

# QYAO Wealth

Printed Edition of this book is thicker, more options, more opportunities and more educational. Book will be available on Amazon in November 2008.

**Editor and Co Author Stephen Banks**

## QYAO Wealth

- Introduction
- 1. Membership
- 2. Upgrades
- 3. Affiliates
- 4. Advertisers
- 5. Affiliate Program
- 6. Paid Messages
- 7. Custom Search Engine
- 8. Units
- 9. Economy Unit
- 10. City Unit
- 11. Franchise
- 12. Communication Manager
- 13. Contributing Developers
- 14. Contract Jobs (Lab)
- 15. Partners
- 16. Intern Payment System
- 17. Sub Accounts
- 18. Different Campaigns
- 19. Link Exchange
- 20. Currency Exchange
- 21. Shopping
- 22. Forums
- 23. Blogs
- 24. Press Releases
- 25. Portfolio
- 26. Classifieds
- 27. Auctions
- 28. Newspapers
- 29. Employment
- 30. Upcoming Projects
- 31. Co worker's bonuses
- 32. Make a living with QYAO
- 33. Time and Payouts

Practical addition of General Manager of Franchise Department Stephen Banks

- 34. S.W.O.T. Analysis
- 35. Overview
- 36. B2B – Business to Business
- 37. Why Should Any Company Use Our Services
- 38. An Example of Just some of the Areas That Are Available
- 39. Initial Registration of Department
- 40. Management Levels
- 41. Commissions and Bonuses
- 42. Sales Requirements for Promotion
- 43. Promotional Leaps
- 44. How to Cover A Local Area and Pick Up More Referrals
- 45. Customer Loyalty Bonus
- 46. Article – The Business Community Opens up its Doors To the 'SINGLE PARENT'
- 47. Article – Out With the Old And In With the New
- 48. Article – Economic Development Is Dominated Online

## Introduction

QYAO started years before the domain qyao.com was registered. 8 months after GoTo.com, which was later known as Overture.com and now Yahoo.com Search Engine, launched a Search Engine with paid results to Stonediver.com, that was registered on 10/12/1998 at 5 PM eastern time, in the small Croton Harmon office of a small hosting company in New York, through Networksolutions.com.

One month later AOL acquired Netscape and Theglobe.com, their IPO soared 605.6% taking its market cap to \$622 million. Stonediver started with one single code developer from Eastern Europe and added in the next year one more additional code developer. Soon the team straightened up with a Russian team of real professionals and the first two developers were actually, excessively slow, in comparison to the professional Russian team, so we discontinued their service.

The professional team developed an advanced Pay per Click Search Engine that was placed at Stonediver as a pilot, which generated in the first year over \$2 million. Later several clones were developed and were leased out to some Companies and Individuals from USA, Europe, Asia South America and Australia. Africa was the only one not covered. The Search Engines had some solid partners who were providing Xml feeds as Ah-ha later known as Enhance, Search Boss, ABC Search, Kanoodle, Looksmart, Ask, Google, Yahoo, Valueclick, Doubleclick, Miva, Searchfeed, Findit-Quick and others.

The Russian team also developed a browser for testing purposes, which was lately rudely misused from many online users because of its abilities. Search Engine grew with many additions and advancements, as online fraud grew so did filters in Search Engine. Other projects that they added were Auctions, Classifieds, Newspapers, Mall and many other smaller projects. Stonediver gained many smaller sister companies with sister domains and projects. Enterprises for portfolios, events and motion pictures, Stonediver for real estate, Planet Informer for Newspapers - Chicago Informer was first run as a pilot and published Newspaper; so were several other projects.

As of 2001 Stonediver projects were hosted not just in Jersey City, but also on other locations in Chicago, Los Angeles and London spreading all over. The same year Disney changed Go.com from a mainstream portal to Disney site and dark event 911 happened. QYAO domain was registered 4 years later 06/10/2005 in Chicago office. QYAO was first as a simple Search Engine and a forum. In December 2006 QYAO set up a new project that turned into a Social Network equipped with other pilot projects from the past.

QYAO is an independent company, which is separate from Stonediver since 2006 and occasionally uses Stonediver as a third party service, such services as like payment tools. QYAO's goal is to provide people with useful services and keep its Members happy. The QYAO team is aware that everything is based on Members. If Members are happy they'll come back and use the services and as they use services and earn money for themselves as well, so does QYAO.

All projects in QYAO are planned to benefit Members first and then QYAO, even in cases where QYAO doesn't earn directly. For example where Member is advertising his/her services and other Members are visiting the site, QYAO doesn't have anything from this business relationship, but in the end they spread the word and new Members come.

QYAO has the lowest Membership from all professional sites and is working as a big community where Members help each other. Many temporary campaigns help Members earn hundreds and even thousands of dollars in a matter of days. Every person no matter what education, skin color, religion or geographical location can earn money. There is something for everyone. Who ever says they cannot earn with QYAO, means he/she doesn't want to work.

A Member can start small and grow. Who really wants to succeed can do so and accomplish in a few months or in a year tops steady business providing him/her with solid living, financial freedom and more spare time. Economy and City units where costs start at \$2,000.00 can be acquired free if Members start working and with work qualify for Communication Manager. Such unit can generate 5 to 6 digit monthly income if run properly. There is a way for those who are eager to succeed to do so without a penny. Yeah correct they don't even need to upgrade, they'll get upgrade free. All they have to do is show they are worthy with their work.

Communication Managers can soon qualify with hard work as General Manager of Communication and get Franchise free. Economy and City units are run first year as lease and after that can be run as Franchise. Imagine someone who wants to publish a Newspaper and doesn't have funds for it. He/she can get the completely online package and start risk free to pursue his/her dream. Newspaper can be published offline once online is already a success.

The same is with Classifieds, Auctions, Currency Exchange, Advertising Agency; each of these units provide Lessee/Franchisee with no money down start and it would usually cost him/her hundreds of thousands of dollars. QYAO even guarantee member's funds in Advertising Account if Members are scammed, by reimbursing their funds back into their Advertising Account.

QYAO is aware, that power is in Members. QYAO founder said:" Without Members we are nothing! We have to show them how much they mean to us!"

## 1. Membership

When new Member signs up he/she receives a welcome Message with a list of Communication Managers (CMs) are and Member can click on red button START in Main Menu where there are also instructions on how to start and who to contact. Even Members with limited IQ can start learning how to make money. Every person no matter of skin color, religion, geographical location or sex can open QYAO account. New Member is not limited to one account; he/she can open as many accounts as he/she wants. Accounts can have fake personal information but can't have any illegal or immoral content. Regular Members are limited in activities, which guarantee higher security for other Members. Regular Member is limited in sending Messages, earnings and many other activities. Regular Member can learn from Communication Managers whole deal step by step. Communication Managers have great interest to gather as many Members as possible in their social circles. Members mean traffic, earnings, upgrades and power in QYAO system.

## 2. Upgrades

It is a symbolic amount for the upgrade that discloses Member's identity to us. It is needed because of spamming or any other illegal activities. QYAO went quite a few extra miles with Membership Upgrades. Member gets with every monthly upgrade \$50.00 bonus that could be used for Advertising, Paid Messages and PPC Promo. It sounds lame but actually is not. In QYAO, you can make in one single month over \$150.00 out of \$50.00 in Advertising Account, get credit of \$1,000.00 and make out \$3,000.00, \$4,000.00 or more with either PPC Promo or Paid Messages. If Member upgrades 5 accounts he/she gets 6<sup>th</sup> one upgraded for free. QYAO is promising to keep these bonuses permanent active. Even more, all upgraded accounts have scam guarantee. If Sponsor "forgets" to pay Members out and there is no sound from sponsor for over 3 months, QYAO takes over and reimburses total spent balance back to Member's Advertising Account.

## 3. Affiliates

Each Member gets automatic status as an Affiliate. Elite Member Accounts practically have no limitations how much they can earn. Regular Members must have limitations because of the security of other Members (either Affiliates or Advertisers). Elite Member identifies him/herself with payment through Credit Card processor or online payment tool. Elite Member most likely won't scam or try any illegal activities because he/she can be tracked down and he/she losses the account which is paid.

QYAO gives in advance usually at least 150% towards Membership upgrade and when upgrade is done QYAO rewards it with additional 500% benefit. Each Member starts out with 650% funds in Advertising Account for \$10.00 spent, which is pretty good deal. Each Member is rewarded for direct referrals and for indirect referrals every month. Referrals referred direct from Member bring him \$1.00 each referral each month and referrals referred from Member's referrals bring him \$0.10 each referral each month. Geographic location, religion, skin color and/or nationality don't play any role. QYAO is against any discrimination.

However, to receive the referral payments, the direct and indirect referrals must stay active each and every month.

## 4. Advertisers

QYAO doesn't require from Advertisers to pay full amount in advance. Advertiser can deposit 5% of the amount he/she is planning to spend and start using QYAO Database of Members. For example if Advertiser is starting out and has limited funds, he/she can deposit \$500.00 and gain credit of \$10,000.00 to spend. All activities are recorded and Advertiser pays usually on Net 45 all Members who have \$50.00 or more funds pending for payment. QYAO sends to Advertiser at least 20% of all traffic and can be also paid 15 days after campaign is finished.

Let's take an example. Advertiser has a website, \$500.00 and some solid sponsors but no traffic. He/she can deposit \$500.00 into PPC Promo, Paid Messages and or Banner CPM. Funds can be deposit in one or all three advertising options. \$500.00 deposit gives \$10,000.00 credit limit, which means campaign(s) will be running as long as Members don't use all these credits through clicks, read messages and/or banner impressions.

PPC Promo \$200.00 deposit gives \$4,000.00 credit  
Paid Messages \$150.00 deposit gives \$3,000.00 credit  
Banner CPM \$150.00 deposit gives \$3,000.00 credit

After credit is spent Advertiser can see list of Members he/she owes payments which has to be paid on Net 45 if they are \$50.00 or more. Advertiser decides about payout time frame (Net 5 – Net 90) and minimum payout (\$5.00 - \$500.00). The only time conditions would be unreasonable, is when the campaign as very few members participating. However, all amounts owed to Members must be paid no later than 90 days after closing campaign even if because of the minimum amount payment doesn't apply.

## 5. Affiliate Program

QYAO has built in Affiliate program and each Member has automatic status of Affiliate.

## 6. Paid Messages

Every Member can deposit 5% of the amount he/she wants to use for Paid Messages. \$100.00 deposit brings \$2,000.00 credit for Paid Messages or 200,000 messages sent. Sent Message can contain exact instruction what receiver has to do to get paid and one message can bring from 0.01 – several dollars earnings (in rare cases especially with sales hundreds or even thousands).

## 7. Custom Search Engine

Is developed to work in two ways; one is for Members to click on results and get paid from QYAO and the other works similar as PPC Promo; Members click on results and get paid from different Advertisers directly. Members can use their URL for Custom Search Engine for submissions in other Major Search Engines, directories and at their Custom Units.

## 8. Units

Custom Unit is a unit that is given as a reward to Member who is an Independent Contractor and wants to get a taste of a potential Economy Unit, City Unit and/or Franchise. Custom Unit can be used at any web site as a unit with a few code additions. Custom Unit brings several benefits to the owner of Custom Unit.

Sale shares with QYAO like Membership, Units, Campaigns, Advertising, etc.  
Earnings from own sponsors with QYAO as Traffic source.  
Base for potential Economy, or City Unit and later a Franchise

## 9. Economy Unit

Economy Unit is more advanced version of custom unit and runs under certain Terms and Conditions. It's monitored occasionally by QYAO and can be terminated if any contracts are broken. Economy Unit brings much higher profits as Custom Unit.

## 10. City Unit

City Unit is unit covering certain area and certain category, with strict rules and high profits. City Unit is next step to Franchise and is generating usually tens of thousands of dollars.

## 11. Franchise

There are different conditions for Communication Managers (first year free is one of them). Here you can see authentic offers as you can see them at QYAO site.

Short version of path to your success  
-----

1. Applicant should read through Franchise Information
2. Applicant requests consultation with one of our Franchise Consultants [E.G. Stephen Banks]
3. Applicant signs the annual Lease contract after he/she decides for Franchise unit (he/she becomes Lessee and set up process begins (couple of days - 3 months depending on the Franchise Unit the Applicant chooses)
4. Unit setup, training and guidance from Franchisor:

### Day 1:

First day after unit is setup Lessee begins with phase 1; fills out applications with different partners who will provide him/her with sources of revenue. Prepare the Manual for all Affiliates who might use his/her services and implement recruiting system for out of system Affiliates (it's all on the commission basis, no results no pay to Affiliates)

### Day 2:

Lessee sets up business relationship with Independent Contractors who will run the Lease/Franchise unit activities (it's all on the commission basis, no results no pay to Contractors), provide Franchisor Management with feedback and approved applications from Partners so that Management can set up tracking system for payments

### Day3:

Lessee starts checking online statistics daily, compares partner statistics with own statistics and checks for anomalies. Statistics show the traffic, revenue, earnings and other data and if anything is out of order Lessee reports it to Franchisor who solves the problem with Lessee. Lessee starts a log so he/she can track promo, affiliate and other revenue increments in his/her Leased unit.

### Day4:

Lessee is now doing routine work and gathering the experience for the next 24 days to start with phase 2. In phase 1 period Lessee should be generating \$10.00 - \$600.00 revenue daily. Revenue depends on several factors as partners, affiliates, recruitment, and promo and of course Lessee's flexibility.

### Month 2:

Lessee starts with Phase 2 after he/she has learned and got use to his/her Leased unit producing revenue. Phase 2 contains main revenue generator and it depends on the nature of Leased unit. There are several different units from which PR & PR is the one that produces the fastest revenue. Virtual Newspapers and Net Classifieds are units with highest revenue.

### Month 3:

Part of the unit setup in Phase 1 should be fluently generating enough revenue to show Lessee that either he/she has made the right choice and should proceed with signing of Franchise Contract (UFOC). Dedicated Lessees might be able to buy Franchise unit from the Money they have made during the startup period.

### Month 4:

Lessee becomes Franchisee, stays Lessee for few more months (maximum up to 12 including first 3) or decides to quit. Lessee can quit any time he/she wants to with no questions asked. Lessee who decides to proceed should be generating at least \$1,000.00 - \$3,000.00 revenue daily.

Every candidate must start with a Lease (very low cost) and pass the 3 months probation period. In probation period candidate can pay Franchise unit from earnings made with unit, get in house financing with 20% down or pass on Franchise and just keep an annual lease for the rest of the year.

Cost and Fees:

---

Annual Lease

Annual Lease: \$1K/1 million population (depends on area covered)  
Setup fee: \$600.00 (economy) - \$600.00 (city)

---

Franchise

Franchise Investment: \$24K  
Franchise fee (365 days delay): \$15K  
Ongoing royalty fee: 6%  
Term of agreement: 5 years, renewable  
Renewal fee: Varies

---

Qualifications

Business Experience:

Industry experience preferred (not requested)  
General business experience preferred (not requested)  
Marketing skills preferred

Operations

Number of employees needed to run franchised unit: 1  
Absentee ownership of franchise is allowed

TRAINING

Available and ongoing all the time  
Conventions and conferences

ONGOING SUPPORT

Newsletter  
Meetings  
Phone consultation  
Internet  
Field operations/evaluations

MARKETING SUPPORT

Advertising  
National and International media  
Regional Advertising  
Other Marketing support

QYAO is a global franchise network of online services. It is the only franchise of its kind for now in the world.

If you can't make at least \$9,000.00 revenue per month working under our guidance we'll give you 1 year Lease free, no questions asked.

Thank you for your interest in QYAO Franchise, the most sophisticated franchise business model in the Online Service Industry.

The first step is to register and review the information in registered account to learn about our unique consumer advertising business model and our focus on other 24/7 Online Services. If you think, an opportunity of this magnitude may be the right fit for you and your goals please complete the personal profile on the website.

Thank you again for your interest in the network that is building the dominant and most profitable brand in online services.

Our first pilot unit had gross revenues of \$963,452.04 in its first year of operation and our new 15 pilot units had (each) \$101,381.00 - \$626,116.51 revenue in their first year operation.

Three Levels of Opportunity

Master Franchise License

Own the exclusive rights to lead and manage the growth of the QYAO network throughout one or more countries. QYAO master licensees function as the "headquarters" for QYAO in their territory and are responsible for adapting the QYAO concept locally, selling franchises to local entrepreneurs and providing training and support to local franchisees. Depending on population covered with Master Franchise:

Annual Lease \$1,000.00/1 million population  
Franchise \$24,000.00/10 million population  
Franchise Initial Fee \$15,000.00/10 million population  
365 days delay for Initial Franchise Fee!

#### Area Franchise

Own the rights to participate in the growth and development of the QYAO network throughout a part of a country (e.g., province, county). Area franchisees work in connection with the master licensee to provide local assistance in selling franchises and supporting franchisees within the area franchise territory. Area franchisees will also own and operate one or more QYAO centers. Depending on population covered with Area Franchise:

Annual Lease \$1,000.00/1 million population  
Franchise \$24,000.00/10 million population  
Franchise Initial Fee \$15,000.00/10 million population

365 days delay for Initial Franchise Fee!

#### Individual or Multiple Franchise(s)

Own and operate a QYAO unit in your city. Franchisees receive complete training and support from local master licensees and area franchisees who understand the specifics of the local market. QYAO also offers the opportunity for qualified parties to become multiple franchisees owning two or more QYAO centers. Multiple franchise ownership is one of the fastest growing trends in the QYAO network. Select a region below to learn about opportunities available in the country of your choice. Depending on population covered with Individual Franchise:

Annual Lease \$1,000.00/1 million population  
Franchise \$24,000.00/10 million population  
Franchise Initial Fee \$15,000.00/10 million population

365 days delay for Initial Franchise Fee!

Every Franchise has immediate sub lease value at least \$24,000.00. Franchisee applicant starts with annual lease which gives him opportunity to learn how to run Franchise and start with low startup costs. After 3 months or \$70,000 revenue which ever is first, applicant has a chance to sign for a Franchise. Applicant is not obligated to sign for a Franchise; he/she can run the unit on annual lease until the contract is out, but if anyone else applies in the mean time for same area, new applicant will be considered to take over. Lessee can secure his/her unit with a UFOC signed when 3 months or \$70,000 revenue which ever is first. If UFOC is signed in period of 3 months or after \$70,000 of revenue unit is secured and applicant qualifies, they would be eligible for financing starting with 20% deposit.

#### Example:

Detroit Michigan has population approximately 1 million. Applicant can start with \$1,000.00 annual lease and after 3 months or \$70,000.00 revenue which ever is first applicant can sign as Franchisee. In this case applicant qualifies for a financing starting with 20% down which would be in this case \$4,800.00 and monthly \$1,664.00 for next 12 months.

#### US & Canada

Complete International Online Application form to have availability information sent to you.

#### Global Opportunities

QYAO is looking to grow within these countries of the World. Select a country from the list below for more information about opportunities within that country.

If you do not see a country listed, please complete the International Online Application form to have availability information sent to you.

#### Europe

Albania  
Austria  
Belarus  
Belgium  
Bulgaria  
Croatia  
Cyprus  
Cyprus, North  
Czech Republic  
Denmark  
Estonia  
Finland  
France Germany  
Greece  
Hungary  
Iceland  
Ireland  
Italy

Latvia  
Liechtenstein  
Lithuania  
Luxembourg  
Netherlands  
Norway Poland  
Portugal  
Romania  
Russia  
Serbia  
Slovakia  
Spain  
Sweden  
Switzerland  
Turkey  
Ukraine  
United Kingdom

#### Asia

Australia  
Bangladesh  
Cambodia  
China  
Cyprus  
Cyprus, North  
Hong Kong  
India Indonesia  
Japan  
Kazakhstan  
Korea, South  
Laos  
Malaysia  
Nepal  
New Zealand  
Philippines  
Russia  
Singapore  
Sri Lanka  
Taiwan  
Thailand  
Turkey  
Vietnam

#### Africa

Algeria  
Azerbaijan  
Bahrain  
Egypt  
Ghana  
Israel  
Jordan  
Kenya Kuwait  
Lebanon  
Morocco  
Nigeria  
Oman  
Pakistan  
Qatar  
Saudi Arabia South Africa  
Syria  
Tanzania  
Tunisia  
United Arab Emirates  
Yemen  
Zimbabwe

#### South America

Antigua & Barbuda  
Argentina  
Aruba  
Bahamas  
Barbados  
Belize  
Bermuda  
Bolivia  
Brazil

British Virgin Islands  
Cayman Islands  
Chile  
Colombia Costa Rica  
Dominican Republic  
Ecuador  
El Salvador  
Grenada  
Guatemala  
Guyana  
Haiti  
Honduras  
Jamaica  
Mexico  
Netherlands Antilles  
Nicaragua Panama  
Paraguay  
Peru  
St. Kitts & Nevis  
St. Lucia  
St. Vincent & The Grenadines  
Suriname  
Trinidad & Tobago  
Turks & Caicos  
Uruguay  
Venezuela

#### International Online Application

As soon as Lessee/Franchisee signs the contract he/she will most likely get the business contract deals with partners - well known brands. Principal will help the Lessee or operator - Franchise unit owner to sign a contract with at least 3 partners.

#### Lessee - Potential Franchisee

As a potential Franchisee you can start as soon as you get confirmation email from the company you are ready to go as a Lessee. After your application with payment your online property will be set in the time frame set in introduction email.

Xml feeds from partners will be automatically included at your rented property and you'll be getting paid for that. Your income would be coming from:

Partners  
Memberships  
Referrals  
Reciprocal traffic from other Franchisees  
Advertising Ads

You should be reaching database of over 1,000 Members in a week or two with active free advertising and posts online; with 1,000 active Members it should be between \$100 - \$300 per day.

The way we are offering you to buy a Franchise we can get our money only if you succeed. \$1,000 annual lease for territory of 1 million people is symbolic amount, which eliminates serious from unserious applicants and barely covers setup costs. In first few months after you start we help you to earn at least 3 times more than you'd pay for Franchise. Our Franchise is unique, affordable and with high return, but you have to qualify for it and we'll help you all the way.

You'll be provided with Xml feed partners and banner partners that you'll contact and place their banners and xml feeds into your online property.

Franchise Advisor will help you at the beginning to advertise free at online forums, classifieds and auctions. You'll advertise in these media your services and place ads for staff - independent contractors who will work for your site and will get paid from the QYAO Company for results delivered. Franchise Advisor doesn't earn any commissions if he/she doesn't help you on your way to success

#### Become a QYAO Franchisee:

Whether your background is in sales and marketing or general business, if you follow QYAO's system you will build and expand your client base and achieve recurring revenue. QYAO's successful business, marketing and Internet solutions are driven by proprietary tools, methodologies, products and comprehensive operational and marketing support.

#### Your Objective:

Your task as a QYAO franchise is simple. Using QYAO's proven Business Systems, your job is to help companies within your community profit from the Internet.

#### A High Demand Business:

More and more people are on the Internet each day. For businesses and private parties, having a website is simply not enough. Businesses must have the knowledge of how they can profit from this new technology. It's comforting for businesses to know that they have a partner who is looking out for their ongoing interests throughout the Internet's evolution. As new Internet technologies emerge and will continue to emerge, as a trained and certified QYAO Internet Consultant, you are positioned to assist businesses in capitalizing on these new possibilities.

Comprehensive Training:

QYAO offers you "one of the most complete and comprehensive Programs available among franchise companies today". As a franchisee you are equipped with an extensive on-going Support Program, custom tailored to meet your unique and individual needs along with your own personal success coach during start up.

The System:

Our franchisees, both men and women, consist of all ages and backgrounds. Like a modern day architect, your job is to assess your clients' business needs using QYAO's System. Your client's Internet Solution is then custom tailored to both reduce their business overheads and increase their revenues. Your clients Internet Solution is then independently built at QYAO's Global Portal - strategically located in high-tech regions - delivering to your client a results oriented, technologically advanced Internet Solution at an economical cost. QYAO's unique System provides you with an ongoing stream of reoccurring revenue from each and every client and/or service user.

Year began: 1992      Franchising since: 2007      Startup Investment: \$24,000

Franc Ferk group founded Advertising, PR, Promo Company in 1992 and opened the company's first office the same year in Vienna, Austria, providing advertising services to commercial clients in Western and South Europe. October 12, 1998 business was established in New York.

Today, Franc Ferk LLC Network force offers with Pay per Click Search Engine a variety of online and offline services to businesses and private parties. Low franchise fee - a local territory will cost \$24,000 USD. It is also a business that can be home-based, either initially as the business is built up or long-term, as the franchisee desires. There is no initial fee at the beginning, once Franchisee is established (after 365 days) Initial Franchise Fee is \$15,000. 4% weekly for royalty fee and 6% weekly for advertising expenses.

Low startup costs - \$24,000.00  
Annual Hosting Expense \$700.00 X 12 = \$8,400.00  
Annual Code Development and Adjustment Expense \$500.00 X 12 = \$6,000.00  
Annual System Administration and Adjustment Expense \$600.00 X 12 = \$7,200.00  
Setup Fee (design, db, php code) \$2,400.00  
Total startup costs: \$24,000.00  
Franchise Initial Cost (365 days delayed payment) \$15,000.00

Reasons to QYAO

If you need convincing that the Web is the place for your business to be? Here are 10 reasons why you should to be with QYAO online and offline:

It's very affordable. There is no more inexpensive way to open a business than to launch a web site with QYAO. While you could spend up to many millions of dollars to get started, QYAO offers low-budget Franchise (started with as little as \$24,000).

With us, you will cut your order fulfillment costs. Handling orders by phone is expensive. Ditto for mail orders. There's no more efficient--cheap, fast, accurate--way to process orders than via a QYAO Franchise.

Your catalog is always current. A printed catalog can be very expensive, and nobody wants to order a reprint just to change one price or to correct a few typos. At QYAO it can be updated in minutes.

With us, high printing and mailing costs are history. Your customers can download any information you want them to have from your web site. Sure, you'll still want to print some materials, but lots can be distributed via the web.

With us, you will cut staffing costs. At QYAO it can be a low-manpower operation.

With us, you can stay open 24 hours a day 365 days a year. And you'll still get your sleep because your QYAO site will be open even when your eyes are closed.

With us, you're in front of a global audience. Watch your QYAO site log, and you'll see visitors streaming in from Australia, New Zealand, Japan, Malaysia--wherever there are computers and phone lines.

With us, there are no city permits and no hassles. As you expand and add employees, you'll start to bump into laws and regulations, but it's certainly nice to be able to kick off a business without first filling out reams of city and state forms.

With us, there are no angry customers in your face. You can't ignore unhappy customers in any business; in fact, how well you deliver customer service will go far towards determining how successful you are. But at least with a web business you'll never have to stand eyeball-to-eyeball with a screamer.

With us, it's easy to get your message out. Between your QYAO web site and your smart use of e-mail, you'll have complete control over how and when your messages go out. You can't beat a web site for its immediacy, and when a site is done well, it's hard to top its ability to grab and hold the attention of potential customers.

## Ad iAgency

Economy Lease (\$600.00 annual lease + \$600.00 setup)

Revenue streams:

Xml Feed Partnership Share  
Banner Ads  
Membership revenue Share (at least quadruple compare to regular Member pay out)

When regular member decides to lease an Ad iAgency property, which doesn't cover any selected area but virtual, he/she pays annual lease \$600.00 + \$600.00 setup costs. The leased property includes hosting of software, database and hardware necessary for active project. Automatic statistics of daily activities is available online in Lessee's account; tracked and collected for his/her account. Lessee of Economy Lease can implement its own xml and banner ad partners approved by principal. Lessee can upgrade into Franchisee under same conditions as any other lessee of any other Lease.

Lease/Franchisee contract (\$1,000.00 annual lease per million population)

Lessee/Franchisee will be able to generate revenue from following revenue streams:

Xml Feed Partnership Share  
Banner Ads  
Membership revenue Share (at least quadruple when becoming a Franchisee)  
Membership Income Share (double when becoming a Franchisee)  
Ad Revenue Share  
Directory Submission Revenue Share  
Search Engine Submissions  
Immediate Sub Lease value at least \$24,000.00

Franchise Applicant must first sign Lease annual contract. Once contract is signed and payment is made Applicant will receive the Startup Kit with Operation Manual.

Franchises are everywhere. There are well over a half million franchises in the U.S. today, generating \$1 trillion in sales each year. That's 1 out of every 3 dollars spent on goods and services.

Franchising is the most financially and effective way of owning and running a business from scratch. A new franchise opens every eight minutes each business day. The U.S. Department of Commerce has called buying a franchise "an individual's most viable avenue to owning a business."

Here's why. . .

While marketing is an integral function in all types of franchises from fast food to quick oil changes, The QYAO is one of the few franchise concepts designed to take full advantage of a marketing professional's core strengths and experience while providing an opportunity to own and operate their own business.

With a franchise, you start with an established system. Many small businesses that begin each year don't have the benefit of the knowledge and experience that a franchise system offers. Franchisees may be able to reduce their risk by using a standardized system of operation that already has real world experience. That can be a tremendous advantage.

Start your own Internet Advertising and Marketing Agency with a franchise no technical expertise required. Use your sales and marketing talents to help businesses to find, get, and keep customers online. Our corporate team manages the fulfillment of all your clients' search marketing, web design, and email marketing solutions for you.

The Advertising Agency Advantage

Xml Feed Partnership Share  
Number one growth industry  
Nationally branded partner  
Multiple revenue streams  
Minimal overhead  
Flexible lifestyle

An advertising agency or ad agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

We are talking here about an Advertising Agency which offers online advertising and promotion, it can expand offline, but support at the moment is online only. Operator (potential franchisee) has usually site up and running in matter of hours. Operator is getting network of other units which will be extensions of operator's ad campaigns and they'll use operator as their extension for ad campaigns.

## Online Marketing and Advertising

With Advertising Agency's incredibly powerful online marketing and advertising solutions, your customers can find prospects that are actively searching for businesses like theirs before the competition does.

### Paid Search

Paid search marketing solution combines incredibly powerful technology and industry-leading expertise to deliver big results for your customers' business. You'll enjoy:

- Search term expertise in over 1,000 industries, including theirs, we've done all the keyword research for you
- Access to 98% of all Internet users across all the major search engines
- The ability to track all online generated leads
- Zero ad costs for impressions; they pay only when their ad is clicked!
- Low price high return CPM options
- The lowest possible costs per lead and per customer, courtesy of technology that automatically optimizes your campaign
- Daily reports that you can access online anytime, anywhere

International, national and local search engine optimization solutions can help your business rank higher in the search engines' natural search results. The company analyses and optimizes every aspect of your customer's online business profile.

### Online Advertising

Using the latest technology, the company gathers real time geographic, demographic, and behavioral data on your customer's target audience, then uses that data to strategically place your customer's online advertising on the websites your customer's audience frequents.

The QYAO franchise system offers you an exciting career opportunity - owning your own business in an industry that provides needed services to the small business market.

It is our intention to award QYAO franchises to a select group of qualified individuals. You might be among them. Basically, we're looking for people who are customer-service oriented - people who want to build long-term relationships with a growing customer base. QYAO franchisees are people who display maturity, sound judgment and stability, who possess high standards of excellence, honesty and integrity and who are able to meet the initial investment requirements.

Prior sales and marketing experience in an agency or corporate setting is preferred but not required.

If you are interested, we urge you to act quickly. The number of franchises available in your area is limited. Just fill out the enclosed online confidential Franchise Evaluation Form and send it to us immediately.

### eAuctions

Revenue streams:

- Immediate Sub Lease value at least \$50,000.00
- Membership Income Share (double when becoming a Franchisee)
- Membership revenue Share (at least quadruple when becoming a Franchisee)
- Auction Commission

Sub Lease or Category Lease (\$600.00 annual lease + \$600.00 setup)

Member Lease from Franchisee or from Principal in a particular category for a year. Member gets:

- Xml Feed Partnership Share
- Banner Ads
- Membership revenue Share (at least quadruple compare to regular Member pay out)

Franchise Applicant must first sign Lease annual contract. Once contract is signed and payment is made Applicant will receive the Startup Kit with Operation Manual.

QYAO Auction Franchise Information:

Want to own your own business? Become a part of one of the fastest growing industries of all time! With a QYAO franchise, you can own a global retail business without having to purchase inventory! We offer unparalleled support and very competitive franchise fees.

We'll train you how to run your store and provide you with the tools necessary to get your operation up and running quickly and efficiently.

Why open a QYAO franchise?

Get access to over 168 million auction users in over 150 countries!

Don't re-invent the wheel.

Buy into a hot industry with a company determined to be at the top! QYAO franchise online stores earn their money by charging a commission on all items that the stores sell. Commissions are negotiable allowing store owners to control the amount of money that they make.

Everyone has items to sell through Auctions! Why not be the one to sell them and be a part of an exciting new business concept without investing in costly inventory!

Want to open your own QYAO franchise?

Our initial and monthly royalty fees are lower than all of our major competitors. We offer outstanding initial and on-going support and the flexibility to make your business yours, making this eBay auction franchise opportunity one of the best franchise opportunities available today!

We help you with:

Domain Selection  
Hosting  
Software Development and Improvements  
Initial and On-going Training  
Auction Software Tailored to our Business Model  
Marketing and Advertising  
Email and Technical Support  
And So Much More!

#### **EMail**

Revenue streams:

Immediate Sub Lease value at least \$50,000.00  
Membership Income Share (double when becoming a Franchisee)  
Membership revenue Share (at least quadruple when becoming a Franchisee)  
Ad Revenue Share  
Vendor/Merchant (Xml Feed) Sale share

Sub Lease or Category Lease (\$600.00 annual lease + \$600.00 setup)

Member Lease from Franchisee or from Principal a particular category for a year. Member gets:

Xml Feed Partnership Share  
Banner Ads  
Membership revenue Share (at least quadruple compare to regular Member pay out)

Franchise Applicant must first sign Lease annual contract. Once contract is signed and payment is made Applicant receive Startup Kit with Operation Manual.

Calculation for Franchise Unit

From membership, based on minimum amount, unit earns monthly \$2,000 just from Members and about \$1,800 from revenues. Sales should be bringing in a couple of thousands per month too. We are looking at 33,000 - 60,000 per month first few months if we are considering only minimum requirements reached.

QYAO, which is an International Internet marketing company, has introduced qyao.com, a collection of online shopping "malls." The mall franchise program was designed to target small businesses and entrepreneurs; The Company provides the mall franchises to users. New mall owners at qyao.com can run their online mall with text, logo and banners to promote their other existing Web sites or products. The malls offer links to special searches that provide price comparisons on identical products so customers can locate the lowest prices on the items they are seeking. The site offers a mall creation staff to help users design and promote their online shopping malls.

The most important action that you can take is to promote your online mall! Do this by: linking it on your home page web site if you have one, link it into search engines and directories, place your mall url in your print and email advertisements, including brochures, business cards etc., send emails to your friends, relatives and neighbours announcing your new online shopping mall. (Please remember to acknowledge all appropriate internet usage policies - NO spamming allowed you are hosted on our servers and our rules apply to you!)

Plus you are free to utilize any other appropriate and creative ways to get your online mall marketed on the internet! Within minutes you will have your very own state-of-the-art online mall FREE! We will automatically update your mall for you from time to time on our end without requiring any work, hassle or knowledge needed on your part. We will feature various special promotions and offers to help you earn high commissions and to keep your online mall highly desirable to shoppers for its usefulness, flexibility and content. Others will want to return and use it again and again! We offer great contests, free stuff and of course popular marketing and advertising services that sell like hot cakes! With our mall and our affiliate program it will enable you to earn high paying commissions!

#### **Inter Currency Exchange**

Payment Currency Exchange Processors are charging on average around 1% - 6% commission for payment processing. Many people in different countries don't have payment possibilities available online, so they must use local Payment Currency Exchange Processors so they can pay with local checks, local credit or debit cards, through phone, with cash in person, wire, money order and many other ways payment Currency Exchange processors can offer. Each payment Currency Exchange processor has special account with us and is obligated to respect the rules. For Currency Exchange Processors it's easy money because they get customers from us doing business for us.

If you are interested in being a Currency Exchange Processor please explain where you are located and what kind of payments can you practically and legally accept in your country.

## **Net Classifieds**

Revenue streams:

Immediate Sub Lease value at least \$24,000.00  
Membership Income Share (double when becoming a Franchisee)  
Membership revenue Share  
Ad Revenue Share

Sub Lease or Category Lease (\$600.00 annual lease + \$600.00 setup)

Member Lease from Franchisee or from Principal a particular category for a year. Member gets:

Xml Feed Partnership Share  
Banner Ads  
Membership revenue Share (at least quadruple compare to regular Member pay out)

Franchise Applicant must first sign Lease annual contract. Once contract is signed and payment is made Applicant will receive the Startup Kit with Operation Manual.

We are actively looking for sales-driven and business-minded professionals to own and actively operate QYAO City Classifieds in over 400 locations throughout the world today.

Our most successful franchisees experience the thrill and reward of publishing with an online Classifieds Service without having any prior experience in publishing. They do have the clear understanding of the importance of editing and reviewing content with a team of professionals to achieve that success.

Our franchise model is one that allows each branch to focus solely on Classifieds & Customer Service, while we provide professional basic Design, and online Distribution Services for every city.

Additionally, you will tap into our proprietary resources such as Tracking, Customer Relations Management, and software to aid you in running your respective branch with precision, efficiency, and profit. Our training, our systems, and our support - just add YOU, your city/area and these are the ingredients for a success at QYAO City Classifieds.

This franchise really is for anyone. Whatever your background, whatever your lifestyle, this opportunity can be tailored specifically for your individual situation.

Why?

Because it has 3 revenue streams meaning you can focus on whichever one suits you. Membership, advertising, classifieds are the revenue streams.

Our business model is running globally with unbelievable results.

This opportunity comes with \$15,000 worth of immediate revenue and only costs \$1,000/1 million population.

Can you afford not to find out about the most exciting franchise of 2007?

A unique set of circumstances and a genuinely fantastic product have been brought together to present an outstanding franchise opportunity for just 1 unit per City/Area.

WHY THIS IS FOR YOU

- 1 NO TECHNICAL KNOWLEDGE REQUIRED
- 2 NO TIME-CONSUMING WEBSITE UPDATES TO CARRY OUT
- 3 THERE ARE 3 WAYS TO EARN - SUITABLE FOR PEOPLE WITH OR WITHOUT SALES BACKGROUNDS

**SO**

ARE YOU:

PROBABLY FED UP WITH HAVING NO TIME FOR YOUR FAMILY WORRYING ABOUT MONEY?  
STRUGGLING TO FIND A HAPPY FAMILY/WORK BALANCE?  
FED UP WITH WORKING FOR SOMEONE ELSE AND NOT GETTING THE RECOGNITION YOU DESERVE?  
NOT ABLE TO AFFORD THE TRADITIONAL STARTUP RISKS ASSOCIATED WITH SETTING UP ON YOUR OWN?

**SO**

DO YOU:

WANT TO WORK FROM HOME?  
WANT TO BE YOUR OWN BOSS?  
WANT TO WORK THE HOURS YOU WANT AROUND YOUR CURRENT LIFESTYLE?  
WANT TO DO SOMETHING YOU CAN BE PROUD OF?

WANT TO DO SOMETHING THAT WILL BENEFIT YOUR LOCAL COMMUNITY?  
WANT TO GENERATE A GREAT NEW INCOME?  
WANT TO IMPROVE YOUR QUALITY OF LIFE?  
WANT TO DEVELOP A STRONG SUSTAINABLE BUSINESS?

If this is you, or you have felt anything similar, then this really is for you. What's more this opportunity doesn't require high levels of investment like so many other franchises, with areas costing only \$1,000/1 million population

ISN'T IT ABOUT TIME YOU TOOK CONTROL OF YOUR LIFE?

Our business model has been proven all over the world before we launched this franchise opportunity. The level of success we experienced was nothing short of remarkable. We know that if you do the 4 things below, the only thing standing in your way of making this franchise a success is yourself.

1. ATTEND OUR ONLINE TRAINING SEMINARS
2. FOLLOW OUR GUIDELINES ON SETTING UP AND RUNNING YOUR FRANCHISE
3. PUT THE EFFORT IN
4. OPERATE WITHIN THE TERMS OF OUR FRANCHISE AGREEMENT

By doing all of this you will start to see the same fantastic results

Our other franchisees are experiencing.....

The Business Model

When setting up this business I needed to ensure that I did something which covered the following factors to ensure success and to meet my requirements for working from home:

Factor 1 - Huge Demand - The product had to have huge demand and provide a service that was needed. From what we have seen we can safely say it has. Who wouldn't want to earn money, instead of paying for advertising own business or placing ads for personal reason? Anyone in their right mind wants to earn money especially if instead of paying for service they are getting paid. Therefore this business focuses directly on every person in your area. And which businesses do you know that wouldn't want to increase their local customer base? You will see that almost every business in your area will want to have some sort of offer on the site.

Factor 2 - Low Maintenance - You don't need to spend all day on the phone calling businesses. You don't need to spend all day updating a website or changing content, like so many other similar opportunities. Your focus is entirely on making money!

Factor 3 - Limited Stock - Working from home, meant space was tight; your Franchise unit is online - that is all the stock you need!

Factor 4 - No Employees - This opportunity is for one person or a team. You can grow your business and recruit staff as you need them but this opportunity is designed just for you to run and make a GOOD LIVING from!

Factor 5 - Residual Income - This opportunity is unique in the fact that you generate money from three different sources.

- Firstly, you make money from memberships, which are automatically collected for your unit online.
- Secondly, you make money from advertisements, which are partially collected online and partially collected with your help (you collect them).
- Thirdly, the way you make money with xml feed from advertisers.

Factor 6 - Respect - You gain the respect you have always wanted, as this product quickly becomes an invaluable service for your local members as well as your local businesses.

Factor 7 - Low Cost - The start up cost is very small now with monthly management fee or any other hidden costs. The majority of franchises will start charging you immediately.

Factor 8 - \$15,000 Worth of Immediate Revenue - You will receive a minimum of 150 categories you can lease out for minimum \$600/year. \$600 is suggested price and if you live in popular city you can lease categories out for \$1,000 or more per year.

Factor 9 - No Knowledge Required - All you require is a computer, with internet access, and preferably a printer. If you've got that then you have all you need to operate your Unit in your area!

How it works:

You get the ads put on in your area; you will then communicate with potential buyers and co-workers. Most of it is just advertising. You will run a team of people selling memberships and offer ads which will generate revenue. You'll be getting a lot of reciprocal traffic and revenue from other units and a lot of referrals from other teams; well you are guaranteed to make a quick return on your investment.

## Online Staffing

Revenue streams:

Immediate Sub Lease value at least \$50,000.00  
Membership Income Share (double when becoming a Franchisee)  
Membership revenue Share (at least quadruple when becoming a Franchisee)  
Job Posting Revenue Share

Sub Lease or Category Lease (\$600.00 annual lease + \$600.00 setup)

Member Lease from Franchisee or from Principal a particular category for a year. Member gets:

Xml Feed Partnership Share  
Banner Ads  
Membership revenue Share (at least quadruple compare to regular Member pay out)

Franchise Applicant must first sign Lease annual contract. Once contract is signed and payment is made Applicant will receive the Startup Kit with Operation Manual.

Why Choose QYAO?

Multiple Income Streams. Full rights to our online Staffing Services in one franchise agreement:

We market Professional Hiring Services, not staffing. We offer the ability to call on prospective clients from a consultative approach without being lumped into the commodity of staffing.

Rollout Commission. You can earn royalties for developing other franchisees.

Franchise fee based on population.

We start you off with a customized 4 piece e-mail campaign targeted to your county.

12 Month Sales Training Platform - Web Based, Interactive, Systematic Sales Training in our business model and the way we think. Our goal is to help you become a business owner not just self-employed.

Business Model

We designed the QYAO Business Model with one question in mind. How can we insure that our franchisee can focus on what will make them successful? Our systems support and philosophies will help you engage in the strategic work of your business and reach your defined objectives.

QYAO has established, tested and implemented the systems, processes and quantifiable expectations which allows freedom to you and your staff for initiative, and increased performance. Our back office support affords you the opportunity to direct more of your resources toward business development. As a QYAO franchisee you will be leveraging the expertise, knowledge, and support of over 100 years of industry experience. The QYAO team will educate, train and coach you toward your goals. If you decide to share in the vision and mission of QYAO, you will have continuous leadership and innovation at your side.

Training

The QYAO training method is a 3-step approach. We will Educate, Train and then Coach you to work "ON" your business rather than "IN" your business. QYAO Training is also separated into 3 parts:

Pre-Training:

At a lease signup before the receipt of a signed Franchise Agreement, we will forward all information to prepare you for training. Items will include: All qualified leads in your territory, Training manuals, Details and Dates for training. We will also begin coordinating online property and other units for reciprocal revenue.

Corporate Training:

After you sign Franchise agreement you will spend up to one week in online training. You will learn business basics as well as industry fundamentals.

On-Site Training:

We will connect one of our staff members to work directly with you online for initial start up and initial sales / service assistance.

QYAO offers franchisees something more?

A QYAO franchise is not only an opportunity to be successful with a proven business model. It's also a chance to create impact in your own community, or even to help improve the local economy. Giving others a boost is what keeps us excited about our work.

QYAO is fast growing company in the \$90 billion staffing industry. We offer a business-to-business franchise that creates a higher level of success and quality-of-life benefits. We succeed because our business model blends caring support with strong professional drive. Working

weekday hours, with minimal travel, allows QYAO franchise owners to enjoy professional achievement, while helping others make a real difference in their local communities, and still get home to their families at night.

Since its inception, QYAO has cultivated many highly successful independent business owners. Although our franchisees come from very diverse backgrounds, they have one common purpose:

To help people succeed

If you have a desire to own your own business, look no further than QYAO. Our training, service and support are unsurpassed in the staffing industry.

QYAO online provides training opportunities for both individuals and team training. QYAO online is designed to provide an introductory level of learning in the basics of our business.

QYAO online offers a wide spectrum of eLearning courses that allow students to enjoy the benefits of our classroom training in smaller segments without having to travel. Most eLearning courses take about 15 minutes to complete. Students can learn at their own pace and revisit the material as often as they like. E-learning allows students to learn and study during hours they choose without having to miss productive work time. Franchisees can also follow their employees' progress.

## **PR & PR**

The system itself works for you. Members working as affiliates are referring new Members and number of Members is rapidly growing because of earning opportunities, free signup, and \$15.00 signup bonus, multi tier rewarding system and automatic ranking system with growth incentive for Members. Every Member has opportunity to Go Pro and become part of the successful group of units. Once part of the group is almost impossible to fail. Other fellow unit owners won't let you fail because they are reciprocally exchanging with your unit several streams of revenue and your failure would mean lower income for them. Soon after you start you'll notice Members visiting your unit and using it. Once they start using it, unit will grow rapidly.

### Revenue

-----  
Multi Revenue Streams

PR & PR generates Revenue from:

- Press Releases
- Public Relations
- Advertising
- Sales
- Referrals
- Affiliate System

Helping Businesses and Professionals achieve greater success and balance

They very often lose focus and fail to take advantage of their time and talents. They need a proven promoting process that will help them sharpen their vision, goals and focus. This is a process that will help them concentrate their talents, energy and efforts on high-priorities and high-return actions. The PR & PR system is to improve their business structure and strategies.

That's where PR & PR comes in. Our clients are businesses, professionals and executives. As one of our PR & PR units, you will be armed with a unique, proven, strategic-process to help your clients achieve high-end results. You'll help drive their success and balance their lives. To leverage their time and maximize their income, our units serve multiple clients at the same time. In the end, our clients earn more money, work less and enjoy richer lives. So can you!

### Time is Money

Time is limited. Every minute counts. As a PR & PR franchise, you'll learn how to leverage your time by using several revenue streams with one unit. In summary, you'll have several separate revenue streams. All of our services are designed to be easy to deliver. To fit any client need and budget, just follow our proven marketing system process.

### Image is everything

To have a successful business, a person needs to truly understand and appreciate how important it is to have the right image. After all, the image you create in the marketplace for your business will ultimately determine the level of your success. But, it takes specialized knowledge and money to do it right. For this reason, PR & PR has created the most incentive and sophisticated on-going rewarding program in the industry.

### Flexibility and Freedom

Our business model is flexible and easy to operate. You can run this business part-time or full-time, with or without employees, from home or out of a small office. You can even ramp up this business while you wind down another career or business. You set your working schedule. But make no mistakes, with this business you can easy go over 7 digit revenue.

The PR & PR allows business owners, professionals and executives to go to work "on" their business not "in" their business. A few of the services our franchisees offer include:

- Automatic higher ranking
- Higher exposure
- Huge Affiliate Network
- Unlimited Growing Revenue Potential
- Multi Revenue Streams
- Fast Unit Value Increment

Highest level of integrity and confidentiality

Here are some additional advantages with our unique franchise system:

- Powerful, proven marketing program
- Ongoing support from our Operations Team
- Low start-up costs and overhead
- A cash business with no accounts receivable - you get paid upfront

Huge profit margins

- Operate from your home or small office
- Flexibility and freedom to set your schedule
- Financing in house available
- No employees required
- Complete online training program
- Regional/National Meetings
- Advanced support systems

Several distinct revenue streams

#### **PR & PR concept**

---

We look for people with the intelligence, desire, energy and enthusiasm to make The QYAO PR & PR a trusted brand name in the marketplace. They must share our philosophy.

We help drive the success and balance the lives of our clients. Our Franchise unit owners facilitate a unique and powerful strategic focusing process that helps business owners improve their clarity, effectiveness and results.

A visit to the corporate office will demonstrate the effectiveness and thoroughness of our unique operating and marketing program. As innovators, we are on the leading edge of a major PR industry. This is the opportunity for you to get in on the ground floor and reserve an exclusive territory.

We invite you to learn more about the PR & PR franchise and the opportunities it offers. Call today and secure your financial independence by e-mail

## F.A.Q.

-----  
Most commonly asked questions

Q. Do I need any business, management, or sales experience?

A. Because of our proven and unique system, only minimal business experience is necessary. Everything your clients will need is embedded in our proven, refined system. It would be preferred, 3-5 years of sales, marketing, management, teaching, HR, training, or professional services experience but everything you will need to know about operating your business will be provided through our extensive online training program and on-going support. Again, you do not need to be a public speaker, trainer, or business expert just passionate for helping others.

-----  
Q. What kind of training can I expect?

A. During your training, you will learn how to operate a successful PR & PR business. Our initial training program provides you with:

An understanding of your target market and a detailed plan for marketing your business. Strategy is effective and powerful. It will help build your business into a trusted brand name in your local community and with potential clients, referral sources, business publications, trade groups, etc.

How to schedule and facilitate on-going campaigns on a regular basis for the clients who participate in your program

How to conduct follow-up repeated PR's and commercial campaigns

How to form marketing alliances with other companies and more

-----  
Q. Who is our target market?

A. The thousands of businesses and self-employed professionals that surround you! After all, every company wants to grow. Every motivated professional wants to make more. Every company you see, frequent or read about is a potential client, regardless of size. Self-employed professionals are everywhere as well. They are emotionally and financially motivated to get more out of their businesses and lives.

-----  
Q. What type of on-going support can I expect?

A. It's quite extensive. In addition to our comprehensive training program, on-going online support, regional/national meetings and technical assistance, we offer:

Regular emails from our Operations Team.

Connection with other unit owners

Client E-newsletters

Advertising and Public Relations - As a PR & PR franchisee, you will receive a complete marketing and advertising package.

Client Incentives - on-going programs designed to keep the referrals coming in.

Innovative marketing (letters, alliance partnerships, articles to publish, etc.)

## **Virtual Newspapers**

Online City Newspaper

As city newspaper publishers, we have:

Impressive income

An amazing, flexible schedule

A lot of respect, appreciation and status in our community

A unique lifestyle

Plenty of free time for family, friends and vacations

A meaningful business that, after certain amount of time, is 60% self-promoting and continues to grow every year, regardless of the economy

We'd like to show you specifically how to create the same dream-come-true, with a very low initial investment and operating expenses.

System is simple

We provide complete online training, ongoing coaching and a proven success system. So many new ventures fail because they aren't able to anticipate the obstacles to success in their industry. It has taken years of business development effort to create our business model. We've learned how to avoid the costly mistakes that can make or break a new business.

Additionally, we do all the technical and production works for you, so you can spend your time building the relationships that will make your business grow.

Time is now

Virtual City Newspaper fills amazing niche in today's business market. When we launched online Virtual City Newspaper in 2005, there were other publications starting around the same time in an already competitive market. We're here today to tell you that Virtual City Newspaper has very little meaningful competition. The safety of a niche is comforting.

Moreover, the Virtual City Newspaper business model is unique. Generating revenue is relatively easy because, in addition to having a unique product that reaches a coveted demographic, you'll offer opportunities to local businesses that typical publications can't even touch.

It's for everyone

Our franchise opportunity is everyone, open-minded and self-motivated people who are interested in online and offline publishing.

We're selective about who we'll work with because we're doing more than growing a business. We're creating a culture of committed, community leaders who can be a true resource to local business owners. Virtual City Newspaper publishers play an important role in helping local businesses grow.

Are you interested in becoming an indispensable tool for the movement in your area?

Surrounding yourself with motivated people is critical to your success.

We're pleased to offer you this ground-floor opportunity. There are advantages to working with companies that have recently added a franchise component:

Virtual City Newspaper, you will be trained by the people who took the all the risks

You typically get more attention and support because you are not one of the few, but one of the many. We are eager to support you as a ground-floor member. Your success is our success

There is plenty of room for growth in the organization (multiple units, management and training opportunities)

We'd love to help you create your future with Virtual City Newspaper.

#### Start-up Costs & Franchise Fees

---

How much does it cost to open a Virtual Newspaper franchise?

Total Investment: \$24,000-\$39,000

Initial Franchise Fee: \$15,000

Royalty Fee: 6%/ week

Advertising Fee: 4%

Term of Agreement: 3 years

Renewal Fee: varies

#### Franchise History

---

When did QYAO open? 2005

When did QYAO start franchising? 2007

#### Training & Support

---

##### Support

Excellent Training and Support be in business for yourself, not by yourself. You will have access to ongoing marketing and retail items available to operate your business. We want you to be successful, so we don't just get you started - you get continued support every step of the way!

#### Business Operations

---

Number of employees needed to run franchised unit: 0

Absentee ownership of franchise is allowed.

#### Newspaper Publishing

Impressive income, flexible schedule, plenty of time off and freedom from an annoying boss for successful newspaper publishers, all this is captured in one in renewals.

Advertising renewals is the key to the dream life in the world of newspaper publishing. Renewals work like this: new advertisers typically sign a contract to place their ad in a predetermined number of issues. Once those issues have been published, the advertiser needs to decide if he/she will continue the ad campaign. If he/she does, then he/she renews his/her contract.

Notice that in order to generate new revenue for your business; you didn't have to spend time prospecting a new client. Multiply this phenomenon by even a small factor and you've got the business of your dreams. It doesn't take many clients to create a business that is self-sustaining and even self-growing.

If you have a high renewal rate for your publication, you enjoy ongoing business without needing to spend the time prospecting new customers. For each issue, you accept renewals and replace those clients who drop out with an equal or larger number of new clients who have seen your publication and want to get involved (incidentally, the most effective marketing vehicle for a newspaper is the newspaper itself).

Why do some publications enjoy high renewal rates? Because their advertisers are happy, to put it simply. This usually means they are making a return on their investment. Several key factors make this possible:

#### Relevant, Readable Editorial

For a newspaper to become popular, readers must value its content. Publications that are full of boring or irrelevant material do not last. A good publication will create demand among local readers who grow to anticipate each new issue. When readers benefit from the editorial content, they will want to support the publication by using the products and services offered by advertisers.

#### Effective Distribution

It doesn't matter how good your editorial or ad content is. Because if you cannot get your publication into the hands or at the monitor of not only readers, but also the right readers, you will have problems. The most common mistake many small publishers make is misunderstanding the science of proper on and offline distribution.

Under typical circumstances, publishers waste up to 40% of their circulation for offline distribution because they don't distribute properly. Effective distribution is critical to success, paying dividends well beyond the additional effort required to do it well. Give away gold if you like, but if people do not receive the news, they will not show up.

#### Unprecedented Value

Most publications simply sell ads to their clients. What if in addition to ad space, you were able to offer several additional (and very effective) ways for your clients to promote their business at no additional cost to them? Not only are they motivated to maintain their ad, but you've also given them additional reasons to keep their business with you. Adding on real value to your service makes you an indispensable resource to your clients.

Applying the above principles effectively creates a very interesting scenario in which a full-time income on a part-time or very flexible schedule is an actual possibility. Getting there requires certain tenacity and plenty of hard work, mixed with a healthy dose of technical support and critical industry knowledge.

For those who catch the vision, the life of a publisher is a dream come true.

#### Reasons to buy a Virtual City Newspaper Franchise

##### 1. A Spacious, Flexible Lifestyle

Imagine waking up every day looking forward to doing exactly what you want to do, and having the time and flexibility in your schedule to do it. Perhaps the most compelling benefit to publishing a Virtual City Newspaper Franchise is that you work your own hours and maintain a flexible schedule.

The work you do for your Virtual City Newspaper is rewarding because it builds a business that you own and allows you the freedom to organize your life around what is most important to you.

##### 2. Focus on exquisite Living

Publishing your own industry oriented newspaper motivates you to get inventive. As a Virtual City Newspaper franchisee, people will look to you as a leader in the local unique movement.

With each issue of Virtual City Newspaper that you publish, you will be connecting to Virtual City Newspapers from other cities and grow...

##### 3. Make a difference in the community

When you publish your own newspaper, it makes a real difference in the lives of your readers and advertisers. You'll get positive feedback from your clients and phone calls from appreciative readers who benefited from something published in Virtual City Newspaper. Don't be surprised when people begin to notice you around town and stop you to express their gratitude.

##### 4. Respect

As a local newspaper publisher, you'll take your place among community leaders. Business owners in the community will look to you as a resource to grow their business. Readers will count on you for vital information and education about one of the most important areas in their lives.

##### 5. Prosperity

This is a legitimate opportunity to make a nice living doing something you love. We can't promise that you'll get rich quick. We do invite you to join us in what has been a prosperous and meaningful venture for us and give you the opportunity to make 7-digit revenue.

##### 6. Economical

We know it is a little scary to start a new business, especially when you have to invest lots of money. This is exactly why we chose to keep our initial investment fee \$15,000 and our royalty charge 6% per month.

##### 7. Support

We are with you all the way. It is our intent to supply you with the training and ongoing support you need, a backend office for ordering your sales materials and other items, monthly newsletter, sales incentives and bonus programs. Because as we operate a company unit, we are always implementing new sales tactics and programs and will of course send those on to you.

What to expect when you buy a Virtual City Newspaper Franchise

This is when the fun starts...

When designing our Virtual City Newspaper Franchise opportunity, we were determined to make it an easy-to-run business for people with little or no publication experience. We wanted to make it simple, so that people could start up quickly, as we know time is money. When you finally decide what to do, you want to get moving!

Because there is no restaurant to construct, machinery to buy, or even people to hire (unless you want to), we have created Virtual City Newspaper to allow for a franchisee to start their business on a budget in as few as 1 - 6 weeks.

We offer complete online training in all aspects of the business and assign you a tech staff and layout your publication in-house to assure that it always meets the quality standard Virtual City Newspaper is known for.

You have probably seen other publications that offer franchise opportunities at substantially higher fees. We are pleased to offer Virtual City Newspaper Franchises at a very reasonable cost.

Getting started with Virtual City Newspaper Franchise

You're in the market for a franchise and you have found Virtual City Newspaper. If you are interested in pursuing this opportunity, please do the following:

Step One

Register/Submit the Franchise Interest Form

Download and read our Franchise Info in your account

Download, complete and fax the Franchise Application

Step Two

Once we get to know you, we'd like you to understand what we have to offer. This involves in-depth conversations about our system and reviewing our Universal Franchise Offering Circular (UFOC) and Franchise Agreement.

Step Three

If we both agree to proceed, we will arrange time to complete all necessary paperwork, schedule your training, and order your start up kit.

Investment & Fees

It is in our intention to keep this opportunity affordable, as it is important to us to bring publication to all communities.

Expense Amount

Initial Franchise Fee \$15,000

Franchise expenses \$24,000

Ongoing Coaching Included

Travel Expense None

Initial Training Included

Rent/Real Estate Can work from home

Furniture None

Signage None - not applicable

Equipment None

Advertising None

Marketing Materials Online

Inventory None

Royalties 6% weekly

Revenue streams:

Immediate Sub Lease value at least \$50,000.00

Membership Income Share (double when becoming a Franchisee)

Membership revenue Share (at least quadruple when becoming a Franchisee)

Ad Revenue Share

Sub Lease or Category Lease (\$600.00 annual lease + \$600.00 setup)

Member Lease from Franchisee or from Principal in a particular category for a year. Member gets:

Xml Feed Partnership Share

Banner Ads

Membership revenue Share (at least quadruple compare to regular Member pay out)

Franchise Applicant must first sign Lease annual contract. Once contract is signed and payment is made Applicant will receive the Startup Kit with Operation Manual.

We are actively looking for sales-driven and business-minded professionals to own and actively operate QYAO City Informer in over 400 locations throughout the world today.

Our most successful franchisees experience the thrill and reward of publishing an online News publication without having any prior experience in publishing. They do have the clear understanding of the importance of writing articles and editing them with a team of writers - professionals to achieve that success.

Our franchise model is one that allows each branch to focus solely on Articles & Customer Service, while we provide professional basic Design, and online Distribution Services for every issue.

Additionally, you will tap into our proprietary resources such as Tracking, Customer Relations Management, and Publication software to aid you in running your respective branch with precision, efficiency, and profit. Our training, our systems, and our support - just add YOU, your city/area and these are the ingredients for a success at QYAO City Informer.

#### Calculation for Franchise Unit

From membership based on minimum amount unit earns monthly \$2,000 just from Members and about \$1,800 from revenues. Sales should be bringing couple of thousands per month too. We are looking at 25,000 - 50,000 per month first few months if we are considering only minimum requirements reached.

QYAO (qyao.com), publisher of more than 400 local online newspapers International, is offering franchise opportunities to publish local editions of its online newspapers. To kick off the program, qyao.com is waiving the initial franchise fees at purchase (delay 365 days) and training fees to qualifying franchise applicants for a limited time.

Qyao.com is putting local publishers on the ground nationwide through our franchising program. We are looking for people with an entrepreneurial spirit who are involved in their local community and are excited by the potential of owning their own local newspaper.

Publishers serve as the focal point for community news, information and advertising to create a dynamic online resource that supports local residents and businesses. Qyao.com assigns each franchise an exclusive territory for advertising sales. Online advertising is rapidly growing and already represents a \$15.6 billion market. Local online advertising, however, is a large yet virtually untapped opportunity. Qyao.com local editions provide an ideal medium for local advertisers to reach their target community audiences with precision, creating new marketing opportunities for local businesses.

Prospective Qyao.com franchisees should be business savvy, but do not require a background in publishing or journalism. Qyao.com provides an extensive training on how to successfully manage the Qyao.com online newspaper franchise. This includes methods to encourage citizen journalism, increase community participation and generate excitement around the local Qyao.com edition. Qyao.com provides continuous support to its franchise publishers to help them grow. Those interested in the franchise opportunity can learn more by visiting Qyao.com.

### 12. Communication Manager

Communication Manager Position is first step to any QYAO regular position; it's like a filter which selects qualified staff from wannabees. Communication Manager gets Monthly bonuses with solid start to start making at least several thousand dollars per month. A Communication Manager proves himself/herself with own activities; referring new Members, selling Membership for a commission, using given bonuses for his/her own advantage like advertising his/her sponsors and earning money. A Communication Manager will learn how to run own business before he/she can help running QYAO business.

### 13. Contributing Developers

Contributing Developers are developers who need a break and a place to start. They might have great ideas, amazing skills and a lot of creativity but not enough education, options for work or they just didn't get a break in life. They can start working in QYAO Lab Team if they are approved and start sharing monthly QYAO profits.

### 14. Contract Jobs (Lab)

#### QYAO Labs for Independent Contractors (startup positions only)

QYAO Lab is an environment for Independent Contractors. If you are a skilled professional or someone who desires to be a skilled professional but didn't get a break in life, you can join QYAO Lab. You'll be working under guidance and help from the team. Code development by standards and in agreed time frames is required. Same goes for other profiles (Marketing, Advertising, etc.). If you have something to say about a QYAO Labs product, we can't encourage you strongly enough to email us your ideas, comments, suggestions and tales of woe, or post them on the discussion group for the particular demo you're referencing. The contact mailing addresses and discussion group for each prototype are linked from the QYAO Labs homepage. Your feedback on these prototypes is an essential part of the development process and is greatly appreciated.

Each project is evaluated with points which have every month different value. All who work on particular project get their share of points and start getting paid out 30 – 90 days after project is successfully launched. If team of 6 people (1 with idea, 2 system analysts and 3 developers) works on some project, which is evaluated let, say with 100 points, points will be divided this way:

Person with idea	20% - 20 points
System Analysts	40% - 40 points (points are divided between System Analysts by work invested in a project)
Code Developers	40% - 40 points (points are divided between Code Developers by work invested in a project)

## **Code Developers**

QYAO is offering business opportunities aspiring code developers who want to accomplish more and didn't get a break. Code Developer with idea or with interest to bring some one else's idea to life can apply to participate in QYAO Lab. All Code Developers work under guidance from QYAO Lab head of the operations, by required standards and time frames. They give all the rights for the Project to QYAO and collect share of the Profit as long as they are active on the project (development, enhancement, improvement, maintenance). They are obligated by Terms and Conditions to confidentiality agreement not to disclose any information to anyone else (not even in QYAO) but only to authorized personnel.

When they accept the project they practically confirm the rules (even if they change) every day while logging into their account.

## **System Analysts**

Participating System Analyst's work is to create System Analysis for Code Developer and monitor it until is finished. Once it's finished System Analyst have to test it as user and approve it. Once Approved is added to QYAO Project. System Analyst can adopt one of listed Projects or develop his/her own project which has to be approved by QYAO. All System Analysts work under guidance from QYAO Lab head of the operations, by required standards and time frames.

When they accept the project they practically confirm the rules (even if they change) every day while logging into their account.

## **Communication Managers**

CM's work

1. Recruiting new Members through other sources than QYAO and guiding new Members
2. Forming a Team of (10 or more) CMs and qualifying for a position of GMC (General Manager of Communication)
3. Checking on daily reports potential CMs, guiding them and training them
4. Recruiting webmasters who have desired to use QYAO DB through Promo and PPC Promo
5. Posting daily post into other forums, blogs, Press Releases, Classifieds and other sources about Members and/or CMs
6. Report daily about work to GMC

Expectation from active working CM

1. Get in average 3 daily referrals
2. Get 6 – 10 potential new CMs in first 30 days
3. Qualify for a GMC in first 3 months (10 – 30 active CMs team required for GMC qualification)
4. Ambition to climb the social hierarchy, reach for GMC and later for Area Representative (AR) and Country Representative (CR)

Active qualified CM's Benefits

1. All earnings as Elite Members (once CM position is confirmed CM gets Elite Membership permanently)
2. Each month \$100.00 deposit in PPC Promo, Paid Messages or Banner COM which brings (\$2,000.00 credit use)
3. Usage of enormous DB of Members for CM's custom Search Engine
4. Once qualified CM gets Economy Unit one year free of charge in compliance with Terms

Usage of sources:

A) Press Releases - GMC, CM or regular Member CM apprentice) should use other sites offering Press Releases. Press Releases can be about Membership, Earning potential, PPC Promo for Webmasters, Promo for Webmasters, opportunities for potential QYAO Partners, etc. Each Press Release should include Member's (CM, GMC) QYAO referral URL with ID.

Press Releases should be resubmitted once a week with a little bit of changes and fresh date.

b) Blogs - Blogs should be used not just at QYAO but also at other sites and should contain same thematic as Press Releases only in blog form with referral URL. Each blog URL should be submitted through multi submitters to be indexed by Major Search Engines.

C) Articles - Same is with Articles (see blogs)

D) Other Web sites - Submission of your URLs of blogs, Press Releases, Articles, and Forum Threads should be submitted wherever you can at every Web Site possible

e) Videos - Some of Members already made videos with home cameras posting them at YouTube and other sites.

f) Banners - Use Banners and link them to your Forums, Blogs and Press Releases at QYAO. You can use them also for referring new Members.

g) Pay Per Click Search Engines - Submission of your URLs of blogs, Press Releases, Articles, and Forum Threads should be submitted wherever you can at every Web Site possible

## **Marketing and Advertising Agents**

Marketing and Advertising agents or aspiring Marketing and Advertising agents can work themselves up to desired position. People with unusual unique ideas or people who just think they can make a difference and get paid, may apply for the position. They have 30 – 90 days probation period and after probation period their work and idea are evaluated with points and then they start to get shares from the monthly profit.

Remember if you have to ask what is considered unusual or a unique idea, than you should probably keep looking for other job.

## **15. Partners**

QYAO is always looking for Partners with quality Products and Services. Malls can apply for partnership as long as they are able to provide XML feed with their Products and secondary ID so that Members can be rewarded with Money back by each purchase. Special services are always welcome; Currency Exchange units, Personals, Classifieds, etc.; they all need to have Xml feed to participate except Currency Exchange which is only processing financial transactions for particular area(s).

## **16. Intern Payment System**

QYAO prefers use of intern Payment System. A lot of members by mistake connect Sponsor payments with QYAO payments. QYAO pays for referrals and activities in Search Engine. QYAO use to pay for banner CPMs but with growing illegal activities they had to shut down CPM Account – payment for visits from other Members.

## **17. Sub Accounts**

Sub Accounts are used for different activities and QYAO has so many options as 10 or 20 other sites together. Members not used to QYAO are usually confused at the beginning. Best way to get familiar with QYAO is to contact Communication Manager. Good Communication Manager will be glad to help you and guide you if you are serious about doing business. Communication Manager can profit on the long run with every Member through upgrades, deposits and other online activities.

## **18. Different Campaigns**

QYAO is always trying to have many Campaigns running. Campaigns are causing a lot of motion and this way people earn money. QYAO is setup this way, that money is only earned when Members are earning Money. For example Member makes a click on a link or banner, opens Paid Message, and/or sells upgrade, deposit or Unit; always when Members make money QYAO does. No motion no earnings.

## **19. Link Exchange**

QYAO had Link Exchange as one of first and basic services but it was disabled because of misuse. Link Exchange was misused in auto surfs which are automatic traffic and as such not supported by QYAO. New improved Link Exchange will allow Members to run campaigns and earn for using Link Exchange.

## **20. Currency Exchange**

Members have option to establish Currency Exchange unit for their area, city or Country. Purpose of Currency Exchange is to provide Members with as many financial tools possible. Currency Exchange must be competitive with exchange rates for services. For example PayPal charges about 2% – 4%, Alert pay charges for transfer – cash out from E-gold 20% and Storm pay 25%. Many Members all over the world don't have same payment options like Americans, Australians and Europeans; they need any payment tool they can get. Having Currency Exchange and charging about 3% in average can be very profitable.

## **21. Shopping**

QYAO is looking out for Members getting Partners with Products and Services where Members can get cash back. Even more, Member with a lot of referrals is getting also percentage on behalf of referrals cash back down to 10<sup>th</sup> level. It really pays off to be a Communication Manager with a lot of referrals; payouts down to 10<sup>th</sup> level from Sales, Clicks, Paid Messages, Banners, Memberships, etc. When Member purchases something or someone else does through Member's profile site, Member gets certain percentage of Money from the sale. Percentages are different from Merchant to Merchant and can go in thousand per month.

## **22. Forums**

A popular Forum can be a very powerful tool. Visits bring traffic; when masses of people are advised with solid information, it can bring a lot of signups, leads or views. Websites can be launched and destroyed with a powerful Forum. Every serious Member, especially Communication Managers can get their own forum and make it interesting. They can earn with a forum itself.

## **23. Blogs**

Useful and interesting blogs will always attract visitors. They index well in Search Engines and they are usually marked as favorites if they are good. QYAO pays for banner impressions and frequently visited blog can generate solid revenue. It's recommended for Members to create more different blogs and maintain them, keep the updated and interesting. Such blogs will generate revenue.

#### **24. Press Releases**

Members can gain a lot of publicity from Press Releases. Press Releases are indexed by Search Engines and usually show up under different keywords which are used as words in the Press Release. It's important for Members to post Press Releases in QYAO and Press Releases about QYAO at other Press Release sites. When they post Press Releases about QYAO at other Press Release sites they should always add their referral URL. Press releases can be about daily events in QYAO and should be posted especially at other web sites at least three times per week.

#### **25. Portfolio**

Portfolio sites are prepared for Models, Aspiring Actors, Photographers, and other profiles from Entertainment Industry. Every Member can build up his/her portfolio site and post it at other web sites. Single pictures can be also posted at other websites. Interesting pictures (especially if Models are gorgeous) will get many daily hits and generate many banner impressions. Portfolio can be perfect source of traffic and perfect tool to promote yourself or your business.

#### **26. Classifieds**

Members who are selling something should use QYAO Classifieds. Classifieds will generate banner impressions each time they are seen. Member can sell or buy what ever he/she is looking for and generate revenue. Classifieds are not limited for Elite Members, so more classifieds you post more revenue you'll generate.

#### **27. Auctions**

Auctions are created to post Member's Auctions for free. Free is of course for Elite Members. Auctions have also Banner CPM earnings. More people see your Auction more revenue you generate and you are selling (auction) your products and/or services.

#### **28. Newspapers**

Newspapers are meant to be leased or franchised. A member who's dream was to run own newspaper has a chance to do it now. First Member has to check if desired are which Newspaper will serve is still available. After that is first step 1 year Lease and than after first successful year Franchise. Newspaper publishing starts first online and after online success Member is allowed publish printed edition.

#### **29. Employment**

QYAO has many position openings and all start first with a probation period and payment per commission in probation period. Location is not an issue because most of the work is online. Only requirement is that applicant covers area where he/she lives.

#### **30. Upcoming Projects**

QYAO doesn't put limitation on how many projects they'll add to their system. QYAO's biggest concern is to make its Members comfortable and earning money. QYAO Management is aware that as long as Members are happy they will stay and more Members earn more QYAO earns.

#### **31. Co worker's bonuses**

Co-workers get different bonuses, which are delivered after successful period of time – usually a month. Bonuses are usually given for their work as addition to earnings they create through the work. PPC Promo, Paid Messages, Shared PPC and soon Link Exchange are for successful coworker usually \$100.00 deposit per each activity which brings \$2,000.00 credit limit and can generate double or in some cases even more than quadruple income. Coworkers can use them or sell them.

#### **32. Make a living with QYAO**

Every person who wants to work will get a chance at QYAO. If you are already too long between jobs and you think if you ever get a break in your life, than you might want to try QYAO opportunities. Many Members complain they can't earn as regular Members as much as Elite and why is it necessary to pay. Regular Member can earn with correct approach his/her Membership and earnings. There are ways where you don't need a dime to start building up your little venture which might become sooner than you expect a solid strong venture.

#### **33. Time and Payouts**

Time frames for payouts are pretty much the same at QYAO's sponsors then everywhere else. QYAO try to negotiate with sponsors shortest time frames possible because it's in QYAO's interest to keep Members happy. This is the reason why QYAO pays out referrals and Search Engine payments almost immediately after closing month. Immediate payout is the key for word of mouth to spread like a fire.

QYAO set up minimums and maximums for amounts and time frames for payouts. These minimums and maximums must be respected from QYAO's sponsors. If they are not QYAO terminates contract with the sponsor and activate collection agency to collect eventual missing amount. In the mean time QYAO reimburse invested amount to Member(s) to their Advertising Account.

Members decide on their own with who will they do business and they are responsible for their actions but decision from QYAO to reimburse Members Advertising Accounts certainly brings a big relief and security. Advertisers setup own Terms and Conditions who, how and when to pay. PPC Promo and Paid Messages raise of course the issue of traffic quality which is permanently controlled from most of Advertisers.

Payments are always just between Members and Sponsors and only in fewer cases between Members and QYAO (referrals and Search Engine). Members must be aware that when they enter a business relationship with one or more Advertisers they are working on Advertiser's Terms and they have to respect these terms if they want to get paid. Ignoring the Terms might cause partial or no payment; payment withholding up to 180 days, etc.

Members get paid from QYAO only for active referrals and activities in QYAO Search Engine.

## Remarks of Director of Franchise Department Stephen Banks:

### 34. S.W.O.T. Analysis

#### QYAO – Combined Unilateral Force Business Plan

##### Strengths

An automatic membership base  
People who would click and make visits  
Eager people waiting to work  
Career minded and ambitious people  
Highly professional people  
QYAO dedicated individuals  
Mutual respect for each other  
World wide membership within a multi-lingual community

##### Weaknesses

Not enough members that stay the distance  
Still negativity amongst the ranks  
Help pages/FAQ very out of date  
Operations change too fast for training to take place and cope with enquiries  
There is no direct beginners guide for new people coming into the business  
Minor queries and questions taking up too much time of leaders/manager's time and energy  
Time zones making real-time training, somewhat awkward and sometimes impossible  
Too much repetitious explanations of the same things

##### Opportunities

To offer services that other companies don't or won't do  
A completely open market to sell franchises all over the world  
To be a household name in the business world  
To be a key provider of directing marketing to worldwide corporations

##### Threats

Bad press or correspondence from companies due to a possible multitude number of hits from members [This must be controlled initially on a location basis]  
Customers/members not paying the 95% of the PPC contract remaining.

### 35. Overview

#### Overview of SWOT

##### Strengths

QYAO is an ever building list of people all wanting to achieve their personal goals in life. For some it is simply to make as much money as possible. For some it is to be part of something that is going places, which will promote them into high levels of seniority. For some it might be a chance to be part of a worldwide family, make friends, and even build relationships.

Many people have a problem with social connection on a physical basis, but through the internet and our family, they can build up many good relationships and many friends. During their time with us, their confidence can grow and once they ever get the chance to meet one another, there are not the barriers that come with normal social gatherings. This, in itself, is like therapy, but the difference is, they are getting paid for it and not paying for it themselves.

Personal development of oneself will progress and even if they do not stay with us, they will be able to show new skills and talents to potential employers, which can put them in a good position in life.

Over a certain length of time, with the building database of people, many companies will know they have at their reach an automatic audience to sell and advertise their items, products and services. That is appealing to businesses, because offline advertising, whether it is leaflets, magazines, newspapers, radio or TV, can be very expensive and sometimes does not produce a good return. As thousands of members visit their site, it will, in a sense, improve the popularity of their sites in the search engines and push them up the ranks on the internet, when people search using various keywords or phrases.

Within our database of people, we have hungry people, ready and waiting to work for commission only returns, while surviving on their investments in the various areas and units within our site. We also have many people within our QYAO FAMILY, eager and waiting to take on units by using their income earned for them. In retrospect, because of our services, anyone can start with nothing or a small monthly investment, and move up to improved things, both improving their financial status and career. It is because of the respect from individuals the good name of QYAO will last forever and everyone is willing to help and train everyone within the QYAO FAMILY.

The span of QYAO is also not limited to English speaking countries, thus creating a multi-lingual community and worldwide expansion in all areas of QYAO. It is quite possible with the present and future opportunities and services being offered, that the QYAO FAMILY and the QYAO WEALTH can be a buzzing nucleus of activity spread across the earth for years to come.

### Weaknesses

One area that can go against the success of QYAO is that many members start promising to do this that and the other. They come up with ideas and so on. They seem great initially on the surface and then, they do nothing and disappear. Not enough members work solid for themselves or QYAO. The thing is they see expectations of good and high earnings, but when they realise that it takes hard work, time and energy to do it they decide it is not for them. Therefore, unless we can have a constant influx of dedicated hardworking individuals, who know that high earnings are associated with hard work and not sitting on the sidelines expecting money to be thrown at them, things could go against us.

There are also a few people, who seem to want to slander the company and even associated businesses. These are dangerous people, because they spread resentment, paranoia and negativity in the forums and in-built messaging system. If any company ever sees these types of messages and information circulating within the company, they will run a mile and never get to capitalise on our services or allow us to make money out of them.

Many people whom like to do things by themselves and learn by themselves are somewhat disappointed with the FAQ section on the site. Yes, it would be advantageous to have a FAQ section that covers every possibility that happens and all types of questions and queries. However, I know from experience, many sites that actually do this, still end up having questions and answers repeated in emails between members. Therefore, the best thing to do apart from having a basic FAQ, covering the basic questions about the site, is to have an additional section that directs people to the forums and threads that cover all the possible queries and answers. That way more things can be addressed and covered, without having ten million questions and answers on an everlasting page. Personally, looking for the right question can be very boring. Directing people to the particular thread in a forum, brings them into the QYAO FAMILY and allows them to interact with other members more easily.

One thing that really does upset the equilibrium between members on the site is when new things are brought in or new services. They normally are done before being tried and tested and thrown into view to the members. This causes upheaval and the members start moaning that they do not understand and in most cases, it does not work properly, obviously, because it was not ready for public release. Sometimes they appear through testing periods and as you can imagine, a person sees it and goes and tells everyone that we have something new and everyone then expects it to be working properly, with a full explanation on how to use it. Therefore, a recommendation would be to select testers in QYAO to learn and test them out before being released to the rest of the QYAO FAMILY. Maybe a separate server could be used to test things out so there is no way of an accidental release.

Because people are always asking the same questions over and over again, a lot of time is spent repeating ones self, to the point of exhaustion. So apart from directing to threads in forums, individuals should be picked to cover in detail about the area of concern and take care of any other things that might come up.

Many people are eager to learn, but what stops them joining in with online real-time discussions, is that they are in different time zones throughout the world. Sometimes it is possible, because individuals stay up late or get up in the early hours of the day. The thing is, it is not fair to expect everyone to lose sleep just for training. Yes, it is important, but if you are being trained when you are tired, 9 times out of 10, you are not going to take it all in and probably will not understand much either. That could delay and slow down training. Therefore, I would recommend, that over time, people should be selected in each country, especially in non-speaking countries to act as the trainers in a particular area. They would not to a certain degree, need to fully understand everything, as most of the material would have been covered in the early training sessions where the participants would have been English speaking. However, the main speaker would have to be bilingual with a good understanding of the English language.

### Opportunities

Because we can do about anything that we want to do, there is nothing we will not consider. We can offer services, which no one else does. We can offer services that no other business will do. The beauty of our service and new combined services, are the key to our survival and expansion. We offer businesses with a low start up option, we train and guide them from day one and only allow full take over when we believe they are ready. We are more interested in making sure they are ready than snatching their money off them. If they decide for whatever reason to stop, we allow it with no penalty points or extra charges on top and even help with selling a business on, to help them out.

We have the opportunity to sell hundreds, if not thousands of online franchises all over the world. These can be sold to individuals starting in business for the first time or even to multi-national corporations. Everyone is equal in our eyes and treated equally the same. This is where we will prosper, because it will give us worldwide respect, from both the domestic and commercial market. Hence if we can win over both market areas, we can not lose and build exponentially throughout the world

### Threats

There really are not many threats, but bad press can hurt us extremely. This is why bad mouthing members need to be silenced.

#### **Normally super glue does the trick.**

The other things that do worry me, is if advertisers fail to keep their side of the bargain and not pay the rest of the PPC payments and if for some reason associated businesses fail in their duties to us and our members. Okay, so far, that has not happened, but it is a worry and it is not really fair if we end up paying people back for their losses all the time if it happens. After all, we need to make a living as well and make a profit.

### 36. B2B – Business to Business

#### Business To Business [B2B]

One area where many sales are done in business is between businesses themselves. There are millions if not billions of large and small companies that rely on the constant sale of their items, products and services to other businesses. Therefore, it would not be surprising that business clubs are very popular throughout the world. Some specialise in a particular type of industry and some are a general business club of different types of businesses.

What is constant in all of these is the dedication to build and make contact with each other. Business clubs, make contacting other businesses easier than doing cold calling/door knocking without invitation. Many initial contacts are done from the buyer and not the seller. The reason being is that everyone gets to know everyone and is always on the look out for a better item, product or service, or to save money in his or her business without sacrificing on quality.

Long and prosperous relationships are built between businesses and over time young businesses can grow bigger and easier from help from the larger and more experienced businesses in the club that they are part of. People learn from each other and learn from each other's mistakes. Being a member of any particular club is like being on a constant learning cycle, where they pick up from people before them. Do not get me wrong; they are in competition with each other in a sense, but at the same time, by helping each other they all benefit over time.

Now this works both online and offline. The benefit with offline operations, they get to meet each other face to face and build up relations that way. However, the benefit with online operations is that hundreds, thousands or even millions of companies can be put in front of other companies from local, national and international areas from all over the world. Overseas trade can be setup from one simple email.

For instance, lets say a small 10 employee production company making plastic mouldings, joined the club and they wanted to expand. They could, within a month, arrange to send samples to a few or even hundreds of different potential clients around the world. The consequence they could end up expanding their work place, increase production, takes on more staff and be an international exporter of their plastic mouldings. Now if they were a member in an offline club, they may never get that opportunity, but if they did, it would take a lot longer and that would be by making the initial contact themselves and waiting for replies. So being in an online business club, can have its major resources in many different ways.

So how to implement this idea into the new department.

There are two main ways:

1. All the advertising companies can access the page where each company has their link. However, for this they get a credit to their account just as any member does. The only difference is, where a member is paid for clicking on the link, a company is credited with the amount to use in their own advertising/has it taken off their bill.
2. In addition to this, each company has the alternative decision to put contact details on the same page with their link. This would include the name, address and brief details of the company. Similar to a short 25 word advertisement, an introduction so to speak. Also a link to the CEO's personal statement page. There will be an additional charge for this, but we can work out a reasonable figure for this.

By offering such a page, it will allow business to business communications to flow much easier. Everyone within the club would have already consented to being contacted by the other business as well. Therefore, no cold calling is required, even though the initial contact would have be deemed cold or commonly known as unwanted communication or spam.

It will allow director to director contact, which is where most business is actually done and because no one likes doing business with another company with people in between, especially if the person contacting is the owner/director of their own company. It will open up trade between the raw providers of a product to the manufacturers to the wholesalers to end retailers etc. One aspect is that it will enhance the SA's personal income in extra revenue created by this. Most important, customer loyalty, because if we help them, they will come back and use the service again.

#### Services to Be Included

Advertising/contact page/s – one section for un established businesses and one for established businesses. The established businesses are the ones whom will only have access to both sections.

Forums – each section will have its own forum, manned by selected CM's. However, established businesses are the ones whom will only have access to both.

Employment/staffing unit – An employment/staffing unit could be activated and set up in the B2B department. This will be very beneficial to all concerned. Our normal members could enrol and put their CV's etc, within the unit and the companies can use it to search for employees and place adverts of vacancies within the business. There will be a charge for this, either in the full price of their membership or as an additional charge on top, dependant on the usage therein.

This would and could help members within QYAO, get work where normally they would not get the chance. In addition, because with their new skills they would have learnt by being in QYAO they could use them in a new job in any of these companies. Hence, it could help to put money in their pockets by helping them to have a better career or job prospects. In the same respect, we will be providing businesses with a multitude of different people from around the world with many different skills and talents that they could take advantage of. In addition, they could even get highly qualified people from other companies whom are members in the B2B section/s.

So as a business in the B2B, career development can be promoted from one company to the other. For instance someone might be moving away or just wants to make a fresh start and needs to find employment in that new area. Well lets say the director of one company knows that the director of another company is looking for someone just like the person whom is leaving there company, they would take the initiative and tell the other company about them before that person even gets to look for something. The benefit of this, is that if a director promotes one of his/her employees for a position in another company, chances are the person might not even have to try and get the job and be given a short trial instead. There are many advantages to the service that be created for everyone.

Additionally, a link for membership in QYAO could be put on the Employment unit. This could put a nice building network underneath me.

Franchises – Now as these are the main bread and butter of QYAO and because of the high quality created franchises available, these would be a definite winner to advertise in this area. Imagine a company taking on all eight units in just one region of a country. First, they would test it out and use their own trained people to work and run them. Automatically there will be qualified people running them. Great news for QYAO, as it would advertise/market the units in a big way to the public. Once the company realises what a godsend they are and how profitable they are, they could even repeat the purchase and do it in other parts of a country or even in different countries. The benefit, massive sales income for our company and monthly income for the Franchise section and the people working in that section.

PPC – Every business can take advantage of the PPC campaigns and advertise to everyone in QYAO. This increases potential sales and promote monthly goings on in their business, covering such things as special promotions and discounts. It will give our members more areas to click on and make more money.

CEO Statement – This will be where the CEO/MD writes a personal statement about him/herself and the company they own/run. This is an opportunity for them to sell themselves and the benefits of working or buying from their company. They could put what their achievements have been, successes and what the aim/s is for their company. A total PR exercise on one page. Whether we charge extra or make part of the membership cost, well we can discuss later.

### **37. Why Should Any Company Use Our Services**

#### Why Should Any Company Use Our Services

##### PPC

Because like most services on the net, they just stick them on a randomiser and the viewer just sees a company and clicks, whether they are interested or not. With us there is a link with brief details underneath. So the viewer has a choice.

##### B2B

This section allows same like size companies to have direct contact to their site. It also allows communication at fellow senior levels. It also cuts out the embarrassment of cold calling, because everyone there has already agreed/given permission to be contacted by a fellow member of the section.

It is divided into two sections, one for new businesses and one for established businesses.

##### Mail

A private mailing system, so any mail received would be associated as a mail from a fellow business member.

##### Forum

A private forum where businesses can help, discuss and communicate on day to day business issues

##### Franchises

Access to look at all 8 franchises and take them on board in their portfolio of businesses

##### Employment Service

An on site employment service to service the needs of their companies

##### Working Franchises

8 fully operational franchises to use for their company's needs

These would be the ones allocated to the members you decided upon. I can always take them all on board and get them up and running while each member learns how to operate them fully.

##### Elite Memberships

The opportunity to have 1 permanent upgraded account in QYAO and FZ. This would give them the opportunity to take advantage of our normal services/income areas that we have available and bring their own workforce on board in their downline in both QYAO and FZ.

[Linked to Sales advisor/broker id]

##### Promotions Page

A 24/7/365 page to place current/future promotions, so they can keep members/businesses up to date with the goings on in their company

A mass mailing facility to inform other business members of business related info in their sections. Only established companies can mail to both sections.

##### MD/CEO Personal Page

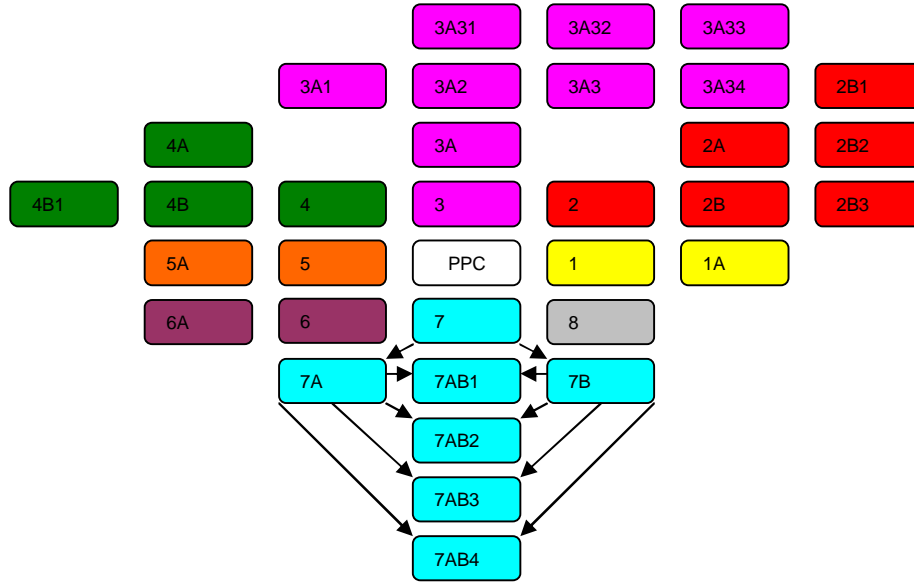
This is where the head of the company can make a personal statement about their company. It could cover things like its aims, history and major benefits and success for/to the domestic or commercial world. How that person has contributed to that company and well anything they want. It will be an addition in the B2B sections.

It can also include a picture/photo of the person/at their company, whether inside the office or outside showing their company headquarters.

However, it is to not have any contact details apart from normal sales or enquiries desk/switchboard communications. Reason being, so they do not put themselves into the position of being sent spam.

This would be great for their personal exposure with the other businesses.

38. An Example of Just Some of the Areas That Are Available



Key To Above Diagram

- 1 = Webmasters
- 1A = to promote their own websites
- 2 = Members
- 2A = CM's
- 2B = FA's
- 2B1 = Incentive to buy a franchise/lease
- 2B2 = incentive for unit owners
- 2B3 = Incentive to be a FA
- 3 = Non Commercial
- 3A = Fund Raisers
- 3A1 = Community Groups
- 3A2 = Religious Groups
- 3A3 = Charities
- 3A31 = International
- 3A32 = National
- 3A33 = Regional
- 3A34 = Local
- 4 = Downline Builders
- 4A = to increase their downline
- 4B = to bring present Downline on board
- 4B1 = Increase personal income
- 5 = Safe List Owners
- 5A = Instant database worldwide
- 6 = Agencies
- 6A = Employment
- 7 = Commercial Market
- 7A = Offline
- 7B = Online
- 7AB1 = any business directory owner
- 7AB2 = any newspaper owner
- 7AB3 = any radio station owner
- 7AB4 = Any TV/Film company owner
- 8 = Other Social Network Sites

### Investigative Summary

The areas above are just a tip of the iceberg. Any entity that requires any form of advertising and media coverage is an automatic client opportunity. One could even write a full page of writing on how each area could take advantage of our new department, but that would take the writing on an everlasting novel, with constant updates. I think members should use their own ingenuity to come up with ways and reasons why a particular area can prosper and use the department to their needs. Once the department and the system of operation are in full running order, it will be like a virus running through the world. Hence, we need to plant a good few seeds in each country to propagate the interest and bring in the results.

We could offer a one-time opportunity to the top company in each country a free trial of the system in that the department offers. This way public recognised businesses and commercially recognised companies will realise the potential of the service/s on offer. It would bring in many enquiries from around the world. This way the clients would be doing the marketing exercise for us, expanding the good will of our professional orientated organisation. It will also make the members realise that they are part of a worldwide professional organisation and come to terms with the fact that they are actually part of something that is big. Hence, they will want to work harder to grow and build both as an individual and as part of the QYAO family, increasing their personal wealth, their position in the company, in society and contributing to THE QYAO WEALTH.

### **39. Initial Registration of Department**

#### Initial Registration of Department

To get a real positive start to the department, together we will pick the top members in each country, whom have proved themselves to us. These members will then sign up underneath me in this department.

This is imperative to a strong start. What is very important is that they should agree to keep it secret from the rest of the QYAO. The reason being is so they are trained on every aspect and how things are to be done. There are many levels where people can progress, hence if everything is done correctly, they and their teams will progress very quickly. When they receive questions from people below them, they must be able to answer the questions straight away. In addition, there will be many questions from businesses about what the costs are and what is involved, in putting their membership together with all the services that will be made available.

They must understand how payments are made and the different discounts that are available and how multiple orders in different periods work, when they overlap each other. Knowing how to communicate with business owners and MD's from other companies is very important, as time means money to them and putting any promotion out, has to be done correctly first time, as any alteration needed or mistake made, can cause a lot of problems both us and the client.

Hence, until all initial members are fully aware and knowledgeable in everything, no other members will be allowed on board. A fully comprehensive manual will have to be put together to cover every possible question and cover all the basics in the job criteria. The initial members will have to think like business people and be very cold in their direction to their downline group. This may seem harsh, but in the world of business, where millions of Pounds/Dollars changes hands every second, we could either boost a company's income and popularity or destroy it in an instant. Therefore, emphasis on careful planning is essential.

I believe though, by the end of their training, they will be hardened professionals, cutting deals left right and centre. Then from this point, they can sign up whom they want. Because this is a separate department in a sense, personal sign ups will be better than just allowing anyone to sign up underneath them. The thing is, who ever is signed up beneath them, they will be responsible for them and their actions. Hence, they must keep a close contact with them all the time.

So how do we know who will do well, and follow the rules and provide a top quality service?

The best suggestion is to take people from the communication manager's list. These people have to prove themselves and follow the rules to become a CM, so they will already have some form of respect and training of QYAO. It will be this dedication that will put them in the right frame of mind for this job.

A middle section will be set up where business owners/directors can leave messages for our CM's involved in the department and then over a regular basis a Q&A side section will be linked to the middle section updating answers to the various questions asked. In the forum for businesses, selected CM's will take part in communications on the forum and monitor various threads and so on. The best type of forum would be something like PHP Forum, but obviously not the same in design, as we want something that looks professional.

However, to be fair to new businesses and established businesses, we will have two forums one for each, but we will allow the established business owners to access both, so they can offer professional advice to the new business owners. New business owners would welcome this, as being new in the business world you are always looking of ways to do things better and people whom have been in business for many years have tried and tested ideas and generally know what works and doesn't. In addition, their personal connections with other resources can also help small businesses and might even put work their way. Therefore, in a sense just by using our facilities, they boost and connect through the business world and also put money in our pockets by paying for it.

### **40. Management Levels**

#### Management Levels

Managing Director	= World (Me) Others National
Director	= National
Assistant Director	= National
Executive Manager	= National
General Manager	= Regional
Assistant General Manager	= Regional
Group Manager	= Local
Assistant Group Manager	= Local
Group Leader	= Local
Sales Advisor/Broker	= Local

#### 41. Commissions and Bonuses

##### Commissions and Bonuses

There are 3 main commissions that are available:

Personal Volume	[PV]	=	20%
Recurring Volume	[RV]	=	10%
Group Volume	[GV]	=	5%

Then there are two management bonuses:

Total Volume Bonus	[TVB]	=	1% - 5%
Departmental Volume Bonus	[DVB]	=	2.5% - 10%

##### Personal Volume

The 20% commission is for all sales done in the period of one month, to be paid on a Net90 system. This is because, changes might happen to the sale/contract, eg the customer might redraw the order/sale, they might increase it or they might add on extra services, which they would like to pay for. Hence, your commission should be fully covered by the end of the net90 payout.

##### Recurring Volume

The commission on this is 10%. It is for sales or orders from customers of whom you have already obtained previously. They will either order direct from you or direct to us, but in all correspondence your id will be permanently attached to your id. Therefore you will never lose a sale/order from a customer whom has already ordered from you in the past. As this is slightly easier than getting a brand new customer, the commission rate has been halved to 10%. Many companies cheat their sales people by allowing commission on the initial sale and then when the customer contacts the company, they just keep the commission for themselves. Again any volume created from this would be paid out on a net90 basis.

##### Group Volume

The commission for this is 5%. Now, whether as a Sales Advisor or a Manager with a group below you, you will at some point, take yourself away from the actual work of selling our products and services. Why would you do this? Well to train, guide and help your fellow team members below you do well and gain as many sales as possible. Now this doesn't go unnoticed, so in return for your efforts and helping your fellow advisors below you, you are paid an extra 5% commission on the sales created by the group below you. Again paid on a net90 basis.

##### Total Volume Bonus

This is paid on management success of your team below you and for your efforts in managing that team. At least half of your time will be dedicated to communicating with clients, getting feed back and making sure that everyone below you is doing what they are supposed to be doing. You will be taking part in meetings with other senior managers and comparing notes on what works and what doesn't.

So because most of your time will be out of the sales routine you will be paid a total volume bonus, which is a percentage [%] between 1% - 5% of your [PV+GV].

##### Who Receives What

Assistant General Manager [AGM]	=	1%
General Manager [GM]	=	2%
Executive Manager [EM]	=	3%
Assistant Director [AD]	=	4%
Director [DIR]	=	5%
Managing Director [MD]	=	5%

So as you can see, training people below you and working hard with all the clients is very important. Because if you show that you are behind your team and help them to succeed you, will benefit from it and your team will, because you are assuring your team members that you are in contact with the clients and keeping them sweet. Again this is paid on a net90 basis.

##### Departmental Bonus

This is paid on the leadership that you have shown to the department and your dedication for all your efforts in keeping the department strong. Your allegiance to strive for excellence in service provision is and does take up, practically all your time. Hence you will receive a departmental bonus of between 2.5% - 10%. This is derived as a percentage [%] of the TVB.

##### Who Receives What

Executive Manager [EM]	=	2.5%
Assistant Director [AD]	=	5%
Director [DIR]	=	7.5%
Managing Director [MD]	=	10%

There is everything to work for; again, this is paid on a net90 basis

## 42. Sales Requirements for Promotion

### Sales Requirements for Promotion

Now everyone wants to get promoted and build their teams and make more money. I hope they do, because if they do, the company makes more money and we are all happy. Also if we are doing good levels of sales, that means we have done the initial job well and if the clients come back and order again, that means you have been exceptional and kept them happy.

So how are you promoted, well the simple answer to that is getting repeat business and new sales every month? This is on your own merits and the group below you. Okay is born sales people and some are born managers, so with that we have kept it fair and allowed people just to bring in the results. But remember, the more personal sales you bring in, the more money, you are going to make.

### Level of Sales to Be Achieved For Promotion

If a .....

SA

= a total average of 5 sales over 3 months then they become a GL

GL

= a total average of 25 sales over 3 months then they become an Assistant Group Manager

Assistant Group Manager

= a total average of 125 sales over 3 months then they become a Group Manager

Group Manager

= a total average of 625 sales over 3 months then they become an Assistant General Manager

Assistant General Manager

= a total average of 3,125 sales over 3 months then they become a General Manager

General Manager

= a total average of 15,625 sales over 3 months then they become an Executive

Executive

= a total average of 78,125 sales over 3 months then they become an Assistant Director

Assistant Director

= a total average of 390,625 sales over 3 months then they become a Director

Director

= a total average of 1,953,125 sales over 3 months then they become a Managing Director.

Now many of you are thinking, there is no way to get to MD, so let me ask you how many companies are there in the entire world. Hmmn...Go get them!

## 43. Promotional Leaps

### Promotional Leaps

Now, where sales quotas are associated with promotion, many people will be looking at jumping up above their normal next in line promotional level. Some people might think that they should not come in as a normal Sales Advisor but as a manager. Well I am sorry, to get into senior positions, you have to work for it and prove from your own capabilities that you deserve to be where you are.

Okay, there will be at least one person that will turn round and say, if that is so why are you automatically the Managing Director of the Department. Well the answer to that is, because I designed the new department the training and put everything together and I am responsible for everything that happens, where I answer direct to the company. Therefore that is why; also I will be constantly training and guiding every single person, from sales advisor to the most senior member that progresses up the ranks. I will be in constant communication with the company and constant communication with the managers. I will also be checking on the full workings of the department, making sure everything is running smoothly. Communicating with the companies to make sure what they have asked for is what they have got and making sure every second of their activity on the site/within the department is as it should be.

On top of that, I will be constantly working on strategies to make things better, looking at new services that can be introduced, to increase awareness of the all connected departments that work along side and in between the department. My job is the start the middle and the 24/7365 of the department. Therefore, where it comes to sales, it will be very time consuming for me to spend time contacting and arranging new deals. However, because I have access to handle high-level enquiries, I can allocate leads, when they come in, to the relevant team in that country. Therefore, even though I am not doing the everyday selling, I will be passing on enquiries and helping to put business your way. Therefore, if the question ever came up, that would be the answer. However, if anyone has any respect, I doubt that anyone will even think to ask that question, I hope.

Now how do people get promoted and how?

If, let's say a sales advisor [SA] has several SA's below them and after the 3 month period their total average volume is 30 sales/recurring sales, they would be promoted to Assistant Group Manager instead of just Group leader. This would be, because they had achieved their average of 5 sales and 25 associated with a Group Leader.

If a SA had many SA's below them and they achieved 155 sales, they would be then a Group Manager. This is because they had achieved level of sales for SA, Group Leader and Assistant Group Manager.

However, if they achieved 125 sales then they would not be a Group Manager, because they would not have achieved the combined sales of all levels in between. However, if these customers carried on and gave recurring business then they would probably be able to be promoted and increase their income potential and build an even bigger team below them.

By working it in this fashion, it would stop people jumping above people where it was not earned; it would also stop people from sitting on their backsides and sitting on their team share of profits [5%].

If the present customers are happy, they will repeat their business and which will/could double the sales figure for the next quarter.

Now the average of 5 sales per quarter [5 a month], is not under achievable, sometimes it might not happen. However, the key is to customer satisfaction and quality of service and that is important to be kept constant throughout the course of the operation of the department. Many customers will repeat orders and share the knowledge with other companies, which has you know will give them a discount on their future orders. Therefore, after a short while and a team building below you, you will soon cover the averages each quarter.

One thing I want to do is to make things possible without making it too easy. Therefore, they will be able to show how possible it is to other people outside QYAO and bring in more people into their team, bringing in new blood to QYAO, building the awareness of QYAO and all of its services.

However, to encourage them to be constant in their marketing efforts and to encourage them to constantly go for new sales I will introduce sales incentives for them. These could be in the form of a cash bonus paid immediately or in the form of a gift. How we decide will be on their sales that they have produced, or helped to produce over a period.

To help people in their country, we will eventually do public advertising and any sales that come through will be paid at a rate of 50% of what the total sale comes to. This way, we can recover what we have spent on the advertising and should make a small profit back as well. We will also operate this on anything that comes direct to us as well, when we pass it on to members in the department. If a customer only wants to deal, direct with me, then in that situation I will oblige and put it down as a personal sale.

Now the main thing is to create local, regional and national awareness in each country. However, members can still advertise on the internet to small clients and even turn them into sales advisors. However, the problem comes when guaranteeing payments from unknown individuals. With registered businesses, it is slightly easier to guarantee payments, because in general they can be located somewhere. Yes, there maybe the odd rogue company, but I hope that does not happen. Maybe there is a way to screen a company or sole owner before engaging in business, I am sure QYAO will have a way to do it. After all, we want to safe guard our member's earnings, as this will reflect in their commitment to us. Maybe QYAO could put together a basic contract between a client and us.

However, like stated everything needs to be done on a professional basis and it is this serious approach on safety and diligence to make the whole operation smooth and safe to members and clients, that will show us to be impressive and a definite source for companies to use our service/s.

#### Departmental Incentives

- Birthday Bonus
- Quarterly Bonus – 1 per level [Top Achiever]
- Xmas Bonus \$100 if yearly target is met
- Free Medical Insurance
- Free Dental Insurance
- Free house/contents Insurance
- A free family holiday
- Free day care
- Free car insurance
- A free laptop
- Free internet
- Set amount for college/university funds
- A fully paid house or deposit on a house

All the above are ideas and will obviously change or are added to over time. But it will be senior company members who will decide on what, where and when.

#### **44. How to Cover A Local Area and Pick Up More Referrals**

##### How to Cover A Local Area and Pick Up More Referrals

When you do a deal with a customer I your local area you tell them to let their customers know how to check on them by going to their webpage and also tell them to put a link to QYAO on their page to their referral link. When they ask why, then you tell them this will encourage more local people to sign up to QYAO and hence earn them a residual income plus they will be looking at their site on a regular basis. Therefore sales potential of their items, products or services would increase.

More local businesses would see their products, hence increase their B2B relationship. As more local people sign up, even for making an income clicking on business links, they will see how to increase their income in other areas at the same time at QYAO and FZ. Also, many of these people might join below the business owner as well, some even joining the sales department under the Sales Advisor or even try out one of the Franchises available.

The first thing to do, is to get the sale, then introduce the other areas that are available to them, that other people are able to take advantage of as a normal/elite member of QYAO.

You could even visit, only managers and above, Job centres/agencies and advertise the sales job. But this would come further on in the operation.

The main thing to do is to start talking to people in your local area. Tell them you have started in a new job, which working both online and offline. Be honest and say it is commission based initially, but the rewards are good after a while. Remember to emphasise QYAO is not a money making scheme, a get rich site, a money making program or any form of lazy attitude to making money. You work you get paid, if you sit on your backside, you get nothing. But they help you out by putting a small investment in the kitty to invest in the sites Franchise units that are running, to allow you to have a small steady income building as you learn the ropes and will stay there, all the time you are active and keeping in contact with your manager. The company is built around family values and believes that everyone in life deserves a chance to succeed, whether they have a poor uneducated background or a rich and highly educated background. It doesn't matter where you come from or from what ethic area you come from. All they ask for is a professional attitude, dedication, mutual respect for others and a desire to succeed. Also because they understand some people have families and can not work 8 hours a day, they allow everyone to pick their own hours and to work it around their availability.

## 45. Customer Loyalty Bonus

### Customer Loyalty Bonus

In order to keep customers loyal and keep coming back with repeat orders, we can introduce a referral tier system. This would be where they can save up to 30% on their order by introducing new clients to us, from their personal contacts in the world. Alternatively, they can join as an associate Sales Advisor and follow it through that system.

#### The Benefits

They would save money on their orders

The Sales Advisor would have an increasing customer base

If the situation where the 'Multiplier Effect', takes place it would expand the Sales Advisors customer base in a big way, especially if the referred customers do the same. A small network of customers could be grown from one such type customer or if said customers take on the Associate Sales Advisor position, then a small growing network of downline associates would grow as well.

The option is two fold to a customer, because they make a good residual income and make from the network of customers they bring in and from the many areas that they also take advantage of.

#### Discounts

1 referred customer	=	5%
2 referred customers	=	10%
3 referred customers	=	15%
4 referred customers	=	20%
5 referred customers	=	25%
6 referred customers	=	30%

The discount stays relevant for 6 months after the month of referral.

E.G.

If a customer refers a customer in January, that would give them a 5% discount on their next order from the beginning of February to the end of July.

If then in April they refer 2 more customers then they will then have in total 3 referred customers. So they will have a total of 15% discount on their orders.

However, the 15% only applies to the end of July because the first referral was done back in January. Therefore, from the beginning of August, their discount goes down to 10%, which is valid to the end of October.

However, if in June they then bring in 3 more referrals, which would then actually give them a total of 6 referred customers. Therefore this would give them the Maximum of 30% discount. Only for the month of July. But as they still have 2 referrals, giving them 10% up to the end of October, then they will have 25% discount instead, for the following months till the end of October. Then from the beginning of November till the end of December they can enjoy a discount of 15%, which was the discount from the third set of referrals given.

The key is to be professional and polite from the first day of contact and to stay in contact with the client on a regular basis. Always contact the client after the order has been done at the end of the month, to see that everything is ok and if they need anything or want to ask anything. Always answer a client's question/query immediately, so they know they are well taken care of. Try to reply within 24 hours, even if it is to say that they don't know how to answer the question directly, but you will be asking your manager for them and that you will be back with an answer within 24 hours or less.

The customer will respect this, because one you have got back to them quickly and not left them hanging and you have been honest enough to tell them that you don't know the answer to their question/query, but you are dealing with it straight away. Good customer service and personal business relationship is vital to the success of any company. If you are able to speak to them over the phone and feel confident to do this with any client, then give your phone number to them. But only do this if you feel safe enough to do this. Whether you give a landline home number or mobile number, it is up to you. Basically it is personal preference, but when you do give your number, if you are operating from home, then tell them that you are, they will respect this as well.

As a Sales Advisor, it isn't just a job where you go out and get sales and then forget about your customers, it is a job where you build up a relationship with them, where both of you get to know each other on a good working basis, that is a professional basis. It doesn't matter, whether you have made 100 sales in a year or just 1 sale in a year. It is more important to work hard for your customer and make their activity at QYAO financially beneficial. Each customer is a totally new sales and marketing campaign for you to work on. But if you do a good job and look after them, they will remember you and QYAO and pass your details on to other professionals looking for good quality business services.

Always remember, you are the company and when you deal with a new customer they are not looking at you but they are looking at QYAO. Basically, every Sales Advisor represents the company and the reputation of the company. So never the hard sell, if they like you and you are sincere they will take advantage of our services. Yes banter with them, professionally argue the case of why we are best suited to deal with them and not another company, but never be impolite. They expect to be sold to, we are a business and so are they, so there is a mutual understanding straight away. So never give a bad impression, because they may still come back at a later date or even refer someone to you even though they haven't taken advantage of the offers as yet.

#### **46. Article – The Business Community Opens up its Doors To the 'SINGLE PARENT'**

The Business Community opens up its doors to The 'Single Parent'

For many years, single parents have had to live on state benefit, without the hope of holding down a fulltime job. Many of them are educated and would snap up the chance to run their own business.

The problem is, it takes an initial financial investment and like any business, a lot of time away from the family. Therefore, with hardly any money and all or most of their time revolved around looking after their children, it makes their dream almost impossible.

This is why QYAO realised that they could help. They are giving single parent families, not only a career, but a long lasting business enterprise. It is because they specialise in online services, which means all of the work is done directly from home on the computer. The parent can quite easily run a business, look after the children without leaving the house.

So, how do they finance it?

Well this is the uniqueness of QYAO Franchise System. Instead of asking for a large payment up front, they allow the individual to try it out before they buy into the business. In addition, they are also allowed to keep any profit from the trial period, even if they decide not to go ahead with it in the end.

This is why the company has a success rate of 99.99%. The success is based on 24/7 back up system, involving training, guidance and an advisor on hand everyday.

Because of the major success on a global scale, the company is now offering franchise units in all areas of the UK. Below are the different types of franchises available:

Ad iAgency  
eAuctions  
EMail  
Inter Currency Exchange  
Net Classifieds  
Online Staffing  
PR & PR  
Virtual Newspaper

So if you are interested in applying/finding out how we can help you, just email us on the email address below:

[Qyao.stevebanks@btinternet.com](mailto:Qyao.stevebanks@btinternet.com)

#### **47. Article – Out With the Old And In With the New**

Out With the Old And In With the New

The business world is changing opening up new and wonderful opportunities for people who would never have had the opportunity to have a successful business

Over the last 5 to 10 years, the face of business and economics has changed dramatically. No longer are companies taking on large, spacious and expensive offices and properties. They are prompting for minimal expenditure and higher returns.

So what has changed over the years to cause this dramatic change?

The key answer is technology. Since the internet and computers were made affordable to normal householder, it has opened up avenues where individuals do not even have to travel to work anymore. They can operate their job or business from the comfort of their own home.

Because most of the communication and service industry is done online, many people have found many ways to set up in business at a fraction of the cost. The only problem arises is where knowledge of the industry fails and having the know how in expanding.

So what is one to do, when you have the facility and drive to set up your business, only to realise that you do not know where to start from and do not have the technical knowledge to carry it out?

The only thing you can do is pay someone for the knowledge, but that does not mean you will be successful. It does not matter how much training you get, because once you start in business you are on your own and that is a very scary situation to be in. It is because of this QYAO has been helping individuals, with or without experience in business to set up and run an ongoing successful business over a global scale. The difference with QYAO and going alone is that they are there for you at every step of the business from start up to full time operation of your business. If you have a problem at anytime in your business, QYAO will provide an advisor to help and smooth over any area that you cannot sort out. Never at any point in your business are you alone. Hence, this is why they have a 99.99% success rate so far with everyone they help. Many people have even taken on two or more enterprises with QYAO covering more territories and business areas. With the ongoing fulltime support from the company, no one so far has failed.

Many people say they would like their own business, but everywhere they go to look, they are asked for upfront fees and costs, which they cannot afford. This why QYAO has a special system put in place to help literally anyone set up. QYAO offers a Try before You Buy facility, alleviating the massive up front fees. This helps cut down the initial up front costs, pressures and anxiety of setting up and running a new business. What also makes the new scheme even more attractive to new and established business people is that if the person decides, it is not for them, any money earned during the trial period is kept by the individual.

To expand its network of Business Enterprises, QYAO is offering brand new franchise units with full company support in many areas of the United Kingdom. If anyone, whether new to the business world or experienced, would like to apply/find out more information, just register your interest on the link on the top left (Sign up). Once received someone will contact you and take you through every little step.

#### 48. Article – Economic Development Is Dominated Online

##### Economic Development Is Dominated Online

Economic development in the past was primarily controlled by high-end business professionals and the power of the banks and governments. This they did by monopolising the market and keeping small traders from expansion with cut down prices and utilising resources. The end result was that big businesses stayed big and prospered, while the small trader stayed small dependant on the services and resources controlled by the big companies. In many cases, the small trader was out priced and ended up closing their business.

Now is the time of technology and the internet, where anyone can set up in business for hardly a fraction of the cost of setting up in a conventional business. No premises are required, no stock is needed to buy and storage is not required. Even transportation is not required, which is a saving of thousands every year. All you need is an idea, a good business plan and a ready-made market. The only outlay is the cost of a computer, even though you could start off using a friend's computer or internet café. However, it does make sense to own your own computer. On top of that is connection to the internet, primarily broadband, but to start off with you could use dial up if you are on a tight budget.

So initially, you have what you need. Apart from that, there is the added cost of web space, which can range from totally free on various free websites. The only downside you are subjected to the site's own advertising from partners, whom pay the site's owner advertising fees/commission on sales. It is possible to rent web space from as little as £20 - £30 a year if you look around but that would in most cases involve doing your own webpage designs and uploading them to the site, but some do have in-built software that allows you to use pre-designed templates. Therefore, it is possible to set up in business for a small price.

One factor that could stop you from succeeding is reputation and getting your business known and always changing to the needs of the market or economic change. Therefore, unless you are well transverse in the business area of your choice you could come unstuck or end up running a stagnant enterprise.

So how are people coping with change and always having the experience on hand to use when needed and on the first day of business, have a ready-made market?

The answer to that is in the area of business franchises. This is where a person/groups of business people have a very good business and want to expand their market position. Instead of investing thousands or even millions on their expansion, whether in their native country or on a global basis, they offer people a replicate/copy of their business to set up in an area of their choice. Normally the same country where they live.

So why is this better than setting up in your own business with your own idea?

The benefits of setting up in a franchise operation is that you don't have the hassles of building up your contact lists, making long, trustworthy and reliable business networks. The suppliers are already in place and offer reduced rates because of the level of business brought to them.

In addition, you will have advisors and an unlimited 24/7 resource area to assist you. The company will endeavour to make you successful, because your success is their success. Therefore, even though you may have invested your own time and money into it already, years of experience and millions would have been invested by the company. Therefore, in reality the only person that can let you down is yourself.

The only problem you face in the first place is what franchise to take on and how much you can afford to pay for the franchise. Franchises can cost anything from 10k upwards to millions. You also have to pay for it in full upfront before you actually start and make any money/profit from it. So then, that could put you off the entire idea before you start, because at the end of the day, no business can be guaranteed to succeed and can fail. So your investment could be lost and if you have borrowed the money, that means you will be in debt.

Now one company that realised this addressed the problem full on. They worked out, that to offer someone a franchise operation, they themselves had to have a system in place where advertising was done on a 24/7 basis on a global scale without costing millions at the same time. When that was in place, they then realised that once someone had decided to take on a franchise they first had to make sure that the individual was ready to run a franchise and represent the company properly. Therefore, this meant providing advisors round the clock all over the world. Once this was covered they quickly realised that not too many people actually had the finance to pay for a franchise in full, but did have the drive, enthusiasm and background to take one on.

So they decided to setup a training period where the individual would lease the franchise at a fraction of the full cost and then and only when they were in a profitable position, take on the full cost and responsibilities of the franchise. With this in place, many people have successfully owned and run successful and profitable businesses with this company. Obviously, the success, level of profit and expansion, of the individual's business is down to them, but the company does boast a 99.99% success rate.

In the business world, there are not many companies that can boast that.

If you want to find out about what this company has to offer and how they can help you in your franchise purchase, contact:

**Mr Stephen Banks**  
**Franchise Advisor General Manager (For QYAO)**

Email: [qyao.stevebanks@btinternet.com](mailto:qyao.stevebanks@btinternet.com)

**Alternatively, request an information pack on the various franchises that are available at**

**Franchise Request Form Page**

[http://qyao.com/signup\\_br.php?REF=57739](http://qyao.com/signup_br.php?REF=57739)