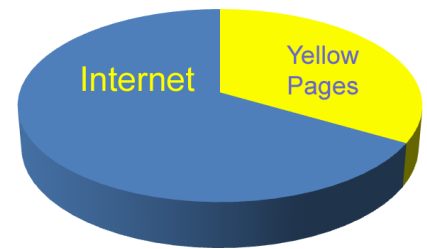


Yellow Pages vs. Internet Advertising

Now that two-thirds of people looking for local services turn to the Internet it is critical that your business is properly represented or you risk losing the majority of your customers.

Did you know?

- Over 60% of local search happens online.
- 82% of those online searches are followed up by offline action.
- Typically, only people with a land line get phone books.
- The *New York Times* says the number of households without a land-line phone is expected to hit 25% by the end of 2008.
- 32.3% of people age 18-24 do not have a land-line phone.
- 27% of unmarried adults do not have a land-line phone.
- The Kelsey Group predicts a 10% decline in yellow page usage in 2008.



Local Search Volume

The Bad News:

The yellow page providers know that people are turning to the Internet now when they need local services. This is why they are starting to focus on what are called "Internet Yellow Pages" (IYP).



Sites like MagicYellow.com, Superpages.com, Yellowbook.com, and many others will have you believe that a tiny listing on their site will enable you to have a steady stream of customers, but the truth is that those sites have very little traffic. Local search happens in Google, Yahoo!, and MSN, and research shows that all the IYP sites combined only get one-third as many visitors as the major search engines. If there are fewer visitors, there will be fewer customers to send your way.

The Good News:

Prospect Genius can help you to transition your advertising and give you a sustainable advantage. Our program will not only put your business in front of thousands of local customers, but we'll present them with a unique and compelling representation of your business that will set you apart from the rest.

Our program has three goals: Find, Persuade, Deliver. We find the customers looking for your services, persuade them to contact you, and deliver them directly to you.

Key Points:

- No yearlong contract. In fact, there's no contract at all!
- Prospect Genius will get your business online, where the majority of customers are looking.
- 100% trackable. You'll have access to reporting on every call, click, and e-mail so you can decide if the program is working.
- No knowledge of computers or the Internet is needed because we'll do all the work AND we'll stay on top of the latest trends assuring, that your business will get leads now and in the future.