

## Tour Guide Tool Pro FAQ

- What are the differences between the Tour Guide Tool Lite and Tool Guide Tool Pro?

The Pro version of our Tool Guide Tool has no advertisements. We want our Pro tour guides to be free of any distractions while creating amazing tours for touringZ. Additionally, the TGT Pro gives you access to other management features for your tourZ including the “publish” button which allows you to submit your tourZ for consideration for “premium tour” status. These tours will be published to the touringZ catalog and available for purchase. Pro Tour Guides also have access to a banner creator that will allow them to upload a custom banner that promotes their “brand” within our touringZ app.

- How do I make good TourZ?

To make a good tour, you have to think of your tour as a story. It is an adventure you are taking your guest on. When you do your audio, talk to them as though they are your best friend and you are right next to them, guiding them through some of your favorite experiences. Research your points of interest and add things that add to the overall experience. Don’t drop too many POIs and don’t drop too few. Find your voice in guiding your guests through whatever area or attraction you are guiding.

- Can I get paid if my tours are published within the touringZ app?

Yes, we specifically are set up to pay our Pro Tour Guides for their premium tour sales. Assuming your tour meets our quality and other editorial standards and it sells, you will receive a share of the revenue. You will be paid 35% of all revenue from the sales of your premium touringZ. 30% goes to Apple and ingZ retains 35% for writing the software and maintaining the servers, database, etc. For example, if your tour is priced at 2.99, you would receive \$1.00 for each tour sold (fractional pennies are rounded up to the nearest penny).

- How are my premium tours priced and sold?

User submitted tours are selected to be premium tours and priced by the ingZ editorial staff based on a number of factors including length, number of points of interest (POIs), amount and quality of audio (remember audio is a key selling factor for our touringZ app) and extra features and value added content. For instance, did the tour only contain photos of the location of each POI? This is of limited value (the tour taker is standing in front of the Eiffel Tower, they don’t need a picture of it). Uniqueness is also a factor. A tour of somewhere unusual or a different take on a popular area would be more desired. General market demand also is considered. If we have 10 tours of the French Quarter, we probably don’t need another, unless yours provides a unique approach. You may feel your tour should be selected or is underpriced. However, ultimately, we reserve the right to make all selections and set prices and ingZ’ decisions are not appealable.

- What gets tours selected for premium status?

It’s all about quality and time and effort put into creating the tour. Simple photos of the sights of your vacation isn’t going to get your tour selected. However if you do lots of research on interesting facts and features that aren’t immediately obvious to the person taking the tour, that adds value to their experience and makes for an interesting tour. Keep in mind that the audio

portion of the tour is important to the touringZ experience. TouringZ are GPS guided AUDIO tours, so having lots of good, quality audio is important. Finally, including extra content, mini games or Easter eggs for users to find within your tour makes it much more likely to be selected. For instance, pictures or sketches of the area in the past (public domain only) or telling users to find some architectural feature or hidden symbol.

- What will get a tour rejected automatically?

Obscenity or pornographic images (this is an all age app) are not allowed in touringZ. Using copyrighted material without permission is prohibited. Most images on the Internet are copyrighted. Images with website names or watermarks will be rejected unless you have a release from said parties. And finally, tours that are too short, don't contain enough content or are disjointed and don't provide a good user experience will not be considered for premium status. Typically, you want to have at least 20 points of interest with 30-45 minutes of audio before we can justify charging for a tour.

- How do I get paid?

In order to receive monies from ingZ for your touringZ sales you need to do the following: first, sign up as a Pro Tour Guide. Using the TGT Pro will automatically create your account as a Pro Tour Guide. Make sure you fill in all fields. You can also upgrade from your TGT Lite page, just follow the link on the bottom of the page. On your Tour Guide Pro page, you will see a Pro link. Click on that link and read the instructions. Then, before we can pay you any money for a tour, we must have the following documentation:

- A Tour Guide Contract (available on the TGT Pro page on our website in PDF format or at this link <http://ingz-inc.com/tgt/pro/tourguidecontract.pdf>) completely filled out and signed, and returned by fax or email to:
  - Fax: 512-345-2924
  - Email: [accounting@ingz-inc.com](mailto:accounting@ingz-inc.com)

- A 1099 form (available on the TGT Pro page on our website in PDF format or at this link <http://ingz-inc.com/tgt/pro/1099.pdf>). This contains the information we need to cut your check and your tax information so we can properly report any income.

Though income will be accrued on any tourZ sold, we will not cut any checks until the above paperwork is properly filled out and turned in. Checks are cut each month on the 5<sup>th</sup> of each month for the previous month's sales. Checks will be in US dollars drawn on our bank in Texas. Amounts due under \$10 will be accrued until \$10 is exceeded.

- How do I track my sales?

Reporting buttons on your TGT Pro page will give you access to sales data. This data is not up to the minute and is only updated periodically; however it should give you an accurate view into historical sales of your tourZ.

- How do I promote or advertise my tours?

You can help your tour sales by putting links to your tour on your Facebook, Twitter and other social networking accounts as well as emailing and telling all your friends and family. Spread the word about your creations and your sales will grow. We also want your tours to be successful and sell. If they sell, we all make money. We do advertising and PR for the overall touringZ app which contains all your tourZ. At its sole discretion, ingZ may decide to run promotional campaigns for your tours, either as part of a bundle or singularly. This may include online ads, real world advertisements or features, or PR releases and articles. Not all tours will receive this extra promotion as our marketing budget is limited and it is based exclusively on our marketing department's discretion.

- Do I have to pay taxes on monies earned from ingZ?

Yes, income from tours sold by ingZ is considered consulting income and should be reported to the IRS on your tax return. For amounts over \$600 in total per calendar year, ingZ will issue you a 1099 tax form to file with your return. Whether or not ingZ, Inc. sends you a 1099 tax form, you are still liable for paying taxes on your touringZ income yourself. ingZ does not deduct taxes from any payment checks and is not responsible for reporting your income to the IRS.

- Who owns the tours I created?

Per your Pro Tour Guide contract and for your compensation, ingZ, Inc. holds exclusive ownership of any tours submitted via our publish process. Any content of yours used to create a tour, such as books, articles and other items developed independent of touringZ remains your intellectual property, but ingZ retains a world wide perpetual license to use it as part of your tour and in other promotional materials.

- How do I get started?

Click on this link below to get started and start making tours for fun and profit. Join in the multi-billion dollar app business while doing what you love to do.  
<http://www.tourguidetool.com/pro>