

Explaining Agloco #2

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In my last post, I talked about a verbal 30-second pitch you might use to get someone interested in AGLOCO.

Once you get someone's attention, you might have about 2 more minutes to explain the details. There are a number of points you could hit, and it sometimes involves determining what the person would be most interested in hearing. Remember, you may not have time to explain EVERYTHING, but after referring them to Agloco (perhaps using your referral link), the website can fill in the details.

Below are some topics you might want to talk about (from the same graduate school friend who gave me the 30-second pitch):

Why does AGLOCO use a referral system?

"The most valuable part of AGLOCO is its Members. By referring others to AGLOCO, you provide them with value and for that, AGLOCO thinks you should get some of that value you provide.

It makes sense. Think about YouTube. The first, most active users were on the site when the software was buggy and there were few videos available, but their Membership (and referrals to others) is what made the site a success. When it was sold for \$1.65 billion, how much of that did these first users see? Nothing. With the AGLOCO referral system, Members get more for building the network."

Member Privacy

"AGLOCO takes privacy very seriously and keeps all of your personal information strictly confidential and secure. Some other popular Internet companies take your personal information, use it, profit off it, sell it to others, and then give you nothing. AGLOCO will not share ANY of your Membership information with any unauthorized third party, and YOU share in the profits made from more personalized advertisements.

AGLOCO's privacy policy stipulates exactly what information might be collected. It is 100% transparent and spyware-free. Moreover, while you are paid for the time the Viewbar is up, you can turn it off at any time. To ensure that your privacy is kept paramount, AGLOCO has hired a Chief Privacy Officer, Ray Everett-Church. Ray was the Internet's first Chief Privacy Officer, and co-author of "Internet Privacy for Dummies". You can trust that our privacy is safe with AGLOCO."

Where AGLOCO makes money

"There are a whole bunch of ways AGLOCO makes money on behalf of Members. Here are just a few quick examples.

First of all, the Viewbar has a search function you can use to search yahoo, google, etc. Every time you use this search bar, the AGLOCO community makes money.

Second, the Viewbar has space for a text-only ad (no loud, flashing banners – just unobtrusive text). These ads make money for the AGLOCO community.

Third, AGLOCO has affiliate programs with a number of online retailers. Buy from one of these sites and AGLOCO makes money."

Any thoughts on these points? Any other topics you think it's useful to discuss? Good luck referring!

Brian Greenwald
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Interesting site of the day: <http://aglocoviewbar.blogspot.com>. Just for the great picture at the top of the page.