

(Badass) Ambassador Model

How Builders can create their own Business Builder Branches, make money hand over fist and have a fresh source of companies to buy, fix, Transactionally Finance, etc.

First of all this model is in its infancy - I want to make that clear - but our testing has gone well.

So this isn't set in stone and we are fixing and as we're flying.

But...

The Model is really cool

If you want to build a branch of Builders of your own, a group that you will meet with, network with, partner with and help keep accountable (and vice versa) as you lead them to more profits, passion and a better life -

This is for you.

This is about becoming...

"International Business Builder Association - (AREA) Branch President"

We've been doing some basic testing, this flow chart explains more:

Branch President -

This isn't for everybody, here's who this is for:

1 - **Be "into" the community**, if you're part of the fat that we're getting rid of, this isn't for you. Make sure your following Policies - you don't have to be rich, but if you're broke (and refuse to fix that) become a leader of Builders isn't the best idea.

2 - **You want to lead and host mini-Events**, this is a great place to share ideas, teach (one of the best ways to retain/learn more) and work with a variety of companies and help them grow, work out TF agreements, etc.

3 - **Other stuff**, I'll cover later in an Episode, most of it is common sense. We're only looking for Ambassadors NOT affiliate or people who just want to make fast money.

As far as the marketing, I've been taken back at how effective these low-barrier campaigns have done - and we can help with much of this -

This should NOT take your time up...

This is almost all Policized, scripted, etc. so you don't have DO much, and most of what you will do is what you WANT to do (as long as you read the guidelines above and they apply to you) so the "work" will be fun.

Examples below:

Basis (hands-off) Marketing for Ambassadors

Speaking

This can be extremely effective for many reasons, you have immediate authority, you are speaking to many instead of one, you can Reverse Hire others to do this, etc. There are several ways to have this scheduled and done for you so all you are doing (if you are the one doing the speaking/presentation) is show up and talk.

Local REIAs - Real estate investor associations are always looking for speakers, there are also networking opportunities in the online discussion areas. Right now we have Tots that we can make available to do most/all of the online networking.

Associations, luncheons, mixers - Chamber of commerce can be a great leverage point, landlord associations, business gatherings, church events, etc.

Weekly meetings - This is one of the most unrealized opportunities, and nearly all offices (insurance, medical, etc.) conduct weekly meetings where a receptive audience is prepared for you. One of our favorite targets is real estate office meetings, just 10 minutes there and you are in front of dozens or more agents delivering your message.

Direct Mail

This is one of the avenues we've been testing extensively. A single postcard, a handwritten letter, a follow up call, etc. will have dramatic results.

Agent/Investor ads - the ad is taken (sometimes laminated) and sent in an envelope which has the text "Saw your ad..." on the front, inside is the ad they are running with a personal letter inviting them to go your site. Example below.

Postcard campaign - this is sent to local business owners, gatekeepers, real estate agents, etc. and has essentially the same verbiage as the letter - inviting them to go to the site for free Episodes. Sources like directories, filtered yellow-pages, list brokers, etc.

Letter, Gift, Package - the more targeted you are with this the better, there are several sites that we've mentioned that you can use to send stress balls, pens, magnets, etc. that have huge impacts on response rates.

Online

To list everything will take too long, but here is just a snippet and as with the other items your involvement here should be **minimal** or nonexistent. We can help get this in place (we just need you take this seriously) and you can also partner with other Ambassadors to hire so the cost is mitigate and everything is done for you.

Social Media - this will include a Facebook group, a... Twitter (okay, I said it...), LinkedIn, YouTube, blogging, Google, etc. for Business Builders of AREA. You'll have immediate credibility and we can help set much of this up for you so the momentum will be in your favor.

Emails/Faxes - examples below.

Forums, etc. - NOT in the standard BS way, but linking to your Social Media site

Standard Networking

Your personal contacts, business contacts, places your frequent, etc. The people you are around are likely to be like you, which is what we all want more of...

Your Positioned Access

This is one of the first items you want to have in place, and you can use this to market and you can use your status as an Ambassador to build credibility.

Examples:

===

Aside from having the social networking sites set up with your info, or whatever info you want - emails, posts, etc. will be sent out answering questions, being helpful, etc. about the topic on hand. Like I said we can help with this and by partnering with other Ambassadors **one person can handle this for several Ambassadors.**

So that should take much time.

===

Here is an example of emails from Craigslist, local papers, online searches, etc.

EMAIL ONE:

Hi Jack,

Saw your ad in Homes and I'm talking with most of the other advertisers to find the ad with the best ROI, I'd really appreciate your help in knowing how your ads perform for you.

In exchange I can share the winner with you.

I'm also setting up a local business mastermind for investors and business owners who want to meet (probably once a month) and work on growing each others' companies.

I look forward to your reply email - Thanks!

BUILDER
212-555-1234 (cell)

Local Business Builders: (Link to FaceBook group)

EMAIL TWO:

Hi Jack,

I asked Neil Crowd (from Topics ads) about this and he recommended you.

I'm setting up a local Mastermind group for business owners who want to (dramatically) grow their companies and share their best ideas - and "borrow" the best ideas from others.

We'll meet once a month and help keep each other accountable, learn from each other, share, etc.

Obviously this isn't for everybody, but if you think that you'd be a good fit please email back.

Thanks!

BUILDER
212-555-1234 (cell)

EMAIL THREE:

Hi Jack,

I saw your ad and just wanted to make sure this was a real person.

I'm starting a Facebook group for local business owners and advertisers who want to get a better ROI on their marketing, get more clients, and a lot of other stuff.

Local Business Builders: (Link to FaceBook group)

Hopefully a real person will actually read this, Thanks.

Builder - 212-555-2344 (cell)

RESPONSE EMAIL:

Hi Jack,

Great to hear from you, I'm actually working with a few friends on this (I didn't want to "name drop" earlier) and here's a site that'll help give you a better feel of what we're doing:

Your Builder Site (with REDIRECT)

I want to start with a small focused group to make sure we all get the results we want, so if this isn't what you think you need right now I understand.

Also if you could pass this on to anybody who is actively wanting to grow their company and help others do the same, and who wants to network once a month to share - that'd be great.

Thanks again!

BUILDER
212-555-1234 (cell)

Local Business Builders: (Link to FaceBook group)

===

Here are some letter examples, these have been sent with gifts, with ads the target is running, cards, faxes, postcards, etc.

For example the cover of the envelope reads: "Saw your ad..."

Hi Jack,

Saw your ad (I'm including a copy of it so you know which one) and I think we're in the same boat - local business owners in AREA.

Right now I'm hosting get togethers (like dinner parties) for other local business owners so we can help grow each others' companies - here's why I'm telling you about this -

1 - I want to make money (you'll see what I mean)

2 - I want to connect with some **Badass Business Builders**, maybe that's you or maybe it's not

3 - I've become part of something that has changed my company and my life and I want to share it with as many people as possible, here's a site I set up that explains everything - I'd like you to go here now:

[www.\(BUILDER SITE\).com](http://www.(BUILDER SITE).com)

Look forward to hearing from you after you go to my site - Thanks!

BUILDER

212-555-1234 (that's my cell)

I really mean it when I say that this page is something special to me, so I'd love for you to go there so we can see if we're a good fit...

Thanks again!

Hi there,

I asked Nancy to put this fax in your mailbox because I'm looking for some local real estate agents to network with at a local mixer that I'm hosting.

This is going to be a laid back get together where we can share strategies we're using to grow each other's companies, share Policies and have fun while we all make more money together.

If you could give me ideas on how you think I should get the word out, or what you would do to get in touch with the right people - I'd love to hear them.

My email: BUILDER@YOURSITE.com

Here's my Facebook page I set up for this: (FACEBOOK LINK)

I appreciate your best ideas, Thanks!

BUILDER

212-555-1234 (that's my cell)

Hello,

I left a message earlier, I'm Wendall from Missouri State and I'm looking for opportunities to speak in front of audiences to better my presentation skills.

There is a local business mastermind that is sponsoring me, so I can come and talk to your agents about coming to their next networking mixer and sharing/getting ideas on growing their companies.

At this informal gathering they can share strategies they are using to grow their companies with other professionals, learn more about what's working best right now for others and get better at making more money.

So at your next weekly meeting maybe I can come speak for a few minutes?

Here's my cell phone number: 212-555-1234

Here's the group that is sponsoring me:

www.BUILDER SITE.com



They also have a Facebook page: : (FACEBOOK LINK)

I really look forward to helping you and helping myself.

Thanks!

Wendall

Missouri State Business Major

Sample ads

We had a contest to see which ones would perform best, right now the second one pulled 80 leads a day. As we get better with this process, so will the responses, as of right now these were the best pulling ads from the TT contests:

ONE:

Local real estate investor networking dinner. I'm looking for a few people to build a mastermind with, trade secrets, give/get advice on growing our companies, etc. Should be fun.

Email me (EMAIL)

I also set up a Facebook page at: (LINK)

And I put up a LinkedIn page here: (Link)

Thanks.

Builder

212-555-1323 (that's my cell phone, but please go to the page first)

TWO:

I'm a local business owner in AREA and host networking mixers where we can help each other build our companies. Building with Builders I call it lol. If you're serious about growing your company, getting a better marketing ROI, sharing, etc. then please let me know.

I also set up a Facebook page for our next networking party here: (LINK)

Thanks.

Builder

212-555-1323 (that's my cell phone)

THREE:

Business networking dinner for CEOs and business owners:

I'm a local business owner in AREA and will be hosting get togethers for us to share ideas, refer clients, roundtable discussions, marketing brainstorm, hot seats, etc.

For details you can go to my facebook page here: (LINK)

Or email me:

Looking forward to connecting...

Thanks.

Builder

212-555-1212 (my direct line, but please try the site and email first because I will... you know... actually answer lol)

The Bottom Line: Here's where I see this going...

First of all - and I want to STRESS this - you being an Ambassador is NOT being an affiliate and this isn't for everybody.

We only want the **crazies** and since there isn't a \$5,000 - \$10,000 tag on this (as there should - and most likely will - be) it is important that you understand not only that this isn't for everybody but why...

How this should run, as an Ambassador (maybe eventually) -

FIRST : Do NOT do this unless you believe in what we're doing here.

I know that the vast majority of Builders do believe in what we're doing here, but since all Builders have access to this (for now) I want to make this clear.

1.) You shouldn't spend more than a hour a week "marketing" - You can share best results with other Ambassadors, as well as working with them and doing **Shared Hires** so most of the work will be done by your Tot, TT, etc. You can even hire the speaking parts out so -

Aside from hosting the mini-Events (which I guess you don't have to do this yourself, although you probably want to) your involvement will eventually be minimal or non-existent.

2.) The mini-Events you'll run will be a HUGE source for business - whether you license a model to them, engage in a TF agreement, use a model from other Ambassadors, use a model from the audios here (like the Social Media Management) every month you'll have access to put these deals together.

Although each of the Builders will also be a part of our community, there is only so much they'll have in place and as the Ambassador develops each one will have access to more material/models than a standard Builder.

Every month you'll have an active audience to get referrals from, provide referrals for, companies to work with/buy, etc. Any one of these deals can be worth a fortune, but

that's also why it is important that you're serious about the community and the material.

3.) Your position as a International Business Builder Association - AREA Branch President - can be highly leveraged as a Positioned Access tool. Interviews with trainers, authors, experts, celebrities, business owners, etc. can be used to get even more business, access and resources. Right now we're working on official badges too.

4.) We'll grow the community together with you, and make money at the same time - We could (and are) putting items in place to grow this, but the Ambassador model is a way for Builders to help us get better and better Builders and make money at the same time - as well as TEACHING (the best retainer of knowledge) and building your own Empire at the same time.

5.) You'll run a social media powerhouse - We can help build your Branch's online social media presence and I'm planning on working with the first few Ambassadors to develop some Bada** Policies so this can all be set up in days and then we'll just add to the fire.

It won't take long for your pages to completely dominate your local area and your core audience to build with momentum. And with your Shared Hire most - and eventually all - the maintenance will be done for you. So both you and us will have access to your Social sites but they will be branded with your info and local Branch info.

We don't have all the details hammered out, and we can arrange a cut if we work with your companies - but initially you'll make more money and learn more by taking the questions and leveraging the community to put the Policies in place with these companies.

We also have detailed formulas and Policies on how to run the mini-Events. Stephanie just tested one and the gross was over \$100k, but that's Stephanie. Instead of us doing this (which is pretty easy) I wanted to include the best Builders here.

We can all benefit more.

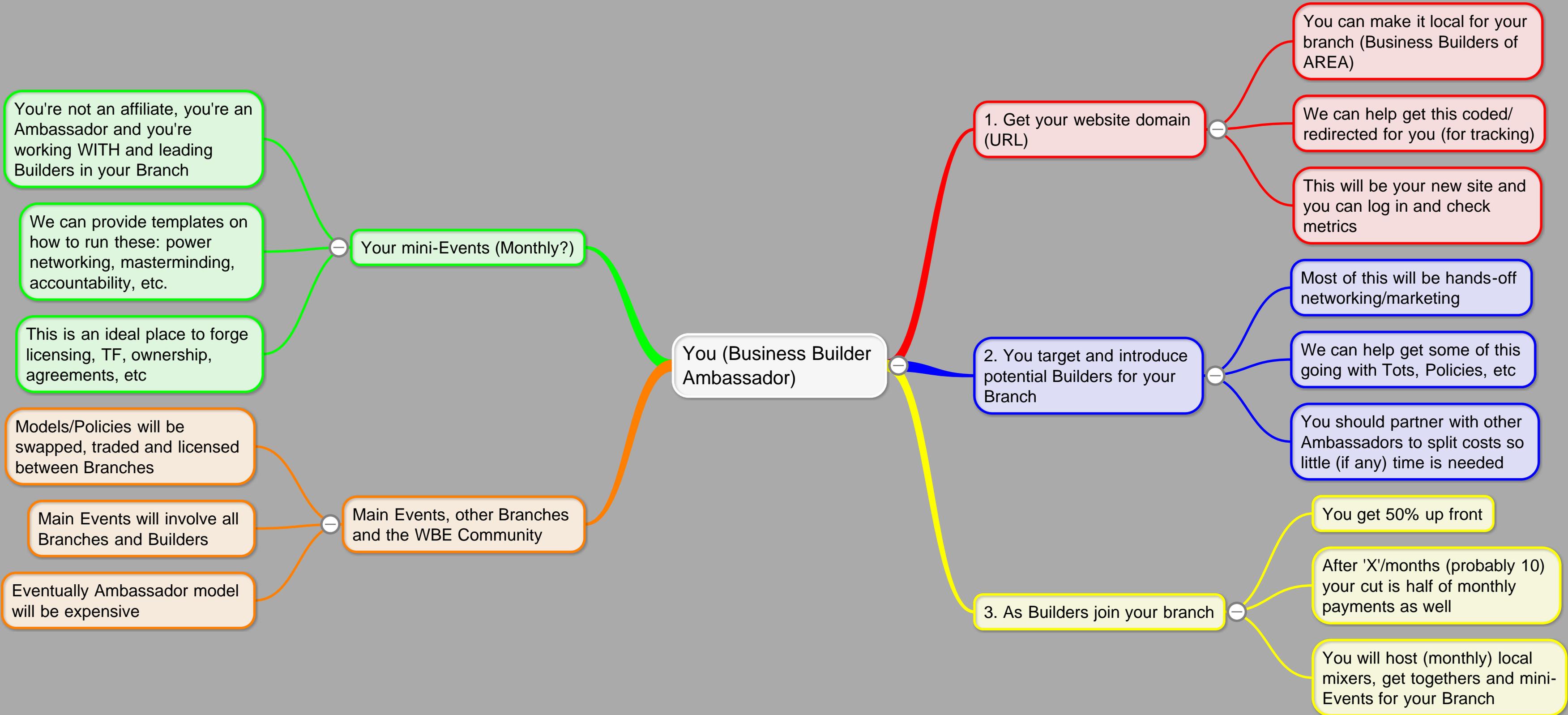
That's why we're doing the Ambassador Model.

Hope that helps - right now **if you're SURE** you want to do this (please, only if you're sure you want to do this and see it through to completion!) then join the group that we set up for Ambassadors.

We plan on using the first batch of Ambassadors to test Policies with, as we go through this process will end up with a killer Model and it should really help Builders hit Terminator numbers - and beyond.

Thanks for everything!

- Azam



You (Business Builder Ambassador)

1. Get your website domain (URL)

You can make it local for your branch (Business Builders of AREA)

We can help get this coded/redirected for you (for tracking)

This will be your new site and you can log in and check metrics

2. You target and introduce potential Builders for your Branch

Most of this will be hands-off networking/marketing

We can help get some of this going with Tots, Policies, etc

You should partner with other Ambassadors to split costs so little (if any) time is needed

3. As Builders join your branch

You get 50% up front

After 'X'/months (probably 10) your cut is half of monthly payments as well

You will host (monthly) local mixers, get togethers and mini-Events for your Branch

Your mini-Events (Monthly?)

You're not an affiliate, you're an Ambassador and you're working WITH and leading Builders in your Branch

We can provide templates on how to run these: power networking, masterminding, accountability, etc.

This is an ideal place to forge licensing, TF, ownership, agreements, etc

Main Events, other Branches and the WBE Community

Models/Policies will be swapped, traded and licensed between Branches

Main Events will involve all Branches and Builders

Eventually Ambassador model will be expensive