

## ProductPals for the Individual

ProductPals is primarily built for the Professional.

ProductPals contains Public **Collections** that you can use for **professional training**, self-improvement, information, or even entertainment. You can also build your own private or public collections (including messages, files, photos, videos, products, profiles and more), and share them with other individuals or groups in a way never before possible.

Several **new and unique productivity and networking tools** are available for you to use. These tools make it easy for you to **manage your Shared Items and Contacts**.

ProductPals hosts content that help professionals in their careers. By becoming a contributor of Content, you can get **a share of the advertising revenues** that ProductPals gets from its advertisers.

### Productivity and Networking tools

1. **Attend Trade Shows online:** ProductPals hosts data on thousands of Tradeshow occurring annually in the USA. As it is difficult to attend more than a handful of these trade shows personally, ProductPals now gives you the opportunity to attend them virtually (online). By visiting the booths you can make business contacts, learn about new products, and use it to enhance your career.
2. **Create your Personal or Professional Collections and share it with friends or colleagues via an Ad-mail Campaign:** For the first time, you can now create a Collection on a Professional Network and share it with friends, relatives and colleagues.

### Collections

**Collections** (Free or Paid) are repositories that house content including videos, documents, pictures, Articles, Web links and search keywords, Products etc. in a hierarchical manner that can be delivered to targeted individuals or groups. ProductPals works with Individuals, News Papers and Magazines globally to have their Content housed and delivered in a precisely targeted manner based on the Subscriber's Preferences. The subscribers also have the ability to network online with you via various Social Networks.

### Other Advantages

- **You can now market yourself, your products or services globally:**
  - a. Create a **Professional Profile** for yourself and a **Product Profile** for each of your products, and send it to your prospects.
  - b. Advertise your business by creating a **Business Profile**. Share this Business Profile with customers, prospects, and others with **ProductPals Connections**. Your Business Profile is searchable by others, who use the Network or by a web search.
  - c. You can also create **Promotional Events** with an easy to use **Event Management** tool

- d. Upload your new or used **Products for Sale**. ProductPals allows you to buy and sell new or used products easily. ProductPals handles the flow end-to-end.
- e. Participate in our **Product Treasure Hunt** and win hundreds of prizes offered through the web site.
- **Create/Import and manage lists and groups online**. You may import all your existing contacts from Outlook, Gmail, Yahoo etc. and create lists. We have extensive list generation and management tools. Set up appointments, events, meetings with clients. **Share and View all data by Person or by Group!**
- The ProductPals **Promotion events** allow the Seller to promote products or services and make a sale via the site.