



Marketing Solutions



The power of Open Inventory || Open Inventory Tools || Complete Internet Solution || Frequently Asked Questions || Cost-Benefit Analysis for CIS || Policies || Customization Packet || Sign-up Form

The Power of Open Inventory



What is open inventory? We have given you access to our warehouse by allowing you to drop ship our infant apparel directly to your customers. If the item is in our inventory, you can sell it.



You have the ability to ship to a customer out of your geographic area.



You can easily sell an item not currently in your inventory and have the item sent directly to your customer or to your store.



You can display every one of Little Things Mean a Lot products in your advertising or on your webpage without having to stock every item. This will allow you to give your customers more variety and selection. You can start today!



You have access to our marketing tools that will help you sell to customers in your store and online.

Christening Catalog - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media


Christening Direct ▶▶

Little Things Mean a Lot
Online Showroom


Become a Reseller | Browse Catalog | FAQs | Reseller Login

Bringing our showroom directly to you!
Wednesday, November 5


Little Things Mean a Lot Catalog




[Girl's Christening](#) [Boy's Christening](#) [Preemie Christening or Burial Sets](#)




[BabiJoy Girl](#) [BabiJoy Boy](#) [Accessories](#)



[Gown Preservation](#) [After the Christening](#) [Girls White Dresses](#)



[Take Me Home](#) [Slips](#) [Brts](#)



[Flower Girl](#) [New Items](#)

[Home](#) | [Become a Reseller](#) | [Browse Catalog](#) | [FAQs](#)
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Open Inventory Tools

Online Showroom –

www.LittleThingsMeanaLot.com now has over 300 pictures of our infant apparel and accessories available for you to use in your marketing efforts.

We encourage you to display all of our product photos and descriptions on your website. You can use your website as a tool to sell to in-store and online customers.

The Backroom –

Follow the “Reseller Login” link, enter your User ID and Password, and you are in the backroom of our online showroom. In the backroom you will find links to:

- A complete inventory information page, including prices, and stock status.
- Close-out specials on discontinued items.
- Company policies & procedures
- Drop-ship and stock order forms.
- Other company news.

Custom Packing Slip –

When you drop-ship from our inventory, we use a custom packing slip that only contains your company’s information. Your package will look as if you shipped the item directly from your retail location.

Tracking –

After a package has been drop-shipped from our warehouse, you will be emailed a package tracking number. You should pass this tracking number on to your customer so they can easily track their package.

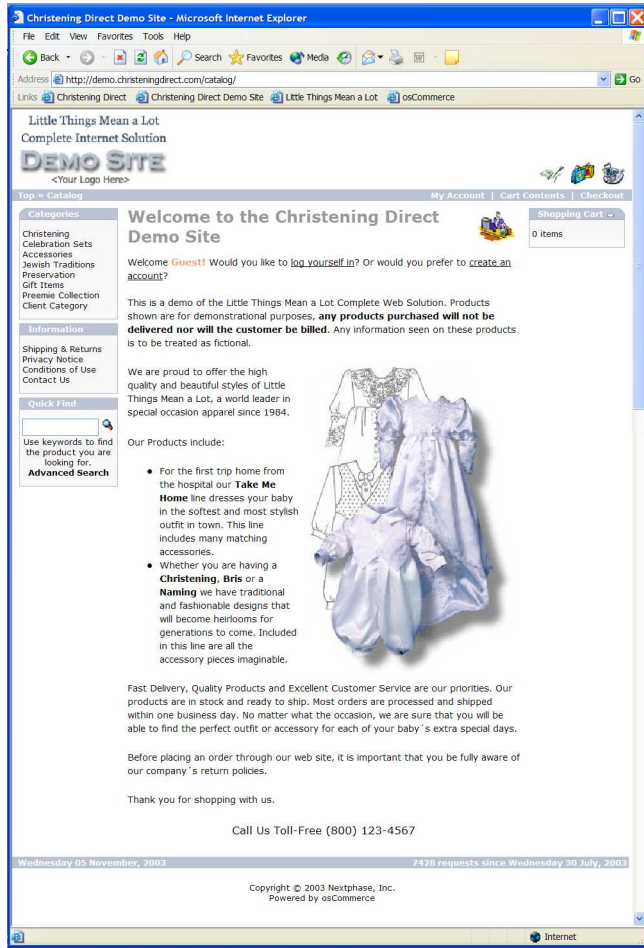
Cost –

The only cost associated with our Open Inventory program is a small drop-ship fee added to drop-shop orders.

Complete Internet Solution

Imagine...

- A webpage that automatically adds and removes over 300 christening & infant special occasion apparel products as they come in and out of stock.
- The ability to add & manage your own products.



- Secure online shopping.
- Marketing tools to promote your webpage locally & across the Internet.
- Easy set-up...Includes domain name and email activation.
- Priced well below market value!
- Exclusive online access to the one-of-a-kind Making Memories Christening Line (high-end products).
- Link from Little Thing's corporate website as a preferred online retailer (must meet criteria to qualify).

Don't imagine...sign up today

Contact Little Things Mean a Lot at 800-333-6036
www.LittleThingsMeanaLot.com/cis



Complete Internet Solution Frequently Asked Questions

Why would I choose this service over other services such as Yahoo! Stores or Miva?

The most valuable feature in the Little Things Mean a Lot Complete Internet Solution is the interaction between your site and Little Things Mean a Lot's product data base. As products are added and removed from our warehouse, we automatically add and remove product, pictures and descriptions on your website. As soon as your site goes live, your customers have access to over 300 infant specialty items. Please read the other FAQ's to better understand how this will benefit you.

Can I add my own products?

Yes. You will be given access to the "Control Panel" of your site, which will allow you to add, remove and modify your own products.

What if someone orders a Little Things Mean a Lot product from my site and I don't have the product in stock?

Little Things Mean a Lot will drop-ship any product sold from the Little Things Mean a Lot section of your site, directly to your customer. We include a packing slip that has reference to your store only. It looks like you shipped the product out of your store. We charge a small drop-ship fee of \$4.50 plus flat rate shipping. See our drop-ship policies.

How many products can I add to my site, other than the Little Things Mean Lot products?

We give you a space allotment of 100 Megabytes. This allows you to add approximately 1000 product. If you do happen to run out of space, you can upgrade your package to allow for more space.

What if my customer needs to return a Little Things Mean a Lot item that was drop-shipped?

You will need to contact our office for a return authorization number. You can have your customer return the package directly to our warehouse. When we receive the package, we will inspect the items and credit your account for the wholesale cost, minus a 10% restocking fee. We do not refund shipping or drop-ship fees unless the return was a result of our error. If you prefer, you can have the items returned directly to your store to be put into your inventory. This will prevent the 10% restocking fee. You will be responsible for issuing a credit to your customer.

How do I know that an order has been placed on my website?

You will receive an email notification that will contain all the order information except the credit card number. You will be able to get all of the order and billing information, including credit card information, by logging into a secure area of your store.

How do I get people to visit my website?

Just like your retail store, you will need to promote your website to get people to visit and buy from your site. We will provide you with a tool box of information and items that you can use to promote your website. You will also want to hit the pavement, contacting churches, hospitals, and other allied firms that can help you promote your business. You will also receive a link from the Little Things Mean a Lot corporate website to your website, as one of our preferred online retailers. When you signup, you will be given access to a site dedicated to helping you promote your website.

What equipment do I need to get started?

You will need a computer that has access to internet. We recommend a high speed connection (DSL or Cable) if available. You will also need the ability to charge credit cards. No other hardware is required.

What if I am not computer literate?

We have tried to make our services as user friendly as possible. However, some basic computer knowledge is very helpful. If you are not comfortable on the computer, get a friend, family member or employee to help you while you learn. There many good books and programs available to help you learn the computer. You may even consider a basic computer class at a community college.

Do I have to carry your products in my store to carry your product online?

No. Because we carry a deep stock of items, you are able to drop-ship directly from our warehouse. However, we highly recommend that you carry a nice selection of our items in your store, so your walk in traffic can see and feel the quality of our outfits and accessories.

What does this service cost?

There is a one time set-up fee of \$150. Your credit card will be billed \$99 per month to cover ongoing services.

How does the cost of your program compare to other similar services?

See our cost-benefit table.

Can I cancel if I am not happy with your service?

You may cancel at any time. Please allow us a 30 Day advanced noticed.

What if I already have a web page?

You can direct your customers from your current webpage to your new Little Things Mean a Lot shopping site with a simple link. You can also completely integrate your current page over to the new site.

How do I prevent people from returning the items after they have used them?

We do not accept returns on merchandise that has been used. You will want to state clearly in the policy section of you website that items returned that show signs of wear will be returned to the customer without credit.

If you are marketing this service to a bunch of stores, won't the market become saturated?

There are almost 4 million births each year in the United States alone. There are an estimated 1,005,490 infant baptisms per year in the U.S. Catholic Church alone. When you combine the Catholic christening market with all of the other religions that participate in infant religious ceremonies, the number of potential customer is extremely vast. Saturation would be very difficult to achieve based the staggering numbers of potential shoppers. Furthermore, we will be monitoring the market at all times. If we feel we have reached a saturation point, we will close the service to new participants.

What if I want to customize my site selection rather than host your entire product line? Say for a Jewish only site?

The current Complete Webpage Solution doesn't allow you to turn off any of Little Things Mean a Lot's products. In the future, this option will be available. However, you have the option of participating in Christening Direct without participating in the Complete Webpage Solution.

How can I make my site look different from other people's sites?

Each site will have areas that are completely customizable. The logo area and the front page are the

most prominate. You can upload your own logo that will be displayed on the top of each page. You can add pictures and descriptions to your front page that make your webpage unique to you. At some point, we will be adding the ability to change colors and other design variables on your site.

Can I sell on Ebay?

On Ebay, we only allow our pictures to be displayed as "buy now" option at the suggestion retail price. We do not allow our pictures to be used in the auction environment. We do not drop-ship items sold by online auction.

What is the difference between this and the Christening direct Program?

Christening Direct is a broader service for all of Little Things Mean a Lot's retailers. Any of our retailers can use the pictures and descriptions on ChristeningDirect.com and have product drop-shipped directly to there customers. The Complete Webpage Solution allows you all the services of Christening Direct without having to create your own website. With the Complete Webpage Solution, you will never need to add and remove Little Things Mean a Lot items to your site.

Will I own my web site?

Yes! You own your site, the web address (URL) and the customer data that is generated through your site. Little Things Mean a Lot, Inc. will not have access to any of your data files. We have contracted with a third party to handle the back end support of your site to ensure privacy and security.

Are email addresses included in my website? If so, how many?

Yes. You have 100 megabytes of space total. You can have as many email accounts as you wish, as long as you don't exceed the 100 megabytes of space.

What is the best source for me to go to learn about the internet or running a website?

You should start with the internet, searching for tips and tricks to help you run your website. A local bookstore will also have several books to help you understand and get started in online marketing. As a participant in the Complete Webpage Solution, you will also have access to links and tools that we will provide to help you understand the internet and promote your site. As in any business, you will want to learn as much as you can from as many sources as possible.

Cost-Benefit Analysis for Little Things Mean a Lot's Complete Internet Solution

	Cost through Little Things Mean a Lot	Do-It-Yourself Cost
Web Design We provide tools that allow you to upload your own design elements (logos, pictures, etc.)	Included	\$2,350- one time fee
Website Hosting	Included	\$50 - \$250 per month
Catalog Creation Little Things Mean a Lot provides an automated online catalog of approximately 300 products. You can easily add and remove your own categories and products through the administration tools.	Included	In-store employee - \$20,800 per year, plus \$500 per year in materials. Outsource - \$6,000 annually.
Product Fulfillment You sell directly from the Little Things Mean a Lot inventory without ever needing to carry the inventory in your store.	Included	Included in catalog creation costs above.
Database Creation and Design We provide & maintain a database management of the Little Things Mean a Lot section of your store, including changing product information, adding products, and removing discontinued or out-of-stock items.	Included	\$500 of basic database \$5,000 for design & purchase of a custom database.
Website Features Online store, Email accounts, Featured Products, Cross-sales, refer-a-friend, search tools, sort preference tools, website marketing tools and consulting.	Included	Included in database maintenance costs.
Client Administration Tools Easy administrative tools that allow you to have complete control over everything in your section of the shopping cart. You control the general design features, your categories & products, secure order processing, and your company's "About Us" info.	Included	Included in database maintenance costs.
Secure Internet Shopping We provide a secure shopping cart that protects all confidential information (including credit card information) entered by customers on your website.	Included	Shopping Cart: \$400 - \$1,500 Secure Socket Layer: \$125
	Cost through Little Things Mean a Lot	Do-It-Yourself Cost
	\$150 Set-up	\$3875 to \$9,475 setup
	\$99 per month	\$1,550 to 5,800 per month
	\$1,188 per year	\$18,600 to \$69,600 per year

Policies

Ordering

Toll Free Customer Service line: 1-800-333-6036

Fax 801-756-9899

Email: maxeen@LittleThingsMeanALot.com

Please email or fax drop ship orders (see drop-ship program details).

Pricing

Our suggested retail pricing incorporates a 55% profit margin. Our product quality is worthy of this margin. It is suggested that you do not price items any lower than keystone (wholesale price doubled or 100% markup).

Return Policy

At Little Things Mean A Lot, we strive to produce the finest children's garments. Each garment is hand-crafted to exacting standards and must pass through a series of inspections before it reaches the consumer. However, if you will take a moment to inspect each shipment when it arrives to ensure that no damage has occurred in shipping and to check for any flaws in material or workmanship, this practice will eliminate unpleasant confrontations with your customers. Problems can be dealt with much easier when handled early on between the retailer and the manufacturer. Please follow these steps to handle all returns and credit requests:

STEP 1 — Call 801-756-7908 to request a Return Authorization (R.A.). All requests for returns must be made within 10 days of receipt of goods.

STEP 2 — Do not return any merchandise until you receive the written R.A. number. Your call, alone, does not authorize a return, nor should you arbitrarily deduct an amount of your choosing from any payment due. We will send you the proper paperwork containing an R.A. number within 24 hours of your call.

STEP 3 — Clearly mark problem area(s) with removable tape (or if tape might damage the garment, add a descriptive note) to help us quickly identify the problem you have detected. Enclose a copy of the R.A. form we sent you and return the item(s) within 30 days of the date the R.A. was issued. An R.A. is valid for 30 days only. After 30 days the R.A. is automatically voided and no credit will be granted. In order to receive the most credit possible when returning items, please include all the items in a set, i.e., hangers, slippers, booties, hats, etc. which go with the damaged outfit. Items returned which are not damaged will carry a 10% restocking fee.

STEP 4 — Upon receipt of your shipment to us, please allow three (3) working days to review your findings and where appropriate, issue a Credit Memo. It is not uncommon to take one (1) week for your shipment to arrive to us. When coupled with three (3) days' review and return mail, your Credit Memo should be in your hands no later than two weeks after you return goods to us. We would expect to hear from you if this is not the case.

STEP 5 — Only after receipt of our Credit Memo should any deduction be taken. This will help keep accounting records accurate. Please be patient and do not make premature or arbitrary deductions; you will find that we will be prompt and fair in any assessment of credit. Sometimes, there will be no credit memo, but instead, the item(s) is repaired or replaced.

Refunds

Product is non-refundable if worn. Returns for any reason other than an error by Little Things Mean a Lot is subject to a 10% restocking fee plus freight. We do our best to show accurate pictures of our

items. When placing an order, describe the item you wish to purchase as well as giving the style number so that you are sure you are ordering the style that you want. Please consult the size chart for size needed. A Little Things Mean a Lot Authorization (RA) number is required for all returned items.

Exchanges will be made only for size differences when necessary within the same style. Any size exchange must be requested within 48 hours of receipt of goods. A Little Things Mean a Lot Return Authorization (RA) number is required for all returned items.

All shipping charges are your responsibility and are non-refundable. Shipping charges will be credited only for errors made by Little Things Mean a Lot.

We no longer have a small order fee.

Shipping Rates for Orders Under \$100.

Ground \$9.95

3 Day Select \$14.00

2nd Day Air \$17.00

Next Day Air \$35.00

Orders over \$100 will be billed actual shipping cost.

Next Day Air order must be received by 12 Noon MST. to arrive the next day.

Drop-Ship Fee (for orders shipped directly to your customers):

A \$4.50 Drop-ship fee will be added to all drop-ship orders that include an outfit.

A \$2.00 Drop-ship fee will be added for single accessory orders.

A note to share with your customers:

Please check the garment carefully before removing any tags or labels. Returns agreed to for any reason other than defective merchandise will be subject to a 10% re-stocking charge and loss of shipping and handling/drop-ship charges. Return freight is the responsibility of the consumer.

If the garment returned to us shows any sign of being worn, no credit will be given. In the event of a snap being broken after or during use, the snap will be repaired and the original garment returned to the consumer.

Policies for using our photos:

1. Pricing displayed with our photos must be keystoned (100% mark-up) or higher.
2. We do not allow our photos to be displayed on Ebay or other online auction sites. (Please see our Ebay/Auction policies)
3. When using the Little Things Mean a Lot name or logo, you must state that you are a distributor of Little Things Mean a Lot products. Any attempt to imply that you are Little Things Mean a Lot is not allowed.
4. Little Things Mean a Lot photos are not to be used in unsolicited emails (SPAM) of any kind.

Ebay/Auction Site Policies

1. Little Things Mean a Lot photos are not to be used on Ebay or other auction sites **unless** the product is displayed as a "Buy Now" item at suggested retail. Thank you.

Please contact us with questions:

Manager@LittleThingsMeanALot.com or (800) 333-6036.

Little Things Mean a Lot Complete Internet Solution (CIS) Customization Packet

Reseller Name _____

Reseller Account # _____

URL/Web Address Selection

One URL/Web Address is included as part of the CIS. Please select 3 options:

1st Option: www. _____

2nd Option: www. _____

3rd Option: www. _____

Payment Options

Please check the credit cards you accept

Visa

Master Card

Discover

American Express

Pay Pal

Other (_____)

I don't currently accept credit cards and need assistance to set-up a merchant account.

I would like information about automatic online credit card processing.

Customer Service Information

1. What is the customer service phone number for this site? _____

2. Phone Hours? _____

3. Customer service email _____

Store Name _____

Send Extra Order Confirmation Emails To _____

Store Address _____

Store Phone _____

Shipping Charges

Please use my copy:

Please use Standard Shipping Charge Copy as listed below:

All shipping charges are the responsibility of the consumer and are non-refundable.

Shipping Rates:

Ground \$9.95

3 Day Select \$14.00

2nd Day Air \$17.00

Next Day Air \$35.00

State Sales Tax _____ % State _____

Shipping Speed

Please use my copy:

Please use Standard Shipping Speed Copy as listed below:

Most orders are shipped within one business day. Be aware that delivery dates do not include weekends and holidays. To help us serve you better, please include your ceremony date in the order comments section during checkout.

Return Policy

Please use my copy:

Please use Standard Return Policy Copy as listed below:

PRODUCT IS NOT-RETURNABLE IF IT HAS BEEN WORN. We do our best to show accurate pictures of our items. When placing an order over the phone, please give the exact style number and describe the item you wish to purchase so that we are both sure you are ordering the item that you want. Please consult the size chart for size needed. If a size exchange is necessary, you will be required to cover all freight charges.

Please **check the garment carefully** before removing any tags or labels. All Returns require a Return Authorization Number (RA#) and unless a mistake has been made on our part, the return is subject to a 10% restocking fee plus the original freight charges. Return freight is the responsibility of the consumer. If a return is required due to an error on our part, a restocking fee is not charged and freight charges will be refunded.

Exchanges

Please use my copy:

Please use Standard Exchange Copy as listed below:

Exchanges will be made only for size differences when necessary within the same style. Any size exchange must be requested within 48 hours of receipt of goods AND is subject to additional freight charges.

Privacy Policy

Please use my copy:

Please use Standard Privacy Policy Copy as listed below:



Complete Internet Solution Signup

455 East State Street

American Fork, UT 84003

Phone: 801-756-7908

Fax: 801-756-9899

Company Name: _____

Company Address:

Company Phone Number: _____

Name on Credit Card: _____

Credit Card Type: Visa Master Card Discover

Credit Card Number: _____
(please print clearly)

Credit Card Expiration Date _____ **CVV2:** _____

Credit Card Billing Address (if different from above):

I hereby grant authorization for NextPhase, Inc. to process the credit card listed above for the one time set fee of \$150 and the on going monthly fee of \$99.95. You may cancel services at anytime.

Card Holders Signature _____

Desired Web Address Name (URL): www. _____

Desired Email Address: _____ @ _____

Little Things Mean a Lot has contracted with NextPhase, Inc. to provide Internet solutions for our complete Internet package. All billings are handled through NextPhase, Inc. 801-356-2897.