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Bright Spot on Unemployment

Norfolk, Nebraska -- October 8, 2008 -- According to the Bureau of Labor Statistics, the number of jobless in the United States rose in September by another 101,000 to 9.477 million, but one business is trying to make a dent in that number. Connections Planet (www.connectionsplanet.com) is trying to put 33,507 people in business for themselves.

Carl Forsell, president of Connections Planet explained, "Connectionsplanet.com is a local news and information web site with an emphasis on serving the community. The site contains a 15 page section for every residential zip code in the United States - all 33,507 of them."

The web site is recruiting a person in every zip code to serve as the Zip Code Manager (ZCM). The ZCM has total responsibility for the news, information and advertising that appears in his or her zip code section. According to Forsell, the ZCM's are selected based on their willingness to serve as a representative of the community. They must display an interest in making their community a better place to live.

Forsell stressed that this is not a "get rich quick" scheme. If a zip code manager sells all of the ad spaces on their zip codes pages, they will earn about \$2,250 in commission per month. Additional income opportunities are available, such as selling ads in multiple zip codes. Forsell said, "If a ZCM was a manufacturer in their zip code who makes farm tractor parts, we can help the ZCM put together a package deal for every zip code in the U.S. that has at least 10 farms. The manufacturer of 'scooters' for senior citizens could be presented the opportunity to advertise in all zip codes west of the Mississippi River that contain at least 50 people over age 80."

ZCM's are independent contractors. They are in business for themselves, set their own hours, write in a style that fits them and their community. They determine what is news in their community. Forsell stresses that what is news in Bangor, Maine might not be important in Centre, Alabama. "That is why we will only ok a ZCM to serve the community they live in. They need to be part of the community."

According to Forsell, to get to any zip codes section of the site, go to [www.connectionsplanet.com/\(zip code\)](http://www.connectionsplanet.com/(zip code)), for example, www.connectionsplanet.com/68701 is the site for Norfolk, Nebraska.

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