MARKETING FORMAT AND FACTS

* Welcome
* Love talking to women in this economy about building something for themselves
  + Economy/layoffs over 10 million out of a job
    - Underemployment (waiter, retail mgmt. usa today said average retail mgr. makes 19,000
  + College Debt average 60-80 thousand. Seems when we can’t get a job, we go back to school.
  + Credit Card Debt, average home is 16-18,000 in debt
  + Retirement 7% are prepared for retirement that is why we so more and more people working over the age of 65-75
  + Average Salary for women 37,000
  + Higher the education the more likely to own their own business
  + Typically I find people in one of two positions: Have money but no time or have time but no money.
  + Most americans spend 103% of their income
* MONEY:
  + 50% PROFIT
* I story
* 50% PROFIT
  + 5 Parties a month x 300 + 1500 ½ = 750
  + 10 Parties a month x 300 = 3000 ½ - 1500
    - 6 months of 5 parties a month is 4,500 10 for 6 months= 9,000
    - 12 months of 5 parties a month is 9,000 10 x 12 = 18,000
  + Website
  + Reorders
  + Consumable
* CARS
  + Cruze 425 80% insurance
  + Equinox, Focus 500
  + Caddy 900
  + NSD 1400 100% insurance
* FLEXIBILITY
  + You decide schedule
  + You decide to promote yourself
  + You decide how
  + Changed based on ages of my kids
  + Not quotas
  + No territories
    - Do you have family that lives elsewhere
* Here is what we have found that creates successful
  + Women who want an increase
    - Income
    - Self esteem
    - Leadership
    - Friendship
  + Relational Women
* Most Common Concerns
  + Not the sales type
  + Time
  + Money
  + Shy
* Faith brings increase and Fear takes away
* Tonight make a decision in courage and faith, tomorrow typically fear and doubt steps in.
  + What would you tell your kids (soccer example)