



FACT SHEET

www.myhomegreenpages.com

- 1. What is Indiana Green Pages?** Indiana Green Pages is the first **complimentary directory** of “green” for profit and not for profit businesses and organizations in the state of Indiana. Indiana Green Pages exists in **printed form as well as online**. Member listings provide green products and services that are **health conscious, socially responsible, and good for the environment**
- 2. Why should you list your business in Indiana Green Pages? Your business will receive exposure to “green” consumer-targeted audience. This will enhance your advertisement response rate.**
Mass mailing advertising does not work for green businesses. Our buyers represent a very narrow niche. For this reason, we will distribute free copies of Indiana Green Pages at the front sections of green businesses, the very locations where health-conscious people come to shop. **Everybody who picks up the directory is indeed buying green products and services.** Indiana Green Pages will be distributed through retail stores in Indianapolis, Richmond, Lafayette, Kokomo, Muncie, Gary, South Bend, Fort Wayne, Terre Haute, Bloomington, New Albany, and Evansville.
- 3. You do not sell to consumers; you only sell to businesses. Why should you list?**
Your company will get a **free online profile with extensive information about your business**. You can post as much information about your business as you want, **including your business web site address**. By combining businesses in one directory, Indiana Green Pages will get **high ranking in online search engines**. That will in turn make your company information easily available to anybody who searches for it.
- 4. Will people treat the Indiana Green Pages as a throwaway? An annual directory, Indiana Green Pages 2009 will likely be retained by consumers throughout the year, providing your business with continuous exposure.** Indiana Green Pages will become a desk reference for health conscious, socially responsible consumers.
- 5. How much does listing in the annual printed directory cost? Your business will get exposure to 100,000 buyers of green products and services absolutely free.** You also get a **free Web page in online directory** providing much-desired exposure to **unlimited online buyers**
- 6. This sounds like ‘convenience’ for consumers and ‘strength in numbers’ for green businesses. ... Exactly! By gathering up all green businesses in the state of Indiana in one handy directory, the Indiana Green Pages printed directory and website will become a source of reference for health-conscious consumers interested in buying green products and services.**