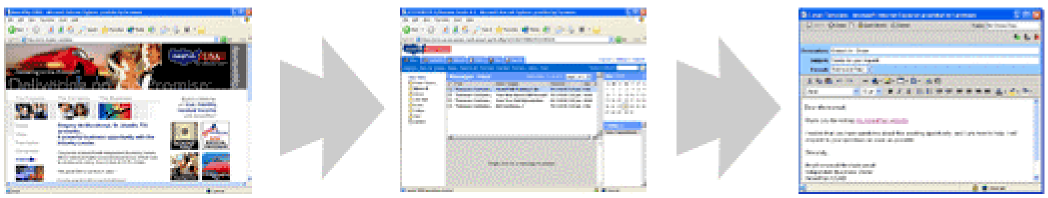
Your ICP Websites and AmeriCAM Business Center

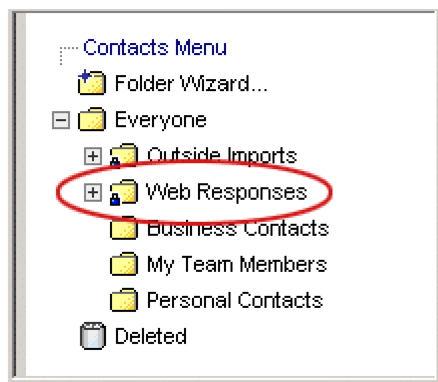
AmeriPlan's ICP package includes two websites that are designed for prospecting and signing up new Members and Brokers. These websites are www.mybenefitsplus.com (Member prospecting site) and www.iboplus.com (Broker prospecting site).

When a visitor to either of these websites fills out the "Contact Us" form or if they signup to become a new Member or Broker, their information is sent from AmeriPlan via a "bridge" to Earnware Corporation and placed in specific folders within your Business Center's Contact Manger. The act of adding these contacts to these folders initiates an automatic e-mail response (a.k.a. "Automatic Campaign") to the person who completed the "Contact Us" form or signed up as a new Member or Broker.



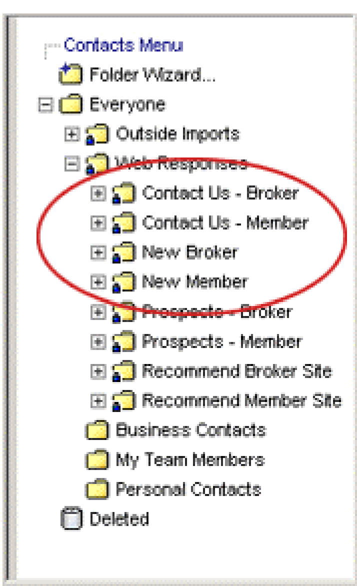
Contact Folders

There are two kinds of folders on the left side of your Contacts section. Those at the top, with the blue lock in the lower left-hand corner, are referred to as "inherited" folders. These folders are part of every AmeriCAM Business Center and cannot be changed. The other folders without a blue lock on them are regular folders that you can change as you see fit.



For the purposes of this document, the only folder above that you need to be aware of at present is the folder called "Web Responses." There are several sub-folders under the "Web Responses" folder.

To see these sub-folders, click on the + plus sign next to "Web Responses."



The four folders that we are concerned with here are:

- Contact Us – Broker
- Contact Us – Member
- New Broker
- New Member

These are the folders where your contacts are imported from your AmeriPlan websites. As soon as these names are added to the appropriate folder, an automatic campaign is started.

Four Automatic Campaigns

The automatic campaigns that come with your system are stored in the Files section of your Business Center. Click on the "Files" tab and then click on the folder called "Campaigns." To open one of the campaigns, simply double-click on the name of the campaign in the main screen.

The four campaigns are as follows:

Contact Us – Broker

This campaign consists of one e-mail titled, “Contact Us – Broker” is sent immediately after the prospect completes the “Contact Us” form on your www.iboplus.com website.

Contact Us – Member

This campaign consists of one e-mail titled, “Contact Us – Member” is sent immediately after the prospect completes the “Contact Us” form on your www.mybenefitsplus.com website.

New Broker

This campaign consists of the following E-mail Templates and are sent out after the Broker Signed up…

- **Immediately** – “100 Questions to Success“
- **1 Day** - “Getting a Clear Focus on Your Business“
- **2 Days** - “In-home meeting guidelines“
- **3 Days** - Hitting "The Wall" (Keeping Your Momentum)
- **4 Days** - “What Makes AmeriPlan Better? “

New Member

This campaign consists of the following E-mail Templates and are sent out after the Member Signed up…

- **Immediately** – “Welcome” (Brief over view of benefits)
- **3 Days** - “Your Membership Cards“ (If you haven’t gotten them yet…)
- **7 Days** - “What to expect... “ (How to set an appt with your dentist etc.)
- **10 Days** - “Vision Plan Benefits“
- **12 Days** - “Prescription Plan Benefits“
- **16 Days** - “Chiropractic Benefits“
- **2 Months** - “Have you used your benefits yet? “
- **3 Months** - “How Others Are Benefiting... “