

The natural world is based on interdependence.
We think green business networks should be, too.

*That's why we're offering you a free month's membership on
the green site that connects every kind of green resource...
plus a whole new audience of green consumers!*

If you Google “green business” these days, you’ll get any number of resource sites...from Co-op America, to EcoMall, to in-depth national and local B2B sites promoting green business principles.

Each site presents its own collection of news, events and resources, sells advertising space to qualifying businesses, and provides links to other like-minded organizations.

And you’re probably already advertising in at least one of these!

So how is GreenSitesUnited.com different? What do we hope to add to the mix? And most important – *what do we offer you?*

The short answer? In a market of resource sites, GreenSitesUnited is the one that doesn’t just promote your company to green consumers and other green businesses. We offer a *whole new level of marketing....*

- multiple new markets...both conscious consumers *and* consumers who are only just waking up...
- multiple opportunities for promoting your products and services
- multiple opportunities to establish yourself as an expert in your field...
- connections to local and national green sites, green nonprofits and green business alliances...

All for pennies a day!

How do we do it? Well.....

A New Audience for Green Business

Over the past ten years, we’ve seen green product promotions migrating from “alternative” media toward the mainstream, thanks to the unceasing efforts of sustainability-focused nonprofit organizations and informed consumers.

It’s a new phase in the green revolution....

- The IRS announces that homeowners who purchase and install solar water heaters, photovoltaics, and fuel cells can earn up to \$2500 in tax credits...and car owners who purchase hybrids can earn up to \$3400...
- The “Amazing Dryer Balls” aren’t just sold in GAIAM...they show up in television ads and drugstore chains, as well...
- Whole Foods is being nudged by Wal*Mart’s doubled inventory of organic produce...
- Martha Stewart Living owns *Body & Soul Magazine* and touts Benjamin Franklin Eco-Spec paints...

And the list goes on.

As new consumers consider buying “green” thanks to these mainstream information sources, they are looking for more information. Where can they find someone to install a solar array? Who sells Eco-Spec, anyway? And what’s all this hype about those silly-looking dryer balls?

New Customers, New Priorities...and New Ways to Connect

This is the time for you to catch that wave of incoming, newly conscious customers, and ride it to a new level of success!

But there's a small difference....

Back in the early days, customers wanted green products because they made a difference in the world.

Today, the new green consumers might have different motivations: personal health, product quality, long-range budget trimming, and/or simple good investment. They may not know (or care) just how, and why, your products are making a difference!

As we all know, the purpose of marketing is to demonstrate how you solve your customers' needs. But what if the customer's need doesn't match the need you're solving?

For example, if your marketing is geared to an environmental cause, and the new green consumers are geared to solving personal needs, your campaign may not reach them.

On the other hand, what happens if they find a coupon for your products on a site that speaks to their needs? You have the perfect opportunity not only to gain their attention, their trust, and their loyalty...but also to educate them about the larger vision that drives your business!

Think of it this way. Very few, perhaps, of the customers who bought Ben & Jerry's Ice Cream did so because of the company's green values. But how many of those customers started to learn about those green values from the back of an ice cream carton?

So GreenSitesUnited.com offers you a way to connect with those new customers in a way that matters to them right now: not just green values but *greenback value*. Exclusive member discounts, coupons, and special values to lure their eyes away from conventional products and lock them on yours.

Show Up Again...And Again...

Like Cal Ripken, we believe that the first rule of success is simply *showing up*. Making yourself available. Not just giving your company's official spiel, but letting customers know you and your employees, and your passion about your business.

So our unique package of Business Member Benefits gives you opportunities to show up many times over:

- Free directory listing (placement depends upon membership level)
- 25% discounts on additional ad space, with ad design services included
- Free space for you to announce your upcoming events in the Calendar page for your state
- Free space for you to contribute informative articles about your company's area of expertise (ghostwriting services available from GreenSitesUnited co-founder Phila Hoopes at a 25% discount)
- Posting access to the Members Area
- Free space for you to promote selected products in our Online Store
- Free space for you to post creative writing, artwork, photography, and music in our Cultural Center
- Corporate memberships that provide Individual membership benefits for all your employees

That's *seven opportunities* for your company to be represented on our site...or more, if you empower your employees to be company ambassadors!

Mutual Support, Not Competition

While green business is moving toward the mainstream, it's still a long way from getting there. And it would never have gotten as far as it has without the dedicated work of online networks like Co-Op America, the Center for a New American Dream, GreenBiz, local sustainable business alliances, and public awareness organizations like The Natural Step and EcoStewards Alliance.

We're not looking to compete with these established green sites – on the contrary, we're looking to *support* them by adding to their membership!

Within each state, we aim to provide affordable access to as many green resources as possible. To function as the glue connecting individuals, green businesses and the nonprofits that promote green principles.

So when you sign up and are approved as a Business Member, you receive coupons toward membership in our allied nonprofits' sites. In turn, they have reciprocal links to GreenSitesUnited.com on their sites, and their members have discounted membership with us.

The result? The number of people viewing your ad(s) is multiplied many times over!

But What Does It Cost?

For all this ad exposure, all these benefits, GreenSitesUnited.com memberships must cost a fair bit, right?

Wrong.

We believe that green businesses face enough challenges already. And we want to make our benefits accessible to *every* green business who wants them and who qualifies.

So, once you pass our screening quiz, you can choose one of three membership levels: Standard, Deluxe, and Premium.

You'll start off with 30 days' free trial membership at your selected level, to see whether our benefits are really worth your investment. After that, you'll have the option every quarter to renew, upgrade, or discontinue your membership.

If you want to buy additional ad space, you'll pay less for a month's worth of advertising than you would for a few *days* of classified space in some newspapers!

Finally, if you just want to advertise, and pass up the Member benefits and fees, you have that option also (if you pass our screening quiz). While the non-member rates are slightly higher, they are still much less than you'd pay elsewhere.

What are Our Credentials?

GreenSitesUnited.com is a partnership between two online promotional companies:

- MilhamInc.com, one of the largest national and international website design and development firms, with 20 years in business and hundreds of sites to their credit. Their clients range from large corporations to microbusinesses, and their sites typically average 40,000 to 90,000 qualified visits per month.
- Your-Words-Worth, a sole proprietorship run by Phila Hoopes, a freelance writer with 25 years' corporate and nonprofit experience, offering web content development and ghostwriting among other services.

Together we share a passion for supporting green companies of any size...with a special spot in our hearts for microbusinesses. We are committed to supporting your vision and mission, and furthering your success.

A Small Investment, Returned Many Times Over

Are you curious yet?

Sign up today for our free trial membership and experience all the ways we can help you...

...connect you with new clients and helpful nonprofits

...promote not just your products and services but also your expertise

...and position you as a knowledgeable resource to a brand-new audience of evolving green buyers.

The green market in America is growing by roughly 10% each year. Isn't it time for you to grow along with it? Call us today at 410-362-2982 and see how we can help your company to reach this new audience. We look forward to serving you!

To your success,

Phila Hoopes and William Milham

p.s. Starting on Earth Day, the first 50 businesses to join us will receive our Founding Member Benefit Package in addition to all the standard business member benefits at their selected level.

If your business has a website:

Bonus #1: A free review of your website by the experts at MilhamInc.com to determine areas of improvement.

Bonus #2: A free 30 minute consultation with the managing partner at MilhamInc.com to answer any web design and/or web marketing questions you might have.

Bonus #3: A certificate good for \$50.00 off any MilhamInc.com product or service (not including eBooks).

Bonus #4: A free "Lite" copy of "The Insider Secrets to Developing & Marketing a Winning Website"

Bonus #5: A 25% discount on web content writing, from Your Words' Worth

If your business does not have a website:

Bonus #1: A free 30 minute consultation with the managing partner at MilhamInc.com to answer any web design and/or web marketing questions you might have.

Bonus #2: A certificate good for \$50.00 off any MilhamInc.com product or service (not including eBooks).

Bonus #3: A free "Lite" copy of "The Insider Secrets to Developing & Marketing a Winning Website"

Bonus #4: A 25% discount on web content writing, from Your Words' Worth

Regardless of your website status:

All Founding Members receive at 50% discount on ghostwriting services for any content intended for GreenSitesUnited.com, from veteran writer Phila Hoopes of Your Words' Worth.