

# LEAD GENERATION & EXCLUSIVITY AGREEMENT

This exclusivity agreement (the "Agreement") is entered into this

day\_\_\_\_\_ of month \_\_\_\_\_, 20\_\_\_\_\_

between:

Adair Jones

Target Your Market

2306 E Pass Rd. Ste D

Gulfport, MS 39507

228.669.5542

[targetlocalmarket@gmail.com](mailto:targetlocalmarket@gmail.com)

**(Client)**

Business Owner:

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Company:

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Address:

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Phone:

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Email:

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For good and valuable consideration, receipt of which is hereby acknowledged, the parties hereby agree to the following:

**1. Exclusivity.**

Beginning \_\_\_\_\_, 20\_\_\_\_ and continuing during the term of this Agreement, **Target Your Market** shall provide Lead Generation Marketing *exclusively* to the Client in the following geographical location and related to the following industry (the "Leads"):

**Locations:**

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**Industry:**

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**2. Startup Fee:**

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A Startup Fee implies if the Client approached me (**Target Your Market**) with a clean slate for marketing of their business.

### 3. Monthly Rate:

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The Monthly Rate is derived from the Lead Generation Calculator and based on honest input figures so that there is a fair and realistic projection on income and ROI.

### 4. Term and Termination: \_\_\_\_\_ Months

The term of this agreement will be for the period of months stated above, till this day \_\_\_\_\_ of month \_\_\_\_\_.

Afterwards, we can renew or cancel service as you see fit for your business.

## General

**a. Governing Law.** This Agreement and any dispute arising out of this agreement shall be governed by the laws of the state of Utah. Each party hereby irrevocably consents to the exclusive jurisdiction and venue of state court located within Washington County, Utah, in connection with any matter arising out of this Agreement or the transactions contemplated by this Agreement.

**b. Severability.** If any provision of this Settlement Agreement shall be held by a court of competent jurisdiction to be invalid, illegal, or unenforceable, the validity, legality, and enforceability of the remaining provisions shall not be affected or impaired thereby.

**c. Headings.** The headings of the various paragraphs contained herein are for convenience of reference only and shall not

affect the meaning or construction of any of the provisions of this Agreement.

**d. Attorney Fees.** It is understood and agreed that each of the Parties shall not claim from the other any of its own attorneys' fees and costs arising from the claims released herein. If the account is turned over to a collection agency any collection fees will be charged to the client.

**e. Counterparts.** This Agreement may be executed in any number of counterparts, each of which, when so executed, shall be deemed to be an original and all of which, taken together, shall constitute one and the same agreement.

**f. Billing.** Payment will be due on the same day each week from the date listed above, starting with today's date.

**You must agree to these additional terms in order for Target Your Market efforts to be effective for your business.**

\_\_\_\_\_ I understand that not answering calls will compromise my effectiveness in profiting from generating leads.

\_\_\_\_\_ I recognize that failing to manage and respond to the form submissions sent to my new dedicated Gmail address can diminish the platform's performance and result in lost leads.

\_\_\_\_\_ I recognize that poor or inadequate customer service with the generated leads will hinder the ability to successfully close

sales and go against the [Guidelines](#) of working with Target Your Market.

Signing binds this agreement and partnership.

Target Your Market, ADAIR JONES

Dated this \_\_\_\_\_ day of \_\_\_\_\_,  
20\_\_\_\_.

BUSINESS NAME

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BUSINESS OWNER

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Dated this \_\_\_\_\_ day of \_\_\_\_\_,  
20\_\_\_\_.