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## **AMBIT ENERGY IS A SCAM!**

I've seen it. You've probably seen it. If you haven't, you soon will because one of your potential customers or consultants will eagerly bring it to you.

Here's a brief synopsis of the "bad news" for those who haven't found it yet:

- Ambit is a scam
- Ambit doesn't pay their bills
- Ambit's checks bounce
- Ambit disconnects people's electricity
- Ambit forces people into long-term contracts
- Ambit charges people \$250 to switch back
- Bills double or triple when switching to Ambit

I think that about covers the majority of the "complaints" I've seen about Ambit.

Let me preface what I'm going to share with you by saying that I have no reason to believe that Ambit Energy is a "perfect" company. I do have reason to expect that mistakes have been and will be made. Then, again, I expect that from any group, company or organization that involves *people*. Maybe you and I are on the same page on this one ...

## **YeeHaw!**

We both also know that the internet is the wild west of communication. Anyone can say anything about anybody at any time both anonymously and virtually without repercussion.

What's interesting, from a human-nature perspective, is that some of the people we will talk to are willing to put more faith in a blog entry on an obscure website posted by someone with little more than a (fake?) first name than they will in someone they have a long-standing relationship with. Why some of us will trust a complete stranger with unknown credibility and agenda ahead of our relative or neighbor or friend is ... interesting at the very least.

## It's a matter of perspective

So, here's a great experiment you can try with anyone questioning Ambit's credibility:

In a non-confrontational way, ask them to pick their absolute favorite person, company, charity, celebrity, sports hero, author, political figure or religious institution and do the same type of search. I'm willing to wager that they'll be shocked by how much negative ... inflammatory ... and outright false stuff is said about one of their "favorites."

It's a terrific exercise in perspective.

## Deal with it!

So the question really is, how do we "deal" with the bad stuff that's out there?

I'm going to suggest two possible ways to deal with it:

1. don't
2. do

### #1 - Don't

Option #1 is probably the path most chosen by those who've achieved a level of successful in the business. "Next" is a perfectly fine word ... as in "next prospect!" The situation that these leaders recognize is that people who come to you with concerns based on next-to-anonymous postings entirely lacking in credibility are generally not the type of people who are going to see this opportunity for what it is. NOT dealing with the negative information in these cases is a perfectly acceptable solution.

It's a numbers game. Why waste your valuable time trying to convince someone you know that they shouldn't give credence to the "opinions" of people they *don't know*? It's totally backwards, isn't it?

When we're new to this business, we do everything we can to *prove* that we're right and that everything really is as good as it seems. The question I would ask is: are we trying to convince the other person or are we really trying to convince *ourselves*?

Because when we're confident in the company, the business model and our team, we have *nothing to prove*. When you come from that perspective, then you're truly in the people-sorting business rather than in the people-convincing business.

### #2 - Do

Option #2 can be a productive path to take if you think the person you're talking with is open-minded and just needs to be shown a bit more about the company before making the decision.

So, if you decide you want to educate your potential customer or consultant, what's the best way to do it?

Rather than listing off facts, I like to ask questions because it helps the person come to their own conclusion. So, when "Fred" comes to me and says that he *'researched' Ambit and found some really negative stuff about the company and he doesn't want to get mixed up in any of that ...* I might do the following:

"Fred, you know what? I saw the same stuff when I first started looking at Ambit and I'd be lying to you if I said I wasn't just a little concerned at first. But then I learned that the State **Attorney General** has to approve every company that provides energy in the state. I don't think the AG's office would risk anything as important as our energy supply to a company operating a scam, do you?"

All energy service companies (or ESCOs) have to be authorized to operate in every state and in every utility district.

"Fred, let me ask you a question: Would you be more likely to trust a complete stranger on the Internet or a prestigious business publication like **Inc Magazine**?"

Did you know that Inc Magazine did numerous in-depth audits of Ambit Energy before putting them on the cover of the magazine? Do you think that Inc might have done a more thorough job of investigating Ambit than perhaps "Bob from the Bronx" or "Sally from Syracuse?"

"Fred, are you more likely to trust an unmoderated website or the **Better Business Bureau**?"

Ambit is an accredited business with the BBB in good standing since November of 2006. This means that they meet or exceed all of the BBB's accreditation [standards](#). Have there been complaints filed against Ambit? Of course. The key is to look at how many complaints have been filed and how they have been handled. To see the details, click [HERE](#).

As of this writing, there have been 169 complaints against Ambit in the last 3 years. Think about that for just a moment. Over 700,000 customers and only 169 complaints, all of which have been closed satisfactorily according to the BBB.

"Fred, Ambit's energy supply partner is the largest energy company on the planet. Do you think they'd risk their business or their reputation on a company that wasn't totally legitimate?"

**Shell Energy** would never, ever risk it's profits, reputation or future by entering into a multi-year contract with a company that wasn't both solid and stable and built on a proven business model. Plain and simple.

## **Yeah, but Ambit is being sued for freakin' billion dollars!**

*It's over, man ... Ambit is going to collapse!*

It's true. When a company reaches a certain level of success and prominence, they become a target. In a strange way, it's almost something to celebrate. Ambit has reached that stature. Waaaahooo!?

As I heard someone say recently, you can sue a baloney sandwich but that doesn't mean you'll win. The size of the suit alone should tell you something. It's a supposed 'class action' suit that apparently involves just two people. Right.

Do you know what they are alleging? That ... and I quote ... Ambit is "operating as a pyramid scheme which makes false and misleading statements that constitute deceptive acts or practices." Perhaps they missed Jere Thompson, Jr's talk at AmbitCast that stressed the importance of truth and honesty and to never exaggerate. I bet they missed that one.

The suit also [accuses](#) that Ambit's "top executives of spreading false statements about (the plaintiff's) job performance, poaching her customers and discriminating against her for being Jewish and a woman."

Here's what I know: Ambit is being sued by a former executive consultant who, along with her brother, became upset when one of their downline consultants did better in the business than they did. The brother became so upset that he went off and started another business with another direct sales company. Not a problem, as far as Ambit is concerned, except that the brother began to aggressively recruit his downline in Ambit. The downline began to complain to corporate and that's when things got serious.

Ambit suspended the consultant account due to violations of the consultant agreement and that's when the consultants decided that Ambit was acting like a "pyramid scheme." Surprisingly, it wasn't a problem while they were earning money and abiding by Ambit's rules. But when they decided to stray and got caught, THEN Ambit was a pyramid scheme and the lawyers entered the picture.

So, you decide. Are your checks arriving on time? Are your customers still receiving their electricity? Are they saving money? Are you building a great business?

You could choose to run for the hills because of a single lawsuit or you could recognize it as the unfortunate state of our legal system and realize that Ambit is a target and that none of this impacts your ability to build an awesome business.

It's up to you.

**Let's be honest now**

In my opinion, the best thing we can do is to be totally honest with our potential customers and consultants and, by doing so, help them see things in the proper context. Use their concerns as an opportunity to educate them and to re-frame their perspective.

Are there complaints against Ambit? Sure. But can you name one company that serves nearly 1,000,000 customers that doesn't? Let's make sure that we always treat complaints or questions from our customers with respect and urgency. But let's not give too much weight to claims made by people we don't know who just may be competitors.

Has Ambit made mistakes in the past? I'm sure they have. Can you name one person or company that hasn't? Has your present utility company ever made a mistake or had any complaints filed against them? If so, does that mean that you won't do business with them? Could you imagine telling Central Hudson or National Grid or NYSEG that you won't do business with them because someone named sexymomma38 on a website called iReportStuff.com reported that your company cut off her electricity by mistake?

### **It's your business**

Do you know what this all comes down to?

It's not that people will be skeptical or even cynical. That's a given. It's not that we won't encounter obstacles along the way. We expect that. What it comes down to is understanding how confident we are in the business we've *chosen* and how passionate we are about riding this vehicle to where we want to go with it.

Notice that I didn't use the word "join." You join a club or a church. You don't join a business. We *enrolled* as Ambit Energy consultants but we did that after we made the decision to *choose* this business as our own and to invest into it our money, our time and our efforts.

Are *you* confident in *your* choice?

If we tepidly choose something, how committed to it are we likely to be? And how successful?

On the contrary, if we tenaciously choose something aren't we far more likely to run with it and not let anything stand in our way? Are you going to let a few mistakes or bumps in the road get in your way of earning thousands, tens of thousands or even hundreds of thousands of dollars each and every month?

So, how do we go from tepid to tenacious?

Trust and confidence. Trust in the fact that your team, your upline, has done the research and has the experience with corporate that you can build your foundation upon. Trust that out of the over 130,000 consultants in Ambit Energy that a few of them have done the due diligence. Trust that the person who brought you into this business, your sponsor, did so for the right reasons ... because he or she thought this opportunity would be good for you and your family.

Then, build your own confidence to the point where it's okay to say, "this opportunity isn't for you" when the wrong person comes to the right opportunity.

It's a great journey that will take each of us to financial freedom ... if we don't let the bugs on the windshield prevent us from getting there.

I hope you found this helpful.

To your success!  
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