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[www.TheLetterDepot.com](http://www.TheLetterDepot.com)

**“Others Write Letters For Their Jobs ... While Writing Letters Is Our Job”**

**Determine, Create, Review**

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## THE LETTER DEPOT (LD) – AN INTRODUCTION, OVERVIEW & METHODOLOGY

**INTRODUCTION:** As political actions, issue based movements and revolutions throughout the world bring more freedoms and transparency to the actions of government and business, citizens from all over the world have one common problem – sharing their thoughts feelings, needs and requests with those in power easily, professionally and effectively.

**THE PROBLEM:** Organizationally, **The Letter Depot (LD)** (located at [www.TheLetterDepot.com](http://www.TheLetterDepot.com)) sees the lack of citizen participation in governmental actions as a fundamental flaw that stretches not just governmental styles, but generations, religions and economic beliefs. Structurally, the **LD** has found a dynamic solution to this problem, one that not only educates and encourages community involvement, but clearly creates a profitable, marketable niche to capitalize on in two distinct ways – financially and politically.

**THE SOLUTION (AND OUR MISSION):** To capitalize on the niches we are creating, the **LD** is developing an exciting and revolutionary interactive internet concept that specifically focuses on one thing: **providing consumers with quality, live, interactive letters on a variety of subjects and in a variety of languages.** With issues spanning the globe and ranging from A to Z, the **LD** knows that we can (and will), make a difference (and profit) by helping users professionally and effectively communicate with elected officials, the courts and business professionals at the international, federal, state and local levels.

**THE LD MISSION & VISION STATEMENTS:** Our proactive **Mission Statement**, found on **page 4**, outlines why the **LD** was created, and what we aim to achieve, while the **Vision Statement** found on **page 5** outlines how we envision the **LD** to operate, as well as the impact we hope to have on government, business, the internet and user's lives.

**US V. THEM - QUALITY IS THE DIFFERENCE:** Getting right to the point, others write letters as part of their jobs, while our job is to pen dozens of live, effective letters and help user properly use them. For example, the "other guys" put up one or two static letters or petitions on their website and then ask visitors to sign them exactly as written. The **LD** product is completely different – our growing letter library not only provides the letter's skeleton, but also provides the user with personalization options, including use of logos, personal stationary and text fields in which to present their own thoughts, feelings and words. To seal the deal, the **LD** provides the recipient's contact and/or delivery information, including an email addresses - all this in less than 3 minutes.

**FOR EXAMPLE:** Let me show you how this works: Just imagine that ...

- 1) You're in a store, hear the radio announcer say that the US Senate is going to vote on a Bill dealing with a widgets, and you want to tell your Senator your feelings and urge them to vote one way or another. So, you grab your smart phone, log in, choose a letter, add your comments, hit send - and bingo – your voice, thoughts and feelings are now transmitted to the US Senate and included in the discussion, all while waiting in line to pay for groceries. Satisfying. Dynamic. Creative. Revolutionary.
- 2) Someone using the site's social networking tools and their PC, publishes a letter asking Iran's new President, on behalf of the world peace and security, to abandon their nuclear program, and within hours, 5,000,000 people from every corner of the globe view the letter, pen their thoughts and send the letter to him. Powerful. Very powerful.
- 3) Something good or bad just happened to you in a store – any store - and you want to tell management about it. You pull out your mobile device, and in less than 3 minutes you log in, select a business letter, tap a couple of screens, fill in some information, hit spellcheck then send and bingo, your letter is on your way, not just safely and securely, but to the right person, the first time.

**GOALS AND OBJECTIVES OF THIS BUSINESS PLAN:** The object of this business plan is to solidify and memorialize our plans and use them to educate the public. No matter what the scenario, when properly executed, the **LD** allows the user to customize and manage their options in real time. It also allows the **LD** staff to create unique country specific products and services that support the use, delivery and expansion of those options into letters. Combined, this will clearly position the **LD** as a world leader in two ways:

- 1) The **LD** will become the world's only repository for high quality, interactive business and political letters that are designed for use in multiple governments, countries and languages. This project is revolutionary, especially when implemented in changing, growing and developing markets. To help, governments are placed in one of two distinct categories: Governments with open governments (where people are used to participating in governmental actions) and closed governments (where they are not used to participating in governmental actions).
- 2) The **LD** will become the largest international repository for political and business email addresses and contacts information to support consumer letters.

Before this document gets into the project's specifics, I would like to share with you the methodology that we used to create, develop and present this business plan, and where you can find specific information.

**WHO, WHAT, WHEN, WHERE, HOW:** As a fledgling startup business that understands that it will attract its fair share of media attention from all corners of the globe, we want you to know that the **LD Business Plan** is specifically designed to organize actions, thoughts and areas of interest, while anticipating needs and presenting the idea to the public. As such, we hope that this document provides the reader with an overview of what the **LD** is and does, as well as who the **LD** is, what the **LD** will provide and where the **LD** is going – politically, socially and economically.

**COMPANY OVERVIEW:** Simply put, the **LD** is a startup company. It comes online publically Jan. 1, 2014. Currently, the **LD** is a sole proprietorship and will start down the path of becoming a corporate entity 1/15/14. On **page 34** you will find more information about our current operations and our incorporation plans, partnerships and an eventual IPO.

**THE MARKET:** The market for this product is broad and diverse, covering over 190 countries, hundreds of states or provinces millions of people of all ages and dozens of electronic products. Our market analysis starts on **page 11**.

**MARKET SALES AND STRATEGY:** Overall, our marketing program will be different for all countries, states, languages and issues, as well as letters. For more information on our strategies, please see **page 20**.

**IMPLEMENTATION:** Implementing this project is both complicated and expansive. To do so, we have constructed several game plans, all of which are based on the location's specific needs and timing. As a result, we have created an implementation schedule. The schedule can be found on **page 30** and also in **Appendix #2**.

**PRODUCTS AND SERVICES:** To make the **LD** program successful, we are creating a variety of products and services - ranging from issue and country specific letters and Smartphone Apps to educational material. You can find out more about the products and services we plan to provide by visiting **page 28**.

**PUBLIC RELATIONS:** On one hand, I hope you can see that the **LD** is a certified PR bonanza. On the other hand, I bet you can imagine that it can also be a certified nightmare, especially if not handled properly. Our hope is that because of the **LD's** "educated and involve the consumer angle", it will be a bonanza. For more about our Marketing and PR programs, please visit **page 20**.

**NEEDS ASSESSMENT(S):** From management's eyes, the **LD** understands that no project (especially one like this) is ever 100% complete. As a result, we have a list of needs. We hope that those needs will attract clients, partners and sponsors. They can show their support by networking with us in some way – even if its in-house support for a specific project that they want to sponsor. For more information about our specific needs, please see **page 42**.

**FORMAT AVAILABILITY:** As we develop, build and outline/present our program, this report will come in three formats: As a Word document (.docx), as an Investor Deck, and as a web site/page. It is our hopes that by presenting information this way, well will not only be able to professionally explain our ideas, but also provide the reader with behind the scenes insights that will clearly show our excitement for this project, to excite the reader/user, leaders, sponsors, media and investors.

**THEORY:** Finally, each section of this plan was developed using both the **Balanced Scorecard** and **S.W.O.T.** methods as its foundation. As a result, the plan before you consists of 16 sections (with 2 appendix attachments). Each section includes its own Mission and Vision Statements that are specific to that section. Each section also outlines **LD** goals and provides an analysis that includes the **Balanced Scorecards 4 Key Components:** Fiscal, Consumer, Quality and Learning. Finally, the document also includes a short summary and project analysis as viewed from the subject's direction. When necessary, charts, graphs or pictures are used.

**FINANCIAL SUMMARY:** The **LD** has 2 membership levels – free and paid. The difference between them is this: a free membership uses the **LD** logo and letterhead, while a paid membership allows the users to use their own. To review our Fiscal Analysis and Economic Projections, please visit both **page 40** and the spread sheets found in **Appendix #1**

## MISSION STATEMENT

### PART I

**NARRATIVE:** The LD mission is to:

The LD is an enhanced responsive Drupal 7 website and MySQL database website, constructed to support the following mission statement: ***The LD Mission is to help users write letters to the world's business and political leaders, in their native language, in less than 3 minutes.*** Our Mission supports a dynamic set of well thought out and developed Visions (please see **page 5**). The LD will support and implement the Mission Statement by placing the following online:

- The LD letter library comes complete with multiple versions of business and legislative letters.
- Instructional tools that interact, communicate, and educate the addressee and addressor.
- World leader emails and contact information – (a world leader is defined as a political, candidate or business leader) and attaching them to letters.
- Social media concepts that will help groups conduct effective organizing and letter writing campaigns.
- Legislative proposals and information from political bodies at all levels of society.

### PART II

**MISSION(S):** LD mission specifics: The LD plans to

- Produce one Letter and/or Action Alert per business day for use in multiple countries and languages.
- Educate groups about organizing, letter writing and community involvement.
- Create products and services to support letter writing, including events and contests.
- Ensure that products and services are socially acceptable to targeted communities.
- Start an ongoing business concern that earns profit while capturing market share.

**MISSION VISION:** To explain accurately how we envision that the **LD Mission Statement** will be implemented

- Make an impact around the world by enhancing the user's voice through the written word.
- Create a business that solves user problems, enhances voices and earns a profit by providing products and services that support writing and sending letters.
- Develop into an alternative; letter based virtual user communications and complaint department.
- Have 10 users per country using the site in 85 countries after 2 years and 190 within 3 years.

**COMBINED MISSION GOALS:** Educate, organize and excite groups around letter writing projects and get them to use our products and services

- **Fiscal Goal:** Our Fiscal Mission is to earn a profit, as well as a fair return on capital investment(s).
- **Consumer Goal:** The website is located at [www.TheLetterDepot.com](http://www.TheLetterDepot.com). The LD solves a user's problem by enhancing their voice, while correcting problems the user may be facing. Combined, both will make a direct difference in the user's life/lives. Additionally, the LD is designed to be used by children of all ages.
- **Quality Goal:** Provide the highest quality (and variety) of material available, quite often, **FREE OF CHARGE.**
- **Learning Goal:** As a business, learn how to:
  - Identify meaningful issues that are easy to communicate and promote.
  - Select issues with an impact because they educate users about letter writing and do not bog LD staff down with minutia.
  - For the benefit of our site's users, let others know that both sides of an issues are acceptable and will be presented fairly, evenly and neutrally by the LD and staff.

## VISION STATEMENT

### PART I

**NARRATIVE:** How does the LD “envision its vision?”

Because of what the LD hopes to accomplish as a business and political entity, we have streamlined the vision statement to be simple, yet all encompassing, wide-ranging yet realistic. To the average person, this sounds like an impossible task. In reality, it is not because the LD will not only help users effectively communicate with business and governmental leaders, but will help make the government more transparent, participatory and user friendly. As a result, the LD will improve the quality of users lives, while earning a profit for investors.

The LD’s Vision Statement has developed into a crisp and focused statement. The LD envisions using the following three foundational concepts as its business basics:

- The LD is in the business of creating products and services that support and promote the construction and distribution of quality letters and other communications to and with world leaders. A list of products and services can be found on page \_\_\_\_\_
- The LD’s products and services will connect users with world leaders - from business leaders to candidates and elected officials (not just here, but worldwide).
- The LD is not only creating the market place that it will operate in, but is creating its own products and services in which to benefit from that niche. The products and supportive services will structurally be the same. Even so, they’ll be designed to meet the needs of the user, the location where they will be used, the purpose and issue.

### PART II

**MISSION:** To use this section to explain not just how we “envision our vision(s)”, but more importantly, how we plan to use, implement and operate.

**VISION STATEMENT:** The LD envisions the following:

- Provide users around the world with letters and services that are designed to help them interact with government and business leaders at all levels..
- Creating letters and supporting material, in multiple languages, for use in multiple governmental jurisdictions.
- Streamlining our internal letter writing process so that it takes less than 3 minutes to find, review, compose and send exact the letter that you want.
- Creating speaking and seminar tours that will visit schools, businesses and educational institutions. The seminars will educate potential users about how important letter writing is to both businesses and politicians.
- Approaching social network sites like Facebook, Google, or LinkedIn in an effort to establish a partnership.
- Using the site to increase and attract new issues and lobbying clients.

**COMBINED VISION GOALS:** Effectively organize program components around easy to implement visions, including:

- **Fiscal:** Create a vision statement that is flexible enough to implement today, while allowing for the expansion of programs over time and region, while earning a respectable return on investment.
- **Consumer:** Create and produce cost effective products and services for users. With respect to products and services, we support this base premise: you can earn more money by fostering a fun, supportive and dynamic user/provider relationship without having to “nickel and dime” the user to death”.
- **Quality:** By providing a variety of quality products and programming, we hope that users will find what they need and want, but as a result, will visit often. By providing what users need and want, we expect that this will enhance consulting opportunities and impact on profits.
- **Learning:** We need to learn how to:
  - Identify a variety of visions, for a variety of issues, in a variety of countries, and do so all at one time.
  - Learn how to present issues to both the addressee and the recipient neutrally, based on their societal norms and needs, not ours.
  - Learn how to conduct PR campaigns that expand and implement our basic vision(s), in multiple locations, on multiple levels, at various times, for the least amount of money.

## MEET THE WEBSITE

### PART I

**NARRATIVE:** Using the **LD** is as easy to use as one, two, three!

Designed to convey specific messages while encouraging user actions and minimal screens, the **LD** is a dynamic, multi-language project that uses easy on the eye colors. Simply put, the **LD** is a web-based, responsive application that allows and help users select, edit and send high quality letters and communications to the world's business and political leaders.

The site's letters will come in a wide range of subjects and languages. Located at [www.TheLetterDepot.com](http://www.TheLetterDepot.com), the site is designed to be simple and easy to use, as well as fun and challenging. Additionally, it is usable on multiple platforms ranging from PC's and Tablets to Smartphones, and is usable by "children of all ages", with any skill level, at any time. As such, we know that any user, will be able to send a letter in 3 minutes or less and hold a copy of the letter they created in their hand. The site's highlights also include:

- A growing library of letters to send, complimented by a growing list of world leaders to send them to.
- A vertical, hot button navigation system, that walks users through creating letters on one screen.
- The ability to write letters that can be seen and used by others, on the user's letterhead.
- A user letter library that catalogues and tracks letters, while highlighting results.
- A way for authenticated users to comment on letters and let people know of their results.
- Properly addressing and sending user letters.
- In many instances, letters are personally deliverable, depending on location, issue and time.

### PART II

**MISSION:** This section will introduce you to the **LD's** letter creation process. When you do, you will find that it:

- Is not only education, but easy to use.
- The site is usable and viewable on both Apple and PC platforms, as well as PC's, Smartphones & Tablets.
- Can (and will) produce a tangible result that users can hold in their hand in less than 3 minutes.
- Provides users with a variety of personalization options, including their language of choice.
- Ensure that product and service costs are minimal.
- That letters contain the proper addresses and salutations.

**VISION(s):** To create a fun and dynamic website

- To create a website that will stay as easy to use today as it will be tomorrow.
- To become what is best be described as an information library, warehouse or heavyweight.
- Make sure that every user that spends 3 minutes on the site receives a tangible product in hand.
- Make the website simple, fast, fun, and engaging enough to entice users to visit frequently and write letters!
- Help businesses, groups and individuals create effective and educational letter writing campaigns.
- Market our own specially created letters and services in identified markets. For more, please visit the products and services section on page \_\_\_\_\_ .

**COMBINED GOALS:** To make the site the best letter writing site possible on several levels

- **Fiscal Mission:** The **LD** provides users with two account options: one free and one paid. Both accounts allow users to write and send letters. The paid option allows users to modify stationary and include their logo. For specifics, please see the **Product & Service** list on **page 27** or the **Fiscal Plan** on **page 39**.
- **Consumer Mission:**
  - Make the site simple, fun, fast (lightning fast) and easy to use for all ages and educational levels.
  - Provide visitors with a variety of options, including the ability to personalize letters they send.
  - Let the user walk away with a tangible product in their hand after just 3 minutes.
- **Quality Mission:** Learn, create, test, update – repeat for all products - regularly
- **Learning Mission:** Site analytics, mini-game plans and user input will help us determine what issues to present, whom to present them to and how to present them, as well as the success of any program or letter.

## LET'S CREATE A LETTER! Log In, Select Letter, Compose, Send

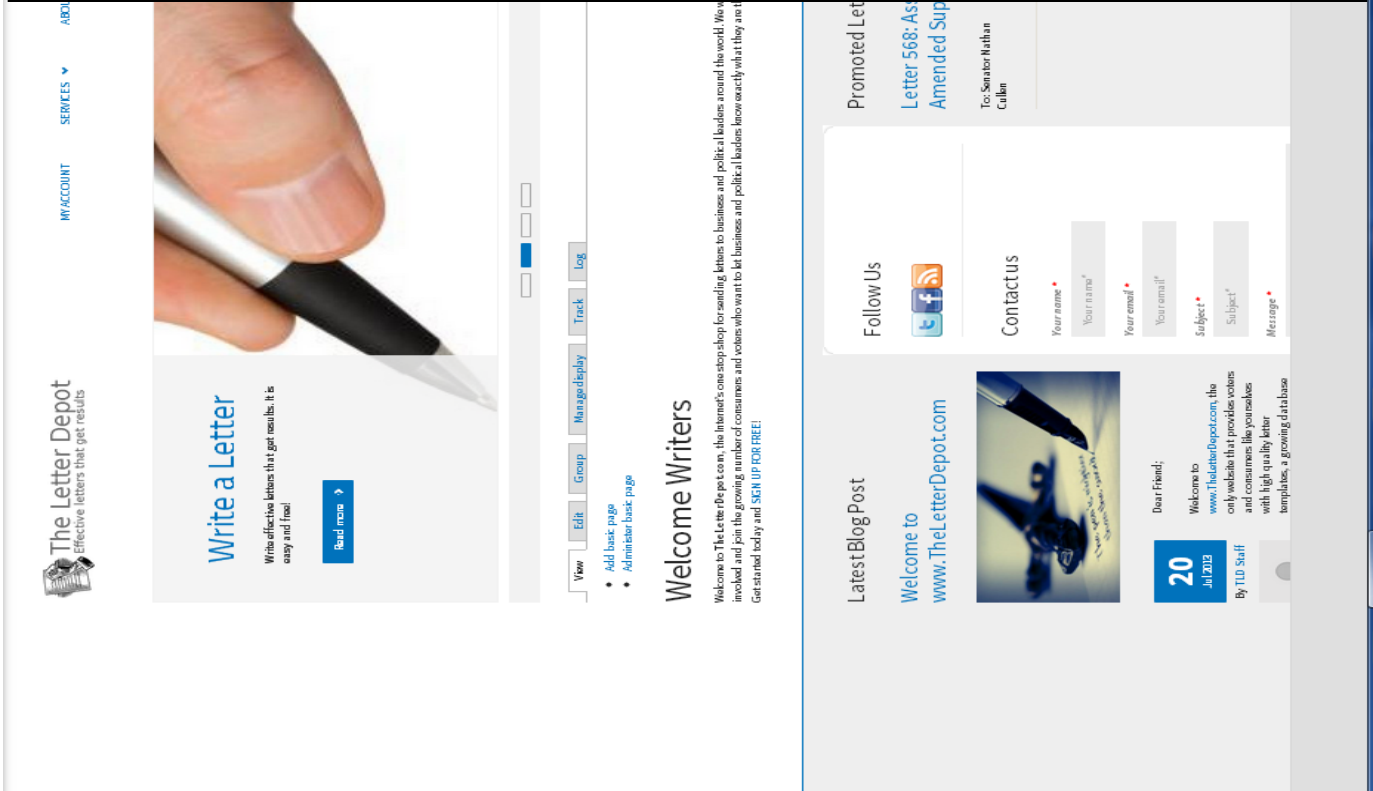
### www.TheLetterDepot.com

#### Meet the Home Page

- When you type [www.TheLetterDepot.com](http://www.TheLetterDepot.com) into your web browser, you wind up on our Home (or Landing) Page
- The Home (or Landing) Page is highlighted by an interactive slideshow banner, action alerts and login/sign in information text field.
- To register, click "create a new account" (always free).
- Select a screen name and password
- Fill in the required information. (Starred – needed to send a letter with a return address).
- Hit the "Create Account Button".
- Check your registered email address for a verification email.
- Reply to the verification email.
- Verify and authenticate your account by clicking the email link.
- **Note: You only take these steps once.**

- Estimated Completion Time:

2 minutes -



Once logged in ...  
User Options!

- View your Bookmarks
- Edit Letters
- Manage Letter Display
- Manage your Membership
- View Messages
- Review Notifications
- Order History
- Social Profile
- Track Page Visits
- Letter history
- Visit Hot Letters
- Contest participation
- Take a position on Action Items --

User menu

- View
- Bookmarks
- Notifications
- Edit
- Order History
- Manage display
- Social profiles
- Memberships
- Track page visits
- Messages

- My account
- My content
- My bookmarks
- Log out



Email

Plaintext email only  
No

Contact Information:

Michael Ross  
 37 Seville Way  
 San Mateo, CA 94402  
 United States  
**Political Party:**  
 Republican

History

Blog  
View recent blog entries

Member for  
1 month 3 weeks

Specialty Letter Request

Use this form to place a request for a specialty letter. This form is only available to Advocate Plus members.

Read more →

Latest Blog Post

Welcome to  
www.TheLetterDepot.com

Promoted Letters

Letter 597: Veto Letter

**Recipient:**  
 Assemblymember Nathan  
 Cullen - District Office

LEGISLATIVE

Follow Us



Contact us



started on writing effective letters that get results.



## Letter Directory

Letter Type

Category

- Any -



Thumbnail	Letter Type	Description	Category	Creation Link
	<b>Appointment Request Letter</b>	You write an Appointment Request letter when you want to make an appointment with an elected official in their district or capitol office. Please note: most district appointments happen on Thursday afternoon or Friday during the day.	Legislative	<a href="#">Write a Letter</a>
	<b>Assembly Bill Amended Opposition Letter</b>	An Amended Letter of Opposition is a document, professionally written, that is distributed to legislative or legal authorities, often regarding a piece of legislation or an issue that is up for a vote before that body that. The amendment information related to changes made in the bill's language by either the author or legislative body itself.	Legislative	<a href="#">Write a Letter</a>
	<b>Assembly Bill Amended Support Letter</b>	An Amended Letter of Support is a document, professionally written, that is distributed to legislative or legal authorities, often regarding a piece of legislation or an issue that is up for a vote before that body that. The amendment information related to changes made in the bill's language by either the author or legislative body itself.	Legislative	<a href="#">Write a Letter</a>
	<b>Assembly Bill Opposition Letter</b>	The letter of opposition is an important document because it communicates your opposition to a proposed piece of legislation or governmental action, and why specifically you are opposed to it. Additionally, the letter includes specifics on how to remove your opposition, including suggested amendments.	Legislative	<a href="#">Write a Letter</a>
	<b>Assembly Bill Support Letter</b>	The letter of support is an important document because it communicates your support to a proposed piece of legislation or governmental action. Additionally, even though you support the measure, there are times when you will have an idea or two on how to enhance the quality of the proposal. Providing them in your letter is perfectly acceptable.	Legislative	<a href="#">Write a Letter</a>

### Specific Letter Options

- Select a Letter
- Follow vertical instructions
- Select Recipient
- Write Subject Line
- Salutation
- Introduction
- Body (supply the reasons)
- Conclusion
- Letter Options
- Click save
- Edit
- Hit send

Estimated completion time:

- 3 Minutes -

(note: these steps need to be completed every time)

□ 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**Letterhead**

A **letterhead** is the information companies have listed about them at the top of official correspondence they send out. Usually, the letterhead fields use site branded information by default. Upgrade to **Advocate Plus** to use your own company logo, name, tag line, website.

**Logo**  
 No file chosen   
 Files must be less than **8 MB**.  
 Allowed file types: **png gif jpg jpeg**.

**Company Name**  
 The Letter Depot

**Website**  
 theletterdepot.com

**Tag Line**  
 Effective Letters That Get Results

**History**

- User Account
- Letters Sent
- Postings and Comments

<b>Date</b>
<b>Recipient *</b>
<b>Subject Line</b>
<b>Salutation</b>
<b>Introduction *</b>
<b>Body</b>
<b>Conclusion</b>
<b>Closure</b>
<b>Letter Options *</b>

<b>Menu settings</b> Not in menu
<b>URL path settings</b> Automatic alias
<b>Flags</b> No flags
<b>Revision information</b> No revision
<b>Comment settings</b> Open
<b>Printer, email and PDF versions</b>
<b>Authoring information</b> By ssoiteahcim
<b>Publishing options</b> Not published

## COMPETITIVE ADVANTAGE & MARKET ANALYSIS

### PART I

**NARRATIVE:** This section of the **LD Business Plan** is designed to not only discuss and analyze the market that we believe will be created to use our products and services, but to also provide the reader with an analysis of “how we will operate in that market”. For the record, we created the **LD** with several goals, one of which is creating and establishing our own “market”, and then exploit the market we created. Combined with the fact that no one else is providing this type of service anywhere on the Internet, means that the market advantage is clearly ours to make or break.

The make or break concept starts with how we think. Professionally, there is no question about it: The **LD** thinks, acts and operates differently than anyone else in the market place. After 2 years of design changes and beta testing, the **LD** will go “live” on 1/1/14 with a variety of user friendly advantages. These advantages include, but are not limited to the following:

- **US V. THEM:** Created by consumers, for consumers, the concepts embodied in the **LD’s** creation are hard-hitting, direct, fast and effective. Combined, the enumerated concepts allow the **LD** to operate differently than other sites with material like ours does. For example, most sites are part of a business or cause, and the promoted letter is directly related to what their business does. As such, they post a generic, static or general letter (or petition) and then ask visitors to check boxes or fill in the blanks. They then ask that the letter be sent to them (the posting group) so they can collect and distribute the letter or petition on the writer’s behalf. The **LD** operates differently – radically differently. The **LD** posts skeleton letter outlines and then makes them “live and interactive” with personalization options that are user specific. We then walk the user through the letter creation process so that the letter exactly reflects and relays their views, thoughts and feelings as opposed to canned thoughts. And we accomplish this on one screen, with minimal steps. Finally, in order to send a professional letter, we automatically review the email(s) to ensure that they meet strict professional standards (note: we do not censor any letters – period. What we do is this: we ensure, by machine, that the letters are complete, professionally written and contain no obscenities). We then provide the right contact information (an email address, street address and phone number so the user can follow up on the letter they wrote and sent). We also properly create and address the letter’s salutation(s) and save a copy for them in their account’s letter library for future reference.
- **SITE NAME:** Named **The Letter Depot.com (LD)**, the URL is easy to find and remember: **[www.TheLetterDepot.com](http://www.TheLetterDepot.com)**. In the **Meet the Website** section of this document (**page 6**), you will find a site overview, and we will then walk you through the letter creation process.
- **STAFF:** A larger discussion of staff and positions is located on **page 24**. As of this writing, the **LD’s** only staff person is **Michael Ross**, the site’s creator, Advocate and CEO. According to many of Michael’s friends, he is a verified out of the box thinker with a Jurist Doctorate Degree and 35+ years of direct legislative and political experience. As a government and public relations professional, Michael has designed the site to meet his specific specifications and needs as a Consumer Advocate and prolific letter writer. To view Michael’s **Resume of Qualifications & Professional Profile**, please visit **[www.MichaelRoss.net](http://www.MichaelRoss.net)**.
- **PROACTIVE OPERATIONS & STRATEGY:** Thanks to the **LD’s** founding concepts, we are able to react immediately, making our speed and reactions truly proactive. In fact, thanks to experience and business design, the **LD** has the ability to anticipate and respond to developing trends, busts and booms in minutes, not hours or days. That means that we can create and post letters when needed, not when asked. This can be done because the **LD** is prepared for it, based on three guiding concepts:
  - The **LD** knows that governments around the world will continue to propose and take political actions that their voters will want to support, oppose or comment on, and this project will help them communicate.
  - The **LD** knows that the business community spends a lot of time, energy and money on helping consumers with problems, and this project will help consumers communicate more effectively with businesses, saving them time, energy and money while making consumers happier in the process.
  - The **LD** has templates online, ready to go, to help users. These templates can be altered and reposted within a few hours.
- **OPERATIONS:** The **LD** has adopted a series of business related operational, organizational and implementation related strategies. For more information on these strategies, please visit **page 16**.
- **POSITIONS:** At this point, I would like to point out that the **LD** will not be taking or suggestion specific positions on any issue. It is not “our job” to “take positions”. Our job is clear: to create help users write (communicate) letters (and write them often) and take their own positions. As a result, our goal is to provide users with information about the issue, and then both pro and con letters that they can use so they can make up their own minds, especially when it comes to for Action Alerts. Additionally, we hope to work with groups to run their own email campaigns, on their letter head, for a small operational fee. Under these conditions, it would obviously be on a subject of their

choice. When this occurs, they will be responsible for creating a one-sided letter that represents their position or view. Then, depending on basic economic and marketing concepts, we will contact the 'other side', sharing with them the fact that a letter was created and posted, suggesting that they create one also. It should be noted that they will not be shown the actual letter, and have no say over 'others content'. That is our job.

## PART II

**MISSION:** This section of the **LD Business Plan** will discuss and analyze the project's competitive advantages. It will also outline the **LD's** market potential. To accomplish this, we will be using the following guiding principles and concepts: This is the only website on the internet that:

- Actively and uniformly provides these products and services.
- Clearly supports the enumerated pro-consumer **Mission** (page ----) and **Vision Statements** (page \_\_\_\_\_).
- Collects, catalogues and coordinates this type of content.
- Enumerates competitive advantage(s) in a document, and presupposes that those advantages will lead directly to the creation of specific products and services that for use in the stream of commerce.
- Tackles a difficult problem by applying new out of the box thinking, technology and new age philosophical reasoning to its analysis;
- Establishes a direct, interactive line that not only unifies creator and user concepts, but is based on beliefs and actions that stem directly from the **LD Mission** and **Vision Statement(s)**.
- Creating and then defining the "market" that we expect to capture.
- Creating a series of unique, one of a kind, social networks that are theoretically supported by theories that embrace citizen advocacy and the use of "letter writing techniques".

**VISION(s):** Our vision's competitive advantage and market analysis includes:

- Establishing competitive standards by raising the bar so high that should competition arise, they will have to not only meet those standards, but exceed them if they want to compete.
- Effectively using market analysis principals and growth patterns to carve out an economic niche that supports a 35% market share.
- Building followers (users) and then merging with a larger entity to provide enhanced service.
- Hiring help to create mailing lists, write initial concept or draft letters, research issues and contact groups.
- Using social network based concepts to create and organize a citizen advocacy network.

**COMBINED GOALS:** Create a profitable market place based on the **LD's** enumerated competitive advantages

- **Fiscal:** Our fiscal oriented competitive advantages include, but are not limited to:
  - **FOR PROFIT:** The **LD** is a for profit business that wants to make a difference. Additional aspects of the **LD** business structure and how we will earn profit are discussed in the "**About**" section (section "J" found on **page 33**), as well as the **Fiscal Summary** found on **page 40**.
  - **EXPERIENCE:** The **LD** was created by, and is being run by, someone with real world business and 501C3 experience, as well as direct governmental Relations and Legislative Advocacy experience.
  - **PRODUCTS:** Produce a variety of inexpensive and reusable products and services for use in multiple jurisdictions to produce and create a positive cash flow (and profits), while lowering overhead.
  - **SHOESTRING MEDIA:** In the beginning, we will use the media for "built in" site promotion. To do this, we will highlight user actions and the results they get. This will make the **LD** a continual source of "evergreen consumer news stories" as well as a dynamic Gorilla marketing tool. For example, just imagine what will happen when the press picks up stories about how "one of our users, used one of our letters" to make a difference. For more information about our **Marketing & PR Plans and Strategies**, please see **page 20**.
  - **BUDGET:** For a picture of our budget, please see **page 42** and the related documents in **Appendix #1**.
- **Customer Advantages:** The **LD's** competitive customer advantages are:
  - **LEADER OF THE PACK:** We are the first and only site on the internet to operate in this fashion. The **LD** promises to provide the highest quality products and services, as well as the most varied, up-to-date material anywhere. That means "the other guys" will always be playing catch-up, in a market that one company can never capture, nor fulfill the needs of.

- **MOTTO:** We have two mottos. The first is that “**we create effective letters that get results**”, and “**others write letters for their jobs... while writing letters is our job.**” Both support empowering products and services that take action and get responses. Once we start posting actual material online, and the media creates stories about how we helped them, we hope they will be discouraged to enter the market place, especially since we will be raising the bay by continually adding new products and services. For more information about those the **Products and Services**, please see **page 28**.
- **ONE STEP SHOPPING:** As letters are developed, [www.TheLetterDepot.com](http://www.TheLetterDepot.com), will grow exponentially to eventually become the world’s largest library of letters. These letters will come in a wide range of styles, needs and languages. Once “up and moving”, the letters will be produced in English, French and Spanish, as well as Arabic. Regional dialects will be created based on interpreter availability and need.
- **EMAIL ADDRESSES:** The **LD** site will be collecting, categorizing and organizing the addresses of world leaders in business and politics.
- **Combined:** Housing letters and email addresses, as well as educational material, the **LD** will become an information warehouse. What makes this fantastic is “political evolution” - thanks to ballot box and boardroom elections, our contact information library will always be changing, updated, accurate, growing and expanding.
- **QUALITY PRICING:** We aim to provide great products at a reasonable price – period. As stated above, consumers who use our letterhead can send documents for free, while those who want to use their own stationary will pay a small membership fee.
- **ISSUE PRESENTATION:** The **LD** understands not only how to find issues of interest to users, but also how to present those issues to them in a way that will encourage them to write. Because we will be providing both sides of an issue to users, will we be more respected for our actions and more people will be enticed to write. In the long run, this will establish more profit creating opportunities.
- **USER OPTIONS:** – The **LD** provides users with the most customizable options anywhere, and we will stay that way. We plan on developing and releasing new options regularly.
- **REVIEWS:** The **LD** is in the process of creating a specific pre and post review processes in order to enhance the quality of the products and services that we are providing. We know that this information will give us an idea of both how we are meeting the needs of the community and how to create better products that enhance profits. For more information about our review process, please see **page 36** for our **Analysis & Review Procedures**.
- **GAME PLAN:** Given our fine tuned mission and **Vision Statements**, we are poised for market and product/service expansion and creativity.
- **Quality Advantages:** The **LD’s** Quality Advantages are
  - **LIVE LETTERS:** Only the **LD** provides users with live, interactive letters and options for using their own stationary.
  - **OUR JOB:** Others write letters as part of their jobs, while creating letters and helping users communicate better is our job.
  - **THINKING:** Thinking global while acting multiple in scope, versus the others who think local and singular.
  - **IMPACT:** After every use, the **LD** provides users with a tangible product that users can hold in their hand.
  - **LANGUAGES:** Operating in continually expanding markets, the **LD** will eventually provide users with translation opportunities. The top languages alphabetically are: Arabic, Chinese, English, French, and Spanish.
  - **MULTIPLE POSITION OPTIONS AVAILABLE:** As mentioned above, quality pro and con letters will be created, as well as plenty of personalization options. Combined, this will help users express themselves **EXACTLY** as they want. Additionally, with two sets of letters per issue, there should be no problem for users to find the **EXACT** letter skeleton they want to use, meaning that both sides on all issues will be heard.
  - **PERSONAL DELIVERY:** In many instances, for a nominal fee, we will personally deliver copies of letters on the user’s behalf, to the right “person at the right time”. Depending on location, it is expected that delivery will take place in one of two ways – via personal delivery by a lobbyist or second, via a selected delivery service.
- **Learning Advantages:** The **LD’s** Competitive Learning Advantages are

- **GOVERNMENT ORGANIZATION:** Our approach is different. We know what governments and world leaders want and can present it to users in an understandable, usable and professional manner.
  - The **LD** will provide high quality letters for users and get the completed letters to the right spot at the right time.
  - The **LD** has divided governments into 2 classes – those that are used to having citizen involvement and those that are not used to citizen participation.
  - Understanding the fundamental difference between the types of governments, allows the **LD** to produce products and services that meet the needs of each type of government.
- **LIKE OTHER BUSINESSES:** Like all other business, the **LD** needs to learn how to mold and utilize this powerful concept, especially in countries where the internet is scarce, democracy is difficult, or email addresses and contact information for leaders is non-existent.
- **REVIEWS:** We will be establishing a viable way to review our Products and Services. Conducted regularly, the review will be done to determine whether both the new item works, and that we have done a good job. The review process is an important part of the **LD** business model. For more information about our **Analysis & Review Procedures**, please see **page 36**.
- **Misc. Advantages:** Misc. advantages include, but are not limited to:
  - **EVERYONE:** As mentioned several times above, the **LD** can be used by users of all ages and size - from individuals and focus groups, to small, medium or large business interests.
  - **MEDIA:** The **LD** will naturally exploit media opportunities. The media potential for this project is unlimited thanks to the international, federal, state and local aspect(s). As a result, every letter created, shared and sent, provides the **LD** with new publicity opportunities (by us or the group creating them).
  - **STORIES:** The **LD** is poised to become a constant source of news stories for media outlets and reporters.
  - **DEMOGRAPHICS:** Demographics, are clearly on our side (see below).

### PART III

**MARKET OPPORTUNITY:** The market opportunity for the **LD** appears to be ripe on two distinct levels. First, all governments take actions that affect people's lives and the citizens of that country or state have the right to provide their government with input on the legislative proposal. As such, the site's overall impact and use will be in all western governments. As we progress, we will tailor our programs and products to ensure that they are usable in countries like Egypt, China, Libya and Nigeria. In these countries, people have expressed the desire to achieve what we call western style freedoms, but in many instances, simply do not know how to find, create or use them. The **LD** is dedicated to helping them on all levels. Take Egypt for example. Egypt clearly was striving for what we consider inherent rights and constitutional freedoms, and went as far as to create a constitution, elect a new government and then start a parliamentary body. Yet, it is clear that the citizenry just did not know who their politicians were, let alone how to use or participate in the newly created political process. Institutionally, we do not claim to be able to open up every nook and cranny of any government that users are going to write to, but we do know that we can (and will) help get their thoughts to the right place. And training the 'next generation' starts with writing letters and making appointments with their elected officials.

**INDUSTRY ANALYSIS:** Briefly, there are two basic theories to outline here.

- As stated before, there are no sites like this one on the internet currently in operation.
- Sites that post letters (and petitions) do not operate the way we do because this is not their only 'business', rather, they do it as part of their overall operations (in other words, they post letters on issues that affect them directly as opposed to a variety of issues and subjects). For the **LD**, writing letters and operating this site is our business.

**DEMOGRAPHICS:** As of this writing, we have not conducted specific demographic studies on the success for failure of any specific product or service. The reason why is simple: we believe that any study would not accurately reflect Global Demographics. Our demographics are based on the following factors:

- **ALL USABLE GEOGRAPHIC MARKETS:** International, National, State and Local forums: our products and services, once translated, will be usable in every country around the world, often with minor modifications. Market statistics and demographics will change based on country, language, issue and letter.

- **BOTH SIDES:** Because we will be producing at least two letters for every subject, we will be doubling both our product share and inherent market size, not to mention related options. All of this will help our letter library grow.
- **AGE APPROPRIATE:** The **LD** is an age appropriate program that is suitable for use by children of all ages. Simple to use, we have designed the site so every user will walk away with a tangible product in their hands (actually their email in box).
- **FIVE AGE AND EDUCATION ORIENTED MARKET STASTICS:** Before we start, it should be noted that the following age statistics will change based on both the country and issue. Combined, we have 5 focus markets. They are:
  - Between 10 and 21 – the focus being students who need letter writing education and experience and can use the site as part of a class project or for fun.
  - Between 25 and 50 – Users who have a sense of community and want to express their views.
  - Aged 65 and up – Users who have both the time to write and concerns that they want addressed.
  - **EDUCATION:** The **LD** is usable by anyone, of any educational level, at any time.
  - **EQUIPMENT:** The site is usable by those who have the right equipment - PC's, tablets and Smartphones.

**PART IV:** What are the **LD's** products, and why are they better than the "other guy"?

**PRODUCTS & SERVICES:** The **LD** is creating products and supporting services that have not been introduced into the market place before. These products and services are used by Lobbyists and Governmental Relations Professionals, and are often secret to the general public. The **LD** has studied them, remolded them, and made them accessible and usable to non-professionals. To add icing on the cake, as stated above, there are no other sites undertaking what the **LD** is or has envisioned, our products are created by professionals, are available for practically nothing, and are designed for multiple use (often by the same user), places the **LD's** products and services at the top of the competitive advantage column.

For a complete discussion and more in-depth outline of our **Products and Services**, please visit **page 28**. A quick overview of planned **Products and Services** include, but are not limited to the following:

- **Apps:** 1 phone app with over 50 variations, including multiple state, country and language products
- **Letters:** 1 "in house" letter a day will be produced and posted by **LD** staff
- **Advocacy Handbook:** 100+ page handbook on legislative advocacy, including a section on letter writing
- **Publicity Programs & Press Releases:** designed to come online within 24 months
- **How To Articles:** Regularly published information on how to do a better job
- **General Services:** The following services will be provided based on need(s) - Advocacy, campaigns, graphic(s), letters, media, seminars, specialty projects, newsletter and organizing.

## OPERATIONAL STRATEGIES

### PART I

**NARRATIVE:** This section of the **LD Business Plan** will provide the reader with an overview of the **LD's** basic organizational and operational strategies. As the business grows and our reach expands, it will do so based on a combination of two distinct factors:

- The overall policies that we create to operate or run the business; and
- Their impact on the creation of material we place for use on the site.

Combined, these concepts will become the **LD's** business operations and foundations. As such, this **Business Plan** outlines and summarizes the strategies that will guide our operations in four specific areas: cost strategies, business execution, performance factors and success factors. Additionally two structural levels are discussed and provided: professional and misc. strategies.

### PART II

**MISSION STRATEGY:** The mission strategy presented in this section of the **LD Business Plan** is to outline our basic day-to-day operational strategies as they impact the creation of products and services.

**VISION STRATEGY:** Identify subjects and categories that we believe need formal operational policies created, adopted and implemented if we are going to successfully operate the business.

- Create operational policies and strategies that follow the K.I.S.S. (Keep It Simple Stupid) rule.
- Implement policies that create a fun, yet professional business atmosphere, including but not limited to implementing a relaxed dress code, flexible hours, rewards and stock benefits program(s).
- Establish basic office policies and procedures in four specific areas to support our operations between writing this document and when the site goes "live": cost, business execution, performance factors and success factors.
- Seminars: Producing or finding two types – public (that I create) and private speaking engagements (where someone from the **LD** is hired to speak for a fee at a function).

**COMBINED OPERATIONAL GOALS & STRATEGIES:** Use the K.I.S.S. rule to create and provide office management professionalism and consistency. This will allow us to make the **LD** a fun and thought-provoking place to work. We believe that this will foster creativity and enhance the creation and quality of products and services, as well as enhance profits. We believe that this will help us expand, while attracting quality employees who will bring with them quality ideas and exciting ways to implement those ideas. This model appears to work for major industry players like Facebook, Google and Apple. It appears that the business model we are using here will provide office staff with a strong, yet flexible operational rules that foster creativity, professionalism and fun.

- **Fiscal:** Create a tight, effective and profitable organization that runs fiscally lean, while producing high quality products and services at minimal costs (the result of **Cost Leadership Theory**).
- **Consumer:** The **LD's** pro user/consumer goals and policies include:
  - Differential Strategies – we are creating unique and financially sound products that are usable in multiple situations.
  - Knowing, understanding and teaching employees that the consumer is always right and always comes first.
  - Establishing office policies and practices that supports education and professionalism. This will ensure that all employees will provide high quality product and service to consumers. Done publically, this service will be conducted via established social networks.
  - Always use (and promote) money back policies for unsatisfied users. We want our customers to be happy – not just once, but every time.
  - Train employees not just how to listen to customers, but how to provide empathy.
  - Make every call and order personal – it affects our job, company image and profits.
- **Quality:**
  - **Strategy:** Use the **Differential Strategy** – when producing product and inventory.
  - **Support:** Quality customer service and support staff will increase value for consumers.



- **Equipment:** The **LD** will rent equipment instead of owning, because renting affords the flexibility of use, including technology client support and is cost effective for small businesses.
- **Learning:** Find avenues to gather organize and distribute information, including:
  - Effective ways to find and hire the right people, for the right job.
  - Create a Human Resources and Employee Performance Department to oversee employee related issues.
  - Train and educate employees on four levels
    - Company specifics
    - Operations (of products and the website)
    - The specific use of our products and services
    - How to make users happy (and keep them returning).
  - Marketing products and services to users on several levels at the same time – for example:
    - **PR Firms** - suggest cost effective writing campaigns for their clients.
    - **Politicians** – suggest a project that drums up support for a bill or issue.
    - **Candidates** - suggest cost effective candidacy campaigns that woo voters, collects donations and helps distributes campaign signs.
    - **Businesses** – suggest two different campaigns:
      - Local actions related to zoning issue that affects the business.
      - Have employees or workers take a position on a bill that has a direct impact on their jobs or the business.
    - **Promotions** - How to execute quality promotions that educate potential users, while promoting the **LD** brand. Promotions include, but will not be limited to: Contests, events in schools, and political events, as well as “**National Letter Writing Month**”.

**PART III – The following strategies and summaries are presented in alphabetical order!**

**COST STRATEGIES:** The **LD** will adopt a project to project cost strategy and utilize one of three forums:

- **The Cost Leadership Strategy:**
  - Increasing profits by reducing costs, especially overhead.
  - Establish and set industry prices.
  - Increasing market share by charging the lowest prices possible and providing the highest quality service on the market.
- **The Differentiation Strategy:** The **LD** is using the **Differentiation Strategy**. This strategy requires that we make our products or services different from, and more attractive than, possible competitors. To implement a successful **Differentiation Strategy**, the **LD** will:
  - Research, develop, market and review innovative products and services, with an emphasis on creating different products.
  - Place high-quality products or services in the stream of commerce.
  - Undertake dynamic sales and marketing campaigns that highlight the benefits offered by the differentiated offerings.
- **The Focus Strategy:** This strategy concentrates on particular niche markets. By understanding the unique needs of customers within that market, the **LD** will be developing uniquely low cost and well-defined products for that specific market.

**CUSTOMER SERVICE STRATEGIES AND PHILOSOPHIES:**

- Make consumer usage of the **LD** personal.
- Do the best possible job and **always** deliver on promises.
- Empower employees to make customers happy by giving excellent customer services. For example, we will always return money when a problem arises and the customer is not happy.

- Provide all employees with excellent product knowledge and training! This will happen in several ways, including training seminars, classes and employee retreats. The seminars will be designed to increase employee retention, and produce a more professional atmosphere, as well as happier more satisfied users.
- Train employees in customer service, including empathy for consumer problems.
- Build an infrastructure that supports great customer service from day 1 – remember - the customer is always right!
- Resolve customer issues at their first point of contact – don't wait for them to escalate.
- Never make a customer wait longer than 12 hours for a response or reply to their concerns or problems.
- Self-administer the program – initially, then hand it off to professionals once up and running (and can afford it).

#### **HARDWARE AND SOFTWARE STRATEGIES:**

- Always ensure that hardware and software is up-to-date to meet and address the following:
  - Security problems from hackers, malware and other threats.
  - Hardware, software and related tools are changing rapidly – another reason to rent server space.
  - Rent server and space to save costs of hardware and overall administration costs.
- Lots of bandwidth needed – never be down – **EVER**. Also prepare for “spikes” based on a variety of factors, most of which stem from news reports and current events – when a news report hits, people will visit the site and use the service. As we become known and successful, we hope that when a story is heard on the news, the user will say, “I need to go to the **LD** and see what letter they have posted for this”.
- Development Language used: Drupal 7, updated regularly – will become Drupal 8 when it becomes the industry standard.

#### **PRODUCT CREATION, DEPLOYMENT, INVENTORY AND PROCUREMENT STRATEGIES:**

- Create original content that builds our library.
- All materials are digital in nature making them reusable multiple times.
- Create one letter per day minimum (in one language) – so there will always be new content for consumers to see and use.
- These actions increase inventory, which doubles or triples when other languages are used (one original letter eventually equals five letter options). As stated above, letters will come in Arabic, Chinese, English, French and Spanish.
- Analyze and Measure results regularly to judge success.
- Hire translators to ensure the delivery of quality letters to that language segment.

#### **PROFESSIONAL SERVICES STRATEGIES:** Two levels:

##### **How We Sell Our Professional Services: The LD will**

- Assess strategies by creating mini-marketing (or letter action) plans for each letter created AND by providing cutting-edge content.
- Before creating any project, the **LD** will develop a “**letter action plan**”, complete with implementation goals. The plan will also include a section on how we plan to analyze the success of the product, including a discussion of the letters’ promotions and advertising program.
- Provide stability with a consistent style. By conveying an authoritative, yet consistent, strong and thoughtful approach, we will instill user confidence.
- Provide substantive, high quality content.
- Use rich media and other professional tools such as videos, white papers, e-books and graphics to promote the site and demonstrate the site’s viability and the quality products.
- Convey a positive personality and corporate image in our bios and “about us” section/page.
- Take advantage of motivating perceptions/ideas that prompt people to buy products and services:
  - Staff/Employees and/or Spokespersons sell the item.
  - Company Image promotes loyalty, confidence and pride.

- Product quality is top notch.
- Convenience – using the **LD** products and services is easy, simple and effective.
- Need: they know they need it, yet don't know how to do it themselves – that's why we're doing it.
- Use state-of-the-art search engine optimization (SEO), making it easy for prospects and clients to find us.
- Link Organization and Traffic Trading with other sites that are trustworthy and meet our standards.
- Use the right branding tools. Our **Branding Strategy and Analysis** is outlined on **page 22** of this document.
- **Talent:** Hire and train the right talent to enhance our site, products and services.
- **Action Items:** Use the right "Call to Action" items to attract and educate users, the media and sponsors.
- **Analysis:** Continue to analyze the **LD's** effectiveness - it is a never-ending process.

### How We Hire Others and Rate Their Work

#### a. **WEB PROFESSIONALS:**

- Although not 'professional', I have learned how to create both web products and forms (like our letters), meaning that I can either do the work myself or hire someone and monitor that the work we are hiring people for, is actually undertaken.
- Hire a consultant to help create and take care of difficult web programming (what is over my head).

#### b. **LEGAL PROFESSIONALS:** Hire based on need and specialty

- The CEO has a JD and can do basic legal work, like contract formation and negotiations. The Board will define when Michael can do the job and when an outside professional should be hired.
- Use legal resources when necessary – specific problems require specific resources.

#### c. **ACCOUNTANT PROFESSIONALS:** By March of 2014

- Hire an accountant to do our bookkeeping and related tax concepts.
- Use an online payment service like Paypal and a traditional bank account. This will take place within 90 days.



### **SUCCESS FACTOR ANALYSIS:** How we will analyze professional services

- Need:
  - Ask right questions
  - Move now than later
  - Analyze answers properly
  - Understand what you are looking for, asking for, and how to communicate it.

## MARKETING & PUBLIC RELATIONS STRATEGIES, PROGRAMS & IMPLEMENTATION

### PART I

**NARRATIVE:** This section will provide the reader with an overview of the **LD Marketing and Public Relations Plan**, including how we plan to implement it. Before presenting specifics, in many instances, this plan either expands or works in conjunction with the **Competitive Advantages and Market Place** analyses presented on **page 11**.

The **LD** views “Marketing” the same way that the **American Marketing Association (AMA)** does. According to them, “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”.

The **LD** has altered this definition slightly to fit operational and philosophical needs as follows: “Marketing is the activity, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society... for a profit”. This definition either underlies, or oversees, all marketing and public relations programs and activities that will be undertaken.

With that out of the way, the largest problems faced by the **LD** are:

- Developing a way to promote an issue, without the appearance of partiality.
- Costs – our plan banks on the newsworthiness of our products and what the user does with them. It combines that with the belief that “one specific letter will be used multiple times before being retired”. We believe that this will keep costs under control.
- The large number of possible issues we can address and create products for.
- How to ensure positive media exposure for both the **LD** and our users (do we need PR and usage agreements or are we free to promote the cause without their permission).
- Collecting what is said, analyzing it and then determining the best way to promote our letters, users and the **LD**.

For example: issues that can be addressed, and thus products that can be created, include the following:

- **National** – introduced legislation, national security problems or tax reform.
- **State** – introduced legislation, including gambling and a variety of consumer oriented issues, in all legislative bodies around the country and world.
- **Local** – introduced issues that range from zoning issues to local government billing inquiries worldwide.
- **International** – for example, a letter to Syria’s President asking him to resign or to Iran’s president asking that they not produce nuclear weapons – issues will be sensational, international, expansive, direct and produced in multiple languages. They will be presented on the writer’s behalf to the United Nations, Regional Governments and any International Body that oversees the selected subject.
- **United Nations** – positions on resolutions and other issues before the body – something never done before.
- **England** – letters to the Royal Family, parliament and other selected individuals.
- **China** – letters to governmental leaders of all types, from ‘Free Tibet’ to travel information.
- **Artist(s):** Petition an artist like Roger Waters to undo (or stop) his boycott of Israel (along with other musicians).
- **Courts** – Especially the Supreme Courts of all countries, taking positions on various laws, hopefully impacting the courts decision(s) or rulings.

### PART II

**MISSION:** This section of the **LD Business Plan**, in combination with the **Competitive Advantage Section**, will provide the reader with an idea of how we will promote the products, services and programming that we will be creating.

**VISION:** Create a promotional system that

- 1) Self promotes while saving promotional money.
- 2) combines modern techniques with old standard practices

3) rewards users while combining the natural creativity of marketing avenues. The marketing avenues identified by the **LD** are:

- Issues – please see the previously suggested issues.
- Media – Market stories on issues through a daily column or a library of letters that they can access to write stories about or on.
- Contact groups – Have them help “present and promote” both their issue and the **LD**.
- Location – the **LD** Marketing and PR plan depends on several factors:
  - Size of the issue – example: abortion vs. building a new stadium or arena.
  - Impact – example: city vs. state vs. country vs. world.
  - Material we need to create vs. what is currently available.
  - Media acceptance or interest in the overall subject will differ based on the size of the issue and its location.

**COMBINED GOALS:** Create programs of interest to entice users and organizations to use the site to send letters and promote their causes.

- **Fiscal:** Create and implement Marketing and PR programs on a shoestring – or at least until we raise enough money to conduct full-fledged programs. Most PR will come from other people’s work (see above)
- **Consumer:** Create products that enhance consumer experiences and interaction with the **LD**.
- **Quality:** Stress quality programming, products and services in the overall **LD**.
- **Learning:** Learn how to market products on multi levels.

#### **PART V: The LD Marketing Game Plan**

**MARKETING: The Game Plan:** In this section of the narrative, we want to make it clear that the **LD’s** game plan is simple, focused and direct. Our overall goal is to produce and promote letters, and do so on a regular schedule. The Marketing plan is implementable in stages, based on the letter and product we are releasing. Here is an example of **LD** activities from December 1, 2013 to April. 1, 2014. For additional projects and suggested time periods, please visit **page 30** and **Appendix #2**.

- Dec. 1 2013 – Dec. 31, 2013: Stock the site with four concepts:
  - Letters: 50 total
  - Email contact information: over 2,500
  - Business contact information: 2,500 of the nation’s largest companies, including human resources (for employment).
  - Educational material: A focus being “**How To**” information.
- December: finish business plan
- December: submit business plan to proof-readers
- December 1, 2013: Submit business plan to potential investors
- December: Solidify the **LD** business structure
- December: Establish tentative **LD** Board of Directors
- December: Create marketing programs and projects, as well as supportive material
- December: Implement: services – on a test run using Facebook
- Jan. 2014: Start finding funding
- Jan. 2014: Start finding Advertisers
- Feb. 2014: Start placing Advertisements online
- March 2014: First test mobile app released
- Jan. 2014: Test the PR waters in California, yet be prepared for the Country (and world)
- Jan. 2014: Design & place social network advertising
- December: Hire a site administrator
- Jan. 1, 2014: Implement marketing offensive based on the following concepts

- Active LD Marketing Starts: We “won’t wait for them to come to us, we will go to them”. We are creating a market and need to be hard, professional and fast.
- PR Announcement(s) out – here we are!
- We need to educate everyone about our site and activities, as well as its purpose and implications.
- Find legislative support.
- Create and release a “Candidate Program – 2014”. This is a congressional campaign year, with elections at all levels of local, state and national government.
- Jan. 1, 2014 – Beta test the CA App
- March. 1, 2014 – Release the California App and Apps similar to it.

**COMPETITION STATEMENT & STRATEGY:** The market for this product (and related support services), is enormous. We will need to look at and review potential competition. We break the competition down in to three basic concepts. They are:

- Underestimating the other guy, especially the other guy’s greed (Thank you Scarface).
- Smatterings of ideas are out there on the Internet, none of which are either still operating OR operate like the LD (please see the next paragraph).
- **Misreading the other guy’s actions:** With this in mind, we want to make it clear that we by no means have misread the competitive challenges that the LD will face in every market we hope to operate in. We understand that once we announce and release our product publically, we will attract media attention, and along with that attention will come competition from copycats and those who have a similar idea, but have not done anything about it. To overcome this, we have installed four organizational beliefs:
  - **Levels of Service:** No one will provide the level of service(s) that the LD will – **EVER**.
  - **Standards:** The LD will raise the bar so high that competition will have to meet our standards, not based on our word, but on the needs of customers.
  - **Aggressive Marketing:** The LD will not leave its’ fate to others – we will actively create product, identify important demographic markets in the countries we want to operate in, and then create our own market(s). Combined, we expect to capture 35% of the desired market. On that note, the LD cannot be so egotistical as to believe that we can control the entire market – there will always be competition or market potentials that we just can’t crack.
  - **Economic Base:** Our economic base will consist of two fundamental parts – California where we reside, and the Western USA Today where operations and travel are easy to obtain, the political process and beliefs are similar in nature. The second part is the “rest of the world”, that when factored into our market place equation, appears to touch the lives of between 750,000,000 and 1.5 billion people and/or 25 million businesses on a regular basis.

**PART VI:** Various Strategies – generalized areas – in no specific order

**BRANDING STRATEGY:** To brand our products, we will be taking the following actions:

- Aligning LD tactics with mission and vision statements, as well as strategies.
- Practice and implement a brand strategy and thought process for all products and services that we develop.
- Empowering and integrating brands in three fashions –
  - Creating new ones that set trends
  - That are supported by services and
  - To ensure that our brand (and message) is incorporated in everything we do.
- Created a logo that graphically defines and explains what the LD is.
- Our product(s), service(s) and brand are defined in our daily actions, and not just on paper.



- Developed a slogan that summarizes exactly what we are all about.
- Enforced the concept of consistency, consistency, consistency (be true to your brand) in all that we do.
- Design our products to connect on an emotional level with the user.
- Design the site to “Reward and Cultivate” community participation.
- Establish ways to measure slogan and product effectiveness (please see our **Analysis Procedure on page 36**).
- Design products that will stay relevant, while providing us with the flexibility we need to conduct business, expand and meet user’s needs (that is because each letter is usable forever).
- Looking for a company "voice" that reflects our brand.
- Designed letter, marketing and PR templates to meet or exceed brand standards. For example, letters sent from our system are sent on **LD** stationary, complete with logo and slogan.
- All publicity material (including stationary) has our logo and slogan on it, as well as address and phone number.
- The **LD** will be approaching Legislators and Candidates at all levels and around the country, as well as businesses, for support, endorsements and sponsorships.
- The **LD** will be creating ways to turn customer receipts into feedback questionnaires.
- Create a feedback cycle.
- Go mobile with an “App”.
- Display business social principles with pride.
- Automate the “sharing” process.

**INTERNET MARKETING STRATEGY:** The following will be used to market and promote the **LD**:

- Email Marketing (and related): Use Email Marketing on several levels to:
  - Build a responsive opt-in email list.
  - Post letters on social media sites, including Four Square, Facebook, Google+ and LinkedIn.
  - Help users start, become part of, or join “groups” that support or oppose the subject.
  - Post News Alerts – on upcoming or needed letters.
  - Regularly produce and distribute a newsletter.
  - Allow users to subscribe to specific letters in an effort to follow their use, action(s) and results.
  - To help users comment on specific letters.
  - Use RSS Feeds to promote **LD** content and actions.
- YouTube “Advertising” and videos will be created that includes how to videos and success stories.
- Social Networking Ads placed on Twitter, Foursquare and Facebook.
- Collect endorsements from politicians, celebrities, media and business leaders.
- Create a LinkedIn group – the URL is: -----
- Create a Facebook group – the URL is: **www.Facebook.com/theletterdepot**
- Self-publish via a business related blog.
- Network with others with blogs, for publication in their blogs.
- Publication: I have written an e-book and supportive articles for publication. The book’s focus is on Legislative Advocacy. The book helps people understand how to advocate, and includes a chapter on the positive aspects of letter writing. It is entitled “**The Dummy’s Guide To Legislative Advocacy**”.
- Have constructed and started the implementation of a web promotion plan and development strategy (found in this document).
- Will be using Search Optimization (SEO) techniques to facilitate and enhance search engine ranking(s).
- Creating affiliate, reseller, and associate programs that will become available in the third quarter of 2014.
- Regularly hire consultants to test and analyze the site and **LD** actions, as well as created products and services.
- Write, distribute and publish online press releases that promote the group, issue and **LD**.
- Facilitate and operate contests and giveaways.
- Examples:
  - **Social Media**

- Beta test #2 starts on Facebook (FB) – in December using my friends list.
- In Jan. 2014 we will start an advertising program on FB and Google.
- Letters created by the **LD** will be advertised on Social Media sites, including our FB site (note: this option is available for individual users also, **FREE** of charge).
- **Advertising**
  - News stories outlining our activities – part of gorilla marketing
  - Online trades with other sites for links, ads, blog stories and “traffic”
  - Sponsors – Sponsorship of various section of the site are available.
  - Placement of **LD** and Google analytic advertisements throughout the site.
- **Websites/pages**
  - Interact with the following sites: 3 sister sites – all will have pointers from their site to ours
    - [www.facebook.com/theletterdepot](http://www.facebook.com/theletterdepot)
    - [www.consumeradvocacy.com](http://www.consumeradvocacy.com)
    - [www.lobbyist.org](http://www.lobbyist.org)

#### **ADVERTISING STRATEGY:**

This section highlights some of our advertising strategies. The **LD's** strategies will depend on the market and related demographics. They include, but are not limited to:

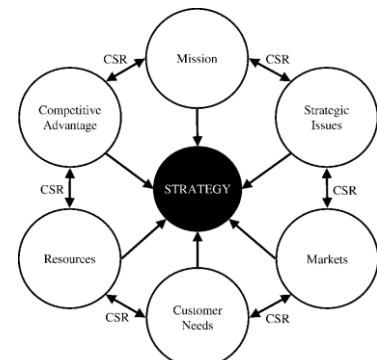
- Utilizing social networks, private networks and word of mouth.
- Professional sphere(s) include Advocates, Candidates, Politicians, Political Action Committees, Educators and Students.
- Identify tangential spheres that fit identified niche markets.
- Face-to-face discussions.
- Professional meetings, conferences and seminars as well as conference calls and telecasts.
- Listservs and related services.
- Web-based bulletin boards and issue related sites.
- Support Groups, Success Teams, Mastermind Groups, Marketing Clubs, Coaching Groups.
- Publicity:
  - **Press Releases:** Types
    - PR subject announcements will include new products and services, as well as moves, hires, contracts, awards, appointments and achievements.
    - Special events including but not limited to seminars, speeches and personal appearances.
    - Publicity events: A variety of events are planned, and some of them are outlined below. Each will have its own agenda, budget and review process.
    - Syndicated columns in:
      - Local newspapers, business and corporate publications, as well as professional journals and trade association newsletters and journals.
      - Church or community newsletters.
      - Radio Shows.
      - TV shows (cable/local access).
- **Newsletters:** Besides printing and distributing our own, we will be using the following:
  - Electronic, Text and HTML based email.
  - Solo or collaborations.
  - Articles pertinent to our niche market(s).
  - Special offers (free samples, introductory offers).
  - Book reviews.
- **Web Site:** Please see **pages 6 - 10** for more specific information on how the website works.
  - The **LD** is much more than just a website or online brochure – it is a library and communications tool, all rolled into one.
  - We have created, and will be adding to, a **Frequently Asked Questions (FAQ)** Section. This will help others effectively use our site. The FAQ section will also include videos.
  - Once we get rolling, we will share Client Testimonials and results online and with the media.



- Contact Information is already available online.
- We will be using E-commerce and an online fee collection service to sell books, tapes, seminars, courses and of course, specialty letters.
- As a library, we will have a variety of resources for users, clients and prospective clients.
- There will be a library or archive of articles that we have written or that have been written about us.
- Links to useful sites – sites that are both vetted and do not compete against us in any fashion.
- A Client-only area (forms, proprietary info, assessments) has been created and material will be added to it regularly.
- **Speaking Events: 3 types**
  - Free
  - For free/nominal fees at:
    - Service clubs
    - Professional associations
    - Experimental Colleges
    - Adult learning centers
    - Business groups
    - Trade Shows
  - Seminars
    - Free online seminars – webinars.
    - Seminars or workshops for organizations, associations, clubs, classes or groups
    - Seminars for private entities, especially businesses of all sizes
- **Advertising In:**
  - E-zine ad swaps.
  - Banner swaps and ads on Web sites.
  - Magazines, newspapers and other print publications – when appropriate. Most of the stories will focus on **LD** letters, users, actions and results.
  - Special directories – from professional directories to church bulletins. Advertising will be targeted.
  - Theater and other event programs – when appropriate.
  - Calendars.
  - Sponsorships and special events.
  - Sporting events.
  - Radio, Cable TV and Local Access stations.
- Advertising Specialties: Give-away and contests – T-Shirt(s) to top writers.
- Cross Promotions:
  - Giving discount coupons/certificates to both users and businesses.
  - Cosponsor special events and promotions.
  - Affiliate programs.

**PUBLIC RELATIONS STRATEGY:** We will be creating and/or using:

- Adopted industry SEO techniques.
- Clearly defined goals and audiences, created not just by speaking to them, but by using resonate themes.
- Special events that fit our business image and models.
- Our own special events (like national letter writing week or write your legislator day for schools).
- Statistics that allow us to provide what our market wants and uses.
- Technology to promote the **LD** (this will make our “job” easier).
- Statistics and analytics to review the success of the **LD**.
- Story angles based on site and user experiences.
- Associations and involvements with groups – for example: the San Mateo Chamber of Commerce or the Rotary Club.
- Ways to identify product benefits, as well as successes.
- Established **LD** products that are unique, sharp, focused and effective.
- Sources and testimonials to show user support for the site.
- Targeted markets for use in the media.



- Peppy, timely and high quality press material that is designed to be used as canned stories, even if they fall into the “evergreen file”.
- Monitoring systems on material distributed to the press, as well as ways to keep in contact with those who we have sent material to.
- Create art and photography for use in all distributed press releases and stories.

**PROMOTIONS STRATEGY:**

We have decided to utilize a twofold strategy. The first side is modeled after the **Push Strategy**, while the other uses the **Pull Strategy**. The **Push Strategy** focuses on placing a product in front of the customer and then making sure the consumer is aware of the product’s existence. This can work well when manufacturers have an established relationship with customers or when the product is an impulse purchase-type item. The **Pull Strategy** includes trade shows, showrooms, getting retailers to stock a product, and creating a supply chain to facilitate distribution. Depending on the market location, issue, country and outlined goal(s), both philosophies will be used. The type of events that we’ll be using for both of these strategies includes, but is not limited to the following:

- Contests
- Social Media networks
- Product Giveaways
- Customer Referral Incentive Program
- Causes and Charity
- Branded Promotional Gifts
- Customer Appreciation Events
- After-Sale Customer Surveys
- Segmentation: Dividing potential customers into discrete groups is vital if you want to increase the success rate of any communications message.

**TARGETING:** Advertising – A Mass Media Approach to Promotion

- Outdoor Advertising – too expensive – maybe flyers.
- Business directories – Key Market – clearly will be used.
- TV, Radio, Magazines and newspapers – When appropriate – most will be story based as opposed to advertisement.

**SALES PROMOTION:** Price – money related communications mediums

- Coupons and Discounts– for example, subscribe to 11 months of ‘service and get the 12<sup>th</sup> for free”.
- Competitions and contents.
- Loyalty incentives for repeated use.

**PERSONAL SELLING:** One To One Communications with a Potential Buyer

- Salesmen – will be hired to sell product when necessary
- Experiential marketing
- Dealer or showroom sales activities – Welcome to our offices!
- Exhibitions – online
- Trade shows and other professional events, with a focus being Technology, Union, Drupal and Consumer related trade shows and seminar series

**DIGITAL MARKETING:** New Channels are emerging constantly. We will use the following over time:

- Company websites
- Social media applications such as Facebook or Twitter
- Blogging
- Mobile phone promotions
- YouTube
- E-commerce
- Development of the advertising message
- Sponsors: initial list
  - Legislators
    - Write your legislator day
    - legislation support w/ re: clause
  - Corporate sponsor
    - Support our sponsor(s) day

**SPECIFIC PROGRAM CONCEPTS:**

- **Apps** – Creation and deployment –basic areas:
  - To the **LD's** letter writing service.
  - Politicians – once in office need their own app to communicate with their constituents.
  - Candidates – those running for office need their own app to communicate with their constituents.
- **PR** - legislator of the day to contact at the
  - International
  - National
  - State
  - Local
- **Congressional and State Resolution:**
  - Write your legislator letter
  - Letter writing month – were we celebrate the history of writing letters. This program will allow us to promote, work with politicians and network with sponsors.
- **Write the President day**
- **Write the United Nations Day**
- **Write Foreign Embassies for Information**
- **Jr. Lobbyist Day**
- **Consumer Advocacy Day**
- **Budget Letter Week**
- **Dear Santa Letter**
- **Musicians**
- **Your Awards Vote:**
  - **Oscars**
  - **Dancing With The Stars**
  - **Sports MVPs**

## PRODUCTS & SERVICES

### PART I

**NARRATIVE:** To optimize and support social networks, as well as capture market share, the **LD** has identified the need for the creation of the following products, programs and services. As stated above:

- All material is being designed and created for use in multiple countries and languages.
- Two sets of letters/documents will be created for each letter, based on the location, language and type of government they will be used in. Additionally, letters will be written for governments that support voter participation, while the other will be for those that do not support voter involvement.
- We are not limited to the products outlined in this section - we can provide a variety of products and services as long as they fall in line with our overall marketing plan and as such, support the letters we are creating.
- All material is technological and digital in nature, which means that it (they) can be used repeatedly.
- Letters, Apps and any other material will be produced cost effectively.
- Pricing: Price points are important. Our model, discussed below, is designed to ensure that everyone who visits the **LD** can send a letter of some type, whether it is free or for pay.
- The outlined products and services will be publically released, over time (specifically the next 2 years). They will also be regularly updated, supplying new user interface options and content. The **LD** products and services that we have produced or are on the drawing board, include, but are not limited to:

#### Memberships:

There will be many membership versions, but initially only two have been defined. Both are based on concepts surrounding the use of stationary. As mentioned above, the first level is 'free', and as such, uses the **LD** letter head. The second level uses the individual or groups personal stationary and logo.

**Affiliates:** In an effort to expand our effectiveness, we will be offering affiliate relationships, based on contract, around the world. Each country will have one master office, and that office will be responsible for organizing the states and districts in their home country. The fees for this relationship will be covered contractually, and include all products and services that we offer. The material is expected to come in their native tongue.

#### Products & Services:

Additionally, the **LD** will create products and services. This chart provides the reader with a glimpse of what products and services we will be creating. For more information on fees and specifics, please see our Financials in Appendix #1.

<b><u>PRODUCT CATEGORIES</u></b>	<b><u>SERVICES CATEGORIES</u></b>
Various Membership Packages	Group Organization
Book(s) & Videos	Create Specialty Letters
Small Business, Legal, Consumer & Tenant Letters	Professional Advocacy Services
Instructions & Guidance	Newsletter Production
Website – <a href="http://www.TheLetterDepot.com">www.TheLetterDepot.com</a> and sister sites	Inspirational Speaking Program
Mobile Apps (Phones and Tablets)	Candidate Programs
Mac and Android	Material Translation
Letters in a variety of languages (see below)	Corporate Letter Writing Program(s)
Corporate Letter Writing Program(s)	(we guide or conduct)

## PART II

**MISSION:** This section of the **LD Business Plan** discusses the above list of products and services.

**VISION:** Creating effective products and services will entice users to return regularly

- We want to be the place on the “net” where consumers go to find a letter that expresses their thoughts, feelings and beliefs!
- The overriding concept the **LD** will be using is this: to produce one new letter (product) a day, and a program/service to support it.
- Creating the world’s largest library of letters and contacts to send letters to.
- Hiring interpreters to translate letters. As stated above, the letters will come in Arabic, English, French and Spanish. Until we do, we will use:
  - Either Google Translator or LingoTek translation service (sponsorship)
  - College Interns
  - Staff (who can speak and write the specific language)
  - Friends who speak a specific language – such as Chinese or Hebrew.
  - Regional groups or individuals that we will establish working relationships with. For example, I am sure that I could find someone on Facebook who speaks Italian who will help us. A second avenue is to write the letter in English and then use Google Translator for the initial translation, and then ask someone to help ensure that the letter is correct and ready for posting. School foreign language programs offer the possibility of offering internships.

**COMBINED GOALS:** The more products and services we provide, the more options and reasons users have to use the site. Combined, this will increase visibility, professional service opportunities and profits.

- **Fiscal:** Theme – “Quality products at the right price”

- **Fairness:** You don’t have to gouge a customer to make money – respect, trust and quality talks loudest.
- **Pricing:** Each product will have its own pricing structure
  - The **LD** products are engineered to be affordable to everyone. As a business, we would love to sell something for large amounts of money, but that would restrict our overall user base. We want to create and expand our user base. As a result, we have taken the opposite approach: create products that cost little to produce and can be repeatedly used, with the focus being digital products. For example, the average letter we create will take about 4 hours to produce and cost about \$150. As such, we hope to attract 5,000 users per quarter (20,000 per year). As a result, if the product cost ½ a cent per ‘user’ to produce, we can sell it for two cents and make a profit. Currently, we are contemplating a membership level that operates as follows:
    - The first level, use of our stationary, free
    - The second level - the user purchases letter tokens or credits – say 110 for \$1. With projected usage, we will need 15,000 users over the course of a year to break even. Every user after the initial threshold is pure profit. Over the course of a couple of years, each letter will bring in a set number of users. That amount will be projected and identified in the min-marketing analysis done for each letter and reviewed quarterly. Combined, philosophically, we have the ability to attract millions of users per letter. Using an average of 300,000 users per letter, (for a general “support AB-----” letter), we will produce an income equal to \$30,000 per letter, per year. Of course, for a letter dealing with budgets, major issues or specialty letters, say 35 letters per year, that alone brings in an additional \$1 million a year. What makes this fantastic is this: the same Support, Oppose and budget letter can be used in over 100 different legislative bodies in the United States alone. When multiple languages are included – the number of uses are off the charts. By now you should be able to see that the size of the issue will attract more users, which will add to the overall success of the program.
  - **Affiliates:** We will be creating affiliate or satellite offices around the world and teaching them about our products and services, as well as how to use them for a nominal franchise fee. There

will be one in each country. They will be responsible for establishing offices in their own home states or districts.

- **Meet Customer Needs:** Customer needs are the #1 priority.
- **Provide Customers With Quality:** Products and services that add tangible value and increase the quality of the user's life, will be created and publically released.
- **Learn:** How to
  - Identify new markets.
  - Contact (and whom) about an issue (and ask them to get involved by posting a letter).
  - Understand "when to release a new product, and when not to".
- **Why Our Products are better:** We have three distinct advantages.
  - Our products are extremely cost effective to create and provide to the public.
  - Our products are produced by professionals who not only know how to create them, but where to use them.
  - The produced product can (and will) be used multiple times for one low production price.
  - We are producing products that others are not.
  - An example: The first product, entitled the **California App**, is available for demonstration by visiting: [http://www.appcatch.com/app\\_california\\_app-340468.html](http://www.appcatch.com/app_california_app-340468.html) . This application is a smartphone app that can (and will be) delivered in dozens of variations. The variations include, but are not limited to, legislatures in states and various countries, in multiple languages. Please note: the name of the app will change based on location.
- **Product Turn Around:** Turn around depends on the product, service and size of the problem. As a rule, because of the type of products and services that the **LD** is designed to provide, combined with our staff, the **LD** has a rapid and effective turn around period – as short as 3 hours and as long as 24! (That means we can have a letter up in about 180 minutes).

## PROJECT IMPLEMENTATION SCHEDULE

### PART I

**NARRATIVE: General roll out plan:** Before we get into program specifics, the **LD** would like to go on the record as saying that we will always be adding content to the site, so this schedule will always be changing and updated regularly. With that out of the way, this section of the **LD Business Plan** will highlight when various programs will be created and placed in the stream of commerce. The majority of the material used in this section was extrapolated from the main implementation outline that resides in **Appendix #2**.

The **LD's** implementation plan is goal oriented, focused and specifically designed to achieve goals outlined in the **Mission and Vision Statements**. Those statements, as mentioned before, are located on **page 4 & 5** of this document, respectively. The largest and most important dates are outlined in this section of the document for easy access and reference. Additional dates and information are provided in **Appendix #2**.

The implementation of the **LD** will take place in 5 phases. Media releases will be distributed starting with the unfolding of Phase 3. The 5 planned phases are:

- **Phase 1:** From inception two years ago to December 1, 1013. – Creation of the site, hiring of talent to produce it and the creation of basic concepts and content to be included and used on the site.
- **Phase 2:** The pre-opening phase. This will take place from December 1, 2013 to December 31, 2013. This period features a lot of work, with almost no outside contact or use. That's because the work includes adding user related content. The content comes in several forms, with the two largest being – letters to send, and contact information in the form of both email addresses and regular mailing addresses. Additional content includes everything from revising instructions to ensuring that educational articles are in the article library.
- **Phase 3:** The website opens for use and 'testing' by the public on January 1, 2014. The focus will be California, and that focus will expand as website usage picks up.
- **Phase 4:** Feb. 1, 2014 – Release of first "app" – The California App.
- **Phase 5:** Feb. 1, 2014 to the future December 31, 2014 – addition of material, review and analysis of material concepts, reformation of material, with the largest test of material using the California Legislature.

### PART II

**MISSION:** Use this section of the **LD Business Plan** to provide the reader with an overview of the **LD** product and service implementation schedule. The information presented here was created using the **Balance Scorecard** method. We are using this method for two reasons, both of which make it easier for business leaders and investors to evaluate our program. First, the business community is aware and familiar with this set of effective theories. Second, it outlines how we will be creating, examining and analyzing our implementation goals, their successes (or failure) and the direction we as a business will be heading. It will also show basic dates when various products and services will come on line.

**VISION:** The **LD** envisions using the concepts contained in this document to construct a business foundation that will not only help us roll out effective business policies and creative products (and services), but will help us analyze which ones are effective and worth expanding, continuing and recommending.

#### 2013-14 LD Implementation Schedule

- Dec. 1, 2013 – Dec. 31, 2014: Stock the site with:
  - Letters – 35 total
  - Email contact information – over 5,000
  - Business contact information – 22,500
  - Educational material, with a focus being "How To" information
- Dec. 2013 – submit business plan to proof-readers.
- December: hire a site administrator.
- Dec. 1, 2013: Advertising search and placement.
- Dec. 2013 - Implement: services – on a test run using Facebook.
- Jan. 1, 2014 – Submit business plan to potential investors.
- Jan. 11, 2014– Solidify the **LD** business structure.
- Jan. 15, 2013 – Establish **LD** Board of Directors.
- Feb 2, 2014: first test mobile App released.
- Jan. 1, 2014 - test the PR waters in California, yet be prepared for the Country (and world).
- Jan. 1, 2014: Create marketing offensive.
- Jan. 1, CA App Released

**COMBINED GOALS:** By utilizing the **Balanced Scorecard** method, we are creating a calendar of operational activities, this section will help us understand and determine when to release or implement various program(s), as well as to help judge their overall success.

- **Financial: Implementing Just The Basics Based on Cash On Hand and Flow**
  - Implementing basic concepts first, then expanding both the product and market.
  - Implementing cost effective products and services first to produce both user usage, work out bugs and create a revenue stream.
  - Looking for **FREE** publicity based on the idea's novelty and consumer feedback before we spend money.
  - Hire independent contractors to create contact lists.
  - Start to organize and exploit overall market niche.
  - Create email program(s) to contact first clients.
  - Create FB and social network advertising program(s).
  - Contact outside sources in an effort to find investors.
- **Customer: Basics**
  - Release products for consumer use and distribution, one product at a time.
  - Release the same product in multiple countries and states over time, in an effort to attract 5 users from 40 countries/states during the first year.
  - Letter creation and use with classroom education programs come on-line.
  - Implement first overall review and analysis of products and services.
  - Create an analysis form to help review products and services, as well as consumer use and success
  - Create a questionnaire/mini analysis form that will be used to help get feedback from visitors and users (different questionnaires)
  - Start first content.
- **Quality: will bring users back**
  - Letter creation – always ensure that there is new material to see and use.
  - Action Alerts on thought provoking content will provide fresh, immediate content.
  - Public PR outreach program will help sell the concepts contained in the site.
  - Issue selection is important to spark interest.
  - Marketing/PR programs will show the following: that
    - You can create a letter in 3 minutes or less.
    - Letter variations will attract new users.
    - Consumers receive a tangible product (in their mailbox) after visiting the site each time they use the **LD**.
    - Provide users with links to material that they can use to educate themselves on the “issues of the day”, which will help them when they want to write a letter.
    - Our letters will help people become involved, while making government more transparent.
- **Learning:**
  - More names and email contacts will not only educate the public, but will also provide them with more avenues to write letters to.
  - Trade shows, seminars and presentations will help spread the message
  - Schools will be a focus for memberships and product usage.
  - Create instructional material that can be used to educate while online or in the classroom.
  - Learning how to create products that can be used generally or specifically.



**PART II**

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Purchase Business Shell		<b>Feb. 2014</b>					
Board		<b>April</b>	6 meetings	12 meetings	18 meetings	24 meetings	
Up & Working	<b>Test</b>	<b>Jan.</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>
Stock Site With Letters	<b>2 letters</b>	250 letters	500 letters	750 letters	1,000 letters	1,250 letters	1,500 letters
Workout Bugs	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>
PR multi level	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>	<b>Always</b>
Number Politicians Email	150	2,500 yearly	10,000 yearly	20,000 yearly	25,000 yearly	40,000 yearly	75,000 yearly
Number Businesses Email	100	10,000	20,000	30,000	40,000	50,000	60,000
# Of Members	Zero	6 per day	12 per day	24 per day	48 per day	96 per day	192 per day
Follow Budget	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>
# Of Letters Up - 200 yearly		250	720	1,440	2,880	5,760	10,000

## ABOUT: COMPANY OVERVIEW STRUCTURE, HISTORY, CLIENT RELATIONSHIPS

### PART I

**NARRATIVE:** What follows is an historical overview of company and staff of the **LD** project.

The **LD** is:

- Headquartered on the outskirts of Silicon Valley in San Mateo
- Located and operated in a residential home.
- The server and related software concepts and programs are located in a secure location (GreenGeeks.com).
- Headed by future CEO Michael Ross.
- Is currently operated as a Sole Proprietorship.
- Going to start the Delaware incorporation process in 1/15/14. The company headquarters will be in California.
- Contact information:
  - Phone: 916.923.2215.
  - Email address is [ssorleahcim@comcast.net](mailto:ssorleahcim@comcast.net).
  - Facebook at: <https://www.facebook.com/theletterdepot>.
- The LD consists of three divisions:
  - **LD** Business operations
  - **LD** Marketing operations
  - **LD** Financial operations

**The Project:** The **LD** is the long-term dream of **Michael Ross, JD**. Michael, was a registered Lobbyist and Governmental Relations professional in California for 35+ years. Michael ended his official registration 12/31/13. Because of a hard economy and the building of the site, he has operated the **LD** project “out of his back pocket” for the last 2 years. The business format is a sole proprietorship. By the time the project is “online and live”, the **LD** will be undergoing the following:

- The incorporation process.
- The S.E.C. registration process. (for the record, an alternative option is for the **LD** to purchase a shell company). The **LD** expects to incorporate in Delaware and use a California address. Once approved, there will be shares of the company issued, with the ultimate option of issuing stock.
- Applying for trademarks and copyrights.

As a business, the **LD** is literally in the process of creating itself, the business model (this document) and the market that it will operate in. Wikipedia defines a startup as follows: A startup company is “a company, a partnership or temporary organization designed to search for a repeatable and scalable business model. These companies, generally newly created, are in a phase of development and research for markets. The term became popular internationally during the dot-com bubble when a great number of dot-com companies were founded”.

The **LD** is on the cusp of not only meeting that definition, but “opening the business doors” (On Jan. 1, 2014). More importantly, the **LD** is finalizing its overall operational game plan, including assembling a business team. We believe this team will help develop innovative policies, procedures and products, as well as profitable services (based on market need).

### PART II

**MISSION:** Publically outline the **LD** business structure and analyze how it will affect the market(s) we are attempting to create and capture, as well as the products and services we are creating and will deliver to market. This will be done by introducing the following to you:

- The **LD** business and management structure.
- The **LD's** Management and Staff.

**VISION:** Build a company from the ground up that will

- Provide profits within 3 years.

- Take the company from a sole proprietorship to a registered stock corporation for an eventual IPO.
- Put together a dynamic team, headed by professionals recognized in their field(s).
- Put products and services into the stream of commerce.
- Capture a market percentage that equates to at least 35%.

**COMBINED GOALS:** Establish an international company that will help users while providing investor profits

- **Fiscal:** As of this writing, the LD has assembled the following assets:
  - Hosting agreements are in place with **GreenGeeks.com** to operate the site – [www.TheLetterDepot.com](http://www.TheLetterDepot.com) - on their servers
  - Hired **GoDaddy.com** to purchase the [www.TheLetterDepot.com](http://www.TheLetterDepot.com) domain names. We have the .com, the .net and the .org.
  - A business plan is written and being circulated.
  - Started the business formation process. We are in the process of:
    - Reviewing and analyzing business structure options and time frames to create said structure(s).
    - Creating documents that will help take the company public.
    - Analyzing, reviewing and creating financing documents and options for the project.
  - Before becoming operational, the material being placed online will filter into the stream of commerce. At that time, the **LD** will be applying for trademarks/copyrights.
  - **LD's** direct business contact is **Michael Ross, CEO**. The **LD** business phone number is (916) 923-2215. **LD's** Internet home is [www.TheLetterDepot.com](http://www.TheLetterDepot.com). The **LD's** email information is **myname@domainname.com**
    - **Liabilities**
      - General overhead
      - l) hosting service
- **Management:**
  - Hire qualified division managers who can help implement the concepts embodied in this document.
  - Hire management for salary, commission and percentage of company.
- **Customer(s):**
  - **Implement foundational concept(s):**
    - The consumer is #1.
    - Return money at first sign of trouble.
    - Create and implement products and services.
    - Don't spend what you don't have.
    - Create products that are usable universally.
- **Quality:** After 2 years of planning and redesigning, we are in the process of implementing a high quality program that will set standards by creating (and raising) the bar.
- **Learn:** learn how to implement the following:
  - The given (and adopted) business structure and operational policies in a way that helps operations expand from one level to the next.
  - The established business structure to construct products, programs and services that attract users, while at the same time, enhancing the **LD**.
  - A program that generates business, sponsors and political endorsements.
  - A program to obtain "hidden or secret email addresses and contacts". This becomes important in countries where the names of political leaders are not listed or made public.

### PART III

### Where We Are:

**OPERATIONS:** Structurally, the **LD's** CEO will be responsible for the site's day-to-day operations. Joining him will be a Board of Directors. There are currently no Directors on the Board. The **LD** will obtain support from an industry specific advisory board. As designed, input into the **LD's** operations will also come from a variety of individuals – wither they be staff or users - who will be supported by a bright, tight knit, hardworking management team with experience in politics, writing, fundraising, sales and business operations.

**CURRENTLY:** As of the delivery of this document, the **LD** has:

- Completed Beta Testing and is finalizing changes based on the feedback we received from the tests.
- Additionally, our 1<sup>st</sup> App is available for demonstrational download, and can be found at: [http://www.appcatch.com/app\\_california\\_app-340468.html](http://www.appcatch.com/app_california_app-340468.html) . This App is not available on the market or by the general public.
- Our book – **the Dummy's Guide To Legislative Advocacy** - is 95% complete and available for review (Ask for a copy). The **LD** and related products are slated to come on line Jan. 1, 2014.

**PARTICIPATORY:** The **LD** is looking to create solid and effective client relationships. These relationships will be part of our **Marketing and Public Relations Plan**. That plan is outlined in this document and can be found on **page 20**. Conceptually, they include:

- Advertisers - finding
- Site sections – being able to find sponsors for various sections
- Seminar sponsors – find sponsors to help educate the public
- Master project sponsor – overview of the project

### STAFF AND BACKGROUND:

- The creator and CEO of the **Letter Depot**, Michael Ross, is an out of the box thinker who has 35+years of political experience under his belt. Additionally, Michael has a JD, ran the **California Alliance For Consumer Protection** for over 25 years and is a nationally published author (magazine articles and a workbook entitled the **Dummy's Guide To Legislative Advocacy**). This workbook includes detailed instructions on how to lobby government, make appointments, testify before political bodies, approach legislators and how to write and whom to deliver letters to. His resume is posted online at [www.MichaelRoss.net](http://www.MichaelRoss.net). If you would like to see a copy of the **Dummy's Guide to Legislative Advocacy**, please contact Michael personally).
- Personnel: The **LD** has identified the following needed personnel. It should be noted that not everyone is needed TODAY. As such, they hiring will be done over time. No dates have been “set in stone” for these events to take place. The dates associated here are initial projection dates. Additionally, based on Board direction(s), job titles might change or be reworked/changed. The initial positions that are needed, include but are not limited to:
  - Site Administrator – by 12/31/13
  - Marketing Director – Jan. 1, 2014
  - Mailing List Coordinator – November. 1, 2013
  - Product Creator – March 1, 2014
  - Lead Generator – June 1, 2014
  - Group Contact – June 1, 2014

## ANALYSIS PROCEDURES AND POLICIES

### PART I

**NARRATIVE:** This section of the **LD Business Plan** will provide the reader with an overview of how the **LD** will analyze its operations, as well as the products and services being placed in the stream of commerce. Our analysis procedures will be "in place" by Jan. 1, 2014. It is anticipated that product reviews will take place regularly, with a focus being quarterly. The first review will take place in June 2014.

In this document we have outlined a variety of policy strategies that affect numerous business operations, along with related categories. Before the start of any 'campaign', the **LD** will create a "mini business plan" for each issue and product we place online. On that plan we will state the "review date" and process we will follow to review what we have created. The review will rate our operations and adherence to our business plan, as well as our products and services. We also stated that each mini plan will be based on the project's need, the specific client, the issue, and the developed strategy. The form that we are going to use is still under construction. When finished, it will be attached to this plan as **Appendix #3**.

We have combined all of the strategies under one roof or industry recognized analysis: the **Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis**. In an effort to present a uniform set of policies and concepts, we will be addressing the **SWOT** analysis on four specific levels. Our current **SWOT** analysis is located at the end of this section. The 4 **S.W.O.T.** levels will include, but not be limited to comments on the following:

- **Corporate:** analyzing how well we are operating.
- **Marketing and public relations:** How well we are getting the word out.
- **Products and services:** What we are creating and when are we going to implement it?
- **Profitability:** How much money we are making.

### PART II

**MISSION:** Create a system to review **LD** actions, before, during and after they are undertaken.

**VISION:** The **LD** envisions:

- Using established industry concepts to evaluate the various aspects of the **LD** business model.
- The analysis process will be divided into 5 parts:
  - Cost strategies:
  - Business execution:
  - Performance factors:
  - Success factors:
  - Financial Analysis:
- Defining what those terms include and how we will analyze them.
- Creating analysis forms that will help us conduct the analysis:
  - Create a 2-3 page overview to help analyze and plan the event before it is undertaken. The analysis will include a "who, what, when, where and why" of the project and product that will be the result.
  - Establish a list of questions that will be used to help conduct the analysis.
  - Review and analyze the specific product/service.
  - Understand how to present the findings from all analysis.
- On a regular basis, hire a consultant to review our findings and provide feedback.

#### COMBINED GOALS:

- **Fiscal:** Assets analysis
  - Regularly analyze the fiscal health of the business and all assets.
  - Create cost effective products and services.
  - Provide monthly, quarterly and yearly reports, in compliance with Securities and Exchange Commission, as well as state and business needs.
- **Customer(s):** To ensure they are happy and we are providing good service, we will:

- Take polls
- Review polls and consumer comments
- Reward customers for giving feedback – good, bad or neutral.
- **Quality:**
  - Establish quality control methods.
  - Formulate the right questions.
  - Develop a form that will help with the process.
  - Establish or select established methods in an effort to provide review consistency.
- **Learn:**
  - Because of the type of product we are creating, we need to learn how to analyze the following:
    - Products that we have created.
    - Services that we are providing.
    - Management options available on a certain issue or product – how we developed the overall policy and campaign.
    - The operations of the business as a business.

### **PART III**

The LD will consist of three business divisions. The divisions are:

- LD Business operations
- LD Marketing and operations
- LD Financials operations

To review these divisions, we will not only hire a consultant on a regular basis to review our findings, but use the following strategies and concepts:

- **Cost strategies:**
  - Look for signs of inefficiency or imbalance (long queues or extensive wait times and backlogs).
  - Identify activities and task outputs that are unnecessary, especially repetitive.
  - To save money, purchase supplies in quantity.
  - Ensure that purchased products are not stolen or appropriated by employees or contractors.
- **Business execution:**
  - Establishing an interview process that will help us find key participants that will help us review various operations as well as the products and services we are offering.
  - Compare the results from individual interviews.
  - Sketch the business process from scratch based on the business process requirements identified during interviews and brainstorming sessions.
- **Performance factors:**
  - Create a process flowchart (process map) that will track the creation, disbursement and use of products.
  - Perform task analysis – or mini business plan.
  - Timing – is the development of this 'letter program' at this time, the right thing to do?
  - Cost – how much it will cost to develop and announce this product or service.
  - Who – what groups will be interested in using this letter or service.
- **Success factors:**
  - Conducting group interviews and brainstorming sessions – focus groups.
  - Summarize the collected information and distribute it to the process participants.
- **Financial Analysis by reviewing and presenting:**

- Hire a professional to help us set up a financial reporting system to create and review:
  - Balance sheets
  - Current assets and liabilities
  - The Current Ratio
  - Non-Current Assets and Liabilities
  - Financial Position: book value
  - The “Bottom Line”

The analysis will review the following categories, as well as the above questions:

- Cost structure
- Sources of profits
- Resources and competencies
- Competitive positioning and product differentiation
- Degree of vertical integration
- Historical responses to industry developments.

This review will be conducted using a variety of techniques, including, but not limited to the following:

- Qualitative marketing research (like focus groups).
- Quantitative marketing research (like statistical surveys).
- Experimental techniques (test markets).
- Observational techniques (ethnographic observations).
- Marketing managers may also design and oversee various environmental scanning and competitive intelligence processes to help identify trends and inform the company's marketing analysis.

Below is the LD's initial S.W.O.T analysis.

<b>LD Strengths</b>	<b>LD Weaknesses</b>	<b>Market Opportunities</b>	<b>Market Threats</b>
<ul style="list-style-type: none"> <li>- <b>The first to provide this service on the Internet</b></li> <li>- <b>Variety of Membership Options</b></li> <li>- <b>Modestly priced</b></li> <li>- <b>Letter products are easy and cost effective to produce</b></li> <li>- <b>Digital letters are designed for multiple uses</b></li> <li>- <b>Usable in multiple</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Staff shortage</b></li> <li>- <b>No Board yet</b></li> <li>- <b>Lack of start up Capital</b></li> <li>- <b>Lots to do – control problems?</b></li> <li>- <b>International reactions (will a country like Iran care?)</b></li> <li>- <b>Misread public need</b></li> <li>- <b>Having to create a market</b></li> <li>- <b>Internet Branding is</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Niche market created</b></li> <li>- <b>Only service provider</b></li> <li>- <b>Master letter and contact warehouse</b></li> <li>- <b>Consumer complaint mechanism</b></li> <li>- <b>Public speaking opportunities</b></li> <li>- <b>Legislation ideas, support and opposition</b></li> <li>- <b>Lobbying services</b></li> <li>- <b>Article and publication options and</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Competition undefined or improperly identified</b></li> <li>- <b>Hackers</b></li> <li>- <b>Government stop signal (others)</b></li> <li>- <b>issue – ex. free Tibet vs. crosswalk in my neighborhood</b></li> </ul>

<p><b>jurisdictions</b></p> <ul style="list-style-type: none"> <li>- <b>Source of News stories</b></li> <li>- <b>Site provides networking and promotional opportunities</b></li> <li>- <b>Letters can be tailored to meet a group's needs</b></li> <li>- <b>We look forward to creating a new economic market</b></li> <li>- <b>The created products can be used today, tomorrow and in the future</b></li> <li>- <b>Branding is hardwired into the overall TLD system</b></li> <li>- <b>Material is presented neutrally</b></li> <li>- <b>Flexible business format</b></li> <li>- <b>Excellent Social Network</b></li> </ul>	<p><b>continually changes</b></p> <ul style="list-style-type: none"> <li>- <b>Steep learning curve</b></li> </ul>	<p><b>production</b></p> <ul style="list-style-type: none"> <li>- <b>Seminars: online and in person</b></li> <li>- <b>TV/Radio/Media opportunities</b></li> </ul>	
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**S.W.O.T. Conclusions:**

- **Corporate:**
  - We have a long way to go, but have good ideas.
  - The market we are creating is a viable market, but many questions remain.
  - We will be able to find plenty of users, based on sheer numbers.
  - There will be sponsors who will support our efforts.
- **Marketing and Public Relations:**
  - Based on the issue, timing, and location, based on talent, we can create very effective letters and PR programs that will attract users (senders).
  - Much of the marketing and PR programs can be done over the internet, making them cost effective.
- **Products and Services**
  - We can create enough products to run a profitable business.
  - Service wise, we can sell additional services.
- **Profitability**
  - The LD is the only product like this on the market.
  - Profitability is ensured because we can tailor the business to fit and meet actual income.
  - Products are reusable and cost effective to produce.



## FINANCIAL SUMMARY

### PART I

**NARRATIVE:** This section discusses the businesses' overall finances, projected over 5 years.

Please Note:

- Projecting income was difficult because this system has never been used, so nothing exists to compare it to.
- The world's population is becoming more and more "wired in", so statistics become dated fast.
- Three ways we estimated income, based on the overall goal of being in 180 countries after 3 years:
  - by product
  - by country
  - by business – Major stock exchanges
- Either way, the project will row and so will income – the question is how fast? It is followed up by this question: can we actually project the overall income from any of the countries listed? We have probably over estimated income from third world countries, but have probably underestimated income first world countries.
- Income is conservatively projected and is expected to come from multiple sources. It is also expected to grow exponentially yearly (please see **Appendix #1** for a list of projected services and income projections). After crunching numbers, the statistics show the following for years 1 – 5.

### PART II

**MISSION:** This section of the **LD Business Plan** organizes, presents and comments on the **LD's** financial plans and projections.

**VISION:** A worldwide operation that makes a difference while earning a profit for investors and shareholders.

- Create a business that within 5 years operates around the world and has relationships and earnings from the following:
  - Businesses listed on stock exchanges – about 15,000 of them worldwide – we expect to be working with 100 of them.
  - 1<sup>st</sup> World Governments – Wikipedia states that there are 25 Countries and over 150 'states' in this category. If we earn \$10K per year per country and state, we estimate that there are 57 entities and that equals - \$10K times 57 = **\$570,000**
  - 2<sup>nd</sup> World Governments – Wikipedia states that there are 33 countries with 100 'states' (133 combined) in this category. The equation is 133 entities times \$5,000 for **\$665,000**.
  - 3<sup>rd</sup> World Governments around the world - 135 countries earning \$2,500 per year or **\$337,500**
  - **Totals: \$1,572,500**
- Create a Financial plan that makes money – using this formula - **\$7,862,500** within 5 years

**COMBINED GOALS:** Create

- **Fiscal:** great projections based on need for service
- **Customer:** customer base = 1/10th of the world's population
- **Quality:** highest quality based on program growth and funding
- **Learning:** A variety of learning experiences

### PART III

**NARRATIVE:** The narrative in this section will touch on a variety of subjects related to Finances. More detailed information is available in the **Appendix #1**. As you recall above, we projected modest revenue of \$7,862,500 during the first 5 years of the project.

The following chart is conservatively created. Here is the projected revenue, expenses and net income figures. The financial projections, based on product and year, are found in **Appendix #1**.

	2013	2014	2015	2016	2017	2018
Revenues	\$0.00	\$115,577	\$292,359	\$576,307	\$1,218,128	\$2,568,119

<b>Expenses</b>	<b>\$14,450.00</b>	<b>\$87,250.00</b>	<b>\$113,350.00</b>	<b>\$142,750.00</b>	<b>\$178,300.00</b>	<b>\$226,650.00</b>
<b>Net Income</b>	<b>\$ (14,450.00)</b>	<b>\$ 28,327</b>	<b>\$ 179,009</b>	<b>\$ 433,557</b>	<b>\$ 1,039,828</b>	<b>\$ 2,341,469</b>
<b>Income Goals</b>	<b>\$0.00</b>	<b>\$100,000.00</b>	<b>\$250,000.00</b>	<b>\$400,000.00</b>	<b>\$750,000.00</b>	<b>\$1,200,000.00</b>

Comments on specific areas and subjects associated with Finances:

- Revenue Model(s): non exist
- Pricing and costs of goods: Estimated to be between \$90 and \$125 per letter created
- Average order size: 2 letters
- Growth: group sales, world markets
- Cash sales: none
- Cash flow: Undetermined. Revenues listed above equates to cash flow estimates
- Receivables: Two types of income:
  - a. site related products - pay as you go
  - b. site related services, based on bid and undetermined
- Other income: Advocacy fees - undetermined
- Total income: see chart above
- Funding Requirements: First 2 years \$65,000

## NEEDS ASSESSMENTS

### PART I

**NARRATIVE:** This section of the **LD Business Plan** outlines and assesses the **LD's** overall needs. The needs outlined here are based on needs dated 11/1/13. The **LD** program is slated to come online 1/1/14. When that happens, we expect that other needs will arise.

### PART II

**MISSION:** Establish a credible list of needs that will enhance the project.

**VISION:** We envision the following needs

- Establishing a comprehensive list of needs that will be fulfilled in one of two ways:
  - In cooperation with a Sponsor.
  - Outright payment or purchase by the **LD**.
- Understand that **LD** needs fall into three categories
  - Financial.
  - Technological Assistance.
  - Business.
    - product creation
    - media relations
- Using the list of needs to enhance the site
- Do so by working with corporate and legislative leaders

**COMBINED GOALS:** Understand that the **LD** will always have needs

- **Fiscal Needs:** Startup capital

### Part III – Specific Needs and Related Expenditures

#### Financing: Needs

**2013:** \$20,000

**2014:** \$100,000

**2015:** \$70,000

**2016:** \$60,000

Subtotal: \$250,000 over 4 years

#### Projects:

- **Customer Needs:** PR assistance
- **Quality Needs:** Just don't ask for "things" ask participants to help provide quality in return for their assistance
- **Learning Needs:**
  - Learn that needs aren't always fulfilled
  - Learn how to ask for assistance
- **Funding Requirements**
  - Money/Capital to buy a shell company \$35,000
  - Promotions \$15,000
  - Help programming \$20,000
  - Projected fixes and related costs: Bids taken
    - Leader board project fixed\* \$1,000
    - Capture and control emails \$ 500
    - Fix up sales and e commerce\* \$1,000

○ API assistance	\$2,500
○ Site security*	\$ 750
○ Hosting/webmasters	\$1,500
○ Web administrator and IT support*	\$15,000
○ Graphic Designs	\$ 500
○ Fax service hookup	Need Bid
○ DB and API* as per project	Need Bid
○ Foreign Language automatic	Need Bid
Subtotal:	\$87,750 + A+B+C = \$250,000

## SAFE HARBOR OR FORWARD LOOKING STATEMENT

### PART I

**MISSION:** Provide the reader and investor with a Forward Looking Statement so they understand financial risks.

**VISION:** A vision statement that protects financial interests while educating the reader about risks

- Show that we are prepared and thinking short term, middle term and long term.
- Provide the reader and investor with a Forward Looking Statement so they understand financial risks.

### COMBINED GOALS:

**FISCAL:** Not Applicable

**CUSTOMER:** Not Applicable

**QUALITY:** Not Applicable

**LEARNING:** Not Applicable

### PART II

#### **Narrative: Forward-Looking Statement(s)**

The **LD** business plan contains forward-looking statements within the meaning of the Securities Act of 1933 and 1934. These statements involve risks and uncertainties that could cause actual results to differ materially from those projected. Such statements may include, without limitation, statements regarding: (i) the ability to complete the offering, (ii) the use of proceeds described above, including the **LD's** intent to repurchase shares of common stock on terms advantageous to the **LD**, and (iii) the intent to terminate the **LD's** existing credit facility. These forward-looking statements are not guarantees of future performance and involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied, including, without limitation, the following: (i) general market conditions, including market factors affecting the price of bonds and equity securities, (ii) the amount of cash generated from the business, (iii) the level of demand for and price of shares of **LD** common stock available for the share repurchase (iv) prevailing interest rates and (v) the existence of alternative uses for **LD** cash.

For more information on these and other risks affecting **LD** business, please refer to the "Risk Factors" section included in Part I, Item 1A of **LD** Current Report on Form 8-K dated December 14, 2012 filed with the Securities and Exchange Commission. The forward-looking statements contained in this news release are made as of the date hereof and **LD** does not assume any obligation to update such statements.

## PRIVACY POLICY

### PART I

#### NARRATIVE:

The **LD**, the privacy policy is an evolving document that establishes not just how “**the Letter Depot (LD)**” will use collected information, but provides the user with a variety of options on how they can help protect their information. As a user based organization, the **LD** is committed to ensuring that user privacy is protected. If we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. With that in mind, the **LD** may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective starting 10/1/13.

**MISSION:** Create an easy to understand and implement privacy policy

**VISION:** Create a privacy policy that

- Educates users about our actions
- protects users and their information
- establishes a benchmark

#### COMBINED GOALS:

**FISCAL:** Create a privacy policy that

- 1) Meets state law and/or public practice
- 2) Effectively protects users and
- 3) Is designed to ensure confidence that will help consumers use our products and services

**CUSTOMER:** Provide a privacy policy that supports user protections by understanding their needs

**QUALITY:** Provide a flexible privacy policy that ensure the utmost user protection while allowing us to conduct business

#### LEARNING:

- Understand how to implement privacy policies that reflect the needs of the state or country where we operate and there is no established policies

#### What the LD collects

The **LD**, from time to time, may collect the following information:

- Name and job title
- Contact information, including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

**What we do with the information we gather:** We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Use in address and sending letters
- Internal record keeping
- To improve our products and services
- To periodically send promotional email about new products, services, special offers or other information which we think you may find interesting using the email address you provided
- We may use the information to customize polls and the website according to your interest
- We will never sell your information - **PERIOD**

**Security** : We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

**How we use cookies** :A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the file helps analyze web traffic or lets you know when you visit a particular site. Since Cookies allow web applications to respond to you as an individual. The **LD** cookie set will tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

**Links to other websites**: Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we 1) are not endorsing that site and 2) we do not have any control over that other website and the material they publish on it. Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting sites not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

**Our Promise**: We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen. For more information, please contact us by email at [\\*\\*\\*\\*\\*@\\*\\*\\*\\*\\*.com](mailto:*****@*****.com)