



Boyer Marketing Team of America, LLC

# TRAINING MODULE #1

## *Minding Your Business*

This is training session # 1 of 4. Each session is less than 45 minutes to review. Today, we would like to address how to **‘Minding Your Business.’**

<http://www.boyermarketing.net>

<http://www.theclassyshopper.com>

Check commission, click here: <https://www.osiaffiliate.com/vchase/users/main.php>

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# MINDING YOUR BUSINESS

What business are you in? As an Independent Contractor, you are in the business of marketing the products of preferred partners to passionate shoppers using the following marketing services:

1. The Boyer Gold Book
2. The Platinum Membership
3. The Elite membership Card
4. One-page web site

**1. The Boyer Elite Gold Book.** This is a printed referral publication that will showcase your Preferred Partners with a FULL PAGE ad inclusion and include a custom QR code so potential customers can use a smart device to INSTANTLY review your Preferred Partners information online. Additional benefits:



- A maximum of 37 preferred leading authorities per publication
- Free delivery to homes of high value customers
- 100% EXCLUSIVITY available
- Local and national distribution
- 1,000 publications per run
- High gloss attractive book
- Cost for Preferred Partner: \$295
- Your commission: \$100

**2. The Platinum Membership.** For a nominal monthly fee, each member will have full access to the following...

- a) Short and informative articles written by certified, licensed or successful professionals
- b) Instant access to our growing list of Preferred Partners
- c) Preferential rates online and in-store
- d) Access to upscale products/services
- e) 10% - 25% Saving for members
- f) Username and password
- g) Monthly E-gifts
- h) Cost for Preferred Partner: \$9.97 / mo
- i) Your commission: \$2.50 / mo

**3. The Elite Membership Card.** This exclusive card gives members full access to their account throughout the continent of the U.S.A. Using a smart device, a member can scan the QR code located on the back of the card and instantly log into their account. Also, they can show their card in-store at one of our Preferred Partners and receive preferential rates.

- Cost for members: FREE
- Mailed within 7-10 of securing their membership
- 10% - 25% Saving to Platinum members

**4. One-Page web site.** As an Independent Contractor, you have received a one-page web site. Each link on your one-page web site has your four-digit affiliate number embedded. When someone clicks a link, a cookie file will be placed on their computer for one year. These cookies are how we track commissions in real-time.

- Cost for members: FREE

**5. Prohibited Business.** The following businesses are prohibited from all services:

- Gambling and offensive language
- Spirit beverages and tobacco products
- Get rich schemes
- Any illegal activity
- Adult content in any fashion
- Hate speech
- Provocative images or languages
- Or, whatever our team deems inappropriate behavior for our unique target readership.

**6. Suggested Businesses.** Since this is an upscale service the following is an example of approved businesses:

- |                                |                                       |
|--------------------------------|---------------------------------------|
| • Business and Home Security   | • Limo and Executive Driving Services |
| • Certified Financial Planners | • Restaurants (Italian, French, etc.) |
| • Caters and Event Planners    | • Retractable Patio and Awnings       |
| • Estate Planning Attorney     | • Specialized Legal Professionals     |
| • Network Marketing            | • Heating and Air Conditioning        |
| • Tax-lien Investing           | • Certified Public Accountants        |
| • Etiquette Training           | • Beautician and Stylist              |
| • Antique Furniture            | • Day Spa and Facial                  |
| • Home Remodeling              | • Wedding Planner                     |
| • Custom Candles               | • Mobile Detailing                    |
| • Bookkeepers                  | • Pet Grooming                        |
| • Beauty Aides                 | • Photographer                        |
| • Oil Paintings                | • Bridal Shops                        |
| • Vision Care                  | • Kai Ponds                           |
| • Garage Doors                 | • Window and Solar                    |

**7. Asking for the Sell.** A key to generating commission checks and recurring income starts and ends with asking for the sell. Since you do not have to collect any funds, debit or credit card information, all we are asking is that you either refer potential customers to your web site or have them complete one of the following (a) Preferred Membership form (b) business consent form.

After customers have signed the signature form, mail it to corporate and a marketing specialist will follow up with your lead, closed the deal, and update your commission account. Make sure you place your four-digit affiliate number on every form. Here are a few phrases to assist with closing the deal.

**For business owner:**

- ❖ If there is a problem lurking, one that would negatively impact your decision, would you be willing to share it with me?
- ❖ If I gave you a \$50.00 discount are you ready to move forward and secure your account today?
- ❖ If I am willing to do 'this' or 'that,' would you be willing to move forward right now?
- ❖ How soon would you like to start marketing your business with our company?
- ❖ Is there anything that prevents you from moving forward with this deal?

**For Platinum membership:**

- ❖ Is there anything that prevents you from moving forward with this membership right now?
- ❖ If we give you 60 days free would you willing to move forward with your membership?
- ❖ Are you comfortable with testing driving the membership for 60 days risk free?
- ❖ Would you like to test drive the membership for 60 days?

**8. Ask for referrals.** If the potential customer is not willing to move forward ask if they know of anyone that might be interested.

**9. Forms.** The following forms will assist corporate with closing your sells. Under no circumstances do you collect cash, debit, credit or any private information other than contact information requested on the consent form. Please have them write their contact information clearly and follow the instructions located at the button of each form:

- a) Platinum Membership Form: <http://www.boyermarketing.net/formplatinummembership.pdf>
- b) Complete the online agreement at: <http://www.boyermarketing.net/ic-approval.php>
- c) Business for: <http://www.boyermarketing.net/boyer-consent-form-2012.pdf>
- d) You must sign and mail a W-9 form before commissions are paid out

**10. Business Owner.** If you choose to upgrade to the business owner the investment is \$175.35 which includes: domain registration, web hosting and SEO marketing. After 30 days, the monthly hosting and SEO marketing fee is \$19.95/mo. Your initial investment includes:

- 50 preprinted Platinum Membership forms with your name and 4-digit affiliate number
- 50 preprinted business consent forms with your name and 4-digit affiliate number
- A one-page web site with unique name

- Customized web site
- 1,000 Business Cards
- 1,000 buzz cards
- Want to upgrade? Call (909) 461-6138

**11. Two-tier Commission.** For everyone that sign-up as your sub-affiliate, you will receive recurring income on all their sales.

**12. The 60 Second Strategy.** Ask a candidate to take 60 seconds, read one of your forms and ask them if they would be interested to move forward. Your intention is to mail in 10 Platinum Membership or business consent forms per week.

**13. Commission and Recurring Income**

	Price	Commission	Monthly Recurring Income
<b>1. The Boyer Elite Gold Book</b>	\$295	\$100	--
<b>2. Platinum Membership</b>	\$19.97	(60 days free)	\$2.50/mo
<b>3. Marketing School</b>			
• Training Course #1	\$39.95	\$10	----
• Training Course #2	\$39.95	\$10	----
• Training Course #3	\$39.95	\$10	----
• Training Course #4	\$39.95	\$10	----
• Training Course #5	\$39.95	\$10	----
<b>4. Web Marketing</b>			
Standard (1 - 5 Pages)	\$693.95	\$50	----
Premier (6 - 10 Pages)	\$1,052.95	\$75	----
Elite (11 - 16 Pages)	\$1,347.95	\$100	----

**Check commission, click here:**

<https://www.osiaffiliate.com/vchase/users/main.php>

**FREE Membership, click here:**

<http://www.theclassyshopper.com>