



Novae Affiliate Program Marketing Plan

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The marketing tools listed in this marketing plan can be found at www.NovaeTools.com or in your Novae member's lounge in the shopping cart. This document can be found at www.NovaeMoneyTraining.com along with other training documents.

I. WELCOME

Hello, welcome to Novae's Affiliate Marketing Plan document!

This document was created to give each affiliate a more thorough understanding of our company, offerings, how to market both, how to set realistic goals and a budget, and the income potential attached to these activities.

If you and affiliates on your team focus on these marketing activities and are consistent, you are sure to have consistent prospects coming into your business that will lead to customer/affiliate enrollments, that will lead to commissions for you!

So what is **marketing**?

According to AMA, the American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

As the largest affiliate marketing program of it's kind in our industry, Novae is committed to provide support to all affiliates across the country that get started to have success. Even though Novae is committed to the success of each affiliate, each affiliate is responsible for his or her activities and implementation of the direction Novae provides.

Following this document does not guarantee success; however, the chance of success for the affiliates following this plan increases significantly.

This plan should be made available for all affiliates who wish to market their business aggressively and accomplish sizeable goals.

II. OUR MISSION

Novae's mission is to inspire people to get more out of life, to educate them on ways to go about it, and to provide them with an opportunity to make it happen! We carry this mission out through the offering of our flagship product and collection of services called Novae Money and the offering of our Affiliate Program business opportunity!

“Novae” is the feminine meaning of the Latin word “novus”, which means new, newness, or new beginnings. The symbol in our logo (a koru) means fresh start. We intend to provide our customers and affiliates with a fresh start when they enroll with one of our programs!

III. OUR SERVICE

Novae Money is a unique blend of products and services that will assist customers in their journey toward financial wellness, independence, and freedom!

Even though there are several offerings on your [novaemoney.com/username](#) affiliate website, the majority of customers in our target market will be interested in Novae Money. Therefore, Novae Money should be at the forefront of your marketing efforts.

Novae Money includes the following:

- An Online Budgeting Tool
- Debt Elimination Software
- A Financial Literacy Wealth Guide
- Complimentary Credit Education (Credit Repair)

This is offered at a price of \$199 upfront payment and only \$29 per month.

The vast majority (95% or more) of your potential customers will want to purchase this product to realize the benefits of the complimentary credit education (credit repair) exclusively. This is why our marketing leans more toward just talking about CREDIT.

Even though just as many people need help with their debt and money management, credit is more pressing for almost everyone to find a remedy for a bad credit score. This is especially true when they have desires like home ownership, a car purchase, qualifying for some type of loan, or starting a business.

The reason why we market what is normally called “Credit Repair” as credit education, is because there are several states in our country that have made it illegal to sell credit repair services. That’s why we package our credit education process in our Novae Money offering and charge for the package, not credit repair. This keeps us compliant in all 50 states.

So there is a fine line when marketing, we advertise what the client wants (credit repair) and we package and sell it in a way to remain legally compliant (complimentary credit education). In both instances, the customer is still receiving the service he or she desires, with additional tools to become financially successfully and we are able to build a stable profitable business.

Review the **Competition** section of this document to understand the competitive advantage we have in pricing and positioning and how you can use it to your full advantage by securing customers.

Novae offers these additional services as well:

- Credit Builder
- Loan Programs
- Franchise Programs
- Business Credit & Funding
- Financial Wellness Program
- Car Dealership Program

It is important to focus your marketing efforts in the beginning of your business to establish a consistent stream of prospects. Therefore it is recommended that you use this document to plan your marketing efforts to concentrate on marketing Novae Money and the Affiliate Program.

You can provide potential customers with direct links to your Affiliate Marketing website, www.novaemoney.com/yourusername, that will give them all the information they would like to know about the “Other Services” we offer.

IV. TARGET MARKET

According to entrepreneur.com, a target market is defined as a specific group of consumers at which a company aims its products and services. Your target customers are those who are most likely to buy from you. Resist the temptation to be too general in the hopes of getting a larger slice of the market. That's like firing 10 bullets in random directions instead of aiming just one dead center of the mark -- expensive and dangerous.

Based on four years of data, we have established the ideal customer profile of our customer to be an African American male or female between the ages of 25 – 45 years old. This doesn't mean that people of

other races or ages don't enroll for Novae's services; this means that the majority of Novae's customers are within that demographic.

This explains the essence of our marketing approaches as a corporation and this should also direct your personal marketing efforts as well.

V. OUR COMPETITION

We package Novae's offering in the most unique and affordable way in the industry. Even though there are several companies that may offer debt elimination software and budgeting tools that range in price from free up to \$50 monthly or a \$100 one-time fee, most customers will compare our cost of Novae Money to other credit repair companies when making a buying decision.

Credit Repair Competitor Pricing:

Lexington Law \$129.95 per month

The Credit Pros \$179 per month, \$99 per month

Credit Assistance Network \$179 upfront, \$50 per deletion

CreditRepair.com \$99.95 per month

Pyramid Credit Repair \$99.00 per month

As you can see by comparing the above pricing of our major competitors, Novae is priced well below the market average at \$199 upfront and only \$29 per month.

Keep in mind, you as the affiliate can authorize a discount during enrollment to decrease the price to \$99 upfront and the same \$29 per month. This just decreases your initial commission by 50%.

Leaning on the pricing in your marketing helps the customer realize the ease of getting started and also ease the fears of major financial risk without results.

VI. MARKETING STRATEGIES

According to investopedia.com, a **marketing strategy** is a business's general scheme for developing a customer base for the product or

service the business provides. In this definition, customer base can be viewed as affiliate base as well, since we aim to obtain both as a part of our business model.

Novae's affiliate marketing program is a great platform for individuals looking to start a part or full-time business. But when an affiliate gets enrolled, there are strategies that should be implemented to obtain customers and affiliates.

A simple market approach is outlined in Novae's **Affiliate Goal Sheet**. This is one of the first documents you were sent after enrollment. This document helps you navigate the first few levels of rank advancement in Novae's compensation plan in addition to the simple online/offline approach to gather customers and affiliates. If you have not yet, download and print out the Affiliate Goal Sheet and complete it.

This section of the marketing plan will introduce marketing tools that will help implement the marketing strategies to drive customer and affiliate interest. Increased interest will increase your number of prospects that will increase your number of enrollments. More enrollments equal more money!

Later we will discuss financial projections based on modest success rates of your marketing efforts.

It's important to understand that in business, you must be invested in your success. You couldn't start a landscaping business and refuse to purchase a lawn mower, weed eater, hedge trimmer, and a trailer/truck to transport your equipment after you start making money. The reason, you would need all these items to generate revenue.

The same goes for your affiliate business. Sure, you will probably know some people right away that could benefit from Novae Money based on their credit situation, but you will need people you don't know at some point to become your customers because we all only know a limited number of people.

The below marketing tools are designed to help you obtain potential customers and potential affiliates you don't know. Sample call scripts are included later in this marketing plan to assist you with what to say to your potential customers and or affiliates.

All of the following marketing tools can be found and purchased at novaetools.com. It is important decide how many tools you will use, which

tools you will use, and commit to a certain period of time to use them. Only utilizing this strategy can you truly track your results and make adjustments to increase your successful conversions.

VII. MARKETING TOOLS

A. YARD SIGNS - (Double sided)



Description: Think of these as small billboards that sit along side the road for passing traffic to see. After you order, the signs will be customized with your own phone number. The signs also come with strong steel “H” stakes that slide right into the signs and that go into the ground that allow for stable positioning.

Cost: 50 signs = \$200
100 signs = \$300

Shipping: \$20 or \$30 respectively

Strategy: Position these signs at high traffic areas with high visibility. Intersections are best.

B. \$100 BILL DROP CARDS



Cost: 250 cards = \$75
500 cards = \$125
1,000 cards = \$150

Shipping: FREE

Strategy: E-book provided with each order – 101 ideas

Description: These “drop cards” are precision machine die-cut and graphically designed to create the optical illusion that a “single” card (when folded) looks like a stack of 100-dollar bills. The color and images are so realistic; people will swear they found real money! With each order, you get a copy of the e-book “101 Drop Card Ideas for Newbies – Drop’em and Watch Business Pick Up!” After you order, the cards will be customized with your own phone number and website that you choose.

C. CAR MAGNETS - (2 different options)



Description: Car magnets are like portable billboards that you can use to advertise your business everywhere you go! The best part is, you can take them off and put them back on as often as you'd like. The material is made from .030 mil magnetic sheeting and high gloss UV resistant inks that will not fade for years.

Cost: 1 set (2 magnets) = \$60

Shipping: \$20

Strategy: Place a magnet on each side of your car or truck and advertise as you travel.

D. NOVAE MONEY BROCHURES



Cost: 25 pack = \$15

Shipping: Standard

Strategy: Give brochures to new customers or someone who you've discussed the service with that hasn't enrolled yet. Do not just hand these out haphazardly.

Description: 50 - 85% of our country suffer from one of all of the following: Poor credit, high debt balances, and overspending. Novae Money is a service packaged to help solve them! This brochure not only shows the value of Novae Money, but it also builds the value of the service that is ONLY \$29 per month with a ONE-TIME setup fee of \$199!

If you are an active affiliate, you earn \$100 per sale the very next week after you enroll them! These brochures are designed to give your business a more professional look and to make sure your potential customers/affiliates have 100% of the correction information! There is a white space on the back to place a label with all of your contact information.

G. PRESENTATION TABLE FLIP BOOK

Cost: 1 flip book = \$40

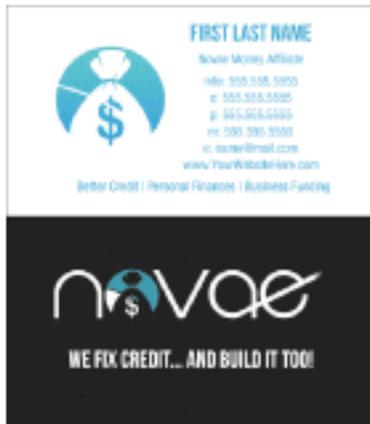
Shipping: Standard

Strategy: This is best used in a one-on-one presentation format or when you're presenting to no more than 3 people. This is an option for someone who doesn't have a laptop or want to show individuals how they could build this business without one. Anyone can do this!



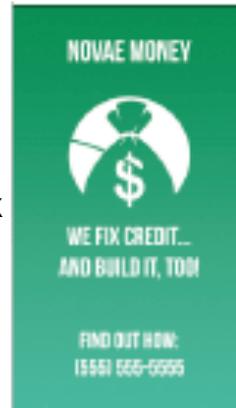
Description: You can easily share the Novae products and services and Affiliate Opportunity with this professional fold up presentation flip book. Each page of Novae's corporate presentation have been printed in full color on high gloss paper and placed in clear sleeves in a presentation flip book. Take this with you daily and you are always prepared to share the information to help you earn income in your Novae business by enrolling new customers and affiliates!

H. BUSINESS CARDS – (2 different versions)

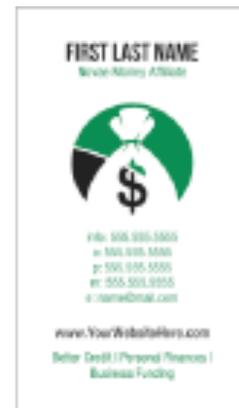


FRONT

BACK



BACK



FRONT

Description: Most times when you tell someone you own a business, the natural way to conclude the conversation is for the person you're conversing with to ask, "Do you have a card?" Most professional business owners possess business cards. This is also a way for someone to remember you and provide you referrals as well. Business cards only can be ordered at novaecards.com.

Cost: 250 cards = \$40

500 cards = \$50

1,000 cards = \$60

Shipping: FREE

Strategy: Professionalism

I. ISECURETHEBAG.COM MARKETING SYSTEM



Cost: \$200 one time payment

Shipping: n/a

Strategy: Online marketing system used to automatically follow up with the prospects that don't enroll right away. Website can be marketed on different platforms to give an increased amount of visibility nationwide.

Description: The iSecuretheBag.com marketing system is a customizable lead generation, contact management, and follow up system for prospective customers and affiliates. Record your own videos to introduce prospects to your business and follow up with them automatically with pre-scheduled emails, written by you, that go out to them automatically. If you're camera shy or would like someone else to write your emails, don't worry, we already have you covered! This system is included for those that purchase the Affiliate Program Pro enrollment option.

J. SOCIAL MEDIA MARKETING POST KIT



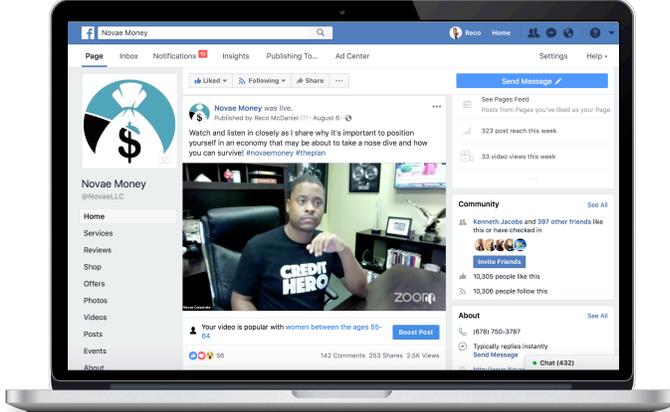
Description: These are Novae Money branded images you can post on different social media platforms including but not limited to Instagram, Facebook, and LinkedIn. All images will be downloaded in a folder after you purchase. You save the images to your phone or computer and post them to your social media account and add your novae money affiliate website or marketing page.

Cost: 50 social media images = \$25

Shipping: n/a

Strategy: Begin to build your Novae Money brand on your social media platforms. Be consistent and this will encourage prospects to inquire with you about Novae Money. When posted, these images intend to inspire, educate, and entertain.

K. SOCIAL MEDIA MARKETING FUNNEL



Cost: \$500 one time payment

Shipping: n/a

Strategy: Automate marketing efforts leveraging social media and advanced marketing tools. With this method you can maximize your reach while maintaining a targeted demographic.

Description: This marketing tool and strategy is for more advanced marketers unless you are ready to do research and leave. This is a fully built marketing funnel that includes a pre-written ad to post on Facebook or Instagram, landing page, auto-responder email series, pre-recorded webinar, multiple irresistible offers and other online marketing strategies and tools. Utilizing this method will include additional advertising cost paid to the social media platform used to market the funnels.

L. BUSINESSOPPORTUNITY.COM MARKETING CO-OP



Cost: \$100 per month
3-month commitment

Shipping: n/a

Strategy: Access to prospects that are looking for business opportunities in credit repair.

Description: Novae recently engaged BusinessOpportunity.com and is listed on the largest home business and franchise directory online! In addition, Novae is the only "credit repair" opportunity on the website. With an email list of more than 150,000 and hundreds of thousands of unique site visits per month, prospects request more information about Novae daily. By subscribing to this marketing co-op, you will receive a share of the prospects that inquire. The prospects will be divided up as they come in and contact information sent out to those participating in the marketing co-op. The required investment will guarantee at least 10 prospects per month and could be up to 50 prospects.

M. STARTER MARKETING COMBO PACK



Cost: \$99 **\$135 VALUE (\$36 SAVINGS)**

Shipping: \$10

Pack includes: \$100 Bill Drop Cards, Novae Money Brochures, Postcard Flyers, 1 Page Presentation, & Social Media Marketing Post Kit

N. STANDARD MARKETING COMBO PACK



Cost: \$299 **\$375 VALUE (\$76 SAVINGS)**

Shipping: \$25

Pack includes: \$100 Bill Drop Cards, Novae Money Brochures, Postcard Flyers, 1 Page Presentation, Social Media Marketing Post Kit, iSecuretheBag.com Marketing System, & Presentation Flip Book

O. PREMIUM MARKETING COMBO PACK



Cost: \$599 **\$850 VALUE (\$251 SAVINGS)**

Shipping: \$50

Pack includes: 100 Yard Signs, Set of Car Magnets, 1,000 - \$100 Bill Drop Cards, 50 - Novae Money Brochures, 200 - Postcard Flyers, 1 Page Presentation, Social Media Marketing Post Kit, iSecuretheBag.com Marketing System, & Presentation Flip Book

VIII. YOUR PLAN

Now that you understand marketing, your mission, your service, your target market, your competition, your marketing strategies, and know the marketing tools available to you, now it's time to devise YOUR PLAN.

Follow these 10 steps below to implement YOUR **MARKETING PLAN**:

✓ When Complete Task

1. _____ Obtain your Google Voice number
2. _____ Identify the marketing tools you will use
3. _____ Purchase a Package or individual tools
4. _____ Send Novae Support the contact info for your tools
5. _____ Print out or purchase weekly or monthly calendar
6. _____ Create Action Plan for Tools Purchased
7. _____ Track Results, Repurchase before you run out of tools
8. _____ Establish Monthly, Bi-Monthly, or Quarterly Budget
9. _____ Commit to the action plan of 6 months
10. _____ Get at least one affiliate on your team to do this

Google Voice Number

It is HIGHLY recommended that you get a Google Voice number to take incoming calls from your marketing efforts rather than have calls going directly to your cell phone. Otherwise you will have complete strangers calling your personal cell or office phone number. In addition, you can have a log of individuals and voicemails that are only people calling in regards to your marketing efforts all in one place.

Recorded Message

After you obtain the Google number, record a message that plays when the prospects call the number so you can follow up with them later. Even if the prospects don't leave a message, you can see their missed call in

the Google Voice log and call them back anyway. Recommended call scripts are in the Marketing Call Scripts section of this document.

Action Plan for Tools

It's been said, "If you fail to plan then you plan to fail." This couldn't be truer when it comes to building your affiliate business. It is critically important to have a plan with the tools you receive and stay consistent over time to establish a positive pattern in your actions that will lead to a positive pattern in your results. For example, if you have 500 \$100 bill drop cards, and your goal is to "drop" all of these every 2 months, which means you would have to plan to drop at least 8 cards somewhere every day for 2 months. That would be 496 cards dropped (2 – 31 day months). But to be effective is to stick to the plan. Maybe one day you don't leave home at all, so the next day you'll have to put out 16! No matter how good or bad you are, consistency will always win in the end!

Track Results and Reorder

Track the number of calls you receive weekly from your efforts and write it down somewhere important. It is a good idea to reorder tools at least two weeks before you run out so you won't have a lapse in your marketing efforts. The businesses that win in business are the ones that consistently market. You should never run out of tools. The more you market, the more potential business you will always have.

Your Budget

Most people don't have "personal" budgets for their finances so when it comes to owning a business, the majority of people definitely don't have a budget. If you want to succeed, you can't do what most people do. Don't look at this as an expense; look at this as an investment. The money people pay to Comcast each month is an expense. You can't earn money from watching television. However, if you are purchasing marketing tools, you can turn that into 3, 4, 5, 10 or even 20 times more than what you initially invested into it. So stretch yourself to invest in the tools you need to make more money but make sure you can handle your personal obligations at the same time. It's a balance of being smart and aggressive. If you are being consistent and actually building your business, investing \$150 - \$250 per month into marketing tools are more than reasonable. Affiliates that invest this much, and much more, and that are actively building their business are seeing north of 4 – 5 times the return easily.

Duplication

Always remember, it's not about what you can do, it's about what you can duplicate. This is in regards to scaling your business. That means,

making it grow consistently with little to no additional effort on your part. The more affiliates on your team that you get to utilize these marketing tools and plan, the more potential prospects and more sales will come into your organization. This means more money and leverage for you. It doesn't matter if you have 100 affiliates on your team right now or 1; make sure they understand the power of investing into themselves and the power of marketing.

Committing to 6 months

It is very important to commit to investing and using these tools for a certain amount of time in order for them to work. In business, rarely does a company hit a home run right away with marketing strategies or gain major market penetration right after launching a campaign. It takes time. The same is true with your affiliate business. Give yourself time and that's why we recommend you give yourself at least six months of consistent ordering and effort before you decide to alter strategies. All these strategies have been tried, tested, and proven so we know they work. Now it's up to you to work them.

VIII. MARKETING CALL SCRIPTS

After you purchase marketing tools and start using them, prospects will begin to contact you. It is suggested that you review this information to give you ideas on how to engage your new prospects. Use it as a guide.

If you have little to no experience, follow the below scripts to get your prospects to 100% of the correct information and getting them closer to making an enrollment decision as quickly as possible.

Additional and more detailed scripts can be found on our training website www.NovaeMoneyTraining.com in the documents section.

It's important to remember, the conversations won't go exactly like you see here below, but this is meant to be a guide on how you should lead the conversation.

Quick Tips

- ***Find out WHY they want our service or opportunity.*** This is the most important part of the conversation. Always connect your recommendations or offers to buy to what they want. You don't want them thinking that you want them to enroll so you can get a commission, you want them focusing on them making a purchase/enrolling because this will help them to get closer to purchasing a home.

- **Whatever they like, you LOVE!** Don't try to sell them on the results you think they should have, show them how you can help them get what they want through Novae. They will want to enroll/purchase if you can do this.

- **Sound excited about it and sure of yourself.** Most of the people calling are looking for guidance, help, and confidence. If you sound timid or afraid, they will second guess enrolling with you because you may sound like you need help. If you are nervous, get one of your affiliate leaders to assist you in the beginning. Let them know you are new but working with a very experienced affiliate (or agent) with the company and they can get them started in the best direction.

- **Listen more than you talk.** The more the person hears himself or herself talk about why they need our services, the more they convince themselves that they need to purchase. Don't try to oversell, let them sell themselves by you asking the right questions.

- **Always ask how they heard about you or got your number.** This helps you see which marketing tools are working best or more frequently.

- **Referring them to your website gives you credibility.** You don't have to do an entire product presentation over the phone, when they go to your website, they realize that it is a large company doing this and not just you. Most people would be afraid of individual strangers getting their information, especially when it comes to their financial information.

- **Keep a list of all callers.** Get a notebook and document who calls and the results of the phone calls. If they don't purchase right away, you always can follow up. Google voice is a good tool because you can access a log of the callers and voicemails also.

- **If you need help, say so.** If this is your first time, and you're unsure what to do and when, contact your affiliate leader and solicit their help at going through this your first couple of times. After you get the hang of it, it's a piece of cake!

- **Be consistent with the websites you give out.** If they call about potentially becoming a customer, you want to give them your home page, www.novaemoney.com/yourusername. If they call about potentially becoming an affiliate, you want to give them your landing page, www.novaemoney.com/yourusername/LP.

- **Promote the conference calls and live webinars.** If the prospects are not ready to enroll right away, that's ok, but make sure you keep them informed by inviting them to future conference calls and or webinars where information is being shared concerning the products and opportunity. They may hear something that prompts them to move forward after a call or seeing a webinar.

Script A – Pre-Recorded Message on your tools (for potential customers)

This script is used record the message that plays when people call your number that's listed on all your tools. It allows for each prospect to hear a quick message after they see the advertisement and leave their information for you to follow up. You can make slight modifications but your goal here is to be quick so they will leave their information for you to call them back. The recording should go like this:

Hello and thanks for calling about our \$29 credit repair! Due to the high demand of interest surrounding our services, you've been forwarded to our priority voicemail system.

If you're interested in improving your credit score to purchase a home, qualify for a car loan, personal loan, start a business or for another reason, leave your name, number, and best time to call and we will follow up with you to discuss the details and share how we can help you like we've already helped thousands of people across the country!

We look forward to speaking with you and assisting you in reaching your goals! Have a GREAT day!

Script B – Pre-Recorded Message on your tools (for potential affiliates)

This script is used record the message that plays when people call your number that's listed on all your tools. It allows for each prospect to hear a quick message after they see the advertisement and leave their information for you to follow up. You can make slight modifications but your goal here is to be quick so they will leave their information for you to call them back. The recording should go like this:

Hello and thanks for calling about the business opportunity with our company! Due to the high demand of interest surrounding this income opportunity, you've been forwarded to our priority voicemail system.

If you're interested in improving your financial situation by earning aggressive income weekly, developing passive income, or for another reason, leave your name, number, and best time to call and we will follow up with you to discuss the details and share how we can help you like

we've already helped thousands of people across the country!

We look forward to speaking with you and assisting you in reaching your goals! Have a GREAT day!

Script C – when they call you (customer inquiry)

This script is used when someone calls you from one of the marketing tools you've advertised or you're calling them back from a message they've left. The call approach may vary but will probably go like this:

Caller: Hi, this is John and I was calling about more information on the \$29 credit repair, I was interested in seeing how it works.

You: Hello John, my name is Jane and I'm glad we were able to connect. We have so many people calling about our service. Where did you see my number to give me a call?

Caller: I picked up one of these \$100 bill cards that I thought was real money! You had me fooled but I was intrigued.

You: Yes, I'm sorry I tricked you but we get a lot of interest because of that card. It definitely draws attention. (soft laugh) But as I said, it's great we're connecting. Before I get into any details about what we do, can you share with me what interests you about our credit repair? What are you looking to do with better credit?

Caller: I'm interested in purchasing a home; I've been renting for years.

You: Well I can tell you John, you're not alone and that's awesome that you are looking for something to help you. We have people that contact us all the time about getting help with their credit because they're looking to purchase a home. What's your timeline to get this done?

Caller: I was looking to purchase within 3 – 6 months.

You: Awesome, we have many people that get results within that time frame. So even shorter, and some maybe longer, just depends on your situation. What are you doing right now to improve your credit?

Caller: I've tried a few things that I heard about but not much is happening. That's why I'm calling you.

You: Ok great. Well, we always suggest let professionals do it. We have been doing this since 2014, our servicing company has an A+ rating with

the Better Business Bureau, and we've helped thousands of clients collectively get close to 1 million negative items removed from their credit reports during this time! Pretty impressive right?

Caller: Well yeah!

You: I know right? (soft laugh) Can you see websites on your cell phone?

Caller: Yes.

You: I can text you a link right and you can watch a 5-minute video about our service and there is even more information about our company on this website. Click on the link and scroll down the page a little and you'll see it. If I sent it now, could you take a look now and give me a call back? (If not, ask them when they would have time to take a look and offer them two different options to follow up.)

Caller: Well I'm driving right now but I can watch it in an hour.

You: Ok great, it's 4:00 now, is it okay if I call you back at 6pm or 8pm this evening?

Caller: Ok, 6pm is fine.

You: Ok great, because I want to make sure you understand what's going on here and I want to make sure we get you on track to purchasing that home you want to buy so you can stop renting. That sound good?

Caller: Yes ma'am!

You: Awesome. I'm texting you the website link right now and I look forward to speaking to you again this evening John! Thanks for reaching out and we'll talk in a few hours.

Script D – follow up from the previous call (2nd call - customer inquiry)

You: Hi John! So did you get a chance to see the 5-minute video?

Caller: Yes I did.

You: What did you like best about what you saw and heard?

Caller: I liked the fact that you get a lot for only \$199 one time and only \$29 per month.

You: Yes John, most people absolutely love that as well. So after seeing the video on our website, what else do you need to know to get started today so we can get you on track to getting that home you're looking for?

Caller: It makes sense and I think I'm ready to go.

You: Ok, you're making an excellent decision! If you can jump on your computer right now, I can walk you through the process so you can see the whole process yourself.

Script E – when they call you (affiliate inquiry)

This script is used when someone calls you from one of the marketing tools you've advertised or you're calling them back from a message they've left. The call approach may vary but will probably go like this:

Caller: Hi, this is Jack and I was calling about the business opportunity and I'm interested in seeing how it works.

You: Hello Jack, my name is Sue and I'm glad we were able to connect. We have so many people calling about our affiliate opportunity. Where did you see my number to give me a call?

Caller: I saw you driving down Hwy 138 and the magnet on your car caught my attention! I'm looking for a part-time business!

You: I'm glad you gave me a call. I get a lot of people that call me off of these magnets. Before I get into any details about what we do, can you share with me what interests you about our starting a part-time business the most? The extra money? You want to eventually leave your job? You want to learn something new? What exactly?

Caller: I would like to work for myself exclusively one day.

You: Well I can tell you Jack, you're not alone and that's awesome that you are looking work for yourself one day. We have several people that start part-time and are making great money. Even our CEO started part-time years ago and after 5 years, he was producing millions! So this is an incredible opportunity. How quickly are you looking to start making some extra income from your part-time business when you find it?

Caller: I was hoping within the next 2 – 3 months.

You: Well that's great, because in our business you can start earning extra money by next week! I don't want you to get too excited before you see what's going on here. But let me ask you, have you done any other part-time businesses in the past?

Caller: I've tried a few things and made a little money, but I was hoping that this is something big.

You: Well this is what you've been hoping for! Our company has been around since 2014 and we have a solution that millions of people need right now in their country – and that's help with their credit and their finances. Wouldn't you say there are tons of people that need help with their credit and finances right now?

Caller: Heck yeah!

You: (soft laugh) Well, that's our business. We do it more affordably than any other company in the industry and we offer a great deal of value. The best part is, we pay hundreds of dollars in referral commissions depending on what product you refer to people and we also pay up to \$400 for other people you refer as affiliates. Pretty impressive right?

Caller: Sounds like it!

You: I know right? (soft laugh) Well, I don't want to go into a long presentation over the phone but can you see websites on your cell phone?

Caller: Yes.

You: I can text you a link right and you can watch a 4-minute video about our opportunity and there is even recorded webinar with our CEO after that if you want the hard details. This is the guy that I said started part-time, broke, and became a millionaire. When you hear his story, it will blow your mind. Click on the link and you'll see the first video on the page. If I sent it now, could you take a look now and give me a call back? (If not, ask them when they would have time to take a look and offer them two different options to follow up.)

Caller: Well I'm driving right now but I can watch it in an hour.

You: Ok great, it's 4:00 now, is it okay if I call you back at 6pm or 8pm this evening?

Caller: Ok, 6pm is fine.

You: Ok great, because I want to make sure you understand what's going on here and I want to make sure we get you on track to making the kind of money you want to make and living the lifestyle you want to live. That sound good?

Caller: Yes ma'am!

You: Awesome. I'm texting you the website link right now and I look forward to speaking to you again this evening Jack! Thanks for reaching out and we'll talk in a few hours.

Script F – follow up from the previous call (2nd call - affiliate inquiry)

You: Hi Jack! So did you get a chance to see the 4-minute video?

Caller: Yes I did.

You: What did you like best about what you saw and heard?

Caller: I liked the fact that you get paid selling something to people they really need and you can help them.

You: Yes Jack, most people absolutely passionate about helping people change their situation with our education and services. That's one of the major reasons why I'm involved now! So after seeing the video on our website, what else do you need to know to get started today so we can get you on track to making the money you're looking to make with a part-time business?

Caller: It makes sense and I think I'm ready to go.

You: Ok, you're making an excellent decision! If you can jump on your computer right now, I can walk you through the process so you can see the whole process yourself.

Keep it simple and focus on talking to as many prospects as possible by advertising you marketing tools as much as possible. All these things turn into more possibilities that will lead to more opportunity that will lead to more money for you!

X. FINANCIAL PROJECTIONS

Financial projections can get very in depth and very confusing for those that don't understand how to read them. The purpose of this section is not

to introduce pro forma financial statements, but to rather show you the simplicity of the power of numbers if you are consistent and let the numbers work themselves out!

If you purchased 50 signs targeted at potential customers and placed them in high traffic areas all at the same time. Let's assume that 100 people a day (each sign) notice the signs. Let's just say they were there on average for 2 weeks before something happened to them:

50 signs
x 100 people viewed
x 14 days _____
70,000 views within 2 weeks
if ½ of 1 percent call the number on the sign
= 350 calls you receive
if ½ of those calls actually agree to talk to you
= 175 exposed to the information
if just 10% actually decide to enroll
= 17 customers you enroll
17 customers x \$100
= \$1,700 you earn
minus \$220 sign cost (including shipping)
= \$1,480 is your profit
YOUR R.O.I. (Return On Investment) would be 672.7%

Let's look at an example using the \$100 bill drop cards. If you decided to follow the plan discussed earlier and dropped 8 cards a day for 2 31-day months; that would be 496 cards. Let's say you increased you last day four more cards so you did a total of 500.

500 cards dropped
if ½ of the cards were picked up
= 250 cards read by people
if 25% of those people called
= 63 people exposed to the information
if 10% of those people decide to enroll
= 6 customers you enroll
6 customers x \$100
= \$600 you earn
minus \$125 cards cost (including shipping)
= \$475 is your profit
YOUR R.O.I (Return On Investment) would be 380%

You could play with these numbers all day and see that the earning potential vs the investment risk is favorable very favorable to you!

To find the R.O.I., you'd just take your net profit and divide that by your total investment. Ideally if you are making more than 100%, your investment is good because you are earning your investment back. So as you can see, these numbers were over 3 and 6 times what a "good investment" would be.

Results may vary, but you should be excited about the possibilities of investing in yourself and getting the results you are looking for!

XI. YOUR GOALS

Now that you are excited and ready to master your local marketing game and explore the online world of marketing as well, what are your goals?

How much would you like to earn within 3 months of beginning? How about 6 months or 1 year after starting?

By establishing some realistic goals of how much you would like to earn, it also lends towards how much you will have to invest in marketing, unless you already have a major following or are already an experienced marketer.

As you just saw in the Financial Projections section that the return on investment could be great so if you invest in yourself and put in the consistent work, the sky could be the limit! (Which means, it's almost unlimited!)

That being said, set your goals below and let's get to work! Somebody is going to start building wealth and live the lifestyle of his or her dreams! Why not you???!!!

You can do it!

3-month income goal - _____

6-month income goal - _____

1-year income goal - _____