Product Guide

What is Business Elite Services?

This complete package includes virtually everything a 5LINX Representative needs to decrease costs and increase profits, including TextAlertz, Tech 24/7, Web Connect Webinar & Teleconferencing, Business Resources and an exclusive VIP discount program.

TextAlertz

Text Marketing allows you to communicate with your customers, but with the enhanced power and reach of text. Instead of one out of twelve people reading your message, as is the case with e-mail, you can have eleven people out of twelve read your message when sent as a text!

• Includes ten (10) Keyword and 1,000 messages

• Web-based interface to schedule text campaigns and maintain customer database

• Ability to request additional keywords for an additional fee

• 95% of people read text messages within 15 minutes of receiving

• Text Marketing generally yields a 10-20% response rate, compared to a 1-2% response rate for ordinary coupons.

Special Features

QR Codes: You may have seen QR Codes in a magazine advertisement, on a billboard, a web page or even on someone's t-shirt. QR is the abbreviation for Quick Response. When you scan a QR Code with your cell phone, it usually directs you to a specific website.

TextAlertz now offers the ability for you to create QR Codes within TextAlertz in 3 distinct ways for specific purposes at no extra charge.

First of all, you can convert any web site URL into a QR Code simply by pasting the URL into the QR Code Generator tool in your TextAlertz marketing center.

Secondly, anytime you create a free mobile web site within your TextAlertz account, you can download a corresponding QR Code that links directly to that new mobile site.

Finally, you can actually generate a QR Code for any Keyword campaign you create. When users scan the QR Code with a QR reader on their phone, it will actually launch their texting program on their phone and pre-populate both the keyword and the 55469 short code. All they have to do is hit send and they have opted into your list!

Once you generate your QR Code in TextAlertz, simply save the graphic to your computer and then insert it into any printed material to promote your business. It is really that easy.

Media where QR codes are being used include:

Billboard Ads	In-store Displays
Event Ticketing & Tracking	Trade-show Management
Business Cards	Print Ads
Contests	Direct Mail Campaigns
Websites	Email Marketing
Videos	Coupons
Twitter, Facebook, Myspace	Links to YouTube Video

Tech 24/7

Tech support service is a revolutionary benefits package that provides consumers and businesses with peace of mind when it comes to their computer and technology support needs. Members receive unlimited, real-time tech support by phone or chat for virtually any computer based issue: hardware, software, or technical questions. With the customer's permission they can even take over your desktop remotely and fix problems for you.

Included with your membership

• Unlimited Remote Technical Support

• Access to Onsite Technical Support

• Free Self-Help

• Best Practices Assessment

Web Connect Webinar & Teleconferencing

Business Elite Web Connect allows you and your business to instantly share your desktop and ideas online with anyone, anywhere. This invaluable tool can be used to collaborate over the Internet with customers, business partners and coworkers. Hold meetings, give presentations and conduct trainings without leaving your office. There are no limits on how many webinars you can host, and you can invite as many as 40 participants at a time. You can even record your webinars and share them with others later— saving you travel expenses and more.

Features include

• Desktop Sharing

• Virtual Whiteboard

• Video and Document Sharing

• Attendee Management

• Meeting Chat & Note Tools

• Integrated VoIP or Dial-in Bridge

• Conference Recording

Exclusive VIP Discounts

With a network of over 350,000 merchants nationwide, you can enjoy up to 50% off on dining, shopping, travel, car and RV rental, hotel stays, recreation, golf, skiing & snowboarding, and much more. From local favorites to the world's best brands, you can save big! Coupons can be used anywhere, anytime, and can be used as many times as you like!

How does it work?

TextAlertz

• Select a "keyword" that you can promote to your customers (and the general public)

• Individuals who text your keyword to our special "5LINX" (55469) short code will be added to your own database

• Send a message by text to your entire list with a click of a button

Tech 24/7

5LINX makes technology work for you and provides immediate support when you have any kind of problem with your computer. We offer three easy solutions to resolving your computer issues:

1. Phone: Our award-winning technicians can solve the majority of problems remotely over the phone. Dial (855) 503-5483 and select the Tech Support option.

2. Internet: Using state of the art technology, our 4-star technicians can fix the problem through live chat and remote screen sharing.

3. Onsite Support: If a technician cannot resolve the problem by phone, chat or remote screen sharing, a local technician can be dispatched (at an additional charge) to resolve your problem at your home or office. Our nationwide network of technicians is the largest in the United

States, consisting of 10,000+ trained and insured support technicians. As a 5LINX Business

Elite customer you receive a deep discount on their rates.

Advantages:

Business Elite includes virtually everything a small business needs to decrease costs and increase profits, including VIP discounts, computer tech support, web conferencing, and text marketing. To pay for each service individually would cost hundreds of dollars, but with Business Elite you can take advantage of all of these services for

$49.95 a month!

Sign up:

1. On your Virtual Office, find Business Elite Services & click on Sign up Now

2. Click "sign up now" button & fill out the online form

3. You will receive a confirmation email with instructions on how to activate your new Business Elite Services package.

Pricing/Packages:

For only $49.95 a month you can take advantage of multiple offers only available to Business Elite Members! Your membership includes a text marketing package that includes ten keywords and 1,000 messages a month.

Additional text marketing capacity is available at the following rates:

Package	Charges
Each additional Keyword	$15 additional per month ($1 additional CV)
Additional 1,000 messages	$25 additional per month ($1 additional CV)

*Additional text marketing usage is billed in arrears and may fluctuate every month based on activated keywords and the number of messages sent.

Contact Information:

General	1-855-503-5483
TextAlertz	1-855-425-3789
Tech 24/7	1-888-317-8683
WebConnect	1-888-317-8683
VIP Discounts	1-888-885-9728
Email Address	5LINXbizelite@5linx.com

FAQ:

TextAlertz

What is Text Marketing?

Text Marketing, also known as Mobile Marketing or SMS Marketing, is the ability to communicate to a specific group of people via text message to their cell phones. The most important thing to understand is that text marketing is permission-based, meaning messages are only sent to consumers who have specifically "opted-in" or requested regular communications from the sender. An example might be a restaurant that establishes a "VIP Club" by inviting their customers to text the word FOOD to 55469. When customers text the keyword "food" to the short code 55469, they are granting permission to the restaurant owner to communicate with them via text in the future. The customer can opt out of this subscription list at any time simply by replying with the word STOP or END.

How does SMS or Text Marketing Work?

Text marketing is built around the concept of consumers "opting in" to a list to receive information via text to their phone. The consumer opts in simply by texting a keyword to a designated Short Code phone number. The consumer's mobile phone number is then captured in a database that you control. This is very similar to email marketing programs like Aweber or Constant Contact, which allow you to build email databases and communicate via email on demand. The key difference is that where only about 12% of emails are opened, a whopping 95% of all text messages are opened. This is a distinct marketing and communication advantage.

What is a Keyword?

A Keyword is any unique word or phrase that people would text to the designated short code to join your specific list. While a single Short Code can be shared by any number of keywords, the keywords within each Short Code must, by definition, be unique. In other words, only one person can own the keyword "5LINX" under the Short Code 55469. Essentially, your keyword is your personal invitation to others to join your list.

How do I reserve my Keyword?

Reserving a keyword is very simple. For a quick 5-minute tutorial, go to:
http://tinyurl.com/45ujnbs

How many Keywords do I get?

In your basic 5LINX Business Elite subscription, your SMS Marketing package includes one keyword.

What is a Short Code?

A "short code" is a 5 or 6 digit phone number that is used exclusively for SMS/text communication. The short code you will utilize with 55469. When mobile phone users text a

keyword to a short code, they receive an initial auto response via text and then the mobile number is captured in a database for later use.

What counts towards the message total?
However many phone numbers that the messages are being sent to equals the number of messages. Includes both inbound and outbound calls.

What does SMS stand for?
The term "SMS" is synonymous with the term "Text Message". SMS stands for Short Message Service, and represents the ability to send short text-based messages from one mobile device to another. Texting has become ubiquitous in today's society, and currently over 350 billion text messages are sent every single month!

What is a QR Code?
A QR Code is a two-dimensional code readable by QR Barcode readers that are currently available as free downloads on all smart-phones. They are used to take a piece of information from a transitory media and put it into your cell phone.

How do I create a QR Code?
Whenever you create a keyword or mobile website you automatically have a QR Code generated for you. This will display whenever you are in the keyword or mobile website edit section. You can also go to our QR Code Generator tab and add a link that you would like to have a QR Code for. This will display on the screen for you to copy and use as you wish.

How do I use a QR Code?
Once you have created a QR Code with our Generator you will save the image as a picture and add to all your print material (Fliers, Poster or Advertisement) that can be scanned by a cell phone.

What is a Mobile Website?
A website designed specifically for the smaller Smartphone screen.

How many subscribers can I have in my list (database)?
As we mentioned earlier, your keyword is nothing more than an invitation to others to join your distribution list. There is NO limit to how many people can text your keyword, and no limit to how many people can be included in your list. You could have a million people (or more) in your database.

What is a "Blast" or "Broadcast"?

Once you have promoted your TextAlertz keyword to your customers or contact base, you can then send a broadcast communication to this list whenever you wish. This is often referred to as a "blast". Generally speaking you should try to limit your mass communication messages to about once a week on average, or 4-5 times total per month. This can vary depending on the type of use, and what the customer agreed to opt in for. For example, if you created a keyword that was designed to deliver a "joke of the day", then your customers would expect to receive a message from you every day. Keep in mind, however, that if you take advantage of your customer's good faith and send blast messages too often, you will see a large percentage of your subscribers opt-out. So you will want to keep a happy medium between providing real value and becoming an annoyance. One message a week seems to work best for most TextAlertz customers.

How many broadcasts or messages can I send?

With your Business Elite Services package you will receive 10 keywords and up to 1,000 text messages per month

What if I need more than 10 Keywords or the ability to send more than 1,000 messages/month?

If your text marketing needs are greater than the 10 keywords and 1,000 messages that come included with your Business Elite Service, adding more capacity is easy. Additional keywords are just $15/month, and every additional 1,000 messages are billed at $25/month.

What are some common uses for SMS/Text Marketing?

Businesses of all kinds can use text marketing to grow sales and provide timely information to their customers. A restaurant, for example, can invite customers to join their "VIP Club" and then send a coupon to everyone on the list each week to drive up their business during their slow periods. A school could use TextAlertz to communicate rapidly to their parents in the event of an emergency or school closing, or simply to promote an upcoming event. Churches use TextAlertz to stay in contact with their congregation and inform them of schedule changes or volunteer opportunities. There is truly no limit to the number of useful applications for this technology. It is the fastest, most-convenient way to universally connect with a large group of people with instant impact.

How does Text Marketing compare to Email Marketing?

As with Email Marketing, Text Marketing is built around the concept of consumers "opting in" to a list to receive information via text to their phone. The consumer opts in simply by texting a keyword to a designated short code phone number. The consumer's mobile phone number is then captured in a database that you control. This is very similar to email marketing programs like Constant Contact, which allow you to build email databases and communicate via email on demand. A key difference is that where only about 8% of commercial emails are opened, a whopping 97% of all text messages are opened. There is a distinct marketing and communication advantage. Another key advantage with Text Marketing is that your recipients see your message

almost instantly. Send a text blast to your list at 3:00, and you could have people walking in your door with a virtual coupon by 3:10.

Do people really want to receive my text messages?
In a word, "Yes!" Recent studies have revealed that today's consumer wants to receive special offers and important information delivered conveniently to their cell phone. They don't read their email anymore, and they have become accustomed to having their mobile phone with them everywhere they go. Besides, they are proving that they want to receive information from you by opting in to your list using your keyword. As long as you treat your subscribers with respect and provide them with real value, they will look forward to your broadcasts and respond to your offers.

How will I learn how to use my TextAlertz account to reserve keywords and schedule blasts?
Once you set up your TextAlertz account you will have access to a library of helpful how-to videos that quickly and concisely show you how to utilize every feature of your service. You will also have access to full-time support via phone and email. But don't worry, after just a couple times using the service you will be a pro—even if you are not particularly technical. The web-based platform is intuitive and with our help you will be an expert text marketer in no time.

What other features are available with my TextAlertz account?
Your TextAlertz account includes dozens of incredible features, including many tools that other text marketing providers charge extra for. But with TextAlertz these special features are provided to you at no additional cost. This includes our exclusive Mobile Web Site Builder that allows you to create dynamic mobile optimized web sites that can link directly from your text messages. Why limit yourself to 160 characters when you can use this free tool to provide your customers even more information. And there is no limit to the number of mobile web sites you can create—we host them for you for free! Other great tools include a Text-2-Screen feature (you may have seen these at the ballpark), a survey function, and a web widget wizard that allows you to capture mobile opt-ins right from your own web site. You can even set up Auto responders that allow you to pre-script a series of scheduled messages your customers will receive when they opt in to your keyword. The service also allows you to generate QR codes that can link directly to a web site.

Does TextAlertz work on all browsers?
The TextAlertz service works best on Google Chrome, Internet Explorer and Firefox. When using a MAC, you may not be able to fully access the TextAlertz site on Safari, so we recommend that you download one of these browsers to get the most out of the TextAlertz service.

BUILD YOUR LEGACY

What should I do if myself, a customer or their customer suddenly stops receiving messages from short code 55469?
Since this a cell phone carrier issue, please contact the cell phone provider first. They can tell them if there is a block put on short code messaging for their number. If this is not the case then please call the sales support specialists at 855-425-3789 and we will be happy to trouble shoot the issue further.

Tech 24/7

How does the computer tech support service work?
5LINX makes technology work for you and provides immediate support when you have any kind of problem with your computer. We offer three easy solutions to resolving your computer issues:
1. Phone: Our award-winning technicians can solve the majority of problems remotely over the phone. 2. Internet: Using state of the art technology, our 4-star technicians can fix the problem through live chat and remote screen sharing.
3. Onsite Support: If a technician cannot resolve the problem by phone, chat or remote screen sharing, a local technician can be dispatched (at an additional charge) to resolve your problem at your home or office. Our nationwide network of technicians is the largest in the United States, consisting of 10,000+ trained and insured support technicians. As a 5LINX Business Elite customer you receive a deep discount on their rates.

Is remote screen sharing safe and secure?
The system uses 128 bit encryption to ensure Remote Screen Sharing is secure and safe to use. As the client, you must initiate and authorize Remote Sharing prior to any sharing taking place. Once you authorize Remote Screen Sharing, our technicians only fix the problem you requested, and you can take back control of your system, at any time, by simply moving your mouse. At the end of a session, the screen sharing program is immediately removed from your computer, and takes about 30 seconds to complete.

How long does a remote support session take?
Your 5LINX Business Elite membership comes with UNLIMITED remote support minutes. The technician will provide you a time estimate at the beginning of each session, and they will do their best to fix the problem as quickly as possible. If you've requested a specific remote repair service (e.g. Operating System Service), the technician will provision the service irrespective of how long it takes.

Are your technicians qualified?
Our remote repair technicians won PC Magazine's editor's choice award, and all of our onsite technicians must maintain a 4-star rating. Moreover, all remote support technicians are based in North America. Specific qualifications include MCSE (Microsoft Certified Systems Engineers) A+ certification, Level I, II and III.

What can your technicians fix over the phone?

Our technicians can fix most software and system problems remotely. If our technician determines that your system has a hardware issue, an onsite technician can be dispatched (additional fees may apply).

Can remote support connect through dial-up?

Yes, but if you are connected to our system via a dial-up connection it will take longer to fix your problem due to limited connection speed. PCs that are over 4 years old or systems running Windows 98 or ME are also less stable and may be more difficult to fix remotely with a dial-up connection. If you have a dial-up connection, we recommend you call our technical support service.

Can your technicians fix my older computer?

Yes, we can help fix any computer; however, the older the system, the more complex the problem may be and the more time it may take to fix the problem.

What is your 100% satisfaction guarantee for onsite support?

All purchases of onsite service include the 100% satisfaction guarantee. If you are unhappy with the service performed by the technician, simply contact us within 48 hours to take advantage of the guarantee.

Web Connect Webinars & Teleconferencing:

What are the system requirements needed for an effective Web Conference?

The Web Connect service works best on PC computers running Windows 2000 or later, with at least 512 MB of RAM. Though the program will work on a Mac, performance may be inconsistent. A broadband Internet connection works best, though the service can still work with a dial-up connection of at least 56Kbps.

How many people can attend my Web conference meeting?

The Web Connect product can support up to 40 Web Conference Attendees, 8 Live Video Conference Attendees, and up to 1,000 Teleconferencing Attendees.

Do I and my meeting room guests need high speed internet access?

A 56kbps connection is required, but for best results we recommend a broadband or DSL connection.

Do I need to download any software?

Web Connect is a web based application, and requires no software to be running on your computer. However the Web Seminar Recorder does require a software installation.

Is there a limit to how much I can use the service?
You have UNLIMITED webinar access as long as you are a member of 5LINX Business Elite Services.

Can I use VoIP (Voice over Internet Protocol)?
For smaller Web Conferences, VoIP is fine. We recommend that you use a headset and microphone combination. The audio bridge is for larger meetings or times where an Internet connection is not an option.

What do I need to broadcast live video?
For optimal video conferencing, the download speed of your guests must be as fast as your upload speed.

How can I protect my meeting room's privacy?
If the meeting room is also used by others and you do not want them to be able to login using your account information, do not click the Store Info check box during login. You will then be required to manually re-enter your information each time you login.

What type of security is included with the Web Connect Service?
Web Connect employs both user and meeting room authentication. This simply means that each operator or guest has his/her own username and password, which is used to join a specific web meeting room. The advantages of user-based authentication when combined with meeting-based authentication is that guests only have to remember one username & password and no one can assume a person's identity in a meeting.

How do I grant rights to my attendees?
In the meeting room, click the button for Guest Rights. From here the host decides what right to grant by simply checking the appropriate box.

Can I show a Flash presentation in my meeting room?
Yes. Simply upload it to your own website, navigate to that URL from the Co-Browser, and then push that page to your Guests.

What are the possible causes of disconnection during a meeting?
1. A slow Internet connection that periodically drops to low KB/sec rate
2. A shared connection, (LAN or WAN) line can easily become saturated
3. A wireless (WI-FI) Internet connection, weak or interrupted signal
4. Other programs using the Internet connection, such as email or messenger programs, etc.

VIP Discounts

What is the VIP Discounts program and why is included in Business Elite Services?
The VIP Discounts program offered through 5LINX Business Elite Services is the world's largest discount network. Since many of the discounts involve travel, hotels, rental cars, restaurants, etc., this is much more than just a consumer savings network. It is a perfect way for your business to save on the services you need.

How do I save money with the VIP Discounts?
Once you log in to the VIP Discounts portal, you will have access to several different categories of savings options. For the fastest results, simply enter your ZIP code into the search box and you will immediately be presented with dozens of printable coupon offers in your local area, including restaurants, entertainment, golf, local retail stores, hotels, travel, and much more!

Is there a limit to how many coupons I can print and use?
No. You can print and use as many coupons as you wish every month. There is no limit.

Can I utilize VIP Discounts when I am out of town?
That is one of the very best features of the VIP Discounts service. Unlike your local Entertainment Guide, which is only useful when you are in your hometown, the VIP Discount service can be utilized from wherever you may be traveling. Just enter in the ZIP code where you are presently located, and dozens of offers from that city will be listed. It's like owning an Entertainment Guide in 250+ North American cities at once!

How many different merchants offer discounts?
Over 350,000 merchants throughout the U.S. and Canada offer money-savings discounts through the VIP Discounts program. Most of these offers are 50% off or Buy-One-Get-One-Free deals. You can easily save more than the cost of 5LINX Business Elite Services each month just by utilizing these incredible savings.

Can I access VIP Discounts from another computer if I am on the road or do not have my computer?
Yes. As with all of the 5LINX Business Elite Services offerings, your membership is completely web-based. So you can log in to www.5LINXBizElite.com with your unique Username and Password from any computer.

How do I learn more about the range of available discounts?
The best way to discover all of the great discounts built in to your VIP Discounts membership is to spend some time browsing through the website and clicking on all of the categories. There are so many ways to save, it would be impossible to explain them all in this document. For example,

there is even a section in which you can even print grocery coupons on demand! From a business perspective, some of the most popular and useful discounts are in the areas of office supplies, dining, car rental, hotel and travel accommodations, golf, and many more. Use the service just once and you are likely to get hooked