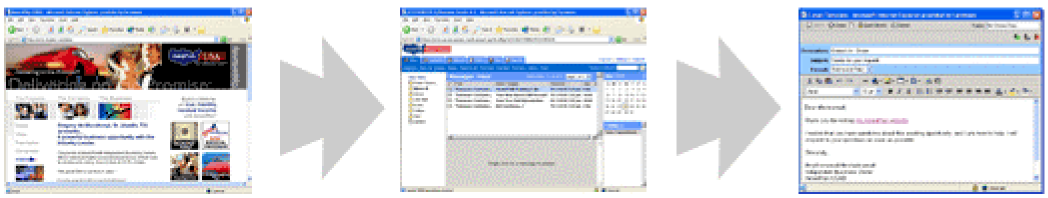
Your ICP Websites and AmeriCAM Business Center

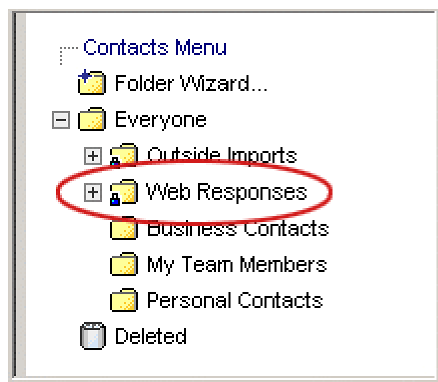
AmeriPlan's ICP package includes two websites that are designed for prospecting and signing up new Members and Brokers. These websites are www.mybenefitsplus.com (Member prospecting site) and www.iboplus.com (Broker prospecting site).

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.



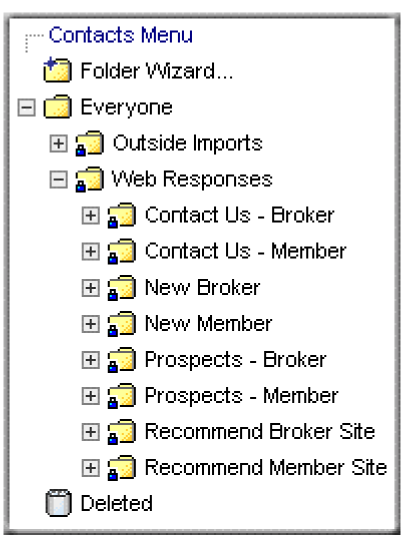
Contact Folders

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 six folders that we are concerned with here are:

- Contact Us – Broker
- Contact Us – Member
- New Broker
- New Member
- Recommend Broker Site
- Recommend Member Site

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.

Six 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... "

Recommend Broker/Member Site

These campaign consists of the following E-mail Template and are sent out after the website visitor has clicked on the "Recommend This Site" button on either your www.mybenefitsplus.com or www.iboplus.com websites:

- **Immediately** – Recommend this site (This campaign is sent to the person to whom the site visitor is recommending the site and not to the person who is currently visiting the site.)

Two Prospecting Campaigns

The “Prospect – Broker” and “Prospects – Member” campaigns function in much the same way as your other six campaigns with the exception that they are not directly tied to any of your ICP websites. In order to initiate these campaigns, you will need to manually place a prospect’s Contact Record in the appropriate “Prospects” folder in your Contact Manager. There are two ways to do this:

1. **Create a new Contact Record:** Go to the "Contacts" section of your Business Center, click on the + next to the "Web Responses" folder, then click on either the “Prospect – Broker” or “Prospects – Member” folder. Now, click on "Add Contact" (just under the "Inbox" tab), enter the appropriate information, and click on the "Save" icon. The campaign will be initiated as soon as you save the Contact Record.

2. **Move an existing Contact:** If you are getting leads imported into your Business Center, go to the "Contacts" section of your Business Center, click on the + next to the "Outside Imports" folder and then click on the name of the "Broker Prospects" or "Member Prospects" folder. A list of all leads that have been imported into your system will appear in the main screen. Click on the name of any of these contacts that you want to start on the Prospecting campaign. Now, click on the word "Move" (just under the "tasks" tab). In the window that appears, click on the + next to the "Web Responses" folder, then click on the “Prospect – Broker” or “Prospects – Member” folder. Now click "OK." The contact will be moved to the appropriate folder and the campaign will be started.

Prospects - Broker

- **Immediate** - Broker Prospects #01 ("How long could you survive...")
- **1 day** - Broker Prospects #02 ("Ignore your teeth...")
- **3 days** - Broker Prospects #03 ("Two-Million-Dollars A Minute")
- **6 days** - Broker Prospects #04 ("Where Would You Be...")
- **8 days** - Broker Prospects #05 ("Emergency Room...")
- **11 days** - Broker Prospects #06 ("70% out the door...")
- **13 days** - Broker Prospects #07 ("Who has the time?...")
- **16 days** - Broker Prospects #08 ("55% worry...")
- **18 days** - Broker Prospects #09 ("Unlike your teeth...")
- **20 days** - Broker Prospects #10 ("Double your income...")
- **6 weeks** - Broker Prospects Long Term Drip 01
- **9 weeks** - Broker Prospects Long Term Drip 02
- **15 weeks** - Broker Prospects Long Term Drip 03

Prospects - Member

- **Immediate** - Member Prospect 01 ("Thanks for your request!")
- **1 day** - Member Prospect 02 ("Save Big on Dental Services!")
- **2 days** - Member Prospect 03 ("Can't Afford Chiropractic Care?")
- **3 days** - Member Prospect 04 ("Seeing is Believing")
- **4 days** - Member Prospect 05 ("Discounts on Prescription Medications")
- **5 days** - Member Prospect 06 ("Why wait any longer?")
- **3 weeks** - Member Prospect Long Term Drip 01
- **9 weeks** - Member Prospect Long Term Drip 02
- **15 weeks** - Member Prospect Long Term Drip 03