



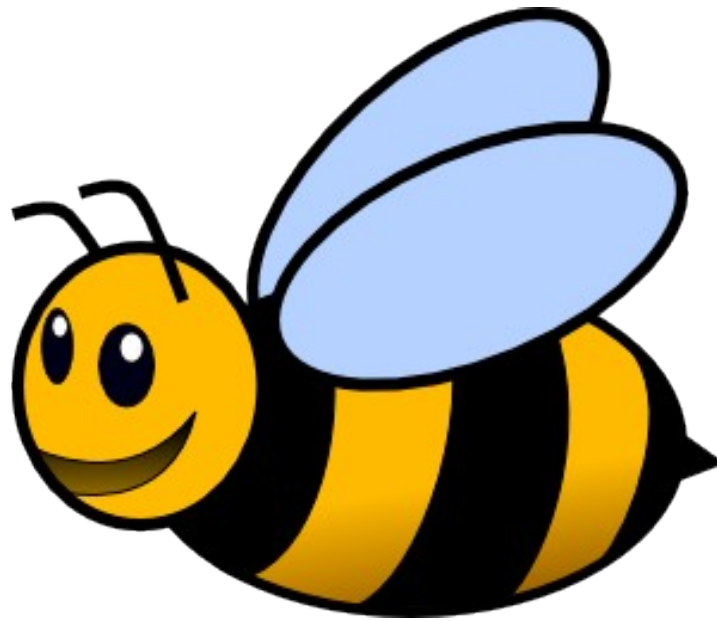
impactbuzz

We believe that Black businesses would flourish if they were given an affordable opportunity to make everyone aware that their products/services/art work/writings existed; we also believe that Black businesses would flourish if they were given the resources and tools that other business owners were given. Our pledge to ensure that each business that participates in our IMPACT BUZZ PROGRAM gets the opportunity to reach 41,000,000 people around the world has started now, and will continue on. Everyone deserves to walk on the [red carpet](#) - The Impact Team (Founder of this program - Derrick Marsh [@blackalert](#))

THE IMPACT AWARENESS PROGRAM...

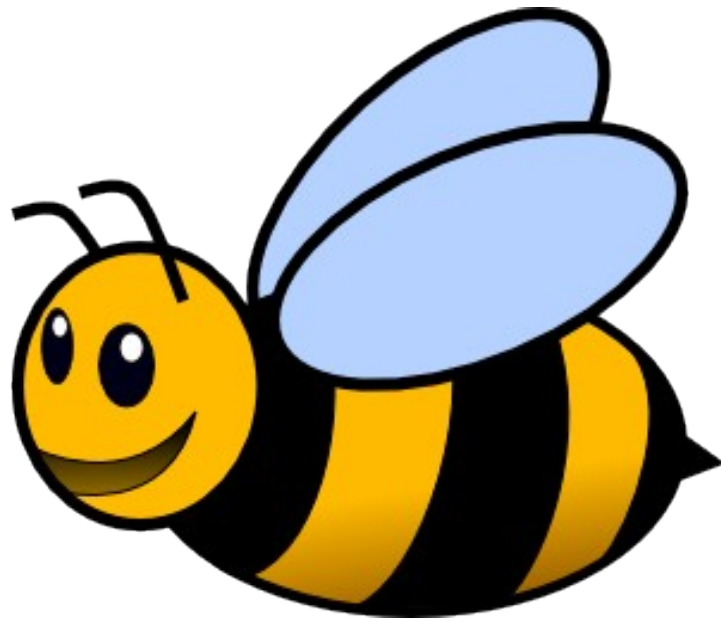


FACT: 41,000,000 Black families would buy your product, support your service, and get behind your cause *if* they knew that you and your product (service) existed.



We have created a strong online connection with **41,000,000** Black Community Advocates. We have found that despite the lingering *myth* that Black people don't support Black owned businesses, we actually found and polled *41,000,000* Black people, around the world, and who are in our network and who **do** support Black owned businesses; they would *prefer* to patronize Black owned businesses *over* any other business presented. So not only are these community advocates for the Black community and Black business owner, they have eagerly expressed that they 'willingly support Black business owners because they want their own communities to flourish'. These key influencers add a real and authentic voice by sharing their opinions to their peers and they have a digital reach beyond their immediate circle on the following platforms:

- Mobile Access Networking Systems (***blackberry and iphone applications with over 1,000,000 users***)
- Social Networking Sites: Twitter, NING, Facebook, LinkedIn, MeetUp (***combined 30,000,000 followers and profiles***)
- Bloggers' Online Media Platforms (***10,000,000 bloggers and readers combined***)
- Traditional Journalists-Black mainstream media platforms (***750,000+ traditional journalists***)
- Email Lists (***5,000,000 active opt in email users***)



If you would like to get the word out to these advocates who would support your product and your services, we offer the following opportunities:

IMPACT 'S PR TEAM ON E-DEMAND

We are able to, and **willing** to, help those who are looking to start gaining exposure but who really just can't afford to hire public relations representatives to assist them (ie \$4,000 per month). We would be willing to craft press releases and negotiate with journalists and television and radio producers who are looking for people like you to cover in their publications, on their set or at their radio stations. We are willing to assist you in gaining publicity for only.. **\$1.00** a month. There is no catch, and we know that our competition is currently tearing their hair out of their socket trying to figure out how we are doing it for so low and why we are doing it for so low. But we mean it, there is no limit on how many opportunities we will present to you and there are no limits to how many different press releases that we will create to accommodate your campaign. We will provide e-specialists who will willingly take you as their client. We receive so many media leads per day, not

month, but per day-- that we are able to give you big opportunities weekly.

We provide a service that promises a lot, and then still over delivers. The big deal about our service is that we don't treat our clients any differently than we would if they were paying big bucks. If you pay \$1.00 per month, it's like you are paying \$10,000,000 per month to us. We always provide the cheapest bargain deal possible for Black business owners and the Black community as a whole-without ever cheapening our services and products. We know how difficult it can be to try to create in a new space. We are willing to be patient for that development and growth.

The following media lead is a *Live sample only* of what our IMPACT BUZZ GROUP receives on a regular basis. What do we mean by LIVE sample? We mean that this is a real lead, however the cover is not the same and the lead has already **expired**. We receive **10,000** leads from Brown Bloggers, Black owned media organizations and mainstream journalists per **day**. As soon as we do, we contact our readers who have subscribed to our services, ask if you would like us to represent you on the story, and then craft a release on your behalf. After we have our client's permission we present our client to the journalist. Journalists get pitched to all day long, it helps that our representatives have a relationship with the journalist and know their personalities to pitch accordingly. Unfortunately in the media industry, usually pitches that are unrelated or from people that they don't know about get "trashed". That's where we come in, we already have the relationship with the journalist or we can quickly establish that relationship because they are seeking sources from **us**.

SAMPLE ONLY

Inc.

The Handbook of the American Entrepreneur

A CEO Rethinks His Role After
a Tour in Iraq

PAGE 40

JetBlue,
Take 2

PAGE 28

SPECIAL
Innovation
Issue

The Most Innovative Small Company in America

Don't laugh.
It makes T-shirts.
\$30 million in sales
30% profit margins

PAGE 88

+

9 Ways to
sharpen your
creative edge

PAGE 102

CEO Jake Nickel (left)
and chief creative officer
Jeffrey Kalinkoff
of Threadless



June 2008 \$4.99 US \$5.99 Canada

www.inc.com

INC MAGAZINE ALERT

INC MAGAZINE PROFILE: 700,000 Readers. 47% of the readers of Inc are either Presidents/CEOs or Owners of their companies.

Name: **Howard Greenstein**

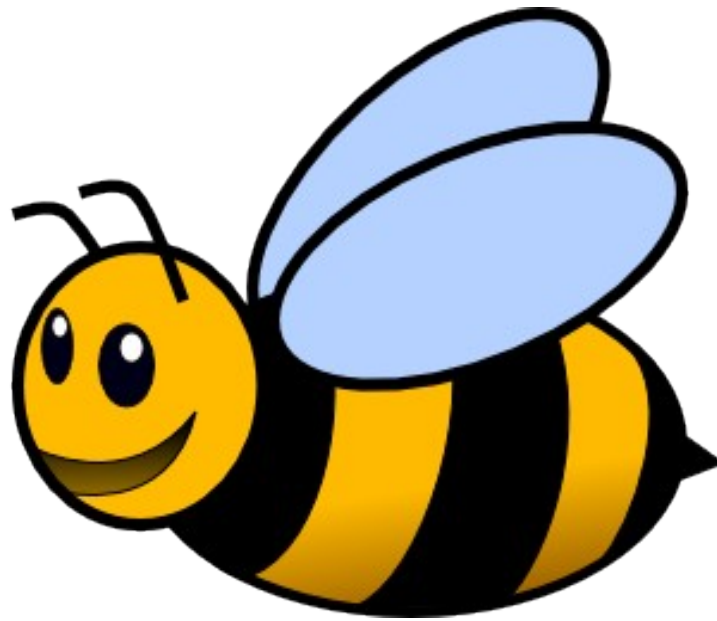
Email: xxxxxhoward@gmail.com

Background: He's a blogger at INC.COM. He writes for the START UP SECTION.

Here is his query:

"I would love a quick conversation with a small company using Drop.io. What are you using it for? Do you use other collaborative solutions too? How long have you been using it? What's the specific benefit you're getting from it?"

»**THE STEAL**: Well, we know that we don't have to tell you twice but **\$1.00 a month for writing press releases and pitching you to industries that send us media opportunities, if that's not a steal...we don't know what is.** And despite the cost, we treat you with the same red carpet treatment that the other public relations firms will treat you with: returned emails, professionalism, expert crafted press releases, and targeted pitches. We believe that although you may not have the same budget as your competition that you shouldn't be punished for it. Everyone deserves a chance, and we are more than willing to help you get one. **If you are interested in trying out our PR ON DEMAND SERVICES for a \$1.00 a month, you can sign up by clicking [here](#).**



THE IMPACT LAUNCH PAD

If you are just getting started and would like to let the world know about your product, service, book (blog)-but you don't have the major budget for it, that's ok! We can present you to a select group of **100 social connectors**. What do we mean by social connectors? You've seen them before: they can tell someone to jump out the window and someone would do it. We aren't asking them to ask people to jump off the window, but they have that ability to influence their powerful peer group which is composed of **250,000** people.

This select group of **100** are influential radio programmers, bloggers, journalists who have the world in their hands. We are not only presenting to them, we're presenting to who they know, and Y-E-S! that is what makes the difference. They are **very** influential and popular in their local market, they can't help it and we aren't angry with them because they have this social edge.

How does it work? Imagine a prominent radio figure or popular community leader saying to their peers (more major players), "Hey so and so, take a listen to this song, tell me what you think." Or, imagine a major journalist saying, "Hey so and so, take a look at this product, what do you think about it?" All of a sudden individuals that you couldn't get on the phone or even a second glance on the streets are investigating your product/service/blog/artwork. They are forming an opinion which leads to a connection to your brand.

When you hire the **IMPACT BUZZ TEAM**, you are letting us know that you want the key players in the world to really take a good look at your product/service/blog. Not only will we ask our key influencers in the Black community to review it, *they* will ask their peers to review it, and then their peers will ask more peers to review it, and you get it-it keeps growing and growing and growing, that's why we say that it is way more than 250,000 people involved in the reviewing process. **You** will *also* get the opportunity to network with

them yourself (radio producers/programmers/ influential bloggers, journalists/movers and shakers). So it isn't just us saying that they are movers and shakers, you will get to talk directly to the movers and shakers yourself. *Why is this terrific?* Anyone that has done cold calling or tried to call people who are influential know that 5 minutes is a long time. Within those 30 minutes you will be able to explain what you want to do with your product, service, blog, where you want to go. Then after the phone conversation, they will start the process of finding key things that you should do, while they connect with their peers about your product/service/blog.

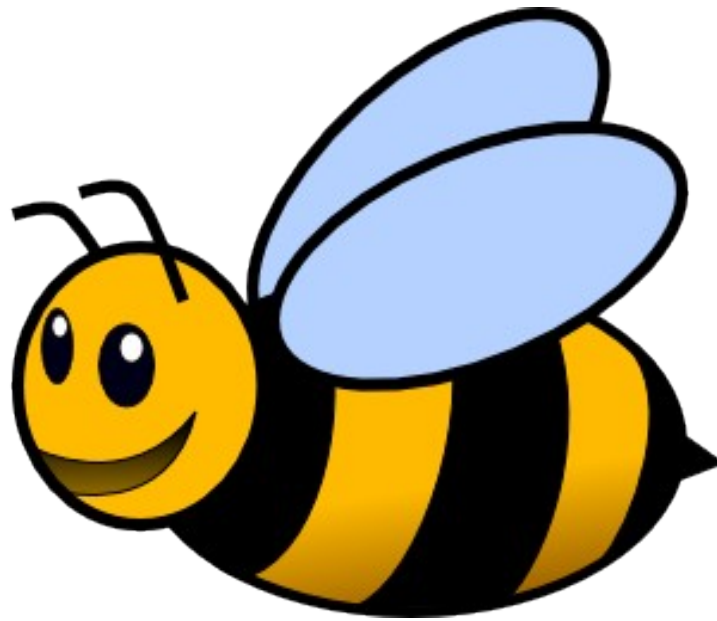
We will also promote you in the following social media markets:

TEXAS
NEW YORK
CALIFORNIA
OHIO
NEW JERSEY
ILLINOIS
NORTH CAROLINA
FLORIDA (MIAMI, FLORIDA)
PENNSYLVANIA
GEORGIA
MICHIGAN
WASHINGTON D.C.
VIRGINIA

We also make sure that we keep the integrity of this promotional service in tact by alerting everyone with the following preface: **[JUST LAUNCHING/PLEASE REVIEW]** During the phone conversation, we let them know that we need them and everyone involved to give your product/service/blog/song/art work a chance by simply reviewing it. **Why don't we write a story up about it and submit it to them?** Well one, if we received payment for your story, product, service, no one would believe a word we said. People would suddenly realize that all you have to do is pay for these IMPACT people and they will promote this as a favorable product. This is important for two reasons: 1) The influencers are involved in the review, and they know that we are not just selling them a story because you paid us. They understand that we are presenting you to them to review your product/service/story/blog/artwork. 2) It keeps the integrity of our news site and our ethical standing in the community also in the magazine and publishing world **very high**. This allows us to continue to write stories that we really believe in and that our readers believe in, *without selling out for payment*. In other words, we aren't writing a favorable story because you paid us to do it. It's a WIN/WIN: 1) You get to be presented to the 100 key influencers to review your product/service and their network. 2) We get to let everyone know without losing the integrity of our publishing brand.

»THE STEAL: Let's see...the biggest advantage is that you are actually talking to people that really can make a difference with your product/service/blog. It's one thing to send out an email and buy press release services or advertising services,

and hope that someone will respond. It's another ball game when people that matter are not only responding, but giving you their time to see how they can help push your product along. Combined our social connectors know at least **250,000** people. We know that it is probably more than that, because every time we look around they are networking with more people, but we've accounted for at least **250,000** people in their personal network that make key decisions in key places, and those people know... more people! That means that they (we) will mail out and call **250,000** people on your behalf. Together, we will tweet about it, we will facebook it, we will talk to people on linked in. Our social connectors are out in the community and talking to people on a regular basis. Check out [Martin Pratt's page](#) if you don't believe us. He alone knows 15,000 people on twitter, and many more in the community. And he's one of the biggest social connectors in New York. These key influencers will not only tell you where to go, they will take you there. We provide these launch pad services to you for only **\$150.00**. If you are interested in reaching 250,000 key influencers, you can click [here](#) to immediately start receiving our services.



IMPACT'S BUY BLACK AWARENESS PROGRAM LEVEL I.

If you would like to connect to **5,000,000+** individuals who have told us by signing up that they are committed to patronize Black owned companies, we would be more than willing to present your business/service/blog/artwork on our **BUY BLACK AWARENESS PLATFORM**. This program allows you to meet individuals who not only want to hear about your products and services, they are willing, *we repeat- willing* to do whatever it takes to commit to spreading the word about you and your products and services. We know that getting the word out is vital to your business. The problem for a lot of us, we don't have a lot of money to spend on awareness programs. So we created a platform where you won't need a lot of money to let people know about your product. We don't make a profit on the service, our costs are administrative fees and our time to make sure each person is aware. We believe that we are giving back by ensuring that our fees are at the minimum. If we are preaching it, we have to walk it.

We can provide direct exposure to a captive audience of 5,000,000 Black leaders in the community. And we are not even including all the mega stars in the community who care about Black issues, even with their high profile visibility they are now following our news feeds on twitter, such as **Star Jones** – the high profile attorney who was on **THE VIEW** and cultural critic **Toure X** who is a major news personality on **MSNBC, BET, FUSE** and etc. We have earthy artist **Erkyah Badu** who is now following our news feeds and countless others

who are not just following, they even weigh in from time to time. **New York Times** Writer, **Roots** Writer, **Politico** Writer **Helena Andrews** who also authored the new popular book – ***BITCH IS THE NEW BLACK*** (which will go to the silver screen) is following us on twitter for our updates. The wonderful Editor in Chief of Black Enterprise **Alfred A. Edmonds Jr.** is following us for our latest updates. And we are not counting the famous individuals who are subscribing to our magazine and purchased our publications. We are honored because it shows us that we are truly serving every spectrum of our people.

Here is how we counted the (approximately) 5,000,000 (we recently counted more but we are rounding it up to 5,000,000):

4,000,000 Black professionals: Individuals who have listed that their employment is with a major corporation or mainstream non profit organization. We consider professionals who work in the traditional sector of the job market. We would like to include in this number the *50,000* African and African American journalists who work at a mainstream publication or who has access to a mainstream publication.

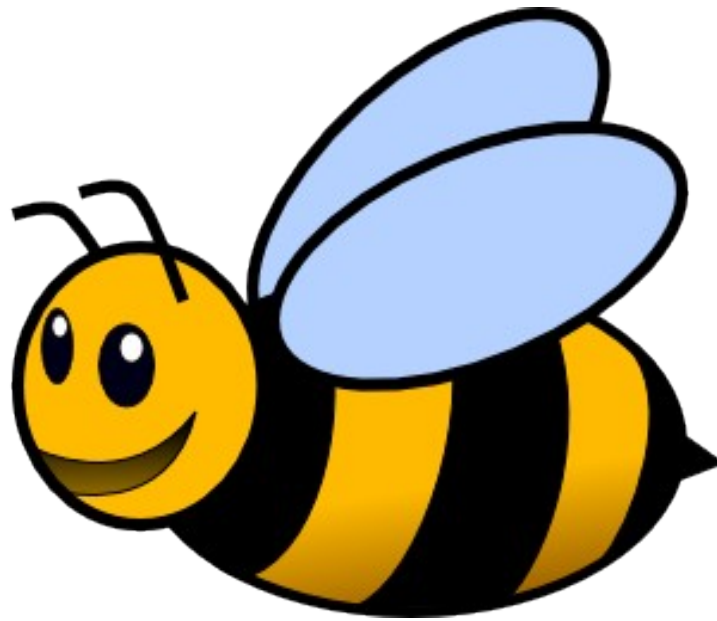
50,000 Black women who blog and have a strong following: They are work at home moms (WAHM), college students, and business owners.

1,750,000 Black business owners and unclassified: Individuals who have listed that they are also business owners and would like to support and patronize other black owned businesses. There are individuals who have not listed a traditional listing of employment, but who have signed up and asked to patronize Black owned businesses. UNCLASSIFIED: This could mean not presently working or working at a company that we didn't list or that they selected to not include their place of employment or business when we asked them.

We can guarantee that the audience we present you to will welcome the message because they are looking for new Black businesses to support. This audience is a high quality audience of educated, receptive and supportive Blacks. We will also present you to Black owned publications and you are given the choice of whether or not you would like to be reached for an interview in reference to your products, blog, artwork and or services. We submit your business to the **5,000,000** and create an awareness campaign for you for **\$375.00**. They are requested to review your product and service, contact you about your product and service and lend support

»**THE STEAL: Your company becomes a member of the BUY BLACK AWARENESS PROGRAM which allows you to participate in our online events with a community of Black patronizers such as our BUY BLACK AUCTION.** The reason that this is major... is because **whenever** we host events online to present new products, services and opportunities, we will present you each and every single time for a year. At this level we send out information on your business through our wire service to **5,000,000 people, not just anybody but people who have a vested interest in ensuring the Black community flourishes and grows.** We also make sure that they are weighing in on your product and service. We need their opinions to grow and we ask them to give their personal opinion on

your products directly to you. The steal is every time we talk about a black owned business, we will present you to that audience for review. **And we talk about buying black every day Monday-Friday.** If you are interested in this program, you can click [here](#).



IMPACT'S BUY BLACK AWARENESS PROGRAM LEVEL II.

BLACK CONSUMER REPORT PROGRAM

41,000,000 & GROWING STRONG (ALSO ADDING IN MAINSTREAM OUTLETS)

Now most of you already know that we have the social connections of **41,000,000** Black individuals worldwide, but we also have connections with the mainstream. For example, let's say you are a start up company and you'd like to connect with venture capitalists (investors), we can present you to them as well, we know suppliers and developers, to present for you. If you think that your product/service is good enough to pitch to O magazine or TIME magazine, we can send your information directly to them as well. We just made an awesome global connection with Mzwa Mzwandile in South Africa because we believe that Black is really global. Here is cool goodies that we can provide for you and your company:

- We make **41,000,000** people aware of your product/service/project.
- If you have the time and you are willing to travel, you will get to meet and present your product and service to people all around the world. If you can't afford to travel

we will ask our community advocates to present your product/service for you. In addition, we will ask them to videotape any positive feedback that they have received about your product and service so that you can use it as a testimonial. If they have constructive criticism or any growth tips, they will lovingly email you a document on what you can do to improve your product/service/blog and etc.

- We provide a virtual 3D designed booth for our Buy Black Awareness Events, and you are invited to speak and present ***yourself*** at every event that we have.
- We not only pitch you to the **5,000,000** listed Black professionals in our database, but we pitch you to the **36,000,000** Blacks who have opted into our partners databases and when contacted said they'd not only absolutely commit to buying Black, they are eagerly awaiting the opportunity for the program to launch.
- We even go beyond presenting you to the 41 million people that are in our database. We also pitch you to every mainstream and media outlet, including TV PRODUCERS, that you can think of, here are just a few that we pitch you to: USA TODAY, SMART MONEY, ATLANTA JOURNAL CONSTITUTION, WALL STREET JOURNAL, DETROIT FREE PRESS, MIAMI HERALD, MSN MONEY, AP, DALLAS MORNING NEWS, HOUSTON CHRONICLE, WASHINGTON POST, CBS NEWS, GOOGLE NEWS, BOSTON HERALD, PHILADELPHIA INQUIRER, NEW YORK TIMES, SAN JOSE MERCURY NEWS, LA TIMES, ABC NEWS, THE O MAGAZINE, CHICAGO TRIBUNE, ESSENCE MAGAZINE. Those are just a **few** of the distribution points that we have in our media database of over 750,000 contacts, industry analysts, bloggers and freelance journalists.
- You are tracked by every mobile user that we know. So if you are having a sale locally and you'd like people to know about it locally, we let everyone know in our database in your market. Your products and services are now distributed via our software of MOBILE applications for African American IPHONE and BLACKBERRY USERS and other cell phone systems (**1,000,000** in our phone database). Every user has the option of inviting their friends to see your product and server via text messages and on facebook.
- Your product and service will be presented in glossy fresh print and it will go to every beauty salon, barbershop, college, black owned business. The section that we present you in is our RED AND WHITE PAGES in our BLACK CONSUMER PAGES of the magazine **THE SOCIETY**.
- You are also enrolled in our online self-paced 12 month **BLACK ENTREPRENEURSHIP ACADEMY**. We are proud to say that we teach you Black business owners and entrepreneurs how to create a strong connection with the Black Community, so that they want to support their company. Our philosophy is that connecting with the Black community isn't something that you do "every now and then". And we know that just because you see someone every day or interact with them on a regular basis doesn't mean that you are communicating effectively enough

to strike an accord with your consumer base. Creating a rapport should be a consistent effort leading to a strong long-term relationship with the Black American and Global public. Having a healthy business should be part of your long-term business strategy and you should consider your awareness efforts to be part of a capitalization strategy, adding value to your brand, rather than a short-term expense. Some people feel that fame and success just happens overnight, that someone discovers them and they instantly land on the Oprah Winfrey Show. This is wrong. "Becoming famous" is a long, tedious, and consistent investment. With our 12 month program to success, we ensure success steps that are catered to your business specifically. We know that there is a great deal of competition, and the truth is if you don't invest in yourself, how can you expect anyone else to invest in you? So we have created this online university with ongoing courses to help entrepreneurs and Black business owners not just SURVIVE but THRIVE, by providing every resource necessary and every partnership opportunities necessary to ensure a higher success rate and profit margin for their business. We are proud to say that this kind of extensive program, including consultation, has never been seen before in the Black Community. This course also includes the course guide and book.

»**THE STEAL:** Not only do we provide access to over 41,000,000 Buy Black Advocates around the world, we are creating a loyalty program, helping you fine tune your business at our university, presenting you throughout the year to our **41,000,000** BUY BLACK ADVOCATES. Please note that we say "over" because if you allow us to pitch to mainstream media and venture capitalists it would reach approximately **42,000,000 (750,000+ media reps and 10,000-20,000 venture capitalists depending on your industry)** people. We also promote you to every Black person who has mobile access in our BUY BLACK LOYALTY PROGRAMS. Those interested in your product/service/blog are bidding on it LIVE with you presenting. And our university course isn't a one time course or one day seminar for \$3,000.00 it is a year long providing resources and tools that can last for a lifetime. We also present ongoing partnership opportunities throughout the year. If you added these services up it would cost you **\$15,000.00-\$100,000.00**, but staying true to our mission and philosophy, we are giving back to our community by not profiting until our community profits. We are offering this entire package for **\$3,500.00**. If you are interested in reaching 41,000,000 people click [here](#).

