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Hello!

One of the things I've been thinking about lately is gathering customers in my Ambit Business. You know, I haven't exactly been focused on it. I have enough customers to get me to where I need to go for now but I certainly haven't set any records. I've been thinking about what that means and what I can do differently in my business to build a stronger and better business.

If it's okay with you, I'll share some of those thoughts in this email. You may (or may not) find them helpful to you in your business. Please feel free to share your thoughts with me, as well. Together, we can do some awesome things!

The Importance of Gathering Customers

It's easy when you first get started in your Ambit Energy business to focus on minimums. There are some pretty achievable minimums that we all focus on to get promoted in the business.

We all know 5-2-6, right? Five customer points, two personally sponsored consultants and six total consultants on your MC team and you get promoted to Regional Consultant.

5-2-18 gets you to SC. In your RC business, you need to add five more customers, personally sponsor two more MCs and a total of eighteen consultants in your RC business. Do that and you wake up as a brand new Senior Consultant.

You know, there's even a YouTube video by a guy who left Ambit Energy (can you imagine?) after setting a record (so he claims) of promoting to EC in 69 days. Pretty impressive, right? I think I was still trying to figure out how to log into PowerZone on my 69th day. But what he doesn't tell you is that while you can technically do that, you won't make any money along the way. His focus is in the wrong place.

Hey, congrats, dude. You're the lowest earning EC in the company. Great achievement!

And now he's out there teaching others to do what he did to get to EC. Really? I'm going to bet that he has a team full of drop-outs who never made much, if any, money because they followed him as their leader. I'd rather spend 69 *months* getting to EC and have a massive, unstoppable team building my residual income than to crow that I did it in record time and have nothing to show for it.

It is not the rapidity with which you get to Executive Consultant that matters but rather the solidity of the team you build along the way and the number of customers your team gathers.

Why?

Because without customers, no body gets paid. It doesn't get much simpler than that. Without customers, Ambit doesn't make any money and they don't pay us.

So who cares if you get to EC in 69 days when you aren't making any money. The guy missed the entire point of Ambit Energy. He got promoted by doing the absolute minimum, didn't build a team of customer gatherers, didn't help his team grow their business and wound up at EC with little or no residual income. No wonder he left!

So, let's look at it this way:

Your team, your consultants, will do what *you* do. If you do the minimum, they'll do the minimum. And if they do the minimum, that's what they'll teach their downline to do ... the minimum. And guess what your residual income is going to be. That's right ... the minimum.

Your residual income depends on the number of customers your team gathers. Wouldn't you rather have everyone on your team gather far more than the minimum? Heck, wouldn't it be great if you set an example for your team to gather twice as many as they really need? Wouldn't you want your team to be customer-gathering machines that maximize your residual income?

The bottom line is that the more customers you have on your team, the greater your residual income and the greater your customer bonuses will be, too. In the end, this one small change of mindset could skyrocket your residual income in the years to come as you teach those on your team to follow your example.

So how about we make this pledge to each other? Let's pledge to consistently and persistently build our teams with a solid focus on bringing great people into our organization as consultants. But let's work just as diligently to convert those "NOs" and "Not Nows" that we're going to get along the way into paying customers. After all, we have two things of value to offer them: an unparalleled business opportunity AND a great service guaranteed to save them money on their utility bills. If they can't see themselves benefiting from the first, make sure they benefit from the second.

And let's teach those we sponsor to do the same thing.

Ambit's mission statement is to build the finest and most respected retail energy provider in the

country. I'm going to adopt my own personal mission statement which is to build the finest and most respected field team in all of Ambit Energy. Who's with me?

To your success,

Todd

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