



RARWRITER.COM PROSPECTUS

The intent with this document is to address the questions of individuals who may be considering investing their time into the development of the site www.RARWRITER.com (referred to hereafter as “RARWRITER”).

RARWRITER is an Internet site that went into development in March 2006 and launched in June 2006. Its focus is to provide resources of information capital to a select group (*see Definition A below*) of international artists in a wide range of professional pursuits, including music, literature, theatre, fine and commercial arts, film, and the rest of the “arts & entertainment” field, plus their associated professional services.

In less than two years, RARWRITER has gained an Internet foothold in more than 50 countries, and has shown particularly strongly in the U.S., Canada, the United Kingdom, Australia and Japan. The Artist News “homepage” is updated daily. New feature articles are included with each biweekly edition, posted the 1st and 15th of each month.

Traffic statistics for the site show a direct correlation between additions – in the form of new Artist profiles, Artist News entries, added Link pages, etc. – and increases in traffic volume. The growth in readership with each significant addition could be described as “exponential.”

This bodes well for the long-range vision for RARWRITER, which is to monetize the site through select advertising (*see Definition B below*) and product sales (*see Definition C below*).

RARWRITER’s commitment is to provide service to the creative community *at no charge to the artists*, and to never accept advertising that would fail to meet RARWRITER’s advertising standard.

What sort of investment is this?

This is an investment of your time, the level to be determined by you.

What am I investing in?

You are investing in the expansion of an existing website for the purpose of developing it into a commercially viable venture.

How much do I pay?

This not an investment of cash, but of time, energy and talent. Nor is it an investment of property or intellectual rights. Unless otherwise precluded by contractual agreement, you retain all rights to the properties you present for publication with RARWRITER.



What will it cost me?

There are no costs beyond whatever expenses you may incur in the investment of your time to RARWRITER. These cannot, at this time, be reimbursed.

What returns will I get?

Returns, at least initially, will be in the form of *exposure*, *association* and *publication*. You should consider the *exposure* you will receive within your creative community to be your primary initial return. RARWRITER is built around a set of professional standards (see *Definition D* below) and you will benefit from your *association* with the site. Your published articles will meet the requirements of other “clients” or “prospective employees” who may wish to see your *published work* as you pursue other professional opportunities.

What are my risks?

Sacrifice of free time (amount to be determined by you) and the feelings of pressure that may be associated with committing to deadlines and dealing with reader reaction to your work, or burdens pursuant to journalistic endeavor. Also the possibility of having an article rejected if not meeting RARWRITER requirements or standards.

What are my long-term commitments?

None unless defined in some related contractual agreement.

How do I arrange to become a RARWRITER correspondent?

Send an email message to Rick@RARWRITER.com to indicate your interest. Please include information about your background and qualifications to do the type of reporting you propose to do. Also included information about the community you propose to “cover,” including geographic location.

DEFINITIONS

Definition A: “Select Group”

RARWRITER reserves the right to limit inclusion to the RARWRITER community to those who meet RARWRITER’s professional standard.

Definition B: “Select Advertising”

RARWRITER does not intend to accept advertising other than that directly related to the professional needs of the creative community served by RARWRITER.

Definition C: “Product Sales”

Part of the goal of RARWRITER is to expand into product development, sales and distribution, to include published works and peripheral products.



Definition D: “Editorial Standards”

As an edited publication, RARWRITER is dedicated, with minor modification, to the standards set forth in the Chicago Manual of Style and the AP Stylebook.

As a written work, RARWRITER is intended to be read by a sophisticated audience who place high value on the quality and the verity of the information presented, and who demand the highest level of excellence in the work they read.

As an overarching rule, RARWRITER is committed to promoting the best of the creative community, including provocative artists of all kinds, but will never publish lewd, lascivious, puerile or pornographic material of any kind.

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FINAL NOTE ON PROPRIETY AND CONFIDENTIALITY

As our working relationship develops, I may be inclined to share additional information about the business model developed for RARWRITER, including the specifics of future plans and work in development. Please understand that all information provided to you by RARWRITER beyond what may be considered in this prospectus is proprietary and confidential.

Thanks!

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Publisher
RARWRITER.com

WWW.RARWRITER.com is published in Benicia, California, which is North Bay part of the San Francisco Bay Area.

For additional information, contact Rick@RARWRITER.com, or call 707-751-1472.