

Explaining Agloco #1

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----- We spend a lot of time commenting about blogs and emails that Members use to recruit, but thus far have not said much about explaining AGLOCO concisely in person. After all, in an email you may have lots of time to carefully put things how you want, but in person you generally have 30 seconds to get people interested. And if they are interested, then you might have about 2 more minutes to explain everything.

There are surely many ways to go about the initial 30-second explanation. Below is the pitch I got from one of my graduate school buddies who says it is working well for him.

The 30 second pitch

Step 1: Set the stage

"You might already know that almost everything you do on the Internet makes money for someone else. And that's not just when you spend money. Just about every time you view an ad, click an ad, search, buy something, download something, join a community, or post a story, picture, or video, some person or some company is making a fee, commission, and/or sale from your activity."

Some people aren't familiar with the economics of the Internet and how Internet users are constantly creating value for middlemen and getting none of it back. Either way, it's a good idea to start with a bit of context.

Step 2: How it works

"If you want to join as a Member, you download a piece of software called the Viewbar. It's like a toolbar that sits at the bottom of your desktop, and it will be available soon. Essentially, it collects on your behalf some of the revenue you would usually generate for other people while you conduct your everyday browsing. Then, it returns most of this money to you."

This explains briefly how one uses AGLOCO, and it will help them get a mental picture of what AGLOCO is.

Step 3: Why it works

"Why does this work? You win because you now get your share of the money for doing what you would normally do. AGLOCO management wins by keeping a 10% cut of this revenue (like Brad Pitt pays his agent a 10% fee). And the companies win, since they get your business. All you need to do is have the Viewbar up on your screen while browsing the Internet like normal."

Some people think AGLOCO "sounds too good to be true." You may just have to remind them why the value proposition is sound.

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In my next post, I'll talk about things you might want to take 2 minutes to explain once you've gotten someone's attention, such as:

- The Referral System: What it is and why AGLOCO has it
- Member Privacy: Why a Member can trust AGLOCO
- Details regarding where AGLOCO collects money on behalf of Members

I would love to hear your thoughts on this suggested method (one of many that could work), and if other ways of describing AGLOCO have worked especially well for you.

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Interesting Site of the Day: <http://www.agloconews.com/>