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Join for **FREE** or choose from our premium membership levels

Go to [www.myprospot.com](http://www.myprospot.com) and join the thousands of other businesses benefiting from being part of the myProSpot community

**Are your business details already listed?**

If so send an email from your company email and we'll generate your login details so you can access your account

**E-mail: [register@myprospot.com](mailto:register@myprospot.com)**



Showcase your business with your own personalised, fully customisable web pages and domain names



Receive and reply to targeted customer enquiries with our ProXchange facility



Enhance your business reputation and stand out from the crowd with our feedback and rating tools



Choose from FREE or premium membership packages



Manage your own blog to inform customers and friends of your events, availability or daily thoughts



Personal dashboard to manage all your activities in one convenient place



Choose to use our Full Web Hosting service to register, build and host your Business website (e.g. yourCompany.com)



Post news, video and marketing information for millions of prospective customers



Share information, opinions and ask for advice from peers and millions of consumers.



Save thousands in specialist fees by receiving FREE consumer research



Safe! We offer a full arbitration service to any feedback you feel is malicious or incorrect



Exclusive special offers and discounts from fellow members



The **OneStopShop** for Service Providers

**Tell 18.8 million UK households what your business could do for them – FREE**

Join thousands of other service providers at [www.myprospot.com](http://www.myprospot.com)



About myProSpot

Why Register?

ProXchange Lead Generation

Feedback and Ratings

Business Profiles

Internet Novice?

Smart Marketing

Web Hosting



## Our Mission Statement

To make myProSpot the first choice for every consumer searching for any type of Service Provider



## The myProSpot Story

The journey began in 1998 when we realized just how hard it was to find service providers who were approachable, available, professional and above all value for money.

In the early days of the web, the old fashioned paper directory was the only option. Asking friends and neighbours for recommendations only helped occasionally. What we really required was a single, one-stop shop for every service provider you could ever need.

Not only that, but a single source that would also provide all the different, yet essential, information consumers want to see.

### Something that could provide:

- Consolidated Marketing & Advertising Information Direct from the Business
- Multiple Recommendations, Reviews and Feedback from Previous Customers
- All the Legal, Official and Regulatory Information to help Keep Consumers Safe

### In short, what was really needed was myProSpot.

There wasn't one in 1998 – but there is now.

We admit it's taken a while. However, we really wanted to perfect the service to maximise the benefits we can provide to both consumers and businesses. Now we think we've done that and we're proud to bring our service to you.

**myProSpot.com** is a powerful social network focused on the services industry, invaluable to both business and consumer alike. We all know how important social media is today for business growth and myProSpot really does help link consumers to the business services they want. From Doctors to Dentists, Decorators to Party Entertainers as well as your usual suspects. Tradesmen, Hairdressers, Hotels, Estate Agent's, Professional Service Firms, just about any service you can imagine. **We have them all!**

**Consumers can quickly find, view, analyze and approach our business members on [myprospot.com](http://myprospot.com)**

## A Few Reasons to Register



Showcase your business with your own personalised, fully customisable web pages and domain names



Choose to use our Full Web Hosting service to register, build and host your Business website (e.g. yourCompany.com)



Receive and reply to targeted customer enquiries with our ProXchange facility



Post news, video and marketing information for millions of prospective customers



Enhance your business reputation and stand out from the crowd with our feedback and rating tools



Share information, opinions or ask for advice from peers and millions of consumers.



Choose from FREE or premium membership packages



Save thousands in specialist fees by receiving FREE consumer research



Manage your own blog to inform customers and friends of your events, availability or daily thoughts



Safe! We offer a full arbitration service to any feedback you feel is malicious or incorrect



Personal dashboard to manage all your activities in one convenient place



Exclusive special offers and discounts from fellow members



## Why Register?

We have over 1 million businesses listed already – That's why consumers trust us every time to find a provider for their needs

**BRONZE Membership is FREE**  
(See website for full membership benefits)

Register a new business or claim your existing business listing now at **[www.myprospot.com](http://www.myprospot.com)**

\*myProSpot also offers full web address, domain registration and website hosting facilities. Allowing any business to promote their services via their own website. Choose from yourCompany.com, .co.uk or any available web address

**ProXchange**  
Use ProXchange to receive  
and manage dozens of relevant  
consumer enquiries bringing real  
business to you – FREE



"ProXchange is a simple way to connect your request or query to any Business you choose"

**1) Enter Details**  
Briefly describe the service you require or the information needed from our Members

**2) Select Members**  
Evaluate & Select which members you want to approach

**3) Submit Request**  
Submit your request to multiple Members in ONE hit.

Manage responses in your own secure area. Modify, resubmit or send your requests to additional Members. Communicate until you find exactly what you need - no pressure and it's FREE!

**Quick, Safe, Simple, Convenient - and FREE!**

**START HERE!**

## How can ProXchange Help my Business?

- You will receive genuine, qualified leads and enquiries from people interested in your Business
- View requests at your convenience and choose to respond to the ones that interest you most - No need to enter lengthy discussions about work that's not suitable
- You are easily contactable! Increase demand for your services and communicate with dozens more potential customers
- Manage dozens of enquiries in seconds and reply with automated or personal responses

Choose more of the work you want and less of the work you don't!  
All at a fair price.

**ProXchange is FREE to Gold & Platinum Members! You can receive, respond and accept work via unlimited consumer leads - we won't charge you a penny!**

## ProXchange – Receive FREE Customer Leads & Enquiries

**myProSpot will help you stand out from the crowd**

**ProXchange** is a unique service that allows consumers to communicate direct with your business.

They may ask for a quote, further business details or simply ask your advice. Using ProXchange will give you the opportunity to get to know prospective customers and gain their trust – you can't lose because it is:

- **Effective** – 80% of people looking for your business type will go to the internet first. 75% of those will email or message before picking up the phone.
- **Simple** – Respond to messages and requests manually, via automated responses or simply not at all! You choose what you want to follow up.
- **Targeted** – Consumers who use the service have selected you because you fit their needs. Using ProXchange means you don't have to waste time dealing with customers who want something different than what you offer.
- **Efficient** – Customers who would never have seen your business via normal channels will identify your business as meeting their needs. They'll come to you!
- **Cost Effective** – It's FREE lead generation. Using myProSpot will increase the demand for your services so you can better manage your pricing and the work you undertake – get the work you want for the price you want.

**Sign up for myProSpot today at [www.myprospot.com](http://www.myprospot.com) and make a world of difference to your business**





"Superb work, we'll definitely use again"

*Mrs Heath, Sheffield*

"Friendly & professional attitude"

*Chris Marks, Swindon*

"Extremely high quality service, expensive but worth every penny"

*Kay Summers, Chelsea*

We provide standard feedback criteria for all service providers as well as specific ratings for individual professions.

Professionalism

50%

Responsiveness

50%

Quality

50%

Value for Money

50%

Customer Focus

50%

+ comments, general satisfaction, use again and much more

Plus - You can choose your own custom fields to gather exactly what you need to know.

After Sales?

50%

Tidyness?

50%

Staff Politeness?

50%

●●● What do you really want to know?

# Q: What is your most powerful sales tool?

## A: Your customers!

It's hardly new or cutting edge, but the old adage "People buy from people" is as true today as it's always been.

Before hiring any business, most people want to hear recommendations from past clients. It gives them the reassurance they need to know they've picked the right business for them.

### Use your past customers to attract new ones

Using our **Feedback and Ratings Service** is a great way to promote your business.

**By choosing to allow your customers to provide valuable feedback and ratings for your services you can:**

- Add your own individual ratings criteria to gain valuable consumer feedback (which would normally cost you £1000s to gather)
- Build a virtual personality for your business
- Build your online reputation and attract more customers
- Privately analyse your ratings in your industry by profession or location to see how you fare against your competitors

### But what if someone leaves negative feedback that's unfair?

Fear not, we've thought of that too. We offer a unique, dedicated arbitration service to manage unfair feedback.

**Register your business now at [www.myprospot.com](http://www.myprospot.com) or call us on 0203 286 4009**



The **OneStopShop** for Service Providers

# Snapshot Views & Full Business Profiles

Dozens of standard or customisable presentation templates available



**\*It's FREE** to register your business as a Bronze Member  
(See website for full membership benefits)

You can put as much or as little effort as you want into developing your online business profile. From 2 words to 30+ pages and anything in between!



## Snapshot view of your business

myProSpot delivers many advanced features to help your business market your services to millions of potential customers

Choose your theme and style your profile with your own logos and marketing messages. Design your profile pages just the way you want with our comprehensive member tools.

# You're NOT on myProSpot? Why Not!?

It's simple to join and the first stop when consumers search for service providers.

What's more, **it's FREE** to register your business as a Bronze Member – So why wouldn't you?

We've been called 'Facebook for Business' - but we're much more than that!

### How it Works

To get started, create your account and register brief details about your business so our users can immediately see what you can offer them when they search for your business type.

Once your account is created you can style your profile from any of our standard templates or customise one to suit your every need. Keep it for ever or re-style and adjust as much as you want, 24hrs a day. When you are happy with how your business is presented, publish your profile to the general public and let your customers come to you.

Use our interactive features such as blogs, video and calendars to keep your customers informed of your availability, give advice or send quotes. Add pretty much anything you want.

Utilise our ProXchange feature to receive direct customer leads free of charge. Participate in our active forums and encourage your customers to provide feedback for your services.

Or, if you prefer, take 3 minutes to write a brief intro and leave it for potential customers to see – no maintenance required!

**Our service is as simple or as innovative as you want it to be.**

Register your business online at [www.myprospot.com](http://www.myprospot.com) or, if you're already listed, email us from your company address and ask us to activate your account on your behalf: [register@myprospot.com](mailto:register@myprospot.com)



# Don't have a website? Join us - hit the web running

If your business isn't on the internet you're missing out on a huge potential market.

Getting a web presence can be an expensive business, especially for smaller companies. But now you don't have to miss out.

**myProSpot** offers you a fantastic alternative by providing a cost effective way of getting a web presence with your own unique web address.

#### With our help you will:

- Open your business up to a wealth of new opportunities
- Reach a whole new market for your products and services
- Boost your profile both locally and nationally

**Setting up is easy - no technical know-how is required.**

How can I get started?

It's easy - either:

1. Go to [www.myprospot.com](http://www.myprospot.com) and register online
2. Use our paper entry form and we'll enter your details for you

If you go for the second option, we'll send you a copy of your profile just the way the world will see it online. Call 0203 286 4009 to request a paper entry form

Make your marketing work for you

Now you don't have to pay expensive yearly fees for paper directory advertising, online gimmicky sites and web hosting to get your business noticed.

With myProSpot you can pay nothing, pay a little or pay barely anything and get ten times other deals - right here!

**Call us now on 0203 286 4009 and give your business the boost it deserves.**



# Network in our Community Forums

Use our forums to give and receive advice or share information about any subject. From plasterers sharing tips within their trade to dentists looking for a new hairdresser, we have lots of advice to offer.

Make friends, win business, promote your services and gain credibility by building your own virtual personality. The more you use our forums the higher your social capital goes up. **People buy from people after all!**

As well as general discussion we have forums for all our specialist professions where consumers come for advice and businesses share information.

Get involved as much or as little as you want. From occasional 'lurker' to major contributor we're sure you'll benefit from the knowledge within our community.

**Remember, millions of consumers can see our forums!**

It's a place to showcase your expertise, approachability and professional services within your particular industry.

You will get approached purely by being there. We Promise!

*"If you don't have a website or even a web address (such as [www.mycompany.co.uk](http://www.mycompany.co.uk)) you can create everything you need at myProSpot. Choose your address, register your domain name, create your site with or without our myProSpot features and branding. Your own unique site up and running in minutes!"*



# Smart Marketing

It's never been more important to make every penny of your marketing budget count.

**Online marketing is the key to success – if you're not online you're fast becoming invisible.**

## Why?

- There are more daily searches made through the search engines for local products and services than any other media
- Worldwide there are more than 1 billion internet users (source: Nielsen/NetRatings)
- In the UK alone there are 18.8 million households using the internet (source: UK Office for National Statistics)
- More than 80% of all internet users find businesses via search (source: Georgia Tech/GVC User Survey)
- Whether you already have a website, or you are yet to get online, myProSpot will help potential consumers find you

# Cost Effective Marketing

How much of your monthly marketing spend is tailored to your specific customer base?

**Traditional off line marketing methods are expensive and ineffective.**

**myProSpot** will laser target your marketing so you'll get a higher return for your investment.

Simply go online and choose from our free or premium packages and start receiving targeted leads for a fraction of your present marketing costs.

# Much more than just a Directory Site



## What makes myProSpot different?

Everyone understands the power of the internet when it comes to marketing their business. The days of customers reaching for the Yellow Pages or local press to find a product or service are disappearing fast.

**Today, if you're not on the internet, you won't get found.**

**myProSpot's** integrated **web pages, member tools, blogs** and **community forums** provide you with a greater web presence to make sure potential customers find you!

## Can you afford NOT to belong to myProSpot?

### How myProSpot will help your business:

- Showcase your business by managing your own personalised business website pages
- Provide prospective customers with full advertising details of your services, linking to your current website if required
- Easily manage and interactively respond to customer enquiries with our ProXchange facility
- Utilise your customer feedback to promote your business to future customers
- Blog and chat amongst peers and customers in our community forums to share advice and increase your online profile
- Expand your advertising presence efficiently and inexpensively
- Collect FREE and specific marketing, consumer research and customer feedback criteria of your choice
- Monitor the activity on your myProSpot web pages with built-in analytics to see who's looking at you

**Boost your online presence by joining us at [www.myprospot.com](http://www.myprospot.com) today**

# A Complete Web Hosting Service

## Do you need a full web hosting service for your business?

If you already have a website you probably pay hundreds or even thousands of pounds a year to your current supplier.

**Why Pay Such Huge Fees?** As well as all the obvious benefits of registering with myProSpot, most businesses can utilise our service for all their web hosting needs.

### With myProSpot you can

- Check availability of your desired web address / domain name\*
- Register and purchase your own domain name in any of the common formats (.com, .co.uk, .org.uk etc)
- Point your web address to your business profile on myProSpot
- Choose to fully host your domain with myProSpot so users connect direct to [www.yourCompany.com](http://www.yourCompany.com)
- Choose to remove all myProSpot logos and branding from your business profile
- Have your own website showing your text, images and video under your own company web address as if you hosted it yourself

*\*Of course, we'd love you to link back to your myProSpot Business Profile pages so you can benefit from our consumer searches, marketing, ProXchange lead generation and our feedback and ratings system – but the choice is yours!*

If you don't have a website or registered domain you can get one at [myProSpot.com](http://myProSpot.com)

## Already have your own business domain or website?

Then keep it or transfer management to us. Reducing your costs and still gaining all the valuable benefits of being a part of myProSpot.com

\*A domain name or web address (sometimes called a URL) is a unique reference to a particular web site such as [www.myprospot.com](http://www.myprospot.com), [www.google.com](http://www.google.com) or [www.facebook.com](http://www.facebook.com)

\*A website is the content you see on web pages. All the text, pictures, video and interactive tools that you see on any web page is part of the actual website.

# Need Business E-mail Accounts?

## No problem! We can setup and host your company email accounts too

- We can provide dedicated POP3/IMAP e-mail accounts for you to create in the format [YourName@yourCompany.co.uk](mailto:YourName@yourCompany.co.uk) or [YourCompany@myprospot.com](mailto:YourCompany@myprospot.com)
- Send and receive e-mail from any internet connected computer in the world
- Stay in touch with your customers, 24hrs a day, via your professional company e-mail address whilst keeping your personal email private
- Benefit from our in-built virus, spam and anti-phishing protection software

**Remember:** If you don't want to setup your own company website, domain or email we can provide you with a [yourCompany@myprospot.com](mailto:yourCompany@myprospot.com) email address to use as your very own

It costs from a few hundred to a few thousand pounds a year to host a small business website. Yet myProSpot can deliver this on top of your normal myProSpot membership benefits for just a few pounds a month

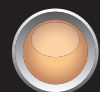
Go to [www.myprospot.com](http://www.myprospot.com) today and get your business noticed





## myProSpot offers flexible pricing with new, high value features appearing weekly.

We promise to keep our membership cost as low as possible whilst adding features based upon your feedback. We'll give you what you want at our lowest price possible.



### BRONZE - FREE

Our entry level FREE membership allows you to advertise and market your company to millions of people. Don't be the only business to miss out!

#### Bronze membership benefits include:

- Your business included in search results available to over 18 million UK households - real people looking for your business type
- You choose the primary business category and profession for your listing
- Describe your business and services in your own words using our easy to use standard templates
- Full contact details including address, email, interactive maps and travel directions
- Auto generated Consumer Account – Use our service to search, analyse, select and provide feedback to other businesses
- 24hr access to your secure online business dashboard offering full management of your account
- Receive business membership to our community discussion forums



### SILVER - Approx £20 per year

Our first level premium membership offering you fully personalised business profiles, web address and interactive customer tools

#### Silver membership benefits include:

- Choose from **customisable business templates** or create your own unique pages. Market your business services to millions in any way you choose - From a one page summary to a multi page biography!
- Personalise your pages with logos, detailed descriptions, professional accreditations, examples, references, marketing images, YouTube video, pictures and much more
- List your business in **multiple categories** and professions and direct enquiries to any email of your choice
- Receive your own **web address** (URL) in the format yourCompany.myprospot.com or register your own (myCompany.com) address with Gold Membership
- **Inspire consumer confidence** by displaying your UK official and regulatory information
- **Detailed analytics** showing how people searched for and viewed your profile
- Use our **FREE contact forms** to allow customers to send secure, targeted queries to your company
- Utilise our **paper entry facility** to register your business even if you don't use the internet – Let Internet users still find you
- **Direct consumers to your own company website** if you have one (or simply build your new site on myProSpot)



### GOLD - Approx £70 per year

Our most popular premium service adding **FREE** lead generation, detailed customer feedback, customisable consumer research and optional\* email and web hosting facilities

#### Gold membership benefits include:

- **Free and unlimited customer leads** via our ProXchange facility. These are qualified leads saving you time, money and effort
- **Utilise advanced feedback and ratings.** Allow past customers to leave you references, feedback and ratings – so others can see you're a trustworthy business
- **Collect valuable consumer research** via personalised feedback. Ask past customers specific questions about their experiences of your company (which you analyse privately)
- **Your own repository** to distribute useful items such as sales brochures, manuals, images or videos to past or future customers via our website
- Develop your **online virtual personality** through our discussion and advice forums. Allowing greater interaction with your customers
- Complimentary **arbitration service** to protect you from any malicious or unfair feedback
- Improved storage space, feedback criteria, business profile templates, themes & styles to make your company stand out



### PLATINUM - Approx £180 per year

Our ultimate service adding weighted placement of your business in consumer searches, private ranking tools to analyse your standing in your industry, unsurpassed marketing and advertising tools and optional\* domain, internet and email facilities giving you a comprehensive web hosting service

#### Platinum membership benefits include:

- **Premium weighted search results** placing your business high on consumer search results
- Choose to **register and host your own website** through myProSpot.com. Choose your web address such as yourCompany.com. Optionally remove myProSpot branding from your site
- **Full web hosting features** such as domain and email management to replace your primary hosting provider – saving you £1000's per year
- **Ultimate Themes Designer** to help you produce your company portfolio & marketing pages from premium templates
- **Blog facility** to write consumer reports, manage your online calendar, share tips and advice or simply talk about anything on your mind
- **Display video clips** via YouTube and show the world what you want them to see
- Our most comprehensive **business profiling** capability with multiple pages, images, multimedia and advertising space
- **Private Business analysis feedback** - detailing how customers feel about individual rating criteria (of your choice)
- **MarketPlace Ratings** allowing you to privately see how your business compares to other members within the same profession – Helping you target improvements and align your pricing
- **Platinum level storage space**, feedback criteria, business profile templates, themes & styles

Go to [www.myprospot.com/BusinessOwners](http://www.myprospot.com/BusinessOwners) to fully compare membership levels

Higher membership levels attract different benefits such as improved storage space, personalised business profile templates, rating & consumer research criteria – check our website for full specifications

*\* Web hosting, domain name registration and company emails can be purchased only with gold and platinum membership packages. Costs differ depending on package selected.*