

The Dawn of a Dream-Our Company History

March 1999	Initial Magazine Prototype Created. The initial magazine title was "Outdoors Investing."
Jan –Sept 2000	70 Sample Front Covers Designed; Layout Finalized, Table of Contents, & Ad Rate Sheet Formalized.
Sept 2000	Meetings with Local Printers, Publishers, Magazine Consultants, & Graphic Artists held. Detailed cost estimates obtained. The huge cost of magazine publication becomes clear.
Nov 2000	Preliminary Market data for Global Markets reveals large demand for Outdoor Magazines in England and Germany.
Jan 2001	CNN, Time-Warner, Primedia, Meredith Publishing, & The U of M Carlson School of Business requested business summaries.
March 2001	Tour through nationally known Brown Printing ¹ in Waseca, MN production plant results in offer to co-partner the publication. Offer is later withdrawn. (Lack of sufficient capital for Full-scale start-up has plagued the company from the beginning.)
Jan 2002	Decision made to produce web version of Magazine in view of tepid support from Publishers and lower cost of web site production.
Jan 2002	Business Plan refocused to include only Web Site and Magazine Publication. (I.E. Radio, Television, Videos, and Books were removed from the Business Plan.)
Sept 2002	Business Summary sent to Riverpoint Investments , St. Paul. Co-owner supports the

¹ Brown Printing prints magazines like Time and Newsweek.

Idea but says there is no money for financing.

- August 2003 Business Summary e-mailed to co-owner, **DeSilva and Phillips**, nationally known Media Bankers, NY. Response comes back very favorable. But Co-owner says they only assist in business acquisitions with revenue in the \$5+ million range.
- Nov 2004-Mar 2005 Web Site is Redesigned in Dreamweaver and some PhotoShop.
- May 05- Sept 05 I do a search for a good website company, and make contact with the William Mitchell College of Law for business legal advice.
- Oct 2005 **Infinity Access** is selected to be our web Hosting and web design company. Lee Marshall has been designated as our primary web developer.
- Oct 2005 Business Attorney and student intern from **William Mitchell Law School** draft Articles of Organization.
- Nov 2005 **BH Publishing LLC** is formally organized. Charter is received from Mn Secretary of State.
- Dec 2005 Copyright and Trademark Application sent to The USPTO.
- Dec 2005 Executive Summary & Overview of Web-site Sent to **Key Investments, Mpls**. They specialize in new venture capital for start-up magazines. They were non-committal.
- Jan 06- April 06 Basic Web Site Pages professionally done. www.yourworldoutdoors.com domain name is purchased.
- May 06 Web Site Goes "Live."**
- June 2006 Trademark approved by USPTO.
- May 06-Sept 06 Web Traffic starts. Basic E-Commerce and E-

Marketing options are reviewed. Infinity Access sends me monthly detailed traffic reports. Infinity is using the "Live Stats" web traffic software that is a very good web traffic stat. package. In our first month, we average 1,000 visitors a day for a monthly count of 30,000.

July 06-Aug 06

E-Marketing is Started. Yahoo, Google, & other search engines make contact. On-line advertising, endorsements, & corporate support effort are explored. More extensive E-Marketing & E-Commerce capabilities are looked at.

August 06

Affiliate memberships are granted from Commission Junction®, Linkshare®, Linkconnector, & Double-Click Advertising Networks™. Close to 100 outdoor affiliate ads are put on website on content relevant pages.

October 2006

Annual Review by my ad-hoc "Board of Directors. Additional Copyrights & Trademarks to be submitted to USPTO.

November 2006

BH Publishing LLC License renewed with State of Minnesota. Domain name is good until 2007.

August 07- Sept 07

Web site Development is expanded with Infinity Access.Net. Thirty (30) New pages are added to the Website, 18 of which were related to Outdoor venues for Minnesota, Wisconsin, & Michigan.

October 2007

BH Publishing joins the Minnesota Magazine and Publications Association, **MMPA** and the Lake Minnetonka Area Chamber of Commerce, **LMACC**. **MMPA** membership is extended to 2010.

Dec 2007

Google, **Yahoo**, and **MSN** Search Engines added to website, after securing their approval. **Mozilla Firefox Affiliate** started.

Jan 08

The **BBC**, **Christian Science Monitor**, **UPI**, **Yahoo**, **Weather.Com**, **The Weather Channel**, **Reuters**, & **USA Today.Com** allow us to put their newstories on our website.

- February 08 Trademark & Domain Name's Registration for [Your World Outdoors.Com](#), and [Your World Outdoors.Net](#) are extended to 2009.
- March 08 Two book sales from the website are processed by Barnes & Noble. Outdoor Book ads are increased to 200 ads for outdoor adventure books, etc.
- Mar 08 Our three (3) footwear pages are incorporated into an e-marketplace, entitled '[the Heartland Footwear Shops](#)'. These pages include 2008 New Boots, Shoes, and Socks from roughly 20 different footwear dealers. Over 75 footwear products are shown with the strengths & weaknesses described for each model. Most of these new, models are for popular and fast selling boots & shoes.
- April 08 **VISI.Com**, one of the state's largest Internet providers, purchases **Infinity Access.Net**. My website's server, email, anti-virus program, web hosting, and domain name registration are transferred to VISI.Com.
- April 08 18 RSS News Feeds are added to the website covering a wide range of Outdoor Activities.
- May 2008 Three (3) live weather modules (**National Weather Service™**, **Swift™**, and **Accuweather®**) are added to the website. Additionally, one slide show, three (3) links to live outdoor radio shows, a short TV clip from [Louisiana Outdoor™ TV](#), and a live YWO Stock Index™ are added to the website. Our recent Natural Disasters Page is expanded to include live sources for 13 different kinds of Natural Disasters.
- July 2008 Mr. Jim McPherson, Sales & Marketing Coordinator was hired. This individual has 20 years of previous experience in working for ad agencies, primarily in the print & radio media. A work-plan and a rough sales & marketing outline was drawn up.
- August 08 E-Storefronts from [Amazon.Com](#), [E-Bay](#), [Plow & Hearth](#), [Playboy](#), [CompUSA](#), [GoldenCan.Net](#) (Footwear Storefront), and [Allposters.Com](#) are added to the E-commerce pages of the web-site.
- Sept 08-Jan 09 Ten (10) shopping venues were designed and placed on the website under the "[Heartland](#)

Outdoor Stores™ themed section. Each venue was designed with its own **'River Road™'** shopping experience. Because the sporting goods marketing approach was too general, there was little traffic to this e-marketing concept, and will be replaced by the **'Survival Gear'** theme based e-marketing section. (See Below) Also, upon the suggestion of Mr. Marshall, I add relevant affiliate ads to all of the pages of the website.

December 2008

A 2nd web developer, Tina Ghimenti, with e-commerce experience is hired. This individual also works for the St. Paul Pioneer Press's on-line site TwinCities.Com. As an ad designer, she has a good background in graphic design and advertising. General Sale & Marketing Goals are established.

Jan. 20, 2009

Among many web sources available for selling websites, sitepoint.com is a very popular source. I instruct Mr. McPherson, the Sales & Marketing Rep, to draft a potential offer to be submitted to sitepoint.com for the website. While he is drafting a "website for sale" notice, I realize that ***unless we have substantial traffic and a modicum of sales***, I am not likely to receive any offers for the site. So, at this point I instruct Mr. McPherson to not submit the web-site ***'For Sale'*** notice.

Feb 2009

Google Analytics™ reports that traffic is steady to the site at about 100 visitors per week. Visitors typically visit 2 webpages, spend about a minute on each page, have IE browsers, and leave without buying anything. About 50 visitors come via a keyword search from Google. The top keyword is "tents." Michigan, Minnesota, Wisconsin, and Virginia are the top 4 originating states for traffic.

March 5, 2009

Keywords and Metatags² are added to the website's pages. A more recent version of our site-map was resubmitted to Google, Yahoo, MSN, and DMOZ. Google Webmaster Tools, tracking & conversion code, and site optimization were incorporated into key sections of the website.

² Keywords and metatags are the words or terms that Google uses to index each webpage on a website.

MAR 15, 2009

A traditional & web marketing plan was written. The first marketing plan included a detailed strategy for approaching the nation's largest sporting goods chains, which were also affiliate members. After reviewing the size & scope required to promote ***Dicks Sporting Goods, Cabelas, Bass ProShops, Gander Mountain, Sports Authority, and the Sierra Trading Post*** it was decided that it would be very difficult to establish the traffic, sales, volume, and visibility among the general outdoor community to generate a good level of commissions. **The plan was rewritten and scoped down to focus only on survival gear (about 35 product areas) from 10 survival gear, military surplus, & wilderness gear dealers.** We think that with a narrower focus, increasing the exposure of popular survival gear from a handful of smaller sized retailers, the success of our marketing efforts will be more realistic. A 14-point Marketing Task List was drawn up and sent to our 3 staff persons

MARCH 30, 2009

Additional funding for the business was sought & received through outside sources. This additional funding should keep us going for the short-term.

VARIOUS DATES

Extensive research, writing, and design were completed for 5 on-line articles. The 5 on-line articles were: 1) Survival in the Heartland, 2) Outdoor Stocks in Review, 3) Know Your Feet, 4) Green, Herbal, Organic, Gardening, Farming, & Food Products, and 5) Nature & Wildlife Photography. **For the future, Management intends to grow & build out its Outdoor Books & Outdoor magazine pages, given the somewhat academic nature of this web-site. We are also thinking of making our long research articles on various aspects of outdoor work, recreation, and living available on a pay-per-download basis to generate some additional revenue.**

MAR 09

Google Page-Rank™, Alexa Page-Rank™, Stat Counter®, and are added to the Homepage so that a current picture of the website's position on the Internet can be firmly established.

APRIL 09

Dave Mullins and Rick Welch of ***Dakota Bows, LLC*** contact us regarding the production of a short video on Bowhunters. We noted that Bowhunting

was a growing sport. A budget, time-line, sponsors, cross product endorsements, mutual link exchanges, promotion, & distribution of the show are tentatively agreed upon. Production is to start in mid-July. Additionally, Mike Avery of "[Jay's Outdoor TV-Magazine](#)," located in Michigan, and Dr. Rona Fried contact us regarding links from our site to their website. Dr. Fried is the Owner of [Sustainable Business.Com™](#) and "[The Progressive Investor™](#)", an on-line fee based news service. Mr. Avery's Blog, Radio Show, & TV Show page-links have been added to our site under "Outdoor Media."

APRIL 25, 2009

An inquiry from a Mr. Jack Valenti of New York was received regarding the availability of web-site for Sale. The owner followed through by contacting the **DVS Group of Kansas**, the agent for Jack Valenti. The company is anticipating additional offers as the website's popularity and business grows.

APRIL 09

In an effort to expand our marketing efforts, we joined: 1) Facebook, 2) Stumble Upon, 3) MSN Adcenter, 4) Constant Contact, 5) 2 survival blogs, 6) 2 survival forums, 7) 2 outdoor webrings, 8) 1 outdoor recreation webring, 9) 1 camping webring and 10) [Linked-In.Com](#), a new professional 'social networking' site.

Business Directory Listings were done at Google Business Directory, Yahoo Directory Listing, GoCounty.Com, and 1000Classifieds.Com. Lastly, we joined [Linkmarket.Com™](#), a links factory, to increase the number of link exchanges to and from the website.

MAY 20, 2009

A 4th Independent contractor, Brett Thoreson, from [Glide Websites™](#) was hired. This pt.-time consultant/worker has extensive experience in e-marketing & e-sales, as well as building out dynamically-driven webpages in asp, php, and JavaScript. Mr. Thoreson will be in charge of e-mail blasts, social networking, as well as implementing a secure storefront on the site.

Dec. 07, Dec. 08, Mar 09, June 09 Four Press releases are generated and distributed to three (3) free on-line press distribution services. Three of the four press releases are published on-line. The fourth press release announces the production of a short bowhunter video clip called: ["Bull's-eye-On Target Everytime."](#) The press releases are written to highlight some new & unique feature of the website. A press release section has been added to the website.

MAY 09-current & on-going, Our network of reciprocal link exchanges is slowly expanding reciprocated. A list of thirty (30) MN outdoor related organizations and a telemarketing script has been drawn up for our Marketing Rep to pursue for reciprocal link exchanges³.

On-Going ["Outdoor Employment,"](#) ["Outdoor Special Needs,"](#) ["Outdoor Schools,"](#) and our ["Outdoor Inventors"](#) Pages are seen as possible sources of revenue if some sort of incentive, product, or promotion can be built into these pages. A promotion of this nature should optimize traffic, generate motivation and desire, and then should be converted into sales.

On-Going About 250 ads for Outdoor Books from Barnes & Noble and Amazon.Com, have been placed on the site. Barnes & Noble has been receiving the most impressions and click thrus from my visitors. We now have about 500 ads from 150 book, footwear, outdoor, sporting goods, and travel affiliate retailers on the site. Keeping track of, managing, updating, & recording website ad placement locations becomes is a big job.

June 10, 2009 VISI.Com extends Domain Name Registration for [Your World Outdoors.Com](#) and [Your World Outdoors.Net](#) indefinitely. [We now have about 150 webpages on the website.](#)

JUNE 12, 2009 Six (6) Survival Gear pages are planned to be added to the web-site, under the Section Title ["Heartland's Survival Storeroom™"](#). These six

³ Reciprocal link exchanges are a key method to get a high Google Search Listing.

survival gear pages present over 150 individual quality products in 35 different categories.

June 15, 2009

Two more domain names were purchased and then transferred to VISI.Com for web hosting and site management. The two additional domain names are: <http://www.yourworldoutdoors.us/>, and <http://www.yourworldoutdoors.org/>. They were purchased for two years at GoDaddy.Com.

July 3, 2009-September 30, 2009

Our sales & marketing staff is planning a Fall Promotion in conjunction with Vertical Endeavors, of St. Paul, Mn. They are one of the largest in-door rock climbing schools in the nation. Marketing will be contacting them with regard to a short promotional video, similar to the Bowhunting Video done in July. Cross-product endorsements, link exchanges, and distribution through popular video websites and the general rock climbing community will be explored.