



Make the Rubber Hit the Road!

Keep it simple. Keep it simple. Keep it simple.



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Make the Rubber Hit the Road!

Keep it simple. Keep it simple. Keep it simple.

As you begin to build your business, you need to be armed and willing to take three simple actions to make your business a success and to grow your income immediately.

1. Keep it simple – adopt a simple invitation.
2. Keep it simple – create and execute a simple plan.
3. Keep it simple – mandate simplicity in your organization.

Simple Invitation

Adopt a simple invitation. Many newcomers struggle with how to share the opportunity and service with others. First, you must extend an invitation not a sales pitch. Invite others to try our service or to take a look at the business opportunity. Second, be sure not to over share. Just extend the invitation and let your prospect gather information to make a quick and simple decision. You may think we jest when we say this business is so simple a dog with a note in its mouth could be successful. It really is that simple.

SoulMate. Keep it simple. Approach single people and say, “Hey John, I know you are single and I thought you might like to take a look at our company’s new online dating community. We offer a free trial membership and it will not cost you a dime to take a look. I am really interested in what you think and the company would love to have your valuable feedback. Here is the URL and my referral code. You need to enter my referral code to take advantage of the free trial offer. I will call you on Wednesday to see what you think!”

🔑 Print your marketing website URL on a quick drop card to hand to your prospects. No referral code is required when you direct your prospects to join from your site!

UltimateMatch. Keep it simple. Approach people you wish to have join your team and say, “Hey Melissa, I found a great way to make extra money each month. I would love for you to take a few minutes to check it out. You can hop on a conference call with me on Monday or Wednesday night to learn more and gather the information you need to make an informed decision. There is no pressure to join and the choice is really yours. I cannot wait to hear what you think. The call is at 8:00 p.m. CDT. I can call you at home and conference you into the call. Which night would be better for you?”



🔑 Direct your prospect to your marketing website to sign up after the call. Be sure to stay on the phone until they receive their new referral code.

🔑 Modify the script to invite your prospect to a local Business Presentation Meeting.

Note both scripts are invitations not sales pitches. Nothing was really said about the actual service or opportunity. It is a teaser approach designed to arise the curiosity of your prospect.

What should you do if they ask for more information? Resist the temptation to be an expert.

SoulMate. Keep it simple. Respond and say, "John, this is one of those things you need to check out yourself. It is an online experience that is too difficult to explain. I would hate to taint your initial reaction, which is what I am most interested to hear about. So, I suggest you take a look for yourself. After all, it's free!"

🔑 Remember, once your prospect enters our online singles community they will be hooked on the service. The key is to get them online!

UltimateMatch. Keep it simple. Respond and say, "Melissa, it is exciting to see you are already thinking ahead. I am confident the call will answer all of your questions. Being relatively new to the business, I would hate to give you any incorrect information. Of course, if you still have questions after the call, I can easily chase down the answers for you without a problem."

🔑 The more you sound like an expert, the harder it is for your prospect to imagine themselves as a real candidate for the business.

🔑 Your prospect must see them self as being able to do exactly what you do without any special training or talent.

Simple Plan

Create and execute a simple plan. A predictable income gives you the power to create a simple and achievable plan. Create a plan, do the work and you get paid – it's that simple. There are three simple rules you follow to build a foolproof plan.



Rule number one – follow our simple and repeatable model. Our business model is designed to release and pay all commissions and build Directors to promote you so you can earn more money. Here is how it works.

You enroll new Ultimate Representatives and make sure that they check two boxes:

- ✓ One for the Ultimate Success System, and
- ✓ One for Marketing Assistance to acquire their first paying customer.

This automatically triggers all of the immediate cash in Fast Start Commissions and Leadership Bonuses. If your new Ultimate Representative only checks the box for the Ultimate Success System, the immediate cash will not be released until they acquire their first paying customer. So, always be sure your new Ultimate Representative checks both boxes. When they do, they receive their first paying customer, earn commissions for the new membership and see how easy it is to earn money!

Your next task is to take your new Ultimate Representative by the hand and help them:

- ✓ Sponsor their first 3 Ultimate Representatives to promote to Director, and
- ✓ Gather their remaining 4 paying customers to be eligible for all their commissions

When you repeat this task and teach your team to do the same, you:

- ✓ Generate immediate cash,
- ✓ Build a serious stream of residual income, and
- ✓ Drive promotions in your organization.

🔑 Remember, the faster your new Representatives begin to make money and promote the more active they become and the more active they stay.

Rule number two – build a simple plan. Build a simple financial plan with a rounded number like \$500, \$1,000 or \$5,000. Do not waste your time with complex forms and calculations.

🔑 Keep it simple and go for the low hanging fruit – your immediate cash income. Let your residual income be your upside!

Let's be conservative and say you plan to earn \$1,000 in your first month. It is easy to map your path to achieve your goal. Let's take a look at our Fast Start Commission Plan and what you can achieve when you follow our simple and repeatable model just three levels, you have an opportunity to earn up to \$1,590 in Fast Start Commissions!



Level	Qualified Ultimate Reps	One-time Fast Start Commissions	One-time Fast Start Totals
Level 1	3	\$50	\$150
Level 2	9	10	\$90
Level 3	27	\$50	\$1,350
Level 4	81	\$110	\$8,910
Level 5	243	\$10	\$2,430
Level 6	729	\$20	\$14,580
Level 7	2,187	\$50	\$109,350.

\$1,590!

\$10,500!

Get your team into action and add just one more level and build your organization through level four and you have the opportunity to earn an additional \$10,500! The power of duplication gives you unlimited opportunity to earn income. You simply sponsor three and teach others to do the same!

Rule number three – set achievable goals and stretch. Set achievable goals and stretch with each subsequent goal. The fact is when you follow our simple business model, you are automatically pushed to the next level! You can actually do the same amount of work each month and earn more and more money, especially when everyone on your team is doing the same.

- ✦ Make sure you and your team set achievable goals. Keep the momentum! Immediately set new goals once your current goals are achieved.

Mandate Simplicity

Mandate simplicity. To maximize your income, you must mandate simplicity in your organization. Everyone on the team must keep it simple. It is human nature to make the simplest of tasks complicated. Fight the urge and police and support one another to keep it simple. Simplicity appeals to the masses and allows a novice to achieve extraordinary results. The choice is yours. You can have a handful of people on your team that generate a handful of income for you. Or, you can have a mass of people on your team who generate a massive income for you!

- ✦ Use the system and tools designed to work for you and your team. Focus on the simple tasks that make you money – gather, sponsor and teach!



Take action. Get started today and take three simple actions each day:

- ✓ Adopt a simple invitation – invite prospects to the weekly conference calls.
- ✓ Fuel the power of duplication – follow our simple and repeatable business model and teach others to do the same.
- ✓ Create and execute a simple plan – set your goal today for your next paycheck.
- ✓ Mandate simplicity in your organization – keep it simple and make sure others keep it simple too.

Keep it simple and watch the rubber hit the road!