

Sample taken from:

<http://www.sunjournal.com/franklin-chamber-newsletter/story/958670>

Letter from the executive director

Members, your chamber is always looking for ways to provide more value to you while increasing our service to the community. Today, I am devoting this space to an exciting new use of technology we are pleased to offer you. It is a Smart Phone application that highlights chamber member businesses, helps prospects find you, and makes it easier for you patronize your fellow members. And it is absolutely free.

Introducing MyChamberApp, your mobile Chamber member directory (for iPhone, Droid and Blackberry phones). Follow these simple steps to get started:

Step 1: Go to your phone's app store and search for "MyChamberApp" or visit www.mychamberapp.com/download from your mobile browser. Then download the free app.

Step 2: Use the search button to find your company's listing to make sure the information is correct. Also, make sure we have your physical address to help people find your place of business. Send any corrections to _____

Step 3: Encourage your employees and colleagues to download the app. This is a great way to give business to Chamber members.

Step 4: All Chamber members receive a basic listing with company name, category, primary phone number, address, directions and one keyword. Your business can upgrade its listing with additional features such as discounts, top placement, logos and other images, a video, link to your website, and extra keywords.

Step 5: Use the app to find products and services you need!

Studies show that people much prefer to do business with Chamber members. This new application makes it easier for them to do so.

Our survey found that 77% of you have a smart phone. Now you can make it even "smarter."

Lorna Dee Nichols
Executive Director
Franklin County Chamber of Commerce