

Ambassadors,

I wanted to share this with everybody to give an idea of how powerful this machine is, we've been avoiding using exact numbers because we want to test more but here are some results Anna is having.

She works with us in the Alliance Project and she's well trained and her and Mills have been testing some of the Branch models.

What you'll see below has been copied and pasted from chats and emails that she used to create a Word document, we slightly edited the spacing and put it below.

Awesome stuff, I'm sure you're going to love it.

Thanks again, as always!

Stephanie
317-441-1441 (That's my cell)

Her info:
Anna Maier
(818) 660-1417 (Anna's direct line)

From Anna:

BadOzz and FREE ways to use your Branch in positioning.

Submit a press release

I have heard about this for a while and never batted a lash BUT when done locally it can make a huge difference. I have had three local, and I mean very local as in circulation to just a few neighborhoods, newspapers contact me because they got my the alert that I was the "International Business Builders Association (LOCAL)" Branch President.

Other local publications

I haven't officially been in any of the larger papers YET, but we have had exposure in my local high school papers (I have stories that would crack you up) and in a few local circulations as a result of my press release. I'm still getting this together to put up, but this will be KILLER for my seminars and workshops with local companies.

Google Adwords special pricing

This was so badass I felt like Stephe lol! I set up a new Adwords account and noticed some strange (test this) pricing when compared to my previous Adwords account. When I called and investigated further I realized that I got special advertising prices! They almost treated me like a PSA just because of my positioning. Maybe this is a fluke, but it's worth a try.

JayVees and GooRoos

The potential for this is exciting as actual Branches get set up. I was on a roll and decided to contact a few gurus and seminar promoters and the strangest thing happened...

... (ellipses like Azam lol!) they treated me like an equal and not an attendee. I have only done one JV and the speaker is supposed to send some emails for me and based on what they say I should get about 200-300 opt-ins but my niece and PIC partner in crime Janie was thinking about attending the \$4,000 seminar and she got a seat for free. This was the whole reason why I did the JV in the first place.

I now see how I can get into any of these seminars without paying! Also as the other six Branches get set up we can trade JV partners among each other and that would give us even MORE leverage.

I also see huge potential in partnering with national companies and we can use the six as instant leverage. Having these conversations with my current positioning has changed everything, it would be even more confidence inducing using 5-6 other Branches as leverage.

Leveraged Hiring with Churches and NPOs

This is probably the biggest shift for me. There have been so many models that Azam teaches that I wanted to do over the years, they all sound so incredible and I have to remind myself that I need to focus. So I used the audio about leveraged hires and we started working with churches and NPOs. The NPOs concept came from VV he is soooooo crazy lol, but we slightly modified the approach!

So with a church we'll (by "we", I mean the Branch) agree to train them with a model like the Lender/Agent Model and they'll provide the people to do the work and we'll split the profits. In the first month our gross is over 80k, not all of it has or probably will come in but I can do this all day long with the same model or different models.

It is like hiring a huge staff of people standing at your beck and call and you only pay them if they make you money, I think each Branch should be doing this because as you add the searching, website and social media presence it'll make the credibility even more solidified.

Positioned Access P/A Interviews

Admittedly I haven't done as much with this, but using the Branch has made the intros much, much easier. We did an interview with an attorney general and used the "Before you work with a real estate investor, here's the five questions the Attorney General wants you to ask". We also got one of our first ownership retainment agreements with a home security company and used "Here's what SWAT members do to make their houses five times safer from burglaries and murders!" I think if we shared our interviews or did a share hire we could all have one interviewing everybody and creating an e-compound with all our recordings so each Branch can use them.

MFM

I was in waiting for a flight and made some calls to random business owners. I spoke with four and gained compliance from three on the first call, they were all eager to have their best marketing "considered" to be moved to non-competitors with the meiji method. In fact one of them had already sent their ads before my flight departed! The amazing thing is that the only thing they know about me is that I'm the president of the local branch. I think this will be better when we all use sites and link to each others' branches.

FREE SWAG

I didn't know whether to include this or not but I heard an audio with Millie and Stephanie and they got some very high end computer systems sent to them for free by Apple and HP so I gave it a try. After making a single call (I was transferred to a manager and then got a return call an hour later) I got a brand new HP laptop sent to me so that I could do a review for the builders in my branch lol! To top it off when I sent an email about this there two investors who bought HPs and told me they did it because they thought it was "cool" that they did it. We all win! I think this is just the beginning and we can take this to much higher levels, I was thinking about calling Canon and getting a some camera equipment and in return I'd share the results with branch presidents because they would each have a crowd of their own.

Speaking Engagements

I've been invited to speak at two reia seminars and one landlord meeting. I haven't done any of it yet because I'm more nervous than a ceiling fan storeowner with a comb-over speaking, but this week I hired an intern and they will be presenting the WBE community. Need to build better policies here, but this is the first time I've had so many invitations to speak.

This is from maybe 20% of what is planned, and without the other branches to rely on so I can hardly sleep thinking about what we have here.

Anna