

Referral Magic™

Harness the power of web video to generate referrals in a highly cost-effective new way.

PATENT APPLIED FOR

Here's how it works:

STEP ONE:

Specialized E-Mail to Current & Past Customers

1

- Receptive audience
- New referral incentive system is a reason for the contact
- Utilizes existing database of satisfied customers
- Email broadcasting – no cost

2

- Message bypasses spam filters (sender/receiver have e-mail contact)
- Leverages the pre-existing relationship of sender and receiver
- Salesperson makes web video presentation—at their best, consistent, controlled and refined
- Wow-factor of the technology, confirms your company's innovation and legitimacy

4

- Leverage confidence of the sender and their relationship with the receiver
- Wow factor of the technology (as in Step 2)
- Salesperson's presentation at their best (as in Step 2)
- Results in salesperson receiving new customer and/or e-mail address for ongoing contact and promotion

3

- Quick, easy and intuitive to use
- Completely automated: system opens their address book; they choose the names they want, system merges pre-crafted e-mail and broadcasts.
- Tracks via statistical reporting for incentive fulfillment
- Taps into people's natural desire to be helpful to others

STEP FOUR:

Prospect Opens E-Mail & Watches Video Message

STEP THREE:

Customer Engages Referral Magic System

**New
Prospects,
Customers
& Sales**

Create a "virtual sales force" to multiply the effectiveness of your current sales staff.

See other side for overall system benefits.

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Voodoo
Viral Marketing Systems™

Grab eyeballs, get sales...like magic.

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Referral Magic™

Automate and incentivize the referral process to build your business fast!

PATENT APPLIED FOR

See other side for system details.

Overall System Benefits:

- ➔ Low cost-per-lead prospecting tool
- ➔ Fast return on your investment
- ➔ Quick and easy financing option
- ➔ Free-standing system, does not have to integrate into existing web site platform. Turnkey implementation.
- ➔ Replicates your sales force with video clones, allowing them to reach unlimited numbers of prospects
- ➔ With professional writing and direction, the system presents the sales person at their best—every time
- ➔ Allows you to reach new customers and sell your product or service 24/7

Leverage personal relationships to bypass spam filters and appear in-person on your prospect's desktop.



Here's Everything You Get:

- ➔ Templated interface, optimized with your logo and corporate colors
- ➔ Integration with your existing corporate database (most systems supported)
- ➔ Unique E-Mail Broadcast System, including "Open Address Book" feature
- ➔ Marketing & Creative consulting session: industry analysis of market and customers
- ➔ Incentive program design and strategy. Optional Rewards System and Electronic Newsletter production.
- ➔ Video Sales Message ("VSM") Pre-Production: creative consultation and script writing; pre-shoot orientation and instructions
- ➔ Sales writing for 3 motivational e-mails ("E-Motivators") + 3 Video Sales Messages
- ➔ VSM Production: professional studio shoot with teleprompter, green screen package, pro lighting, Director of Photography and Director
- ➔ 3 VSMs for each salesperson: current customer, past customer, new prospect
- ➔ VSM Post- Production: internet video prep, interface integration, programming of links and e-mail, system testing, file posting and uploading
- ➔ System training and launch



A Complete System!

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