

There is **one thing** that is guaranteed to increase your income. We'll talk about that one thing in this email message.

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This **ONE THING** is guaranteed to increase your income!

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Hello!

If I could show you one thing that was *guaranteed* to increase your income ... no matter what you do for a living ... would that capture your attention?

That's exactly what I'm going to share with you in this email. And while Ambit Energy is a part of the equation, by itself it's not the "one thing."

I was driving from Rochester back to the Hudson Valley Sunday afternoon. I decided to take the scenic route, not the highway route, through some very pretty country on a beautiful day. I had all of the great stuff from the Ambit Training event in Rochester working it's way through my thoughts and I was listening to Dr. John C. Maxwell's audio book, [The 21 Irrefutable Laws of Leadership in Ambit Energy](#).

Talk about a powerful combination! The power of Ambit Energy combined with the wisdom and empowerment of Dr. Maxwell. Well, as I was driving a few ideas formed in my head that I want to share with you.

Let me start by asking this one simple question:

If I asked you to name one thing that was guaranteed to increase your income, what would you say?

A large income is the best recipe for happiness I ever heard of.

Jane Austen



Wait just a second! We're talking about increasing your income by increasing the value you bring to people or increasing the number of people you bring value to, right?

Granted, in many jobs and some businesses, bringing greater value won't necessarily translate into an increase in income ... largely because that increase in value has to be perceived by your boss or your customers *and* it has to be an increase in value they're willing to pay for.

Work harder?
 Work smarter?
 Work longer hours?
 Get another job?
 Take greater risks?

Those are all things that many of us do when we need more income. But how effective are they? The answer to that question often depends on the amount of control you have over your income.



If you're a salaried employee, you may see an increase in income once a year ... if you work hard and if you're lucky. If you're an hourly employee, working more hours or working overtime may increase your income. If you're a small business owner, working more hours or expanding your customer base may increase your income. Then again, it may not depending on the cost of acquiring a customer, overhead and so on.



Whether or not any of these things will actually impact your income depends heavily on how much control you have over your income and *every one of them comes with a price tag.*

When you're in the position of trading *your* time for *someone else's* dollars, then working harder and longer hours comes with a physical toll and it almost always means more time away from family and friends.

While that may be an acceptable trade in the short run, is it sustainable? Can you do it for a long time? And even if you think you can, what do you do the *next* time you need to increase your income? Work even more hours? That's not practical and it doesn't lead to an improved quality of life, does it?

Much of the time, we don't have direct control over that.

If your job or your present business doesn't allow you to increase your income by increasing the value you bring to others then maybe you should re-evaluate things. I'm just saying ...

But no matter what you do, adding **Ambit Energy** as a part-time business **has** given you precisely that opportunity. Keep doing what you're doing at your day job. If you can increase your income there by increasing the value you bring, do it! But no matter what you do, use Ambit Energy as the vehicle to a great residual income.



NC FTP

If you're not using your New Consultant Fast Track Pack then you're limiting your potential. If you're not giving a copy of the Fast Track Pack to those you sponsor, then you're limiting their chances for success and your success. Why would you do that?

You can obtain a printed copy from Ray at any business

There *is* one thing that's guaranteed to increase your income. Want to know what it is? Increase the *value* you bring to your customers or to your company. It's that simple.

We might even write a simple equation to illustrate this:

$$V(t) = V(p) * P$$

or

Total Value = (Value we bring each person) x (Number of people)

That's pretty simple, right?

Given that income is *proportional* to total value, if we increase the total value then we increase our income proportionally. The question is: How do we increase total value?

Well, if we use that equation as a guide, we increase our total value by either ...

- (a) increasing the value we bring to each person or
- (b) we increase the number of people we bring value to.

If we want to *really* explode our income, we do both! I can think of no opportunity that rewards value like the one we all have with Ambit Energy.

There are two ways that we bring value to others through this opportunity:

1. We bring value to customers
2. We bring value to consultants

How do we bring value to customers?

Several ways. First, by introducing them to Ambit Energy, we bring monetary value through savings they experience

presentation he's at or you can get a copy at just about any Saturday training event (like the one coming up on 5/5/12 in Waterbury, CT). You can also click on the image above and download a printable copy from 6Sacademy.com. An important thing you can do for your business is to help make the fast track pack a part of the process of sponsoring people onto your team and making sure others on your team do the same thing.



Dr. John C. Maxwell talks with 21 leaders in Ambit Energy about the 21 Irrefutable Laws of Leadership in Ambit Energy.



Add Value

Dr. Maxwell says that there are two kinds of people:

1. People who get up every day and intentionally add value to others

with Ambit's below retail rates and through the free energy they can receive as a part of Ambit's customer referral program. That's great value! Second, they experience value in terms of the gift and the travel rewards they earn for paying a bill they have to pay anyway. Third, some will experience the emotional value inherent in helping you and your family start your Ambit Energy business and in helping you achieve your "why."

How do we bring value to our team?

Well, if we're a valuable sponsor, we're that one person in the business who's always going to be there for the ride, no matter where it takes us.

When you sponsor someone into the Ambit business, you pledge to meet that person *where they are today*, gain an understanding of where they want to go, and help them make the best use of Ambit as a vehicle to help them get to their destination ... to achieve their "why."

Whether the ride is slow and bumpy at first or takes off like a rocket, you pledge to be there for those you sponsor.

Sponsors can mature into leaders and bring even *greater* value. Leaders support not only the people they sponsor, but everyone in their downline deserving of that support. A leader brings value to the team by *servicing* the team. The more people we serve, the more people we bring value to, the greater our total value. The more value we bring to those on our team, the larger our team grows and the larger our customer base grows ... thus the more people we bring value to and the stronger our income grows.

Look back at that equation for a minute.

In Ambit Energy, our income is directly proportional to the value we bring to each person *multiplied* by the number of people we serve.

Ambit brings the value to our *customers* in terms of savings and rewards. **We** bring value to our customers by

2. People who wake up asking, "Who's going to add value to me?"

The first are already successful. The second never will be.



#15 in the World!

Ambit Energy moved up 16 from 2010 to 2011 to rank #15 on the Direct Selling News Global 100 List. That's a phenomenal achievement for a company that's only six years old operating in parts of just 7 states. We're ranked right up there with companies who've been around for decades and operate in 50 countries! This should give you a sense of the opportunity you have in front of you with Ambit Energy! Click on the image above to review the DSN Global 100.

introducing them to Ambit Energy and by being there to help them get answers to questions and helping them deal with any concerns or issues that arise.

Ambit brings value to our *consultants* through the opportunity itself, through great training, through the business systems that are in place and, of course, through the monetary rewards earned for gathering loyal customers. **We** bring value to our consultants by helping them get started in the business and by helping them grow their business through the presentation of the opportunity to their potential customers and consultants.

The math is pretty simple: Duplication

The more productive and successful consultants you have on your team, the more loyal customers you gather and the greater the number of people you and your team bring value to ... And the greater your income will be. Duplicating your efforts through the focused action of others on your team multiplies your income. Again ... it's that simple.

Simply bringing the opportunity to someone is bringing them value. Helping them understand and *seize* the opportunity increases the value you bring them. Sponsoring that person and helping them get started right, brings even more value. Helping them build their business, gather customers and sponsor others into the business brings even greater value.

To bring value to a few and earn a little bit of income, gather customers. To bring value to many and earn a larger income, gather customers and sponsor consultants. To bring value to thousands and thousands, gather a few customers, sponsor consultants and dedicate yourself to their success by helping them and their downline do the same.

Change lives ... earn a great income.

Change a lot of lives ... become wealthy. Then go out and change even more lives. That's truly the opportunity that awaits us along this path.

To your continued success!

A handwritten signature in black ink, appearing to read "Todd", enclosed within a light-colored, irregular scribble or flourish.

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