

BetterWebBuilder Business Plan

The Company

Horizons Marketing and Associates DBA BetterWebBuilder.com ('the Company') is an S-corporation located in Massapequa, New York. BetterWebBuilder is a breakthrough marketing system developed by highly experienced and successful management team which was responsible for generating over 36 million in product sales for two companies while realizing 10 million in sales of their customized marketing systems. (AutomaticBuilder and Horizons Marketing)

Building upon that experience with specific companies, BetterWebBuilder was developed to generically promote any line of products or services. With built-in appeal for some of the largest and fastest growing sectors, it utilizes the most successful promotional techniques and advertising mediums. While it focuses mainly online, some of the services extend to the offline community as well.

Products & Services

BetterWebBuilder's featured product is a user-friendly Internet website that provides free and fee-based services to meet the needs of its customers which include affiliates, direct sellers and individual entrepreneurs capitalizing on expanding their businesses online.

Virtually anyone with a product or service will be attracted to join BetterWebBuilder and utilize the system to create or enhance their presence online. A free membership provides access to valuable, customizable websites and services. Additional features, tools, services and additional compensation for creating their own affiliate network can be purchased with a \$29.95 monthly membership upgrade. A variety of related products and services will also be available for purchase.

BetterWebBuilder.com's centralized services and marketplace saves members time and money enabling strategic, cost effective promotional and advertising decisions which lead to successful online business operations.

Serving as a sales channel for online advertising, offering member's business building tools, advertising, and training, BetterWebBuilder.com provides management of prospects, customers, and product purchases, and monthly reports of traffic, sales and commissions for each member.

Market & Opportunity

BetterWebBuilder.com represents the intersection of five rapidly growing global markets: affiliate marketers, direct sellers, online advertising and individual entrepreneurs capitalizing on expanding their businesses online, and people looking for ways to make money online.

- The affiliate marketing industry in the U.S. alone represents a \$1.657 billion industry and is expected to grow at 16% compound annual growth¹.
- The direct selling industry in the U.S. is a \$30.8 billion sector and is expected to grow at 3.4% compound annual growth.²
- The U.S. online advertising industry represents a \$25.8 billion sector and is expected to

grow another 16.7% in 2010.³

- In the US, advertising budgets have not caught up to where audiences are. U.S. users spend 32% of their media time online, while online advertising only makes up about 13.6% of advertising budgets.⁴
- Approximately 812 million people search yearly on search engines for ways to make money online.⁵

Sources

1. <http://techcrunchies.com/us-affiliate-marketing-spending-projections/>
2. <http://www.dsa.org/pubs/numbers/index.cfm?fuseaction=07numbers>
3. http://news.cnet.com/8301-10784_3-9897132-7.html
4. <http://www.digitalmediabuzz.com/2010/01/2010-ad-budgets-shift-online/>
5. <https://adwords.google.com/select/KeywordToolExternal>

Customers: BetterWebBuilder.com has two primary customers: people looking to grow their business and/or people who want to make money online.

BetterWebBuilder.com targets the online advertising of affiliates, direct sellers, and online marketers by offering many of the same tools they are already paying for to them for free.

BetterWebBuilder.com will target people looking for ways to make money by providing them a low risk, high potential opportunity.

Competitors: BetterWebBuilder.com is the only website combining free services in a customizable marketing system to rapidly growing, high demand markets. In so doing, BetterWebBuilder.com will quickly expand and gain penetration into these marketplaces.

Marketing Strategy

BetterWebBuilder.com's marketing efforts are centered on the growth of its affiliate sales force. By offering free tools to both affiliate marketers and direct sellers already in the marketplace, BetterWebBuilder.com will forge strategic partnerships as these users sign up new members as a means to grow their own businesses.

BetterWebBuilder.com will also use established relationships some of the largest lead vendors online to develop and provide leads, advertising and products to their affiliates.

BetterWebBuilder's marketing campaign will focus on providing a unique offer; free services, websites and a customizable marketing system to their customers. Free customers can then upgrade to a Gold Membership to receive enhanced features, tools, services, and additional compensation.

Management

BetterWebBuilder's management team has extensive experience in the marketing, Internet, and direct selling sectors.

Art Phelps, Chief Executive Officer, has over twenty years of professional experience in the field of marketing for small businesses. During the last six years he and his brother Rob created and operated a marketing system which generated over 10 million and were responsible for creating 36 million in product sales utilizing that system.

Rob Phelps, Chief Operating Officer, like his brother, has over twenty years of experience in marketing, and has created many of the online tools that have been the basis for the success of their marketing system.

Aside from Internet Marketing Art and Rob Phelps have been the number one income earners, and Advisory Board members in 3 separate Network Marketing Companies. They have developed many of those companies marketing strategies and their compensation plans.

BetterWebBuilder's team of consultants are experts in direct selling, affiliate marketing, affiliate training, video, advertising, lead generation, high-tech, and Internet fields.