



## MEMO

**TO: Jimmy's Email "Subscriber" Social Event List**

**FROM: Jimmy**

**SUBJECT: Charging fee's for certain e-mails beginning 7/1/2007  
Officially, as of 4/17, Jimmy's e-mail list became "The Social Fly, LLC."**

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Hello Jimmy's e-mail listers,

A favorite quote of mine and one to live by and say to yourself daily to keep forging ahead is: "**You don't have to get it right, you just have to get it going!**"

**The Social Fly's email list "Charitable" Mile Stones the last 6.5 years**

- \*Over 5,000 subscribers-I've met over 65% of you.
- \*92% job placement success rate (warm bodies)
- \*HUGE IMPACT on the small-medium size businesses and hospitality industries
- Over \$24,630,000, in personal real estate purchases (land and 66 personal property).
- Personal Transportation: over 43 cars, trucks, boats, snowmobiles, and motorcycles sold.
- Over 53 cats, dogs and pets sold (Horses, too)
- A TON of CRAP e.g., personal items like furniture, bedroom sets, T.V.s, ☺
- Typical email is viewed conservatively by 15,000-20,000 people daily by the end of the day

After 6.5 years, I just want to say THANK YOU again! A special thanks goes out to those who started on the "ground floor" with me. My Jimmy's list/The Social Fly would not be where it is, if it wasn't for YOUR LOVE & SUPPORT---YOU "Twin Citians" and ALL of YOU NEWBIES I've met over the years who have relocated here, hated it, then, some how, got on my email list, now-feel connected, and are now able to call Minnesotan's NICE instead of ICE.

Yes, its become a "Powerful" platform! It has reached out and helped thousands of you and businesses, in many different ways, over the years, from all the feedback you've shared with me to date. I say THANK YOU ALL again; I'm deeply blessed to be able to associate and surround myself with many good people such as you.

As with organizations, businesses, and people, there eventually comes a time when everything you have been doing for "gratis", has to come to an end, mainly due to time. NO, I'm NOT Quitting—we're just getting STARTED! Just so you know, I'm still eager and fully committed to doing what I've been doing but at a price. After averaging between 32-37 maintenance hours per week on my Social Fly email list (literally, it's another FULL TIME job) the time has come, for the "Jimmy's" email list/Social Fly to begin charging a fee for certain emails.



Yes, I'm aware there will be a lot of people who won't send me their emails—that's O.K.! But at the same time, there will be many who will send me their information (special promotions, personal items etc.) to share because they've done so in the past and have seen the VALUE/IMPACT and the EXPOSURE of being on the "Jimmy's List" has brought to their businesses and more importantly their personal lives. As they say "All business can't be Everything to Everyone!"

Time is everything! And every time I violate my own principles about controlling my time, access to it and use of it, I get spiked-heeled kicked in my privates, deservedly, as a little reminder that I must heed my own advice. ☺

Due to TIME, or lack there of, I insist on arranging my business life to enable me to be more effective and impactful. For those of you with business curiosities, for the foreseeable future in 2007, my office will remain in Minnetonka. I'm attempting to restrict and re-arrange my activities, to work differently, having launched two new business.

For those of you who aren't aware, I partnered with Curt Fretham and we launched "**Minnesota Home Buyer Assistance Program**," last December. Please go to [www.mhbap.com](http://www.mhbap.com) MHBAP for more information. Now you know who's behind the scenes on that. Our program has taken off since the last week in April!

Then, out of necessity, and because it made good business sense, (a major company asked me last October if I wanted to take my email list to the Craig's list level--I said, "NO!") I turned my Social Fly email list into a legitimate business, **The Social Fly, LLC**. [www.thesocialfly.com](http://www.thesocialfly.com) . I now have taxes, accounting, and operating expenses to pay. A new website and/or new technology will be added soon!

It's taken me 6 1/2 years to achieve my dream of obtaining 5000 subscribers, and I started it all by saying to myself that when I reached my goal, I would give back, which I have, these last 6 1/2 years. I've reached my other goal of helping others reach their goals quicker and easier through my platform.

**For those of you who are not aware, I spend 32-37 maintenance hours a week on my Social Fly email list. Here's what my job entails and why I have to charge a fee:**

- \*I filter over 200 emails a day (2-4 hrs. at night or early morning)
- \*At least 3 times a week I get over 250 emails I have to filter (3-4 hours at night or early morning)
- \*I have to copy & paste, or write content into my Social event list ( 8-12 hrs.)
- \*Takes me an average of 2 hours each morning, to send all the emails for the day to you

For those of you who know me and have known me for years, my playtime is Friday and Saturday nights and one night during the week as long as I leave no later than 10:30pm, if possible, depending on my workload. What's my point- **it all goes back to time!** I'm not out as much as you think because I have to have the next batch of emails ready for you in the morning. Besides, a man has to sleep sometime, ya think? ☺

In closing, I wish to again thank all of you who have made my email list "The Social Fly," the success that it is TODAY!!! I feel confident that you will not abandon me, due to the reality that I have to start charging for the aforementioned items.

God Bless-Many Thanks-All My Best- Enjoy the weekend, Peace Out! **Jimmy, The Social Fly**

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**The “Pay Pal” email fees/packages will be posted Wednesday morning!**

**Items that will be charged:**

- Logo “Hot Links” on my blog site which will transition into a website as my client list grows.  
**Bellanotte** and **Escape Ultra Lounge** are my 1<sup>st</sup> two clients to sign my agreements.
- Job/position postings by businesses
- Special offers, promotions/events by any businesses including the restaurant and hospitality industry
- Businesses selling tickets to sporting events, theaters, and plays, etc.
- Personal property
- Realtor- RE buying classes/listings/Developments/Open houses etc. (the new technology will allow you to sign up if you are interested in receiving those) (they HAVE TO BE HTML OR LINKS.

**Items Not charged:**

- To receive the mainstream information
- Sending out your resume
- Individuals selling tickets to any type of event
- Charitable events/fundraisers
- Non-profits
- Church events
- Pets
- House parties
- Looking for roommates
- Inquires for services of any type

**Note:** Please feel free to email me if you have any concerns and/or if I left anything out.

Thank you so much for your past and continued support!

Jimmy