

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	Column1
Cost of monthly Networking Breakfast Events to meet 5 to 10 people	\$	
Cost of monthly Networking Lunch Events to meet 5 to 10 people	\$	
Cost of monthly Networking Evening Events to meet 5 to 10 people	\$	
Cost of accumulating 10,000+ contacts from Networking events	\$	
Cost to prepare yourself for monthly Networking events	\$	
Cost of creating a follow up system after your Networking events	\$	
Cost of maintaining a follow up system after your Networking events	\$	
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	\$	
Cost of creating an email blast system	\$	
Cost of maintaining an email blast system monthly	\$	
Cost of creating your website	\$	
Your URL for your website:	Cost of URL	\$
Shopping Cart – to sell your products online:	Cost of creating	\$
cart	Cost of monthly fee	\$
Shopping Cart – to sell your services online:	Cost of creating	\$
cart	Cost of monthly fee	\$
PayPal – to collect payments online:	Cost of PayPal monthly fee	\$
		\$
Monthly cost of SEO	\$	

Urchin Web stats – a back link tracking system:	Cost of Urchin	\$	
Traffic tracking – Google Analytics:	Cost of tracking	\$	
Newsletter -	cost of creating template	\$	
Newsletter -	cost of maintaining	\$	
Photos – adding photos to your website:	Cost of adding photos	\$	
Videos on your website:	Cost of adding video	\$	
	Additional web hosting cost	\$	
Blogs:	Cost of blog services	\$	
Podcasts on your website:	Cost of adding audio	\$	
	Additional web hosting cost	\$	
Press releases or news alerts:	Cost of PR	\$	
Calendar of your events and projects	Cost of creation	\$	
Search Engine Optimization -higher rankings: SEO	Initial Cost of	\$	
Your total hard cost for exposure (not including your time to create)		0	
Time you spend at Live Networking events monthly			Hours
Time you spend on online Networking i.e. Skype, Google Hang Out, etc.			Hours
Time to get ready to attend Networking meetings			Hours
Time it would take to meet 10,000+ contacts via Networking			Hours
Time to put contacts in your follow up system after Networking			Hours
Time to build relationships with other experts to promote your offerings			Hours
Time to build relationships with other experts to create & sell bundles			Hours
Time to build relationships and create Joint Ventures			Hours
Time to create or work with your Webmaster to create website			Hours
Time to upload your new articles, Products, Services Videos, Podcasts on your website:			Hours
Creating and emailing Newsletters monthly:			Hours
Contacting the media to feature your new articles, whitepapers, events, etc.			Hours
Building relationships with vendors to get special pricing			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 out rate per hour?	\$	
Your total soft cost (hours x your hourly rate)	\$	
TOTAL COST (your hard costs + your soft cost)	\$	

(Note: To use the integrated calculator function: 1. Insert the numbers in the columns. 2. Line the TOTAL field right click the mouse over the highlighted “zero” & click on “update field” to get the sum. Repeat action for each field with a “zero” in it.)

Now review the services **LinktoEXPERT** offers you:

LinktoEXPERT members have access to a continually growing list of Decision Makers (tens of thousands)

LinktoEXPERT members have exposure to Executive Organizations looking for speakers for their events to inform their members at meetings, meet & greets, meet the expert, etc; to educate their members at lunch & learns, workshops, training courses (live, webinars, tele-seminars, hang outs, Skype, etc.)

LinktoEXPERT members have exposure to Experts interested in doing Joint Ventures with other experts to create new solutions.

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

- Sell your Services online – limitless **residual income!**
- **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
- Multiple **blogs** – 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!

\$2500. On time Investment for your **Turnkey Interactive Marketing Platform**

\$75. Monthly to **Broadcast your Solution** to ever growing database (tens of thousands) of Executives
You create, You upload, We broadcast - FAST!

Imagine someone assisting you with your marketing consistently? If you don't have an assistant you are one. For assistance test drive one of our affiliates offering Virtual Assistants.

LinktoEXPERT understands marketing your self effectively may not be your strength. Isn't that why LinktoEXPERT was created in the first place, so you could hire an expert when you needed one? Yes. Consider hiring a Marketing Expert today! Visit www.LinktoEXPERT.com and find an Expert in minutes.

To extend your online presence with **LinktoEXPERT** and enjoy access to all of the above benefits plus many more to come **visit us** at <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](#)
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LinktoEXPERT makes your marketing life *easier* and *more successful* with greater *exposure and access!*