

Who We Are & What We Do

4 Local Media was founded by three advertising executives in 2012. Damon Balch, Kevin Martinelli and Jeff Carrier had a vision to build a company where the people who did the work made the most money.

Our vision from day one was to provide an exceptional training and education system so anyone who was willing to follow our sales process could have massive success in the advertising industry.

In a regular business environment, the CEO, Owner, Investors or Wall Street is where most of the profits go. The sales people, managers and support staffs who do all of the work, usually are taken advantage of and not paid what they are truly worth.

4 Local Media is DIFFERENT!

Our founders decided from day one that “everyone” would be positioned at the same level, meaning Damon, Kevin and Jeff are Media Brokers just like everyone else. 100% of the advertising campaign profits go directly to the people who are responsible for each account.

The leadership team has decades of media and agency experience in traditional and digital media advertising. We have built a team of top level advertising executives across the country and we are adding additional media brokers to our network each and every week.

4 Local Media is a virtual advertising firm with a network of digital advertising products and solutions. We have partnerships with some of the leading online digital companies in the country like: Sales 360, Cloud One: 30 Car Guarantee / Credit Yes, Zeppo Marketing, Precision Mobile Solutions, ICC Automotive Solutions, LA Post Video Productions, Virtual Deal, Fast Ring, Odds On Promotions, Vertical Response, Mad Fish Digital, ExactTarget, Tee to Green, Market Reach SEO, Beneficity Health Care, Google, Facebook, YouTube and more!

Everyone agrees the most impressive thing about 4 Local Media is that the company pays 100% of all campaign profits directly to the people who sell and manage the client accounts.

Our Business Philosophy

First: Exceptional Ideas

Second: Great People

Third: Long-term Clients

These simple rules are the founding principles of our company; if we develop exceptional ideas through great people who have long-term clients, success will follow and so will sales and revenue! We operate our sales division the same way — it is all about your success!



Our Mission

At 4 Local Media, we are creating the most unique and successful advertising company in the country. Our foundation is our advertising professionals who have a dream of running their own advertising agency and helping local businesses with cutting edge ideas. The success of our clients is the foundation of the personal success of our media brokers across the country!

4 Local Media is changing the way advertising is done in local cities across the country. We are improving the careers and lives of hundreds of advertising professionals by building a culture of success and freedom. Corporate America changed the advertising industry with consolidation, and it was NOT for the better of the people. 4 Local Media is breaking that model by providing an unprecedented compensation model along with a fun and creative environment.

Company Support:

Complete On-Boarding Program designed to take a person with zero advertising experience to enough knowledge to start meeting with business owners. Our ongoing education and training system is online so you can train at your own pace. Typically takes 1-2 business days.

Strategic Products and Services from the leading media solutions in the digital advertising industry and now healthcare. Our product partners provide our media brokers high residual commissions from 15% up to 50%.

Competitive Advertising Solutions utilizing our digital solutions are centered on targeted display, email marketing, lead-generation solutions, and other cutting edge consultative recommendations.

Coaching and Training from some of the top industry executives across the country. Our team and vendor partners have decades of experience with hundreds of proven successful sales and marketing testimonials. We continue to add to our Media Broker leadership team every week.

Campaigns: Most client campaigns are scheduled as an “annual” order, so this is NOT a 100% commission business model. In the media industry it is typical to sell a client an annual advertising campaign, and then have that same client for numerous years. Your income is based on personal clients, overrides and our unique royalty program. There are only a limited number of Media Broker positions available, so take advantage of this truly unique business opportunity!



Ask yourself this question...

Why did you attend college or some type of education program? Was it to get a piece of paper? Was it because your parents told you too? Maybe it was just to have some fun? The purpose of "paying for education" is to learn a trade or industry and then go out and sell your services or time to a company. That means you are increasing the value of your time and hopefully able to get a higher hourly pay, annual salary and ultimately make more income.

The average in-state college tuition is **\$22,261 per year**. Source: CollegeData.com
The expenses associated with going to college include: housing, meals, books, school supplies, and "miscellaneous."

So the real question is; does getting a "general" 4 year degree pay off? That depends on the person, the industry requirements and length of time in that particular career path. **Did you know that only 27 percent of college grads have a job related to their major?**

Source: U.S. Bureau of Census



So let's take education out of the equation. Doesn't it make sense to put yourself in a position where YOU have control of your future and especially your income?

Would you rather have a 4 year degree at a major university or learn directly from the likes of Mark Cuban, Donald Trump, Carly Fiorina or any successful business person? Hopefully your answer is to learn from someone who has had success!

Why? Because they have done it and they know what it takes.

We all know having great support, exceptional training and education is the key to any person's success; that is exactly why we have a comprehensive on-boarding training program for our Media Brokers. We also provide ongoing support and education training through sales meetings, phone calls, videos and webinars.

Our education program is designed to teach an average candidate how to be a successful advertising Media Broker. We have compiled over 300+ hours of advertising education specifically designed for the digital media industry. If we sold this education training, it would be valued well over \$30,000! Get Started Today!

Selling and managing advertising campaigns is one of the most rewarding careers in digital media sales. However it does take a good work ethic, exceptional communication skills and a competitive desire to win.



Media Broker Position

MEDIA BROKER: Providing targeted digital media solutions to local, regional and national businesses. With access to some of the top targeted digital media solutions, our Media Brokers can offer a unique business strategy to their prospects and clients.

TARGETS: 4 primary industry verticals; Automotive, Financial, Medical and Home Services. Our targeted digital media solutions are proven and provide the most value for every advertising dollar. We have saved hundreds of clients literally millions of dollars over the last 4 years.

SUCCESS: We have success stories and over hundreds of current clients. Even though we target 4 primary verticals, we also have clients in health and fitness, professional services, fine jewelry, fashion apparel, technology, and telecommunications products and services.

SALES TRAINING: Our Media Brokers receive high level on-going sales and advertising training from seasoned media experts, who come from advertising agencies, broadcasting companies and a wide array of other advertising platforms.

PRODUCT TRAINING: Our product experts provide product training, support and tools to help our Media Brokers develop new long-term clients! These are truly the “experts” who know their products and services better than anyone. You are learning from the best of the best!

INCOME: Make a significant six-figure income building a digital media advertising business. If you follow our training and education program you can make \$145,000 to \$185,000 in the first year.

TERRITORIES: As a Media Broker with 4 Local Media you are able to offer any of our products and solutions to clients in ANY city or state across the country. There are no protected markets.

➤ **COMPENSATION DETAILS:**

- **80%** Broker Commissions on all advertising campaigns (paid campaign NET profit)
- **10%** Override Commissions for anyone referred to the company (residuals paid on all product sales)
- **5-8%** Product Royalty Program paid on any ideas, new solutions and products
- All 4LM Brokers participate in a \$99 monthly admin fee. Tax benefits / Write offs
- Monthly admin fee includes everything needed including administration support, graphic design; CMS back office sales support, billing, new business leads, team presentation support for over 15 targeted digital media products.



INNOVATIVE TARGETED ADVERTISING SOLUTIONS

Why people are joining 4 Local Media

Our MEDIA BROKERS get to own and operate their own virtual advertising business and YOU OWN YOUR ACCOUNTS! 4 Local Media provides a full service graphic design, programming, client accounting, billing services and support team.

Our compensation package is based on your experience and ability to build a book of clients. The only requirement is you MUST have some inside or outside sales experience. We are adding media brokers who have a willingness to learn, want to follow a proven training system and have a desire to WIN. There are no corporate reports, micro-managing or mandatory quotas.

You are not in business by yourself because we have built a first class leadership team across the country to support you along the way. Our media vendors are always willing and available to help you with questions and client campaigns.

You get to rub elbows with some of the top level media managers in the industry (TV, Radio & Outdoor) including Mobile Digital Media leaders. 4LM provides the resources and services you need to effectively build and run a successful digital media sales division, including an elaborate training and support system!

Our Media Brokers are compensated for personal and team sales. We incentivize team sales with a unique compensation bonus model. The larger your referral sales team is, the bigger your on-going “residual” income!

Go to www.4localmedia.biz/media-broker-membership click on “Become a Media Broker” at the bottom of the home page and start getting paid in the media business!

Let's Roll...

