

The TipTopics Advantage: Email Marketing...Powered Up!



How does TipTopics stack up against ordinary email-only programs?
Discover peak performance!

	THOSE OTHER GUYS	TIPTOPICS PLANS				
		STARTER	ECONO	VALUE	PRO	POWER

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		STARTER	ECONO	VALUE	PRO	POWER	
EASE OF USE	Easy Web & Email Connections	●	●	●	●	●	
	Easy Results Tracking	●	●	●	●	●	
	"EZ Content Builder" System	--	●	●	●	●	
	Regular Reminders	--	●	●	●	●	
PROFESSIONALISM	Anti-SPAM Compliance	●	●	●	●	●	
	Professional Content Editing	--	●	●	●	●	
	Expert Showcase Format	--	●	●	●	●	
	Online Business Directory Profile	--	●	●	●	●	
	Custom Branding Opportunity	--	--	--	●	●	
POWER	Content Hosting	--	--	●	●	●	
	Email "AutoBlogging"	--	--	●	●	●	
	Content "AutoCompiling"	--	○	○	●	●	
	Content Exposure to New Targets*	--	○	○	●	●	
	Social Site Alerts To Your Content	--	--	--	●	●	
VALUE	Monthly Credits Accrual	NA	--	●	●	●	
	Referral Rewards Eligibility	Varies	--	●	●	●	
	Discounts on Credit Bundles	NA	--	--	●	●	
	Advance Payment Discounts	Varies	--	--	●	●	
	Maximized Credits Accrual	NA	--	--	●	●	
BY THE NUMBERS	Bonus Credits Included	NA	2	3	4	5	8
	Monthly Credits Included	NA	4	6	8	10	15
	Maximum Unique Monthly Emails	Varies	2	3	4	4	4
	Maximum Email Contacts	Varies	400	1,200	2,400	4,000	10,000*
	Monthly Plan Cost	Varies	\$39	\$59	\$79	\$99	\$149

MAXIMUM POWER

●	●	●
●	●	●
●	●	●
●	●	●
●	●	●

●	●	●
●	●	●
●	●	●
●	●	●
●	●	●

BEST VALUE

Key Peak-Performance Features

- ◀ Our online forms simplify content prep
- ◀ Our E-Minders help you stay "top of mind"
- ◀ TipTopics "Message Master" editors help you send the right message time after time
- ◀ A TipTopics.com profile makes it easy for new prospects to learn more and contact you
- ◀ Custom headers available
- ◀ Got content? Chances are we can host it. Need content? We can help with that, too.
- ◀ AutoBlogging (included with most plans) converts email content into blog content
- ◀ AutoCompiling can convert content from multiple emails into complete articles
- ◀ Your showcase articles get linked in the emails other participants send to their contacts
 - AutoCompiling and bonus-exposure content also available to Starter and Econo plan participants, but require purchase or accrual of necessary credits; Value, Pro and Power plans make these credits available more quickly.
- ◀ With most plans, unused credits "roll over"
- ◀ Your TipTopics plan could be free with Referral Rewards
- ◀ Get extra credits the moment you start
- ◀ Higher level plan = more credits every month
- ◀ Choose your plan based on your number of contacts or move up to get more features and benefits

* Custom quotes available for larger contact lists

The easy way to get **more exposure for less money.**

That's peak performance.

That's **TipTopics!**



Contact us today at info@tiptopics.com
or at **1.888.GET.TIP.1** (1.888.438.8471)

More Than Meets the Email: How Will You Use Your TipTopics Credits?



	PRODUCT/SERVICE	DESCRIPTION	CREDITS
EMAIL CONTENT	Quick Contact Email	One-Minute E-Break/"Peak Points" email designed to keep you "top of mind" with your current contacts	2
	AutoBlog Content	With all plans except Starter Plan, certain email content will be blogged into the TipTopics and GuruSummit blogs with no credits assessed	--
ARTICLE CONTENT	Showcase E-Article	Development and posting of full-service custom article showcasing your expertise and business services (addl. credits required for interview time; see "Services" below)	18
	Placed Article	Ready-to-post article from another source (written to TipTopics content standards; client/provider must have usage rights)	5
	AutoCompiled Article	Development and posting (for bonus exposure rotation) of an article from applicable TipTopics email content	2
EXTRAS	"Pro Spot" Feature	Rotating exposure (per single current article) on TipTopics.com main content page	1
	Custom Email Header	Available with Pro and Power Plans only; client must provide suitable graphics	12
	Print-Ready PDF	Showcase article content (required) re-packaged in PDF form as a print-ready tri-fold brochure	9
SERVICES	Interview (for custom content)	One credit per 10-minute increment or portion thereof. No credits assessed for base content provided via online form; credit(s) will be assessed only for necessary follow-up interviews.	1
	Contact Management	<i>No credits deducted for initial setup of up to maximum number of contacts indicated for chosen plan; one credit deducted per occurrence for each 1,000 (or portion thereof) subsequently added to system at your request. Exception: No credits deducted if you add your own contacts through your Experts Area.</i>	1
	Content/Info Update	Credit(s) deducted for modifications to posted content or contact info. At sole discretion of TipTopics LLC, minor edits may be made without deduction, and multiple credits may be deducted for more extensive edits.	1+
	Info Release	<i>No credit deduction if you manage the release from your Experts Area. Credit deducted only when TipTopics releases your content to your contacts on your behalf.</i>	1
	E-Book/Web/Blog	Services and charges vary based on client requirements	TBD

Need more credits right away?

With most TipTopics plans, your unused monthly credits "roll over". But for even quicker access to TipTopics products and services, pay ahead to stockpile credits or purchase additional credits in bundles of 10:

Pro and Power Plan Users Get Discounts on 10-Credit Bundles

	STARTER	ECONO	VALUE	PRO	POWER
Cost/Credit	\$10.00	\$10.00	\$10.00	\$9.50	\$9.00
Total Cost (10-Credit Bundle)	\$100.00	\$100.00	\$100.00	\$95.00	\$90.00

Referral Rewards:

With all TipTopics plans except the Starter Plan, you'll earn Referral Rewards to apply against your monthly plan cost. Bottom line: Your TipTopics plan could be free via our Referral Rewards program. Contact your TipTopics representative for details.

NOTES: Prices, credits and other information subject to change without notice. Certain terms, conditions and limitations may apply. Not all products, services and features available in all areas. Monthly plan amount to be charged to a valid credit account (Visa or MasterCard only). Credits, including those purchased in bundles, must be paid for before they are available for use. Credits expire 90 days from date of most recent payment. Fee may be required to reactivate expired credits. No refund for unused credits. Required commitment for all plans: 3 months (cancellation fee of \$59 assessed for early termination).
Discounts: Multi-participant (single entity paying for multiple users): 5-9 users: 5%; 10-14 users: 10%; 15 or more users: 15%. Advance payments: (PRO and POWER plans only): 6 months: 5%; 12 months: 10%. Maximum combined discount: 15%.



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