

- 6) Advertising with My Healthy Beginning is about community collaboration. By signing this application you are taking responsibility for the following actions:

_____ Providing a call to action within your ad in order that you may measure your marketing dollars spent.

_____ You will introduce your clients, patients, following to the My Healthy Beginning database. This will result in more of your people seeing and following up on your ad AND results in cross marketing when other company's followers get introduced to our database, and consequently, your brand. If you'd like you may use the following script:

"Register to receive the FREE My Healthy Beginning e-magazine to see the latest great offer from *(insert product or company name here.)* In order to do this, log on to www.myhealthybeginning.com and enter in your first name and email address in the upper right hand corner. You will first receive the FREE New Parent Toolkit with everything you need to know for having a healthy pregnancy and baby. You will also receive the twice monthly Natural Family e-newsletter with valuable feature articles, tips, and resources on healthy living, food, and the environment from the trusted source of Nichole Hirsch Kuechle. As an added bonus this list will render you a lifelong subscription to My Healthy Beginning e-magazine. Thank you for being one of our many loyal clients and for allowing us to share our product/service with you."

Sincerely,
Dr. XYZ
ABCDE Wellness Center

- 7) Please include company name, all contact information, website and email address in the space below for fact checking, follow up, and approval of this application.

Please fill out and return to Nichi Hirsch Kuechle, nhirsch@myhealthybeginning.com