

Planning for Profits

Empower Network

Target Market Profile

“Building a Business, Not Just a Downline”



7 Reasons Why Most Honest, Hardworking, Sincere People NEVER Make Money in Network Marketing

... And How We Are Going to Change That!



1 People Join the Wrong Company for the Wrong Reasons...

“People Sign Up For Emotional Reasons”

- Get in one the Ground Floor!**
- Massive Spillover Opportunity**
- Super Star Endorsements**
- Low Entry, Promise of Easy \$\$\$**
- Favor to Family, Friend, Co-Worker**

2 Compensation Plan Has No Room for Marketing Budget...

“Advertising is salesmanship in print.” – Dan Kennedy



3 Lack of Recruiting Skills and Marketing Knowledge & Tools

“ Half the money I spend on advertising is wasted; the trouble is I don't know which half”. – John Wanamaker



4 No Cash Flow

“Roman Was not Built In a Day”

**The KEY is to create and market
FUNDED PROPOSAL so you **GET
PAID** even when people don't join
your team because most won't!**

5 High Attrition Rates

Average Annual Industry Attrition = 80-90%

The CAUSE of attrition is usually a product or service people would NOT buy in the open market at that price if they do not have the promise of getting paid to do so.

6 Lack of Leads

“Lead generation is a term that refers to the creation or generation of prospective consumer interest or inquiry into a business’ products, services or opportunity.” - Wikipedia

- Connect**
- Direct**
- Enroll**

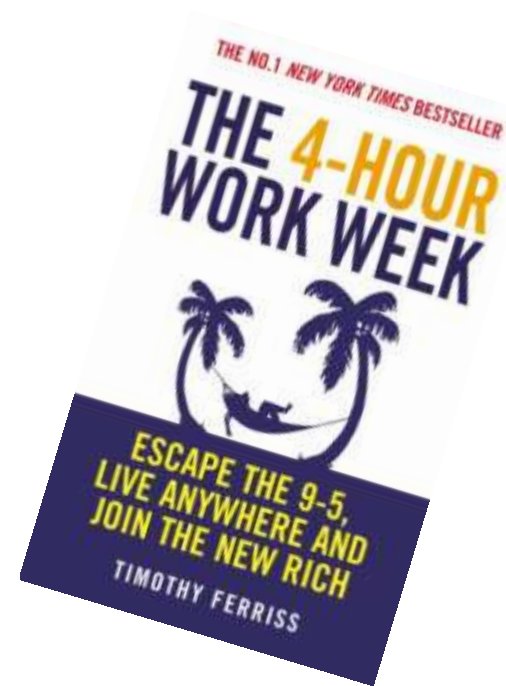


7 Crappy System or No System

WARNING: Systems Duplicate, People Don't



- OR -



Empower Network is a **Funded Proposal Funnel System To Generate Lead AND Suck in Cash Like an Out-Of-Control Vacuum Cleaner By Paying **100% Commission On Its Products****

... And Do It On 100% Complete Autopilot

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