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Adopting a productive mindset for Ambit Energy

Hello!

A recent Ambit Energy event in Vestal, The EC Factory's Next Step Training, was a bit of an eye opener for me. I'd like to share some of what I learned there because I think it will be of great value in helping you start off on the right foot with your Ambit business or to accelerate your positive results.

Use the information in this email to jump-start your business!

I'm going to try to condense several months of learning into ten or fifteen minutes as a way of helping you get to this point faster than I did. I think you'll find it valuable to the long-term success of your business and the pace at which you achieve that success.

If I had to choose the most important point from the training in Vestal, for me it would be about mindset. It would be about understanding the scope of the opportunity that we have and about the attitude that it takes to be really successful in the business.

Sidebar: That's what comes out of spending a day with some very successful people, by the way. I would highly recommend that you make time in your schedule to take advantage of every training event that you can. I'll be honest, some of them didn't seem all that important to me in the beginning but now that I've been to several, I can honestly say that I've learned some very important things at *every* event ... including the weekly team web conference, training calls and hotel meetings. If you don't know what resources you have available to you yet, ask your sponsor today!

The Scope of the Opportunity

Understanding the size of this opportunity is a fundamental building block upon which the right mindset can be built. Before you have that cornerstone in place, I'm going to suggest that you will not be thinking big enough.

Ambit Energy will earn \$700M in revenues in 2011 on their way to over \$1.2B in 2012 and perhaps 5 or 6 billion dollars by 2015. Their expansion plans are aggressive and their compensation plan is stronger than any other opportunity out there, particularly when it comes to residual income. More than 50% of the top earner's income is *residual*.

How much of that \$1.2B do you want, {{first_name}}?

How much of that \$6B do you want?

What happens to the business you start today as Ambit grows eight-fold from \$700M to \$6B?

What are your personal goals for this business? Do you know?

I'll be honest, my initial goals for this business were too low. I was merely looking for an income to cover our monthly expenses. My second goal was to earn about \$10k per month. I now understand how low those goals are. Modest initial goals are fine as long as they don't limit your potential but grand goals set your sites and your trajectory higher.

After this weekend, I now understand that someone who achieves just *one* promotion in the business to the level of Regional Consultant (RC) could conceivably earn \$5,000 per month in residual income. I don't know how long it would take to reach that number because it depends on what the people you sponsor accomplish -- but it is certainly achievable.

Building your business in the MC and RC stages is a matter of *addition*. You're adding consultants and customers to your business mostly through your own personal efforts.

I also now know that someone who achieves a second promotion to Senior Consultant (SC) can expect to earn between \$10k and \$20k / month in residual income. So, after just two promotions I could achieve my initial goal.

Building your business in the SC stage is a matter of *multiplication*. You grow your business at this stage more through your leadership skills and helping other people build their businesses than by your own direct efforts. This is the power of the SC stage.

You can get there both ways but which approach will grow your business stronger and faster: addition or multiplication?

Quite honestly, SC is really just the *getting-started* stage. The SC level is where you hone your business and leadership skills so that you can make a significant impact in the lives of others. SC is where you want to be if your goal is a comfortable residual income that you'll never have to work for. SC is where you can become financially free.

Bury yourself in the success of others and you own success will be a byproduct of theirs.
-- Brian McClure

I want you to understand that all of this is possible, every level we've talked about so far, is possible

working this business part-time if you wish. Almost everybody through the SC level does this part-time. Would you be willing to work hard part-time for the next two or three or five years if it meant a \$20,000 per month residual income that will last the rest of your life?

Getting to EC

Now ... the Executive Consultant stage is where true wealth and greatest impact is found. An EC can expect to earn a six-figure per month income over the course of the next three to five years. What would you do with \$100,000 per month? How many lives could you change with that type of income?

Allow me to take that one step farther. If you reach the EC level it means that you've helped at least 5 people in your business reach the level of Senior Consultant. Each of those SCs could be earning \$10k/mo or \$20K/mo or more. And the RCs in your business -- which will number in the dozens or hundreds -- could be earning \$5k/mo or more. How many lives will you have touched and made better as you've built your own business to the EC level? Dozens? Hundreds? Thousands? And what good in the world will those people do with their time and money?

You have no way of knowing. But I can promise you one thing: whatever that number is, whatever that positive impact is, it will be far, far greater than if you maintain small goals for your Ambit business.

How do we get there?

The answer to this is very easy.

Persistent, consistent effort over time.

Invite people to take a look.

Show the plan, show the plan, show the plan.

Boldness and massive positive action accelerates your success.

This is a numbers game.

If 2 or 3 people out of every 10 you show the plan to become a consultant on your team, then you can easily calculate how many people you need to talk to.

You can talk to 10 people a *week* and get 2 or 3.

Or you can talk to 10 people a *month* and get your 2 or 3.

Or you can talk to 10 people a *year* and get your 2 or 3.

That part of the business is totally up to you.

How fast do you want to be earning your residual income?

How quickly do you want to make a positive impact in the lives of others?

How quickly do you want to achieve financial freedom?

The Awkward Stage

All of us start out in the awkward stage; that stage of the business where we're excited to be learning and getting started but we're not proficient enough to tell anybody what this is really all about. The only way to get through the awkward stage is to get yourself trained and get yourself out there.

You have to expect that you're going to fail at this stage. Encourage that. Fail as many times as you can because it's only through failure that you'll learn how not to fail and you'll start to get better and better and better.

The biggest key at this point is to say very little. It may seem strange but the less you say the more you make. Let your energy526 website do the work for you. Let the Success From Home magazine and the DVD do the work for you. Or, take your sponsor to meetings that you set up and use both the DVD and your sponsor.

At this state, all you want to do is to offer an **invitation**.

The first step is always the invitation. The next step, for those who choose to take you up on your invitation, is the **presentation**. Again, this can be your website, the DVD, an in-home meeting or one of the weekly hotel meetings. Use whatever works best for your potential consultant.

In this stage it's very important that you use your sponsor or your team leaders (in your case, because of the team you're on, that's Ray Montie) in the verification step.

Making the invitation:

Because of our initial discomfort with the material, many of us are a bit hesitant to put the invitations out there. Some of us are uncomfortable with the idea that we'll be perceived as pushy sales people.

I'm going to help you solve that once and for all right now.

I want you to imagine that you **have** the cure for cancer. You've seen the presentation from the brilliant, compassionate, creative people who developed the cure. You've seen the miraculous results in hundreds and hundreds of patients cured and you *know* with 99% certainty that this is the cure the world has been waiting for.

You know, statistically speaking, that many of the people around you either already have or will contract cancer at some point in their lives.

*And **you** have the knowledge to save their lives.*

You have the cure for cancer.

How worried would you be about your own discomfort in approaching people who might live a longer, better life because you found the courage to put the cure right in front of them where they couldn't possibly miss it?

Would you be timid if you knew that your best friend's daughter would have cancer in a year? Would you keep that information to yourself?

And how many people would you put yourself in front of to spread the news of this miracle cure?

How many children would you save from the fate of a life without a parent or grandparent?

Now, suppose the maker of this cure for cancer were willing to pay you a finder's fee for every person you brought to their clinic for treatment. How would that make you feel?

Suppose that the clinic would then pay you for every month that person's life was extended. Would that be a good thing?

How would you feel being paid handsomely for bringing this life-saving treatment to as many people as you possibly could? How would you feel about becoming wealthy through efforts that resulted in a better life for children and grandchildren because the person who was cured was able to care for them and see that they received the finest education?

Look, you're saving lives. You're getting paid a finder's fee for bringing them to the clinic. And you're getting paid a residual for every month that person lives from that point on out.

How motivated are you going to be to save lives and earn an income from your efforts? How urgently are you going to take this message to as many people as you can? Will you be bold?

Well, you know what? This Ambit Energy opportunity gives you the cure for *financial cancer*. You can make people's financial lives better because of what you know. You have the power in your hands, mind and heart right now to improve the lives of countless thousands of people you may never meet.

Are you willing to live with a little personal discomfort ... are you willing to risk rejection or ridicule from a few to improve or save the financial lives of many? Or is your personal discomfort more important to you than those thousands of lives you will improve *just by inviting* someone to take a look at your business???

The Butterfly Effect

What if you introduce this business opportunity to one person who introduces it to another who becomes wildly successful?

And what if that person uses their money to support research which leads to the cure for cancer or Alzheimer's or diabetes or depression or whatever?

And what if one of the people that person introduces to the business uses their time and new wealth to support the construction of schools in a third-world country that, over the next generation, will be the key to lifting hundreds of thousands out of poverty?

You may never know the profound impact your business will have on the future. Are you willing to deny the world the cure for cancer or poverty because you're a little uncomfortable introducing this business opportunity to someone?

Really?

I'm going to be so bold as to suggest that the impact you'll have on the lives of others through this business is far more important than the impact it will have on your own life. If that's the case, are you

willing to be bold? Can you see yourself overcoming your discomfort and your limitations to achieve this grand goal?

But how do I do an introduction?

Honestly? Any way you can.

Keep it simple.

Keep it brief.

Keep it honest and emotional.

1. This approach might work well for someone you know well and can ask to do you a favor:

Hey, Eric. I've just started a new business because college tuition (or retirement or whatever) is coming up fast and I'm just not as ready as I'd like to be. This is really important to me. Can I ask you to do me a favor and take a look at this thing and tell me what you think? Would you do that for me? I look forward to hearing your thoughts. Thanks!

2. This approach might work well for someone you haven't seen in a while:

Robert, I know it's been a while since we've spoken or exchanged emails but something really exciting has come across my desk and I want to share it with you. I think it has the power to make a big positive impact in my life and I just wanted you to take a look to see if it would have the same potential for you. Can you take a few minutes to give it a look and let me know what you think?

3. This approach might work well for someone you barely know:

Hello, Kristina. I don't know if you remember me but we met some time ago. You struck me as someone who is very (successful, dedicated, enthusiastic, active) and I respect that. I've just found something that I want to share with people just like you because I see the potential for great things. When you have a chance, take a look and let me know what you think!

These things obviously need to be in your own words and your own voice. But one paragraph may be all it takes. #1 has a greater likelihood of success than #2 and #2 is greater than #3. That's because the group of people you're trying to reach with each successive message is more distant from you.

But **one** paragraph leads to **one** conversation.

One conversation leads to **one** new consultant that leads to dozens of new consultants and thousands of customers and thousands of dollars a month in residual income for you.

One invitation.

One conversation.
Serious residual income.

That's how this business works.

I look forward to your thoughts!

To your success,
todd

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You are receiving this email because you are a member of my team in Ambit Energy or you have expressed strong interest in making the Ambit Energy business your own. If you do not wish to receive emails from me, please simply respond to this email and request that I remove your name from my list. To your success!