

LET'S BUY LOCAL



Welcome to Let's Buy Local

We at More Than Rewards, the creators of Let's Buy Local (LBL), are truly excited to have you start using our application. This short guide may help you on your way.

If you are a **CONSUMER**, please just skip to page 3 of this guide, which will direct you on how to create a free account, and give an overview of the basic functions of the app.

If you have a **BUSINESS**, please refer to page 3 and beyond. We'll be showing you an overview of how to set up your business, and how to create messages, daily deals, and rewards.



***Still have questions
before starting?***

Where do I download Let's Buy Local?

The LBL app is available for download at <http://letsbuylocal.com/>, or the iPhone App Store and Google Play Store.

What devices can use the app?

Let's Buy Local works with any mobile Apple or Android platforms, tablets included.

How does Let's Buy Local work?

Let's Buy Local essentially gives small businesses the ability to create a free reward program, completely managed from a mobile device. In turn, customers can create a free account to "follow" their favorite stores listed in the LBL directory. This means they can receive messages, rewards for visiting your location, and "daily deals" you publish through the app. Imagine having hundreds--or even thousands--of customers following your store, waiting to see your next offer.

You can learn more about Let's Buy Local by pressing the "Watch Demo" TV icon on the initial log-in screen.

How does GPS work with the application?

Many of the features in Let's Buy Local rely upon enabling the GPS on your mobile device. For example, customers can "check-in" to a business by visiting the location. After five visits, a special reward of the business's choosing can be earned. Without GPS enabled, the Let's Buy Local directory would not know where the business is officially located, nor if a customer is physically in the store.

Creating an Account

Whether you're a regular user or have a business, you'll need to provide your photo, email address, birthday, gender, phone number and address to create a basic account. You can also conveniently log in with your Facebook user name and password, which will automatically import these items for you. If you use this method, however, you won't be able to edit any of the account information in your LBL profile going forward, besides your phone number and home address.

Once your account is created, you'll receive a welcome email, and be taken to the screen shown to the right. You can adjust your account settings at the top of the page.



Remember to Follow Stores

By pressing "Follow", you'll see a list of any stores within a 50-mile radius of your GPS-position which have been added to the Let's Buy Local directory. Manage stores you are "Following" in this area, and "Save" your changes in the upper-right hand corner to go back to the main screen.

Messages, Deals, and Rewards

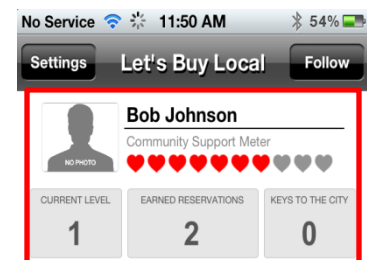
When following a store, pressing "View" next to the store's name on the main screen allows you to see:

- **Messages**- sent to you from the business. You'll receive these automatically from LBL.
- **Deals**- whether current and expired. You can also "reserve deals" you're interested in. Deals are limited-time promotions being offered by the business, which are at the heart of Let's Buy Local.
- **Rewards**- "check-in" at the store with GPS once a day to unlock rewards. Five check-ins at the store will unlock a reward, and then you can start earning the next one.

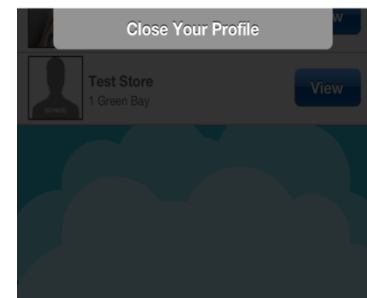
Community Support Meter

When you press "View Your Profile" on the above screen, you'll access the screen shown to the right. Please be aware of some important features:

- **Community Support Meter**- Solid hearts represent how many deals you have reserved AND actually purchased. A blinking heart means you have a deal reserved, but haven't purchased it.
- **Earned Reservations**- This number is how many deals you can potentially reserve, earned back through buying a deal. You can also earn bonus reservations for following stores.
- **Keys to the City**- When you fill up the Community Support Meter, your "Current Level" will increase by one. The key you earn will allow you to reserve a deal early.



You can earn reservations by checking-in and shopping at local retailers that you are following.





Creating Your Business

Once you've created a user profile (page 3), you can add one or more businesses to the LBL directory. To do so, tap "Settings" on the main page, and afterwards press "Add My Business". You will need a photo of the business, website address, public phone number, brief description, business category, address, and hours of operation.

Press "Save" in the upper-right hand corner when you are finished. You'll receive an email with information about how to obtain marketing materials to promote the LBL app at your store.

Adding Your Business to the LBL Directory

After your business has been created, there are a few more steps you need to take to add it to the directory. As shown on the screen to the right, you *MUST* do these three things:

1. **Setup Location**- Use your GPS to verify the exact business location. Otherwise, customers would not be able to find your store in their area, redeem deals they've reserved, or earn "check-in" rewards.
2. **Setup Rewards**- You can create as many rewards as you wish, which customers will unlock in the order you choose. To unlock a reward, a customer must visit your store five times and check-in via their mobile device's GPS.
3. **Setup Deals**- Deals are limited-time promotions which start as soon as the last deal has ended. You can automatically run a deal again, save it for a later time, or have it deleted and removed altogether.

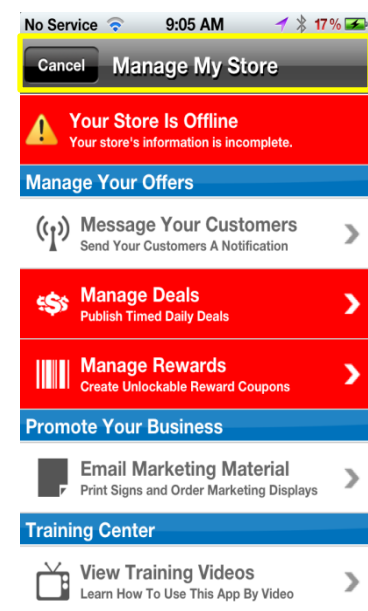
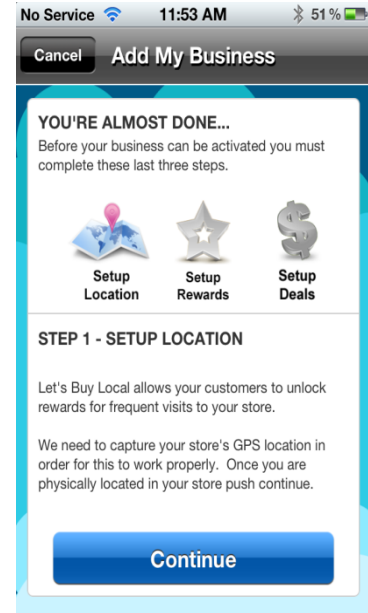
After the set up process is complete, press "Settings" at any time to "Manage My Business". This allows you to send messages to your followers; manage your deals and rewards; obtain marketing materials; and, edit store or GPS information.

Maintaining Your Directory Listing

THE BUSINESS WILL BE REMOVED from the directory (*designated "Offline"*) anytime you do not have an **ACTIVE DEAL** or **REWARD** available. Remember to create deals and rewards regularly!

It is very important to remember that simply adding a business is not going to promote Let's Buy Local at your store. Make customers aware you offer the program through signage, flyers, emails, staff interaction, your website, word of mouth, etc..

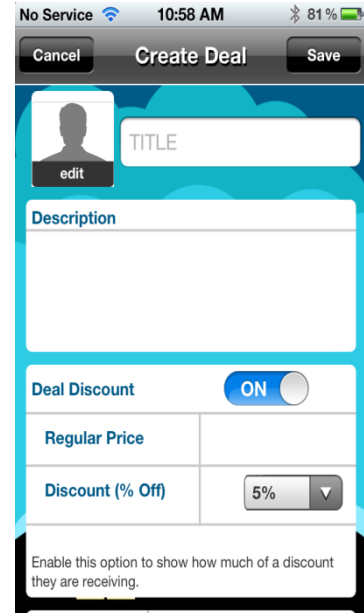
Also, make sure your cashiers and staff are instructed on the procedures for cashing out customers' reserved deals and redeeming customer rewards.



Creating Deals

You must have a deal active at all times, or your store will be removed from the LBL directory. When creating a new deal, you'll use the screen to the right. Scroll down to add deal information, such as available quantity, start/end times, and a "deal hint." (A "hint" allows customers to "guess" what kind of deal is next before the current deal ends.) Make sure to press "Activate Deal" at the very bottom of the "Create Deal" screen.

When a deal becomes "active", all followers will be notified automatically via a message alert. When you have more than one deal in queue, customers who have "keys to the city" (bottom page 3) *WILL* have the ability to unlock your next deal *early*, even if the timer for the current deal hasn't yet expired. Keep this in mind, as you may see quite a bit of future deals being reserved early as your store becomes more popular with shoppers.



Editing Deals

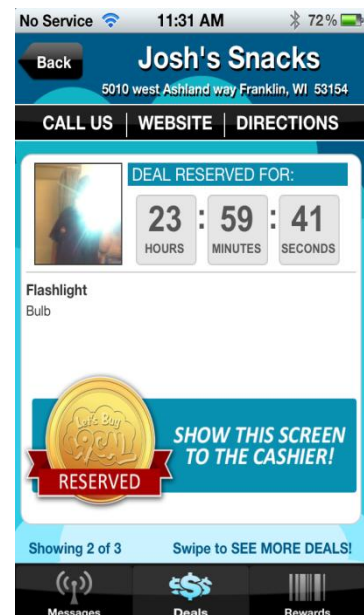
In Let's Buy Local, you can only edit inactive deals. Once a deal is active you shouldn't edit it, as it has already been published to your followers. However, if you wish to make a deal run longer, add more available quantity, or give a last-minute extra discount, go to the "Edit Deals" screen, and swipe the deal to deactivate it. You can also swipe again after deactivating the deal to delete it entirely. This will cause other deals you've created to move up in the queue and fill the void.

Cashiering Reserved Deals

When a customer has decided to take advantage of your currently active deal, they will press "Reserve Deal". This will produce the screen shown below. The customer will have 24 hours to come in to the store and buy the deal. If the counter reaches "zero", the deal will expire, and you'll no longer have to honor the promotion for them.

Customers are only allowed a few reservations at a time so they can't reserve every deal available and not redeem them. Though, once they redeem a deal, they will earn back one reservation. They will also earn back one reservation if the timer reaches "zero". **For this reason, you should not let customers obtain expired deals.**

Also, we suggest in most circumstances to not allow customers to use coupons, cash-value rewards, discount cards, and gift certificates to help pay for reserved deals, as your deals may be already significantly marked down in price. Please make your customers aware of your policies.



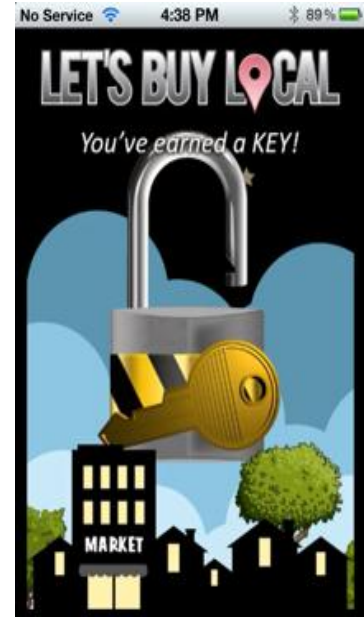
Rewards

In Let's Buy Local, rewards are different from deals in that they are not based on timeframes. They are simply earned when customers “check-in” five times using their GPS at your physical business location. Customers can check-in only once a day to see the screen on the right. (Otherwise, LBL displays an “only 1” message.)

When a customer earns the reward, they can redeem it at your business within 24 hours. If the counter reaches “zero”, the reward will expire, and you'll no longer have to honor the earned reward.

When a customer unlocks the first reward, they'll begin working toward the next reward in your rewards queue. Though, you may want only one type of reward active at all times -- it's completely up to you.

Rewards can be anything you can think of such as coupons, raffle tickets, discounts, special services, reward points, etc., so be creative! Also, make sure you have a large enough quantity of the offered reward.



Creating and Editing Rewards

Go to the “Manage My Store” screen to “Manage Rewards”. To create a reward you'll need a photo, title, description, and a “hint”. (A hint allows customers to guess what kind of reward they are working toward unlocking.) Once a reward is created, tap “Save”.

Back on the “Edit Rewards” screen, you can swipe the reward to delete it from your queue. You can also “Reorder” rewards to change the progression of what customers unlock first, second, third, etc. Rewards will never deactivate themselves, as they do not work on timers, like deals.

Sending Messages

Through the “Manage My Store” screen, you also have the ability to “Message Your Customers”, or to send a notification to **ALL** followers at once. You cannot use this system to send a message to just a single follower. You may send as many free messages as you wish through the Let's Buy Local app, unlike texting packages.

As customers will retain a history of these communications, mention specific dates and times for promotions, discounts, and events.

Once “Publish Message” is pressed, all followers will receive an automatic notification via LBL on their device.

