

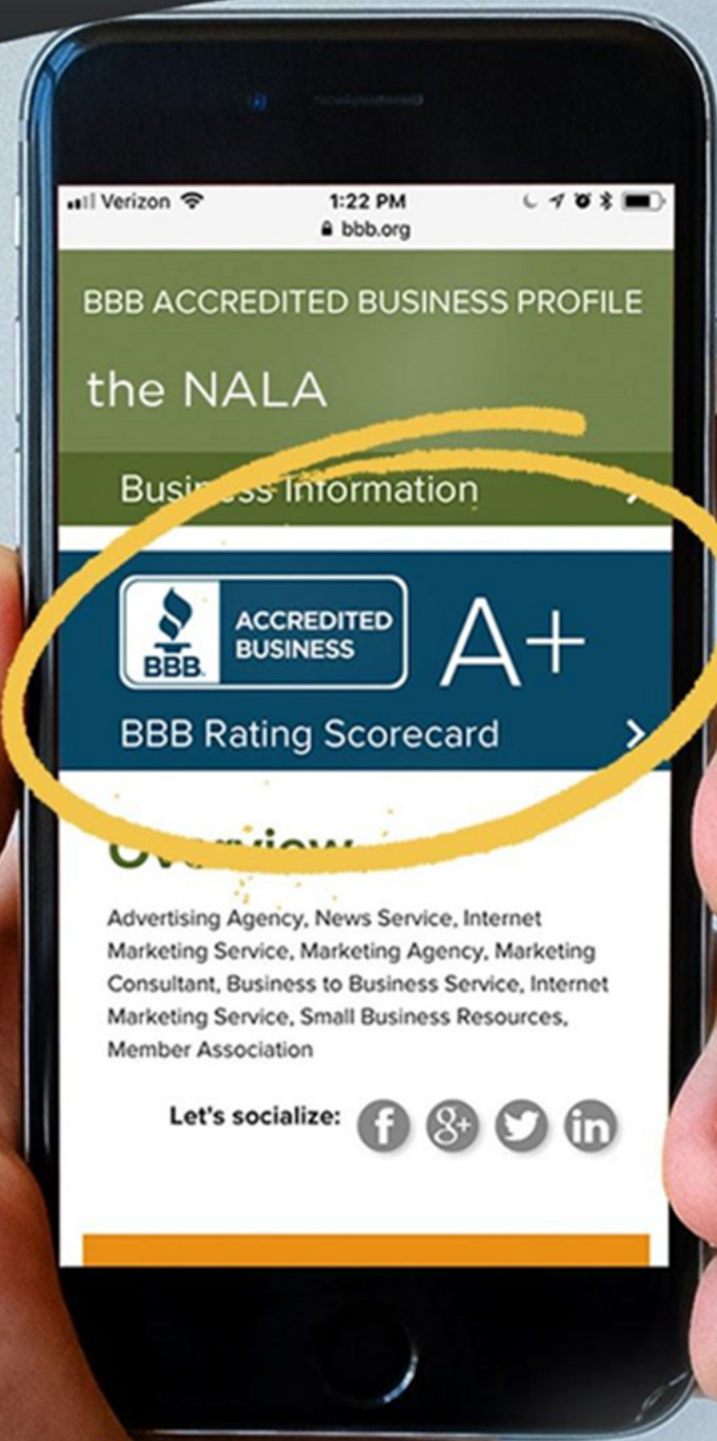


About Us



We help your business become **DISCOVERABLE** and be chosen over the competitors by creating a **POSITIVE** and **CREDIBLE ONLINE REPUTATION** in a cost-effective way.

Our Reputation



"the NALA is a good program for anyone who would like to gain exposure and business on the internet."

- Tonya Lowe, CLU

"I used the NALA for their press release and marketing services and was very pleased. They delivered exactly what was promised and then some."

- Alexandria Zant, attorney



on **GOOGLE** and **FACEBOOK**



15 year strategic partnership with

NEWS AMERICA MARKETING.

A division of
News Corporation

**A+ Rating from
Better Business Bureau**

Your Media Campaign 2.0 includes:



Google Maps
View Listing

Connect
Disconnect

Facebook
View Listing

Connected
Disconnect

Listing synced

Homes Unlimited, Inc. Hosts Successful Shoe Drive

October 16, 2017

Anchor Real Estate, Inc. and Homes Unlimited, Inc. collect eight boxes of shoes for Soles4Souls.

Anchor Real Estate, Inc. (ANRE) recently hosted a summer shoe drive for Soles4Souls, a nonprofit global social enterprise committed to fighting poverty through the collection and distribution of clothing. The result of Homes Unlimited's drive was eight boxes of shoes that will be distributed to people in need.

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Homes Unlimited, Inc.
@907realestate

Home

About

Reviews

Photos

Likes

Posts

Create a Page

Homes Unlimited Helps Soles4Souls Wear Out Poverty with Shoe Drive

The Carson Group
@thecarsongroupso

Home

About

Testimonials

Reviews

Photos

Likes

Events

Support Nonprofit
Make a Difference
Together we can make a difference

Sign up for ONE or ALL four NATIONAL CAUSE MARKETING EXPOSURES for your business

National Cause Marketing

More exposure
Most nonprofit partners will include your business in social media and on their website
Extra social media posts

N.A.S.S.S.
NORTH AMERICAN SPEAKER SERIES
AUDIO SEGMENT
Woods Law KC, LLC
November 16, 2017

About Aaron Woods, Woods Law KC, LLC Aaron Woods devotes his practice to representing injured people and their families, and speaks up for real people against some of the most powerful companies and interests in America. Woods Law KC focuses exclusively on personal injury. For more information, please call (816) 298-7872, or visit <http://www.woodslewk.com>.

Amber Quinn discusses FAQs

N.A.S.S.S.
NORTH AMERICAN SPEAKER SERIES
AUDIO SEGMENT

MEDIA ROOM

THE NALA

PRESS RELEASES

BLOGS

A.S.S.S.
NORTH AMERICAN SPEAKER SERIES
AUDIO SEGMENT

RDM

PRESS RELEASES

SOCIAL MEDIA

COLLECTIVE CAUSE MARKETING

AUDIO VIDEO SEGMENTS

MEDIA ROOM



REPUTATION & DIRECTORY MANAGEMENT



**MONITOR
YOUR ONLINE
REVIEWS**

A white starburst shape containing a black line graph icon with several data points connected by lines.

**MANAGE
YOUR SOCIAL
INTERACTIONS**

A white starburst shape containing a black icon of a person with speech bubbles, representing social media interactions.

**MAINTAIN
YOUR LOCAL
LISTINGS**

A white starburst shape containing a black icon of a checklist with a pencil, representing maintaining listings.

**EASY
TO READ
REPORTING**

A white starburst shape containing a black icon of a document with an arrow pointing to the right, representing reporting.

Influence Over Quantity



the NALA posts your business profile on up to **50** local listing and business directories.





The most comprehensive DIGITAL KNOWLEDGE management platform

- **BE FOUND**
- **RANK HIGHER**
- **IMPROVE** your reputation
- Generate more **POSITIVE REVIEWS**
- **4 & 5 STAR** reviews are shared on top review sites
- Negative reviews are directed to you to **RESPOND**

Are You Listed?



NATURE
OF
BUSINESS

2

BUSINESS
DETAILS

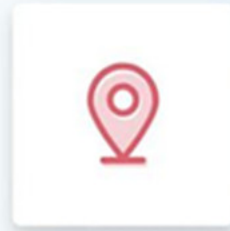
3

SCAN
RESULTS

4

FIX YOUR
LISTINGS

What kind of business do you run?



SINGLE LOCATION
BUSINESS



MULTI LOCATION
BUSINESS

YOUR NAME

PHONE

EMAIL ADDRESS

+1

CHECK STATUS NOW



NATURE
OF
BUSINESS

2

BUSINESS
DETAILS

3

SCAN
RESULTS

4

FIX YOUR
LISTINGS

What kind of business do you run?



SINGLE LOCATION
BUSINESS



MULTI LOCATION
BUSINESS

YOUR NAME

PHONE

EMAIL ADDRESS

Reputation Scan



THE NALA

Reputation Management for Your Business

the NALA's Reputation Management

According to a survey by **Search Engine Land**, 72% of consumers trust online reviews as much as personal recommendations from real people. Positive customer reviews may be the single most effective marketing you can do for your business.



How does your business compare?

Use our free Review Scan to generate an instant reputation report and see how your business appears on local review sites.

Business Name



Postal Code or City

Business Phone



I'm not a robot



reCAPTCHA
Privacy - Terms

SCAN MY REVIEWS FREE



THE NALA

Reputation Management for Your Business

the NALA's Reputation Management

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Postal Code or City

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I'm not a robot




reCAPTCHA
Privacy - Terms

[SCAN MY REVIEWS FREE](#)



The most comprehensive DIGITAL KNOWLEDGE management platform

 **46**
Listed sites

 **42**
Currently Synced

 **0**
Require Action

MANAGE YOUR LOCAL LISTING
Automatically sync location data across a network of up to 50 most influential directories

 Listings

 Interactions

 Rankings

 Review Generation



Google Maps
[View Listing](#)

 Connected

[Disconnect](#)



Bing
[View Listing](#)

 Listing synced



Yellowpages
[View Listing](#)

 Connected



Foursquare
[View Listing](#)

 Listing synced



Where To?
[View Listing](#)

 Listing synced



Yellow Bot
[View Listing](#)

 Listing synced



Re/Max Edge Realty: Herbert Lenny

REAL ESTATE AGENT IN AKRON, OH

ADDRESS & CONTACT

1033 E Turkeyfoot Lk Rd
Akron, OH 44312

BUSINESS DESCRIPTION

As a buyers agent I enjoy working with customers no matter the price range. \$40,000 to \$1,000,000, I want to help find you the house your looking for, no matter the commission. If your looking for a realistic Realtor who will help obtain your selling, buying or investing goals, please call or email me anytime and we'll talk!

SET LOCATION

Re/Max Edge Realty: Herbert Lenny - 1033

 Listings

 Interactions

 Rankings

 Review Generation



 **47**
Listed sites



 **32**
Currently Synced



 **3**
Require Action

 [Connect](#)
Google Maps
[View Listing](#)

 [Connect](#)
Yelp
[View Listing](#)

  Listing synced
Bing
[View Listing](#)

  Listing synced
Foursquare
[View Listing](#)

  Listing synced
Where To?
[View Listing](#)

 [Connect](#)
Facebook

Sample dashboard



PNW Dirtworks and Paving

DIRTWORKS AND PAVING

ADDRESS & CONTACT

3515 W Linneatus Dr.
Coeur d'Alene, ID 83815

BUSINESS DESCRIPTION

PNW Dirtworks and Paving serves the Pacific Northwest and is a trusted brand in the Paving and Excavation community. With over 32 years of combined experience specializing in Asphalt Paving, Custom Dirt-Work and Excavation Services, our team of experienced professionals lead the industry in commercial and residential projects. Honesty, integrity, attention to detail and a customer centric approach are guiding principles that ensure client satisfaction on all engagements.

SET LOCATION

PNW Dirtworks and Paving - 3515 W Linne

Listings

Interactions

Rankings

Review Generation

✓ 28
Listed sites

− 26
Currently Synced

✗ 0
Require Action



Google Maps

[View Listing](#)

Please verify listing on [Google My Business](#)

✓ Connected

[Disconnect](#)



Yelp

[View Listing](#)

✓ Connected



Bing

[View Listing](#)

✓ Listing synced



Where To?

[View Listing](#)

✓ Listing synced



Facebook

[View Listing](#)

✓ Connected

[Disconnect](#)



City Squares

[View Listing](#)

✓ Listing synced

Generating reviews

The most comprehensive REVIEW management platform for local business.

 **462**
Total Interactions

 **26**
New Interactions

 **186**
Positive Interactions

 **0**
Negative Interactions

MANAGE YOUR SOCIAL INTERACTIONS
Monitor, request and repond to reviews from the top 3 reviews sites from 1 easy to use dashboard.

8

Taylor-Lee Dube has rated you on 2019-01-02

RESPONSE PENDING

★★★★★

Before I started getting adjusted by Dr.Frank and Harris Road Chiropractic I had severe insomnia and constant neck pain. It's only been 2 months since I started but since day 1 I've been sleeping normally for the first time in years. I'm happy to say that I will be taking care of my body and getting adjusted for the rest of my life. Thank you Dr.Frank!

8

Alina Dragota has rated you on 2018-12-24

RESPONSE PENDING

★★★★★

After my first month at Harris Road Chiropractic my quality of life improved significantly. I would highly recommend care by Dr.Frank for anyone of all ages. He is one of the kindest people I have ever met and he genuinely cares about helping people.

8

Jason Maschke has rated you on 2018-12-20

RESPONSE PENDING

★★★★★

Four simple words say it all... "Dr. Frank is awesome!" I have been involved in sports my entire life. Throughout the years I have seen multiple chiropractors for a multitude of ailments. Not until I met Dr Frank did I truly find relief. I tell all of my friends and coworkers; "you wouldn't believe the quality of adjustment he can give you until you've been there!" NOBODY can "crack me" like him... nobody! His passion for his profession is second to none and he ALWAYS has such a positive

Review generation

- MONITOR, MANAGE and RESPOND to your online REVIEWS from one central dashboard.
- Customers who select 4 and 5 stars are directed to post their review to the top review sites you have selected
- 1 to 3 stars are redirected back to you to respond.
- Request reviews from your best customers or upload a list.
- Request reviews with easy to set-up templates

Hi <customer>,

Thank you for trusting us. We hope that the service we provided for you met your expectations.

We value you as a customer, so your feedback is important for us to make the NALA better. Can you take a few seconds to review your experience with us?



Thank you for supporting us with your positive feedback. It means a lot to us.

If you have left us an online review as well, we truly appreciate it. If not, please take a moment to review us. Your online review would not only help us, but also helps other potential customers to learn from your experience.


 Google Maps

[Write a review](#)

 Zillow

[Write a review](#)

CUSTOMER REVIEW

 **Great Customer Services**



Joanna Prinze : 2 days ago

vice
Many
ded!
it
n, Very
is fine.
ll buy it



Now that you are discoverable, let's build your reputation and credibility with **POSITIVE CONTENT**



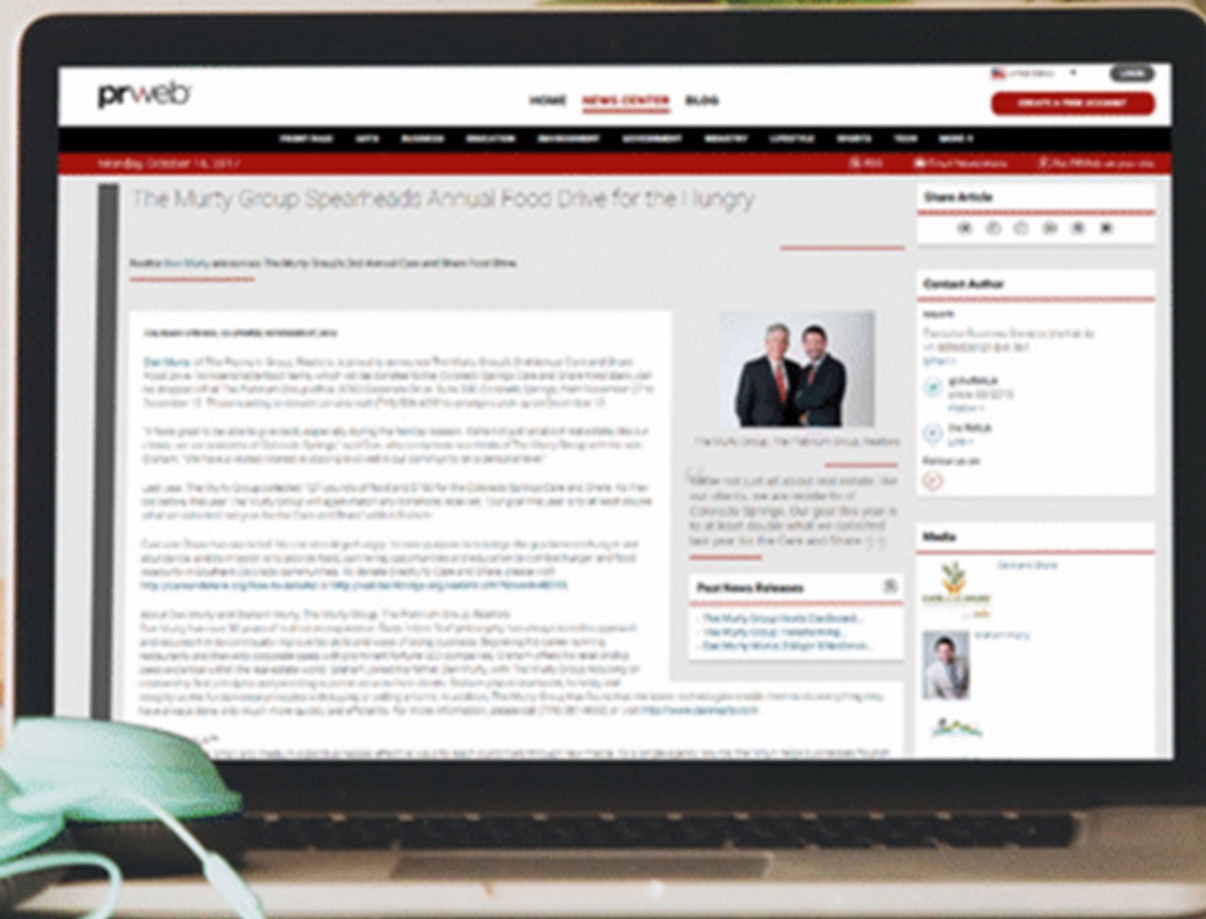
Positive content



**Press releases will give you an active online presence.
We introduce you as an expert in your industry.
We will help you identify newsworthy content.**

Your press release:

- is unique
- is not a template
- is professionally written
- includes logos, photos or videos
- is newsworthy
- links back to your website
- is posted to social media
- co-brands you with a cause
- builds credibility
- improves your reputation



Cause Marketing



The NALA can co-brand you with one of our top-rated charity partners, or a charity you already support at no additional cost. We announce your partnership in a press release.

- Your business can be a drop-off location for shoes, clothes or toys.
- Meet potential new prospects.



of customers have a more positive image of your company when you support a cause they care about



of customers wish more companies would support a cause



Our Charity Partners



Collective Cause Marketing



THE NALA

Collective Cause Marketing

Together we can make a **Meaningful Impact**

Promote your business and support a cause at no extra cost

JANUARY - MARCH



APRIL - JUNE



JULY - SEPTEMBER



OCTOBER - DECEMBER



SUPPORT ONE, TWO OR ALL FOUR NATIONAL DRIVES!

The more businesses that support, the more EXPOSURE for YOU & the Cause!

AND THAT'S NOT ALL!

- Most non-profit partners will include your business in their social media and on their website
- Your business gains exposure in additional Press Releases
- Great potential for additional local and national press
- Additional social posts

Put your name in the news



Your Press Release Is
Seen on major search engines

Google

bing

YAHOO!

Third party validation



Nothing you say about yourself will have as much impact as someone else saying it on your behalf.

LET THE NEWS BE YOUR ADVOCATE



Fortune 500's top 50 companies

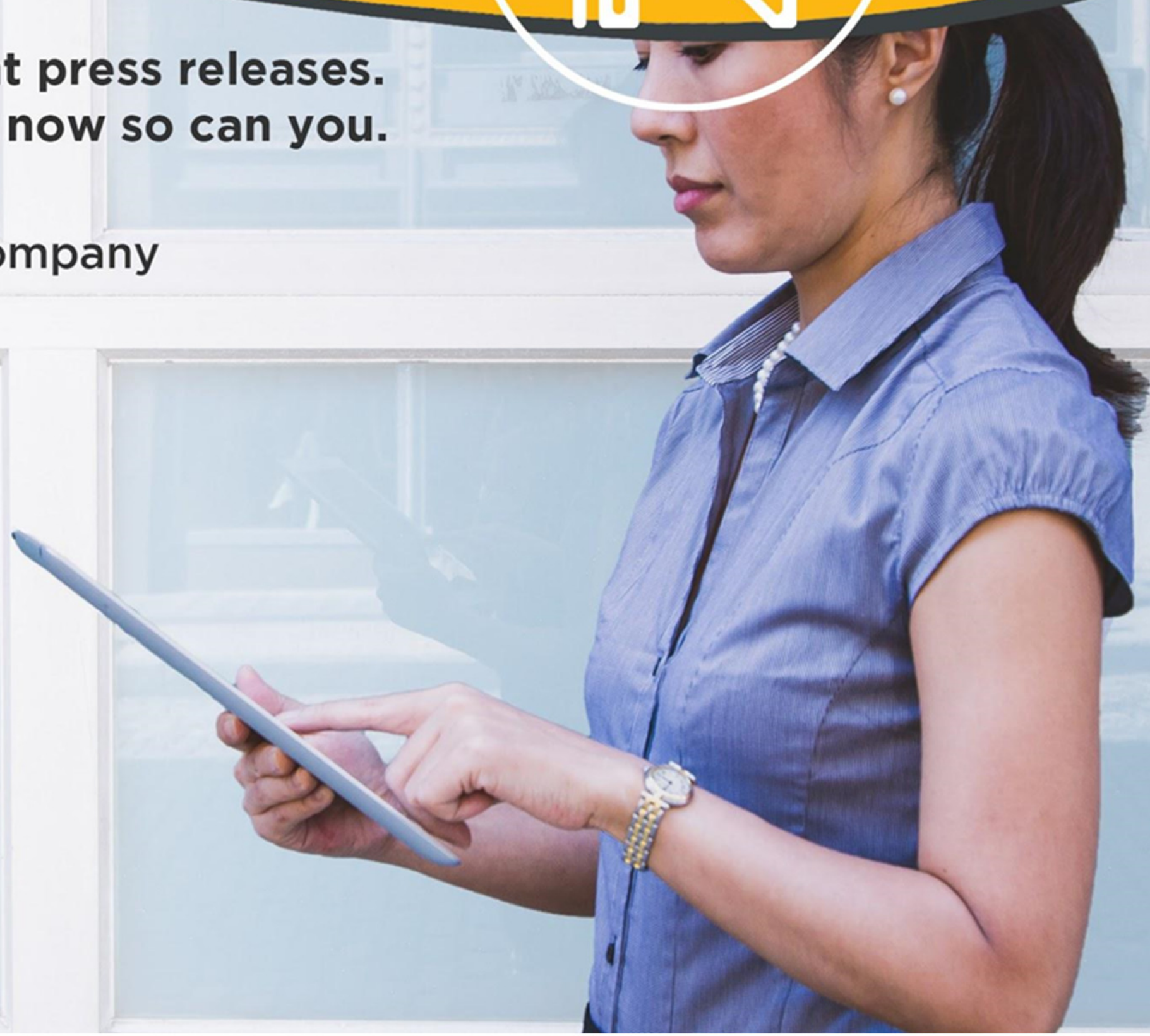


**Understand the importance of frequent press releases.
Fortune 500 companies use them and now so can you.**

1. Stay relevant
2. Share fresh content about your company
3. Third-party validation



Fortune 500 Press Release Frequency



The value of social media

Having an active social media plays a crucial part in your online reputation.

- 2.27 billion monthly active Facebook users
- 67% of adults get their news on social media
- the NALA posts to your social media 2 - 3 times per week

Posts include:

- Announcement of your press release
- Screenshots from media outlets posted to your **FACEBOOK MEDIA GALLERY**
- Industry generic posts to Keep you active online





Increase your exposure as an industry expert through recorded interview segments featured on The North American Speaker Series, NASS and YouTube.

- Additional online value
- Unique addition to your message
- Sets you apart from your competitors
- Links in your press release

As you acquire new media, your content will be added to your Media Room, keeping visitors informed of your most recent news.

Your media room includes:

Press Releases

NASS segments

Social Media links

Links to your website



Success is Guaranteed



We don't promise success, we guarantee it.



Your Media Campaign, which consists of 4 press releases will be picked up by a **MINIMUM of 100 media outlets**, or we will issue you a **FULL REFUND**.




This is the Report

to show you the pick-ups from your release

We track and share the number of online media pickups you receive and provide you access to your reporting 24/7, 365.

Total Online PickUp: 177

Potential Audience: 9,306,485

	Pickup	Traffic	Audience
	Where did my release get picked up?	What traffic did my release generate?	Who are the audiences viewing my release?
	177 total pickup	147 release views	977 targeted influencers
	9,306,485 total potential audience	3,938 web crawler hits	

View live report [here](#)

Why the NALA



- We have 30 Years Experience
- We make you Discoverable
- Enhance your online reputation
- Improve your credibility with earned media
- Increase your online exposure with audio video segments
- Supercharge your social media
- Cause Marketing makes you stand out in your community
- Our Media Room adds professionalism
- We GUARANTEE Results or you pay nothing





**Other than price, do you have
any other questions?**





12 MONTHS RDM

4 PRESS RELEASES

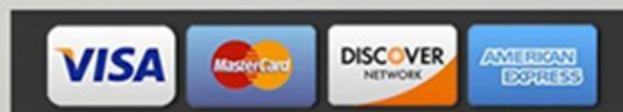
12 MONTHS
SOCIAL MEDIA

MEDIA ROOM

N.A.S.S.

\$6,950*

*plus \$195 Production Fee





12 MONTHS RDM

2 PRESS RELEASES

12 MONTHS
SOCIAL MEDIA

MEDIA ROOM

N.A.S.S.

\$4,495*

*plus \$195 Production Fee





12 MONTHS RDM

1 PRESS RELEASES

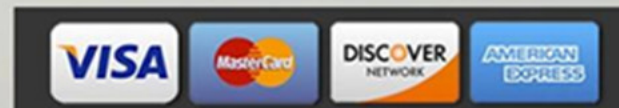
12 MONTHS
SOCIAL MEDIA

MEDIA ROOM

N.A.S.S.

\$3,295*

*plus \$195 Production Fee



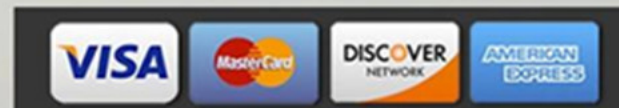


12 MONTHS RDM

12 MONTHS
SOCIAL MEDIA

\$2,395*

*plus \$195 Production Fee



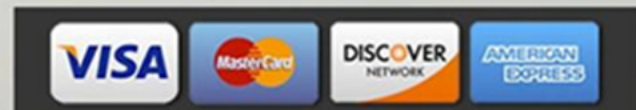


6 MONTHS RDM

6 MONTHS SOCIAL MEDIA

\$1,500*

*plus \$195 Production Fee



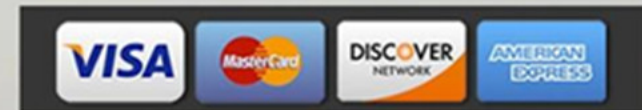
RDM Annual Program



12 MONTHS RDM

\$2,395*

*plus \$195 Production Fee



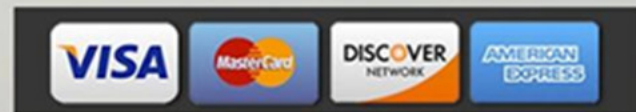
RDM 6 Month Program



6 MONTHS RDM

\$1,500*

*plus \$195 Production Fee





A little paperwork



United States Contracts



THE NALA

PARTIES: The parties to this Agreement are the NALA, a division of EBS Executive Business Services, a California Limited Liability Company (hereafter the NALA), the Business entity, who is the purchaser of the NALA products or services (hereafter Client or Business) and the authorized Independent Sales Organization named below (hereafter ISO).

ISO is an authorized independent sales organization that, among other things, purchases and resells the NALA products and/or components. In accordance with terms and conditions hereinafter set forth, ISO has or shall purchase from the NALA and resell to Client products and/or components subject to the conditions described within the NALA Services Exhibit, and Client shall purchase such products and/or components from ISO or when appropriate from the NALA directly.

Business Name: * <input type="text"/> <small>For Realtors or Insurance Agents, it is recommended that your business name be listed as follows: Jeff Smith Realtor Coldwell Banker [First, Last, Title, Office].</small>		Primary Contact: * <input type="text"/>	
Business Address: * <input type="text"/> <small>Note: Using P.O. boxes, UPS boxes, or "virtual offices" for any of your locations is NOT allowed.</small>	City: * <input type="text"/>	State/Province: * <input type="text" value="- Select -"/>	Zip/Postal Code: * <input type="text"/>
Mailing Address:	City:	State/Province:	Zip/Postal Code:

What happens next



You will be assigned an account manager who will be your go-to person.

You will be emailed a short Press Form to help our team build your press campaign.

We act as your personal publicist by working with the media on your behalf, when an interview, images or additional information are requested.

The business information you provided today is enough to get your RDM dashboard set up. Be on the lookout for an email from **hello@theNALA.com** with login credentials.

As directories are added to the RDM platform, we will ensure you are included as part of that new directory.

You will receive regular reports to update you on the status of your listings and to monitor and respond to your social interactions.

You will receive a copy of the paperwork for your records. Please review.

