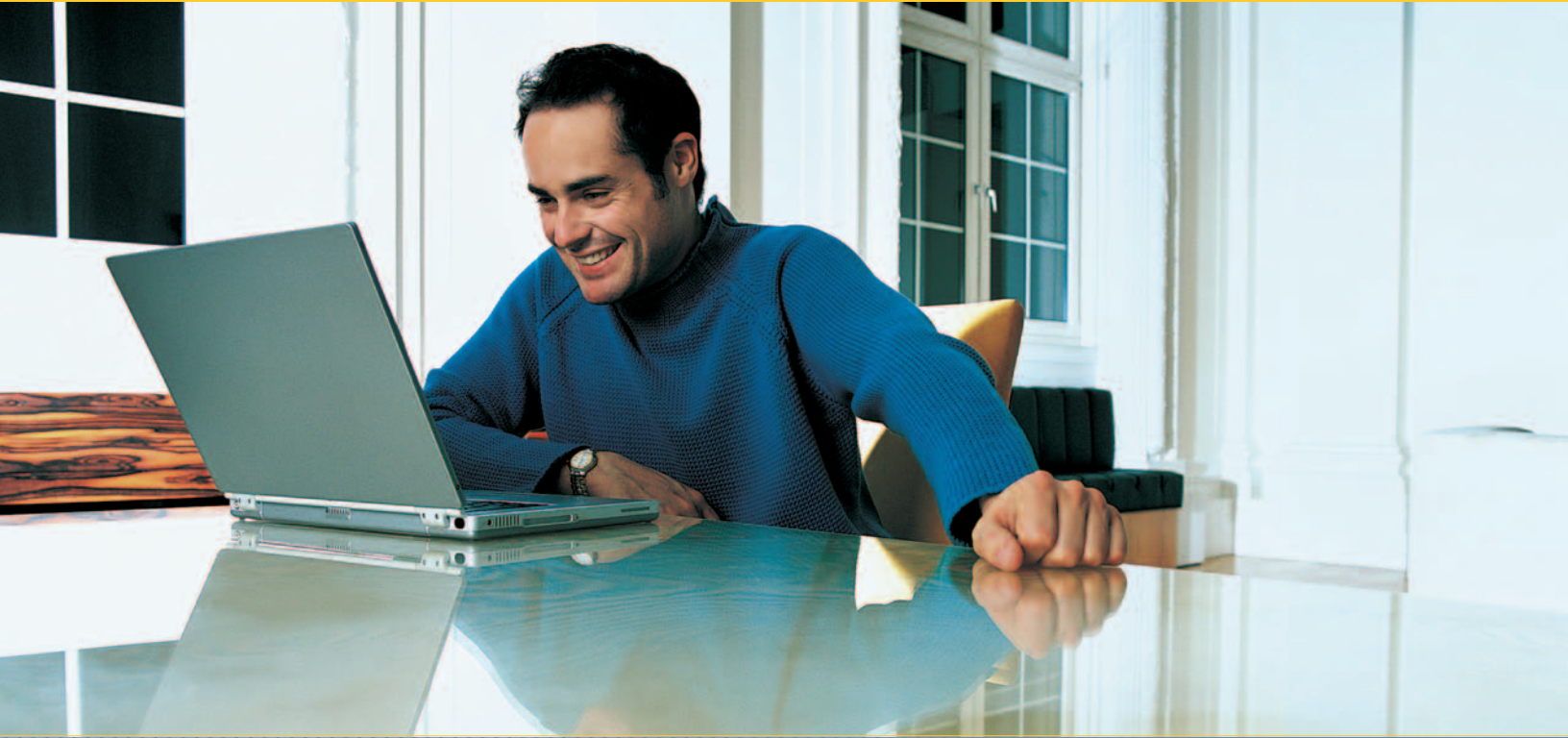


TruePresence™ Franchise Opportunities



Your future is unfolding today



What If...



“We believe in being truly present to our franchisees — and to their customers.”

Tom Cunningham,
TruePresence CEO

- *You could deliver Fortune 500 web sites, at a small-business cost?*
- *You could empower clients to update their own sites, at no extra expense?*
- *You could leverage the true power of the web, driving client sales and profits?*
- *Your hard work today created financial value tomorrow?*
- *Your web technology partner had a national presence and track record of innovation?*

...then you'd be a TruePresence franchisee.

Interested?

Read on to learn more about a new franchise opportunity that is reshaping the web services business.



TruePresence: A business opportunity for today — and tomorrow.

TruePresence provides affordable web services and rock-solid support to small- and medium-sized businesses. We help our franchisees design, deploy, and maintain Fortune 500 web sites, for a small-business price. But unlike most web firms, we bring economies of scale, greater reliability, and cost efficiencies to the table. Our goal: to reshape the web services industry—and create tremendous value for our franchisees.

TruePresence franchisees are the heart of our company. They identify and close new customers, run web design and development projects, and service and grow customer accounts. They are the linchpins of our success. And we are the linchpin of theirs, as our suite of web technology products and services provides strong current and future revenue potential.

TruePresence franchisees provide their clients with a broad array of services, including:

- Web site design and development
- Web application development
- Domain name management
- Hosting, support, and maintenance
- Web site effectiveness analysis
- Online strategy and execution
- Web application provisioning and maintenance
- Online promotions and marketing

And they can position these services as a one-stop, affordable, and reliable solution. So clients no longer have the headaches of dealing with multiple vendors, high fees, and orphaned web sites.

But here's the key reason to consider TruePresence: residual income. The TruePresence Website System has a built-in software component that allows customers to manage their own web sites. TruePresence provides this ASP application online for a monthly fee, helping clients save money, time, and hassles. Further, every site needs web hosting, provided by TruePresence partner, Alabanza. This, too, generates revenue trails. Many of the additional products and services you'll offer—such as e-commerce shopping carts or CRM systems—all result in

monthly fees. Having so many revenue streams, which continue after the initial sale, creates the possibility of substantial residual income. But this income depends on having a technology partner with a long-term track record: Alabanza.

Alabanza is one of the largest and most successful web-hosting firms for small- to medium-sized businesses. Over the last 10 years, it has built, provisioned, and supported over 1 million web sites for clients worldwide. Alabanza's broad and deep knowledge base, its reliable 24/7 service, and its remarkable track record of technological innovation gives you instant credibility and staying power in your marketplace. Alabanza offers you these additional advantages:

- **National scope and reach.** Unlike most local web development firms.
- **A history of profitability and stability.** Alabanza is reputable and profitable, with 120 employees and \$24 million in 2004 revenue.
- **Market focused.** Alabanza intimately understands the needs of America's small- and medium-sized businesses.
- **Multiple network operations centers, totaling over 40,000 square feet.** Alabanza has the capacity to meet your needs, in the short and long term.
- **Relationship with BulkRegister.** Alabanza owns the fifth largest domain registrar, serving over 3,000 successful clients and safeguarding over 1.3 million domain names.

In short, TruePresence offers you:

- A revolutionary business model that outpaces competing web providers.
- Innovative technology that positions you as a leader.
- Intensive service and support that helps you attract and retain clients.
- And the national scope and track record of Alabanza, which gives your clients peace of mind.

Put it all together and what do you have? A compelling reason to consider joining TruePresence. Read on to learn more about our marketplace.

The SMB marketplace: Rich with opportunity.

TruePresence serves America's small- and medium-sized businesses, the growth engine of our economy.

According to the U.S. Small Business Administration, businesses with fewer than 500 employees represent 99.7 percent of America's 23.7 million businesses. They create the lion's share of new jobs, produce most of the innovation, and employ half of all private sector employees. This means you'll never run short of viable prospects.

What's more, the SMB marketplace is highly dynamic. Each year, about 600,000 small firms close, but another 600,000 are born, further increasing your prospect pool. And it's a marketplace that has begun to embrace the Internet as a strategic resource. According to the National Federation of Independent Business (NFIB), 57 percent of small businesses use the Internet for business. However, only 35 percent have a web site. Yet the average life span of these sites is just 21 months. According to NFIB, only 24 percent of small businesses actually generated revenue through their site and only eight percent increased their profits because of their site. Clearly, the SMB marketplace needs help—and TruePresence is ready to answer the call.

Think about it. Millions of businesses have yet to build a web site. Others have a dead or dying web site. And still others have yet to experience the power of e-commerce. What's worse, America's small businesses are unhappy with their current web providers. For good reasons:

- Small businesses started by putting up brochure sites. Built by small local web firms, these sites often fell short of expectations.
- Companies realized they needed Fortune 500 functionality, but discovered they couldn't afford working with high-end web firms.
- So they turned again to small local firms. But found they either wanted to sell technology applications or creative packages. Not complete solutions designed to improve business results.
- Many web providers disappeared in the technology shake-out of the last five years, leaving clients unable to update their content, confused about

where to turn next. and frustrated.

Enter TruePresence. Our vision: to revolutionize the fragmented web-services industry by providing...

- the advanced web functionality that small businesses need,
- at a cost they can afford,
- from a technology provider they can trust.

Also, by creating web sites...

- that grow with our clients,
- that are accessible and easily updated, and
- that achieve tangible results.

"Nearly half of small businesses without a web site expect to have one in the next 12 months."

National Federation of Independent Business (NFIB)

We also wish to become the Blockbuster Video of web services—through economies of scale and standardization, so that our business model generates results for clients and value for franchisees.

To achieve our vision, TruePresence needs you... strong business professionals with excellent consulting skills to represent us in communities across America. You will use your sales, marketing, and problem-solving expertise to help clients reap the rewards of the web. In the process, you will create a business with strong current and future revenue potential. Sound appealing?

[Read on to learn more about the products and services available to TruePresence franchisees.](#)



TruePresence: Deploying the technology of tomorrow, today.

TruePresence leverages the latest technologies to the benefit of its franchisees and clients. This is due to our



relationship with Alabanza Corporation, the #1 global web solutions provider to small- and medium-sized businesses.

As a TruePresence franchisee, Alabanza's technology will get you into the game. But whether or not you win depends on your personal efforts. To succeed, you must establish and grow client relationships on a consistent

basis. Here's how those relationships should unfold over time:

- **Web Presence Analysis (WPA):** This is the heart of your client relationship. Its purpose: to help clients solve business problems with their web site. The WPA applies systems logic to a client's online presence to discover where the holes are. Next, you'll help clients think through their needs, develop an action plan, and create a web strategy to generate results.
- **Web site design and development:** You will hand over your client to our user-focused design team. This team will make your client sites compelling and distinctive. Plus, they have the know-how to integrate the web site front end with client back-end systems.
- **Web site promotion:** Your TruePresence professionals will recommend how to attract visitors to your client sites. TruePresence will provide your clients with:
 - properly engineered sites for search engines
 - search engine submittals
 - search engine optimization
 - advertising with Overture and Google
 - site listing and portal placements
 - affiliate marketing
- **Web hosting:** Every web site needs a secure host to be live on the Internet. Through our relationship with Alabanza, you can offer your clients secure hosting in our Network Operations Center. Your clients will join the more than 175,000 sites

currently hosted by Alabanza, America's premier web automation provider.

- **Professional domain name management:** Domain names are a crucial business asset. TruePresence will secure your clients' domains under one account, protected with the latest security features.
- **Support plan selection:** You can provide your clients with a variety of service levels, designed to fit their unique requirements.
- **Ongoing analysis of site effectiveness:** We will help you analyze your customer's site effectiveness, creating opportunities for new sales and future residuals.

During the client lifecycle, you will have many opportunities to add products to the mix. Examples include:

- secure certificates
- search engine submission tools
- e-mail marketing tools
- shopping carts
- domain names
- spam guards
- urchin site statistics
- content management system
- and much more

Result of our product and service quality? A competitive edge over web firms in your market. This advantage should assure strong closing ratios, higher fees, lower churn rates, and faster ROI than with other web-service models. But the key to your success will be effective management of the TruePresence Revenue Model.



To see how it works, read on.

Fifty-six percent of SMB firms attributed some portion of their annual sales to their online presence."

*TruePresence Revenue Model: Generate results today.
Build an annuity for tomorrow.*



"Eighty-one percent of SMBs describe their... business climate as at least moderately strong, and 78% expect it to improve..."

Forrester Research

TruePresence franchisees have the potential to build highly successful businesses with two main sources of revenue: current income from new engagements and residual income from completed engagements.

When you engage a new client for a new or redesigned web solution, you will receive income from those retail sales costs. In simple terms, you will "purchase" that solution directly from TruePresence at a wholesale cost. Although we will assist franchisees and recommend a competitive retail cost, the retail pricing decision is yours to make. TruePresence will collect management fees (royalties) based on that retail price, but the difference between what you pay us and what you charge is your initial profit.

Next, TruePresence will do all of the heavy lifting regarding web design, deployment, and maintenance. Once a site is live, clients will be in control of their site and can make an unlimited amount of changes, all at a fixed monthly cost. Depending on the monthly amount they pay for the

provisioning of the site and all of the capabilities that they receive, the model is essentially the same. You pay a wholesale cost to TruePresence for these services, then you charge the client a retail fee. The retail monthly recurring costs, less the royalties, are the profit stream for TruePresence franchisees.

The beauty of our revenue model is this: As you continue to receive income from new clients, you're build strong residual income from existing clients. We will support this effort by providing ongoing service and new products. Result: an income stream that remains as long as clients stay with you.

Intrigued by what you've read? Have strong sales and consulting skills? Understand the needs of small business? Then contact us for further information about becoming a TruePresence franchisee. Or visit us on the web at <http://www.truepresence.com>.

Because when it comes to the web, your future is unfolding today at TruePresence.

TruePresence: We deliver client satisfaction, period.

Guy Timberlake

Chief Visionary

The American Small Business Coalition

Columbia, MD

www.theamericansmallbusinesscoalition.org

"With our new web site, we wanted to have the versatility to do our own modifications. This is one of the main reasons we selected TruePresence.



We also wanted the ability to have a member-only portion of our site, along with much more interactivity. TruePresence created the framework and templates we needed, along with an enhanced navigation system. Reaction from our membership has

been extremely positive. During the development process, TruePresence provided absolutely flawless service. I heartily recommend them to others who have similar needs to ours."

Katie C. Smithson Burch

Italy Programs Manager

CET Academic Programs

Highland Village, TX

www.cetacademicprograms.com

"We had three main goals in developing our new site. First, we wanted to make it friendlier for people to use. Specifically, we wanted to organize our content so that each audience could view only the information that pertained to them. Second, we wanted to create a whole new "operating system" that would let us communicate with people online, instead of by mail. And



third, we wanted to give more people the ability to post and edit information on the site.

"We selected TruePresence because they met our requirements. Other providers wanted to create a total custom application at a much

higher price. The TruePresence solution was not only more affordable, it was simpler to use.

"TruePresence was very responsive to our questions, especially regarding site design. Everyone has been very friendly to work with and accommodating to all of our needs.

"As a result of working with TruePresence, we were able to streamline how we communicate with our audiences. Doing our mailings online is much faster and more user friendly for our students."

Joe Mathews

President

Franchise Coaching Company

Litchfield, CT

www.meaningoflifeproject.com

"My goal in creating a new web site was to create an online personal development program that people could sign up for and do the steps automatically online. Secondly, I wanted to promote my new book, "The Meaning of Life Project." Finally, I wanted my new site to promote my consulting and coaching services.



"I selected TruePresence because they were inexpensive, but also because they had the technical expertise I needed. For me, the biggest benefit of working with

TruePresence was their website system. The interface is so user friendly I can add content and features on my own. If you can use Microsoft Word, you can do your own HTML programming. If you have any computer logic at all, you can update your own site. (As a result of) Working with TruePresence, I found this firm to be one of high integrity and responsiveness."

Rebekah Daly

Office of Promotions

Institute for the Psychological Sciences

Arlington, VA

www.ipsciences.edu

"In order to attract students to our program of graduate studies in psychology, we needed to recreate the web site we had. After meeting with a few different (web) companies, we



realized that TruePresence was flexible, easy to work with, and understood the importance of usability. Plus, their content management software made all the difference in the world. During the design process, True Presence was very accommodating and

returned phone calls in a timely manner. They were very professional and attentive to our unique needs. Overall, we are extremely happy with the design, professionalism, and efficiency TruePresence displayed. We found them to be prompt, friendly, clear, and encouraging. We have no hesitation recommending them to future prospective clients."

Create your future, today, with TruePresence



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