



TBON Site

## The Biz-Opp Network

The Biz-Opp Network (TBON) is a premier affiliate network from Cutting Edge Media specializing in niche market work-from-home offers.

If you are an online publisher looking for a unique, high-performing offer, TBON will help you find the perfect one, or create a custom offer designed specifically for your traffic. Our payouts are the highest in the industry.

If you're an online advertiser, TBON will find the best audience for your offers. We work closely with hundreds of major online publishers, and we can deliver large volumes of sales and leads consistently.

## About Us

Since 1991, Cutting Edge Media has been providing lead generation and marketing solutions to the direct sales, home business, franchise and network marketing industries. Our team of 70+ in-house experts has created prospecting solutions for more than 1,500 companies and organizations across the country.

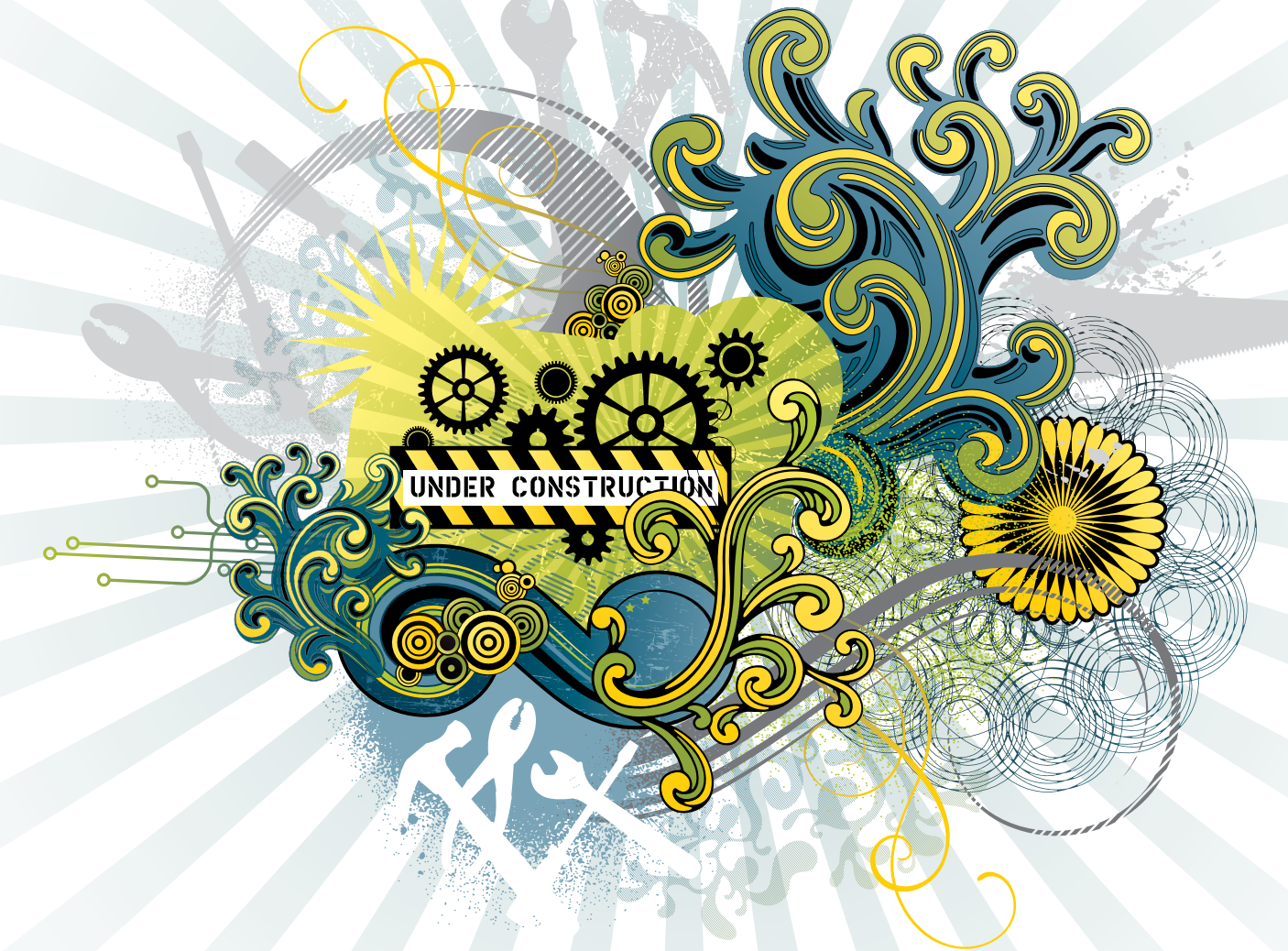
Cutting Edge Media, Inc.

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cuttingedgemia.com



# BUILDING YOUR BUSINESS



**BEGIN**  
with inspiration & ideas

**CREATE**  
with tools & solutions

**GROW**  
with vision & innovation

You never stop building success. We'll be with you through every stage.



# Classic. Fun. Flexible.

Not words you'd typically use to describe lead generation and marketing tools. But when you choose Cutting Edge Media, you don't get a typical company. You do get a team of over 70 experienced, fun, and accommodating people who will work hard to help you build a successful organization.

## Classic.

For over sixteen years, we've set the industry standard. When you work with CEM, you get expert advice, insight, services, and training based on our years of experience—all designed to help you create a profitable and enduring business. Our offerings have been used by hundreds of companies and thousands of individuals to build solid businesses—they've been tested over and over again, and they're built to last.

## Fun.

It might be work, but who says it can't be fun, too? That's how we feel—and that's what we want to give to our clients. Our products make it easier for you to create a business and enjoy building it every day.

## Flexible.

All of our products are tools that you can customize, shape, stack, and twist until they're exactly what you need. And we'll bend over backward to help you find products, services, and answers to all your questions.

All of the products we offer are meant to help and inspire you to create something amazing: a business that's a clear reflection of you and your values.

What do you want to build? How can our products help you?

## Custom Lead Generation

Your company's advertisement. Placed on the internet. Exactly where home-business seekers can find it. Attracting new prospects 24/7.

That's custom lead generation, and that's how we find qualified leads who want to hear specifically about your opportunity. All of our leads are pay-for-performance, which means that you don't pay for your leads until we're generating the ones that you want.

Your online advertisement can be one basic page, or contain multiple pages with online videos and full-length surveys. You tell us the quantity and quality of leads that you're looking for, and we'll work to create and place the ad that brings those leads to you.



## Publications

If you want to tell thousands of people about your company all at once, publications are the way to go. Print advertisements are unique because they require prospects to be especially active—to read an ad, call a phone number, and request more information—so you know you're getting a more qualified lead.

You can feature your business, a success story, or an advertisement in any or all of our publications. Our team of in-house writers and designers will consult with you to craft a story or create an ad that best communicates your message to our readers.

### OUR PUBLICATIONS:

**Home Business Connection.** Your company's message in front of 250,000 potential distributors every month. HBC is our best-known magazine, and the perfect way to attract new prospects from all over the country.



Home Business Connection

**Simply Home.** Women account for 70% of the direct sales industry, and this magazine targets the female market directly. *Simply Home* is a great place to feature your company's top women and advertise to prospective female distributors.



Simply Home

**Home Business Connection—Hispanic Edition.** Did you know that the Hispanic population is the fastest growing population in the US? *HBC-Hispanic Edition* is designed specifically to reach Latino entrepreneurs looking for opportunities to work from home.

**TrueWealth.** Connect with entrepreneurs who are looking for a top-notch business opportunity. *TrueWealth* advertises franchise and direct sales opportunities to qualified prospects from coast to coast.



TrueWealth

**Special Editions.** Take any of our magazines, fill them with stories about your company, remove all the competition's advertisements, and add pages of compelling editorial content from authors, journalists, and experts. That's a *Special Edition*: a custom publication built entirely around your business.

A *Special Edition* in the hands of distributors builds excitement and sparks a new interest in prospecting. And when prospects see your opportunity featured in a *Special Edition*, your credibility is boosted immediately.

**CEO Card Deck.** Advertising to 25,000 prospects can't get much easier (or cost-effective) than a custom postcard mailed to our lists of active business-seekers. Your contact information is on the card, so prospects can reach you directly.

## Retail Leads

People are searching every day for home-business opportunities. Other people are searching for new associates for their teams. Our goal: to connect those two groups of people. We do that via Retail Leads.

### SOME OF OUR MOST POPULAR LEAD TYPES:

#### Live Internet Survey Leads

Highly qualified leads with complete survey information.

#### Phone Interviewed Leads

Our highest-qualified, prescreened leads.

#### Local Leads

Real-time leads from a targeted area code or state.

#### Christian Leads

Leads who have responded to a Christian-themed ad.

#### Biz-Intro Leads (re-direct leads)

Real-time leads that are directed to a distributor's website after completing an ad form.

#### Fresh Internet Surveyed Leads

Low cost leads with full contact information.

Special pricing is available for bulk lead purchases. Mortgage, debt, and real estate leads are also available. Call us for more information.



Marketing Site



Custom Ad Page



Custom Ad Page

## CEMProspector

CEMProspector is a user-friendly contact management and marketing system. Run completely from your desktop, CEMProspector makes it simple to build a business at home.

Individual distributors or entire organizations can use CEMProspector to contact, manage, or sort prospects. Distributors can use our custom ad pages to generate their own leads, while leaders can benefit from the broadcast feature, phone bridge, and online presentation tools that help keep them in close contact with their downlines.

### Core Features of the CEM Prospector:

- > Contact Manager
- > Lead Detail Information
- > Task Calendar
- > Custom Ad Pages
- > Marketing Site

### Additional Features:

- Broadcast Tool
- Audio Creator
- Video Creator
- Phone Bridge
- Online Presentation Tool



Contact Manager



Task Calendar

Full customization available for teams of over 100. Fully branded systems available for teams of over 1,000. Contact us for more information.