

## **(Badass) Ambassador Model -** **Special audio explanation**

**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.

**This audio will explain the Ambassador Model -  
here's how we came up with this -**

We obviously grow this (you guys are awesome and have made this incredible)

The Alliance Project changed my life... and so has this

Instead just us profiting and qualifying - the best Builders can help us get more

Whatever numbers you may have heard - please **DISREGARD** - I don't want to any crazy expectations -

With said testing has gone well and this may be the entire Alliance Project (we have tested this there)

**This process is about the best Builders helping to attract more Builders like you - and profiting in the meantime.**

But...

**Becoming an Ambassador is NOT for everybody -**

- If you have money problems this is **NOT** for you
- If you're broke and it isn't your fault... whatever the reason - this is **NOT** for you (and we're routinely getting rid of this minority in the community)

- If you don't believe whole heartedly in our community - this is **NOT** for you
- If you don't want to teach, share, learn and LEAD - this is **NOT** for you
- If you don't want to lead a mastermind (speak, meet, etc.) this is **NOT** for you

## **Guidelines for an Ambassador**

You actually want to help, network and build a Business Builder Branch of your own

You don't have money "problems" - you don't have to be rich, but you're not broke...

For the right Builder this is a no-brainer, you get to leverage the community, our testimonials, the infrastructure, etc. and you get to help change the world (seriously...)

## **Overview of the process -**

We have a set of Policies that we have licensed for hundreds of thousands

When people hear about them - the value is obvious

Instead of JUST us using them, Ambassadors will get them (without the heavy cost)

We will test this model with a few Builders

Builders will do a Shared Hire with another Builder and have a Tot or TT put these Policies in place (this will be around \$300 for a month, total = about \$600)

You can try interns, RH, etc. but for continuity this is probably easier

As an Ambassador you are going to put the Social Media Machine Policies in place for your Builder Branch and build your group

Numbers = 50% up front and residual cut once you have 10 Builders (or something...)

The goal is NOT to be an affiliate but to have a Branch

## **What Ambassadors will actually do**

Initially your only cost is the hire- about \$300 for the first month (as we get the numbers better tracked this WILL be an "expensive" program, so you are part of the test group)

You will spend about an hour every other day, monitoring progress and making sure Policies are being followed (a Terminator will also be working with you and your group... probably Stephanie or Millie)

You will be in touch with other Builders and report your progress regularly - via your blog if nothing else, nothing major just let us know your numbers and Policy tweaks

You will hold an informal meeting with the Builders in your Branch - this will be ideal for networking, getting deals done, arranging license/TF agreements, etc. this will be YOUR Branch but we'll provide detailed Policies that can be used to make the most of these sessions

Main activities are making sure that the Policies are followed AND giving feedback on what better Policies should be employed -**Weekly Meetings** and RAD are vital here

### **About your shared hire**

At the most you would need three sales (roughly) to break even - but you should be okay with "losing" the money

Yes you can do this yourself - but please DO NOT try, this is about building your company NOT doing a job

The Tot/TT's priority will be getting the SMM in place, and they will put four solid hours a DAY into getting traffic to your page

You will have 24/7 access to your stats of opt-ins, sales, clicks, etc. you'll be notified of all sales

You will also be able to use the generated lists however you want

After the SMM priority they can also arrange for PA interviews, contacts, faxes, emails (but the SMM is the top priority)

They will set up the accounts, make contacts, answer questions, etc. nearly everything but you will prioritize the hour every other day to monitor and "set the tone"

### **What to do next -**

First get with us and make sure we have a slot/partner open

**AFTER** this is confirmed get a domain (GoDaddy for example)

Use the page we send you to sign up as an affiliate so we can get your site coded/redirected

Get your account at Odesk and Gmail - make sure we get the passwords as well as your hire you also want to get a Skype account - **you will pay your Team directly**

We can work with you on creating a bio for your main pages, this'll include a direct line cell phone (we can change this if you get too many calls) - this will include something like "I'm part of a great community... the President of the AREA BRANCH.."

Initial accounts are created - traffic is sent directly/indirectly to your page which redirects them to an a page where we can add them to a list and follow up

At that point everything should be ready to go

**So...**

**Good news** - Ambassadors will have a Terminators help getting the SMM Policies in place - you should review them - no license/TF price, no paying for the time since we're testing this, etc. that's the good news

**"Bad" news** - you are paying for the Tot/TT

**Good news** - this will force you to be strategic and hire instead of doing it yourself, you'll get the machine going, your list built, etc. in the hour every other day that you're spending. You're also going to have a Terminator and at least 1-2 **TTs from our Team overseeing this with you...** this would usually cost a lot more but for the initial Builders we just want to get this going

**CRITERIA will be added** - So eventually this will only be available to Builders that have been active for 90 days, have a Team, etc. so this won't be for just "anybody" in fact this may become the entire Alliance project

**Bottom Line** - SMM is put in place to directly/indirectly get traffic to your/our page, people opt-in and eventually become Builders in your Branch.

### **Net Results - as an Ambassador -**

Again, make sure this is for YOU and you're excited about introducing Builders to the community as well as building your Branch

You won't be paying anything up front for this project since we're testing it and you won't have a license fee for the Policies and our help in getting them implemented - **but you will be splitting the cost of the hire**

You'll have tremendous leveraged credibility (PA for example) as well as an online presence, if this doesn't make sense for some reason, we can take your groups over and move them to another Builder and you can keep all the generated leads (you can also have your Tot/TT use the Policies for another project, without "licensing" our Policies - meaning you can use them however you want)

You will also have a Tot/TT that has implemented the Policies and understands exactly what to do so you can have them train others, focus on other projects, etc.

As you interview, bring on, consult, etc. other companies you can invite them to your meetings and we can help with the brainstorm Policies to arrange agreements with them

Depending on the process we may also arrange a cut for us to be involved directly with your target companies

You will also be able to direct Builders in your group to set PA and take a cut from the deals - every time this happens you are adding credibility to your organization

Eventually arranging for separate mini-Events is another source for huge income and dealings

After the initial growing pains the machine and "skeleton" will be in place, the opportunities are endless - **but we don't know what to expect, I want to be clear about that**