to grocery store owners is to have a "Double Coupon Day." Customers bring in the NOC "Double Coupon" on a certain day and the store doubles the values of all their regular (non-NOC) coupons they redeem that day.

For other ideas you could propose, watch the full page ads and newspaper inserts that your local grocery stores use. If they can afford to make the offers contained in these ads while paying for the cost of the advertising upfront, promoting the same or similar offers via NOC should be very possible.

HOTELS & MOTELS
Hotels and motels always have an interesting dilemma. That is, when a room is empty for a night, it's considered money lost, because there's no way to ever go back in time and rent that room. Once the day is gone, the money that could have been earned by the hotel/motel is gone forever, too.

Because of this situation, you may find many hotels and motels open to offering special deals that help them minimize this ongoing loss.

GOLF COURSES
In many parts of the United States, golf courses have been overbuilt, so the owners are looking for ways to bring customers to THEIR course instead of the competition's. Many excellent NOC coupon possibilities exist.

AUTOMOBILE DEALERSHIPS, BANKS, JEWELRY STORES, REAL ESTATE AGENTS, and PRINTERS are other prospects with whom much creativity could be applied. Watch for updates to this training article at www.niceoffers.com to cover ideas.

LESSER PROSPECTS

Dismissing ANY business as a candidate for NOC would be a mistake, but there ARE businesses that will likely result in less success than the above, such as:

LARGE FRANCHISES
The problem with the really big franchises is they provide little autonomy for their franchise-holders. That is, they often aren't allowed to run their own special deals, etc. and instead must stick strictly to what the mother company dictates.

B2B's
B2B's are businesses that cater to other businesses ("business to business"). Though some B2Bs may be able to create compelling offers, NOC is designed to attract and service consumers, not business owners. In the future, we may expand into this area, but until then, we don't encourage aggressive targeting of this segment.

THEATERS
Though it would be great to get a piece of every ticket the local theaters sell, the current business model of the theater industry unfortunately isn't a particularly good fit with NOC. To land a theater, you'll need to think out of the box. Any ideas of merit that are developed for theaters will be added to the Affiliate Training Area at www.niceoffers.com.