

SOHO HERO™ Saves the Day with ‘Business in a Box’

Interactive Multi-media Tools Help Small Businesses

Achieve More Meaningful Results with Less Individual Effort

If you're a small business owner, telecommuter or home-based business, you're fully aware of the challenges faced in today's new world of work. Fast-paced deal-making, "virtual" everything and competition from bigger and more experienced companies. With that kind of scenario, what tools are out there to help a small business owner keep up the pace? Enter SOHO HERO™ Business and Meeting Centers, serving the growing needs of the **S**mall **O**ffice, **H**ome **O**ffice (SOHO) business professional.

According to a recent U.S. Census Bureau report, non-employer businesses, otherwise known as for-profit ventures run by an entrepreneur without any paid employees, comprise a dramatically growing trend in the U.S. More than 20.4 million non-employer businesses were counted across the nation as of 2005, the latest year for which figures are available, according to the report.

Many of these non-employer businesses work from home or are corporate telecommuters in need of ongoing business support and a place to hold corporate meetings and need a private work space. Take for example, Spencer White of AFLAC, a Cumming, GA resident, a frequent SOHO HERO and SOHO HERO Meeting Center client.

"Our district sales team needed a flexible, yet professional solution where we could conduct private interviews, train our sales staff and support our business needs," explained White. "SOHO HERO provides those services and more. We now have a centralized base of operations, a professional, private meeting center used for training our sales staff and a one-stop source for copies, printing, faxing, design work and shipping. It's a perfect solution for us."

The SOHO HERO Business Center franchise concept launched in 1997, when entrepreneur and Atlanta-resident Chris Kouloukas discovered that small and home office-based business professionals had no single source to turn to for vital business services and meeting and conference room space. Today SOHO HERO has expanded to include vital business and meeting center services and now has taken it one step further by introducing SOHO HERO 'Business in a Box,' a unique suite of interactive multi-media services that collectively serve as an 'incubator' for small businesses.

"Business in a Box" allows small and home-based business to create and manage interactive multimedia tools that help them survive and thrive in the world of Business 2.0 where cyber-interaction and multi-dimension e-commerce solutions often define business success and profitability.

In a nutshell, SOHO HERO 'Business in a Box,' suite of interactive services includes:

- **SOHO WebPeople:** This interactive video application revolutionizes a business's website. Live actors are used to present an impactful: 30 or: 60 second sales message. This leverages 'people assets' and automates the sales process. WebPeople adds a human touch, makes a website more interactive and explains details with less reading by the site visitor. SOHO WebPeople personally greets, inform, sell, train and

demonstrate. To see a live sample please go to www.sohohero.com.

- **Share It SOHO!** *Share It SOHO* enables all business associates to share announcements, calendars, contacts, links, tasks and team discussions from the convenience of their computer -- no matter where they are located. It is an easy and inexpensive company portal.
- **Send It SOHO!** *Send It SOHO* offers a simple but effective email program designed to initiate small to large email campaigns to current clients or potential prospects. Changes are easily modified with a touch of a button.
- **Save it SOHO:** *Save it SOHO* offers secure encrypted offsite data storage for business customers. Avoid costly data loss and downtime, protect data from technical risks (viruses and worms, data corruption, power failures), human risks (theft, hackers, accidental deletion or changes), natural risks (flood, fire, storms, lightning) and laptop risks (stolen, lost or damaged). It provides businesses a life insurance policy for their priceless data.
- **SOHO Business Suite:** A business may not have an actual office, but SOHO HERO can provide you a private suite address. SOHO HERO offers private mailboxes with a suite address -- not a P.O. Box address. SOHO HERO can provide a business address with all the amenities, including receiving package deliveries and customer contact for special deliveries. And there's no need to worry about having mail held while out of town.
- **SOHO LOGO Creation:** SOHO HERO works with clients to create corporate logos that communicates who the business is and what it has to offer in an inspirational and communicative format. A big corporate look on a SOHO budget.
- **SOHO Identity Package:** Along with logo design, SOHO HERO builds a brand identity through eye-catching business cards, letterhead, and envelope design. A complete corporate branding package that will rival any ---help----- corporate counterparts.
- **SOHO Web Design:** SOHO offers website design and e-commerce packages that fit your business style and stay within budget. Choose from SOHO's simple three-page website, a five-page website inclusive of e-commerce, or customize a website to fit your specific needs.
- **SOHO HERO Community Guide:** If a business is looking to generate sales through a network with the local community, SOHO HERO offers clients the ability to be included in their business Community Guide for free. Recognizing the power of the small business community, SOHO HERO has created a vehicle for clients to generate leads and referrals through their Community Guide. To be a client, the only requirement is to open an account.
- **SOHO HERO Meeting Center:** While socially acceptable to conduct business in a coffee shop or restaurant, many are frustrated by the lack of privacy, excessive noise and limited space available. We invite businesses to conduct meetings with prospects, business associates or employees at a SOHO HERO Meeting Center (where available). Need a get away from your home office? The meeting center can be your new water cooler. Enjoy our plasma TV and interaction with fellow SOHO's. If you ever need a

workroom to assemble your thoughts and papers our rooms are designed for production. Private meeting facilities come complete with tools such as: white boards, Wi-Fi, teleconferencing, writing tablets and bottomless STARBUCKS® coffee.

For more information on SOHO HERO, '*Business in a Box*' options, SOHO HERO Meeting Center and franchising opportunities, please visit www.sohohero.com.