

**5 Dynamic Points that Makes
Ambit Energy
Different from Any other Network Marketing Company**

1. We deliver the end product to the consumer at below retail.

In most lotions, potions and pills businesses you charge \$10.00 for a bottle of vitamin C, that you could go buy at Wal-Mart for \$3.00, it's retail plus, plus to garner enough revenue to pay out the distribution force.

2. Everybody already uses our product.

You don't have to convince somebody that they need electricity or natural gas.

3. Everybody already understands it.

There is no product training. Look at our business presentation. We don't have a feature benefit presentation: Take this juice and it's going to make feel this way, take this pill and it will eliminate the pains in your joint, take this pill and it will make you lose weight, put this magnet here – it's going to do this for you? No! Everybody understands the benefits of electricity and natural gas because they have used it since birth.

4. We don't sell anything.

In all those other companies you've got to get a credit card or a check card and you've got to put them on auto-ship. They're going to get hit with a bill at the end of every month or they've got to write you a check for the product you just sold them. At the point of signing up a consumer in our business, **we don't collect any money.** If we inherently understand people are disgusted and will get sick over thinking about they've got to go sell something, why in the world would you get in a business where you've got to sell something? **WE DON'T HAVE TO SELL ANYTHING!** We are in the education business.

5. We don't change the way the consumer buys the product.

People will revert back to the way they always bought a product. You can't create your residual income selling something that changes the way the consumer buys the product. We don't change the way the consumer buys the product. The incumbent energy company is going to continue to service the lines and read the meter.

The 30 second version:

Ambit's product is a public utility that is unconsciously purchased & habitually used. We deliver the product to the consumer at below retail with the benefits that everybody already uses it, everybody already understands it, you don't have to sell it since we don't collect money, and you don't change the way the consumer buys the product.