



Consider the value of your **LinktoEXPERT** membership

None of us can afford to ignore any opportunity to expand our network and elevate our brand. Business and life have created incredible challenges and opportunities. One way to address both is **LinktoEXPERT!**

Take a moment and consider calculating the cost of the activities you are currently participating in or planning to in the near future to expand the exposure of your services and products to decision makers who would hire you.

Cost of Promoting your Services and eProducts	Amount	
Your website including your expertise, background, resume, testimonials (written, audio or visual), client lists, fee schedule, published works list, letters of recommendation, etc. Cost of creating website \$		
Cost of Web Hosting \$		
Cost of Maintaining \$		
Your <b>URL</b> for your website: Cost of URL \$		
<b>Shopping Cart</b> – to sell your products online: Cost of creating cart \$		
Cost of monthly fee \$		
<b>Electronic payment system</b> – to collect payments online: Cost of monthly fee \$		
<b>Search Engine Optimization</b> -higher rankings: Initial Cost of SEO \$		
Monthly cost of SEO \$		
<b>Urchin Web stats</b> – a back link tracking system: Cost of Urchin \$		
<b>Traffic tracking</b> – Google Analytics: Cost of tracking \$		
<b>eNewsletter</b> – creation through delivery: Cost of eNewsletter \$		
<b>Photos</b> – adding photos to your website: Cost of adding photos \$		
<b>Videos</b> on your website: Cost of adding video \$		
Additional web hosting cost \$		
State-of-the-art <b>Blogging service</b> : Cost of blog services \$		
<b>Podcasts</b> on your website: Cost of adding audio \$		
Additional web hosting cost \$		
<b>Press releases</b> or news alerts: Cost of PR and distribution \$		
<b>Calendar</b> of your events and projects: Cost of creation and broadcast \$		
<b>Your total hard cost for exposure (not including your time to create)</b>	0	

**Now consider the time you spend on activities showcasing your services and eproducts and multiply those by your hourly charge:**

Showcasing your new articles, eProducts, Videos, Podcasts on your website:		Hours
Creating and emailing eNewsletters consistently:		Hours
Contacting the media to feature your new articles, whitepapers, events, etc.		Hours
Building relationships with vendors that can elevate your business		Hours
Maintaining relationships with executive organizations that can secure your services		Hours
Inviting others to participate in blogging conversations with you		Hours
Social media and networking – creating, developing, inviting, uploading, updating, communicating		Hours
Total Hours:		
What is your charge rate per hour?	\$	
Your total soft cost (hours x your hourly rate)	\$	
<b>TOTAL COST</b> (your hard costs + your soft cost)	\$	

### **NOW REVIEW THE SERVICES [Linkto](#)EXPERT OFFERS YOU:**

Your **comprehensive profile** including your direct contact information, expertise, background, resume, testimonials (written, audio or visual), client lists, published works list, letters of recommendation, etc.

- **FAQ and a Fee Schedule** to keep your prospective clients in-the-know
- The **ability to change** anything in your profile at any time – **no charge!**
- Introduction page featuring **your competitive advantage**
- Your own **personal URL** to direct people to your specific listing as your own website
- **Pay Pal** – sell your ebooks, articles, tips, manuals, etc – unlimited **passive income**
- **Search Engine Optimization** – get higher rankings by being a part of our Global Online Community
- **Online Calendar** to manage and promote your upcoming events and workshops
- **Traffic tracking** – tells you the number of visitors to each page of your site
- **Bi-weekly eNewsletter** *showcasing* your latest uploads and updates
- **Ability to create and maintain your own database** on your profile and generate custom emails automatically as you upload new materials
- Upload **multiple videos** for clients to view your work
- State of the art **blogging service** – blog as much as you like
- **Podcasts** – record once and create **passive income**

- **Press releases** sent out regularly – driving traffic to the portal
- **Back office** technology
- Offer free articles, tips and interact with our medial affiliates to **elevate your credibility and boost your SEO**
- Offer **video training** programs - **passive income**
- **Weekly marketing tips** to maximize your exposure beginning in September 2009
- By being a member of this **Web 2.0 global community** you are in the midst of decision makers with the ability to hire you and the media looking for subject matter experts
- **And much more** – our list of services is extensive and expands as we ride the waves of cutting edge technology!

**LinktoEXPERT** members also have access to a continually growing list of affiliates - media and vendors providing **exclusive offers** and looking for an expert – YOU!

To extend your online presence with **LinktoEXPERT** and enjoy access to all of the above benefits plus many more **visit us** at [www.LinktoEXPERT.com](http://www.LinktoEXPERT.com) and **SIGN UP TODAY** to take advantage of this amazingly low investment with a six-month commitment.

Our reputation is built on high quality, knowledgeable and experienced people, thus experts must qualify to join. You are among the **elite**. **Together** we will *showcase* **your exceptional services and products** to the **world!**

As a member of the **LinktoEXPERT** Global Community you enjoy:

Comprehensive Profile Personal URL Online Store Search Engine Optimization Online  
Database Traffic Tracking Photo Gallery Videos Podcasts Blogs eOffice FAQs  
Promotional Materials Testimonials Multiple Streams of Income Event Calendar Featured  
Updates eNewsletter Media Vendors Affiliates

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**LinktoEXPERT** makes your marketing life *easier* and *more successful* with greater *exposure and access!*