

You are now working on **part 2** of your 4 Walls application. The focus here is to get you online as quickly as possible, and for associate members, this form lists all of the information needed to complete your online listing which will evolve as we bring on more associate members with a diverse set of information to share.

This sample listing illustrates ways in which you can draw attention to keywords in your listing, i.e. the YOU pops out below.



Business:	My Handyman of Southern NH			
Member(s):	Tina Gleisner and Caroline Amport			
eMail:	tina@MyHandymanNH.com; caroline@MyHandymanNH.com			
Web Site:	www.MyHandymanNH.com			
Work #	603-433-5905	Fax #	603-601-0901	Cell # 603-817-3254
Location:	We come to YOU in southern NH and southwest Maine			
Specialization:	Repair - Maintain - Enhance homes and small business offices			

This information will be used to complete both "Member Listings" and the "Business Profile" on member web pages.

Business:				
4 Walls Member(s):				
Location:				
eMail:				
Web Site:				
Phone Numbers:	Work #	Fax #	Cell #	
Ownership:				
In Business:				
Representative Clients:				
Avg. Project Size:				
Specialization & Associations:				

Here are ideas to help complete the fields above. You have lots of flexibility in how you want to present your business, and if you aren't sure, review other member web pages and listings for additional ideas.

Business:	Your business name on your marketing collateral, i.e. might be different than legal entity name
4 Walls Member(s):	Name(s) you want to use, along with roles, titles or licensing is helpful, i.e. co-owners, president, store manager and real estate designations
Location:	Address if you have a store front or more likely you want to describe the area you serve
Phone:	Number(s) where you can be reached
eMail:	Critical as we give readers the option to send email from any member web page
Web Site:	We want to provide this information if you already have a web site
Ownership:	Woman owned, woman managed - get creative; okay to say wife & husband owned
In Business:	Better to give year opened or bought ... so we don't have to update from 5, to 6 yrs
Representative Clients:	Describe your ideal customers, i.e. "realtors who provide clients with tools to sell their homes," "builders who offer homes with a personal touch," corporate families who need help moving in."
Avg. Project Size:	Get creative, i.e. 1 hour to several days, color consultations to decorating a room or entire house
Specializations:	Highlight special training, licenses, awards you've won ... anything to help you stand out!
Professional Associations:	Most important 4-6 groups, i.e. don't include state & local Home Builders. For retail, Chamber is great, then national groups like NAPOrganizers. Need digital logos if not already on web site.

Good luck, your one step closer to getting online!