



## Business Overview

### **Build Residual Income –**

Build a recurring, residual income in the lucrative, \$43 Billion wedding industry. Start with a dedicated, **Full Time Effort** and build your residual income to **Over \$100,000** per year after just 12 months. Continue **Part Time** thereafter and maintain residual earnings of **\$150,000** annually after 2 years.

If you are dedicated, have a strong achievement aptitude, and can follow the training and success strategies that we teach, then you may qualify be the Executive Director of a Wedding Industry Association of merchants who want to Promote and Protect their hard earned good reputations. As Executive Director you will earn residual income by building the membership in this association.

### **Industry Background –**

The wedding industry is a multi-billion dollar (over \$40 billion) industry that is made up of thousands of small independently owned (Mom & Pop) vendors and service providers. The average bride spends well over \$25,000 for products and services from dozens of local businesses that she has chosen from the hundreds of small independent wedding businesses right in her own home town. This makes the wedding industry very unique. It is a localized industry. It is an industry of personal relationships, face to face contact, and word of mouth.

### **BrideAndGroomPlanner.com - Website Description:**

BrideAndGroomPlanner.Com is made up of a "Member Association of Wedding Professionals" who are proud to promote their hard earned reputations by sponsoring a fair and balanced "Rating & Review System". Member Merchants do this by inviting ALL their brides to join the association's "VIB Club" (Very Important Bride Club).

As a VIB Club member, the bride is encouraged to **Rate and Review** ALL her merchants. The member bride also receives many other benefits from the merchant association including prizes and online shopping discount privileges. These benefits are sponsored for the bride by the participating, dues paying, "Member Merchants" of our program.

**An opportunity now exists for you to become the Local Executive Director of this website and wedding merchant association in your market.**

## Our Mission Statement

BrideAndGroomPlanner.com's mission is to operate a wedding website, on behalf of an Association of Wedding Professionals, that incorporates a Ratings & Review system that is FAIR. By joining together with fellow wedding industry professionals to support a Ratings & Review system, the local wedding professionals have a 'fair and balanced' program to promote their reputations. All wedding professionals have "Merchant Rights" and there are local wedding merchants serving on each local chapter's "Board of Advisors". All local wedding merchants are invited and encouraged to become members in order to support this cause.

## Basic Business Tenets

1. Ratings & Reviews by consumers are now common and widespread. They are here to stay because of the invention of the internet.
2. Ratings & Reviews, public comments and merchant evaluations have already come to the wedding industry and they are not going away. Wedding merchants are concerned about this trend and feel vulnerable. Bridezilla has been the only one making comments and this does not seem fair.
3. **So, what should wedding merchants do about this?** Wedding merchants need to empower themselves by JOINING TOGETHER and "embracing" a ratings website that is 'fair' and gives the merchants a 'voice' and some 'influence' rather than resisting the inevitable growth of this new 'power of the consumer'. With all that in mind, BrideAndGroomPlanner.com was formed as a "Website Association of Local Wedding Merchants".

## Website Territory Executive Director – Duties and Responsibilities.

The Executive Director's basic duties are very simple. You will call the wedding merchants and make an appointment to visit in person. The appointments last from 20 minutes to 1 hour. You should visit from 2 to five merchants per day. We will teach you how to get the appointment.

The purpose of the visit is to give a briefing to the merchant that discusses our program and ways that they can promote and protect their hard earned good reputation. You will not need to be an expert yourself. The briefing is conducted by playing a 20 minute video that explains how they can promote and protect their public image and reputation by becoming a dues paying member of our merchant association. After the merchant watches the briefing, you will "sign up" the merchant by filling out the member form. THAT'S IT!

**We will teach you how to get the appointment by using a script that we provide. You make the appointments, visit the merchants, the video makes the sale. You close the deal and fill out the order form.**

Click this link to watch the ACTUAL presentation that you will play on your laptop for the merchant during the appointment:

<http://www.brideandgroomplanner.com/vendorLogin/briefing/websiteBriefing/websiteBriefing.html>

## **Territory – What Are You Buying?**

The Territory Executive Director purchases and owns the exclusive contractual rights to sell listing memberships to the wedding merchants in their territory (Territory Rights). The Territory Executive Director has owner rights to the revenue created by the merchant subscriptions which creates a recurring, residual income stream. The territory rights are transferrable based upon a contractual agreement. That means the recurring residual income rights have an equity value and can be sold under the terms of the agreement.

All revenue, invoicing and credit card processing of new member set up fees and monthly dues are handled by the home office. The home office rebates back to the owner/manager their share of monthly revenue of 50% up to 80% depending on volume levels achieved. This lucrative revenue split allows the Executive Director to eventually expand by bringing on commissioned sales reps to grow the territory. Executive Director net should range from 50K for small markets (500, 000 – 700,000 Pop), up to 125K or more for large markets of over 2,000,000 population, depending upon the ability, dedication and work ethic of the owner/manager. Combined with the ability to conduct your business with no overhead and little expense, it can be a very lucrative venture.

**Your Investment** - \$2500 to \$5000 depending upon territory size.

## **To Request More Information –**

1. To receive more information and the “Territory Executive Director Offering Prospectus” that contains the “contractual agreement”, please click on the following contact link <http://www.brideandgroomplanner.com/pdf/contactForm.pdf> , and save the form to your hard drive then fill out fax it to On Target Publishing, LLC at 513-272-0888 or e-mail it to [Jim@BrideAndGroomPlanner.com](mailto:Jim@BrideAndGroomPlanner.com) Put **Executive Director Opportunity** in the subject line.
2. Questions? Contact Jim Muennich, at 513-272-3300.

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