

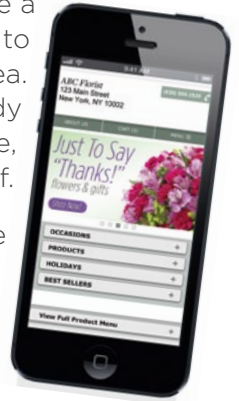
BUSINESS BOOSTING E-COMMERCE SOLUTION

Building A Website is Easy



Expand your customer base to include a worldwide pool of shoppers looking to send a floral gift in your delivery area. FTD's dedicated support staff is ready to help you create and update your site, or you can choose to update it yourself.

Plus, gain access to consumers on the go with FTD's mobile-ready websites. Allow customers to research, connect and make purchases anytime, day or night.



BENEFITS

- Optimal designs to attract online customers with more than 20 templates showing up to 12 products per page
- Attractive merchandising to help stimulate sales with Good - Better - Best product pricing
- Access to mobile-ready websites
- Resources to help drive traffic to your website such as online directories and email marketing tools and services
- Ability to sell premium gourmet gifts and baskets from FTD WebGifts® and earn 20% commission

Sign up today! Contact FTD Florists Online at 866.926.5197 or FOLGoldSupport@FTDi.com.

JAN 2014 • W13090570



FOL PROGRAM ENROLLMENT FORM

FTD Member #: _____ Shop Name: _____

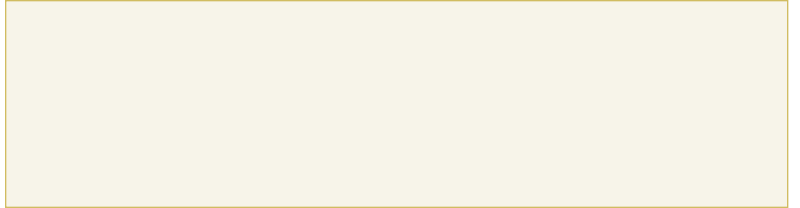
Owner Name: _____ Owner Phone #: _____

Owner Email: _____ Tech Contact Name: _____

Tech Phone #: _____ Tech Email: _____

PRICING

Standard Monthly Fee: \$99.00
One-time Set Up Fee: \$500.00
Order Processing Fee: \$3.45/order



WEBSITE PERSONALIZATION

The following steps will help personalize your website so that you are proud!

Step 1: Domain Name:

Please use the following domain name, which appears to be available per www.godaddy.com

_____.

Please select a domain name on my behalf.

Please send me instructions on how to transfer my current domain for FREE.

Step 2: Tells us about your hours, tax rates, local delivery fee, and same day cut off.

HOURS OF OPERATION

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

___ Cutoff for Same Day Delivery

___ Local Sales Tax Rate

___ Local Delivery Fee

Step 3: Tells us about the payment methods you accept (check all that apply).

- Visa American Express Carte Blanche
 Mastercard Diners Club Discover

Owner Signature: _____ Date: _____ Sold By Name: _____

*One billable month required.

The issuance of any notice to unsubscribe to any FTD services, such as FTD Florists Online, must be in writing. The method by which any such notice must be given and received by FTD is required to be in writing using one of the following means: certified mail return receipt requested, email with email confirmation, General Message or fax with fax confirmation of receipt.



FOL PROGRAM ENROLLMENT FORM (continued)

Step 4: Tell us about you. This will help customers see what you do best (about us page).

- 100% Satisfaction Guaranteed
- Committed to quality and service
- Flowers & gifts for all occasions
- Express yourself with one of our custom floral designs
- Order flowers and gifts online with confidence 24 hours a day
- Same-day delivery available throughout US and Canada
- Family owned and operated local flower shop
- Our experienced floral design staff is ready to impress
- Call us to schedule your wedding or event consultation
- Other _____
- Other _____
- Other _____
- Other _____

Step 5: Tell us about yourself (years of service, recognitions, area served, specialties, etc..)

Step 6: Website design preference (See <http://www.ftdi.com/ftdfloristsonline/homepagedesigns.htm> for options).

List of options

- FTD Signature
- Sophistication
- Fresh Blooms
- Studio B
- Holiday
- Other _____


Step 7: How do you market online? Knowing this will help us personalize your site to optimize performance.


Check box


- I have claimed my Google Places listing
- I have a pay per click program set up
- I have a Facebook page
- I have a Pinterest board set up
- I have a blog set up
- I use Twitter
- Other: _____


Step 8: Do you have a shop logo you would like on your site?


- I have a logo and will send the high resolution format to FTDFloristsOnline@FTDi.com
- I would like to be contacted with pricing and information for a custom designed logo for my website
- I would like to select one of the following default logos.














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