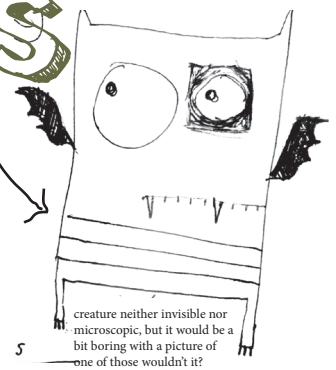


Totally Locally[®]

HOUSE RULES

TO BE OBEYED AT ALL TIMES
(otherwise we will send round invisible microscopic creatures
to poke their tongues out at you in public - you have been warned).



1. BE NICE.

It gets things done. Being nasty stops things happening. END OF!

2. IT'S NOT ABOUT YOU!

It's about everyone. Don't insist your picture is on something - it will only make you look silly. The old way of doing things is all Me, Me, Me. Totally Locally is all about Us, Us, Us, (or dare we say a You, You, You culture). Don't shout about yourself - shout about the shop down the road. Think how grateful they'll be. It'll make them want to shout about someone too - possibly you.

3. THINK BIG. Don't just think of what you've done before. Think crazy, huge ideas. They will probably get watered down but what will be left will still be awesome, and not the same old same old, so people will get excited.

4. THINK SMALL! Little things matter. Try to include everyone around you, friends, colleagues, even that person you've not got on with too well over the years. Little things make big things happen.

5. NO ADVERTISING

Save that for your local magazines, papers and your own Facebook (not the Totally Locally ones). This is about a 'Big Picture'. If more people choose to shop in your town, your business will automatically get busier. It's that obvious. (See rule 2).

6. ASK NOT WHAT YOUR TOWN CAN DO FOR YOU.....

Get off your bum, see what needs doing. From delivering flyers, a bit of Twitter action, or lending someone your gazebo. You get the picture. Ask your town champion what needs doing. They will probably hug you (hugs optional).

7. SPREAD THE LOVE

Talk to your friends, family, neighbours. If you are spending your Totally Locally £5, tell the shopkeeper why you're doing it. Tell them all about Totally Locally. Tell them its about making the place you live better. Everybody wants that, don't they?

8. SUPPORT YOUR TOTALLY LOCALLY TOWN CHAMPION. He / she is doing it all for nothing. They usually run their own business so they are as busy as you are - so think how hard it is doing Totally Locally on top! They'll make mistakes. Instead of pulling them up on the mistake, ask if you can help them so it doesn't happen again. (hugs probable again).

9. BE NICE see number 1. (We just thought it was worth repeating).

10. NO MORE RULES

that's a rule too, so strictly speaking we just lied there. But they're our rules, so we can do what we like. Hey Ho.

THE TOTALLY LOCALLY TEAM.