

## Hope.

It sounds nice, doesn't it?

*"Hope is the emotional state which promotes the belief in a positive outcome related to events and circumstances in one's life. Despair is the opposite of hope."*

I used to "hope" that the Ambit opportunity was as good as it seemed.

But you know what I've come to understand?

*Hope isn't a strategy.*

Frankly, hope is what you have when *you don't have much else.*

*"Well, at least you have hope."*

Doesn't sound very comforting, does it?

## Do you need a SKITA -- A swift kick in the arse?

We *all* do from time to time. I know that I do. Well, if you need one, here it is.

*Do you know who makes a killing on hope?*

Hope-peddlers.

Whether we're talking about get-rich-quick schemes or eat-all-you-want-and-lose-weight programs or two-AM-preachers or our wonderful political leaders, those who manipulate us by pulling on our *hope-strings* are the *only* ones who profit from the marketing of hope.

Hope may *float* but it doesn't get you to where you want to be.

It just floats ... and keeps you alive ... while the sharks circle.

It leaves you where you are ... in despair with dwindling hope.

Don't get me wrong ... hope is an *important* thing to have when you're flat on your back looking up wondering what in the world just happened. But once the smelling salts snap you back to reality you'd better get off the canvas and have a freakin' plan, brother.

If we've learned anything recently ... we've learned that **hope isn't a valid strategy.**



It isn't anything to bank on and it isn't any way to plan your future.

Do you find yourself *hoping* that things will work ... that Ambit will be the answer to your prayers?

### **Freedom isn't free!**

Financial freedom doesn't come without dedication, commitment and perseverance. The only thing that comes easily is *forced servitude*. If you're comfortable with a life of imposed servitude ... if you're comfortable in your own discomfort ... then quit Ambit and vote for free stuff paid for by others ... and you have my condolences.

But if you're in this for an *outstanding* life ... a life of freedom and accomplishment ... a life of *chosen servitude* to the betterment of others ... then you need to grab this opportunity with every ounce of strength that you have and declare your intention aloud to achieve more than that which is allotted to you by those who would happily plan your future for you.

You can settle for social (in)security or you can sign up for the Bob-Granger-Ambit-Energy retirement program that pays you ten times more. It's your choice. Choose wisely, grasshopper.

If you're willing to get on the *do-whatever-it-takes-to-get-it-done* plan ... if you're willing to live the next few years as most people won't so that you can live the rest of your life as most people can't ... well, then you're in the right place and **welcome to it!**

Welcome to [The EC Factory](#) and to the [6S Academy](#)!

We're happy you're here and we're committed to helping you make your life as successful as *you* are dedicated to making it.

If you're dedicated to mediocre ... then we'll do as little as possible to help you make sure you achieve it. But if you're dedicated to *freakin' awesome* ... then we're here for that!

Ambit is the place for those who **know** ... *not* for those who do nothing more than hope.

Don't get me wrong, hope is the place many of us start in this business. Heck, we all do. But if you've been in this business for any length of time and you're *still* hoping then you need to slap your ego upside it's head, lasso your upline, grab your future by the scruff of the neck and look the dang thing square in the eye and ... **know**.

You need to move from the vacuous promise of *hope* to the solid reality of *know*.

Let me ask you ... with all of the examples you have in front of you ... with all of the people *just like you* who have done so well in this business... why, oh why, would you still be hoping?

Have you read the stories in the *Success From Home* magazine? Have you really READ them and incorporated those messages into your understanding?

Have you read Pat Flanerders' story? You should. Here's a blue collar guy who was told by virtually everyone in his town that Ambit would shatter his hopes and dreams. That it would never work. That it would let him down. That he would ... fail.

Those people are still working their 9-to-5's and living their little lives while Pat is an executive consultant traveling all over the East Coast building a stunningly strong business. He's set for life. They're struggling to pay their utility bill.

Do you know why? Because his "why" was very large in his life and because after he told Ray, "I quit" ... he was able to put his ego to the side and do this business the way it was meant to be done. And he's never looked back.

Kirk Horan was on death's doorstep more than once and looking squarely in the eye of dead-broke just as many times. Today, Kirk is an EC earning more in Ambit in two months than he makes as a full-time fireman all year. He's set for life.

These are "regular folks." If you've spent any time at the EC Factory Saturday training events (and if you haven't then please plan to be at one very soon) then you've met some of these very ordinary people now enjoying extraordinary income.

Do you know what *they* have that you don't have?

Good looks?

Outstanding parentage?

A trust fund?

Skills?

Charisma?

Education?

The gift of gab?

An uncle named Jere Thompson, Jr.?

No!

All they have on you is a little time in the business.

That's all.

Time in the business and the simple fact that they *steadfastly* refused to give up. They no longer hope ... they **KNOW!**

I'm going to make a bold statement. Ready?

**You will absolutely succeed in this business ...**

if you don't give up,  
if you plug into the phenomenal system that Ray Montie has in place for all of us,  
if you're *coachable* and  
if you commit to a few hours a week of consistent, persistent effort

If you're a natural quitter and you have no intention of changing that, quit now. If you come from a long line of quitters and you don't think you can be any other way ... quit now. Please! Pretty puuhleeeese!

Save yourself and your upline the disappointment and agony and just quit now. Get it over with. Go back to your 9-to-5 and play the lottery and *hope* that something better comes along. Vote for those who promise to take from **them** and give to YOU! Really, it's your only chance because ... let's face it ... you're a quitter.

If you're a tire-kicker, get over it. Ambit is the best vehicle on the lot but you've gotta get in, start it up and put the sucker in gear if you ever want to get to where you say you want to go!

So ... do you *hope* Ambit is the real deal?

Or do you *know*?

If you **know** and if you're **not** working your-part time business on a consistent basis then you need to find the nearest mirror and look yourself squarely in the eye.

Go ahead, I'll wait.

What the heck are you waiting for?

*You don't have to get it perfect you just have to get it started!*

Hello?

Because in this business you get paid for what you get started.

And if you *totally screw this business up* but absolutely refuse to quit you'll be financially free five years from today. Maybe seven.

Will your 9-to-5 promise you that? Will hope give you that? Or will it keep you where you are: stuck in the 9-to-5 grind, struggling to pay your bills, wondering how you'll send your kids to college or ever hope to retire.

## What would you do if you knew that you couldn't fail?

Here's what I know. If you don't quit ... if you bind your ego in duct tape and use your upline to help you in this business ... if you're persistent and coachable ... you simply **cannot fail!**

You can't fail. There ... I said it. I feel better.

Oh, sure, you can *try* to fail. Many have. But if you're on my team and you refuse to give up then you cannot fail. I will not let you!

Unless you try really really really super-hard.

It's the biggest transfer of wealth in human history. Get close to it and the splatter from the tires will make you wealthy.

Put yourself on the tracks in front of the freight train named *energy deregulation* and don't move. You will feel the force and you will be moved. And your life and the lives of those you touch in this business will be better for it.

## But ...

Aw, crap! You knew there would be a "but," didn't you?!

*Knowing is not enough.*

Yes, knowing is far better than hoping but ... knowing isn't enough.

Knowing and *not doing* is the same as *not knowing* ... only worse.

Now .... knowing combined with action *is a plan*. Knowing combined with passion and energy and effort and persistence and an *I'm-never-going-to-give-up-ever* attitude ... now that's something you can build a future on.

What would have happened if Edison gave up on the 999<sup>th</sup> time his light bulb design failed to shine?

Are you willing to work through 999 do-nothing MCs to get to the 1 bright bulb that will change your future forever?

Are you?

## Take massive positive action!

You ... ego ... over there. Sit. Stay.

Upline ... over here. Help. Now!

To your success,

A handwritten signature in black ink, appearing to read "Todd", enclosed within a large, stylized, looping flourish.

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