Business Plan

Powered By TheTownGuide.Com,
Your Worldwide Social Media Network
of Hyper Local, Town Guide Websites

Join - Post - Blog - Advertise - Earn - Websites - Newsletter
Business Directory - Classified Ads - Events - Members Directory - Share

home.thetownguide.com
search.thetownguide.com
browse.thetownguide.com

join.thetownguide.com
post.thetownguide.com
blog.thetownguide.com
advertise.thetownguide.com
earn.thetownguide.com
websites.thetownguide.com
newsletter.thetownguide.com

business.thetownguide.com  motoring.thetownguide.com
b2b.thetownguide.com     members.thetownguide.com
classified.thetownguide.com  photography.thetownguide.com
events.thetownguide.com     property.thetownguide.com
food.thetownguide.com       shopping.thetownguide.com
gigs.thetownguide.com      sport.thetownguide.com
homes.thetownguide.com     tourist.thetownguide.com
hotels.thetownguide.com

Alan McLelland - CEO, Founder & Owner - Telephone 01932 262504
TheTownGuide.Com Limited, registered in England and Wales number 7243404
Version 1-0, June 2019
Index of Sections
TheTownGuide.Com Business Plan

- Section 1 - Executive Summary
- Section 2 - The Challenge & Our Mission
- Section 3 - Intellectual Property Overview
  - 3A - Gazetteer & Toolbox
  - 3B - Worldwide Network of Hyper Local Town Guides
  - 3C - Website, Listing & Ad-Snippet Builder
  - 3D - Content Management System (CMS)
  - 3E - Worldwide Search Engine
  - 3F - Membership & CRMS
- Section 4 - Products, Services & Newsletters
- Section 5 - Marketing - Join, Post, Advertise, Earn, Websites, Newsletter
- Section 6 - Affiliate Town Guide Business Plan
  - 6A Earn As An Affiliate Editor
  - 6B Earn As An Affiliate Town Guide
  - 6C Affiliate Town Guides & Groups
  - 6D Price List Summary
- Section 7 Franchise Area Business Plan
- Section 8 Financial Plan, Profit & Loss
- Section 9 What We Are Asking For
- Section 10 Milestones
- Section 11 GDPR
- Section 12 Alan McLelland - CEO, Founder, Developer & Webmaster
Section 1 - Executive Summary

TheTownGuide.Com is a Worldwide Network of over 300,000 Hyper Local Town Guide Websites featuring Business, Personal and Leisure, Location Centric, structured database content and advertising and we aspire to become a Worldwide Social Media Platform for Business and Personal Members.

Our Network is specifically designed to disrupt the dominance of global Search Engines and associated monopoly of Advertising Revenues by re-distributing the financial benefits back into the Local business and residential communities that provide the original search engine content.

There are a number of key elements of Intellectual Property needed for the success of our Worldwide, yet Hyper Local, Business Plan -

Section 3 - Intellectual Property Overview

- 3A - Gazetteer Database and Toolbox
- 3B - Worldwide Network of Hyper Local Town Guides
- 3C - Website, Listing and Ad-Snippet Builder
- 3D - Content Management System (CMS)
- 3E - Worldwide Search Engine
- 3F - Customer Relationship Management System (CRMS)

The above elements are in place, tried and tested but will obviously benefit from further enhancement and development.

Sales and Marketing -

- 4 - Products, Services & Newsletter
- 5 - Marketing - Join Post Blog Advertise Earn Websites »
- 6 - Affiliate Town Guide and Affiliate Editor Plan
- 7 - Franchise Area Plan

Our Franchise Area Plan is intended to be rolled out after we have completed Proof of Concept

Our Affiliate Town Guide and Editor Plan is at the heart of our future Business Model growth and is the vehicle that will deliver the profits that we can use to expand and completes the necessary Sales Cycle - expand the Affiliate Town Guides - Post more local content - attract more members and website traffic - deliver more Website & Listing sales & advertising revenue - and use profits to repeat

Surrey, England, will be our first Proof of Concept Franchise Area. We will roll out our Membership Program and appoint Affiliate Town Guides and Editors with a view to expanding into the entire UK. I invite you to join us in this challenging venture.

Alan McLelland, CEO, July 2019
1.2 - Overview of TheTownGuide.Com

- a Worldwide Network of over 300,000 Hyper Local Town Guide Websites
- Members can Post Local Websites, Directory Listings, Events, Blogs & Classified Ads
- Local Featured Classified Advertising and Advertorials
- Local communities can aggregate and leverage unique Local Content
  - Places, People, Business & Leisure Websites, Listings, Amenities, Products & Services
- a Worldwide, Local Affiliate Town Guide & Affiliate Editor & Blogger Program
- a bespoke, location centric, Website, Listing & Snippet Builder
- creates Listing Snippets - dual branded Adverts made available to other websites
- automatically Tags and Advertises Listing Snippets on Local Area and Town Guides
- creates highly granular, contextual, location centric, market channel Advertising
- a Worldwide MySQL Database, Directory & Search Engine
- a Worldwide MySQL Content Management System (CMS)
- a Worldwide Local Membership & MySQL Customer Relationship Management System (CRMS)

Every Hyper Local Area & Town Guide Website -

- has a unique, memorable and user friendly website URL Address
  - see thetownguide.com/surrey/walton-on-thames
- is Mobile, Tablet and Desktop Friendly
- is a Progressive Website App (PWA) with PUSH notifications
- uses https:// fully secured and encrypted connections (SSL)
- has over 80 Sub Domains - like events.thetownguide.com/surrey/weybridge
- has over 80 Market Channel, Newsletter and Poster Pages

Content Management System - Location Centric Advertising similar in scope to Google Adsense

This enables a Member to link any Entity with any number of Gazetteer locations and publish/advertise the Entity for a period of time, after paying for the service on-line.

Editing Services. Members can hire an authorised Editor to design and publish listings, websites, and advertising campaigns for a reasonable hourly fee, paid for in advance through PayPal.

You can purchase an on line upgrade through PayPal, from a Directory listing to a 1, 3, or 7 page Website Listing with unique, but not memorable, website URL address. You can purchase a bespoke domain name from any internet service provider and link it to your listing and website.

You can purchase through PayPal, optional on line Advertising for any directory or website listing.

A Feature Directory Listing. A larger advert in all related directories, and an extra advert in the left column of the Home Town Guide and Channel Page.


Multiple Featured Advertising. A Featured Directory Body Listing, but advertised on any combination of Town guides and Channel Pages to suit granular, highly targeted and very cost effective advertising campaigns.
Section 2 - The Challenge

We have A Worldwide Gazetteer, Network of over 300,000 Hyper Local Town Guide Websites, Search Engine and Hyper Local Ad-Snippets that we can create and advertise anywhere, in any combination, on the Network and on Market Channel Pages.

We have a unique, bespoke, CMS and CRMS that facilitates Worldwide

- Local Town, Area, Region & Country Community Websites
- Country Franchise Licences
- Franchise Area Licences
- Affiliate Town Guide Licences
- Affiliate Town Editor Licences

We have a unique, bespoke, Website, Listing & Ad-Snippets Builder, that our Affiliates and Members can use to publish Websites, Listings and Ad-Snippets

- Cost nothing but labour time & effort to produce
- Have no manufacture or delivery costs
- We sell at 100% profit margin, less a very small shared hosting cost
- Can be bought, sold and delivered online
- Can be used to create Local employment
- Can be used to monetise Hyper Local Community Websites

The Challenge now, is to use these assets, develop and implement this **Proof of Concept Business Plan** and demonstrate that our business model is popular, viable, profitable and scalable worldwide.

2.2 - Our Solution

TheTownGuide.Com is a working worldwide website that now needs more and more Members, Content Listings, visitor traffic and Advertising Revenue.

Our intention is to use TheTownGuide.Com/Surrey Websites put our Franchise and Affiliate Business Plans into effect, launch our business and establish **Proof of Concept of our Business Model**.

We publish 11 Borough Websites and 459 Town Websites in the Surrey Franchise Area When successful, we will roll out the Plans to every County and over 14,000 websites that we already publish in the UK

- Section 4 - Products, Services & Newsletter
- Section 5 - Marketing - Join Post Blog Advertise Earn Websites »
- Section 6 - Affiliate Town Guide and Affiliate Editor Plan
  - 6A - Earn As An Affiliate Editor
  - 6B - Earn As An Affiliate Town Guide
  - 6C - Affiliate Town Guides & Groups
  - 6D - Price List Summary
Section 7 - Franchise Area Plan

Sales and Marketing Overview

Our intention is to grow the business on a town by town and area by area basis, financed by sales, advertising, Affiliate and Franchise revenues.

2.3 - Mission Statement

TheTownGuide.Com Mission is to publish a Worldwide Database driven Network of Local Town Guides, each offering Local Community Membership and do-it-yourself tools to Post, Publish & Advertise Local Business & Leisure Listings and Websites.

2.3 - Code Of Ethics

Each website will offer Local Community Membership and do-it-yourself tools to Post, Publish & Advertise Local Business & Leisure Listings and Websites.

These Integrated, Local Community Social Networks will be leveraged to benefit Local Communities, Local Business and Leisure Markets.

TheTownGuide.Com aspires to implement a 14 point RICH Ambitions code of ethics -

- Respect
- Integrity
- Customer
- Help

Our 14 point RICH Ambitions code of ethics, remind us to:

Respect
1. Treat others as we would like to be treated
2. Listen to, understand and acknowledge the importance of conversations with others
3. Respond in a timely manner
4. Speak calmly with respect and avoid swearing or sarcasm
5. Acknowledge that the right to other peoples opinions and perspectives

Integrity
6. Only make agreements you are able and willing to keep
7. Fix broken agreements promptly with all parties concerned
8. If it doesn’t work look at all the possible solutions to fix it
9. Practise honesty, integrity, purpose and responsibility in business
10. Clarify areas of disagreement to reach a common ground
11. If you cant say it to their face, don’t say it at all

Customer Help
12. Understand, help and satisfy our customers needs and expectations
13. Maximise customer loyalty through proactive social networking
14. Have fun and enjoy what you do
2.4 - Future Ambitions

The *Dewey Decimal System*, is a hierarchical index system used in libraries to categorise all manor of *Non Fiction* books and documents by *Subject*. *Fictional Books* are arranged on the shelves alphabetically by Author's Surname.

**Fiction & Non Fiction Websites & Directory Databases**

With our existing intellectual property, we can publish two new websites - instead of Towns, we publish an index of Dewey Decimal Subject Websites and another index of Surname Websites.

We will then use our Website, listing and AD-Snippet Builder and enable Members to Post and Publish websites and listings linked to, and advertised on, our Fact and Fiction Subject Websites.

**Future Development To Do List**

- Make Ad-Snippets Pay Per Click like Adsense
- Customise Town Guides - Town Flags & Logos
- Customise Town Guides - Town Straplines
- Progressive Web Apps - Push Notifications
- Progressive Web Apps - Mobile Location Requests
- Upgrade Code to ASP.Net
- Distributable, Stand Alone Website Listings
- Put Ad-Snippets into Search Results
- Prevent Listing re-publication in bulk - program a lock
- Add Social Media Account URL fields to database
- Make Image Uploads Password Protected
- Re-name, Crop, Edit and convert file type Image Uploads
- Automatically create thumbnails, rename and save Image Uploads
- Program an Image Removal Tool
- Program a Report This Button
- Password protect Pay Pal Buy Now buttons
- Program a JOIN: TheTownGuide.Com PopUp Box
- Buy and Sell n TTG Sales Funnel
- Program fields for customer sell advertising on their TTG website ( ebay links)
- Program a Duplicate This Listing Button
- Program a Choose Template Menu Page
- Program Special Offer Feature Templates
Section 3 - Intellectual Property - Overview

3A - Gazetteer Database & Toolbox
The Gazetteer Database is the foundation of our unique Worldwide Network of Country, Region, Area and Town Guides. Every Location in the Gazetteer Database has a unique ID which we can use as a link to many other types of Location Centric Information databases.

3B - Worldwide Network of Hyper Local Town Guides
TheTownGuide.Com is a unique Network of over 300,000 Hyper Local Town Guides and the website allows you to browse the records of our bespoke Gazetteer Database containing hierarchical Country, Region, Area and Town Guide records. Every Guide has a unique website address and location identity number, that can be linked to other related local information databases.

We use over 80 Market Channel Pages on every Guide to conveniently group Local information together and every channel page has its own Sub Domain URL Address - like trades.thetownguide.com/surrey/weybridge

3C - Website, Listing & Ad-Snippet Builder
Our bespoke Website & Listing Builder enables our Members and Affiliates to Create, Post and Publish Local online Business & Leisure Listings and Websites automatically linked to, and advertised in, a chosen Town, Area, Region and Country.

- Business, Personal, Blog, Events and Classified Ad Listings and Websites

Our Website & Listing Builder also automatically generates Ad-Snippets - stand alone html files that are automatically branded, tagged, indexed and stored in our Content Management System and published on the market channel pages of the Local Town Guide.

In due course, we intend to make Ad-Snippets available to other websites to use as advertising content in a manner similar the Google Adsense.

3D - Content Management System (CMS)
Our bespoke CMS database enables us to Aggregate Listing Information into Town, Area, Region and Country website content and we use that to Leverage visitor traffic to our Town Guides.

3E. TheTownGuide.Com Worldwide Search Engine
We offer exceptionally high quality Hyper Local Information & Advertising on a Town by Town basis, and as visitor traffic increases, we will offer extremely granular information on a worldwide scale, specifically relating their chosen Hyper Local and Market Channel Pages of interest.

3F - Membership and Customer Relationship Management System (CRMS)
Our bespoke CRMS database enables us to manage Membership and Members Profiles linked to the hierarchical Country, Region, Area and Town locations in the Gazetteer Database
Section 3A - Gazetteer Toolbox Applications

Technical Challenge - The Toolbox

There are over 300,000 Town Guides. Each is a unique website, with unique URL, using hyphenated place names. The UK alone has over 17,000 town guides.

A standard development method would be to use the database to provide all the current information. A single 'Search page' where you search for a town and populate it with content from the database.

One drawback is website load speed - the 3 Google, MSN and Yahoo spiders will want update their search engine every day - potentially calling the database 3 x 70 x 300,000 times a day, causing a huge bottleneck and effectively slowing the user experience. Another drawback is a lack of memorable URLs.

TheTownGuide.Com is designed to publish a physical website folder, with pure HTML coded files, and hard coded content, websites and listings - no live calls to any database from a town. This approach means we can publish Memorable URLs.

Another advantage is the fast page load speed available - so very important for Mobile use.

On our Website Server, Each Town Guide has a Folder with that hyphenated place name. Within the folder is the index.asp file Home Page and another file that is customised with that locations unique data - place name, id number, GPS co-ordinates etc.

Website URLs are also hierarchical, so folders need to be nested one inside another. For example, inside Surrey Folder are all the Town folders for Surrey. Manually, that would be a huge nightmare.

The answer is that Alan McLelland has developed a Toolbox of many program tools, that can be run off-line and without any effect on the performance of the website. The tools are designed to take information from the databases and publish static, HTML files, and customised, nested folders, for every location and Listing.

This approach means Town Guides and Website Listings can be individually customised or updated in bulk. It also means the entire website, or individual Areas, can be duplicated, re-branded and sold under licence.

TheTownGuide.Com might also make Listing HTML Feature files available in a Google AdSense style Affiliate scheme. Other websites can advertise our Feature Files on a pay per click basis, while advertisers pay for traffic to their Website Listings.

Toolbox Applications

There are over 300,000 Town Guides. Each is a unique website, with unique and memorable URL, using hyphenated place names. The UK alone has over 14,000 town guides. Toolbox is the collection of website applications developed to publish Town Guide Pages

Every Website in TheTownGuide.Com has a physical folder on the web server. The folder needs to contain unique, pure HTML coded files, and all content listings need to be hard coded - there are no live calls to our database from a town. This approach means we can publish a fast loading, mobile friendly website with Memorable URLs.

Each of the 300,000 Server folders has a unique and hyphenated location name. Every folder has a home page index.asp file and a location file (LOC file) Inc_Page_LOC.asp that is customised with unique location data - place name, id number, GPS co-ordinates etc etc.

Website URLs are also hierarchical, so folders need to be nested one inside another. For example, inside Surrey Folder you find all the surrey Town folders.
To produce over 300,000 folders by hand would be a daunting task, so Alan McLellan has developed a Toolbox of many Application Tools. The applications that can be run off-line and without any effect on the performance of the website. They are designed to take location information from the Gazetteer Database and publish the Index.asp and LOC files.

This approach means that the entire website, or individual Areas, can be rebuilt, edited, copied, re-branded, re-purposed and sold under licence.

In the future, we might make our Feature Listing Advert files available to other webmasters in a Google AdSense style pay per click basis Affiliate scheme.

Off line Applications developed so far include -

Create Hierarchical Location Folders
Create Country Folders
Create Treeview Lists of child locations
Create stand alone website folders
Publish and Update Website and Listing Directory Entries
Publish and Update Feature Website and Listing Adverts
Site Map Maker
Section 3B - Network of Hyper Local Town Guides

Town Guides

TheTownGuide.Com is a Worldwide Network of over 300,000 Hyper Local Community, Town Guide Websites - one individual website for each Country, Region, Area and Town.

All the websites are published from a bespoke back-end database Gazetteer of Places, with every Country, Region, Area and Town, neatly organised into a worldwide Hierarchical structure. Although not all published, the complete database hierarchy is actually -

Universe, Galaxy, Heavenly Body, Country, Region, Area, Town, Locality and Street.

Because it is a Hierarchical structure, when you select a Country you can see all the Regions in that Country. Similarly, select a Region to see all the Areas in that Region, select an Area to see all the Towns in the Area. This hierarchical structure means that we can let our users Browse, as well as Search, our websites.

That means our town guides can generate passing community trade traffic and target growth by taking full advantage of Communities, Social Networking and Viral Advertising.

TheTownGuide.Com World Network is geared up and poised to expand a new, unique, approach to Social Networking by Country, Region, Area, Town and a variety of location centric Communities including Classified Ads, Blogs, Business & Personal Directories, Events etc etc.

Memorable URL's

Memorable URL Website Addresses. Every website has a memorable, logical, hyphenated, URL address

For All Countries, we use -

TheTownGuide.Com/Country
TheTownGuide.Com/My-Country/My-Region
TheTownGuide.Com/My-Country/My-Region/My-Area
TheTownGuide.Com/My-Country/My-Region/My-Area/My-Town

However, for convenience, two Countries have been abbreviated to give .

The United Kingdom location hierarchy is -

TheTownGuide.Com/County/
TheTownGuide.Com/My-County/My-Town

The United States location hierarchy is -

TheTownGuide.Com/My-State
TheTownGuide.Com/My-State/My-County
TheTownGuide.Com/My-State/My-County/My-Town
Section 3C - Website, Listing & Ad-Snippet Builder

Our Bespoke Website, App, Listing & Ad-Snippet Builder is especially designed to enable Members, Editors, Publishers and Administrators to Edit, Design & Publish Customer Websites, Apps, Listings, Snippets & Advertorials.

Methodology

Every Listing is linked to ownership fields - Member ID, Editor ID, Publisher ID and all revenues generated in respect of Website and Listing Sales and Services are paid to TheTownGuide.Com, and commissions paid back to appropriate Affiliate Publishers and Editors linked to the Listing.

Any Member can upload and edit free website listings, allocated to their Members ID. The Editor ID and Publisher ID fields are empty. Key information is automatically published on the Directory of the members Home Town, Area and Channel Page, enabling Members to be able to find and locate their listings.

Affiliate Publishers and Editors are affiliated to TheTownGuide.Com and worldwide network, but are linked to a specific Affiliate Publisher Town or Area. Thus any Affiliate can publish websites and listings on behalf of anybody and linked to any Town or Area, anywhere in the World.

Any Member can become an Authorised Editor, but must be authorised and managed by an Authorised Publisher.

Any Member can become an Authorised Editor and an Authorsied Publisher, but must be authorised and managed by an Administrator of TheTownGuide.

Every Listing is linked, and allocated to, to an Owners ID, Editors ID, Publishers ID and Administrators ID.

An Authorised Editor can upload and edit website listings for themselves or on behalf of another Member, linking the Listing to the Members ID and the Editors ID.

A Publisher Controls, Edits and Moderates all listings published by their Affiliate Editors, for example, to change the Editor, suspend publication, authorise affiliate earnings.

Members, Editors and Publishers all purchase products from the TheTownGuide.Com by using the online PayPal links on the Upgrade pages of the Website Listing being upgraded. This enables us to identify the listing ID, Member ID, Editor ID, Publisher ID, Product/Service Code Price and Date. PayPal deals with invoice and transaction payments, not TheTownGuide.com.

When PayPal has charged the members credit card, PayPal sends an email to TheTownGuide.Com with a copy of the invoice. TheTownGuide.Com then actions the appropriate product or service. Members payments are credited to TheTownGuide.Com business account. TheTownGuide.Com then pays commissions to Editors and Publishers monthly in arrears based upon receipts from PayPal.

Ad-Snippet Files

Our Website & Listing Builder automatically creates Snippet Files used to construct the template Website & Listings. They are also used on the TheTownGuide.Com Market Channel pages in Feature Adverts, Directory Listings & Search Engine

Snippet File Names
Website & Listing Static Files

h.htm - Header File
p1.htm - Page 1. Directory Page - PageDisplayText Field
p2.htm - Page 2. Feature Page - PageDisplayText2 Fields
p3.htm - Page 3. Special Offer Page - Special Offer Field
p4.htm - Page 4. Events Page - Events Field

df.htm - Directory Listing - Page 1 Text & Images
cf.htm - Column Listing - Page 1 Text & Images
bf.htm - Body Listing - Page 2 Text & Images ( or default to page 1 info)

Advertising on Town Guide Pages -

Directory Listings - df.htm - in the directory lists
  · Directory Listing with name, strapline & business type
  · Directory Listing and Image
  · Feature Directory Listing and Image and text

Column Listings - cf.htm - in the left hand column (beneath the Body Listing for mobile)
  · Column Listing with name, strapline & business type
  · Column Listing and Image
  · Feature Column Listing and Image and text

Body Listings - bf.htm - at the top of the middle body
  · Body Listing with name, strapline & business type
  · Body Listing and Image
  · Feature Body Listing and Image and text

Contextual Snippets - Adsense Style Advertising for Webmasters

Contextual Snippet Adverts for Hyperlocal Websites - Powered by TheTownGuide.Com - are HTML Snippet Files advertising Classified Ads, Business & Leisure Websites and Listings and classified by Town, Area, Business and Market Channel Type

If you run a Hyperlocal Website you will know about the difficulty in getting hyperlocal content and adverts.

Google Adsense is of course a solution for generating advertising revenue. But perhaps TheTownGuide.Com can offer an alternative by making our Hyperlocal Classified Snippet HTML Files available to other webmasters.

Webmasters can browse TheTownGuide.Com to find their Town Guide and Market Channel Page, then pick a Listing Snippet ID to add to their website.

In the future, we will develop a widget to do that job.

The Objective is to enable Hyperlocal Webmasters to monetise their Websites.
Section 3D - Content Management System (CMS)

At the heart of the Network is our bespoke, Hierarchical, Location Centric, Content Management System and Directory Database.

- You can BROWSE our CMS through the Pages of our Guides
- You can SEARCH our CMS through our Search Engine

Our Search Engine Results Pages (SERPS) can be accurately Filtered by our Directory Key Fields - Country, Region, Area, Town, Business Type, Business Name, Post Code, Telephone Number etc. etc. Our SERPS can also be accurately Sorted into a2z or z2a. Search Engine Optimisation (SEO) is automatically programmed into Websites & Listings upon creation. When Google SEO requirements change, our Websites, Listings and Ad-Snippet are updated centrally and republished universally in bulk and Customers do not need to spend time, effort or money on Website programmatic SEO.

Our Worldwide Network of Websites is actually our **Worldwide Content Management System** enabling Members to **Post Listings and Websites** that are linked to Locations

**Gazetteer Database** - used to allocate a Unique Location ID code to every Country, Region, Area and Town.

**Location Centric Databases** used to collect the different types of information usually linked to a Location

1. **Members Database**

Every Member must have a unique Member id. Members can be given authority to do certain tasks (edit their own website) and denied authority to do tasks (edit another Members website)

A Member is Location Centric and can be linked to one or more addresses

A Member may also be linked to one or more Location Centric Listing Posts - Blog, classified Ad, Profile etc

We offer our Members hyperlocal specific information and advertising on our worldwide network and through our members mailing list.

2. **Business Listing Database** listing.asp?busid=

3. **Business Category Database**

4. **Personal Listing Database** listing.asp?perid=

5. **Classified Advert Listing Database** listing.asp?cadid=

6. **Classified Advert Category Database**

7. **Blog Listing Database** listing.asp?blogid=

A standard website and Listing has a maximum of 4 buttons linking to 4 pages. For an additional unlimited number of extra pages or blog pages, we can publish child Blog Pages, that can be found listed, and featured on, the Blog Button Page

Future Location Centric Databases, already identified within the **Internet of Things**, include a Website Page for every House/Home, Central Heating Boiler, Car, Fridge, Freezer, Light Bulb, Mountain, Rock, Pebble, Grain of Sand.
Section 3E - Worldwide Search Engine

- Search Engine Content

Google collects their search engine content using worldwide Internet Spiders to collect Meta Data programmed into Website headers, with all the drawbacks that entails - never ending, repeat, crawling, use of bandwidth, inaccurate indexing and classification, millions of hit and miss search results where top 10 places are extremely expensive, coveted and continually fought over.

TheTownGuide.Com does away with those major drawbacks, by providing logical, structured, indexed, database pigeon holes for location based and Keyword based information and data. Our drawback is that the volume of our Search Engine Content will only grow as our Members grow and Post Listings and Websites into those pigeon holes for other interested parties to find.
Section 3F - Membership and Customer Relationship Management System (CRM)

Customer Relationship Management System

This enables Authorised Members to manage all authorities, interactions & transactions of a Members Sales & Marketing functions.

What can a Visitor do?

A Visitor can Browse the entire Gazetteer Network by Touch Screen and without, or with, a mouse & keyboard.

Touch screens might be located in town centres or shopping malls - the Local Information Point, kept up to date and managed by member, advertisers and administrators.

Alternatively, using a keyboard or voice, you can Search to find Places, People, Business and Leisure Listings.

Finding a location, a visitor can browse over 70 market category channel pages per location and can join TheTownGuide.Com, with Membership linked to that location.

One of our Unique Selling Points is that a Visitor can choose a Country and see a list of Regions, then Areas, then Towns - ideal if you have no personal knowledge of the geography of a place. Additionally a visitor can then see specific lists of business and leisure listings, deliberately linked to those places by the advertisers.

The Directory Channel Page shows links to ALL local Business Listings, indexed by Category and a2z business names. The links takes you to the Category Group Websites or a single Business Listing Website.

Every other Category page shows Directory links filtered by market group category and business categories.

What can a Member do?

Members can upload a free Directory Listing linked to any place in the Gazetteer and any business category page. All listings are advertised in the Home Town and Channel Page Directory Listings and are hosted on our Shared Servers. Visitors worldwide can then browse, or search, to find a their new listing filtering by key our parameters -

Place Name - Town, Area, Region, Country.

Title or Business Name

Business Category

Postcode

Phone Number

Website Address

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Location (Town, Area, Region, Country), Title or Business Name, Business Category, Postcode, Phone Number and Website Address

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**Members CRM Database System**

Our bespoke Customer Relationship Management (CRM) Members Database enables Administrators, Affiliate Guides and Bloggers, and Members to manage all authorities, interactions & transactions of a Members Browsing, Sales & Marketing functions.

**Members Database**

Every Member must have a unique Member id. Members can be given authority to do certain tasks, like edit their own website, and denied authority to do tasks like edit another Members website

A Member is Location Centric and can be linked to one or more addresses

A Member may also be linked to one or more Listings or Entities. This Member is linked to that car or business or advert.

We offer our Members hyperlocal specific information and advertising on our worldwide network and through our members mailing list

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**CRM Admin Rights**

Within the database, membership form and TheTownGuide.Com Website and Listings, different Member Groups have different Authorities to perform Administrative tasks

There are 4 Groups of Membership in our bespoke CRM System - Members, Editors, Publishers and Administrators.
Members can upload and edit their Members Profile and upload Free and Premium Business, Classified Ad and Article Websites and Listings.

Members can upgrade to become an Editor and profit by uploading and editing listings on behalf of other Members in any Town in the World.

Editors are linked to all listings they create and they can assign ownership of their listings to any other member that buys it.

Editors may at any time choose to upgrade to a Publisher and profit by running their Hyperlocal Area or Town Guide as an Business supported within TheTownGuide.Com Network.

Publishers take ownership of all listings they create. Additionally, they take ownership of all Member and Editor Listings within their Town Guides.

To summarise, users have the following rights and authorities within the WebSite:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Visitor</th>
<th>Member</th>
<th>Editor</th>
<th>Publisher</th>
<th>Administrator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload a new listing</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Unlimited Edits of that listing</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Pay via Pay Pal and Publish that listing</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Pay via Pay Pal and Upgrade that listing</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Upload one Members Profile</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Upload one Personal Directory Profile</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Upload unlimited Business listings</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Upload unlimited Classified Advert listings</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Upload unlimited Article listings</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Edit another Members listings</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Edit another Editors listings</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Transfer Member Ownership of other Editors Listings</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Transfer Member Ownership of your own Listings</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Transfer Editor Ownership of Listings</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Articles - Publish a Featured Article</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Logolinks - Publish a LogoLink</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Feature Link - Publish a Feature Link</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Banners - Publish a Banner</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Every Member has a Members Profile that holds the following information:
Username
Password
PIN Number
Members eMail Address
Marketing Opt Out Tick Box
Country Name and PKID
Region/State Name and PKID
Area/County Name and PKID
Town/Village Name and PKID
Street/Community Name and PKID
A Member can upload an unlimited number of Business Directory Listings or Classified Ad Listings or Article Listings
Section 4 - Products, Services and Newsletters

4.1 - Worldwide Network Revenue Streams

- eBay Classified Ad Listings
- Expedia Hotel Booking Fees
- Unsolicited Website Listing & Ad-Snippet Sales
- Channel Champion Sponsorship Sales
- Franchise Licence Fees
- Affiliate Licence Fee Sales
- Ad-Snippet Sales to other websites
- Bespoke Website Design
- Classified Ad Premium Listings - Property, Motoring, etc

4.1 - Products

TheTownGuide.Com offers a range of Location Centric Products and Services designed to promote local community Business and Leisure activities - Join, Post, Advertise & Share - Local News, Adverts, Events & Offers - Local Content with Global Reach

**Directory listing** Every user is offered a free classified directory listings.

**Website and Listing Builder** Do It Yourself, or our Editors will build it for you - Get a Beautiful, Affordable Website AND Local Community or Nationwide Local Advertising.

**Editing Services.** Members can hire an authorised Editor to design and publish listings, websites, and advertising campaigns for a reasonable hourly fee, paid for in advance through PayPal.

**Directory Listing Upgrades** You can upgrade a Directory listing to a 1, 3, or 7 page Website Listing with unique website URL address. Available as an online purchase through PayPal.

**Bespoke Domain Names** You can purchase a stand alone Website on TheTownGuide.Com platform, with bespoke domain name transferred from any internet service provider.

**Stand Alone Affordable Websites with Custom Domain Names** You can purchase a stand alone Website on TheTownGuide.Com platform, with bespoke domain name transferred from any internet service provider. The Big Advantage is that you can edit your website content whenever you want.

**Bespoke Websites with Custom Domain Names** We are happy to build a bespoke website specific to your needs using any other website builder - 1 & 1, Go Daddy, Simple Site, Wordpress, Bootstrap etc etc.


**Search Engine Optimisation and Social Networking Packages** A customised package to suit you specific SEO advertising and marketing requirements.

**Multiple Featured Advertising** A Featured Listing advertised on any combination of Town guides and Channel Pages to suit granular, highly targeted and very cost effective advertising campaigns.
**Location Centric Classified Adverts** Local, town by town, adverts for all the BIG items you need to see, touch and feel before you buy them.

**Classified, Local, eBay Listings and Expedia Hotel Booking Services** Local, town by town, listings neatly organised exactly where you would expect to find and buy them.

## 4.2 - Services

## 4.3 - Town Guide and Market Channel Page Newsletters

The Newsletter is produced by an A4 Page Layout that we publish for every Market Channel Page, on every Country, Region, Area and Town Guide and it is designed to display the top 4 Body Feature Listings and the top 4 Column Feature Listings.

The second and subsequent pages do not have a header, so they display 5 Body and Column Features per page.

The Local Affiliate Town Guide can sell Newsletter Feature Listings and display those Features at the top of other features on the page by allocating the Listing Sort Order of the Features.

**A4 Paper Newsletters**

The Local Affiliate Town Guide can then print a Master Newsletter Artwork file from their browser, and use that to commercially print or duplicate copies in Mono or Colour. It is up to The Affiliate Town Guide to decide whether there is sufficient sales demand to sell features, publish and distribute Newsletters.

**eNewsletters**

The Local Affiliate Town Guide can also create unlimited eNewsletter pdf files by printing chosen pages to a pdf printer driver using their normal website browser and choose whether there is sufficient demand to use the local Membership list Opt In feature to create a mailing list and sell eNewsletter Feature Listings.

**Example of Newsletters for Surrey**

A double sided Channel Page Newsletter can advertise 9 Body Feature and 9 Column Features - so you will need to identify at least 18 sales prospects per Newsletter and would be best to choose one of the most popular Channels - Food and drink, Shopping, Events, Gig Guide, Hotels or, perhaps the Business 2 Business Channel.

Affiliate Town Guides can build their prospect lists by Posting prospect listings and retrieve prospect lists from the Search Page by searching for a business type and printing the directory search results lists.
5.1 - Marketing

We have identified and defined the Key Marketing Action Points needed to make our business a success.

These Marketing Action Points are programmed into the header of every Town Guide and Newsletter as Sales Funnel Links that take the user to a LOCAL channel page and Call to Action

5.1 - Join Post Blog Advertise Earn Websites Links

Every Action Point is a Page and is also programmed as Network Sub Domains and these links must be used as the backbone of all our sales and marketing website and media campaigns

Join.TheTownGuide.Com/Surrey

A visitor is invited to join the LOCAL Country, Region, Area, or Town Membership List.

Post.TheTownGuide.Com/Surrey

A visitor is invited to join POST Listings - Business, Members Profile, Blog, Classified Ads

Blog.TheTownGuide.Com/Surrey

A visitor is invited to blog in the LOCAL Town by Joining and Posting a Blog Listing

Advertise.TheTownGuide.Com/Surrey

A visitor is invited to advertise their listing Ad-Snippets by buying Extra, EXTRA Feature Advertising

Earn.TheTownGuide.Com/Surrey

A visitor is invited to become an Affiliate Town Guide or Affiliate Editor and Browse our Affiliates Personal sales Profiles

Websites.TheTownGuide.Com/Surrey

A visitor is invited to Join locally, Post a FREE Listing and Upgrade & buy an Affordable Website

Marketing and Social Networking - Viral Advertising

A lot of programming development has been spent ensuring that every town guide page and website listing page can be shared on any social network, alongside the master image on that page.

Town Guide pages - any visitor can share their favourite Town and Category page link with the master image from the top of the page. Post - Hi Fred, have you thought of finding a job here??

Website Listing pages - The Owner or any Visitor can share and comment on a page and the main image on that page, attracting visitors back to the listing. Every Listing has breadcrumb links to the TheTownGuide.Com Town, Area, Region and Country Guide, and the same category page as the listing category.

It is in the interest of every website listing owner to share their new listing with their social network and ask friends to comment on it. Post - Hi Fred, have what do you think of my new website/business/advert/news story??
Affiliate Town Guide Business Plan

Powered By TheTownGuide.Com,
Your Worldwide Social Media Network
of Hyper Local, Town Guide Websites

Join - Post - Blog - Advertise - Earn - Websites - Newsletter
Business Directory - Classified Ads - Events - Members Directory - Share

home.thetownguide.com/surrey/weybridge
search.thetownguide.com/surrey/weybridge
browse.thetownguide.com/surrey/weybridge
join.thetownguide.com/surrey/weybridge
post.thetownguide.com/surrey/weybridge
blog.thetownguide.com/surrey/weybridge
advertise.thetownguide.com/surrey/weybridge
earn.thetownguide.com/surrey/weybridge
websites.thetownguide.com/surrey/weybridge
newsletter.thetownguide.com/surrey/weybridge

business.thetownguide.com/surrey/weybridge
b2b.thetownguide.com/surrey/weybridge
classified.thetownguide.com/surrey/weybridge
events.thetownguide.com/surrey/weybridge
food.thetownguide.com/surrey/weybridge
gigs.thetownguide.com/surrey/weybridge
homes.thetownguide.com/surrey/weybridge
hotels.thetownguide.com/surrey/weybridge
motoring.thetownguide.com/surrey/weybridge
members.thetownguide.com/surrey/weybridge
photography.thetownguide.com/surrey/weybridge
property.thetownguide.com/surrey/weybridge
shopping.thetownguide.com/surrey/weybridge
sport.thetownguide.com/surrey/weybridge
tourist.thetownguide.com/surrey/weybridge

Affiliate Town - TheTownGuide.Com/Surrey/Weybridge
Affiliate Town Owner - Alan McLelland - Telephone 01932 262504
Trading As - TheTownGuide.Com
Version 1.0, June 2019
Section 6 - Affiliate Town Guide Business Plan

6.2 - The Affiliate Scheme

Our Affiliate Scheme is essential for the continued growth of our Business Model and it will drive the necessary Sales Cycle of

- expand the Affiliate scheme - Post more local content - attract more members and website traffic - deliver more sales & advertising revenue - expand the Affiliate scheme - and repeat the expansion

Without doubt, every local business and SME could benefit from an on line presence, social media networking and advertising and nearly all will need an Affordable Website, Local Advertising, Local Marketing and Local Customers.

TheTownGuide.Com Bespoke Website, Listing & Ad-Snippet Builder enables DIY Members and Affiliates to Create, Post and Publish Local online Business & Leisure Listings and Websites in over 300,000 Local and Area Town Guide Websites throughout The World.


Ad-Snippets are automatically created, tagged, indexed and stored in our Content Management System and advertised on our Hyper Local Local Town Guide Market Channel Pages and Search Engine Results Pages (SERPS)

In due course, Ad-Snippets will be made available to other websites to use as Hyper Local, Contextual, Advertising content in TheTownGuide.Com Ad-Snippet worldwide advertising placement service.

Our CMS database enables us to Aggregate Website and Listing Data into Area, Region and Country Content and we then Leverage the Local Content into Global Reach to provide Search Engine and Town Guide unique, highly granular, Hyper Local and Contextual Content..

Our Affiliate Scheme uses our Website & Listing Builder and Network to create the income stream for Local Affiliate Editors and Local Affiliate Town Guides and enables them to manage and monetise their Hyper Local Town Guide.

We enable Affiliates to work from home and build a business on the strengths and assets of their Local Community and their willingness to commit time to build their own business without enormous personal financial investment.

Affiliate Editors

Affiliate Editors are authorised to use our Website & Listing Builder to Create, Edit & Post Websites & Listings in our Network of Town Guides on behalf of other Members.

Editors earn hourly payments for work done and the Price List defines the number of Editor Hours allocated to it each product.

We encourage Editors to develop their part time skills and experience, with a view to becoming an Affiliate Town Guide, without the need for the usual initial capital investment needed for a business start up.

Affiliate Town Guides

Affiliate Town Guides are appointed to drive sales orders, manage, promote and advertise Local Business &
Leisure, Clicks & Bricks, resources, facilities and attractions of their chosen Hyper Local Town Guide. TheTownGuide.Com provides all the Worldwide Brand Websites, Intellectual Property, Technology, Products, Services, Sales and Marketing Support needed to run Local Affiliate Areas and Towns in return for small monthly Franchise and Affiliate Fees or rental. We offer the opportunity to build a Local win-win business without huge investment and on a profit share basis.

Affiliate Town Guides are also encouraged to build and manage local teams of Affiliate Editors, to help build the community business.

6.3 - Sales & Marketing

Local Affiliate Website Goals & Objectives
- To establish and promote the b2b Local Hub for SMEs b2b.thetownguide.com/surrey/weybridge for example
- Become the go-to news & information site for Local business and residential communities
- Promote the local Blog & Forum for engaging community conversation for Members
- Promote the Local interactive Business Directory, Events Calendar, Classified Advertising & Social Media Platform

Affiliate Town Guide Objectives
- to establish a lucrative affiliate business based on new, and repeat, yearly sales revenues
- assume the role of Advertising Sales Representative, working for affiliate commissions
- manage & develop a team of local Affiliate Editors
- produce yearly Business Sales Revenue Plans & Sales Targets
- use Social Media to Build Membership while prospecting for sales leads
- sell sufficient Listings, Websites, Advertorials & Classified Ads to fund growth
- grow new sales, in addition to renewing yearly hosting sales, to meet targets

How does an Affiliate Town Guide or Editor Make Commission
- Sell Business, Members, Classified Ad, Blog and Event Listings and Websites
- Sell and build 1, 2, 3 and 4 Page Websites & Listings
- Sell and build Town and Area Feature Advertising
- Sell and build Town eNewsletter Feature Advertising
- Sell and build Bespoke Websites
- Sell and build Town & Area Channel Page Sponsorship
- Sell and build Town & Area Community Website Sponsorship
- Unsolicited Online Sales made by random website visitors
- Annual Renewal Commissions

Sales & Marketing Methods
- Promote your Town and seek sales by regular blogging on social media
- Promote and increase Membership - your Prospect List
- Offer Free Membership and e-Newsletter
- Offer Free Listings - 1 page basic listing of only 256 characters
• Sell Listing Upgrades to a Website
• publish regular e-Newsletters
• publish and distribute a4 Paper Newsletters
• Do Leaflet Drops
• Visit & Canvas our local prospects database
• Upgrade unsolicited Listings to Website & Hosting Packages

6.4 - Local Directory & Feature Advertising Products

Business Type Directory Listings

A Business Listing and website can be linked to any one of over 1000 Business Types and New Business Types can be added as required. We publish thousands of extremely granular Local Business Type Directories - a Business Type Directory for every Country, Region, Area, Town and Business Type.

Market Channel Page Directory Listings

We further group our business types together into Market Types and publish over 80 Market Channel Page Directories - a Directory for every Country, Region, Area, Town and Group of Business Types - and published as Directory Listings on our Market Channel Pages in every Town Guide.

This also means that we can vertically aggregate Channel Page Listings and publish a Country Gigs Directory, Regional Gigs Directories, hundreds of Area Gigs Directories and thousands of Town Gigs Directories each containing Location Centric Website Listings.

Market Channel Page Directory - Feature Advertising

Every Listing has a FREE Members Directory Listing and we offer for sale, 3 sizes of Directory Feature Listing Adverts
- Directory Feature Listing adding an Image to the listing
- Column Feature Listing adding text and Image to the listing, with a second advert on the right column of the Market Channel Page
- Body Feature Listing adding text and Image to the listing, with a second advert at the top of the Market Channel Page

Extra EXTRA Channel Page Feature Advertising

We leverage our Worldwide Network of Town Guides to offer and accommodate almost unlimited combinations of Country, Region, Area, Town and Market Channel Page Advertising Campaigns. Most commonly, we offer to publish a Featured Listing on 1 Area website and all Town Websites in the Area and on 1 Market channel Page.
### Market Channel Pages and Sub Domains

Every Town Guide has over 80 Market Channel Pages some of which use the following Sub Domains to customise, rationalise, advertise and "Brand" Town Guide Website Pages. So, for example, we can use the following sub domain links in our marketing -

Join TheTownGuide.Com/Surrey/Weybridge  
Advertise TheTownGuide.Com/Surrey/Weybridge

<table>
<thead>
<tr>
<th>advertise</th>
<th>earn</th>
<th>home.</th>
<th>post.</th>
</tr>
</thead>
<tbody>
<tr>
<td>animals.</td>
<td>education.</td>
<td>homeless.</td>
<td>professions.</td>
</tr>
<tr>
<td>antiques.</td>
<td>emergency</td>
<td>homes.</td>
<td>property.</td>
</tr>
<tr>
<td>art.</td>
<td>entertainers.</td>
<td>horses.</td>
<td>religion.</td>
</tr>
<tr>
<td>articles.</td>
<td>events.</td>
<td>hotels.</td>
<td>rugby.</td>
</tr>
<tr>
<td>athletics.</td>
<td>farming</td>
<td>jobs.</td>
<td>sailing.</td>
</tr>
<tr>
<td>b2b.</td>
<td>fashion.</td>
<td>join.</td>
<td>search.</td>
</tr>
<tr>
<td>bathrooms.</td>
<td>fishing.</td>
<td>kitchens.</td>
<td>self-employed.</td>
</tr>
<tr>
<td>beauty.</td>
<td>fitness</td>
<td>library.</td>
<td>seniors.</td>
</tr>
<tr>
<td>blog</td>
<td>food.</td>
<td>listings</td>
<td>shoes.</td>
</tr>
<tr>
<td>browse.</td>
<td>football.</td>
<td>manufacture</td>
<td>shopping.</td>
</tr>
<tr>
<td>building.</td>
<td>franchise.</td>
<td>maps.</td>
<td>shops.</td>
</tr>
<tr>
<td>business.</td>
<td>furniture.</td>
<td>marketing.</td>
<td>sport.</td>
</tr>
<tr>
<td>camping.</td>
<td>gardens.</td>
<td>media.</td>
<td>sports-shop.</td>
</tr>
<tr>
<td>caravans.</td>
<td>gazetteer.</td>
<td>medical.</td>
<td>tourist.</td>
</tr>
<tr>
<td>charity.</td>
<td>genealogy.</td>
<td>members.</td>
<td>town-planning.</td>
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<tr>
<td>children.</td>
<td>gift-shop.</td>
<td>menu.</td>
<td>trades.</td>
</tr>
<tr>
<td>classified.</td>
<td>golf.</td>
<td>military</td>
<td>travel.</td>
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<tr>
<td>clothes.</td>
<td>government.</td>
<td>mobile.</td>
<td>tv.</td>
</tr>
<tr>
<td>computers.</td>
<td>gps.</td>
<td>motoring.</td>
<td>vans.</td>
</tr>
<tr>
<td>cricket.</td>
<td>haulage.</td>
<td>news.</td>
<td>watersports.</td>
</tr>
<tr>
<td>cycling.</td>
<td>health.</td>
<td>newsletter</td>
<td>weather.</td>
</tr>
<tr>
<td>dating.</td>
<td>help.</td>
<td>outdoor.</td>
<td>websites.</td>
</tr>
<tr>
<td>directory.</td>
<td>history.</td>
<td>photography.</td>
<td>wedding.</td>
</tr>
<tr>
<td>disability.</td>
<td>hobbies.</td>
<td>planner.</td>
<td>wiki</td>
</tr>
<tr>
<td>drinks.</td>
<td></td>
<td>politics.</td>
<td></td>
</tr>
</tbody>
</table>
Earn As An Affiliate Editor

Affiliate Editors earn extra income by Posting Websites, Listings and advertising in their local Town Guides. They can also develop own and run their own Local Affiliate Town Guide Business, without the need of initial capital investment.

6A - Earn As An Affiliate Editor

An opportunity exists to Become an Affiliate Editor in your Local Area and Town Guides

You will need to be comfortable using your phone, email & laptop for business, surfing websites Blogging and Posting to social media platforms. Some sales, image manipulation and basic html code website design experience, or a willingness to learn, would be a benefit.

You would be Blogging with our bespoke Website and Listing Builder to create beautiful & Affordable Template Websites, Apps, Classified Listings and Feature Advertising.

You would be working with an Affiliate Town Guide who is responsible for generating customers through social media, advertising, sales and promotions, providing you with the customer contact details, requirements and brief.

However, If you wish to, you can find your own new customers and occasionally earn the extra Sales Commission which will Double Your Earnings

We encourage Affiliate Editors to develop their confidence, sales skills and local contacts and to become the Affiliate Town Guide - running your own Local Town Guide Business and selling local websites, listings and advertising.

Full training and support in our software is provided, so, if you are interested, visit Join.thetownguide.com and become a Member of your Local Community Town Guide.

Alternatively, call Alan McLelland on 01932 262504 and request a copy of the Confidential Affiliate Town Guide and Editors Business Plan

If this is not for you, then please pass these details onto someone you might know in your community, who could benefit from earning extra money doing something they may love to do.
Earn as an Affiliate Town Guide

As an Affiliate Town Guide, you would bring your entrepreneurial skills, local knowledge, advertising, business, sales and social networking skills to create a satisfying and potentially lucrative local business.

We act as your mentors and website developers with all the tech, our Network of Hyperlocal Town Guides, Products, Services, Sales and Marketing Support.

We have probably already published and established your Local Town Guide as part of our Network - a tried and tested Hyperlocal Platform - so you don't need to worry about the development time and expense of starting from scratch. Sign up and start earning from day one.

Full training and support in our software is provided, so, if you are interested, Join TheTownGuide.Com, become a Member of your Local Community Town Guide.

Naturally, you will be Selling Local Advertising and our Website and Listing Builder empowers you to design, post and sell beautiful template Websites, Listings and Advertising without programming experience - it is as easy as posting to Facebook or Twitter and much more lucrative.

Additionally, you are not restricted to your own town - as a member of our cutting edge Hyperlocal Website Platform, you can also sell websites, Listings and Adverts linked to any other Towns, Areas, Regions, Countries and Channel Pages.

Building your local business, sales & marketing presence will be challenging but potentially rewarding.

You will need to advertise and promote your website, products and services to your local business and residential communities, using incomes generated by Product and Advertising Sales.

Using social media platforms, local business and community groups will help, but if your objective is to build a thriving local business, your success will ultimately be measured by the number of sales you make.

Full training and support in our software is provided, so, if you are interested, Join TheTownGuide.Com, become a Member of your Local Community Town Guide by visiting join.thetownguide.com/your-county-name/your-town-name.

and request a copy of the Confidential Affiliate Town Guide Business Plan.

Alternatively, call Alan McLelland on 01932 262504
Section 6C - Affiliate Town Guides and Town Guide Groups

Affiliate Town Guide Entrepreneurs

As an Entrepreneur, you may want to own a lucrative business that offers unique products and services to your local community Town and County Area.

TheTownGuide.Com can offer you the perfect opportunity to build a home-based business with minimal capital investment, even if you have an existing job and are looking for a secondary source of income. If you become an Affiliate Editor or Affiliate Town Guide you will mostly invest you time, not your money, in building your business.

You will need an interest in your locality and local happenings, be able to collect and blog about local events and information, use your social media circles and word-of-mouth to promote your business and the ability to work with other local SME business people and organizations. Networking will be important to building your business, so being an outgoing people person is a plus.

Technically, you will need to be comfortable with business computing, email, blogging, letter writing and telephone conversations. You will also need to learn to use, and be taught how to use, TheTownGuide.Com Website and Listing Builder to Post Local Listings and Template Websites on behalf of other Members - Join as a Member and you can try that out for free.

Affiliate Town Guide Groups

Chamber of Commerce or other Local Business Networking Groups can also become an Affiliate Town Guide Group and use our business model to deliver features, benefits, advantages and opportunities to their members and their wider Local Town and Area Communities, whilst monetising their existing social groups and websites.

Business Groups can now use TheTownGuide.Com to offer cutting edge, value added products and services to group members without the need for addition programming, development, time, effort and investment in their group website.

The big advantage for an Affiliate Town Guide Groups is that they automatically reap the benefit of the inherent network collaboration with other Town Guides in their Area, Region and Country

Affiliate Town Guide Groups for Local Government

Town and Area Councils, Tourist Organizations and Local Municipalities can also become an Affiliate Town Guide Group and use TheTownGuide.Com to promote local business, provide information on local Amenities, Assets & Events and whilst developing more bespoke specialised services to the community.

Affiliate Town Guide Groups for Local News and Media Outlets

Local News and Media Outlets can become the Local Affiliate Town Guide Group and use our business model to deliver features, benefits, advantages and opportunities to their members and their wider Local Town and Area Communities, whilst adding new business streams to their existing business.

Hyper Local Newspapers and Local Radio Stations may have an established revenue base for selling advertising, but many have closed because they have stand alone business models that cannot command enough local traffic to generate sufficient local advertising. TheTownGuide.Com Network resolves that challenge.
6C.2 - Affiliate Development

Affiliate Town Guides are expected to bring entrepreneurial skills, local knowledge, business, sales and social networking experience to create and develop a satisfying and potentially lucrative local business

**Suggested Program for New Affiliate Editors**

You can start by becoming a Member of your local Town Guide

Get your own Username, Password and PIN number.

Then Apply to become an Affiliate Editor and if needed, get introductory training from your Town Guide.

Get an Editors Password – that lets you create and edit websites for other Members

Post your own Editors Website and Listing on your home town website as part of your training.

Start Posting on your town guide to become an expert with the Website and Listing builder.

Start to learn the basics of HTML Code, Image Galleries and copyright laws.

Seek help and customers work from your Affiliate Town Guide, start to Post Websites and begin to earn commission.

Choose your favourite Channel pages and start to Post about your Local interests and hobbies – then use the share buttons to share them with your social media network, build a following and start to get your own website and advertising customers.

If you enjoy the work, believe that you can source your own customer orders and would like to become an Affiliate Town Guide, then we suggest you start introducing new customers to your Affiliate Guide and start to earn the extra Editors and the Sales Commission.

After 3 or 4 sales, use can use some of your commission payments to buy your first Affiliate Town Guide Licence.

**Suggested Program for New Affiliate Guides**

Start to build your future website prospect lists by getting more Members

Encourage new Members to post FREE Listings, then get them to Upgrade to a Website with Advertising

Promote your town by Posting informative blog listings and share them on social media

Use Business Cards, Leaflets, visits and promotions to get more orders

When you have sufficient customers, start to plan and build your own Town eNewsletter by selling the advertising space to your customers. See our Newsletter Plan and Instructions

Use your Newsletter copies as inexpensive sales leaflets to distribute get more work.

As your orders grow, start to develop a team of Editors in neighbouring Towns, with a view to providing them work and getting them to buy an Affiliate Town Guide Licence.

As your Affiliate Town Guide Licence sales expand, consider the purchase of a Franchise Area Licence and continue to grow and develop your new Area Franchise.
Website & Listing Prices »

Affordable, Competitive and Cost Effective prices for the best combination of Business and Personal websites, Directory and Search engine listings and unique Local advertising available on the Internet

6D - Price List Summary, July 2019
TheTownGuide.Com Website, Listing & Ad-Snippet Builder
with Try Before You Buy Features

Post It Yourself - FREE Classified Listings
JOIN.TheTownGuide.Com for YOUR Town and POST FREE Classified Listings -

- Business Directory Listings - Members Profile Listings
- Blog Listings - Classified Ad Listings - Events Listings,

With FREE Local Advertising & Home Page
like www.TheTownGuide.Com/Listing.asp?busid=uk123456

A Managed - Website & Listing Upgrade
You provide YOUR content & our Editor will
Manage, Setup, Design, Post & Edit
A Beautiful, Responsive Website, Mobile App & Classified Listing

With FREE Local Advertising & Home Page
like www.TheTownGuide.Com/Listing.asp?busid=uk123456
& Try Before You Buy Option

Content Pages & Menu Buttons

<table>
<thead>
<tr>
<th>Pages</th>
<th>Price/year</th>
<th>Price/mth</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Pages</td>
<td>£300</td>
<td>(£25)</td>
</tr>
<tr>
<td>3 Pages</td>
<td>£240</td>
<td>(£20)</td>
</tr>
<tr>
<td>2 Pages</td>
<td>£192</td>
<td>(£16)</td>
</tr>
<tr>
<td>1 Page</td>
<td>£144</td>
<td>(£12)</td>
</tr>
</tbody>
</table>

ADD - A Custom Domain Name
We will Provide & Host a .Com Custom Domain Name
like www.ADomainName.Com
with Catch All incoming email forwarding
to your existing email address

OR
you can arrange with your Registrar to Forward/Point your existing domain to your new website and manage your own email service

Add £60 per year

ADD - 10 IMAP and POP3 Mailboxes
like TheBoss@ADomainName.co.uk

Add £60 per year
Features & Benefits »

A summary of the Features and Benefits of our DIY and Managed Websites, Mobile Apps and Listings

**Website & Directory Listings - Features**

<table>
<thead>
<tr>
<th>Feature Description</th>
<th>4 Pages</th>
<th>3 Pages</th>
<th>2 Pages</th>
<th>1 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do It Yourself Website Builder Form</td>
<td>free</td>
<td>free</td>
<td>free</td>
<td>free</td>
</tr>
<tr>
<td>Choice Of Corporate Colours and Layout Templates</td>
<td>free</td>
<td>free</td>
<td>free</td>
<td>free</td>
</tr>
<tr>
<td>Unique URL Address like <a href="http://www.TheTownGuide.Com/Listing.asp?busid-uk12345">www.TheTownGuide.Com/Listing.asp?busid-uk12345</a></td>
<td>free</td>
<td>free</td>
<td>free</td>
<td>free</td>
</tr>
<tr>
<td><strong>Page 1 - Home Page</strong> Directory Listing and 1 Content box</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td><strong>Page 2 Body Feature</strong> and 1 Content box</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>-</td>
</tr>
<tr>
<td><strong>Page 3 and 1 Content box</strong></td>
<td>yes</td>
<td>yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Page 4 and 1 Content box</strong></td>
<td>yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Events Page</strong> - up to 7 events</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td><strong>Images Page</strong> Image Gallery Page, Logo &amp; 6 images with Captions</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td><strong>Enquiry Page</strong> Enquiry Form Page</td>
<td>yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Contact Page</strong> Contact &amp; Map Page</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>-</td>
</tr>
<tr>
<td><strong>LOCAL Advertising</strong> on your Local Town Guide, Area Guide and Channel Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classified Directory Listing</td>
<td>free</td>
<td>free</td>
<td>free</td>
<td>free</td>
</tr>
<tr>
<td>Search Engine Listing</td>
<td>free</td>
<td>free</td>
<td>free</td>
<td>free</td>
</tr>
</tbody>
</table>
Price List - July 2019
Extra EXTRA Feature Advertising

<table>
<thead>
<tr>
<th>Feature</th>
<th>1 Town &amp; 1 Category Channel Page</th>
<th>£60 /year</th>
<th>(£5 /month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directory Feature</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Column Feature</td>
<td>1 Town &amp; 1 Category Channel Page</td>
<td>£120 /year</td>
<td>(£10 /month)</td>
</tr>
<tr>
<td></td>
<td>1 Area, All Towns &amp; 1 Category Channel Page</td>
<td>£480 /year</td>
<td>(£40 /month)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feature</th>
<th>1 Town &amp; 1 Category Channel Page</th>
<th>£240 /year</th>
<th>(£20 /month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Feature</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Area, All Towns &amp; 1 Category Channel Page</td>
<td>£960 /year</td>
<td>(£80 /month)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Search Engine Optimisation (SEO)</th>
<th>Price is subject to your requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEO Packages are available</td>
<td></td>
</tr>
</tbody>
</table>
Section 7

Franchise Area Business Plan

Powered By TheTownGuide.Com,
Your Worldwide Social Media Network
of Hyper Local, Town Guide Websites

Join - Post - Blog - Advertise - Earn - Websites - Newsletter
Business Directory - Classified Ads - Events - Members Directory - Share

home.thetownguide.com/surrey
search.thetownguide.com/surrey
browse.thetownguide.com/surrey

join.thetownguide.com/surrey
post.thetownguide.com/surrey
blog.thetownguide.com/surrey
advertise.thetownguide.com/surrey
earn.thetownguide.com/surrey
websites.thetownguide.com/surrey
newsletter.thetownguide.com/surrey

business.thetownguide.com/surrey
b2b.thetownguide.com/surrey
classified.thetownguide.com/surrey
events.thetownguide.com/surrey
food.thetownguide.com/surrey
gigs.thetownguide.com/surrey
homes.thetownguide.com/surrey
hotels.thetownguide.com/surrey

motoring.thetownguide.com/surrey
members.thetownguide.com/surrey
photography.thetownguide.com/surrey
property.thetownguide.com/surrey
shopping.thetownguide.com/surrey
sport.thetownguide.com/surrey
tourist.thetownguide.com/surrey

Franchise Area - TheTownGuide.Com/Surrey
Franchise Area Owner - Alan McLelland - Telephone 01932 262504
Trading As - TheTownGuide.Com
Version 1-0, June 2019
Section 7 - Franchise Area Business Plan

7.2 - Executive Summary

7.3 - Sales & Marketing
Franchise owners are responsible for appointing and developing -

- Channel Champions & Strategic Local Partners
- Community Sponsors
- Affiliate Town Guides – offering opportunities for Local Entrepreneurs
- Affiliate Editors - Local Income Opportunities for home workers & Bloggers
- Local Business, Leisure & Community Members

Awaiting Completion
Section 8 - Financial Plans, Profit & Loss »

Affiliate Guide and Affiliate Editor Financial Plan

Our price list shows the latest retail prices for Members Listings and websites. We currently allocate the following time to prepare and sell our websites

A 1 Page Website - 1 hour @ £40 = £40
A 2 Page Website - 2 hour @ £40 = £80
A 3 Page Website - 3 hour @ £40 = £120
A 4 Page Website - 4 hour @ £40 = £160

and we value an hours work at £40

An Affiliate Town Guide will be paid a Guide Commission of £10/hour

An Affiliate Editor will be paid and Editors Commission of £15/hour

A Sales Commission will be paid at £15/hour

The Sales Commission will be paid to the Affiliate Editor or Guide that secures to customers order. If the order is generated on line the Affiliate Town Guide will be paid the Sales Commission because he is responsible for content, social media and personal promotion of the town pages.

So, if an Editor secures a new customer order, the Editor would be paid a Sales Commission AND Editors Commission = £30 per hour.

So, if an Guide secures a new customer order, the Guide would be paid a Sales AND Guide Commission = £25 per hour.

So, if an Guide secures a new customer and does the editing , the Guide would be paid a Sales AND Guide And Editor Commission = £40 per hour.

Affiliate Town Guide Licence

Our Affiliate Town Guide Licence fee starts from as low as £160 per Month per Town paid in advance and deducted from your monthly Commission Payments. (That represents just one commission payment we make on the sale of a 4 Page Website)

To establish commitment to the community, the first two monthly licence fee payment of of £320 must be made up front as a non-refundable, reservation and set up fee. (equivalent to the commission from just 2 website sales) This will also include training and a free Town Guides Business Website.

Your third and subsequent monthly licence fee will be deducted, in advance, from your second and subsequent months commission payments

A Franchise Area Licence

Our Franchise Area Licence fee will be unique to the size of each Area and the number and population of Towns in the Area. Contact Alan McLellan on 01932 262504 to discuss your individual and unique Local opportunity.
Section 9 - What We Are Asking For

Local Government Support
Local Business Leaders Support
Local Tech Hub Support
Crowd Funding
Angel Investment
Section 10 - Milestone Dates

1999 September 9th - Appointed System Support Consultant – Sage Taxsoft Limited

2001 April 12th - Made Redundant
2001 October 31st - Registered and Hosted DirectoryFolders.Co.UK
2001 May 10th - Appointed as Database Analyst, Programmer & Webmaster for Dataworld

2003 July 31st - Made Redundant

2004 June 2nd - Government "New Deal" Course Start Date, DHP Southern Mentor - Vince Lydon
2004 September 9th - Replaced DirectoryFolders with TheTownGuide Website Family
2004 September 9th - Developed & Published TheTownGuide.Com and TheTownGuide.Co.UK

2005 September 26th - Started Self Employed Scheme - Government and DHP Southern

2006 March 27th - Completed Self Employed Scheme
- became Self Employed but not trading while Building & Developing TheTownGuide.Com
- Started Claim for Working for Tax Credit instead of Unemployment Benifit
- Started Developing The UK and US Gazetteer Databases

2008 - Developed off line, bulk processing Toolbox Applications

2009 January 31st - Developed and Published TheTownGuide.Mobi

2010 May 8th. - Registered TheTownGuide.Com Limited, Company Number 7243404, but Dormant
2010 February 11th. - Upgraded the WebSite to Microsoft ASP Dot Net, asp.net, Technology

2011 May - Coded back to Microsoft Classic ASP because of appalling web performance

2011 - Developed Listing Builder, Classified Directory Algorithms, Edit and Publishing Applications
- e.g Create Folders, populate with location specific database field and ID codes

2012 - Developed database & code for Membership
2012 - Developed and populated Gazetteer Databases - published over 300,000 town websites
2012 - Developed database & code for Customer Relationship Management (CRM) System

2013 - Developed Database, code & algorithms for Content Management System (CMS) System
2013 - Launched Facebook and Twitter Accounts. Developed integrated Listing “Share” code

2014 - Developed static html listing and feature file publishing to replace live database calls for speed

2015 - Developed Website Builder Database, Code & Algorithms for Integrated, bespoke, DIY Websites
2015 - Re-coded TTG.Com to be Mobile, Tablet and Desktop friendly and responsive
2016 - Developed code & algorithms for CMS Classified Listings Directory
2016 - Developed code & algorithms for CMS Classified Listings Search Engine
2016 - Developed code & algorithms in CMS for Feature Listing Advertising
2016 December- Developed Basic Website Templates and color schemes for CMS

2017 June - Developed & Integrated Bootstrap Inspired, Advanced Website Templates
2017 July - Publishing Footer Listing Files for Business Handbook, Sales & Marketing Plan
2017 October - Refined & enhanced the Website & Listing Builder functionality & usability

2018 June - Upgraded & introduced Secure Website Communications - https:// and SSL
2018 March - Upgraded all Websites & Listings into Progressive Website Apps
2018 September - Introduced Integrated Classified Events for all Websites, Listings and Channel Pages
2018 November- Introduced Integrated MySQL Databases across all of TheTownGuide.Com

2019 January - Introduced Bespoke Wordpress Website Design & Hosting
2019 January - Introduced Classified Blogs for all Websites, Listings and Channel Pages
2019 February - Introduced optional Parent & Child Website & Blog Listings
Section 11 - General Data Protection Regulations

How TheTownGuide.Com collects and processes Business & Personal Information

Our Justification
Section 12 - Alan McLelland, CEO
Founder, Webmaster & Developer

CV Summary

In 1972, I went to study Pure and Applied Physics at Lanchester Polytechnic in Coventry – (now Coventry University) where I was introduced to programming mainframe computers and moved on to publishing systems on Apple and Microsoft Platforms.

At college, I designed and developed programs by manually punching every individual line of code onto a computer card, feeding all the cards into the computer for overnight batch processing.

I spent a lot of time helping to run the Student Union Record shop, the Union Disco, the Folk Club, playing guitar, singing, writing songs and poetry - Happy Days. I developed two life long passions; Acoustic Guitar Playing. Singing, performing and all things to do with computers.

In 1975, I joined Post Office Telephones (British Telecom) as a Customer Service & Planning Manager in Coventry, and spent 11 years working in the growth period of Directory Enquiries, PBX systems. International Telex and Digital Mainframe Computer systems and Networks.

DATEL was BT’s new Digital Network service for Data and Telex, using the analogue phone network and Modems to connect digital computers between offices and across the world.

I started serious programming and database development in London, preparing for BT Privatisation using a DEC mini-mainframe and the new IBM Personal Computers (PC’s) for Planning, measuring and calculating BT Billing revenue on a monthly rather than quarterly cycle.

Since 1986, I have been working with the development of Newspaper & Magazine Desktop Publishing, Typesetting, and Design for print. I introduced a big Apple Mac network into The Guardian editorial department and I was working with companies like Lynotype, Monotype and Crossfield on their Lightspeed Pre Press design systems, Canon, Ricoh and Sharp on their copier/fax/scanner colour solutions and Hewlet Packard large format inkjet printers.

Working for The Gresham Press, I was designing and programming SQL databases and websites used for printing Directory style Books like The British Medical Journal, Travel Trade Gazette, National Garden Schemes, various Product Catalogues and other books.

Over the years, I have conducted many client fact finds, designed bespoke solutions, programmed, developed. Installed operating systems and networks, implemented database and web solutions and trained staff to use them.

I am experienced in Data & Telephone systems & network engineering (with BT), spreadsheet, database & website development, Customer Relationship Management systems, Invoicing and Accounts Systems (with SAGE), help desk support, user training and naturally Website development and programming backend Content Management Systems and e-commerce modules.

CV Page 1

Personally, Alan is a creative and ‘hands on’ Database Analyst, Programmer & Webmaster and has proactively managed several projects from client concept to deployment. After establishing client needs, he can design and program solutions using either Microsoft SQL or Access databases and ASP webpages,
then deploy the applications to the Internet or client Intranet.

Technically, he is very experienced and able to install, configure, debug, test and support most flavours of Microsoft Hardware, Operating Systems, Networks, Peripherals and a wide variety of commercial applications, including Microsoft Office, Visual Studio, SQL Server, Internet Information Server & Dreamweaver. In addition to SQL and MS Access, and skills include hand coding and debugging of HTML, Classic ASP, ASP Dot Net, Vb, Vb Script & Javascript.

In addition to Programming and Technical ability, Alan has developed sound commercial skills while performing various Sales, Support and Training positions within the Graphic Design, Publishing, Advertising, Pre-Press, 4 Colour Printing, Financial Accounting and Telecommunications markets.

**June 2003 - Present: Database Analyst, Programmer & Webmaster, Self Employed**

- Design, build and develop TheTownGuide.Com - a Microsoft Access & SQL Database Gazetteer to contain a hierarchy for every Region, Area, Town, Business & Residential addresses in The UK and USA.

- Design, build and develop an ASP/VB Script/HTML website front end for the above Gazetteer, with online membership management, Banner Advertising management and on-line e-commerce purchasing of Directory Listings.

- Built http://www.TheTownGuide.Com Gazetteer and Directory, publishing over 200,000 Town Websites throughout the USA, UK and Europe.

- Designed & developed a Microsoft Explorer style Treeview navigation and management application tool for a MS Access or SQL relational databases hosted on a LAN, Intranet or Internet Website.


- To liaise with clients and Publishers, prepare Database and Website project specifications and lead 4 staff to develop, test and deploy the applications.

- To deliver SQL and Access database applications, often with complex and challenging Schema, Forms and Reports, on to Company networks.

- To use Visual Studio, HTML and VB Script to program webpages and to configure those websites on client SQL Servers and Internet Information Servers.

- Leading a team of 4, I designed & programmed the SQL database & ASP modules for CentreXchange.Com, a subscription website application NewUrbanFutures.Com, LocalPSA.Net, & LondonRenewal.Com.

- I was lead programmer for Buranet.Com in the roll out of their Access database, 4 colour Book and Website for the Office of the Deputy Prime Minister.

- Amongst others. I assisted on Hollis Public Relations (hollis-pr.com), American Community Schools (acs-england.co.uk), and Showcase-Music.com websites.

- I was lead database programmer for The Travel Trade Gazette printed Directory and, using Quark Xpress, I originated the artwork for HPC Gears 4-colour product Catalogue. I also worked on the National Garden Schemes Yellow Book, the British Medical Directory and The Civil Service Yearbook.

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**CV Page 2**

- To develop a bespoke Professional Accountants Access Database and ASP intranet website to manage all aspects of the departments Call Logging.

- To provide 2nd line diagnostic support for Sage Accountancy Software to 11 call centre staff and top professional accountants, tax experts and the Inland Revenue.

- To contribute my expertise to the software development and programming department in the testing and debugging of new and improved Sage applications. Achievements:

- Using Access 97/2000, Visual Studio 6 and Active Server Pages (ASP), I developed the Professional Accountants Database and deployed it to the Support Department using Microsoft Internet Information Server (IIS)

- To enable the diagnostic testing of new code, I personally configured and maintained a network of 4 "clean" PC's with Windows 311, 95, 98, NT and 2000 operating systems and service packs.

**Previous Positions:**

1988 – 1990: Senior Apple Macintosh Sales Executive, Acelynn PLC, Kent

**Personal Information**

- I enjoy Golf, fly-fishing for Trout, performing live acoustic finger style guitar and singing in pubs and clubs.

- In September 1993, I drove a 7-Ton truck to Croatia as part of a humanitarian aid convoy, entering the war zone under UN escort to deliver food and medical supplies to refugee camps.

**Studies**

- BSc Pure and Applied Physics, Lanchester Polytechnic, Coventry, 1974 (years 1 & 2)
- 3 "A" Levels : Mathematics, Physics, Engineering Drawing, Northumberland, 1971
- 7 "O" Levels, Glasgow, 1968

-- End --