



Internet Commodities & Futures Exchange™

“The Most Efficient Way To Flip - Buy - Sell - Trade Internet Traffic”

CHECKLIST

Please complete this Checklist in full and return to: support@icfx.org . For further information or clarification on what is required, please refer to the Setup Details. The information below is needed so that we can complete your site setup.

Section One:

START HERE: Please let us know who you are and how to contact you:

Your Name: _____

Contact Email: _____

Alias Email Address (for Dual Identity Purposes): _____

Skype ID: _____

Website Domain Name: _____

Your Business Name: _____

PayPal Email Address (for Receiving Client Payments): _____

We will program your PayPal details into your system. If You DO NOT use PayPal;

What Is the Name or Account of your Payment Processor: _____

You should have Payment Integration details explaining how to setup payment methods for clients who will be paying for services. Please provide us with the Integration details that your merchant account/payment processor provides you with so that we can program it into the system. Send the details to support@icfx.org

Information To Include On Your Site

Same Contact Details As Above? ____

If No, Please Complete The Fields Below:

Name (Individual or Business Name): _____

Contact Email: _____

Skype ID: _____

Website Domain Name: _____

Your Business Name: _____

Please give us a bit of personal info, sales info, “About Us” info, etc., to personalize your site and tell potential clients about your objectives, how you want to help them, how you intend for your service to benefit them, etc.

Please attach a separate sheet if the text box below is not enough:

Section Two:

In the Partner Training Area we mentioned at least three ways that you could set up your online business. By answering the following questions we will know how to better structure your site. You are not restricted to only one method. In fact, you should setup various strategies to determine the best method that works for you.

Be honest with yourself and assess your abilities, the amount of time you want to devote to your business, etc. Keep in mind that you can outsource all of the tasks that you do not want to do or those tasks you are not comfortable with performing.

Please Select the Initial Method Of Operating Your Business. Place an "X" in the selected Method:

1. **Direct Method:** ____

The Direct Marketing Method means that you will offer only the ad products displayed in your Arbitrage Account. This method requires the least amount of client interaction on your part. We will assist you in selecting Ad Products. You'll need to decide the amount of profit markup for your Ad Products.

2. **Indirect:** ____

The Indirect Marketing Method requires a bit more human interaction. This method can allow you to provide additional services along with the advertising products offered in your Arbitrage Account. For instance, you could provide Social Networking Services, Search Engine Optimization Services, Link Building, Submission Services, etc. We will assist you with the various services that you can provide. These additional services can be outsourced, or you can provide them yourself.

3. **Professional Consultant:** ____

This method requires interaction with the clients and if you have decent communication skills, this may be the most profitable method of operating your business. With this method, you would normally limit the display of pricing or packages on your site.

Your potential clients are presented with the anticipated benefits of the various services that you can offer, and given an Evaluation Form to complete, which gives you further details about the needs of your client. A properly completed Evaluation Form should give you enough details to provide the client with a detailed proposal of the services that you will offer.

Establishing Your Service Pricing:

In the Partner Training Area we mentioned three pricing models; please let us know of the one you prefer.

1. **Compete and Defeat:** ____

With this method, your business is based on providing services to your clients at a lower cost or by offering more services than your competitors.

To get an idea of your pricing for this model, you can surf the web to view prices and services that are offered by competing companies that provide Digital Advertising and Internet Traffic to the public.

2. **Create Your Competition:** ____

This method does not compete with others based on price, but rather by quality and a level of services offered to your clients.

This method is all about creating your Brand. It is important to create a unique strategy and unique names for your services or packages. If your services or packages cater to upper end clients, let your service and package names reflect that.

3. **Professional Consultant:** ____

The Professional Consultant method collects as much information from the potential client as possible up front. In some cases, client is offered a free service or some other incentive to elicit information from the potential client. The information is collected on an Evaluation Form displayed on your site.

You will need to have decent communication skills because you may have to follow up with your clients. Since your fees are typically higher than the options 1 and 2, good communication skills help to secure these higher fees.

Domain Name, Hosting And Package Names:

In the Partner Training Area we explain domain name availability, how your business would be setup online, and how you define and identify your market and your competition.

By fully completing the details below we will be able to help you.

Domain Name Selected: _____

We will provide hosting for your domain unless you wish to host it yourself.

If you are providing your own Hosting, it must be Unix/Linux with cPanel enabled; we cannot work with any other hosting set up. We suggest the use of Wordpress, and we will select a theme from <http://www.elegantthemes.com/>. If you have an alternate theme or a static HTML Web site design, please send it to us.

By answering the questions below we will be able to design your site correctly. If you have a specific Wordpress Theme that you want us to use, please let us know.

Which [Elegant Themes](#) design do you like in the order of preference:

A: _____

B: _____

C: _____

D: _____

Name Your Ad Product Packages

List at least three titles for your products or packages that you'd like to offer your clients, example: Basic, Advanced and Professional:

- A. _____
- B. _____
- C. _____

Prepare 3 Prices, Products and Services to Offer Your Clients: If you have not come up with any prices, products or packages please notify us:

Package 1 Product: _____

Package 1 Price: _____

Package 1 Service: _____

Package 2 Product: _____

Package 2 Price: _____

Package 2 Service: _____

Package 3 Product: _____

Package 3 Price: _____

Package 3 Service: _____

If you have additional comments or concerns, please list them here:

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