



**135 Chapter Leaders Are Changing Their Lives**  
**Will You Be One of Them?**  
(this number goes up daily)

The LOCAL City Places Chapter Leader program was born out of the Merchant Broker program in April of 2024.

What we learned from the Merchant Broker program was extremely valuable as it led us to first go back to the drawing board to figure out what we were good at here at the corporate home office.

It birthed the Chapter Leader program which has been tested thoroughly and works perfectly.

**And it all begins with NO SELLING on the part of the Chapter Leader.**

Troy Warren has been building LOCAL Search platforms since he built the first FREE Website community on the Internet in 1997 that housed nearly a million businesses across the United States, which was a year before Google was even born. He's also been in the data business since the late 80's, which is why LOCAL City Places is blessed to have over 12 million Merchant records in its database spanning the entire United States.

The LOCAL City Places Sales Executive team is the BEST at engaging Merchants and bringing them aboard for beginning their LOCAL City DEALS Marketplace campaigns.

Once we began to understand what we are good at here at LOCAL City Places, then we began to understand what is needed beyond the LOCAL City Places team skills.

If LOCAL City Places was just going to operate in a handful of cities, there would be no need for Chapter Leaders. However, LOCAL City Places spans the United States in hundreds of cities.

Thus, it follows that corporate needs intimate details about each area in which it engages Merchants. Not just Google data, but someone that lives in the area that understands all the nuances. Good areas, not so good areas, good Merchants and not so good Merchants are just some of the finer details that LOCAL City Places needs to engage Merchants intelligently in each City/Area.

For example, Troy Warren grew up in Indiana and his entire family moved to the Phoenix area in 1989. So, because he has lived there longer than when he was growing up in Indiana there would not be anything he could not tell you about the Phoenix METRO.

On the other hand, if you started asking about areas and cities that have not been visited, someone who was not from there would not be able to tell you about the finer details. Without these details we cannot make it feel LOCAL for the Merchants and consumers.

Now you can see the importance of the Chapter Leader, who is the GUIDE, the Face, and the ears and eyes of an area.

Once an area is assigned to a Chapter Leader, he/she is paired up with a Sales Executive here at LOCAL City Places.

The beginning of the journey starts with the Sales Executive pulling down the Merchant data from the LOCAL City Places database that matches the defined area of the Chapter Leader. Then the Sales Executive does the outreach to the prospective Merchants via marketing channels such as postcards, email, phone and texting.

Once Merchants begin to raise their hands and want to learn more, the Sales Executive sends a private link to what is called a "Digital Sales Room" that has all the information such as video, PDF and slide deck for the Merchant to consider running campaigns.

The Sales Executive ALSO sends that same private link to the Chapter Leader for the "Digital Sales Room", so he/she has a front row seat to the engagement between the Sales Executive and the prospective Merchant.

The Chapter Leader can lend a hand in private messaging with the Sales Executive with any knowledge needed based on the Merchant questions regarding the area.

This begins to FEEL LOCAL for the Merchant because they can see the Chapter Leader is LOCAL, as opposed to a Chandler, AZ company trying to sell a Merchant in a faraway location or state.

Once the Merchant says YES and wants to start running campaigns, the Chapter Leader role turns to a Relationship Manager. The investment of time is between 2 and 5 hours per week depending on the size of the Chapter Leader area. This is not meant to get in the way of what the Chapter Leader might already do and is very flexible.

The Chapter Leader, who is now effectively the Relationship Manager, will be messaging via email and other digital methods with the Merchant once they are running campaigns discussing their campaigns and adjustments.

Now let's get to the exciting part which is the money! Because the Sales Executive and the Chapter Leader roles are vitally important, they both earn the same commissions from each Merchant.

Our most popular package here is the \$297 per month ULTIMATE package.

The Sales Executive and Chapter Leader earn 20% the first month of the \$297 dollars. That is \$59.40 each.

From month two and forward for the life of the Merchant it is 10% commission or \$29.70 per month.

And finally, the Sales Executive and the Chapter Leader each earn \$50 dollars from each unique Merchant campaign which is every 30 days.

The average area has 50 to 100 active Merchants. So, let's go with 50 active Merchants and do some example (no income claim) math.

50 Active Merchants X \$29.70 residual commission per Merchant ULTIMATE subscription is \$1,485 dollars. We are starting to get warmed up now.

50 Active Merchants X \$50 dollars residual commission per unique Merchant campaign (monthly) equals \$2,500 dollars.

Add \$2,500 dollars and \$1,485 dollars and you have nearly four thousand dollars per month. Look at that over the course of the year and you have, give or take, \$50,000 dollars annually. Double to 100 Active Merchants and you are hitting six figures.

Depending on the size of the area, a Chapter Leader will make an average between \$50,000 dollars to as high as \$200,000 dollars annually.

Now that we have that out of the way, there is a written agreement called the Chapter Leader Agreement that is about four pages long. It is a very easy read and there is no fine print.

It talks about the commissions which are paid every Friday for the previous week's sales activity.

The agreement runs for a one-year term and is auto renewable for one-year terms into perpetuity.

There is a section that defines the Chapter Leader area. Chapter Leaders are not shoulder to shoulder and are not competitive. You must live in and around a 25-mile radius of your defined area. We want to give the Chapter Leader as much as possible, so income and growth is increased for both the Chapter Leader and LOCAL City Places. It is a team effort!

Because LOCAL City Places is making a huge commitment in opening an area for a Chapter Leader that includes a unique area website, access to all Merchant data and engaging the Merchants on behalf of the Chapter Leader, the Chapter Leader agreement calls for a ONE TIME REFUNDABLE DEPOSIT of \$300 dollars which comes back VERY FAST at the rate of \$100 off the top of each of the first three sales PLUS the regular commissions.

Call this a FOCUS deposit, a SKIN in the game deposit that is the commitment of the Chapter Leader to be there with the valuable and finer details of the Chapter Leader area as lift off occurs.

Just like booking an AirBNB you pay a refundable deposit. If you show up, it is refunded to your bill. Both parties are motivated and committed.

There is ONLY one Chapter Leader per area. Once they are reserved and activated, they are gone. **[As of this writing there are 135 Chapter Leaders spanning over 30 states and this number will keep growing].**

If you love what you have read thus far and want to check to see if your area is still OPEN simply fill out the form or get back to the person who referred, you. Within two to four weeks, you could be on your way to getting a second income without getting a second job.

Once we have determined you are a fit and your area is available, we will send the written Chapter Leader Agreement for your review and completion.

*P.S. Once you become part of the Chapter Leader family, we have a private Basecamp app where all the Chapter Leaders hang out and have fun, plus they get to see the campaigns going on in cities across the United States.*

**If this sounds like this could be a FIT for YOU, schedule a NO PRESSURE Call by clicking below:**

**<https://calendly.com/localcityplaces/30min>**

**Email Questions**

**HelpDesk@LOCALCityPlaces.Com**