



# PROF WORDSEARCH'S SUCCESS MANUAL!

# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>PAGE 3</b>
<b>OUR COMPANY</b>	<b>PAGE 4-7</b>
<b>OUR INDUSTRY</b>	<b>PAGE 8-13</b>
<b>POLICIES AND PROCEDURES</b>	<b>PAGE 14-15</b>



## Start Your Business On A Solid Foundation

- ✓ Read this entire Manual and learn about our business, Service and opportunity prior to attempting to approach Or market our program to any customers on your own.
- ✓ Write down any questions that you may have.
- ✓ Email Us to get your questions answered.
- ✓ Discuss with us and develop a workable plan to jumpstart Your New Business.
- ✓ Work up a prospect list and develop a program to work that List.
- ✓ Learn how to make effective prospecting phone calls
- ✓ Practice Your Prospecting Speech and Call
- ✓ Practice talking to Non-Profit Groups.
- ✓ Contact Non-Profits about Fundraising (See Fundraising Section)
- ✓ Contact Merchants
- ✓ Get ads



***SUCCESS IS ACHIEVED WHEN***



# **Prof. Wordsearch's**

## **Statement of Purpose**



**Advertising Agencies and Merchants alike are scrambling to find answers to what they perceive as an already huge and growing problem. How do they get potential customers to read their ads? In today's younger Economy, people are looking to be entertained in every aspect of their lives. That includes what they read, see on TV, listen to on the radio, Etc. and they tend to "tune out" everything else, as irrelevant. Ads that used to work a decade ago fall far short today because they bore the audience. The Agencies know this but are caught with the fact, "They don't know how to make their Advertising Entertaining." My Wordsearch Ads are the first to make Advertising, Entertainment. By combining a simple idea with Display Advertising, I have created an Advertising Form that appeals to 8 out of 10 people. It also holds a potential customers undivided attention for about one half hour at a time. Due to the huge popularity of Word Search Puzzles a whole new vast Market can now be reached. People become so engrossed in the Merchant's Wordsearch Ad that they report it is just like getting the "Warm Fuzzes". Combine several puzzles in a book and you have the recipe for an extremely powerful piece of Advertising. As with all good ideas, this one is uniquely simple in scope and has been**

waiting for someone to discover it's enormous potential. This is truly Advertising for the 21<sup>st</sup>. Century.

#### HERE ARE OUR PROFESSIONALS-WHO'S ON FIRST:

**John Snyder-Prof Wordsearch, CEO, President**

John began a successful Advertising Career some 16 years ago. He began his Sales Career in 1970, with Grolier International of NYC, rising to District Sales Manager under Don Brower. He then drifted into Cable TV Sales, working for Communication Sales Corp of Tenn and traveling throughout the country for them. By developing a way to convert Illegal Hook-ups, he was promoted to Sales Manager, District Sales Manager and finally to Regional Sales Manager. He retained that position when he was assimilated into Sub-Lift Marketing of Sandusky, Ohio, the Marketing Arm of Time Warner Cable, Cox Cable and several other smaller Cable Companies. There he remained until 1987, when the Sales Crew was phased out by Time Warner . John, then drifted into Satellite TV Sales, Retiring from this field in 1994. to devote more time to his Advertising Company, Ad-Vantage Advertising which he started in 1992 . Using the slogan "Pioneers In Advertising", he developed his "Wordsearch Adz and adopted the name "Prof Wordsearch."

**Introducing John Snyder affectionately known as *Prof Wordsearch*. John is Owner-Operator Ad-Vantage Advertising, Wordsearch Ads, a Specialty Advertising, Economic Recovery Programs Word Search Puzzle Ad Creation. And Fund Raising. John lives in Fultonville N.Y but originally comes From: Gloversville, N.Y.**

If you did not already know, John is the creator of the *Wordsearch Ads*. John started the company in 1992 in Upstate New York, for people just like you who are determined to succeed, and need effective low cost Advertising. The concept of the Prof and the Wordsearch Ads has grown in both size and scope and you may now find the Prof in all parts of world. The concept itself is similar to the 'wordsearch' puzzles like in crossword puzzles..

**Bob LaPlante-COO, Vice President, Web Master-Bob has been an entrepreneurial spirit since his teens. Starting a computer/software services company at the age of 15. This project led Bob into a high tech career that he continued for more than 20 years.**

**Among some of his high level technology positions he worked in many capacities including technical sales and marketing. Bob has held top level technical application and management positions with several of the country's top fortune 500 companies.**

**Bob left the "corporate" world in 2004 to pursue his entrepreneurial passions and has yet to look back. Bob currently provides a variety of technical support and services to the home business industry. Along with the technical offerings Bob is well skilled to also provide sales and marketing support, services and products.**

**If you would like to learn more about Bob's qualifications feel free to review his resume: <http://laplanteenterprises.net/resume.php>**

**You can connect with Bob On his website: <http://laplanteenterprises.net>**

**National Manager-Position Open**

**Regional Manager-Position Open**

## OUR INDUSTRY

**DO YOU KNOW A SMALL BUSINESS IN NEED OF EFFECTIVE LOW-COST ADVERTISING? I HAVE SOME SHOCKING NEWS FOR YOU! THEY ARE DELIBERATELY BEING SQUEEZED OUT OF BUSINESS BY THE CORPORATE GIANTS RIGHT NOW!**

**IT IS TIME TO TAKE OFF THE KID GLOVES AND FIGHT BACK!**

**IT'S ALL ABOUT ADVERTISING! I Guarantee to get you better results than any other advertising source you have ever used before.**

**Wordsearch Adz will be READ and thoroughly STUDIED for at least 20 minutes. Does that sound like something interesting? Here's how we do it! I combine Display Ads with Entertainment, in the form of Word Search Puzzles, making for some very exciting Ads.**

**Let me ask you a question. Do you know anyone who does word search puzzles? Of course you do. That is because it is one of America's favorite pastimes. Would you believe that 80% of people between the ages of 8 and 80 do them on a regular basis? DOESN'T THAT SOUND LIKE A MARKET THAT YOU'D LIKE TO TARGET?**

**Our affordable, exclusive, copyrighted Wordsearch Ads read like a well documented story and when a potential customer is working your Ad, He or She is learning all about your business or sale. Quite a Concept, isn't it? But wait, there's more! I even include a hidden message which can only be read after the entire Wordsearch Ad has been worked. Imagine the possibilities here, and the FUN. Your message will now be like a stuck tune, AND DON'T YOU WANT POTENTIAL CUSTOMERS TO REMEMBER YOUR AD AND SHOP AT YOUR STORE? DO YOU GET THAT KIND OF ACTION WITH YOUR PRESENT ADS?**

**Now combine that with a distribution system through FundRaising by Non-Profit Groups and you have a very Dynamic Advertising Package.**

**Merchants from all over America agree that this is the Greatest Ad Program they have ever seen.**

**A SPECIAL FOR ALL MERCHANTS EVERYWHERE!**

**Ad-Vantage Advertising doesn't have an affiliate in your area yet? Well, don't despair, because we have something for you also, something that really works! I, Prof. Wordsearch, will design an exclusive Wordsearch Ad especially for you to use as a handout flyer for only \$50. When you receive it, simply take it to a low-cost copy center, run off as many COPIES as you wish, and place them in high traffic areas such as Laundromats, waiting rooms, hotel lobbies, supermarkets, etc. (all with permission, of course.) BET YOU NEVER THOUGHT OF USING YOUR DOCTOR'S OFFICE AS AN OUTLET FOR YOUR ADVERTISING, DID YOU? (Just ask the management) The more flyers that you have in circulation, the more customers you will see. If you already have a flyer or menu you can put this on the other side for even greater pulling power. This is only one tool that we use, when we finally have an Advertising Partner to market your area, we will use many more that are even more effective. Our charge for this Advertising wonder that will put you head and shoulders above your competition**

**PROF WORDSEARCH  
CORPORATE OFFICES-SUITE 115  
61 ELMWOOD AVE  
GLOVERSVILLE, NY 12078  
1-518-495-5907**

**If you would like to use a logo of your own with the exclusive Wordsearch Ad, enclose it with your check. This will give me, PROF. WORDSEARCH, the necessary time to create your ad. Do not forget to send us your return address. We'll mail the completed Wordsearch Ad right back to you. You have never seen anything like this and nothing works as well as this.**

**So try it, try it before your competitors do! YOU CANNOT AFFORD TO SIT AND WAIT!**

**Ad-Vantage Advertising was born in 1992, created by Prof Wordsearch**

We can help you succeed. We guarantee to get you better results than any other Advertising source you have ever used before. Your Ad will now be read and thoroughly studied for at least 20 minutes. Here is how we do it! We combine your Display Ad tastefully with Entertainment. Do you know anyone who does Word Search Puzzles? Of course you do. That is because it's one of America's Favorite Pastimes. 80% of people between 8 and 80 do them on a regular basis. My affordable, Exclusive, Copyrighted Wordsearch Adz read like a story and when a customer is working them, he or she is learning all about your business and sale.

Quite an unusual Concept, isn't it? But wait there is more! I even include a hidden message which can only be read after the entire Wordsearch Ad has been worked. Imagine the possibilities here, and the the FUN. Your message will now be like a stuck tune.

Merchants from all over America agree that this is the greatest Ad Program they have ever seen.

I now invite you to check out this Wondrous Concept for yourself.

WE HELP MERCHANTS FIGHT BACK! I CAN PROVE IT!

MERCHANTS ALL OVER THE COUNTRY ARE SAYING THAT NOBODY PAYS ATTENTION TO ADVERTISING ANYMORE-THEY ONLY SHOP THE BIG STORES. WHY?

MERCHANTS NEED ADVERTISING THAT WORKS- AND OUR WORDSEARCH ADS WORK GREAT!

Let me ask you, how many people do you know who like to do word searches? Even people who say they never have time to do them, will pick up a pencil if you set a puzzle in front of them. THESE ARE NOT A KID'S GAME. Word searches are fun to do, help pass time and even help to stimulate the mind, thus keeping a person mentally alert. If you take this same word search and combine it with advertising, you have the recipe for some very exciting results. When a person starts to work one of these puzzles, HE/SHE won't quit until he finishes it, they get that caught up in them. That means that potential customers are now spending about 1/2 hour studying each and every Wordsearch Ad. Every Ad is as Exciting as the one before

it, no matter what the subject matter is. Just imagine what a merchant can say to each potential customer in that length of time, it's almost like taking a tour of that merchant's store. Even the customers feel good about our copyrighted Wordsearch Ads because we've given them something that they like to do. They can now participate in what the merchant is trying to say and be entertained at the same time. WOW-WHAT A CONCEPT!

Combine several Wordsearch Ads and many other features, TAX REBATE PROGRAMS, along with games, fantastic company sponsored contests, big prizes, give-away's, and much more then couple this with Fund Raising and Now-Profit Groups, and you have the most Dynamic Ad program that you have ever seen! Then we, Ad-Vantage Advertising, completely localize the whole thing for your area. Wow, you are now competing with the Big Boys of Wall Street. We like to keep our programs exciting and chock full of dynamic interesting features. This is all available to you through our Dynamic Partnership Program.

To ensure that we have a program that every merchant will want to use, we keep our prices to the merchants extremely competitive. All of our competitors laughed when we first started, they insisted our ad

prices were far to low. Of course, according to them, we didn't know what we were doing. Well, to make a long story short, that was over 10 years ago and our list of advertisers reads like a veritable "Who's' Who". Our competitors have all stopped laughing and We count many national accounts among our Wordsearch Ad clients.

If you ask most local businesses what their advertising budget is, they will tell you that they are all tapped out, but when we lay out our program and price list, they are most eager to come on board. Most smart business owners know when someone is out there trying to help them and if they are going to survive, they must advertise on a scale with the Wal-marts and other giants that are driving them into bankruptcy. We give them that extra edge!



***LOOK WHO IS LAUGHING NOW!***

**T**he only commitment required to become a Prof Wordsearch Affiliate on a Trial Distributorship, is your time and effort. There is no initiation fee, registration fee, no inventory to track and no account receivables to chase.

To become a Wordsearch Adz Independent Distributor must apply to Ad-Vantage Advertising by filling out a WSA Independent Distributor Agreement, (Click on Trial Dist In “Global Oppty.”)

The Policies and Procedures are an integral part of the I.D Agreement. The Policies and Procedures and I.D. Agreement, establish the Independent Contractor Relationship between you, as an I.D. and WSA. It sets forth the duties, obligations and responsibilities of WSA, Ad-Vantage Advertising, Prof Wordsearch and you as an I.D. in representing WSA to your Clients.

## **OUR CODE OF ETHICS:**

- A) You are entering into this agreement with WSA with confidence in WSA’s integrity and expressed intention to deal fairly with you and your Clients. Ad-Vantage Advertising has elected to enter this Agreement with your understanding that WSA’s success depends upon Financially sound, responsible and successful I.D.’s like yourself whose business is free of false deceptive or misleading advertising, marketing, pricing and service practices. Any unethical behavior will be thoroughly investigated. If Ad-Vantage Advertising deems those acts to be against the best interest of WSA , Ad-Vantage Advertising, Clients, or other I.D.’s, all Agreements involved will be Censured or Cancelled.
- B) Any Information obtained by Ad-Vantage Advertising, WSA or Prof Wordsearch will be treated as Private and Confidential. Only information meant to be shared on Client’s WSA will be available for public records.

## **ELIGIBILITY TO BECOME WSA INDEPENDENT DISTRIBUTOR (I.D.)**

- A) To become an I.D., you must be at least eighteen (18) years of age and of legal age to sign legal agreements in the State or Country in which you reside. You will be completely responsible for obtaining any licenses or permits required by law or your locality. In addition, you will be totally responsible for any and all expenses incurred in the operation of his/her business including all income , social security, unemployment and other taxes
- B) You must provide your Social Security Number, any Federal Tax Identification Numbers (EIN or FIN) for tax reporting purposes on your I,D. Agreement. By signing the WSA

Independent Distributor Application and Agreement, the I.D. certifies, under penalty of law, that the provided Identification Number is his/her correct Tax Payer Identification Number.

- C) Any and all Financial and Verbal or written Agreements between I.D. and Local Merchants and Fund Raisers are fully the responsibilities of the I.D. and are not the Liability of

Ad-Vantage Advertising, WSA, or Prof Wordsearch. Ad-Vantage Advertising is responsible to the Individual I.D. Only, I.D.'s are responsible for everything they promise locally.

## **YOUR RIGHTS GRANTED WITH THIS AGREEMENT**

- A) As an I.D. with a Trial WSA Distributorship, you are granted non-exclusive rights upon the terms and conditions contained within the I.D. Agreement to Promote and sell Wordsearch Adz within your immediate area of influence.
- B) If you wish, you may transfer your distributorship by any means available allowable by law. Written notification must be given to Ad-Vantage Advertising. We will advise from there.

## **MEDIA INQUIRIES ABOUT WORDSEARCH ADZ**

As an I.D., you may speak in General about Wordsearch Adz as long as you also refer them to the Home Office (Ad-Vantage Advertising). Wordsearch Adz are a Copyrighted Creation of Prof Wordsearch and Ad-Vantage Advertising. It will behoove you to learn as much about Wordsearch Adz, for that reason. Do not attempt to give misleading information or untruths about Wordsearch Adz or the Company. Emergency after hours phone numbers **518-495-5907 or 252-289-8121**

## **HOW TO IDENTIFY YOUR OFFICE.**

You may not Identity Your Office as Wordsearch Adz or WSA Corporate Offices. You can use any other name and "Authorized Distributor of Wordsearch Adz"

**QUESTIONS & ANSWERS:**

