



Introduction

Hey! Welcome, and thank you for your interest in *AudioSnacks* - a “Digital Catalog of Virtual Audio Tours.” My name is Mike Salvatore, and I’ll be your guide through this *AudioSnacks* experience.

The idea for *AudioSnacks* came to me while traveling the world last year. Like many, I love to travel. But I don’t love looking like a tourist or being overly committed to a rigid tour group schedule. I pondered long and hard about how to solve this conundrum, and somewhere between the ancient ruins of Machu Picchu and the beautiful beaches of Bali, the concept *AudioSnacks* was born.

As one of the first *AudioSnacks* tour guides, you have a unique opportunity. You have the chance to create and post some classic tours that will be enjoyed from the moment you upload your tour. Like anything in life, you get as much out of it as you put into it. That’s why we encourage you to provide your future audience with as many quality resources as possible - and that means details. This includes anything from sound production value to providing maps and photos with your tour. Anything and everything you want to include is completely up to you. That being said, once our site’s functionality is up to the standards that we envision, we will be able to get a lot of this legwork and grunt work done for you (a map generator, photo uploading tools, recording advice, etc).

Our policy is that we will post anything you provide to us, as long as it follows our guidelines (to be provided with your member agreement). You are in the driver’s seat in terms of style, content, and the manner in which you want to produce your tour. We encourage your creativity and imagination - whether your audiosnack entails biking across the San Francisco Bridge, motoring through downtown Hong Kong, or even just strolling around your neighborhood - we’re up for anything. The idea is to bring those same great experiences to anyone traveling to your destination.

AudioSnacks does not obtain any copyrights on the tours that you work hard to create and produce. Our relationship with you is intended to be supportive, not restrictive. As a writer/tour guide, you have the ability to price your own tour. The price you decide on for your tour depends on how much time and effort

you put into it, and how much you would like to earn from it. Since this new digital revolution works very democratically, your price will also partially determine how your customers will rate your tour. If your customers feel they got "their money's worth" - your *AudioSnack's* rating will reflect that, giving you all the more incentive to provide the best tour possible at an appropriate price. We decided on creating a rating system as a way to help customers search the site easily through multiple terms, and to reward those who make great products. Ratings of each tour, along with customer feedback will be accessible to anyone who visits the site.

Our payment plan is a quarterly electronic check to you or an online account. We adhere to the model that "we don't make money unless you do." Therefore, *AudioSnacks* will only add 20% to the final list price you set for your tour. You still make the exact amount you specify for your work.

Here's an example: If you charge \$5.00 per tour, we will list the price to the customer as \$6.00, and you will receive your full \$5.00 for that tour.

This guarantees that you get the price you're asking for, while *AudioSnacks* is able to collect for our own operating costs. This revenue will go to the expenses of the company and the marketing of the website.

All records of your tour sales will be recorded and kept on an individual basis. You will have access to your account to view your sales figures allowing you to see trends based upon your sales. *AudioSnacks* also provides the audio tour creator with a profile page. This would provide an even better interface between you and your audience, and foster relationships within this virtual community.

All of our concepts and ideas are still evolving, but we are well on our way to creating a unique online community that shares the best that the world, and we as individuals, have to offer. I hope this introduction further clarified *AudioSnacks* for you. If you have questions, as I am sure you will, please do not hesitate to email me. msalvatore@audiosnacks.com

And don't forget, we are waiving our start up fee

Thanks!

Mike Salvatore
Founder & C.E.O.



About Us

Wouldn't it be amazing if no matter where you were in the world, you had an "in" - someone to show you around and clue you in to the local knowledge?

Could you imagine people you've never met before walking around your neighborhood, listening to your voice, following your thoughts, and appreciating all the things you think are worthwhile?

We at *AudioSnacks* asked ourselves those very questions, and decided that a) this vision is wholly possible and b) we're going to make it happen. Like now.

So what is *AudioSnacks* exactly? Pull up a chair, and lend us an ear (or two...)

AudioSnacks is many things.

It's a virtual community with a basis in the best that reality has to offer.

It's a conduit to others personal reflections and thoughts about where they live and where they love.

It's a portal for the exchange of information that you never could have learned before now.

In other words...

AudioSnacks is a place to find, purchase, download, listen to, and appreciate audio tours that people just like you have created to share, and a place where you can do the same for others. Group hug time!

So take a look around. Do some poking and sampling and find some audiosnacks to satisfy your hunger. And rejoice in never again having to follow that lady with the umbrella.