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)