

THE EDUCATIONAL FOUNDATION SUPPORT NETWORK INTRODUCES THE BAR

(FULL VERSION)

What is The Bar?

The Bar is a web navigational tool just like the Yahoo!, MSN or Google toolbar found on nearly every computer in the world. Log onto the Internet to see what toolbar you have.



What is the difference?

All search engines use technology to attract users. They use sophisticated spyware to track your usage and scan your emails, both incoming and outgoing. This enables them to trace your likes and dislikes, and therefore, charge advertiser a premium to reach you, their target market. While all the same, we'll use Yahoo as an example.

All of the information found below (minus the Lament Terms) can be found on Yahoo Terms of Use.

YAHOO! Terms and Conditions - ADVERTISING RIGHTS

"Yahoo! reserves and has the right to sell, license and/or display any advertising, attribution, links, promotional and/or distribution rights in connection with your content, and Yahoo! will be entitled to retain any and all revenue generated from any sales or licenses of such advertising, attribution, links, or promotional or distribution rights. Nothing in these Additional Terms obligates or may be deemed to obligate Yahoo! to sell, license or offer to sell or license any advertising, promotion or distribution rights."

Lament Terms: Yahoo will snoop YOUR CONTENT, sell it to advertisers and keep the money. "Your Content" is any web activity, from general web searches to every word you send or receive via email.

Does Yahoo! engage in telemarketing?

"Yahoo! offers you a choice about whether or not you want us to call you to market products or services to you at the number you specify on our Marketing Preferences page. You can visit this page to indicate your preference on telemarketing, among other things."

Lament Terms: When registering and NOT looking at the terms of agreement, you provide Yahoo access to your personal time. They CAN call you if you do not opt out in the Marketing Preference.

Does Yahoo! include web beacons in email?

"In order to determine if email messages are opened and acted upon, Yahoo! includes web beacons in HTML-formatted email messages (messages that include graphics) that Yahoo!, or its agents, sends."

Definition: A Web beacon or bug is an object embedded in a web page or e-mail and is usually invisible to the user but allows checking that a user has viewed the page or e-mail. One common use is in e-mail tracking.

Lament Terms: Yahoo OR its agents can send advertising emails (commonly known as SPAM) and track whether you open and view the email. This is ALL for Yahoo's profit, NOT yours.

THE BAR BENEFITS - MONEY, COMMUNICATION AND BRANDING

Earning Money

Internet sites generate revenue through the distribution of information. Sites like Google track your Internet usage, what sites you visit, your assumed interests, and location. Google sells this information to advertisers, who then pay Google handsomely to reach YOU, their target consumer through sponsored ads and junk mail.

Try this exercise. Type the word "pets" in the Google Search Bar and notice the sponsored ads on the right of your screen will have links pertaining to your city or state. How does Google know where you live? Each time you use Google or use Gmail, you provide them with information about yourself.

1. The Bar DOES NOT track your activity, instead they ask right up front for your sex, age / income range and zip code. This information is then used to provide advertising that suits the individual.
2. The Bar shares in the revenue generated by its members. In other words, the more web activity you create, the more money you earn.
3. The Bar is a Communication Tool for schools, groups, or any organization with a membership base. More on this important feature next.

Communication

The Internet is the most widely used communication / information tool in the world. It's advancements in email, instant messaging, blogs and social sites have made reaching and audience easier. The Bar takes it one significant step further. Now any group or organization can brand their bar with a logo, mascot, or special icon. When clicked, users will be taken to the location of the group's choice.

Click New school schedule
Click Special deals for Your Bar members only
Click Video message from the President

When your icon is clicked, you can deliver a message to your audience whenever, and however you choose. This message can be changed monthly, weekly, daily, even hourly. Parents can log on every morning to hear daily school announcements. Stores can deliver weekly sales for bar members only; sport teams can provide updates on game schedules. Your audience, your message, and all while generating money. Getting paid to provide a better communication solution to your audience.

Branding

So you have a Yahoo! toolbar. Does Yahoo! help spread your message or brand your name? Nope. Remember, Yahoo earns money when you use their search engine. The Bar doesn't have a dedicated search engine. In fact, you will continue to use Yahoo!, MSN, or Google search features. So there is little difference in how you use the web. The difference is that your audience will no longer be using an outside branded toolbar. Instead, they will be using:

The PHS Bar
The Elite Soccer Bar
The Cardinals Bar
The Blue Bar

You will be sharing information on YOUR BAR, with YOUR LOGO and YOUR MESSAGE. Whether you have a huge member base, or 10 people, your toolbar will enable you to reach your audience more effectively than ever before, all while earning money. Better than the Yahoo toolbar? Yep.

How much money is really possible?

Lots, and here's why. The Bar pays on a viral distribution plan, meaning you not only earn money for your activity, but for the activity of everyone registered underneath you through seven levels. For instance, if you register (pass your information link) to 25 others, and each of them do the same to just 3 others, and everyone through all seven levels viewed an average of three ads per day (some will view 50, while other 0), you would earn **\$7,377.75** per month.

Groups that register 500 or more directly under them, can earn 500 times more. This isn't rocket science, this is YOU getting a share of the money advertisers pay to Internet sites to reach YOU.

Is The Bar a gimmick?

No. The concept of revenue share is nothing new. Like any successful company, we have taken the very best in the industry and joined them to turn YOUR BAR into the most profitable branding/communication tool on the web.

Is there a cost?

No. The Bar is free; today, tomorrow and always.

How does our group register?

Go to getthebar.com/simplefundraiser and register your organization. Once registered, you can send your personal link and password to everyone worldwide. It is that simple.

We will provide email/letter templates that can be altered to fit your group. People will register in droves. Why?

MONEY ... MONEY ... MONEY

If you could earn \$1,000 a month, and not change your Internet habits one bit, would you do it? Heck yeah, and so would everyone else. This is what you are offering your audience ...

A customized communication bar that will earn money each time they use the Internet.

What you are really offering them is a branded communication toolbar that earns YOUR GROUP money each time your audience uses the internet. If this sounds too good to be true, then don't do it. However, since there is no cost, no risk, and no reason not to, you should probably check it out.

When all is said and done, The Bar is about you, your organization and how existing ad dollars can make a real difference within your community. It is a tool to reach your audience, communicate your message and earn tremendous dollars. We invite you to become a Bar member and join the millions that are changing their world one click at a time.

Go to www.getthebar.com/simplefundraiser today!