

GETTING STARTED WORKBOOK

AMBITION
is a
Lifestyle

www.ambitlifestyle.com

FAST TRACK TO SUCCESS

Congratulations on becoming the newest Ambit consultant. You have started the journey. With hard work, consistent effort, determination and a willingness to learn, you can achieve financial freedom. Please know that we are here to help you at any time as you begin to build your Ambit business. Your success is our success. We are committed to helping you achieve your goals.

This packet was designed to help you get started. If you follow the steps outlined below, use the scripts contained herein and use the tools available to you, you will create positive forward momentum from the very first day!

Some Important Times to Remember: Business presentations are held in all of our markets and they are a tool you should definitely use. You can find business presentation locations in your PowerZone under the Events and Presentations Tab. Check with your upline as well as some meetings are not listed.

Phone numbers for you to call for help or to get questions answered: Kim Mason (716) 269-9893, Jim Mason (716) 269-4765, _____, _____.

YOUR BUSINESS

Sponsor: _____

Phone: _____

Upline Leader : _____

Phone: _____

Upline Leader : _____

Phone: _____

Upline Leader : _____

Phone: _____

GETTING STARTED

1. Complete the sign up process with your sponsor

- Be sure you understand the process, as this is the same process you will follow to begin building your business.

2. Know your websites:

www._____.energy526.com

Business Presentation/Consultant Enroll

www._____.whyambitworks.com

Business Presentation/Consultant Enroll

www._____.joinambit.com

Customer Enrollment site

www._____.theambitstory.com

Company Overview site

To Login to **PowerZone** go to: www.yourhandle.myambit.com and click on consultant login on top left

OR type in the address bar: Powerzone.ambitenergy.com

Consultant ID _____ and Password _____

IMPORTANT TRAINING BEFORE YOU TALK TO ANY ONE:

1) In PowerZone, go to **Ambit University** & launch **Training Center**. Watch JumpStart Training 101.

Then view all videos & watch videos under intensified training, especially, **Invitation: #205**

2) Other websites to use for help, training, and motiation:

www.ambitlifestyle.com GO HERE AND DO GETTING STARTED TAB

www.topambitleaders.com GO HERE AND WATCH UNDER TRAINING TAB GATHERING

LOYAL CUSTOMERS

3. Define your WHY

Why are you doing this business? Knowing, understanding and being able to share your WHY will help you build your business.

- Sharing your WHY with potential customers will help them understand how important it is to you that they become your customer.
- Sharing your WHY with potential consultants will help you connect to what their WHY might be. It makes it personal.
- Share your WHY with everyone you talk to about this opportunity.
- Do not skip this step. Your WHY is what will get you through the slumps that come with building any business. It will be your reason to stay committed to what you have started today.
- Your WHY:

4. Become your own first customer

- Sign up at www.YOURHANDLE.joinambit.com
- Write your Ambit account number here: _____
- Password selected during the sign up process: _____
- Complete the third party verification process by calling 1-800-506-3151.
- Go to your customer enrollment website and follow the link in the top right corner "Ambit Energy Customers Log In Here." Use your Ambit account number and the password you selected during the sign up process to log in.
- This page will allow you to manage your account online, track your rewards points, energy usage, etc.
- Following this process will familiarize you with all of the necessary steps to signing up all of your future customers.
- **MARK IN YOUR CALENDAR AND YOUR PHONE WHEN YOU WILL NEED TO RENEW FOR CONTINUED SAVINGS. DO THIS FOR YOUR PERSONAL CUSTOMERS TOO.**
- All consultants MUST take the **Customer Certification Quiz** to enroll additional customers

5. Link your new Ambit Energy account with your consultant ID

- Log in to your Power Zone and follow the link "Sign Up to Earn Free Energy.....click here to register" at the top of the home page.
- Complete the steps to link your Ambit customer account number with your consultant ID number.
- Completing this process allows you to be eligible for the "Free Energy" program that is available to all Ambit customers.

6. Three Way Calling

- Know how to use the three way calling feature on your phone. If you do not have this feature, add it! This is an invaluable tool in helping you get answers to questions and bring in upline support when you are talking to perspective customers/consultants.

7. With your sponsor's help, duplicate the process outlined in step 4 to enroll two more customers

- Make a list of 10 people that would do you a favor (no questions asked!).
- Focus on your relationship with these people not the facts and figures.
- Do not try to sell the service based on price or perks. Ask them for a favor.

CUSTOMER GATHERING

1- Contact

- Call prospective customer.
- "_____, I need your help and it's really important to me, do you have just a couple of minutes?"
- "If it wouldn't cost you anything, wouldn't cause you any inconvenience and would actually save you some money, would you do me a favor?"

2- Presenting the Service

- "I've started my own business because (insert your WHY here). I'm working with Ambit Energy helping people like you save money on their energy bills."
- "There is no cost to become a customer, your savings is guaranteed in writing, there is no contract to sign, no interruption in service...in fact, the only thing that changes is that you will be paying less for your energy."
- "Would you help me out by becoming my customer?"
- If yes, follow the process you completed when enrolling yourself. You do not need to go into any more detail about rates, travel rewards, referral program, etc. Move right into the sign up process.
- If no, ask why and go on to step three.

3- The 3-Way Call

- "I thought you'd probably have some questions. Hold on a minute, I can get the answer to that question right away." Immediately bring in your upline support system to help you close. You do not need to ask to do the three way call...take charge and just do it.

8. Develop your prospect list

This is a critical step for your success. This list should be continually evolving and growing. It is the number one tool you have to begin growing your business!

- DO NOT prejudge anyone.
- You do not need to know their last name or even their first name. "The guy at the post office" will do!
- If you got paid \$100 for every name you could think of, how big would your list be?
- Use the memory jogger and included record sheets to assist you.

9. Prioritize your list using the E.R.I.C. system

Explained later in this packet.

10. Don't talk to anybody about the business opportunity with Ambit Energy... YET!

You are excited, we know. We were too. Let us help you avoid the mistakes we made early on in our business. Once you have completed steps 1-9, you will have generated your first paycheck and be on your way to building a successful business with Ambit Energy. Before you talk to anyone on your list about this opportunity, please take the time to read and complete the suggested trainings found at the beginning of this packet.

This packet was created to help you duplicate the success of Ambit's top income earners. Learn the system created by these people. Teach it to each person you bring onto your team. Enjoy your own success and the freedom it will create for you.

MEMORY JOGGER

Parents	Ophthalmologist	Computer	Shoes	Museum
Grandparents	Optometrist	Condominium	Shoe Repair	Night Club
Brothers	Orthodontist	Contact Lenses	Siding	Pharmacy
Sisters	Painter	Construction	Skis	Post Office
Aunts	Pharmacist	Copier	Skin Care	Recycling Center
Uncles	Photographer	Cosmetics	Snow Removal	Resort
Cousins	Physical Therapist	Dry Cleaning	Sporting Goods	Restaurant
Brother-in-Laws	Physician	Exercise Equipment	Spring Water	School
Sister-in-Laws	Family	Eye Glasses	Sprinkler System	High School
	Dermatology	Fence	Storage	College
	OBGYN	Firewood	Storm Windows	Continuing Ed.
	Etc.	Flowers	Tailoring	Sightseeing Tours
Who do you know that is a(n)...	Piano Instructor	Formal Wear	Tax Return	State Government
Accountant	Plumber	Fruit	Television	Super Market
Aerobics Instructor	Police Officer	Furniture	Tires	Tanning Salon
Alterations	Psychologist	Gas	Title	Tennis Court
Ambulance Driver	Psychotherapist	Horse	Tools	Theatre
Answering Service	Publisher	Hot Tub	Towing	Thrift Shop
Antique Dealer	Real Estate Agent	House	Trainer	Volunteer Group
Appraiser	Recruiter	Insurance	Travel	Warehouse
Architect	Reporter	Investments	Typesetting	Work
Attorney	Retired Executive	Jewelry	Tupperware	Yacht Club
Auctioneer	Sales Rep	Lawn	Uniforms	
Auditor	Security Guard	Limousine	Vacuum	Other People...
Baby Sitter	Telemarketer	Manicure	Videos (VCR)	Bridge Players
Baker	Veterinarian	Medicine	Vitamins	People from work
Banker		Mobile Phone	Wallpaper	Past Jobs
Barber	Who sold you or services your...	Mortgage	Waste Removal	People grew up with
Bartender	Bicycle	Motorcycle	Water Filter	High School Friends
Beautician	Bed	Music	Wedding Rings	College Friends
Bookkeeper	Blinds	Mutual Fund	Weed Control	Play sports with
Bus Driver	Boat	Newspaper	Weight Control	Neighbors
Business Owner	Boat Supplies	Office Furniture	Windows	Health Club Contacts
Butcher	Boat Repairs	Office Supplies		Mailman
Carpenter	Boat Storage	Paper	Who do you know at or from...	UPS Driver
Carpet Cleaner	Boiler	Payroll	Bingo	Elected Office
Caterer	Books	Per Supplies	Bed & Breakfast	Children's Teachers
Chiropractor	Boots	Photography	Bowling	Bridesmaids
Consultant	Bricks	Piano	Camp	Military Friends
Dentist	Bridal Gown	Picture Framing	Child Care	Fraternity Friends
Dietitian	Burglar Alarm	Pizza	Church	Sorority Friends
Electrician	Cabinets	Pool	Chamber Commerce	Taxi Driver
Engineer	Cable TV	Printing	Clinic	Other Networkers
Engraver	Camera	Quilting Materials	Clubs	Parents- kid's friends
Exterminator	Camper	Records	Construction Site	Vacation Friends
Financial Planner	Car	Refrigerators	Federal Government	Model
Funeral Director	Carwash	Equipment Rentals	Garden Center	Fire Chief
Interior Decorator	Carpeting	Roofing	Golf Course	Flight Attendant
Limo Driver	Carpet Cleaning	Salt & Sand	Hardware Store	Bank Teller
Lawyer	Pets	Sewing Machine	Health Club	Editor
Mover	Chimney Cleaning	Secretarial Services	Hospital	Life Guard
Notary Public	Christmas Tree	Septic Tank Service	Hotel	Fisherman
Nurse	Clothing	Stereo System	Library	Farmer
Nutritionist		Vacation Home		Store Clerks
Office Cleaner				

Name/Number	E	R	I	C	Total
1					
2					
3					
4					
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Prioritize your list using the E.R.I.C. System

Name/Number	E	R	I	C	Total
Karen (highest priority type)	3	2	3	1	9
Bob (average priority type)	2	2	2	1	7
Chris (lower priority type)	1	1	2	0	4

Entrepreneurial (Drive, Spirit, Attitude)
Resources (Time & Money)
Influence (Circle of Influence)
City (Within 60 miles? 1 if yes, 0 if no)

Rate your contacts against yourself: (1= less than you, 2 = same as you, 3 = more than you)

Plug into the System

Conference Calls:

Mason Team Call: 605-475-4700 (PIN 125536#)
Sunday Nights 8:30 EST

National Call: 712-432-7570 (PIN 84877#)
Sunday Nights 10:00 EST

Customer Gathering Training Call

Recorded Call located at:

www.byoaudio.com/play/W1TKsSgJ

Live Call: 641-715-3645 (PIN 643011#)
Tuesdays 9:30 EST

Watch emails for other training calls or ask your sponsor

Weekly Business Presentations:

Day: _____
Location: _____
Time: _____

Day: _____
Location: _____
Time: _____

Upcoming Trainings:

Day: _____
Location: _____
Time: _____

Jump Start Goals

Earn upfront bonuses as you gather your customers.

For Jump Start Bonuses you count the number of accounts (not services). If a customer has both electricity and gas on one utility bill it counts as ONE toward your Jump Start Bonuses. Fill in the names EXACTLY as they appear on each separate utility bill. Put a check mark next to your customer's name once they have pre-verified.

IF ALL FROM TEXAS

Jump Start 1 = \$ _____

Reach total of 5 customer accounts in 28 days. (Only 4 customer accounts needed if all Texas customers.)

- 1. (Your Ambit website)
- 2. (Your Ambit website)
- 3. (Can be your own customer account)
- 4. _____
- 5. _____

Jump Start 3 = \$ _____

Reach total of 15 customer accounts in 56 days.

- 11. _____
- 12. _____
- 13. _____
- 14. _____
- 15. _____

Jump Start 5 = \$ _____

Reach total of 25 customer accounts in 84 days.

- 21. _____
- 22. _____
- 23. _____
- 24. _____
- 25. _____

TOTAL \$ EARNED

JUMP START 1

\$ _____

JUMP START 1 PROMO*

\$ _____

JUMP START 2

\$ _____



JUMP START 3

\$ _____

JUMP START 4

\$ _____



JUMP START 5

\$ _____

JUMP START 6

\$ _____



JUMP START TOTALS

\$ _____

Jump Start 2 = \$ _____

Reach total of 10 customer accounts in 56 days. (*PROMO: Add 2 more accounts in first 28 days)

- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Jump Start 4 = \$ _____

Reach total of 20 customer accounts in 84 days.

- 16. _____
- 17. _____
- 18. _____
- 19. _____
- 20. _____

Jump Start 6 = \$ _____

Reach total of 30 customer accounts in 84 days.

- 26. _____
- 27. _____
- 28. _____
- 29. _____
- 30. _____

Get Promoted to RC

Complete the basic building block of the Ambit compensation plan—526!

Track your progress toward your first promotion (just check off the boxes).

Do it within 30 days to be considered a Fast Track RC.

To reach RC, you need a team of six consultants (with at least two who are personally sponsored)

AND there must be at least 18 customers within your downline consultants.

5

Five (5) Personal Customer Points

Two (2) of the five (5) points can be from your personal website. One (1) can be your own customer account.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YOUR WEBSITE	YOUR WEBSITE	CAN BE YOUR ACC'T.		

2

Two (2) Personally Sponsored Consultants

<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
	CONSULTANT	CONSULTANT	

6

Six (6) Total Consultants On Your Team

These can be personally sponsored or anywhere on your team. Your personally sponsored consultants count toward this total.

<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
	CONSULTANT	CONSULTANT	
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
	CONSULTANT	CONSULTANT	

Dos and Don'ts for New Ambit Consultants

DON'T

- Don't talk to any potential customers or consultants until you get trained. Would you open up a McDonald's franchise before you got trained and learned the successful McDonald's system?
- Don't try to explain this business to potential consultants. Use your Energy526 web site, DVD, weekly business presentation or experienced business partner to do the presentation for you.
- Don't send out a mass email or mass text to your potential consultants or potential customers. This business needs to be built on personal relationships.
- Don't EVER Quit. Good Things will happen.

DO

- Do treat Ambit like a real franchisee type business. Treat Ambit like you invested \$75,000 instead of \$75 and your business will be very successful.
- Do visit www.TopAmbitLeaders.com and click on training. Watch all videos.

Remember, we get paid to do just two things:

- 1) Gather a handful of LOYAL customers and
- 2) Build a team of consultants who do the same thing

- Do get on as many conference calls and web trainings as possible.
- Do make a written list of all your potential consultants. Do NOT prejudge people. The bigger the list, the bigger the return.
- Do keep in daily contact with your business partners.
- Do attend as many live events as possible.
- Do stay plugged into our proven system.