



From the Founder

Julia Charity



Roadshow Launch

How fitting that as our website went live at 6.00 am on 21 July, voices of Te Arawa reverberated around Rotorua's Museum in welcome for the Rugby World Cup's Roadshow.

Although the Rugby World Cup is not our main focus, like many New Zealand businesses we are hoping for an early boost. The launch of our website was timed for 50 days out from the Rugby World Cup. We had our own film crew greeting the Russian themed roadshow and Tamati Coffey. You can check out the 3 minute launch clip on our website.

A few of our hosts are rugby mad, so we are busy matching them with guests who might love an evening in watching the rugby. Go the All Blacks!



Julia

this issue

Roadshow Launch

Easy money!

We're in the news

Stay for free

For a website founder, there is nothing more exciting than the hum of new search engines cranking into life for the first time.

We are thrilled to bring the Look After Me 'concept' of Hospitality, Harmony and Memories to New Zealand's homes and traveller's everywhere.

A very warm welcome to some of our new hosts: Anne and family in Wellington; Neil & Penny in Napier; Rosie & Craig in Auckland; Robyn in Rotorua and Lisa in Paraparumu.

Special thanks to our designer Jamaine Fraser, and suppliers - Seriously Good Chocolate Co; Jeymar Soap and Body and Commercial Signs for all your good work bringing our brand to the market.



Easy money

We are offering \$20 for each new host you refer to Look After Me. To celebrate the launch of this programme, our first recipient for a successful referral was given a bonus \$100. Virginia McDowell (pictured with Julia) referred Rosie and Craig of 'Craigstone' Farm in Auckland. Congratulations to Virginia, Rosie and Craig!

If we deem hosts suitable, and once they have paid, you get \$20!! If you are not already a host, you need to sign up for our newsletter (so our database has your contact details). Referrals can be by word of mouth, passing on our brochures or suggesting potential hosts view the 3 min promotional clip on our website.

www.lookafterme.co.nz

Look we're in the news!

The launch of our website drew interest from Rotorua TV, the Dominion Post and the Daily Post.



Cosy comfort: Julia Charity, from lookafterme.co.nz, a new website which lets people register and rent out rooms in their homes to travellers.

Hosts could offer home-cooked meals and transport services. The site would take a 5 per cent cut of bookings, Charity said, and expected the Rugby World Cup would be an early boost. "We've got 85,000 people coming into the country and a hotel industry that is trying to rip people off," Webfund, which also invested in online publishing via Bookhabit before it was out by Silicon Valley e-publisher Smashwords, has a 10 per cent shareholding in the company.

Marketing strategies

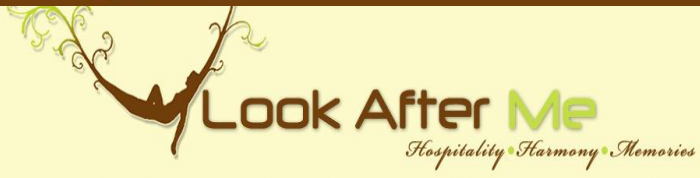
We are advertising Look After Me to attract hosts and invite travellers in the following ways:

- **Cinema:** 30 sec clips in cinemas from October.
- **Radio:** National campaign
- **Rugby World Cup:** Through local co-ordinators
- **Popular Press:** Articles in local and daily newspapers
- **GrabOne deal:** Planned for October
- **Facebook:** Planned for October
- **Conferences:** Sponsorship and attendance
- **Service & Community groups:** As club fundraiser
- **Cycle journeys:** Exploring partnerships for 2012.

www.lookafterme.co.nz

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Stay for free!

All Look After Me hosts who signed up in the launch period of July and August 2011 received a voucher for two nights accommodation. We are encouraging hosts to use their vouchers as a way to connect with other warm and engaging hosts.

Why not get away for a weekend? We have homes in Napier, Rotorua, Wellington, Christchurch and Auckland so far. It is an opportunity for you to trial the booking system and experience 'hospitality, harmony and memories first hand! Let Look After Me, look after you!!



Should all Look After Me hosts offer a 50% discount for accommodation to other hosts on a permanent basis?

Text 'Yes 50%' or 'No 50%' to 021 511 606

This month's hosting tips:

- Use a night-light in the hallway or bathroom
- Put make-up wipes in your bathroom
- Fill in your details on our business cards and put it in your wallet for referrals
- Provide guests with a range of reading material