

Greetings from LLAS:

So, you are interested in selling your products or merchandise in our shop? Great! We look forward to do business with you. First, it's important that we state our mission for you. If you are looking to get rich quick or anything remotely close to that, you have come to the wrong place. Back up and close the door. While the thought of making money for your creative ideas and hard work sounds exciting, it is **not** the main reason you should be here. Meeting the needs of countless, defenseless victims who would otherwise perish horribly without your assistance **should** be the main reason. Making a little money at the same time ... well, that's just gravy.

The Whymysical Whiskers Online Specialty Shop is a division of Little Lights Animal Sanctuary, Inc. LLAS is a non-profit, no-kill shelter that specializes in new births, emergency rescues and retirement of all animals both wildlife and domestic. The LLAS crew are never kept in cages but are free to roam the private grounds safely guarded by a custom-made security system. And it doesn't hurt that a 100lb Pit Bull-Chow keeps a close eye over them as well.

Whymysical Whiskers was designed to advance fund-raising efforts for LLAS and is open to all forms of products and merchandise. To get started, please read through the information posted below and follow all instructions carefully.

Mass Market Sales:

Hundreds of thousands of custom-made merchandise by artistic individuals never make it to the open market. Why? Mass market. Today's world revolves around it. Retail stores and other open markets demand it and would not be able to operate without it. So, the first step is to find a way to mass market your product. That could be thousands of dollars alone, and the first closed door. Then, after you've found both the way and the means to mass market, you must find a distributor. Retail and other markets insist on dealing with distributors not individuals. But, unless you're already famous for something or have already sold thousands of dollars worth (of your product) to begin with, distributors will avoid you like the plague. The second closed door.

So, you go for the next best thing. Selling the product yourself, one item at a time. First, you need to open a company because people do not feel safe in dealing with unknown individuals and no one can blame them. That means lots of paperwork, including licenses, legal work, etc., and that will cost a bit of money. Then you'll need a professional, business website. And you won't get away with one for what you'll need for anything less than \$500.00 ... unless you build it yourself. Don't forget design services because you'll need a logo. Every company has a professional logo. If you intend to design one yourself, you'll need to purchase all the right software. But then you'll still need hosting services, merchant bankers, and more. On top of all that ... here comes marketing!

Popular radio stations charge \$100.00 or more for only 30 seconds of air time.

Newspaper display ads aren't much cheaper. And it doesn't help that the key to successful advertising is redundancy! People need to "see it" and "see it" and "see it" some more before they are tempted to buy. How much air time or display ads would that be exactly? The third closed door.

Why Sell In Our Shop:

First, we are already a popular business in operation (privately) in our community for over 15 years and publically for just under 10. We hold two websites – one on the highly acclaimed PetFinder at LittleLights.PetFinder.com and the other at LittleLightsAnimalSanctuary.com. Second, unlike retail and other open markets, we are actually interested in your custom-made products and merchandise and do not demand mass-market production. Which means you will not need a distributor! Third, you will not need your own website. Fourth, you will not need a private merchant banker. Fifth, you will not be subject to hosting fees. (Since we are non-profit, our hosting services are free and we do not intend to charge for any service that we do not pay for ourselves.) Sixth, you don't have to worry about big radio and newspaper advertising. We will handle all of that. The money you would save in selling your products or merchandise in our Shop versus going it alone would literally be **astronomical**. Sound good so far?

How We Work:

We are now bypassing the in-house review! You must still contact us via email with a synopsis of your product or merchandise. No photos allowed during your synopsis. So make certain that you describe every material used, the weight of your product, the color/s, how it can should or can be used, etc. Items can range from jewelry to actual clothing lines and do not have to be animal related. "Offensive" or "risque" items are not allowed. Period.

Once your item has been reviewed and accepted, the first thing you will be responsible for is a ONE-TIME and we repeat ... a ONE-TIME set up fee of \$39.00. This fee will cover your account set-up fee, site set-up fee, web space fee, community merchant banker set-up fee (through us), all professional photos (must be taken by us), and all product representation and public relations. (This means that we will handle all questions and concerns from customers and other interested parties regarding your product or merchandise.) This is a one-time fee, regardless of how many items you decide to sell in our Shop, whether up front or added over time. Though each item will still be subject to a free review, you will never be charged additional **set-up fees** for added products or merchandise.

The second thing you will need to do is to become an active member of our "Community". To become a Community member, you will be responsible for a monthly \$14.95 "Community" fee. **OR** – get someone to sponsor our **Senior Citizen Pets R 4 Life Program** for \$14.95 a month – and we'll waive your monthly Community fee. (See Programs and Services for an explanation of this program.) Why do we charge this fee? Let us remind you that the more popular, trustworthy merchant bankers (the ones

you would need for your otherwise private site) charge, at best, \$19.95 a month and you still have to pay for banking services per “item sold” as well. And again, this is **just** one of the fees you would be responsible for on top of all the others mentioned above, including hosting fees, if you were thinking of going it alone. Perhaps the monthly “Community” fee isn’t quite so bad now, is it?

Perhaps it would sound even better if you knew that the first \$7.98 of that fee will be placed into an “Advertising Account”. That may not sound like a lot for advertising, but with multiple community members, this account will build quick enough and will be used for bigger advertising like repeated radio and display ads especially during popular holidays and the holiday seasons when sales are at an all-time high. This would be otherwise nearly impossible for the individual alone, but through a “Community” effort, we can certainly get it done with greater ease and much more effect.

The remaining \$7.97 of that fee will be directed toward our Senior Citizen Pets R For Life Program. This program will allow LLAS to place hard-to-adopt animals with compatible senior citizens, while still allowing us the oversight we need into each situation, including vet appointments, medications, grooming and more. Regardless of how many items you decide to sell in our Shop, whether up front or added over time, though each item will still be subject to a free review ... you will never be charged any additional fees **monthly or otherwise** for added products or merchandise.

As for each sale of your product or merchandise, we will respectfully reserve 65% of each item sold. (Sure make sure you mark the cost of your items appropriately so that you can make enough money to pay for supplies and retain a little for profit.) You will not be responsible for shipping charges. Your customers will pay for those. The money we collect will also go directly toward the sanctuary for food, housing, medical bills and other. Please keep in mind that LLAS also **specializes in abused and handicapped** animals (disfigured, broken backs and other), many which cannot be adopted out. This money is desperately needed in order to properly provide for them throughout the year. Whymysical Whiskers is a non-profit effort. No individual receives any pay from any sale of products or merchandise. And again, your main reason for becoming a “Community” member and selling your products and merchandise in our Shop should be for better animal welfare. Getting recognition and making a little money in return is just an added benefit for your help and assistance toward a truly worthy cause.

So, are you ready to get started? Then gather your products or merchandise for review and email us (from our site) with your synopsis. We will contact you via return email with your “Community Agreement” form which includes detailed information and addresses all other questions and concerns.

We’ll be waiting to hear from you!!!
Warm regards,
LLAS, Inc.