

G'day

I wanted to share some thoughts with you about the most important promotion in Ambit Energy but as I was thinking about it, I found that it was also really important talk about why being a great sponsor is so important to your business.

So, stick with me on this one because I'm going to share with you what is absolutely the most important promotion in the business, how to help those on your team get there and why it's important to the success of your business that you become a successful sponsor.

And I'll share some **PowerZone Tips** here, too.

There was an old bumper sticker back in the 80's that said:

***He Who Dies With
The Most Toys Wins***

While I never much liked that saying back then ... or now for that matter ... I have a new variation that may be appropriate for our Ambit business:

"The person who promotes the most people to RC will be the most successful in Ambit!"

In fact, I'll go so far as to say ...

The promotion to RC is the most important promotion in the business.

Why? Because people who earn that first promotion rarely quit. They don't quit because they've tasted success. They know the system is in place and working and they've been around enough to know that people who stick with this will do well over the long haul.

They begin to understand that this is a marathon and not a sprint.

It takes some time ... it takes some effort ... and it isn't always easy. But in the time it takes to earn a four-year degree, people who work this business consistently and persistently are becoming financially free. But they don't do it as an MC and in order to get to financial freedom you have to work your way to and through RC.

Let me ask you:

How long have you worked at your current job or in your current profession?



At your current rate of working in the job or in that field, *when will you be financially free?*

If you have a better plan than Ambit, then by all means ... work it ... and share it with me!

But if you don't, and if you're relying on your savings, your 401k or social security, then continue to work your Ambit business part-time. Because as you work your job full-time, you build your fortune part-time. And the income stream you build through your Ambit Energy business will be there when social security becomes insolvent which, at this point, is virtually inevitable.

Why is it important to get my team members to RC?

Two reasons, really, and we've talked about one of them. RCs don't quit. They work to become SCs. And SCs don't quit because they can taste EC. And you know ECs won't quit because they have reached ... or soon will reach ... financial freedom and because they think they'll look stunning in one of those yellow jackets.

An MC who doesn't promote will eventually leave the business. It's that simple. It may take a month or six months or maybe even a year or two. But if your MC is not working the business enough get promoted to RC and taste some success, then they're not *building* the business and there's no incentive for them to continue.

The second reason is that because RCs don't quit, they continue to add consultants to your business. And that means that your team is adding paying customers to your business. The deeper the business grows, the more customers are added to your business and the larger your residual income will become.

Remember:

Build your business wide for security and deep for wealth.

You build your business wide by personally sponsoring people into your business. You build your business deep by working with those you've sponsored -- and then those who work hard and become RCs in your downline -- to help them grow the business deeper and deeper.

Width gives you security because one or more of those network legs may not produce many, if any, results. So, building your business wide helps ensure that one or more of those legs will be productive for your business.

Depth gives you wealth because from the RC code on, every customer brings you quarters to unlimited depth in addition to the six levels of commissions on energy use. More customers means more commissions and more bonus quarters which means greater residual income.

Okay, so how do I help my business partners get promoted to RC?

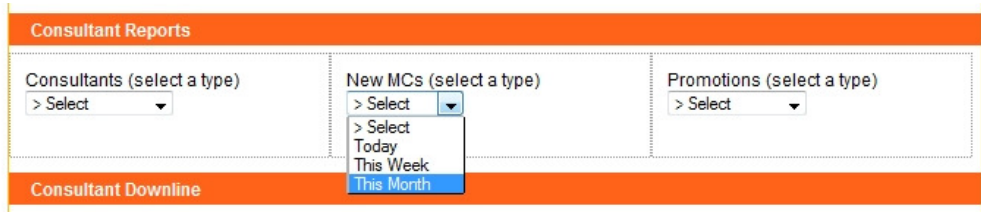
I think the answer is that we do it in small steps using numbers we all know:

5 customer points

Make sure they get their five customer points as quickly as possible so that they get paid ... and, just as

importantly, you get paid. Set a goal of helping your newly sponsored MC get paid in the first week if not the first 48 hours. Remember, if they don't earn their jump-start bonus, you don't get paid.

PowerZone Tip: Here's one of the things that I do to help people on my team stay focused on reaching 5 customer points: once or twice each week, I go to the "My Business" tab in PowerZone and I click on the "consultant reports" tab. Under New MCs, I select "this month."



I scroll to the bottom of the displayed list because those are the MCs who have been in the business longest ... which means they have the last amount of time left to hit their 5 customer points.

I look at the "total points" column and find those with fewer than 5 points. I then look at the "Days left for JS bonus" column to see how many days they have remaining to earn that bonus. I usually will try to send reminders to anyone on the list with fewer than 14 days remaining. I try to copy their sponsor on that email, too.

Level	Name	Start Date	Last Promotion Date	Status	Click icons for more information	State	Title	Personal	Customer	Status	Days left for JS bonus	Personal website	Total Points	C.B. Information
5	[Redacted]	05/31/12	05/31/12	A	[Icons]	NY	MC	0	1	2	4	2	4	[Progress]
5	[Redacted]	05/31/12	05/31/12	A	[Icons]	NY	MC	0	0	0	4	2	2	[Progress]
3	[Redacted]	05/30/12	05/30/12	A	[Icons]	NY	MC	2	0	1	3	2	3	[Progress]
5	[Redacted]	05/30/12	05/30/12	A	[Icons]	NY	MC	0	0	7	3	2	10	[Progress]

In the example above, the first 3 out of four have less than 5 total points and either 3 or 4 days remaining to earn their jump-start bonus. The 4th consultant has 10 points and has done a great job!

So, those first 3 are going to get an email from me ... which may be their second "reminder."

It's important that we help those we sponsor to understand the importance of replicating this process with those that they sponsor and make sure they teach their personally-sponsored MCs to do the same with their team ... and so on ... and so on ...

Make sure they're plugged into the EC Factory's archive of [customer gathering calls](#) if they're having any difficulty getting customers. Make sure they're aware of the resources at the [6Sacademy.com](#) that help us work through objections and questions about the service.

2 personally-sponsored MCs

Help those you sponsor make that list of everyone they know. Then, help them understand the vital difference between the invitation and the presentation. Help them see that they should be entirely focused on the invitation and NOT the presentation. We have some fantastic tools to do the presentation for us. From hotel meetings to the websites to the DVDs, they do a better job than your new MC could possibly do right out of the gate.

Invite your MC to use you or your upline on 3-way calls or in one-on-one or two-on-one in-person meetings.

It's purely a numbers game and the more people you invite, the more people will see the plan. The more people see the plan, the more people will join you in your business. It's really no more complicated than that.

But it all starts with 2 personally-sponsored consultants.

6 consultants in the downline

Now that your MC has two personally-sponsored consultants, work with those consultants to invite people from their list to see the presentation. Focus on the invitation, of course. With time and persistence, your new MC will be promoted to RC.

Now, show them the importance of replicating your work as they work with their team to get their MCs promoted to RC.

PowerZone Tip: Here, again, I use PowerZone's entire downline list of consultants to see who on the team is 1 or 2 consultants away from an RC promotion. I've seen cases where an MC has sponsored one MC but has a dozen on the team because of what that one MC started. And yet the sponsor is still an MC because they haven't sponsored a second MC. They're going to get a "reminder" note from me and so will their sponsor.

A Challenge to You:

No matter what level you are at in this business, if you've sponsored anyone, you need to understand what sponsorship is. We all focus on recruiting at the beginning, right? Getting people to see the value in the opportunity and getting them enrolled as a consultant is that first hurdle and at times it seems like we'll never clear it.

Let me assure you that as long as you don't give up, as long as you follow the system, you will clear that first hurdle. You will enroll a new consultant.

A sponsor is born ...

The act of enrolling a consultant is also the moment at which a sponsor is born. You are that new sponsor.

A sponsor is someone who assumes some level of responsibility for another person during the initial phase of this business. We are the person who promises to be there, along for the ride, with the person we've sponsored.

That means, to a degree, we're responsible for their initial success in the business. A sponsor's first responsibility is making sure that their consultant knows what needs to be done to earn that first promotion to RC. Our responsibility is to be there with them as they learn, as they talk with potential customers, as they invite people to look at the opportunity, as they enroll as new MCs and as they work to duplicate the process for their team.

But as sponsors we must also recognize that the ultimate responsibility for the success of our new MC, or the lack thereof, rests with the MC.

The worst sponsor won't hinder the best new consultant and the best sponsor can't motivate the unmotivated or coach the un-coachable.

I'll be there ..

As someone new to this business, you may or may not be confident in your role as a sponsor and that's understandable. A sponsor is neither a boss nor an errand-boy. A sponsor is someone who lends an ear, lends a shoulder and lends a hand. But if you're not yet confident in your ability to do those things ... then turn to your sponsor and get the help you need.

If for some reason your sponsor is not or can not be there for you, then go upline until you find someone who is and can.

So, dedicate yourself to being there for those people on your team who are just starting out. Dedicate yourself to helping them understand and achieve **5-2-6**. Get them to RC and you will have started a strong leg of your Ambit Energy business.

Those who get to RC have earned your time and your continued dedication.

As Brian McClure says: *Bury yourself in the success of others and your success will be a byproduct.*

To your success,



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