

Success Passport

Fast Start Manual

(To be completed with your Sponsor and/or Upline!)

Property of: _____ Username: _____

Sponsor: _____ Phone: _____

Upline RC: _____ Phone: _____

Upline SC: _____ Phone: _____

Upline EC: _____ Phone: _____

Upline NC: _____ Phone: _____

Fast Start Checklist

(To be completed by new consultant prior to Action Planning Session)

- 1. Schedule Action Planning**
No more than 72 hours after starting your business, set a time to conduct an Action Planning Session
Action Planning Time & Date: _____
- 2. Establish Goals & Core Commitments**
Putting your Goals on paper is one of the most important and critical steps for your long term success. The following two pages will get you started.
- 3. Become your own customer then follow our step-by-step system to acquire two more**
Do the business... then duplicate it. Trigger your \$100 fast start bonus AS SOON AS HUMANLY POSSIBLE!
How much easier is it going to be to share the business when you've already earned \$100 in your first 24 hours?
The following two pages detail exactly how to go about getting your first two customers.
Time & Date you are setting aside to focus on getting customers: _____
- 4. Develop your prospect list**
This is an often overlooked, yet critical step for your success, especially early on. If you were paid \$100 for every name you could think of, how many could you come up with? If you know their first name, or can picture their face, write down their name or whatever reminds you of them. DO NOT prejudge anyone. EVERYBODY can come up with at least 100 people, with some effort, 200, 300, or more. Use the memory jogger and included record sheets.
- 5. Prioritize list using the E.R.I.C system**
Instructions can be found at the bottom of the contact record sheets
- 6. 3-Way Calling**
Call your phone company, have 3-Way calling activated, and learn how to use it. Most cell phones already have this built in. This will be a crucial tool to effectively build a network marketing business.
- 7. Don't talk to anybody about the opportunity side of Ambit... YET!**
You're excited we know, but please hold off... for now.

GOALS

WHY? It is important that you are crystal clear on why you are doing this business and the dreams you have for your future. You may meet people who are against your decision, who we call dream stealers, and there will be times when you are frustrated and feel like quitting. Now is the time to establish your “why” to help carry you through any difficult times. Consider all the reasons why you became a part of Ambit. Close your eyes and visualize your dreams. Do your dreams include spending more time with your family? Do you dream of more free time? What would you do with that time? Are you looking for supplemental income - money to do extra things, help pay bills, put money aside for vacations, education, retirement, etc..? Or do you hope to eventually replace your current income with this new business? Your why is the motive you have for building your business. Setting goals based on your why will help you stay focused on and committed to your business. Statistics show that you will have to approach an average of ten people for every one new consultant you enroll. You **MUST HAVE** a “why” that is bigger than nine “no’s.”

ACTION STEP: COMPLETE THE QUESTIONNAIRE AND SEND A COPY TO YOUR UPLINE

How do you define success, both personally and financially? *(Think about things that are most important for you to achieve or have—this is your why. Think of things that mean so much to you, that you will spend weeks, months, and years working to attain them.)*

How would you like your life to change as a result of your new business?

You were asked to think of why you became a member of Ambit Energy. Your why is the motive you have for building your business. Setting goals based on your why will help you stay focused on and committed to your business.

In order to achieve both your personal and financial goals, it is critical that you take the time to clearly define them. The more clearly your goals are – the more they take hold in your subconscious – and the sooner you will find your actions following suit. Most people drift through life on automatic pilot without any idea of what they truly want to get out of life. If you don’t know where you are going, how are you ever going to get there?

THE S.M.A.R.T. GOAL SYSTEM

- “**S**” stands for Specific. For example – I will expose 2 people per day.
- “**M**” stands for measurable. My goal should be measurable so that I will know if I reached it or not.
- “**A**” stands for agreed upon. Show your goals to your sponsor or upline Leader who will support you in your efforts.
- “**R**” stands for realistic. Make sure your goals are within your reach, so that you can feel the satisfaction of reaching your goals, but shoot high enough so that it is meaningful and will stretch you. Make sure you can succeed.
- “**T**” stands for timetable. Make sure your goal has a date by when it should be accomplished.

ACTION STEP: LEARN THE SMART GOAL SYSTEM

Think about what you want to achieve from your new business. Remember that an unwritten goal is only a wish. (*Describe your goals in clear, specific, vivid language*)

ACTION STEP: SET LONG-TERM GOALS

Having big goals in life is important, but equally as important is your commitment to the necessary activity to help achieve these goals. You see, you can build a successful business based on part-time effort but you can't do it in your SPARE time. The difference between part-time and spare time is in planning and managing the time you will devote to building your business. Decide how much time you will devote to your business, and make a **COMMITMENT** to take specific action every day.

In 6 months, I WILL be making \$_____ /mo. This affords me the ability to:

In 1 year, I WILL be making \$_____ /mo. This affords me the ability to:

In 5 years, I WILL be making \$_____ /mo. This affords me the ability to:

In order to achieve my goals I am committed to the Core Commitments

- I will be here a year from now.
- I will attend my local city-wide meeting.
- I will be coach-able & edify my support team and the system.
- I will expose 2 new people each DAY.
- I will spend 30 minutes a day on personal development.
- I will find an accountability partner to commit my goals to.

Signature: _____ Date: _____

Step-By-Step Customer Gathering

Gathering customers is the backbone of Ambit; remember you only need 20 LOYAL customers to be paid all the money in Ambit's compensation plan. Your 20 personal customers are the key in opening the door for you to be paid on 100's, 1000's or 10,000's of customers that will be added to your team in the months and years ahead.

Your potential customers are people that you know and have a relationship with - family, friends and business associates. **It is not necessary to go door to door.** Make a list of 10 people that would do you a favor. Focus on your relationship, not the facts and figures. Don't try and sell on price, it's a no win situation. Follow this process until you hit 5 customer points.

Contact & Qualify

Call prospective customer. "____, I need your help and it's really important to me, do you have just a couple minutes?"
 "Could you do me a favor if it didn't require any money and it would take less than 10 minutes of your time?"

Present the Service

Who do you currently get your electricity from? Do you have a contract? *If they are not in an Ambit service area or are in a contract, ask for referrals.*

Mention to them that you are an Ambit Energy consultant and that you would like them to be your personal customer. Mention the positives immediately:

- There is no cost to become an Ambit customer
- There can be substantial savings, but at the minimum they will not be paying more with Ambit
- Travel Rewards/Cruises/Customer Referral Program

Each market is different in the savings that is offered to the customers. Sometimes it will be significant, other times not. Focus on the positives and let them know they will be helping you out by becoming a customer. They will indeed enjoy the savings and all the additional perks.

- Take advantage of the relationship – you are a trusted friend or acquaintance.
- Do business with people that do business with you.

Additional talking points:

- Just for trying us, everyone gets a certificate for a 2 Night, 3 Day hotel stay at one of over 25 locations
- Our ongoing Travel Incentive Program rewards customers with an initial 2000 Travel Points for becoming a customer, plus one additional point for every Kilowatt (KWH) hour used
- Customers receive their own website to manage their account
- Referral Program - through this impressive website your personal customers can refer their friends and family to Ambit. When your customer refers 5 customers that stay with Ambit for more than 60 days your customers will receive a 5 day 4 night cruise from Miami to Key West and Cozumel for free. **All of those customers are credited to you the consultant.** www.a1234567.joinambit.com

Close

“Did that all make sense?” *If No, see what kind of questions they have and initiate 3-way call if needed*

“To get my promotion, I need 20 loyal customers. Can I count on you to be one of my 20 loyal customers?” *If No, ask why and if they have valid questions initiate 3-way call.*

Quote Rate (if needed) & Sign Them Up!

1. Go to your replicated Ambit site @ www.username.goambit.com to quote their rate and/or sign them up.
2. The preferred option is to enter the customer info right then and there on your personal website, if that is not possible always make sure to have a paper application (downloadable in Power Zone) ready to collect their information.
3. Explain to your customer that Third Party Verification (TPV) is the final step in becoming a customer. TPV will call your customer to verify that they want Ambit as their energy provider, however to expedite this process and insure that everything is handled you call TPV with your customer on the line. TPV 800-506-3151 9am – 9pm CST Monday - Saturday

Thank your customer and let them know to be looking for their welcome letter and travel voucher in the mail!!

Optional 3-way call

If they have questions or concerns or ask anything you don't know the answer to, say, “I knew you'd probably have questions. Hold on one second, I can get the answer to that real quick.” Immediately bring in your RC or SC to help close. Notice we did not tell you to ask if you could do a three way... take charge and just do it!

If they ask anything related to how the business works say “Hey _____ I'm glad you asked, I am very excited about this and would like to set a time when you can sit down with me and my mentor for about 20 minutes so we can talk to you about it.”

The Universal Customer Objection Torch

(Sometimes people just need to be reminded of the obvious)

“I'm sorry, I obviously didn't do a good job of explaining this, let me sum it up for you...”

1. You are going to save money – guaranteed
2. You are going to get free travel rewards
3. Our service is guaranteed so if your lights even flicker in the transition, your first bill is free!
4. But most importantly: THIS is what I do now! Is there any reason you would not want to help me out and save money at the same time?

“Getting you on our service takes all of 5 minutes, are you free to knock it out now?”

Memory Jogger

Parents	Ophthalmologist	Computer	Shoes	Museum
Grandparents	Optometrist	Condominium	Shoe Repair	Night Club
Brothers	Orthodontist	Contact Lenses	Siding	Pharmacy
Sisters	Painter	Construction	Skis	Post Office
Aunts	Pharmacist	Copier	Skin Care	Recycling Center
Uncles	Photographer	Cosmetics	Snow Removal	Resort
Cousins	Physical Therapist	Dry Cleaning	Sporting Goods	Restaurant
Brother-in-Laws	Physician	Exercise Equipment	Spring Water	School
Sister-in-Laws	Family	Eye Glasses	Sprinkler System	High School
	Dermatology	Fence	Storage	College
	OB-GYN	Firewood	Storm Windows	Continuing Ed.
	Etc.	Flowers	Tailoring	Sightseeing Tours
Who do you know	Piano Instructor	Formal Wear	Tax Return	State Government
that is a(n)...	Plumber	Fruit	Television	Super Market
Accountant	Police Officer	Furniture	Tires	Tanning Salon
Aerobics Instructor	Psychologist	Gas	Title	Tennis Court
Alterations – Clothing	Psychotherapist	Horse	Tools	Theatre
Ambulance Driver	Publisher	Hot Tub	Towing	Thrift Shop
Answering Service	Real Estate Agent	House	Trailer	Volunteer Group
Antique Dealer	Recruiter	Insurance	Travel	Warehouse
Appraiser	Reporter	Investments	Typesetting	Work
Architect	Retired Executive	Jewelry	Tupperware	Yacht Club
Attorney	Sales Rep	Lawn	Uniforms	Other people...
Auctioneer	Security Guard	Limousine	Vacuum	Bridge players
Auditor	Telemarketer	Manicure	Videos (VCR)	People from work
Baby Sitter	Veterinarian	Medicine	Vitamins	Past jobs
Baker		Mobile Phone	Wallpaper	People grew up with
Banker	Who sold or services	Mortgage	Waste Removal	High School Friends
Barber	your...	Motorcycle	Water Filter	College Friends
Bartender	Bicycle	Music	Wedding rings	Play sports with
Beautician	Bed	Mutual Fund	Weed Control	Next-door neighbors
Bookkeeper	Blinds	Newspaper	Weight Control	Health Club contacts
Bus Driver	Boat	Office Furniture	Windows	Mailman
Business Owner	Boat Supplies	Office Supplies	Who do you know at or	UPS Driver
Butcher	Boat Repairs	Paper	from...	FedEx Driver
Carpenter	Boat Storage	Payroll	Bingo	Elected office
Carpet Cleaner	Boiler	Pet Supplies	Bed & Breakfast	Children's teachers
Caterer	Books	Photography	Bowling	Bridesmaids
Chiropractor	Boots	Piano	Camp	Military Friends
Consultant	Bricks	Picture Framing	Child Care	Fraternity Friends
Dentist	Bridal Gown	Pizza	Church	Sorority Friends
Dietician	Burglar Alarm	Pool	Chamber-of-Commerce	Taxi Driver
Electrician	Cabinets	Printing	Clinic	Other networkers
Engineer	Cable TV	Quilting Materials	Clubs	Parents of kid's friends
Engraver	Camera	Records	Construction Site	Vacation friends
Exterminator	Camper	Refrigerators	Federal Government	Model
Financial Planner	Car	Equipment Rentals	Garden Center	Fire Chief
Funeral Director	Car Wash	Roofing	Golf Course	Flight Attendant
Interior Decorator	Carpeting	Salt & Sand	Hardware Store	Bank Teller
Limo Driver	Carpet Cleaning	Sewing Machine	Health Club	Editor
Lawyer	Pets	Secretarial Services	Hospital	Lifeguard
Mover	Chimney Cleaning	Septic Tank Servicing	Hotel	Fisherman
Notary Public	Christmas Tree	Stereo System	Library	Farmer
Nurse	Clothing	Vacation Home		
Nutritionist				
Office Cleaner				

Name/Number	E	R	I	C	Total
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Prioritize your list using the E.R.I.C system

Name/Number	E	R	I	C	Total
Joe (highest priority type)	3	2	3	1	9
Bob (average priority type)	2	2	2	1	7
Sally (lower priority type)	1	1	2	0	4

Entrepreneurial (Drive, Spirit, Attitude)
 Resources (Time & Money)
 Influence (Circle of Influence)
 City (Within 60 miles? Rate 1 if yes, 0 if no)

Rate your contacts against yourself in the following manner: (1 = less than you, 2 = same as you, 3 = more than you)

Action Planning Session

- 1. Identify Support Team & Important Numbers**
Fill in page one so you have access to the full support line available to help build your business
- 2. Understand how to promote to Regional and Senior Consultant using the 5-2-6 process**
Gain a working knowledge of how we are paid and how to promote to Senior Consultant ASAP
- 3. Review 30 Day Blitz**
This is your action plan for the first 30 days.
- 4. Order Necessary Tools**
- Order the EnergyGoldRush system at www.energygoldrush.com/info so that you will know how many of the prospects you send to your website actually make it there.
 - Order business cards – order online in Power Zone
 - Order prospecting DVDs – order online in Power Zone
 - Customer brochures – order online in PowerZone
- 5. Identify Your Top 10 Prospects**
Place your Top 10 prospects below, make or fax a copy to your sponsor so he/she can help you work with them.
- 6. Review the Duplication Cycle**
This is the “how to” system. It works. USE IT!
- 8. Action Time**
Ignorance on fire beats knowledge on ice. Take action and begin contacting your Top 10 list with your sponsor.

Top 10 List - Name/Number	Invited	Exposed	Follow Up	Enroll
1.	☺	☺	☺	☺
2.	☺	☺	☺	☺
3.	☺	☺	☺	☺
4.	☺	☺	☺	☺
5.	☺	☺	☺	☺
6.	☺	☺	☺	☺
7.	☺	☺	☺	☺
8.	☺	☺	☺	☺
9.	☺	☺	☺	☺
10.	☺	☺	☺	☺

30 Day Blitz Action Plan

Fast Start Checklist – Immediately upon enrollment

Don't eat or sleep until you complete the Fast Start Checklist (Page 2).

Action Planning – Within 48-72 hours of enrollment

Sit down with sponsor and review/complete the Action Planning Session (Page 9).

Wave 1 (Massive Exposure) – Days 4 - 14

Take daily action to invite & expose your list to the business utilizing the first 2 steps of "The Duplication Cycle" (Pages 12-14). If you built your list properly during the Fast Start Checklist you should have no less than 50 people, and for the aggressive networker 100 plus people to expose. By inviting 5 to 10 people a day you should be able to complete the first exposure to your entire list within 2 weeks.

Not very many people will jump right in on the first exposure. Most people will need multiple exposures before getting started; we will deal with these people in Wave 2. Our goal during this first wave is to expose our entire list and let the chips fall where they may. You should get 1 out of 10 to enroll as a customer or consultant on Wave 1. The people that sign up on the first exposure are the early adopters who build your story and provide the social proof needed to pull people off the fence in Wave 2.

DO NOT ALLOW YOURSELF to get bogged down or caught waiting for anybody during these first 2 critical weeks. Only spend time with hot prospects that show strong interest after the first exposure. The truly hot prospects will identify themselves and stand out from the crowd. We will deal with all the lukewarm prospects in the waves to come.

Wave 2 (Chinese Water Torture) – Days 15 - 30

Utilize step 3 of "The Duplication Cycle" to follow up with all the contacts that were initially exposed to the business in Wave 1.

During this wave you're looking to follow up and drip on all the people from Wave 1 that showed interest but did not immediately enroll. Most people don't take action because they don't want to be first. If you built and exposed your list properly you should have several customers and/or consultants in your team which gives you some positive feedback and success to share this go around.

In the context of network marketing, utilizing Chinese Water Torture means to "drip" on your prospects with additional bits of compelling information that will nudge them closer to action. Follow step 3 of "The Duplication Cycle" (Page 14) to be as effective as possible in your follow up.

Ride the Wave (Duplicate & Repeat) – Days 30+

After completing a successful Wave 1 & Wave 2, you should have some momentum and excitement in your team. You should also start to see duplication within your team as your consultants follow this system. During month two you will find more of your time being spent with you growing team but the majority of your time should ALWAYS be spent prospecting for new customers and consultants. Always lead by example.

Every day you should be growing your list and exposing new people to the Ambit opportunity and service. This means that your list to drip on with Chinese Water Torture will always be growing. Never, NEVER, **NEVER** stop your Wave 1 & Wave 2 activities.

Be sure that all consultants are utilizing this system immediately after enrollment.



Financial Independence = Your ability to get a large number of people to do a few simple things over a consistent period of time. Learn the disciplines & follow this proven 6-step cycle! Perfect it! It has worked for top earners, and it will work for you!

Invite

The invite is just that: an invitation. If you feel like you are bugging, begging or selling than you are doing it wrong! The purpose of the invite is merely to get permission for the next step.

Current Contacts – your most valuable asset

Your #1 most important task out of the gate is to expose Ambit to EVERYBODY on your list with a simple, painless, yet powerful invitation. The goal here is to plant a lot of seeds. Some of them will produce fruit right away, others will take some time and if done right even the people that turn you down can lead to a fortune. Make it direct and simple. What annoys friends and family is when you start to talking out of character. Let the tools do the heavy lifting. You would be amazed at how refreshed people are when you cut to the chase.

Introduction: “Hey Bob, let me ask you a question...”

- ... How many people do you know who use electricity?”
- ... I just got started in business working with Ambit Energy, have you heard of them?”
- ... What do you know about energy deregulation here in _____?”
- ... Have you heard about the kind of business opportunities available with energy deregulation here in _____ right now?”

As long as they don't answer outright negatively (which is very rare by the way), take note of their feedback and follow through on your objective to expose some information. Based on your relationship, use one of the following approaches.

Direct Approach (hot contacts) “The reason for my call is that I’m excited about the possibilities here, now I don’t know if this business would make sense for you or not but I can say with certainty that this is worth a serious evaluation.

Universal Approach (any contact) “The reason I’m calling is that I’m really excited about what I’m doing here, I don’t know what your current situation is or if you would even be interested but could I get your honest feedback on a 5 minute online video?”

Takeaway Approach “The reason for my call is that I’m super excited about my new business and right now I’m just getting the word out. I know your plate is full but I’d like to share what I’m doing so that you can recommend me if the right person comes along.

The fallback follow-up: “Here’s my main motivation _____, this business is 100% word of mouth driven and I’d like for you to know enough about what I’m doing to refer customers and/or possible business partners. I’m just trying to get the word out and this movie is the most efficient way to do it, could you do me a huge favor and carve out 5 minutes to check it out?”

If they do answer negatively, audibly laugh and tell them you expected that kind of reaction which is why you called. Use the takeaway approach from an angle that recognizes their skepticism and tell them that you are looking for the loopholes. Ask them to view the movie and give you their honest feedback.

Inevitably most people are going to either not be interested or say they are but never get around to it. Be sure to always leave the door open by getting permission to keep them in the loop on what’s happening. This allows you to drip market to them via email,

phone, and even the occasional snail mail. Timing is everything for many people, today they may not need or perceive to need Ambit, but that can change overnight. You want to be the default option when that time comes.

New Contacts – how to grow your list and prospect daily

Your contact list should be growing daily because after all, it's pretty tough to go through a day without running into new people. Make it your mantra to add two new people to your list daily, you have signed your name to the Core Commitments right?

Don't scare people! For random people you run into on a daily basis the direct approach is something that only a rare personality can pull off. It would be kind of like meeting the man/woman of your dreams and proposing on the spot, a little tact is typically called for in these situations.

Step 1: What do you do for a living? When you ask somebody what they do for a living, by the law of reciprocity they're forced to ask the same in turn, the trick here is knowing "what to say" when somebody responds back with "so what do YOU do?" What you say in response should be brief but enticing. Something like, "I teach people how to save money on their electric and/or gas bill", is a basic but effective response. Now... divert attention away from you and focus on them, learn more about them, what are their hot buttons? FORM the conversation by asking about Family, Occupation, Recreation and Money.

Step 2: Before ending the conversation toss in, almost as an afterthought, something like: "I'm curious... you don't happen to know anyone looking for a career change do you? My company is growing like crazy with the recent deregulation and it's a pretty lucrative industry. IF YES: I'd like to speak with them about the possibility of working with us, what's the best way to contact them? If they inquire wanting information, get their information and tell them you will email some intro information on the company and follow up.

When you do peak somebody's interest and they want to know more, be sure to get their card or information. Remember that this is a business of the long haul and with proper follow up, most people will either sign-up, purchase product or refer business.

Tips for Inviting

To be successful at inviting does not mean that you conduct a business presentation on the phone. Two important elements that should come across in your message are genuine enthusiasm and personal conviction. In the beginning, it's easy to feel like no one will want to hear what you have to say because you are not yet successful. **WRONG!** You are not the message—you are the messenger of what has already been done and where it is going in the future. When inviting, remember...

You are not the opportunity - but you should invite your prospect to view a tool that presents the opportunity. If you have to brow beat somebody into signing up they sure won't want to do the same thing in turn.

Inviting is a daily scheduled event - it is not done in your spare time or when you get around to it. Treat it like a business. *Your business is talking to people* - every time you think "I can't talk to that person," substitute the word "can't" for "must."

Your message needs to be consistent - the quality will continually improve. Don't fall prey to the idea of the week syndrome - if you keep jumping around changing approaches and strategies you won't give any one of them time to prove their worth. The purpose of this book is to share those ideas and strategies that are proven. Consistently do what successful people do and you will get similar results.

Inviting is not presenting - the single purpose of the "Invite" is to get permission to share some info on the Ambit opportunity. Think of this first phone call to your prospect as "sifting for interest." People often wonder if they should be leading with the business or service and we say both, share your excitement about the business and the potential it has because of the amazing service we offer. Expose the big picture and then let them decide what part of the information interests them most.

Never give information without getting it! If you are out prospecting with people you don't know and give somebody a DVD, directing them to a conference call or website or whatever you are doing, always get their information so you can drip market to them via email and/or phone. A tip if you are a little hesitant to ask for contact info, always ask for email first – VERY few people will say no to this and once they have already given some information, it is much easier to follow that up with "jot down your cell phone for me too."

Four C's of Inviting

- 1. Compliment:** Find something that you can genuinely compliment your prospect on.
- 2. Curiosity:** Your sole purpose is to get the prospect to commit to listening to the sizzle call, view your website or watch the DVD. In order to assure the prospect's participation, you need to keep the curiosity level very high. Saying too much kills curiosity

so once again... don't do the full presentation during the invite... **KEEP IT BRIEF.** Also remember to keep your level of excitement high and talk with confidence and a smile.

3. Control: Control yourself! The first question you will most likely get is, "What is it?" What they are really saying is, "Please give me a little bit more information from which I can draw a judgment about what this is, so I can tell you I don't need to do it." Or, "I'm busy. Tell me just a little so I have a reason to reject this so I don't have to put one more thing in my busy life." Keep the prospect's curiosity as high as possible, because the higher you keep it, the greater your chances are of having them remain motivated enough to check it out. The mistake here is to say too much – to fire hose them with information.

4. Commit, Commit, Commit! If you don't really commit them, you will be disappointed when only fractions of the people actually do what they said they would do. The stronger you are at getting a commitment, the greater your ratio of success will be. The bottom line of all inviting is to get a commitment to take a look. One reason that DVDs as a tool can be so effective is because of the commitment that you can easily build into them upon handout. Before dropping off or mailing a DVD to a prospect you should be referring to it as if it were gold plated and within it lays a treasure map. Before actually handing the DVD over be sure also to let them know that you have a very limited supply and must get it back within 48 hours.

The Universal Invitation Objection Torch

"I'm asking you to take a look at what I'm working on, it's not going to offend me if you decide it doesn't make sense for you, but it's going to offend me a lot if you don't trust me enough to take a look"

Expose

Let the TOOLS do the talking! But...! Tools are like words; the power is not so much which tools you use – more importantly how the tool is presented. You could drop DVDs and business cards all over the sidewalk of a busy street and waste a lot of time and money or you could drop a couple DVDs off with people who have given a firm commitment to view them. Getting a firm commitment from people is not hard when they see the commitment and conviction come through in your voice and expressions.

1. Website: www.energygoldrush.com/username, visit www.energygoldrush.com/info for details on ordering this tool
2. DVDs: order in Power Zone under Sales Aids
3. Sizzle Line: In your PowerZone back office, under the consultant document library, read the PowerLine documents to learn about this powerful exposure tool
4. Live Conference Calls: See Power Zone for latest schedule
5. Hotel Meetings: See Power Zone for latest schedule

Follow Up

It's been said that the fortune is in the follow up. More specifically, the fortune is in PROPER follow up. Something like 75% of every sale comes after 4 impressions, but what makes up a good impression?

What NOT to do: Unfortunately most networkers end up annoying people with the same old lines "so what do you think?" and "isn't this great?" or another favorite "are you going to do it or not?" Too much of a good thing can also be disastrous; don't fire hose people with too much information and over zealotness.

What TO do: Constantly drip on your prospects from different angles, with new bits information, 3-way into a new partner or somebody with a powerful testimony that may relate to their current situation. Drop them a PERSONAL email with updates on the business, how you are doing, how other people are doing, how the company is doing, how the industry is doing, etc. As long as somebody has seen the information, which we are assuming here because we are in the follow up step, they probably don't need another round of facts and figures. It is more likely that they do need a little social proof – which is why Meetings, Conference Calls and 3-Way Calls are powerful at this stage of the game. Meetings are such a powerful tool because they get both the information across along with the belief and social proof that comes from a room full of people. Even if somebody has been to a meeting already, when a guest speaker is in town get them out again! Always be looking for excuses to drip on your prospects.

Closing Time: Contrary to popular opinion, closing the deal can be quite painless and easy. When somebody indicates a strong interest in the business ask "Bob, are you ready to get started or do you have any questions I can help answer?" If you have

answered all their questions and they are still holding back try “Bob, it sounds like you are quite serious about this business, what’s keeping you from getting started with us?”

Enroll

1. Ideally you want to walk them through the process either live or over the phone.
2. 3-way into an upline partner and introduce your new partner.
3. Schedule Fast Start Training.

Teach

Your new member will sponsor the way they were sponsored. So, do it right. The first 30 days are a crucial time for a new distributor in which you will want to keep in very close contact. The time you spend here is invaluable business and relationship-building time.

- Schedule an Action Planning Session within 48 hours.
- Use this manual to help them set their goals, create their list and use it as a blueprint for your entire organization and theirs.
- Get a copy of their goals and permission to hold them accountable.
- Get a copy of their top 10 prospect list so that you can hold them accountable to taking immediate action.
- **The first 2 weeks are critical.** If they don’t see some kind of success in the form of at least a signup here, there is a much greater chance of dropout. On the flipside, if they DO see some kind of success in the first 2 weeks, you are likely to have a committed long term partner for years to come.
- Teach by DOING, not by TELLING. Your new partner should learn the business by seeing you do the business.
- Keep it simple and duplicatable. Remember, everything you do creates a template which your new partner will use for their business. Your good habits and your bad habits will carry on in your organization.

Teach to Teach

Duplication will come to a screeching halt if this final step of the Duplication Cycle is not taught. Have them use this manual to simplify teaching and to keep all training information consistent.

Remember the following: “If you DO this business, you’ll make some money; if you TEACH this business, you’ll make good money; but if you TEACH others to TEACH this business, you’ll make a fortune!”

One final thing, if you are in a leadership position within Ambit it is your responsibility to make sure that everybody within your leadership group is getting support. It is common for a breakdown of communication to take place in large growing teams with people assuming a leadership role for the first time.

Anyone on whom you earn a Regional Consultant bonus is somebody that you should treat as if you sponsored them yourself! Teach your team to do the same when they hit RC. When you hit Senior Consultant you should be making sure that your RCs are taking care of all the MCs within their team.

Secrets of Top Money Earners

Learn Everything You Can

Learn about your company, industry, and personal growth. Ask questions of top earners. Learn other's success stories. Read books to improve your knowledge and skills.

Suggested reading:

- The Slight Edge – Jeff Olson (tapesandtools.com)
- Mach II with Your Hair on Fire – Richard Brooke (amazon.com)
- How to Win Friends and Influence People – Dale Carnegie (amazon.com)
- Of Course You Can – Steve Thompson (momentummatrix.com)

Form A Working Relationship with Your Sponsor

Call your sponsor for help, suggestions and 3-ways. **BE BOLD!** Get in contact with your sponsor's sponsor's sponsor just to give them a heads up to be watching their genealogy for your name because you are going to the top! See what that does for your commitment level! Those that are hungry for success aren't an imposition to successful people. Remember this bit of advice: When you're UP call DOWN and when you're DOWN call UP.

Welcome New Members

Once you have sponsored someone, immediately 3-way them into several upline leaders. This introduction will make it easier for your new partner to call them for assistance and 3-ways.

Duplication = Success

It's not what you can do in network marketing; it's what you can duplicate. The **BIG THING** is the little thing done over and over and over. Simple is what duplicates. This manual is as simple as it gets, stick to it!

Daily Action on the 80%

Teaching, mentoring and coaching your team are all good things, but never **EVER, EVER** get caught spending the majority of your time in these activities. Leaders lead from the front, so **NEVER** stop recruiting.

Never Quit

Don't expect to build a large income in a couple of months. With consistent work habits, follow up, and patience, you can expect to work six months to a year to build a solid foundation. It has taken your whole life to get you where you are, another year properly executed with the gameplan in this book could set you up for life!