

Zip Code Manager Guide



Connections Planet
<http://www.connectionsplanet.com>

Confidentiality Notice

The material in this document is intended for the sole use of Zip Code Managers for Connections Planet.

Any other use is unauthorized!

The mission of ConnectionsPlanet.com is to:

Provide a source for hometown news and advertising, for every zip code in the United States, written by a member of the community, to fit the needs of the community.

Table of Contents

<i>Confidentiality Notice</i>	1
<i>Table of Contents</i>	2
<i>Welcome</i>	4
<i>What is ConnectionsPlanet.com?</i>	5
Home Page.....	5
Census.....	5
Community Info.	5
Community Resources.....	6
Community Events	6
Government Offices	6
Health Care	6
Home Page.....	6
Military News.....	6
Public Safety.....	6
Real Estate	6
Religion.....	7
School News	7
Sports and Recreation.....	7
<i>The role of the Zip Code Manager</i>	8
Payment for advertising sold.....	8
<i>Computer Experience / Internet Access</i>	9
Editing Pages	9
<i>What is (and is not) Acceptable "News" for the site?</i>	11
This is a family oriented site.	11
This is an American Site.....	11
No file sharing, music downloads, etc.....	11
Respect privacy.....	11
Do not use to criticize or complain.....	12
Support the community.....	12
<i>Advertising</i>	13
What are you selling?.....	13
Sell the benefits, not the product.....	13
Writing Headlines and Human Needs.....	14

Email Acceptable Use Policy 18
 Unacceptable behavior 18
 Monitoring 18
 Acceptable Content Policy 19
INDEPENDENT CONTRACTOR AGREEMENT 20
SCHEDULE A - DUTIES, TERM, AND COMPENSATION 23
Business Card Samples 24

Welcome....

Thank you for your interest in becoming a Zip Code Manager for your zip code. Please take a few minutes to review this guide.

If you have any concerns or need clarification on any of these materials, please email to zcminfo@ConnectionsPlanet.com.

ConnectionsPlanet.com is a Virtual Community web site. But, rather than looking at it as one large web site, it is better understood as 33,000+ community sites. Each community site can be compared to a "small town newspaper", and the Zip Code Manager is the Editor / Reporter / Business Manager / Advertising Manager. They have the final say on what "goes to press" - they determine the personality of the zip code site (within decency standards).

This is the start of a fun relationship. As ConnectionsPlanet.com grows, we will be able to offer you more incentives and recognition. The sky is the limit.

I started ConnectionsPlanet.com as a way to:

- give back to the others,
- have fun,
- and to make money.

I hope that you share these in these goals.

If there is an event in your community that you want to support, please let us know. If it is possible, we will do what ever we can. This help may be in the form of a cash donation, a grant, donation of web hosting space, free or reduced price advertising or ???

We will do what ever we can do to help your community,

Sincerely,

Carl

Carl Forsell

Cforsell@connectionsplanet.com

What is ConnectionsPlanet.com?

ConnectionsPlanet.com is a Virtual Community web site. But, rather than looking at it as one large web site, it is better understood as 33,000+ community sites. Each community site can be compared to a "small town newspaper", each edited and written by members of the community. The zip code sites are a place for the information that many newspapers no longer cover; school events, community events, church service times and events, business information.

A local insurance agent we know recently bought the land on which a run down old motel was sitting. He built a beautiful new office with murals inside and out. The local newspaper did not consider this to be news!

We do!

Each Zip Code Section consists of these 15 pages. How you use them will be up to you, but suggested uses are:

- Home Page***
 - Community meetings
 - Road closures
 - Community events (blood drives, arts events, boy scouts / girl scouts or whatever)
 - Lost / found
 - Pets missing / available.
 - Ads can be sold on this page.

- Census***
 - No editable data on this page. It includes about 65 data fields selected from the most recent US Census, and serves as a snap shot of the community.
 - Ads can be sold on this page.

- Community Info.***
 - Organizations located (or with offices) within your zip code. For example, libraries, YMCA, YWCA, Blood Banks, sports leagues, recreation centers, etc...
 - Ads can be sold on this page.

- Community Resources***
 - Community resources such as Food Banks, Meals on Wheels, social clubs, Visitors Bureaus.
 - Ads can be sold on this page.

- Community Events***
 - Is there a parade, fishing tournament, community cook out, carnival, county fair or Whatever coming up? Let people know.
 - Ads can be sold on this page.

- Government Offices***
 - Does the mayor have a message for the community?
 - Is the city Council debating a hot issue?
 - Does the Water Department need to get the word out about an interruption of service?
 - Ads can be sold on this page.

- Health Care***
 - Is there a new doctor, nurse, dentist, social worker, dietitian, or chiropractor in town?
 - Is there a Community Health Care Clinic?
 - Are flu shots available?
 - What should you do if you have frostbite or sun burn?
 - Is there a new clinic at the hospital?
 - What services does the Physical Therapist offer?
 - When should you call an EMT or a paramedic?
 - Ads can be sold on this page.

- Home Page***
 - General news.
 - Introduce a new member of the community
 - Ads can be sold on this page.

- Military News***
 - Is there a National Guard unit in your zip code?
 - Is there a member of the community who has been recognized by the military for advanced training or completing basic training?
 - Doe the military recruiting center have a message for graduating seniors?
 - Ads can be sold on this page.

- Public Safety***
 - Interview with police and fire officials
 - Safety hints from local insurance agents
 - Building inspector hints
 - Interview a locksmith about home security
 - Ads can be sold on this page.

- Real Estate***
 - Doe a local Real Estate agent have advice on putting your house on the market?
 - Can the banker offer advice on financing?
 - What insurance should you have on your house?
 - How can you increase the value of your house?
 - How should you care for your lawn?
 - Ads can be sold on this page.

Religion

- Addresses, phone numbers, email addresses for local churches
- Hours for services
- Description of local churches
- Up coming church events
- "Meet the Preacher"
- Ads can be sold on this page.
- Preacher describes their faith and practices

School News

- Addresses, phone numbers, email addresses for local schools
- Up coming school events
- Honor roll
- Student accomplishments
- PTA news
- School lunch menus
- Ads can be sold on this page.

Sports and Recreation

- Interview the third string High School Football player who loves the game.
- Is there a little league team that needs a sponsor or a coach?
- Is there a kid who volunteered to be a soccer referee?
- When is the next church league softball game?
- Ads can be sold on this page.

In summary,

- ❖ Be creative
- ❖ Have Fun
- ❖ Make your community a better place to live

The role of the Zip Code Manager

The role of the Zip Code Manager is to gather local news (specific to your zip code) and to post the news to your segment of the ConnectionsPlanet.com web site. What ever you choose to post to the site is up to you, within certain guidelines. Pages for your site that need content are:

The zip code manager will be responsible for contacting friends, neighbors, government leaders, public safety officials, churches, schools and businesses for news. Again, what ever you choose to publish to the site is up to you.

It is strongly suggested that you let your friends and neighbors know about your affiliation with the site, and that you suggest to them that they email news to you for inclusion in the site. If they email content to you, you will be able to cut and paste it onto your pages without retyping.

Attached to this document are some sample business cards. You can save this document to a CD, floppy or zip drive and take it to your local print shop. They should be able to modify the template and insert your name and address.

Payment for advertising sold

Funds will be paid through PayPal. As such, all zip code managers will need to set up a Paypal account (no charge). The fees charged by PayPal for the transfer of funds will be charged to ConnectionsPlanet, and will not have any affect on the money earned by the Zip Code Manager

When the ZCM sells an advertisement on the web site, they will go to the online payment form on the site and enter the payment information. After the first day of the following month, a report will be downloaded from PayPal and 50% of the revenue will be transferred to the ZCM's PayPal account.

The ZCM will be notified via email that the funds are available, and they can log into their email account and transfer funds to their bank account or leave it with PayPal. Go to www.paypal.com for more information on setting up an account.

Computer Experience / Internet Access

Zip code managers need to have PC and Internet access. A state of the art computer or high speed Internet access are not required.

You will be provided with instructions on how to edit the stories on those pages. If you can type stories into a form, you can update your site.

Editing Pages

You will be provided a login and password. When you go to the Connections Planet home page (www.ConnectionsPlanet.com) and enter your login name and pass word in the "login form" on the left side of the page, you will be taken to the Zip Code Manager section. From there, you can:

- ❖ Chat with other ZCM's
- ❖ Download sales and marketing tools
- ❖ And update page content and advertising.

There are three areas that can be edited. These are:

- **The Headers**

At the top of every page in your zip code neighborhood is the city name, the state and room for a slogan. A change here effects all pages in your zip code section.

- **The Content**

Each page, except the census page, has room for six stories and six headlines. The Headlines can be up to 50 characters (including spaces). The articles have room for 500 characters (including spaces).

- **Ads**

Each page, except the census page, has room for 12 ads/headlines. The Headlines can be up to 50 characters (including spaces). The ads have room for 250 characters (including spaces).

For those familiar with HTML (the language used to create web pages), you may want to insert codes into your text. Unfortunately, if this was allowed, and a hacker made it into the site, very bad things could be done. To protect everyone's pages only a few code commands are allowed.

Codes that are allowed are:

Effect		"Code"
Bold		< strong> Bold
<i>Italics</i>		 Italics
<i>Bold Italics</i>		 Bold Italics
<u>Underline</u>		<u> Underline </u>
Start a new paragraph		Start a new paragraph

**If this were a news story and you wanted to start a new paragraph, this is how it is done.
 This would start the new paragraph.**

What is (and is not) Acceptable "News" for the site?

We offer suggestions as to how to use the pages, but within the bounds of a few basic [rules](#) the ZCM is free to provide content as they see fit.

This is a family friendly site. Items that do not fit within that general context are not permitted.

- If unacceptable material is posted, we will edit it out, and send you an email explaining why the editing was done.
- If the content continues to be an issue, we will have to evaluate your suitability for the position of zip code manager.

This is a family oriented site.

- No nudity, "adult content" or profanity.

This is an American Site.

- No Anti-American content.
- Debate of public issues is OK, but if you want a forum to run down the USA look elsewhere.

No file sharing, music downloads, etc.

- There are plenty of other sites that allow you to upload and download files. Most of the time these downloads violate copyright laws. We will not allow this from our site.

Respect privacy.

- Never publish information that John Jones of 123 Main Street and his family will be on vacation from June 1-12. How would you feel if the Jones family came home from vacation to find that their house had been cleaned out while they were gone?
- Also out of line would be to report that The Jones's son flunked out of college, or that Mrs. Jones has had a breast lift.

Do not use to criticize or complain.

- If you use your site to whine about the quality of the service at your neighborhood gas station, do you think they will advertise on your site? However, mentioning that one station is 20 cents a gallon less than another, which may be news.

Support the community.

Use your site to improve the community.

- Find out when the Senior Citizens are going to have a bake sale,
- when the boy scouts will start their popcorn sales,
- the time and location for the Jr. High Musical.
- Organize a canned good drive for the rescue mission.

Advertising

Your first goal in managing your “zip code neighborhood” is to help (or serve) your community (zip code). Your second goal is to sell advertising on your site.

What are you selling?

On first glance, this appears to be a dumb question. Of course, you are selling advertising space on a web site... WRONG!

Years ago, some one told me, “Sell the sizzle, not the steak.”

Think about going out to eat at a fine Steak house. By the time you leave, you will have spent \$40 - \$100 (or more) per person. For that, you bought a couple of steaks, 2 salads, and a few beverages. But is that what the restaurant was selling? Is the establishment selling food?

NO!

They are selling a clean table and a pleasant atmosphere, fresh flowers on the table and soft music, someone to call you sir or madam and wait staff to see to all of your needs...

They are selling the sizzle, not the steak.

Sell the benefits, not the product

When you approach a business in your zip code, you want to establish the tone from your first visit. You are there to help the business to get the word out to the community. Although it is up to you as to your course of action, we suggest that you follow a path like this:

Step One: Check with your friends and acquaintances and see if you know anyone who has used the business lately. Any information you can gain beforehand will come in handy.

Step Two: Visit the business and introduce yourself to the person in the highest position of authority that you can get in to see. In some businesses this may be the owner, while other businesses have “gatekeepers” who will block your progress. On your visit make several key points:

1. Your goal is to serve the community. Phrases like, "As a person who lives in this city/zip code/whatever, I want to see people shop at businesses here and keep the money in this community" or "I was talking to Jane Jones and she told me about how great she was treated here. I want others in the community to know that we have great businesses like yours right here in our home town."
2. Do not try to sell an ad on your first contact. Ask the businessperson if you can do a short story about them for the site. Just the basics about who they are and what they do.
3. Admit that you do sell ads for the site, but hold off on asking for an ad. If the prospect raises the question, tell them that they do not need to buy an ad, but if they want to, you can take care of that for them.
4. Tell the business owner that they can email you any time they have a new product, service, employee, or a change in hours. Tell them to let you know if any of their employees receive additional training or certification.

Step Three: (Assuming that you have gotten something from the business and have posted it to the site). Send us an email (zcmservices@connectionsplanet.com) and let us know what page the businesses info is on. We can look at the web servers logs and can put together information on how many people have looked at that page, how long they spent on the page, the time of day they visited and more. We will email that information back to you in a format that you can print and take to show the business owner.

Ask if they have any new "news" you can post on the site, and share the stats. Suggest that they place an ad on the site, perhaps as a coupon ("print this page and bring it in for a free...").

Step 4: Don't make a pest of yourself, but stop by once in a while, "I was passing by and wanted to say 'hi'. " If they have something on their businesses sign (a promotion or sale in progress), ask if you can mention that on the site. Would they like to place an ad next month to support any planned promotions?

Above all, remember that you will be most successful when you are perceived as a friend rather than as a "salesman".

Writing Headlines and Human Needs

When you are writing headlines, You only have a few seconds to grab the attention of those looking at the age. According to psychologist Abraham Maslow, human behavior is always the result of one or more of five basic needs. He listed these needs in a sequence that he refers to as "the hierarchy of human needs."

- Physiological - Basic human needs include hunger, thirst, shelter, clothing and sex.
- Safety (Security) - Human need for physical, emotional and financial security.
- Social (Affiliation) - Human need for love, affection, companionship and acceptance.
- Esteem (Self Esteem) - Human need for achievement, recognition, attention and respect.
- Self-actualization - Human need to reach their full potential.

For example:

(Not): Car Wash Now Open
(Better): Drive A Car You Can Be Proud Of

(Not): Give Blood Today
(Better): Save A Life Today

(Not): Buy A House
(Better): Shelter You Family

Questions you might be asked

- Q: What type of business is Connections Planet? A: Connections Planet is the Internet version of a small town newspaper.
- Q: What is the purpose of this business? A: The purpose of Connections Planet is to serve the community.
- Q: What is the key message or phrase to describe your business in one sentence? A: Connections Planet is an Internet site dedicated to serving every zip code in the United States by providing local news, events, and advertising.
- Q: What was the reason for starting your Connections Planet? A: Many communities feel that their local media have lost site of the community. Connections Planet is focused strictly on the local community – one zip code at a time.
- Q: What is your product or service? A: Our service is a vehicle to provide a low cost way for business to advertise to their community, and for the community to get the news that is important to them.
- Q: Can you list three unique benefits of Connections Planet? A: Yes.
1. All web site content is written by a member of the community.
2. The ability to run an ad consisting of a title of up to 50 characters and the body of the ad of up to 500 characters for only \$25/month (1) is very cost effective.
3. Your ad can be changed within minutes (depending on availability of Zip Code Manager) (a slight fee may be incurred for multiple changes)
- Q: Do you have data sheets, brochures, diagrams, sketches, photographs, related press releases or other documentation about Connections Planet? A: Yes. (Zip code managers can download and print information sheets from www.ConnectionsPlanet.com/zcmdownloads.php or www.ConnectionsPlanet.com/press/releases.php.)
- Q: What led you to develop your product? A: The president of Connections Planet worked for a marketing company and saw a print version of what has grown to become Connections Planet ©. He also heard the complaints about newspapers that refused to cover local information.
- Q: Who is your target audience? A: Our community. This includes everyone who lives and works in our zip code, business in our zip code, and anyone considering moving to our zip code.
- Q: Who is your competition? A: We have no competition that we are concerned with. We are fundamentally different from local radio stations and newspapers. We provide a service that they do not.

Q: How is your product differentiated from that of your competition?

A: Our zip code managers are your neighbors and friends. Their primary goal is to serve the community! Like other media, we want to make money, but our first goal should always remain – to serve the community!

Q: What is the pricing of your product versus your competition?

A: Cheaper and more targeted!

Q: Are you making any special offers?

A: Zip Code Managers are free to make any deals they see fit... It is your site to run. If you want to offer 5 weeks for the price of 4, or 20% off for any successive months, or what ever, it is up to you. Just remember that the ads are already very reasonably priced. Don't discount them too much.

Email Acceptable Use Policy

Use of email by employees or Independent Contractors of ConnectionsPlanet.com is permitted and encouraged where such use supports the goals and objectives of the business. However, ConnectionsPlanet.com has a policy for the use of email whereby the employee or Independent Contractor must ensure that they:

- comply with current legislation
- use email in an acceptable way
- do not create unnecessary business risk to the company by their misuse of the Internet

- You may not send numerous copies of the same or substantially similar message, nor may you send very large messages or files to a recipient, with the intent to disrupt a server or account ("mail bombing").

- You may not use electronic mail to harass or intimidate others. Harassment, whether through language, frequency of messages, or size of messages, is prohibited. Sending a single unwelcome message may be considered harassment. If a recipient asks to stop receiving e-mail, you must not send that person any further messages.

- You may not forward or otherwise propagate chain letters, whether or not such messages solicit money or other items of value, and whether or not the recipient wishes to receive such mailings.

Unacceptable behavior

- use of our communications systems to set up personal businesses or send chain letters
- forwarding of company confidential messages to external locations
- distributing, disseminating or storing images, text or materials that might be considered indecent, pornographic, obscene or illegal
- distributing, disseminating or storing images, text or materials that might be considered discriminatory, offensive or abusive, in that the context is a personal attack, sexist or racist, or might be considered as harassment
- accessing copyrighted information in a way that violates the copyright
- breaking into the company's or another organization's system or unauthorized use of a password/mailbox
- transmitting unsolicited commercial or advertising material
- undertaking deliberate activities that waste staff effort or networked resources
- introducing any form of computer virus or malware into the corporate network

Monitoring

ConnectionsPlanet.com accepts that the use of email is a valuable business tool. However, misuse of this facility can have a negative impact upon employee or Independent Contractor productivity and the reputation of the business.

In addition, all of the company's email resources are provided for business purposes. Therefore, the company maintains the right to examine any systems and inspect any data recorded in those systems.

In order to ensure compliance with this policy, the company also reserves the right to use monitoring software in order to check upon the use and content of emails. Such

monitoring is for legitimate purposes only and will be undertaken in accordance with a procedure agreed with employee or Independent Contractors.

Acceptable Content Policy

This document describes acceptable content policy for ConnectionsPlanet.com. This policy is subject to change at anytime.

By accepting the position of Zip Code Manager, you agree to abide by the following terms:

- You will not publish any unlawful or inappropriate content.
- You will not publish content which violates any law, regulation, treaty or tariff.
- You will not publish content which is defamatory, fraudulent, indecent, offensive or deceptive.
- You will not publish content to threaten, harass, abuse or intimidate others. Name calling, insults, and degrading remarks are not allowed.
- You will not publish content to damage the name or reputation of ConnectionsPlanet.com .
- You will not attempt to break security on any computer network, or to access an account which does not belong to you.
- You are solely responsible for all your actions.
- Content containing hate, explicit material, or unlawful content are not permitted on ConnectionsPlanet.com.
- We reserve all rights to edit or delete your submissions -with or without a cause.

INDEPENDENT CONTRACTOR AGREEMENT

This Agreement is entered into as of the _____ day of _____, 2005, between ConnectionsPlanet.com ("the Company") and _____ ("the Contractor").

1. Independent Contractor. Subject to the terms and conditions of this Agreement, the Company hereby engages the Contractor as an Independent Contractor to perform the services set forth herein, and the Contractor hereby accepts such engagement.
2. Duties, Term, and Compensation. The Contractor's duties, term of engagement, compensation and provisions for payment thereof shall be as set forth in the document previously provided to the Contractor by the Company, which may be amended in writing from time to time, and which collectively are hereby incorporated by reference.
3. Expenses. During the term of this Agreement, the Contractor shall be responsible for any and all expenses involved in the completion of the outlined duties, No expense shall be billable to the company unless agreed upon in advance.
4. Written Reports. The Company may request information concerning the methods that are being used to gather content for the web site and to sell advertising space for the site.
5. Confidentiality. The Contractor acknowledges that during the engagement [he or she] will have access to and become acquainted with various trade secrets, inventions, innovations, processes, information, records and specifications owned or licensed by the Company and/or used by the Company in connection with the operation of its business including, without limitation, the Company's business and product processes, methods, customer lists, accounts and procedures. The Contractor agrees that [he or she] will not disclose any of the aforesaid, directly or indirectly, or use any of them in any manner, either during the term of this Agreement or at any time thereafter, except as required in the course of this engagement with the Company. All files, records, documents, blueprints, specifications, information, letters, notes, media lists, original artwork/creative, notebooks, and similar items relating to the business of the Company, whether prepared by the Contractor or otherwise coming into [his or her] possession, shall remain the exclusive property of the Company. The Contractor shall not retain any copies of the foregoing without the Company's prior written permission. Upon the expiration or earlier termination of this Agreement, or whenever requested by the Company, the Contractor shall immediately deliver to the Company all such files, records, documents, specifications, information, and other items in [his or her] possession or under [his or her] control. The Contractor further agrees that [he or she] will not disclose [his or her] retention as an independent contractor or the terms of this Agreement to any person without the prior written consent of the Company and shall at all times preserve the confidential nature of [his or her] relationship to the Company and of the services hereunder.
6. Conflicts of Interest; Non-hire Provision. The Contractor represents that [he or she] is free to enter into this Agreement and that this engagement does not violate the terms of any agreement between the Contractor and any third party. Further, the Contractor, in rendering [his or her] duties shall not utilize any invention, discovery, development, improvement, innovation, or trade secret in which [he or she] does not have a proprietary interest. During the term of this agreement, the Contractor shall devote as much of [his or her] productive time, energy and abilities to the performance of [his or her] duties hereunder as is necessary to perform the required duties in a timely and productive manner.

The Contractor is expressly free to perform services for other parties while performing services for the Company. For a period of six months following any termination, the Contractor shall not, directly or indirectly hire, solicit, or encourage to leave the Company's employment, any employee, consultant, or contractor of the Company or hire any such employee, consultant, or

contractor who has left the Company's employment or contractual engagement within one year of such employment or engagement.

7. Right to Injunction. The parties hereto acknowledge that the services to be rendered by the Contractor under this Agreement and the rights and privileges granted to the Company under the Agreement are of a special, unique, unusual, and extraordinary character which gives them a peculiar value, the loss of which cannot be reasonably or adequately compensated by damages in any action at law, and the breach by the Contractor of any of the provisions of this Agreement will cause the Company irreparable injury and damage.

The Contractor expressly agrees that the Company shall be entitled to injunctive and other equitable relief in the event of, or to prevent, a breach of any provision of this Agreement by the Contractor. Resort to such equitable relief, however, shall not be construed to be a waiver of any other rights or remedies that the Company may have for damages or otherwise. The various rights and remedies of the Company under this Agreement or otherwise shall be construed to be cumulative, and no one of them shall be exclusive of any other or of any right or remedy allowed by law.

8. Merger. This Agreement shall not be terminated by the merger or consolidation of the Company into or with any other entity.
9. Termination. The Company may terminate this Agreement at any time by 5 working days' written notice to the Contractor. In addition, if the Contractor is convicted of any crime or offense, fails or refuses to comply with the written policies or reasonable directive of the Company, is guilty of serious misconduct in connection with performance hereunder, or materially breaches provisions of this Agreement, the Company at any time may terminate the engagement of the Contractor immediately and without prior written notice to the Contractor.
10. Independent Contractor. This Agreement shall not render the Contractor an employee, partner, agent of, or joint venture with the Company for any purpose. The Contractor is and will remain an independent contractor in [his or her] relationship to the Company. The Company shall not be responsible for withholding taxes with respect to the Contractor's compensation hereunder. The Contractor shall have no claim against the Company hereunder or otherwise for vacation pay, sick leave, retirement benefits, social security, worker's compensation, health or disability benefits, unemployment insurance benefits, or employee benefits of any kind.
11. Insurance. The Contractor will carry liability insurance relative to any service that [he or she] performs for the Company.
12. Successors and Assigns. All of the provisions of this Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, if any, successors, and assigns.
13. Choice of Law. The laws of the state of Nebraska shall govern the validity of this Agreement, the construction of its terms and the interpretation of the rights and duties of the parties hereto.
14. Arbitration. Any controversies arising out of the terms of this Agreement or its interpretation shall be settled in Nebraska in accordance with the rules of the American Arbitration Association, and the judgment upon award may be entered in any court having jurisdiction thereof.
15. Headings. Section headings are not to be considered a part of this Agreement and are not intended to be a full and accurate description of the contents hereof.
16. Waiver. Waiver by one party hereto of breach of any provision of this Agreement by the other shall not operate or be construed as a continuing waiver.

17. Assignment. The Contractor shall not assign any of [his or her] rights under this Agreement, or delegate the performance of any of [his or her] duties hereunder, without the prior written consent of the Company.
18. Notices. Any and all notices, demands, or other communications required or desired to be given hereunder by any party shall be in writing and shall be validly given or made to another party if personally served, or if deposited in the United States mail, certified or registered, postage prepaid, return receipt requested.

If such notice or demand is served personally, notice shall be deemed constructively made at the time of such personal service. If such notice, demand or other communication is given by mail, such notice shall be conclusively deemed given five days after deposit thereof in the United States mail addressed to the party to whom such notice, demand or other communication is to be given as follows:

If to the Contractor: [name] _____
 [Street address] _____
 [City, state, zip] _____

If to the Company: ConnectionsPlanet.com
 2002 Highland Drive
 Norfolk, Nebraska 68701

Any party hereto may change its address for purposes of this paragraph by written notice given in the manner provided above.

19. Modification or Amendment. No amendment, change or modification of this Agreement shall be valid unless in writing signed by the parties hereto.
20. Entire Understanding. This document and any exhibit attached constitute the entire understanding and agreement of the parties, and any and all prior agreements, understandings, and representations are hereby terminated and canceled in their entirety and are of no further force and effect.
21. Unenforceability of Provisions. If any provision of this Agreement or any portion thereof, is held to be invalid and unenforceable, then the remainder of this Agreement shall nevertheless remain in full force and effect.

IN WITNESS WHEREOF the undersigned have executed this Agreement as of the day and year first written above. The parties hereto agree that facsimile signatures shall be as effective as if originals.

ConnectionsPlanet.com

By: _____
 Carl E. Forsell

By: _____
 [contractor's name]

SCHEDULE A - DUTIES, TERM, AND COMPENSATION

DUTIES:

The Contractor will serve as manager of a zip code specific section of the Connections Planet.com web site. Duties to be included, but not limited to, include:

- Updating the site as dated items become expired.
- Providing content to the web site of interest to the residents of that zip code.
- Soliciting local advertising from businesses doing business within that zip code.

[He or she] will report directly to Carl Forsell and to any other party designated by Carl Forsell in connection with the performance of the duties under this Agreement and shall fulfill any other duties reasonably requested by the Company and agreed to by the Contractor.

TERM:

This engagement shall commence upon execution of this Agreement and shall continue in full force and effect until terminated by either party.

Compensation:

As full compensation for the services rendered pursuant to this Agreement, the Company shall pay the Contractor at the rate of 50% of any advertising revenue generated by the contractor. Such compensation shall be payable within 5 days of the first day of the 1st day of the next month. Such funds will be transferred to the Independent Contractor's PayPal account.

Business Card Samples

Connections Planet.com Your Connection To The World

Your Name Here

Zip Code Manager

Street Address City State Zip

Email@connectionsplanet.com

(555) 555-1212



Connections Planet.com

Your Connection To The World

Your Name Here

Zip Code Manager

Street Address City State Zip

Email@connectionsplanet.com

(555) 555-1212

If colors are used:

Yellow = pantone 100 (0% C, 0% M, 51% Y, 0% K)

Green = pantone 381 (18% C, 0% M, 91% Y, 0% K)

Purple = pantone 666 (34% C, 31% M, 0% Y, 6% K)