

SUCCESS PASSPORT



The **GOLD** Standard

Welcome

What you are about to participate in may possibly be the most exciting and rewarding business venture you have ever undertaken. This business has already produced yearly incomes on a monthly basis and yet we are just a few short years old. Success beyond your wildest imaginations is very much available to you through Ambit Energy.

What you hold in your hands is truly worth 100x its weight in gold. The following pages contain a systematic and proven blueprint to achieve all the success you desire in Ambit Energy. This is the gold standard, change course at your own risk!

Ponder this: Every single person that buys a McDonalds franchise already knows how to make a better hamburger than the one they spent a million dollars to make!

In much the same way you may know how to gather customers and recruit consultants much easier and faster than the way detailed in this manual, but can you duplicate it? In our many years of networking we have found many folks who could out-recruit us but few who could out-duplicate us.

Success in Ambit can only be achieved through the success of others. From start to finish, this manual has been designed with duplication in mind. Do and duplicate, it is simple and it works.

Give Ambit the commitment your dreams deserve and success will not be far behind.

Wishing you all the best,
The AmbitPros

UPLINE TEAM CONTACT INFORMATION

PROPERTY OF: _____

USERNAME: _____

Sponsor: _____

Phone: _____

Rank: _____

Regional Consultant: _____

Phone: _____

Senior Consultant: _____

Phone: _____

Executive Consultant: _____

Phone: _____

National Consultant: _____

Phone: _____

(This is stuff worth losing some sleep over, don't take it lightly and get it done ASAP!)

Fast start checklist

○ Be a Customer & Get Two More

Enroll yourself as a customer
Get two more customers after reviewing the “Customer Training” section of the “Toolbox” on www.AmbitPros.com

○ Identify & Get Introduced to Support Team

Work with your sponsor to fill in the information on the previous page and get introduced to your upline team so you have access to the full support line available to help build your business.

○ 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.

○ Develop & Prioritize Prospecting 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. EVERYONE can come up with at least 100 people, with some effort, 200, 300, or more. Use the memory jogger and included record sheets.

○ Setup Necessary Tools

- Setup EnergyGoldRush marketing system at www.EnergyGoldrush.com/info
- Order business cards – order online in Power Zone
- Setup 3-Way Calling

○ Begin 30 Day Blitz

This is your action plan for the first 30 days & beyond!

Goals

What is your 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.”

Define your “why” in clear, detailed and vivid language.

Describe in present tense how your life has changed 1 year from now as a result of Ambit.

Success does not come without a price. What are you willing to sacrifice for your goals?

In order to achieve my goals I am committed to following the system laid out in this manual and giving my Ambit Energy business a total commitment for the next 12 months without looking back.

Signature: _____ Date: _____

MEMORY JOGGER

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

NAME & NUMBER	E	R	I	C	TOTAL
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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)

30 Day Blitz

WAVE 1 (MASSIVE EXPOSURE – DAYS 1 - 14)

Take daily action to invite & expose your list to the business utilizing Step 1 of “The System”. 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.

Utilize Step 2 of “The Duplication Cycle” to follow up with all the contacts that were initially exposed to the business in Wave 1.

WAVE 2 (BEGIN WATER TORTURE) – DAYS 15 - 30

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 take action or 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 Water Torture means to “drip” on your prospects with additional bits of compelling information that will nudge them closer to action.

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 Water Torture will always be growing. Never, NEVER, NEVER stop your Wave 1 & Wave 2 activities.

THE SYSTEM

Step One

Invite & Expose

OBJECTIVE

The invite is just that: an invitation. At this stage of the game, you are not selling our service, our company, our comp plan, our leadership and you are not even selling yourself! YOU ARE SELLING TIME!

If you feel like you are bugging, begging or selling than you are doing it wrong! Make your invite 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.

ASK QUESTION(S) TO PIQUE INTEREST

“Hey Bob, let me ask you a question...

... How many people do you know who use electricity and/or natural gas?”

... What do you know about energy deregulation here in _____?”

... Have you heard about the opportunities available with energy deregulation here in _____ right now?”

INVITE (Selling Time)

Direct Approach (hot contacts)

“The reason I ask is because I just started in business working with a company called Ambit Energy that is capitalizing on the deregulation of energy. 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 it is worth your serious evaluation. I have a ten minute online video you need to see, are you online right now?”

Universal Approach (any contact)

“The reason I ask is because I just started in business working with a company called Ambit Energy that is capitalizing on the deregulation of energy. I don’t know if it would make sense for your or not but I would like to get your honest feedback regarding a ten minute online video regarding energy deregulation? Do you have ten minutes available right now?”

Takeaway Approach (chicken list contacts)

“The reason I ask is because I just started in business working with a company called Ambit Energy that is capitalizing on the deregulation of energy. I know your plate is full so you wouldn’t be interested but we all know that word of mouth is the best advertising, so I’m just making sure everyone knows what my new business is about. What I’d like to ask is 10 minutes of your time to watch an online video

regarding energy deregulation and our service. When could you set 10 minutes aside?

The Universal 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

Which website should you send your prospects to? If you are setup on EnergyGoldRush you should be sending prospects there. By using EGR you get notified when they hit your site and your prospects also get added into your drip marketing system. If for whatever reason you are not setup on EnergyGoldRush you should be directing prospects to your <http://username.energy526.com> website so that the first thing they see is the 10 minute video you just got done referring to.

Close with urgency! If they are in front of their computer when you are talking, get them to your site immediately. If they are not able to immediately watch it, get a commitment when they will.

TIPS

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...

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 interests them most.

The curiosity factor - 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.

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.

Step Two

The Follow Ups

OBJECTIVE

In most cases your prospects are not going to sign up after the first exposure. Your role is that of a tour guide helping your prospects through a series of exposures, each one bigger and more informational than the last. Some prospects will see it right away and jump in after the first exposure, but most often prospects need multiple exposures before making a decision.

Generally speaking you must be sure to accomplish 2 objectives before expecting or asking for a decision from your prospect.

- **Feed their mind** - be sure they have all the information and understand the big picture, this is typically accomplished by seeing a full business presentation
- **Feed their heart** - provide social proof via 3-way calls and public presentations, it is important for people to see and hear others doing and succeeding in the business.

THE FIRST FOLLOW UP

⇒ Ask Qualifying Questions

“Where would you rate your interest level right now on a scale of 1-10?”

This is a bit of a judgment call, but generally speaking, if their interest level is 7 or higher move forward. If their interest level is just not there don’t try to change it. A duck is a duck is a duck. It just is what it is. Not everybody gets it, but anyone who does not take to the business should understand enough already about what we do to for you get them as a customer pretty easily.

⇒ 3-Way Call

“What you’ve seen so far is just a basic overview and I’m sure you have some questions right? Bob, it’s important to me that you get all your questions answered and have all the facts straight before making the right decision for you. We’re probably not going to tackle everything in one conversation but I’d love to get an idea of what you’re thinking. Are you free for a few minutes right now? What kind of questions came to mind as you watched the video?”

Draw the questions out of your prospect first. Don't answer the questions unless they are of the most basic nature.

"Those are some good questions and I could give you my perspective but as you know I'm just getting started so I want to make sure you're getting answers with experience behind them. I'm personally working with and have access to some extremely successful leaders in the business, hold on a second, I'm going to see if I can catch _____ and bring him on the line.... CLICK.

Remember that you are not asking permission to do the three way call. It is just a natural part of the process. On the three way call your upline leader will return the edification, answer questions then help determine the best step to take with your prospect from there. When you get off the three way call it is your job to shore up the details for that next exposure.

SUCCEEDING FOLLOW UPS

⇒ Ask Qualifying Question

"Did that help you understand why I'm so excited & committed to this business?"
 "Previously you were an X out of 10, has your interest level changed based on what you've seen now?"
 "Are you ready to get started or do you have some questions I can help answer?"

⇒ Re-expose

Let the TOOLS do the talking! Your job is to guide your prospect through the exposure process, not to do the exposing yourself.

- Additional 3-way calls with other leaders
- The full length energy526 presentation video online
- Cracking the Energy Code DVD presentation
- Live Conference Calls: See Power Zone for latest schedule
- Private Home Meetings: Host your own or plug into home meetings of other consultants in your area
- Public Hotel Meetings: See Power Zone for latest schedule

TIPS

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 zealousness.

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.

Step Three

•—Enroll

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?”

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

Step Four

•—Duplicate

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.

- Use this manual as the blueprint so everyone gets started right. For everyone you personally work with be sure to get a copy of their goals and prospect list so you can hold them accountable as a committed sponsor in their success.
- The first 2 weeks are critical, stick with your new consultants like glue during this period. If they don't see some kind of success in the form of new customers or consultants, 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.
- If you are a Regional Consultants, 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.
- If you are a Senior Consultants it is your responsibility to make sure that everybody within your 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.

