



## Step 1 – Build Automotive Directory

WholesaleKeychain.com will build a large automotive directory that lists each website found in our research. The directory is already built (<http://directory.wholesalekeychain.com/>) we just need to add each site. The directory software is easy to use so adding sites will be a breeze.

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***THE REASONING BEHIND THIS:** We want to obtain valuable information & get on each company's nice side before we sell them on our affiliate program.*

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## Step 2 – Expand Automotive Directory

WholesaleKeychain.com will only upload a company name, URL, logo, listing site preview, and possible a short description for each automotive company. We contact each automotive company explaining that we are building a large automotive directory and their company has been selected to be added; pending approval.

In order to be approved each company needs to fill out our automotive questionnaire in detail. It is a short questionnaire that is written to help promote their organization. The following questions will be asked:

- Full Description of Organization
- Year Established
- How Many Employees
- How Many Members
- Address
- Phone Number
- E-Mail Address
- Is there a fee?
- In their own words, why should people visit your site
- And any other questions that would pertain to their business

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***THE REASONING BEHIND THIS:** We want to get our foot in the door. Introducing ourselves in a friendly way will make it much easier to introduce our affiliate program. We may also want to offer a free engraved keychain to companies who link back to us at this time.*

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## Step 3 – Expand Automotive Directory

Once we have the organizations happy because they are listed in our directory we introduce our affiliate program to them. Everyone who joins and puts a banner on their site will also receive a free engraved keychain.



1. **E-Mail:** Let them know they qualify for our affiliate program.
2. **Call:** If that does not work, Let them know they qualify for our affiliate program.
3. **Mail:** if those both do not work; Let them know they qualify for our affiliate program.

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*Free engraved keychain: We will have a 3-4 week delivery time to ensure that banner stays on the website.*

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To encourage these websites to link back to us each Website Receives:

- 50% off link all orders for 2 weeks, or free shipping
- Pop up Image in directory
- Full Description in directory
- Display Videos in directory
- Join Now Button in directory