



Friendly-Places.com

targeting niche markets - because we are not all the same!

"We love your website and many guests have found us through it."
B&B owner, Isle of Skye, 2013

Hello!

My name is Jane Patience and I own and run Friendly-Places.com

What is Friendly-Places.com?

Friendly-Places.com is the most comprehensive **niche market** web directory of Friendly Places to stay and go in the UK, Ireland, Channel Isles and Isle of Man.

Just another Internet Accommodation Directory?

No! I know there are loads of general accommodation directories on the web and I do not try to compete with them.

Friendly-Places is different because it successfully targets a number of **niche markets**. These are customers who are looking for places to stay and go that match their own, individual requirements. After all, we are not all the same and so we are not all looking for the same thing when we travel. My idea of the perfect place to stay might not be the same as yours - and vice versa!

Targeting niche markets enables you to:

- reach customers who are looking for the unique selling points you offer
- attract the kind of customer you are most happy to welcome.

Currently, the friendly categories (niche markets) are:

- Adults Only, Bikers / motorcyclists, Business Travellers & Contractors, Children & Families, Cyclists, Vegetarian & Special Diets (serviced accommodation only), People with Disabilities, Dogs / Pets, Gay & Lesbian (LGBT), Groups, Smokers, Solo Travellers, Walker / Hikers

There are over 5000 properties listed.

With so much competition, how can you make your property stand out?

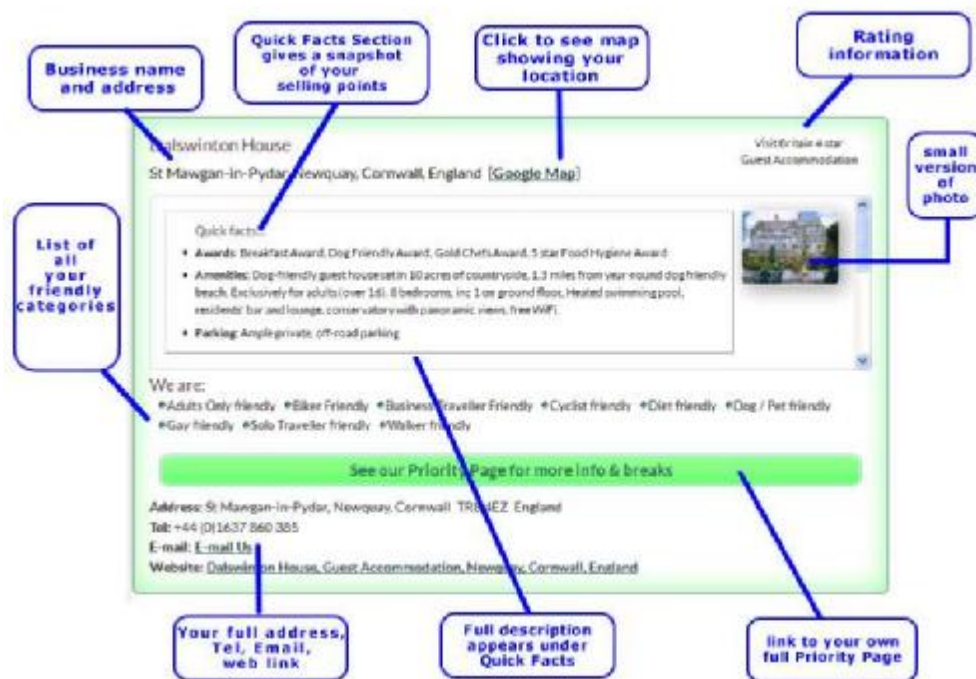
Priority Membership!

My Priority Members are the élite of Friendly-Places.com. They have **marketing tools** available to them that the other advertisers do not.

Priority Member Marketing Tools

- **Breaks & Offers:** When a Priority Member adds a break / offer via their control panel, two things happen:
 - *It pushes up their property* to the top of the page - above the competition.
 - *It promotes their property* in the Bargain Breaks section of the site - which is reserved for Priority Members only and gets more visitors than any other area - see <http://www.friendly-places.com/bargain-breaks>
- **Radio Commercial:** Priority Members can write their own radio commercial which is professionally recorded and broadcast on Rodney Collins shows - see stations and schedules here <http://www.friendly-places.com/on-the-radio>

Priority Listings: all this for only ~~£40 per year~~ – currently on special offer from only **£20 per year (£20.95 if you pay by Paypal) **NO VAT and NO hidden extras!****



A Priority Listing is the most effective way of reaching your target market.

- **PLEASE NOTE:** the Priority Listing **does not include** online booking and so there is no commission. ~~£40~~ **£20** (£20.95 if you pay by Paypal) **is all you pay for the whole year and there are no hidden extras!**

Get your Priority Listing from only ~~£40~~ £20 - no VAT, no hidden extras

To order your Priority Listing in all the friendly categories (niche markets) you welcome, please choose one of the following options:

- **To order online:**
Please complete the online order form at the link below - you can pay by card via Paypal or BACS/bank transfer.
<http://www.friendly-places.com/priority>.
- **To order by telephone:**
 1. Please read the Terms and Conditions for Advertisers here: <http://www.friendly-places.com/priority/terms.shtml>
 2. Please read the Rough Guide to Minimum Requirements for the friendly categories here: <http://www.friendly-places.com/priority/standards.shtml>
 3. If you accept and agree to both the above, please telephone **020 8133 8136** (+44 20 8133 8136 from outside the UK).

4. I will take some basic details of your property over the 'phone and send you a pro-forma invoice - you can pay by card via Paypal or BACS/Bank Transfer.
5. When I receive your payment I will add a 'skeleton' listing to the web site and send you your control panel login details so that you can fill in the rest of your listing details.

Naturally, there is **no obligation** to renew your listing after the first year. I will send you e-mail reminders inviting you to renew in the month before expiry and the month your listing expires, but of course it is your choice and if you decide not to renew your listing will simply be removed - no hassle and no pestering.

Jane Patience - Friendly-Places

www.friendly-places.com

Friendly Accommodation in the UK and Ireland

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