Michael, great seeing you again, Eliot and I both look forward to the new and exciting opportunity to help freight-pal get off the ground. We have begun getting our stuff together to begin marketing and have come up with a sample initial marketing letter to begin with below. Also, we went to site and put some of our comments below for you to give you a novice view on the site. Please let me know if you got our working arrangement agreed to with your investors, a small monthly fee in lieu of a 50% reduction on commiss until we no longer need the stipend we agree to. Once that is done all we need is to get a phone line dedicated here, a computer, a freight pal customer login we can use for the people we market and an email address at freight-pal. We can begin sending a few hundred emails a week as soon as you give us the go.

Also, thank you for the lovely breakfast!

Candy and Eliot

FP Email Marketing Letter

SUBJECT: "Freight Pal™" - Deep discounts on air freight with major carriers! Cloud Based Air Freight Shipping

Welcome to a brand new concept in Air Freight, finally a cloud based do it yourself shipping site "Freight Pal" that is designed to save you money and give you multiple quotes from leading carriers (FEDX, UPS, DHL) all in one place. Like many online cloud based web services for hotels, airlines, etc., we buy Air Freight in bulk rates from major carriers such as Fed X, UPS, DHL and others and we pass those savings on to our customers often saving over 20% on expedited parcels. Freight Pal requires no user side software to purchase or load and is user friendly. Enter a few shipping parameters, get quotes sorted by price and you too can begin saving thousands on your air freight needs today.

Just check out our rates from multiple vendors versus your current rates by visiting our online quote generator @ http://www.freight-pal.com/live/app (enter the Guest Code SAVENOW) . [Michael can we set one pass code for Candice prospects to use so that we can track the email prospects that come to site using that code, we can then contact them with a personalized Candy call within a few hours of their visit, see how freight quote does it by registering with them, they will call within 1-2 hours]

If you need additional information or would like a personalized walkthrough of the software please feel free to contact me directly at candy@freight-pal.com [Michael can we set up this email to begin marketing through?]

Candice Bernstein
Sales and Marketing

Freight-Pal LLC ™
(561) 886-7627 (direct)
candy@freight-pal.com
www.freight-pal.com

www.facebook
www.twitter
www.linkedin
3940 Laurel Canyon Blvd.
Suite 1195
Studio City, California 91604

Site Comments

To use the freight calculator we should have a page that customers have to fill out to even get to use software, short but gets contact name, email address, etc. builds instant customer relation database for marketing and sales and helps be able to contact everyone personally. Check out https://www.freightquote.com/tour/signup.aspx you could use this to make them a free account forward. Your address/phone fields once the user enters them once should then populate and auto complete into Ship From field and used for Billing Address fields, unless user changes it. This then leaves only "Ship To" field to be completed for most people to fill in each time.

Our Login should have a remember me button that keeps you logged in because if you go out of site now you have to login each time.

When I click the phone button it says need app to use, no choice of app comes in [Firefox, W8.1] and on IE (Skype only app)? We should have phone number under phone. The contact us stuff should be visible on all pages, with icons, text, 800# and support@FP.com maybe at bottom of all pages in footer.

The homepage fill in boxes have the parameters inside the fill in box, consider putting parameters permanently above each fill in box (if you forget what date format site wants for example, you have to get out of box to see it again.)

Pick up date mm/dd/yyyy

Would become

Pick up date mm/dd/yyyy

I would do this to ship to and ship from with ideal address input format listed above each. Ship from should auto complete from their address they input. Currently there is no format to the date field inputs but love the autocomplete.

Ship to: Street Address, Suite, City, State, Zip, Country

Package Type, shippers know what loose and pallet means but most people shipping boxes strangely do not, therefore since we are marketing to a broad base of consumers perhaps a ? screen explaining each field for those needing more help.

Dimensions – The dimension fields fill in boxes have the parameters inside the fill in, consider putting parameters (Height Weight, etc.) permanently above each fill in box on the page, ie

Weight (lbs)

would become

Weight (lbs)

Maybe have date to ship entry have calendar pop up

On the Ship It Screen

Same problem with boxes, perhaps all entry boxes should have format above, when I went to enter phone I did it with dashes but format has no dashes spaces, etc. but then once you typed in wrong format there was no way to see correct format.

Once you complete label, there is no direction on how to pay or next button to pay and there is no way to get to a payment even if you go to shipment list. Should the program generate a label and then dump into payment screen?

Maybe a My Account link with all your packages and payments and all that would also be good and this could all be generated with an initial account input screen described above where just logging into rate calendar to use first time would require basic info to set up account for each user.

When you login there should be at top a My Account button to take you to your account and where you can from there also generate the calculator and choose prior shipping parameters for people who do common shipments and do not want to have to re-enter all the data each time, so choose the parameters and it autofills and leaves you with label and then payment. Most online shipping has these options at websites for people who use often, big time saver.

Nowhere on the rate calculator does payment button appear to pay invoices on stuff you generate or to cancel stuff.

On USPS I get this error "Error occurred while processing Endicia package.: Reason Account #884645 is no longer eligible for Endicia Parcel Insurance. If you have any questions, please contact support@endicia.com. Error encountered (Log ID: 28472)" when trying to ship

I have no idea if after going to labels if this made up stuff is shipping or billing but hope not.

Marketing Campaign

Michael, we would like to begin marketing to a broad base of our current contact lists, so a few emails to start weekly in each market that we track closely to a variety of markets, manufactures, shippers, online businesses that ship products with dimensions in our profit sweet spot, insurance companies, financial companies, etc. to start to see who is biting. In each market, we will look for the person responsible for shipping at top of dept. to get our emails to. We will first send emails, second call anyone who visits site from them and third call all of the rest to see if they got the email and if they are interested and if not, why. If you want us to market to a priority list of prospects you want, just tell us the markets and who you want to meet and we will get appointment with the contacts you suggest in those markets.

Social Media, we will begin to circulate our social media sites with the emails and populate them online. Do we have a facebook / twitter /linkedin page, if so what are the links?

Competitors

Competitors site stuff that may work for us too

Michael, here is a competitor Frieghtquote and what is nice about their site http://www.freightquote.com/about/ is that they have several inputs for choosing the type of parcel, ie and clickable icons.

Shipping services simplified.

Get your quotes. Book your shipment. Track your freight. It's that easy when you choose Freightquote shipping services. With us, you're not only working with the nation's largest online freight broker, but you're also getting real-time quotes from reputable, experienced carriers. It's a patented, step-by-step transaction with all the freight services you need built in. Once we have your shipment information, we will automate the entire shipping process, including creating your bill of lading (BOL), dispatch, tracking and more. We'll also give you opportunities to customize your shipping solutions to meet specific logistics requirements.

Whether it's truckload (TL), less than truckload (LTL freight), expedited LTL or intermodal, Freightquote is your freight shipping solution.

SHIP STATION

Another Site that has some good parallels for us is Ship Station and I like how they brand with the carriers logos on the page, this makes users instantly comfortable that we are using major brands http://www.shipstation.com/?ref=GPPC_Shipping-AR_Online+Shipping_online+shipping_Phrase&gclid=CMbk0rvu8MMCFQuMaQodnWYA-g

Also like this page http://www.shipstation.com/partners/