



A Great Opportunity to Reach a World of New Clients!

NMNaturalHealing.com is an exciting new directory of practitioners, businesses, and events that gives you the opportunity to reach a whole new market of potential clients--easily and affordably.

NMNaturalHealing.com is dedicated to branding New Mexico as THE healing destination and both the NM Department of Tourism and the Santa Fe Convention and Visitors Bureau are helping to promote this project.

We will also be doing major advertising locally wherever we have a concentration of participating businesses. This means more local business for you.

Until now, there has been no single place where locals and tourists can compare health-related services and products available in major New Mexico cities. On our site, someone looking for a yoga studio in Santa Fe can compare those listed and find one that fits his or her needs.

If you already have a Web site, then you know that building targeted site traffic is a real challenge. A listing on NMNaturalHealing.com can lead many new customers to your own site - both tourists and locals.

The person behind this project is Joan Sotkin, who has been doing business online since 1995 on her personal site ProsperityPlace.com. Joan also had a Web development firm for five years, and she really understands how to effectively build and sustain a profitable online presence. Because she has also been involved with alternative healing for over 35 years, Joan is uniquely qualified to head this project. .

Now you can be part of this incredible opportunity to reach potential clients worldwide--easily and affordably.

And there is more: For small business owners there will be group meetings and workshops where you can receive the help you need to effectively build and manage your business. Our goal is to help you develop the business and financial skills you need in order to succeed.

What You'll Find in This Document

This document will walk you through the basics of what the site is about and your opportunities for participation. Once you look through the materials, we would be happy to answer any questions you might have.

Site Basics

On www.NMNaturalHealing.com you will find:

- **Practitioner and Business Listings**

These sections are the core of the site, providing sufficient information about each practitioner or health-related business for site visitors to form a positive impression about the practitioner or business. We have a staff of writers to insure the effectiveness of the listings. Information about what is included with each listing is available at the beginning of the Sample Listing Pages below.

- **The Events Calendar**

Listings for upcoming events, searchable by city and arranged by date

- **The Articles/Audio/Video Database**

This section contains articles, audios, and videos about various alternative healing modalities as well as articles and audios giving advice about natural health and living. Videos include interviews with practitioners and healthcare consumers who have benefited from natural healing modalities

- **The Modalities Glossary**

This section contains an extensive list of modalities, each of which are represented by at least one practitioner on the site.

- **The Product Database (Coming in June 2008)**

Products associated with alternative healing modalities and natural living are made available in this section. Included are information products created with participating practitioners. (This section will be activated in late 2008).

What Each Type of Business Listing Includes:

Basic Business

Single page
Brief description – 50 words
Long Description: Up to 600 words.
3 pictures
Link to Email form and link to website
1 free PDF download or Event
Links to articles and events

Enhanced Listings Include any or all of the following:

Featured Business

When search is done by category or location, featured businesses are listed first, in rotating order. Listing is marked "Featured."

Extra Pages

You can opt to have an additional page with up to 1500 words. An interview or a full description of your services would work well on this page. The extra page includes three pictures.

Audio and Video

You can include either an MP3 audio or a video file on your listing. The video can replace one of the pictures. Videos are hosted on YouTube.com for added exposure.

PDF Files

With a business listing, you are entitled to one PDF download. A schedule of events, flyer about your products or services, or a free e-book would be appropriate here. You can have up to three additional PDFs for a slight setup fee.

Articles

You can provide articles for the articles section on the site at no charge. This provides you with extra visibility. Articles are linked back to your listing.

Events

You can advertise events on our site. Event listings can be up to 350 words with one picture.

See our Price List to evaluate these options.

NMNaturalHealing.com Facts

This innovative Web site provides an unusual opportunity for New Mexico practitioners and businesses. Because the site will be marketed both locally and through various tourism venues and Internet sites, we can guarantee a high rate of site traffic in a short period of time.

The creative force behind NMNaturalHealing.com is Joan Sotkin, who brings to the project an unusual combination of abilities. Joan has been doing business online since 1995 and for her personal site, www.ProspertyPlace.com, has built up a mailing list of 70,000 subscribers. The site attracts over 40,000 visitors each month. Joan had a Web site development firm for five years and oversaw the creation of a series of large sites.

Joan also has an extensive background in alternative healing, having used a wide variety of techniques for her own healing and health maintenance since 1972. She has built a worldwide reputation as a financial healer, guiding people to healthier finances through her prosperity coaching and intuitive counselling.

In the 1980's Joan built a successful wholesale, retail, and mail order business, Joan's Crystals. She was the first person to market crystals and minerals for healing and meditation nationwide and had a line of stones, Joan's Stones, that were sold in over 600 New Age stores.

Also involved in the planning and development of NMNaturalHealing.com is public relations specialist Michael Hice, Michael is a native New Mexican who has been instrumental in setting up alliances with both the New Mexico Department of Tourism, the Santa Fe Visitors and Conventions Bureau, and other government agencies. Michael is actively involved in marketing NMNaturalHealing.com.

NMNaturalHealing.com Marketing Plans

Our goal for the site is to build site traffic as quickly as possible while keeping in mind that successful sites continue to build traffic over time. Our marketing plans include both online and offline marketing as outlined below.

Online Marketing:

1. Pages on the site will be optimized for search engine placement. To improve search engine positioning, we will also be working to develop links to NMNaturalHealing.com from other sites. Link popularity, as it is called, is important for search engine placement.
2. Both the State Tourism Department and the Santa Fe Convention and Visitors sites will link to ours. As our client base expands to include other cities, we will make arrangements for links on the appropriate tourism department sites.
3. A team of college students will be helping us do online “guerrilla marketing,” visiting blogs and forums and spreading the word about the site and/or various offerings.
4. Alliances are being developed with other alternative health sites.
5. We will be sending out newsletters at least twice a month that highlight various therapies and business listed on our site.
6. There will be an ongoing blog reviewing various offerings on the site.

Offline Marketing:

1. The Santa Fe Convention and Visitors Bureau marketing department maintains a large list of publications that like to write articles about Santa Fe and surrounding areas. The marketing director will be arranging for press tours and other activities designed to entice writers to focus on the New Mexico healing community.
2. The State Department of Tourism attends 40 trade shows each year where they tout various tourism opportunities in New Mexico. They will be including materials about NMNaturalHealing.com and our directory participants.
3. Ads will be placed in print publications in New Mexico to encourage locals to use the site to find the perfect practitioner or business to satisfy their healing needs.
4. We will be doing ongoing PR to spread the word. This will include radio talk shows, articles in print publications, and personal appearances.

As the site matures, additional marketing and PR methods will be used.

Have we piqued your curiosity?

If you feel that you'd like to participate in this project,

Or if you'd like more information

call Joan Sotkin at 505-471-8594

Or email Joan@NMNatural

to set up a phone appointment.



NMNaturalHealing.com Business and School Listing Rates

Business and Schools Pages

Basic Business Page	\$485 per year or \$250 down, \$250 in six months.	Copy edit included
----------------------------	--	--------------------

Additional Services

Extra pages	\$150 setup + \$35 per year. Up to 1500 words.	
Additional Modality Links	\$10 per link setup	2 included free for single practitioner, 6 for groups and businesses
Additional Pictures	\$20 per picture setup	Rate applies to digital images
Scan images	\$10 each	
Featured Business	\$50 setup, \$30 per month	Three month minimum
Events	\$30 per listing per month	Up to 300 words, 1 picture
PDF Download link	\$25 setup	
Copy writing or editing	\$75 per hour (staff writers) \$125/hour (Joan)	
Video (from YouTube.com)	\$20 set up	Production available.
Audio clips	\$20 setup, \$25 per year server fee.	\$200 per 2 minutes audio, fully produced
Listing Copy Changes	\$75/hour, min \$10	
Create PDF file from your finished copy	\$20	

Natural Healing Resources, Inc.

2581 Camino San Patricio • Santa Fe, NM 87505 • 505-629-4351 • Info6@nmnatural.com

Annual Business Agreement for NMPNaturalHealing.com

Date: _____ Referred by: _____

NAME: _____ DAY PHONE: _____

COMPANY NAME _____

BILLING ADDRESS: _____

CITY/ST/ZIP _____

EMAIL _____

WEBSITE _____

Method of Payment: (Circle) Check Credit Card

Please make checks payable to Natural Healing Resources, Inc.

CC Number _____ Exp. Date: _____

Billing Address (if different from above): _____

I have read and accept terms and conditions

Signature _____ Date _____

Print Name _____ Title _____

	Basic Business Listing	\$485 per year	Copy edit included
	Business Listing 2 payments	\$250 down, \$250 in six months	Copy edit included
	Featured Business	\$50 setup, \$30 per month.	Minimum 3 months
	Extra pages	\$150 setup + \$35 per year. Up to 1500 words. (\$185 first year)	
	Pictures on Extra Pages	\$20 per picture setup	of pictures:
	Extra PDF Download link	\$25 setup	Client provides PDF
	Copywriting or editing	\$75 per hour staff writers \$125 per hour Joan	
	Events	\$30 for four weeks.	350 words + a picture
	Video clip	\$50 set up, \$50 per year server fee	Production available.
	Audio clips	\$25 setup, \$25 per year server fee.	Production available.
\$	Total Down		

Terms and Conditions

1. Natural Healing Resources, Inc. agrees to provide a listing for the advertiser on NMMaturalHealing.com that is available to site visitors. Natural Healing, Inc. also agrees to build site traffic, to the best of their ability, via both online and offline promotions and through alliances with other organizations.
2. No guarantee of results is made by Natural Healing Resources, Inc.
3. Down payment for business listings is due on signing of contract.
4. The duration of this agreement is 12 months from the date your listing is posted online, with automatic renewals, unless notification is given in writing 15 days prior to ending date. The Client will be sent notification one month before the end of the contract.
5. Rates offered on this agreement are valid thought the length of the agreement and for the length of one twelve-month renewal.
6. Monthly payments, such as those for Featured Business will be automatically posted to the clients credit or debit card. Payments can also be made via a PayPal account. In the event that payment is denied, the online listing will be suspended until payment is made.
7. All materials needed for business listings will be provided to Natural Healing Resrouces, Inc. within 30 days of the signing of this agreement. If they are not received within this time, posting of the client's listing may be delayed. .
8. Cancellation of this agreement by the client may be done before materials are presented to Natural Healing, Inc and a full refund of monies paid will be issued. If the client cancels any time after materials are presented, a refund will be made based on the amount of work that has already been done on the listing. Sixty-five dollars per hour on work done will be deducted from monies paid before a refund is made.
9. Natural Healing Resources, Inc. reserves the right to cancel a business listing at their discretion and refund prorated listing fees paid by the client.
10. Natural Healing Resources, Inc. does not accept, and The Client hereby agrees to indemnify and hold harmless Natural Healing Resources, Inc., its officers, directors, shareholders, employees and agents from any damages, awards, judgments, settlements, attorney's fees, costs any any other liability that may result in any manner from The Ciiient's advertisements and services provided by businesses that advertise on NMMaturalHealing.com. The Client further acknowledges and accepts the NMMaturealHealing.com terms of services and disclaimer provisions to be published on the website.