

CoolHotNot Charter Member's Newsletter

Issue #4

What's Coming Soon!

Hello again, Lenella. It's me, Dave Whittle, to bring you an update on where we are with CoolHotNot and what you can expect over the next month as we roll out the upcoming Beta test of CoolHotNot.com.

For starters, we're excited that the site is almost ready for you to use. We're anxiously working to open the doors and to start hearing your honest feedback. We want to know what you think, pro or con, about any aspect of the site you'd like to tell us about.

It's been a little slower to come together than we'd hoped, but we're hoping the extra time and attention to put in valuable new features will make it worth your wait. For example, you can add friends and communicate with them at the site about anything you'd like, such as whether that tech product they love has that feature you need.

We're currently finishing the programming and doing the alpha testing to make sure everything works as it should. You should be getting another e-mail from us sometime within the next few weeks (so we hope!) letting you know how to register for your new account, let us know who you are, and share your #1 Best Loved, #1 Most Wanted, and #1 Worst Letdown tech products.

Once you do that, you'll have free premium (unlimited) access for life - our way of saying thank you for helping us improve the site and help one another find those cool gadgets and goodies that everyone loves, and avoid those frustrating experiences with the garbage that just doesn't work as well as we were led to believe it would.

So here's what you have to look forward to:

- An **easy-to-register wizard** that lets you sign up with minimum hassle
- **Your personal dashboard** that puts your friends, the various lists, and essentially the entire site and all its function at your fingertips, within only a click or two
- **A simply elegant way to look at any of the three lists** you want to see, filtered by tabs that let you look at the consolidated lists ranked from top to bottom for Everyone, Tech Experts, your Friends, your Gurus, or your Peers.
- **An elegant and easy way to add new products to any of your lists:** see something you love, want, or hate and you just click on one of the three thumbs to add it to your list. The blue thumbs up adds a product to your Best Loved List (it's Cool); the red thumbs up adds a product to your Most Wanted List (it's Hot); and the yellow thumbs down adds a product to your Worst Letdown List (it's Not - it's a lemon). Or you can just do a simple keyword search for a product and click on the appropriate thumb when it pops up.
- Want to know more about a product you see? Then just click on its picture or the Product Info button, and you'll get **a product page with helpful, useful information**, including price comparisons for recommended places to



coolhotnot

The Best, The Wanted, The Worst

buy and helpful comments from others.

- Ready to buy? Well, **we've made your shopping easy**. Just click on the Buy Now button and we'll take you to the site we think offers the best value in terms of service, price, and fast delivery. Eventually, we'll let site users make the best buy recommendations.

And there's a whole lot more - coming soon to a screen near you! I hope you're getting as excited as we are to have a site like this available. I also hope that you'll like it enough to tell all your friends about it.

In fact, the free premium access for life will only be available to those who are on this pre-beta mailing list - so be sure to tell your family and friends about it BEFORE we go live with the beta testing. Just *send them to CoolHotNot.com to sign up for charter member status SOON* so they won't miss this rapidly closing window of opportunity.

So watch this space, and we'll let you know when the pre-beta period is over and the site is ready for you to register and tell us what you think is Cool, Hot, or Not - so be thinking about the tech stuff you own and use and love, the stuff you don't have yet but want, and the stuff you bought and wish you hadn't. You'll then be ready for us when we're ready for you.

See you again soon,

Dave Whittle

Helpful Links

[CoolHotNot](#)

[Follow Us on Twitter](#)

[Be a Facebook Fan!](#)

[Unsubscribe](#)

Corporate Officers

David B. Whittle, Founder & CEO
Dr. Theo Mandel, Site Usability & Design
Kevin Banks, Site Development & Programming
Jeff Kahn, Site Creatives & Design
Eric E. Vernon, Esq., Corporate Secretary & Legal Counsel
Stevenson Smith, CPA, Corporate Treasurer & Finance

CoolHotNot
Corporation

653 North 600 East
Springville, UT 84663
(801)489-0605