

Easily Start Your Own Business



Become a MEDAlert™ Professional

Independent Business Owner



Innovative Software, LLC is a business & software development consulting company that has been in business since 1998 developing retail software, corporate software and business solutions for major corporations such as Pfizer, Aetna Healthcare, Cigna Healthcare, United Technologies and Eversource Utilities.

We are proud to be an A+ Accredited Business with the Better Business Bureau since the year 2000. We also hold a 100% customer satisfaction record and encourage you to contact the BBB at 860-740-4500 for a free report about our company. We are listed as: Innovative Software LLC Phone: 860-228-4144

Our MEDAlert™ Business Start-up Kit provides you with everything needed to follow your dreams and start your own profitable & flexible home based business. We are the leader in helping entrepreneurs nationally start their own medical alert business by providing a unique system that is very easy to use.

www.MEDAlertBusiness.com

Valuable In-Demand Service

A MEDAlert™ business is a valuable & in-demand service that can be easily started in your area. Recommended by emergency professionals, police officers and physicians, a medical information device offers protection and peace of mind by providing emergency service professionals with a complete personal medical history. A complete medical history is critical to a timely, accurate and possibly life saving medical treatment.

Daily news reports on accidents and emergencies has people very aware that emergencies happen every day, making a MEDAlert™ Business an excellent opportunity. Its a great service to offer in your community providing protection for children, adults and seniors.

Medical Alert services are in high demand as homeowners realize the necessity of having a comprehensive medical history readily available.

Now is the time to take advantage of this unique opportunity. You can be the first in your area to offer protection & peace of mind by starting your own medical alert business today!

Senior Safety



Family Safety



Child Safety



MEDAlert™ Earning Potential



Small Business Opportunities Magazine "Hottest New Business to Start Now"

Part-Time		Full-Time	
Work 2 to 3 Days per Week		Work 4 to 5 Days per Week	
Average Sale	\$ 129	Average Sale	\$ 129
(Less MEDAlert™ Cost)	-10	(Less MEDAlert™ Cost)	-10
Income per Sale	\$ 119	Income per Sale	\$ 119
<u>Customers per Week</u>	x 15	<u>Customers per Week</u>	x 30
Daycare	3	Daycare	6
Schools	3	Schools	6
Doctors	3	Doctors	6
Seniors	3	Seniors	6
Churches	3	Churches	6
Weekly Sales Total	\$ 1,785	Weekly Sales Total	\$ 3,570
(Less Printing Costs)	-15	(Less Printing Costs)	-30
(Less Mailing Costs)	-15	(Less Mailing Costs)	-30
Weekly Profit	\$ 1,755	Weekly Profit	\$3,510
Annual Income (48 Work Weeks)	\$ 84,240	Annual Income (48 Work Weeks)	\$168,480

Profits shown are based on feedback from actual business owners. Average Sale amount includes single unit sales, multiple unit sales for family members and update subscriptions.

Your Own Business

Our unique LOW cost program offers you the opportunity to start your own successful home based business working either full or part-time.

No experience is necessary, we provide you with all the materials needed to begin your very own profitable business. Our system has allowed entrepreneurs nationally to break away from unfulfilling jobs and has provided a means for stay at home moms/dads to generate a significant income. You'll have the security of having your own in-demand business & no longer worry about changes in your company or your job being outsourced.

You can easily start this business either part of full-time. Our program provides you with all the materials needed to start your very own business that you fully own. You simply pay one low start-up fee and you keep all of the profits, there are absolutely no franchise or yearly fees.

We make it easy for you to be your own boss & start a business that you'll be very proud to own. Join the growing group of individuals who are making excellent pay by starting your own medical alert business today! You can easily partner with other local businesses to provide a steady stream of referrals.

Successful partners include Daycares, Nursery Schools, Elementary Schools, Places of Worship, Doctors Offices and other home businesses.

Total Ownership

- Low Start-up Cost
- High Profits
- NO Franchise Fees
- No Annual Fees
- Keep 100% of Profits

Finally, a simple home based business that anyone can do with our Complete Start-up kit



A+ Rating
Member Since 2000

It's EASY!

Starting your own home based business is not difficult. We'll provide you with the information & resources necessary to easily get registered in your state. You'll receive a comprehensive startup kit developed by some of the leading business professionals in the country making the process simple.

No experience is necessary to start your Medical Alert Business. Our unique LOW cost system provides you with everything needed to ensure your success.

Our simple step-by-step instructions and FREE ongoing support will quickly enable you to begin your new profitable business. A computer, printer and Microsoft Word software are all you need to start this in-demand service.

You can join individuals across the country who are enjoying flexible hours, high profits and secure business ownership by starting your Medical Alert service business today!

You'll also feel confident knowing that we offer a 30 Day 100% Money Back Guarantee on our Startup kit and that we are an accredited member of the Better Business Bureau with an A+ satisfaction record. We encourage you to click the BBB to get free report about our company.

Total Support

- No Experience Needed
- Step by Step Guide
- FREE Ongoing Support
- Fun & Easy Business
- Keep 100% of Profits

**Don't Delay! Be the first
in your community to
start this profitable
and in-demand Business**



Unique System

How will emergency medical personnel know a persons allergies, medical conditions, medications, doctors and emergency contact information? especially if they are unconscious or hospitalized. Medical id bracelets and alert jewelry only have room for a word or phone number. In an emergency, a bracelet will likely not have enough information to save a life.

MEDAlert™ is a USB personal medical information and alert device that combines emergency medical information with today's technology. A digital memory chip is used to store emergency information on the easy access MEDAlert™ medical history and alert form.

The bright red device with the MEDAlert™ logo will alert medical personnel to special needs and existing medical conditions. The MEDAlert™ device can be easily attached to a key chain, purse or lanyard to wear around the neck and plugged into the USB drive on any computer to access. It is also very convenient when providing medical information to new doctors, schools or kids camps.

Our unique memory device and custom designed data entry form allows you to quickly and easily enter a complete medical history and save the results as 'read only'. We provide complete instructions to make the process of creating new devices and performing updates quick and easy. All you need is a computer with Microsoft Word, a USB drive and a printer. We also have a French version of our MEDAlert form available and would be happy to provide a custom form for you in any language.



PC & Mac Compatible

No Software to Install



Microsoft Word
used for Data Entry

Complete Business Startup Kit

All items listed below are included in the Start-up Kit



Complete MEDAlert™ Instruction Manual

- Printed Manual
- Step by Step Instructions
- New Client & Update Instructions



MEDAlert™ Starter Pack

- 5 MEDAlert™ Devices with Keychains
- Preloaded with MEDAlert™ Form
- Wholesale Pricing on Supplies



Quick Start Road Map (5 Week Plan)



100% Startup Kit Money Back Guarantee (30 Days from purchase)



Business Setup Guide



Marketing & Promotion Guide

- Choosing a Winning Business Name
- Legal Forms of Business Ownership
- Setting up a Home Office
- Business License & Registration Info (US & Canada) 
- Home Based Business Insurance
- IRS Publication Guides for :
 - Small Businesses
 - Business Use of Your Home
 - Keeping Good Records
- Tax Deduction Check List

- Partnership Success Guide
- Getting & Keeping Customers
- Low Cost Marketing Strategies
- No Cost Marketing Tips
- Image Building Tips
- Getting Others to Promote Your Business
- Recommended Books - Low Cost Marketing



FREE Prescription Savings Cards



- Use as FREE Giveaway
- Attract New Customers
- FREE Bonus for Purchase



Press Release (Ready to Distribute)



Print Ads (Ready for Press)



Bonus - Web Site Content Package

- Complete Content for 9 Page Site
Includes:
Home Page, Learn More, Family Safety, Senior Safety, Travel Safety, Disaster Preparedness, About Us, Contact Us & Order pages.
- Build-It-Myself Website Instructions
- Web Hosting by Network Solutions
- Choose from 100's of Designs
- Only \$5.99 per/Month
- Search Engine Submission



Graphics (Website & Marketing)

- MEDAlert™ Device (4 Pictures)
- MEDAlert™ Logos
- Children
- Seniors
- Family
- Ambulance
- Emergency Room
- Doctors



FREE Website Critique **NEW**



Client Service Contract & Order Form



Services & Pricing Sheet



Marketing Letters

- Daycares
- Schools
- Senior Center
- Place of Worship



Marketing Brochure & Sell Sheets

- Complete Tri-Fold Brochure
- Sell Sheet for Kids
- Sell Sheet for Family
- Sell Sheet for Seniors



FREE Ongoing Support



Refer a Friend Sheet



Message Board **NEW**

- Support Network for you
- Private Forums for Our Customers
- Great Business Owner Resource



Resources CD

- Includes All documents in MS Word Format
- Easily Change to Add Your Contact Info
- Includes Graphics & Logos



Low Cost Credit Card Processing



- PayPal Low Cost Provider
- FREE Setup
- No Contract - Cancel Anytime
- Low Transaction Fees
- Includes Credit Card Form
- FREE Card Reader from PayPal



Bonus - Home Inventory Business

- Complete Business Kit
- Trial - Home Inventory Business Software
- Offer Home & Small Business Inventories
- Earn Additional Income
- Leverage Your MEDAlert™ Clients

Let the Industry Leader Help You Get Started!

Tip: The Cost of your Start-up Kit is **Tax Deductible**

Note: Marketing Brochure, Sell Sheets, Letters, Press Release, Print Ads, Service Contract, Services & Pricing Sheet may be easily customized using Microsoft Word.



Frequently Asked Questions

Why do people purchase a MEDAlert™ emergency information device?

MEDAlert™ has quickly become a very popular purchase among people of all ages because it provides the security and convenience of having a complete medical history available at all times. The unique memory device is highly visible and makes emergency medical information easily available in case of an emergency. In addition, it is also a big time saver when completing any medical paperwork for children or adults by providing a complete personal summary which includes medical issues, allergies, surgeries, immunizations, doctors, emergency contacts and insurance information.

How does MEDAlert™ help save lives?

MEDAlert™ can provide emergency medical professionals with critical information in the event of an emergency. If a person is unconscious, injured or ill, their MEDAlert™ device can be accessed to provide critical information such as current medical issues, past surgeries, medications, allergies, doctors and emergency contacts. Medical history, current medications and allergies are critical information that can help ensure appropriate medical treatment.

Is MEDAlert an independent business opportunity or a franchise?

The MEDAlert™ Business Startup kit is a product offered for starting your own independent business. You'll completely own your business and keep 100% of your profits. Innovative Software provides a complete set of materials and step by step instructions to make the startup process very easy. We also supply the special MEDAlert™ memory devices preloaded with unique electronic form at wholesale prices to allow business owners to maximize their profits.

Are there any ongoing fees?

No. The startup kit price is a one-time charge and includes a complete set of materials and starter-pack of MEDAlert™ memory devices. We supply our startup kit customers with additional MEDAlert memory devices at a wholesale cost of \$9.95 each.

Do I need any experience to start a business offering MEDAlert™?

No. The MEDAlert™ Business Startup kit was created with simplicity in mind. You don't need any experience other than basic computer skills. We are available to answer any questions and provide any support needed.

What exactly would I do?

As an independent professional, you'll serve the people of your community by providing a valuable service which provides protection, convenience and peace of mind. Using the simple step by step instructions in your startup kit, you'll input the information provided by clients after they complete the provided form. You'll utilize the special quick entry electronic form which is pre-loaded on each MEDAlert™ device to secure the information. All of the materials, forms and instructions are provided to make the process very simple.

As a new business owner, how do I get customers?

Getting customers is simple since people quickly realize the high value and convenience of the MEDAlert™ medical information device. Your business startup kit includes a complete set of marketing materials so you'll be ready to start getting business right away. The complete marketing package includes a professional brochure, focused sell sheets for seniors, family & children plus print ads, letters, website content and a press release. All materials are provided digitally so you can easily customize to add your business name and contact information.

The partnership guide included explains how you can form relationships with other businesses and organizations to provide your brochure and get referrals. Daycares, schools, doctors, and other local businesses are an excellent sources which can provide a steady stream of referrals. These partners are happy to promote MEDAlert™ because they can benefit by having up to date medical information readily available. Once you get started, you'll be amazed at the word of mouth referrals you will also receive.

How profitable is this business opportunity?

Starting your own business providing MEDAlert™ information devices can be very profitable and truly depends on the effort you put into growing your business. We provide a complete set of materials to help make the process of growing your business as simple as possible.

One key to earning steady profits is selling annual update subscriptions to customers so their information is kept up to date throughout the year. We include a simple pricing sheet which shows potential customers discount pricing for purchasing update subscriptions and multiple MEDAlert™ devices for family members.

As you build your base of customers your profits will continue to grow. Some customers will purchase a single MEDAlert™ while others will purchase multiple for family members and update subscriptions which translates to an average customer sale of \$129.

I don't like selling, do I need to be a sales person to be successful?

No, you do not need to be a sales person to be successful. The MEDAlert™ startup kit includes the professional materials necessary to promote your business and clearly show potential customers the benefits of purchasing a MEDAlert™ medical information memory device.

What about privacy ?

Privacy is an important consideration in any business today. The instructions and service agreement provided in the startup kit address privacy concerns by assuring customers that their personal information will not be shared. In addition, our instructions suggest that you do not keep any customer medical information on file and shred any paper forms once you create the MEDAlert™ for customers. This approach ensures that the customer is the only one that holds their personal medical information.

Do you have a French version of the MEDAlert Form ?

Yes, we do have a version of the form translated to French for those operating in a French speaking part of the world. Simply email us from the Contact page for assistance.

Testimonials

I found your product while searching online for work after losing my job. I'm very happy to report that my new business is booming. I teamed up with local schools, daycare centers and doctors in my area who love the idea. It feels great providing a product and service that makes people feel secure. Thanks so much for making my new business possible.

Susan Westport, CT

The MEDAlert Business startup kit has changed my life for the better. I've always wanted to start my own business and happy to have found your kit. The product sells itself because everyone thinks its a great idea.

Kathleen Orlando, FL

I'm truly grateful for finding your product which has made starting my own business much easier than I anticipated. Your materials and plan have provided the guidance and insights we needed to stay focused. I'm off to a fantastic start, thank you!

Jim & Angie Modesto, CA

I am so pleased with your startup kit that I wanted to write and thank your company. I've tried other work from home ideas with only fair results. My new MEDAlert business is by far the most successful and has allowed me to earn a comfortable income while working from home. I'm truly enjoying the extra time I now have with my family. Thank You!

Carol Dayton, OH

Thank you for the fantastic startup kit. I started out working part-time on weekends & evenings and now have enough business to quit my full-time job. Our community here in Canada thinks very highly of the MEDAlert device which makes it easy to get new clients. Your marketing guide is also full of great ideas. I can't believe the number of referrals I'm getting from previous customers. People see the MEDAlert device on someones keychain and ask about it which brings me new business.

Meagan Halifax, Nova Scotia Canada

Your startup kit was exactly what I needed. I've been looking for something I could do to make decent money while working flexible hours and happy to have found MEDAlert. I couldn't be happier to be my own boss and work when it is convenient. I'll never work for someone else again! Thank you very much for this great idea.

David Dade City, FL

I'm a stay at home mom who was looking to earn some extra money part-time. I'm extremely pleased to share with you that I'm earning more now than when I was working a full time office job. I currently have so many requests for my service that I'm training a friend to help me out. I encourage other moms out there to give this a try, it's very simple and the money is awesome.

Julie Austin, TX

I was amazed how very simple it was to startup this business. The materials you provided were very complete and simple to understand. I now have numerous local businesses and schools displaying my brochure and information sheets and I've been busy ever since. Thanks for the great business concept and excellent support along the way.

Jennifer Tuscon, AZ

I can't thank you enough for your home business startup kit. I'm really enjoying running my own business and making all the decisions. The profits are great and I'm proud to be offering such an important life-saving service. I've been extremely busy from word of mouth referrals as well as referrals from local businesses, my church and nursery schools.

Jane Summerville, SC

Many thanks for allowing me to quickly start my own business. I went from working overtime almost every week to working as much or little as I want during any given week. I love the freedom this business offers as well as the excellent profits. I'm planning on taking my family to Disney for a nice vacation to celebrate our success.

Bryan Virginia Beach, VA

Thanks for your fantastic product which has made a positive impact on my life.

Laura Winter Park, CO

Just a quick note of thanks for your business kit. I've been able to quickly turn a part-time job into a full-time family business that we all enjoy and are proud to operate.

Heather Medford, MA

MONEY BACK --- GUARANTEE



Business Startup Kit 100% Money Back Guarantee

We ensure that you are completely satisfied by offering our 100% start-up kit guarantee. If you are not satisfied simply return the start-up kit within 30 days of placing your order and we'll issue you a **FULL refund** with no questions asked. Innovative Software, LLC is a proud member of the Better Business Bureau with an A+ rating. We encourage you to contact the Connecticut BBB at 203-269-2700 to obtain a free report about our company. Should the product not meet your needs, please contact our office to request a refund so that a return authorization number can be issued. A return authorization number is required to process any return. As a member of the BBB we respect fair and consistent customer practices and will strictly follow our published return policy.

Territory Locks & Wholesale Supplies

Please note that NO refunds are issued for the optional territory lock or wholesale supply orders. Please feel free to contact us if you have any questions prior to your purchase.



It's easy to get started, just order the complete business startup kit for a one-time fee of \$449. We offer a very low risk opportunity with a low startup cost so anyone can get started.

Most other business opportunities are franchise or licensee arrangements which charge much more up front along with ongoing fees. Our startup kit allows you to begin your own completely independent business with absolutely no ongoing fees; you keep 100% of your profits.

All orders are processed securely online via our website, visit:

www.MEDAlertBusiness.com

Click the ORDER Link on the navigation menu located at the top of the screen.

Once you purchase the business startup kit, you may then order additional MEDAlert™ devices at our wholesale price of \$9.95 each allowing you to earn an excellent profit for your services.

Earn a significant income by promoting the 'Annual Subscription' option we suggest in the business kit which is an option where you charge a higher up-front fee such as \$99 and include several free updates during the year. This option is a win-win for you and the client because it gives them a reminder to return the device to you for updates keeping their medical info up to date and allows you to earn a recurring income. You'll charge an annual fee simply for including several updates and sending reminders during the year about keeping their device updated. We explain everything in the business kit so you'll fully understand how to run your new business.

Take the first step towards independence and financial freedom by getting started with your very own MEDAlert™ business today! It's easy, we'll show you how!

Please feel free to contact us for any questions and we'll be happy to assist you.

Email: support@medalertbusiness.com Phone: 860-228-4144 Live Chat : Via Website

Business Startup Kit Samples

Below please find a few sample items from our complete business kit. In addition, we provide complete instructions along with our proven low cost marketing strategies so you can quickly and easily promote your new business.

PRESS RELEASE you can send out to local newspapers and news media to announce your new business.

FOR IMMEDIATE RELEASE

MEDAlert™ Service Provides Emergency Protection

Contact: **Sam Brown**
Phone: **(999) 999-9999**
Email: **sam@ABCMedicalAlert.com**
URL: **www.ABCMedicalAlert.com**

Anytown, State

Recently entrepreneur **Sam Brown** realized that if an individual experienced a medical emergency they could be placed at significant risk if emergency medical personnel were not aware of allergies, medications and medical history information.

Realizing the importance of making this critical information available, Brown formed a new company, **ABC Medical Alert** which offers a service to customize a MEDAlert™ device for individuals and families.

MEDAlert™ is a USB personal medical information and alert device that combines emergency medical information with today's technology. A digital memory chip is used to store an individual's information on the easy access MEDAlert™ medical history and alert form.

MEDAlert™ gives emergency service professionals or police officers with a laptop computer instant access to all emergency information simply by plugging in the MEDAlert™ device into a USB slot on any computer. Emergency contacts, existing conditions, allergies, medications and doctors are instantly available.

MEDAlert™ allows quality of care to be improved, as patients and doctors benefit from immediate access to the patients emergency information, allowing all parties to avoid the sometimes dangerous duplication of medications and other errors associated with incomplete information.

The compact bright red device with the MEDAlert logo alerts medical personnel to special needs and existing medical conditions and can be easily attached to a key chain, purse or lanyard to wear around the neck.

Brown says "It's an ideal solution for children, seniors, elderly, travel and disaster preparedness that can save lives."

ABC Home Inventory services the state of **Anystate** as well as customers nationally via their website. Additional details may be found on the World Wide Web at: **www.ABCMedicalAlert.com**.
###

SELL SHEET you can utilize to explain your service to prospective customers:

ATTENTION SENIORS

Are you Prepared for an Emergency?



MEDAlert™ makes your personal emergency medical information available using today's technology, storing your information on a compact digital memory device. It gives emergency service professionals or police officers with a laptop computer instant access to all your emergency information which is critical to timely and accurate emergency treatment.

Critical Medical Information is Instantly Available

- ◆ **Emergency Contacts** ◆ **Medical Conditions** ◆ **Allergies** ◆
- ◆ **Doctors** ◆ **Medications** ◆ **Vaccines** ◆

It's easy, just complete a simple form and your MEDAlert™ professional will do the rest. You'll be provided with a compact MEDAlert™ memory device containing your critical medical information, bringing you peace of mind in case of an emergency.

Protect yourself and loved ones, get a MEDAlert™ today!



ABC Medical Alert
Your Name Here
888-111-1234

www.ABCMedicalAlert.com

www.MEDAlertBusiness.com

ORDER FORM you can utilize to take orders from customers. You can adjust the prices to any amounts you choose:

ORDER FORM

① Choose Service (CIRCLE CHOICE)

SERVICE	Number of MEDAlert™ Ids			
	1	2	3	4
One Time	\$64.99	\$119.99	\$164.99	\$199.99
Subscription (1 year)	\$149.99	\$199.99	\$249.99	\$279.99
Subscription (2 years)	\$199.99	\$249.99	\$299.99	\$329.99
Single Update	\$29.99			

Note: Subscriptions include up to 4 updates per year

Contractor agrees to provide the Client with the number of medical information storage devices specified above and services to update the devices with personal medical information provided by the Client.

② Customer Information

Name: _____

Address: _____

Phone: _____

Email: _____

③ Payment & Processing

Check

Please make checks payable to:
[Your Company Name]

Credit Card

Please call us at **[Your Phone Number]** or Order Online at: **[www.YourWebsite.com]**

Send your signed order form, completed medical information form and payment to:
[Your Company Name]
[Your Address]

www.MEDAlertBusiness.com

MEDAlert is the Opportunity for you!



Why choose MEDAlert for your new business?

- **Low Startup Cost**
- **Your Own Independent Business**
- **Excellent Profits**
- **Recurring Income**
- **Valuable Service**
- **Easy to Sell**

Take Action Today for Financial Freedom and Independence!

Visit:

www.MEDAlertBusiness.com