



RESELLER INFORMATION PACKET

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    <tr> <td><u><strong><a href="contact_jobs.php" class="MONEY"> GENEROUS PRICE REDUCTION </a>  
</strong></u></td>  
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The Easy WebContent (EWC) Reseller Program is designed to make your business more successful and profitable. **How?**

> INCREASE REVENUES...

Increase revenues with a new service that can further compliment your existing business.

How many of your customers would like to edit their own web site but can not afford to purchase an expensive software product, lack the technical skills to learn the use of sophisticated web design software, or afford the pricey development cost and installation of a content management system?

With No long-term commitment, No Set-up fee, No software downloads, No software installation, and an easy to use tool, Easy WebContent cost just pennies a day to you and your customers.

Your customers will be able to make edits from any computer with an internet connection (using their unique user name and password) at any time, day or night.

Compare this to other editing options:

- > Off-the-shelf software such as **Contribute** do not offer the same opportunity as Easy WebContent. You must make a large upfront investment to purchase the product and you do not have the ability to resell and brand the product under your own label and generate a recurring revenue source.
- > Content Management Systems (CMS) not only require installation and full integration within a web site structure but also require server side technologies. Often such systems come at a high cost, be it licensing of the system and/or the hours of labor and development expertise needed to install and integrate to a single web site.

> FANTASTIC REVENUE OPPURTUNITY...

Revenue opportunity without the investment

Easy WebContent is a pay as you go plan. You are welcome to purchase as many licenses as you like, but it is not necessary. (The more licenses you purchase over time, the lower your cost will be per license)

The system is designed to update and recalculate your Price Per License (PPL) once you reach each cut off point. It will automatically adjust your monthly cost for the next billing cycle. This has no reflection on your customer accounts. They will still be charged the same rate you set for them as you control their billing and how much you charge them.

Easy WebContent > Pay us a little \$ > **Charge your customers what you want.**



> WHAT DOES IT COST TO BECOME A RESELLER?

There are 2 **Easy WebContent** reseller plans available:
The Standard and Professional Reseller Plans.

The main difference between the two plans?

You get 3 editing licenses included in the professional plan. Refer to table below:

Reseller Plan Type:	Regular Plan	Professional Plan
Installation	No	No
Login verification	Yes	Yes
Tracks your login history	Yes	Yes
Create/manage reseller accounts	Yes	Yes
Control Panel to manage your reseller account	Yes	Yes
Long term contract required?	No	No
Number of Editing Licenses Included:	None	2 Standard 1 Professional
Set-up Fee*	\$25.00 (Limited Time Offer)	\$50.00 (Limited Time Offer)
Price of Plan:	\$10.00/month	\$17.00/month

* As a limited time offer there is currently no set up fee for either of the reseller plans.

> GENEROUS COST SAVINGS ON LICENSES...

There are 2 primary costs involved when you become a reseller:

- **Your Reseller Plan** (Refer to previous section)
- **The license(s) you purchase for your customers** (Refer to table below)

Generous price reductions turn into large profits from sales.

As a reseller you have the ability to purchase licenses at a heavy discount and resell them to your customers at your own selected pricing whatever it maybe. Here is the break down for the cost of Easy WebContent licenses available to you:

Regular Plan	PPL	Professional Plan	PPL
1-10	\$6.00	1-10	\$9.50
11-30	\$5.00	11-30	\$8.00
31-50	\$4.00	31-50	\$6.00
51 +	\$2.50	51+	\$4.00

* PPL: Price per license

* EZ Form \$.75 and Resource Packages \$2.50 can be purchased as well. (New EZ Add-ons coming in near future)

* Need 100+ Licenses? Contact us for extensive discount offerings

The more licenses you purchase, the lower your cost per license. In addition you are able to combine plans. For example, if you have 6 standard licenses and 5 professional licenses, you are classified in the 11-30 pricing bracket.

Over 70 editing features in one easy to use system!

You can see the list of all the features by visiting: <http://www.easywebcontent.com/features.shtml>



And not only do your customers get a powerful html editing tool but EZ Site Map and EZ Image Editor are FREE.

> **HOW CAN IT WORK FOR YOUR BUSINESS?**

Every business model is different. However one objective remains the same:

Maximize your profits and revenues, reduce overhead and create efficiency within your organization. Easy WebContent can be a valuable tool and can be applied with such objectives in mind.

Let us show you how this can work for your business:

*Please note: This is an example for a web design firm. There are many industries that can take advantage of the program and mold to fit that business's needs.

A). You design a web site for a customer at a cost of \$1500.00. You do not offer a maintenance program to the customer and you never hear from them again. At the end of the year you have made a non-recurring flat fee of \$1500.00

Or,

B). You design a web site for the same customer for \$1500. The customer contacts you 2 times during the year to make 2 ½ hours of simple text and content edits to their site. Assume, on average you charge \$70/hour to make the edits. You have now increased your year end revenue by \$1675.00

Now offer the same customer a subscription to Easy WebContent:

You design a web site for a customer and charge \$1500 and include an **Easy WebContent** plan at rate of \$15 per month along with a \$25 set-up fee. Your client can now make regular content and picture updates to their web site. Efficiency increases for both sides and you can concentrate on your other business needs while enjoying a new flow of revenue. In addition, the increased savings and time efficiency for customers often prompts them to rely on your expertise on more complex updates.

This saves you an additional 2 ½ hours that you use to further operate your business, sell or work on other projects. Not only did you increase your profit margin, but you also added an additional \$215 of revenue through the Easy WebContent plan you offered the customer that has the potential to continue for number of years.

As with any subscription plan, the beauty is in the numbers!

You can substantially increase your profit margins and recurring revenues as you add more licenses over time:

1 License	\$15/month + \$25 set-up = \$205/year	\$20/month + \$35 set-up = \$275/year
10 Licenses	\$15/month + \$25 set-up = \$2,050/year	\$20/month + \$35 set-up = \$2,750/year
50 Licenses	\$15/month + \$25 set-up = \$10,250/year	\$20/month + \$35 set-up = \$13,750/year

More licenses? You do the math!

The sky is the limit (and so is the price you can set to charge your customers)



> WHAT YOU GET IN A NUTSHELL...

Deep discounts on Easy WebContent licenses

- o Save 40% or more per license.
- o Set your own pricing (monthly or even set-up fees) for your customers.

Private Labeling

- o Add your own logo to the interface
- o No use of Easy WebContent names on editing interface
- o Create your own unique login URL that only your customers go to login.

No technical expertise needed to manage accounts

- o Easy Account Management, including ability to manage status of accounts (Active, Inactive, Cancel)
- o Add new/Delete customers
- o Edit/update customer information

Technical support.

- o A detailed Help section for common editing questions by users
- o A detailed Reseller Help/FAQ section open only to resellers
- o Customer support to our resellers 24/7 via email system
- o Phone support during regular business hours

> MOVING YOU FORWARD...

It's time for you to take the next step.

Now that you have a taste of what you can do with this program Easy WebContent would like to help you get on your feet.

For signing up we are offering a one time Professional Reseller package. This would include 2 regular licenses and 1 Professional license, all for \$17 a month. This should start you on your way for making at least \$50 per month.

Where you go from there is up to you. The growth is truly unlimited. If you would like some marketing tips, please check out the reseller help section (Accessible from your login area when you sign up) on how to further market Easy WebContent to your customer base or you can contact a representative for additional questions. We are looking forward to helping your business grow and to have you join our growing reseller community.

Welcome aboard and sign up now! You have little to lose and much to gain.

To sign-up as a reseller, go to: www.MoreEdits.com/register-reseller

Or go to: www.EasyWebContent.com, click on "Reseller Opportunity"

Additional Questions? Email us at: resellers@EasyWebContent.com

Easy WebContent. It's just that easy!

