



The Successful Entrepreneur

A Small Business Assistance Center

Our Services Include:

Local & National Mini Websites
Business Advice
Business Center
Coaching
Communication
Education
Events
Funding
Groups
Information
Member Directory
Motivation & Inspiration
Office & Technology
Opportunities
Planning & Start Up
Promote Your Business
Resources
Marketing
Shopping

The Successful Entrepreneur.net

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The Successful Entrepreneur Local is Launching Your Area

The Successful Entrepreneur is an exciting new marketing company dedicated to supporting local business owners around the country with their marketing needs in your community. Our goal is to make it as easy as possible for local homeowners, neighbors and consumers to find, choose, and enjoy these businesses that are located in your area.

Who Are We?

The Successful Entrepreneur is an exciting new one-stop-shop marketing company dedicated to supporting local business owners around the country with their marketing needs in your community.

What Do We Do? We promote local entrepreneurs, professionals and small business owners. Our goal is to make it as easy as possible for local homeowners, neighbors and consumers to find, choose, and enjoy these businesses that are located in your area.

Our Web Site

Our national and local websites are the backbone of our entire local marketing solution. You simply choose a category (or multiple) in which to feature your business listing and we'll take care of entering all of your information; company description, logo, location, hours of operation, web address, email – even, photos, banner ads and links to your blog, Facebook, or Twitter pages! Our first goal is to drive traffic to your business – online or off. As a result, some customers will find what they need about your business directly on our site, while other customers will continue on to your site to get even more information.

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the dreams of entrepreneurs***



What is The Successful Entrepreneur Local?

The common question, "What is The Successful Entrepreneur?" Some consider The Successful Entrepreneur a powerful one-stop-marketing-shop for entrepreneurs, small business owners and professionals that want to grow their business. Others see us as an enhancement to their online advertising. However, at the most basic level, we are merely a software developer that wants to help growing entrepreneurs be known in their communities!

In addition to being an avid supporter of local business, The Successful Entrepreneur provides an outstanding turn-key business opportunity for passionate entrepreneurs who are interested in launching their own local business in hundreds of communities across the country!

We provide the software, training, support and network of other owners to help you launch a The Successful Entrepreneur campaign in your county. Not only will you be helping your other local entrepreneurs and neighbors, but you have the potential to earn a solid income while becoming the "go-to" person in your local community. There are affordable start-up costs and an exciting opportunity just waiting for you!!

The Successful Entrepreneur helps small businesses grow by offering a one-stop-shop for marketing, public relations, resources, vendors and information to help small business owners grow achieve their hopes and dreams! We have a national presence for entrepreneurs that have a wide audience and we are also building a local presence in communities across the country by offering this exciting business opportunity to you!

We are looking for people who want to become the "go-to-person" on local business marketing needs in their community. We are looking for engaging and dynamic people who are passionate about local business and want to become an ambassador/advocate to energize the business community in an effort to strengthen the local economy. The Successful Entrepreneur isn't interested in just hiring sales people, we are offering the opportunity of a lifetime - to own your own business and be recognized as a local leader!

"We Help Make Your Dreams Come True"



Goals of The Successful Entrepreneur

Goals #1: Develop New Solutions to Support Local Businesses

If you are a small business owner, you understand the challenges related to finding and retaining customers. It doesn't matter if you own a restaurant, a law firm, or a one-man roofing company - if people can't find you, you won't be successful that's why we promote you on our site.

Goal # 2: Offer you, our local Marketing Partners, an opportunity to own their own business and offer our services locally

What makes The Successful Entrepreneur Local different is the unique approach to long-term relationships we create with our members. Our membership provides your local entrepreneurs to a world of affordable marketing packages, resources and new options.

Goal #3: To Show Entrepreneurs They Can Create Their Own Destinies

We want to create, promote, and protect as many entrepreneur opportunities as possible around the country. From the new territory owners and the teams they employ, we can help where you live!



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Why It Works

We developed The Successful Entrepreneur as a truly unique open source business model. The Successful Entrepreneur has a national presence, however, our focus is you on the local level. With each county that is launched, The Successful Entrepreneur only grows that much stronger through the amazing talents and ideas of our community of marketing partner reps.

We offer entrepreneurs a go to marketing expert, packages and resources like no other company. We really give small business owners a one stop shop.

Who We Are Looking For

We are looking for honest, upbeat, committed, hard working, ambitious professionals who want to make a difference in their communities. We are looking for small business owners and advocates! If you think that you have what it takes to launch a The Successful Entrepreneur Local marketing business in your area, fill out our online application to get started.



Where Do You Come In?

By building a community campaign to reconnect consumers with local businesses, you will play a major role in your county's future! The Successful Entrepreneur is an exciting marketing job and a lifestyle change for those who are interested in becoming a local leader, making a difference in their community while taking control of their financial future!

What kind of real income potential does The Successful Entrepreneur offer?

You keep 50% of your sales for the entire year of membership and percentages of marketing packages that you help your local small business owner with. That said, we feel that it is reasonable to expect your first 100 members within six to twelve months (about \$30,000-\$150, 00) with continued growth.

Realistic Income Expectations:

- ⇒ Establish your first 100 memberships and you will make \$30,000/year!
 - ⇒ Bring in more members and offer marketing packages; then your income grows
 - ⇒ Residual income: Work hard now, benefit from the residuals (renewals) for years to come.
- Other income possibilities from offering additional marketing packages we offer



First Year Revenue Examples

The Basics	The Successful Entrepreneur Membership	Total
Year One	200 members	\$60,000
Other Marketing Packages	65 packages	\$5,000
Loyal Card Program	2500 cards sold	\$25,000
Net Income	Potential for Year One	\$90,000

Most new business owners with us will be ambitious and have between 100-600 members in their business. We think that in your first year you can average 200 member-clients in your local county. Below are estimates of the results of that activity.

What types of products and services would you be selling?

1. Membership to the successful entrepreneur marketing services.
2. Marketing packages to small business owners
3. Web site page listing: The Successful Entrepreneur's foundation is a local-business-only web site, populated with fully featured listings that include a business's detailed information, interactive maps, photo galleries, online coupons, embedded video clips, file downloads, and user reviews.
4. Social Media Support: An active social media program on networks like Facebook and Twitter. Build a growing consumer fan base where you can promote your client's messages - instantly.
5. Search Marketing Support
6. Web design
7. Local Coupon Marketing: On-Demand Coupons, 24-7.
8. Co-Op Advertising in magazines, newspaper and radio
9. Mobile Media
10. Special Events & Community Campaigns: Work with your clients to sponsor local community events and get to know your neighbors!
11. Local Loyalty Program: We have developed a great loyalty program that rewards your community for shopping locally for their needs. Offering The Successful Entrepreneur Rewards Card
12. Promotional Products

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What We Provide:

			
Networking & Support	Website & Software	Training, tutorials & Forums	Marketing Templates, Vendors & Packages

We make it easy for you to grow your business! We handle the time-consuming things so that you can focus on making a great income! We provide all of the ongoing web site development, hosting, technical support, training manuals, video tutorials, marketing templates, owner-to-owner networking, and regular conference calls to help you grow your business.

What are the costs of starting this business?

Our start-up fees are only \$300 which covers your local website, hosting, start-up kit, training, paperwork and licensing fee!

On a monthly basis you pay us a flat royalty fee per-listing. This is a simple licensing fee for the exclusive rights to your county. These low costs help you keep 50% of the profits in your pocket! We also have over a dozen marketing packages for you to offer as well a loyalty program and other products and services!

Other Costs: You will need a computer, a phone, a digital camera, an internet connection, and some marketing supplies (business cards, order forms, etc...) However, you don't need to rent an office or buy a bunch of expensive inventory.

As an independent marketing partner rep you own your own business, so you are responsible for your business expenses, taxes and miscellaneous expenses.

Please Note: We offer full 100% exclusivity to our county owners.

The cost to local businesses: **Just \$50 a month!**

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How Do You Get Started?

Minimum Requirements to Be Considered:

- You must be 18 years or older
- You must live in the territory you wish to launch
- You must be computer-literate (email, web-browsing, search engines)
- You must have (or be able to learn) basic Photoshop skills and be willing to learn new web-based programs.
- You must be a self-starter with an entrepreneurial spirit.
- You must have a general understanding of what it takes own your own business
- You must have a good knowledge of local businesses in your county

To Apply:

1. Read thoroughly The Successful Entrepreneur website.
2. **MOST IMPORTANT:** Write a *detailed* cover letter specific to this opportunity and forward us your resume! We want to know about your knowledge, experience, and passion for local business and your community. We also want to hear in detail how **you are qualified to own and operate your own small business**. Tell us about yourself and why you are the best person to launch The Successful Entrepreneur Local as your own business in the your county.
3. **Submit your cover letter, resume on our online application.**

Sample Local Site



Sample Category Page

A screenshot of the homepage for 'The Successful Entrepreneur Your County'. The header features the TSE logo and navigation links for 'Sign Up Now' and 'Member Login'. Below the header is a navigation menu with links for 'Home', 'Advertising Information', 'Local Entrepreneur of the Month', 'Local Rewards Program', 'Map', and 'Calendar of Events'. The main content area is titled 'Home' and contains three columns of text: 'About The Successful Entrepreneur', 'About The Successful Entrepreneur Brunswick County', and 'Marketing Packages We Offer'. Below this is a section titled 'Helping Small Business Grow & Thrive One Community At A Time!' with a paragraph of text and a list of ways to help: 'Shop & Buy Local' and 'Volunteer'. On the right side, there is a 'Leland Weather' widget showing 'B1F Very cloudy' and an 'Upcoming Events' widget listing 'Accommodations', 'Gifts', 'Stay Tips', and 'Pets'. A search bar is located at the top right of the page.

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