

SmilingHearts.com Is For Sale

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SmilingHearts is for sale. This informal offering is open to the public; however, emphasis goes out to individuals and business that have used our service(s) over the years.

Price for SmilingHearts is \$225,000. SmilingHearts owns rights to all material on this site as well as "[Your Soul Exposed](#)" Virtual Pages and content on the Net. i.e. <http://www.sbcusa.com/greeting> Terms are cash or trade (all or part) for late model Class "A" Motor Home.

Florida, Mississippi, Tennessee or Texas buyer could qualify for loan through Trustmark National Bank.

Informal offering starts day of this web listing and will continue through Valentines Day Saturday, February 14, 2009. SmilingHearts has retained a broker to formally handle details of this sale after February 14, 2009 so terms could change at that time. The brokerage firm is more excited about the 25,000 plus hits per day rather than the beautiful content SmilingHearts has created to command that traffic.

Contact Dwight Henry (shcsale@SmilingHearts.com) for additional information or offer.

HISTORY:

SmilingHearts was born October 16, 1998. The SmilingHearts model was simple. Enjoy creating high quality "Free" electronic post cards that return high quality referrals for a small select group of internet web based businesses.

In the late 70's and early 80's early web based businesses quickly realized that their web presence would require as much detail and capital as their physical facilities. Of utmost importance was advertising. Business paying top dollar renting of their facility put them squarely on the beaten path. High traffic boulevards. Minimal advertising capital was required. On the other hand, businesses off the beaten path paid considerably less for rental, had a substantially higher advertising cost due to little or no foot traffic. Part of the latter's advertising plan included flyers on windshields at the theater or shopping centers.

The demand for web based business referrals was staggering. It was during this time banner sales boomed. Three cents a click was the going rate. Free web sites for anyone, anywhere in the world, was the norm. To get the free web page the server provider would simply rotate its paid ads on your pages. You then filled up your free page with banners from your affiliates.

Creative, no doubt, but truly bad news. This period of time saw "Spam" in its infancy. Not quite yet the E-mail spam that plagues us today but web page spam. Place any popular keyword on your web page, with no regard to requested content, simply to get a customer. Not only did the web page not have the content you searched for, even the banners do not lead to content shown.

This period of time proved to be one of the most frustrating periods of time for us. In our quest to learn we had to search. Unfortunately, half of the search results yielded nothing close to our search words. Instant dislike for banner ads was formed. The most used button was the browsers "back"

button. Bear in mind, there were literally hundreds of search engines and all were trying to make their mark. For better or for worst.

Advertising to get traffic for numbers alone was for the worse. For better we looked into "Search Engine, Research and Development" and finally found a solid direction. A group of brilliant doctoral students at Stanford were researching and developing a search engine labeled "Direct Hit." A couple of their tracking algorithms delighted us to no end. 1. If a user input keywords into a search engine, clicked a link to a web page from those results and immediately returned to that search engine using same keywords, ranking for a web page was lowered considerably. 2. If a user input keywords into a search engine, clicked a link to a web page from those results and spent a considerable amount of time on that page, or site, ranking increased considerably for that page based on keywords.

We took these two concepts, from a very complex project, and formed the basis for our web development structure. Tag pages accurately (ensures searches yield what is being asked for) and create high quality content to keep internet users at our site. This approach was also shared with our advertisers. As SmilingHearts is now for sale, the rewards for this long term approach are now evident. SmilingHearts owns a large share of "Internet Real Estate." This real estate is not measured by a quantity of sites but rather the quantity of keywords searches that place SmilingHearts contents on the first page of all search engines.

Your Soul Exposed:

SmilingHearts is universally recognized as a "Friendly Site." Our development of free electronic post cards and greeting cards extended well beyond the "nice" award winning material like "The Postman" series, "Daddy's Little Girl," and others. The artistic writings extended over to some extremely rude (and quite popular) series of greeting and post cards as well. We isolated SmilingHearts from these series of cards and provided access to this "adult" art form via "Your Soul Exposed" designation. To this very day, we have been unable, or unwilling, to tap into that high traffic area in regards to client referrals. They do seem to work exceptionally well as a virtual web page.

We use Your Soul Exposed pages as "Splash" main pages for new web sites under development. It replaces the customary "under construction" index page and allows new web sites to quickly get traffic during the construction period. Once the site is operational most simply rename the splash page greeting.html as opposed to index.html and continue to use it as an extremely nice traffic getter.

Commercial Exploration of SmilingHearts:

Given the popularity of SmilingHearts we certainly explored it commercially as a money making business. In spite the high and quick potential recognized as a commercial entity we phased the commercial aspects out as quickly as we could complete any and all contracts acquired. The original plan was to refer quality potential customers to a "select" group of sites. Not to startup a new business. Commercializing SmilingHearts would have required a full "paid" staff or at the very least offer a percentage of SmilingHearts to an individual or group to run it. Sticking to the original plan has worked for seeding the selected businesses who are heading into retirement as well.

For the perspective buyer of SmilingHearts it could work as well. During this informal offering to sell SmilingHearts.com only "One" person is required to say yea or nay on any offer short of 225k. A good story with your offer is a plus. (.doc or pdf)

Commercial Areas Explored:

We looked into four areas of commercializing SmilingHearts.

First, to offer award winning advertising to the general public on the back of our post cards was priced fail. (Commercially speaking). Once again, our original model was to refer high quality potential clients to a select small group of businesses. SmilingHearts content attracted a super viewing and an extremely interactive base. We could not financially afford to pay anyone for that same quantity and quality of referrals. New owner of SmilingHearts would not have this concern and could truly test the waters.

Next, we looked into "Your Soul Exposed" virtual pages. This worked modestly well. Any who has ever run a successful web site always gets this cry for help from friends and associates. "Do you do web pages?" A quick, polite "NO" was always at tongue's edge. Since they were friends and associates, we highly recommended they get a domain and server, check Craigslist and find a college student to do it for free. Several businesses simply needed e-mail service with user names of their business and worry about the site later. All these paid to allow us to put Your Soul Exposed pages on their servers.

Best part was not so much the modest amount charged, but SmilingHearts ranking would steadily climb due to links from other servers. This area can work. Clients for this area were derived only from those you can handshake. SmilingHearts never advertised for this service.

The third area was that of Snail Mail service. This area showed the most consistent growth level during the two years of offering it. We have allowed all contracts to expire. The steady growth chart is not surprising. Just think baby boomers and seniors. Never allow your loved ones to be without a nice card in hand during those special times of the year. Little things mean a lot. Super nice to receive your Valentine's Day card with a Loveland stamp on it.

The fourth area of commercial testing was that of Post Card Virtual Servers. This service offered virtual post card services to individuals, families and businesses. The customer would receive a "virtual URL" i.e.

<http://www.SmilingHearts.com/connie> which contains their custom cards.

SmilingHearts would automatically update the virtual URL's custom card based on the specific holiday. (Christmas, New Year, Valentine, 4th of July, and Thanksgiving.) The "Postman" would be listed at all other times. Most used their URL link as E-mail signatures as opposed to e-cards. Some customers also opted for a single card one year contract listing. i.e.

<http://love.SmilingHearts.com/AliceWalker.html>

Good chance success in this area was pretty much guaranteed as this is the area we liked the best. The cards were already designed so only requirement was to update the URL's roughly 10 times per year.

This document will be updated frequently with additional information as final document will be used as outline for Broker to market and sell SmilingHearts after February 14th 2009.