



## OFF-LINE REGISTRATION FORM

*Hard copy Listing Registration Form for (i) manual registration without on-line access and (ii) manual registration when non-credit card payment is desired. Also, please use as a guide for phone registration.*

*Always available to answer questions or for one on one appointments! Just call 401-465-1109*

**PLEASE CHECK HOW YOU DESIRE TO COMPLETE YOUR PROFILE, ONCE SET-UP:**

- I will complete my profile myself, please forward our userid and password (only Sections I – IV and V11 required).
- I am requesting that MyLocalPro complete our profile for us (Complete all the sections. You can include any information yourself at a later date). I understand that there is a \$25.00 manual processing fee.

Please refer to [FAQs](#) and [Categories](#) for assistance in completing the registration. Both are located at the site and attached for your convenience.

**I. ACCOUNT INFORMATION (Internal Use Only)**

**Business Name:** \_\_\_\_\_

**Address 1:** \_\_\_\_\_

**Address 2:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Preferred Method of Contact:** \_\_\_\_\_



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### II. PRIMARY LISTING REGISTRATION

- Simply circle the desired box (term and miles – your service area).
- Enter the same amount in the settlement section.

REGION ONE	10 Mile Radius	15 Mile Radius	20 Mile Radius
30 Days	\$25.00	\$40.00	\$70.00
90 Days	\$25.00	\$40.00	\$70.00
180 Days	\$50.00	\$90.00	\$130.00
360 Days	\$100.00	\$160.00	\$220.00
REGION TWO	\$36.00	\$60.00	\$78.00
REGION THREE	\$12.00	\$24.00	\$36.00

**REGION 1:** Businesses headquartered in the following Massachusetts and Rhode Island communities ... Attleboro, Bellingham, Foxborough, Franklin, Mansfield, Norfolk, Norton, North Attleboro, Norwood, Plainville, Rehoboth, Seekonk, Sharon, South Easton, Walpole, and Wrentham; Cumberland, RI, and Pawtucket, RI

**REGION 2:** Business headquartered in all other towns and cities throughout Massachusetts and Rhode Island.

**REGION 3:** Business headquartered in communities outside of Massachusetts and Rhode Island.

### III. SELECTED SUBJECTS, HEADINGS, and CATEGORIES

- Refer to Categories Listing.

	Subject	Heading	Category
Category 1			
Category 2			
Category 3			

If you do not find a desired heading or category, please contact us and we will consider adding in the very near future.



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### IV. PROFILE INFORMATION

- Complete only the information that you want reflected in your Profile.
- Enter "SAME" if you want the information from the 'Account Information' section to be used in your profile.

Business Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Web-site Address: \_\_\_\_\_ Fax: \_\_\_\_\_

Best Way to Reach us (circle one): Phone, Mobile Phone, Email; Fax; Any

Best Time to Contact us (circle one): 8am – 11am; 11am – 2pm; 2pm – 5pm; 9am – 5pm;  
Mornings, Afternoons, Evenings, Hours

Hours: \_\_\_\_\_

Specialties: \_\_\_\_\_

Specialties are words that are used to describe your company and what it does. Specialties are used to find you when customers are using the search feature on the front end of the site.

Slogan (maximum of 100 characters): \_\_\_\_\_

MyLocalPro Discount (circle): YES Define: \_\_\_\_\_

Emergency Service Provider (circle): YES Define: \_\_\_\_\_

**V. Billboard Information (circle):** *This can be completed by you, once you have established your listing with us. If you do not have on-line access or do not plan on modifying your listing, then please complete below or attach a separate narrative. Refer to FAQs for content ideas. Please feel free to attach a separate correspondence and/or include existing brochures, profiles, etc*



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### VI. REGISTRATION SETTLEMENT

**Listing Requested (Section II enter amount here):** \$ \_\_\_\_\_

**Manual Entry fee (will not process without this payment, if required)** \$  \$25.00

**TOTAL DUE** \$ \_\_\_\_\_

Please enter referral code here, if applicable >>>>>

**Please submit the entire Registration Form and appropriate Total Due to:**

**MyLocalPro, P.O. Box 504, Attleboro, MA 02703**

### NEXT STEP

We will enter all the Profile information presented above as your initial Service Provider Profile Page. You will receive an user ID and password that will enable you (through the 'Log-in" feature) to modify and expand your profile at any time, as well as change your password. If you have supplied an email address, then this information will be forwarded to you electronically. If no email address, then this information will be forwarded to the contact name at the indicated address, by mail.

NOTE: Logo, Photos, or Coupons are not available at time of off-line registration, but you can add them after your profile has been established, through the log-in feature.

**Categories and FAQs attachments follow >>>>**



## Subjects, Headings, & Categories

### Activities, Hobbies & Sports

#### Hobbies

Art / Frames  
Books  
Coins/Currency  
Cooking  
Crafts  
Modeling/Pagentry  
Music  
Photography  
Sewing & Related  
Scrapbooks

#### Indoor Activities

Dance  
Martial Arts  
Self-Defense

#### Outdoor Activities

Camping  
Cycling  
Climbing/Hiking  
Horses/Riding  
Hunting  
Snow Mobiling  
Snow Skiing

#### Sports

Archery  
Baseball  
Basketball  
Baton Twirling  
Clubs/ Facilities  
Football  
Golf  
Gymnastics  
Hockey  
Lacrosse  
Memorabilia  
Motorsports  
Soccer  
Sports Supplies  
Tennis  
Tickets/ Events  
Training  
Weight Lifting

#### Water Activities

Boating - Marinas/Docks  
Boating - Power  
Boating - Repairs/Supplies  
Boating - Sail  
Boating - Storage/ Transportation  
Canoes/ Kayaks  
Fishing  
Scuba  
Water Skiing

### Entertainment

#### Bars/Lounges/Clubs

Dancing  
Gathering  
Karaoke  
Live Music

#### Eateries/ Restaurants

American Menu  
Appetizers/ Light Menu  
BBQ/ Beef  
Breakfast Only  
Cafes  
Chinese Menu  
Deli/ Sandwiches  
Desserts/ Pasteries  
French Menu  
Ice Cream Shops  
Indian Menu  
Italian Menu  
Japanese Menu  
Lunch Only  
Mexican Menu  
Pizza & Subs  
Portuguese Menu  
Seafood Menu  
Sushi Menu  
Thai Menu

#### Events/ Places

Amusement  
Billiards  
Bowling  
Comedy  
Dinner Theatre  
Events/ Planners  
Mini-Golf/ Go-Carts  
Music Venues/Concerts  
Paintball  
Performing Arts  
Special Venues

#### Occasions

Birthdays  
Christmas  
Weddings

#### Entertainment Related Services

Caterers  
Disc Jockeys  
Entertainers  
Facilities  
Formal Dress  
Limousine  
Party Supplies

### Entertainment Related Services (continued)

Photographers  
Printing/ Stationary  
Signs & Banners  
Tent Rental

#### Travel

Agencies/ Planners  
Hotels/Motels  
Time Shares

### Individual Services

#### Careers

Coaching  
Counseling  
Income Opportunities  
Placement  
Resume

#### Electronics

Cell Phone  
Computer Accessories  
Computer - Hardware  
Computer Services  
Computer - Software  
Entertainment

#### Fashion

Body Art  
Child/Youth  
Clothes  
Consignment  
Fashion Accessories  
Fashion Consultant  
Shoes

#### Finance/ Legal

Accounting/ Taxes  
Advisors/ Planners  
Bank Services  
Credit Counseling  
Insurance  
Investments  
Legal  
Mortgage Services

#### Gifts

Baskets  
Certificates  
Child/ Youth  
Florists  
Unique Items



# Subjects, Headings, & Categories

## Medical

- Chiropractors
- Dental
- Eye Care
- Hair Treatment
- Hearing
- Rehabilitation
- Skin Care
- Supplies

## Nutrition & Fitness

- Clubs/ Gym Facilities
- Personal Trainers
- Supplies
- Weight Control
- Wellness

## Personal Care

- Hair Removal/ Replacement
- Hair Salons, Barber Shops
- Massages/ Spas
- Nails, Toes, Skin
- Tanning

## Personal Items

- Antiques
- Jewelry

## Personal Services

- Appraisal Services
- Child Care
- Educational Services
- Investigative Services
- Marriage Counseling
- Relationships
- Storage

## Pets

- Breeders/ For Sale
- For Adoption
- Groomers
- Hospitals
- Sitting
- Supplies
- Training
- Veterinary

## The Home

### Building & Repairs

- Additions
- Air Conditioning
- Architectural
- Bathroom
- Building Supplies
- Cabinets
- Chimney/ Fireplace
- Construction - General

### Building & Repairs

- Decks
- Doors & Windows
- Driveways/ Paving
- Electrician
- Excavation
- Fence/ Exterior Walls
- Flooring
- Garages
- Handy-man
- Home Design
- Home Supplies
- Kitchen
- Masonry
- Painting
- Plastering
- Plumbing/ Heating
- Roofing
- Sheds/ Exterior Structures
- Siding

### Home Services

- Appliances/ Grills
- Assisted Living
- Bedding
- Closests
- Damage/ Restoration
- Disposal Services
- Entertainment Systems
- Equipment/ Tools
- Exterminators
- Fireplaces
- Firewood
- Fuel Services
- Furniture
- Glass/ Mirrors
- Gutters
- Inspection Services
- Interior Cleaning
- Interior Decorating
- Irrigation
- Landscaping Services
- Landscaping Materials
- Lawn Care
- Lighting/ Fixtures
- Locksmith
- Nurseries/ Plants
- Power Washing
- Realtors
- Relocation Services
- Sanitation
- Security
- Septic/ Wells

### Home Services

- Snow Removal
- Swimming Pools
- Tree/ Stumps
- Windows/ Screens
- Window Dressings

## Transportation

### Auto/Truck/SUV

- Accessories
- Body Repair
- Caps/Racks
- Engine Repair
- Glass
- Maintenance
- Navigation
- New - For Sale
- Painting/ Detailing
- Parts
- Restoration/ Classic
- Sound Systems
- Starters
- Tires
- Upholstery
- Used - For Sale

### Motorcycles

- Accessories
- Engine Repair
- Frame Repair
- Maintenance
- New - For Sale
- Parts
- Restoration

### Transportation Services

- Auto Cleaning
- Auto Insurance
- Auto Schools
- Inspections
- Removal
- Rental
- Taxi Service
- Towing



## FAQs/ Helpful Hints

### **Consumer – Search Options**

By entering your **Zip Code**, you are locating service providers who have listed your community as being within their service area, not just vendors physically headquartered in your community.

**Search Here** is used when performing a broad search for any and all providers. This is the most frequent manner of search. Within this search feature, a User may capture matching solutions through either a word search or a search by category method - the prepared Subjects, Headings, and Categories listings.

The **Word Search** will generate results from all similar keywords identified by Service Providers in their profiles and word associations from the Subjects, Headings, and Categories options. Successful searches yield (I) a summary of Service Providers with matching keywords and (II) a list of all related categories. Click through the related categories to find a summary of additional service providers.

The **Subjects, Headings, and Categories Search** function will provide you with all service providers who have chosen that those specific listings.

The **Revisit a Service Provider** search can be conducted when the user knows the name (and city) of a desired service provider. This option would be likely used when a consumer has been directed to MyLocalPro by a specific vendor or is returning to the site to revisit a profile. It can be completed with as few letters as known and without a city reference.

Consumers can **Ask a Question** for the purpose of getting responses from registered service providers on specific projects and matters. The question will go to a private posterboard, available only to registered service providers and service providers who are associated with the “subject” will receive notification that there is a possible question of interest for them. Service Providers that choose to respond will do so via email. MyLocalPro can only encourage service provider involvement and responses and can not control or manage response rates of service providers

**Search Results** presents a quick list of service providers who match your search characteristics. The Summary Profile provides the consumer with basic business and contact information and outlines what features the service provider has elected to detail in its Service Provider Profile. The Service Provider Profile can be easily viewed by clicking on the Business Name. The Summary of Service Providers is listed by registration date – longest first.

### **Consumer – Service Provider Profile**

Consumers may enter **Reviews** to specific service providers through its Profile page and view comments of other consumers on the same profile page. The Service Provider makes the final determination as to which comments are maintained for viewing purposes.

### **Consumer & Service Provider Hints**

The page heading **Categories** presents a summary of current Subjects, Headings, and Categories.

The page heading **Communities** shows all current towns and cities with representation by a registered service provider, as well as future targeted communities.

### **Service Provider – Sign up Options**

Signing up can be achieved on-line or off-line.

The **On-Line Registration** is easy and requires credit card payment. On-line registrants will receive an email confirmation and an email verification that will include your user name and password.

The **Off-Line Registration** form can be obtained (i) on-line (page heading or click through option), (ii) by email request, or (iii) by direct contact. It is ideal for businesses that do not like to submit payment information electronically or do not have email access. Off-line Registration requires a \$30.00 set-up fee and must be paid by check. Off-line registration requires that one reference other page options to obtain all necessary information. Off-line registrants will receive their user name and password by email (if an email address is provided); otherwise, by mail. If you do not desire or intend to manage your profile (but still want all the other listing benefits of MyLocalPro), then we can effectively set up your profile for you through this off-line method.

**Mile Radius** represents the geographical market segment for your business. Miles are measured from the center of each community, not from your physical address. The **10 mile radius** is suggested for businesses that want same town or closely abutting town representation. The **15 mile radius** will cover abutting communities, while the **20 mile radius** will expand beyond immediate surrounding towns.

Service Providers may elect to have multiple listings – having their profile listed under more than one Subject, Heading, and Category listing. The **Multiple Listing Option** is ideal for service providers that conduct business in a variety of business segments and who want to maximize it being listed when the Subject, Heading, and Category search method is used. One example would be a business that conducts in-ground swimming pool services and home excavation services. That service provider may elect two listings – (1) The Home/Home Services/Swimming Pools and (2) TheHome/Building & Repairs/Excavation.

MyLocalPro offers a referral rebate program that could earn registered service providers with rebates equal to a **Free Listing**. Have referrals use your ten digit phone number as a referral code and we will credit you with an amount equal to ten percent of that registration costs. Registration, successful fee collection, and proper referral code required in order for the referral to be deemed valid. You will receive rebates up to 100% of your most recent listing fee and can accrue rebates up to 100% of the following year's registration fee. See Terms of Use for additional terms, conditions, and details.

### **Service Provider – Profile set-up and Options**

Through the **Log-in feature**, you will use your user name and password to access your **service profile manager page**. This page is your medium to view and modify your profile as you desire, whenever you desire. Initially, the Service Provider Profile page will be populated with the basic information from your registration. You are provided with instructions that guide you through the various edit options.

**Specialties** define your business or service in more detail and are helpful in expanding your potential viewing range. Enter words that further define your business and words that consumers may ordinarily use in association with your business. Example: A golf course operator would choose the listing Activities, Hobbies, Sports/ Sports/ Golf. It would be advised that the business include 'golf lessons', 'driving range' and 'golf clubs' as key words if it offers these specific services. By doing so, the business will be presented to any consumer who enters one of those keywords for its market. Your specialties will also be represented in your summary

The **Billboard** is your free-lance space to describe and present various aspects of your business. Use this space to capture the consumers' interest and provide helpful information to make conducting business with you as easy as possible. Information in this section might include: detail of business and/or products, numbers of years in business, hours opened, current specials (ideal for restaurants), upcoming events, certifications and licenses, other locations, references and testimonials, honors and awards.

Offer a **MyLocalPro Discount** to further entice consumers and assist in measuring how much business your registration is generating for you. Typical discounts are a percentage of the sale or flat dollar discount. Space allows for specific details. It is advisable to notify what a consumer needs to do to claim the discount.

A **Slogan** or tag-line (limited characters) is a motto or phrase that you may use to define your business or catch the consumers' attention, luring them to your Profile page.

**Emergency/Urgency** feature allows you to highlight any emergency related service that your business may provide. Examples include 24 hour services and last minute availability. If this feature applies to your business, then specify and include any emergency service contact information.

**Best Method to Contact Us** indicates to potential clients the best way to follow-up with your business. Use this option to manage your incoming inquiries in a manner that best suits your administrative structure. Hint: If you opt for email (send a message), then we suggest that you have an administrative routine of responding within 24 hours.

**Best time to Contact Us** provides the ability to communicate the most likely time frame that someone from your business will be available to respond to an inquiry. Immediate personal contact and response is one of the most important factors in a consumer choosing a vendor.

**Logos, Photos, Videos, and Coupons** can be downloaded onto your profile page. This feature adds a personal touch and establishes identity. Visual aids (personal pictures in particular) are a proven way to convey an initial trust. Designate your logo selection. Multiple pictures will display in a slideshow fashion.

