

Welcome All AmeriPlan® Brokers To The Simple As ABC Training Center!

We warmly welcome you to the AmeriPlan® business opportunity and the Simple As ABC Team. Your timing is excellent, and rest assured - you are in good company here. We've spared no expense to bring you this powerful Training Center to help you get your business off on the RIGHT TRACK for a swift return on your investment!

If you are a SimpleAsABC Member, be sure to check your email. You will be receiving a set of emails each day for the next 30 days that will:

- help you get all your AmeriPlan® and Simple As ABC systems set up,
- help you develop new habits for success,
- provide full contact information for your Simple As ABC business coach,
- and provide excellent tips for Goal Setting, Time Management, and more!

In fact, you will be receiving a full year of support through the Broker Training emails which will help you get your new business off on the right path to major profits.

If you print each of the Broker Training emails when you receive them, by the end of your first year you will have a full ...very comprehensive... training manual which you can refer to again and again to train all new Brokers you bring into the AmeriPlan® family.

No need to worry if you are not yet a [Pro-Member user of SimpleAsABC](#). Although you will be missing out on some powerful automation tools and excellent exclusive PowerPacks, **our Training Center has been built to work as a stand-alone resource** to bring you **important tools, small business training, and support** --- all designed to help you get where you want to go ...and grow... in your new business.

Your success is VERY important to us! We're here to do everything we can to give you the power to achieve success.

Ready to get started? GREAT! Let's take a look at the "*Where Do I Start?*" section and let's get you rolling on your path to profits!

"Where do I Start?"

"The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one." ~ Mark Twain

You're in the right place. This is exactly where you start. You are going through the step-by-step training necessary to point you to profit this week!

By now your sponsor has already sent you an email welcoming you to the AmeriPlan® family. The email should contain important links, contact information, and a short overview of what to expect in the days ahead. **Be sure to print each training email** you receive and save them in a binder or folder ...or keep them in a file on your computer... eventually they will become an

excellent resource for you to help you train new Brokers you bring into our growing AmeriPlan® family.

The emails you receive together with this website are your daily resource to learn and get your questions answered.

Important Note: AmeriPlan® Brokers who excel in our business stay in **constant contact** with their sponsor for their first **60 to 90 days** in business. Regardless of how big your goals are, if you want to achieve them using AmeriPlan®... ..then **get plugged in** and show your sponsor how serious you are. **We recommend you contact your sponsor after you complete each and every task in the New Broker check list below.**

10 Steps To Get Your AmeriPlan® Business Up And Running - *FAST*

Step 1: Set up your online marketing tools. If you are using Simple As ABC for marketing your AmeriPlan® business this will be quick and simple following the Action Steps contained in your first 2 emails. Done? Great! Call your sponsor!

Step 2: Attend the next New Broker Training Call (you can get the details for this from your sponsor or check the next page here in your Simple As ABC Training Center). Done? Great! Call your sponsor and let him/her know!

Step 3: Create your list. See the Memory Jogger for help. Done? Great! Call your sponsor and let him/her know!

Step 4: Complete your weekly work schedule. Done? Great! Call your sponsor and let him/her know!

Step 5: This one is very important. **Complete your Personal Goals exercises.** Done? Great! Call your sponsor and let him/her know!

Step 6: Listen to the powerful audios by Dale Brooks, Mark Jarvis, and Roger Campbell. Done? Great! Call your sponsor and let him/her know!

Step 7: Set up your "Personal Progress Chart" to help you keep on track with your new AmeriPlan® business. Done? Great! Call your sponsor and let him/her know!

Step 8: Get to know your AmeriPlan® business. One of the best ways to get started understanding the benefits and the Broker rewards that come with your AmeriPlan® business is to listen to the pre-recorded calls. They provide excellent introductions and overviews to your business. Done? Great! Call your sponsor and let him/her know! *(Side Note: You'll also want to take time over the weeks ahead to read through your Member Information Guide and Broker materials when they arrive. The more you know about your AmeriPlan® business, the more confidence you will have sharing it with others.)*

Step 9: Review the current regulations regarding the Do Not Call List and the Can-Spam Act. Done? Great! Call your sponsor and let him/her know!

Step 10: Learn about "warm market" and "cold market" approaches and review the scripts we have available for you to help you build your AmeriPlan® business. Done? Great! Call your sponsor and let him/her know and let's get you making some money!!

Tools You Will Need For This Section

To make this as simple as possible, we packed the New Broker section of the Simple As ABC Training Center with all the information you need to complete the above 10 Steps To Success. Here's a few things you'll want to have before proceeding...

- RealPlayer installed (most computers have this - if you don't, [click here to download a free copy now.](#))
- Adobe Acrobat (again most computers have this - [click here for a free copy](#) if your computer doesn't have it.)
- Three different color highlighter **markers** (optional, they will help for one of the exercises coming up.)
- Plenty of paper in your printer, a notebook to take notes, and a pen (or pencil :o).

Ready to get going? GREAT! Click on the link [New Broker Training Call](#) and let's get you rolling on your path to profits!

Step 2 On Your Path To Profits!

Here's one of the BEST PIECES OF ADVICE we can ever give you for tremendous success in your AmeriPlan® business...

If You're Really Serious About Your Success -- Plug In To All Training Calls!

Yes! You read that correctly. Without a doubt, the Brokers on our T.E.A.M. who experience the most success with their business **attend every training call and live training event** they can!

Here are the details for your first training call...

New Broker Training Call

Every Monday night a New Broker Training Conference Call is hosted for the Simple As ABC Team. **This is one training event you don't want to miss!**

DETAILS

BROKER Training Call: Hosted by Mike McDonald, NSD and Brad Murraray, NSD.

Date: Mondays 7: PM CST
By Phone: (580) 474-3685 Pin: 99477#

We'll be looking for you there!

Here's just a few of the benefits you can experience when you take advantage of the Simple As ABC training calls...

- they will empower you to take action,
- they'll keep you informed and up to date,
- they'll help build your confidence,
- they'll help you grow as a person and as a member of the T.E.A.M.

...and most important, **you'll discover many of the secrets to success** some of our Leading Brokers have as they share with you what it takes to REALLY MAKE MONEY with your new business.

In addition to the New Broker Training conference call, you'll want to check the [Simple As ABC Calendar](#) often to keep up to date on all calls and special events happening. Remember ...this is important... ...the Brokers on our T.E.A.M. who experience the most success with their business **attend every training call and live training event** they can!

Ready for the next step? GREAT! Let's move onto "*Memory Jogger*" and get your list ready to create some magic for your business!

Step 3 On Your Path To Profits

Step 3 is probably one of your most IMPORTANT steps to building a SUCCESSFUL business with AmeriPlan® - building your LIST.

What is your list? In a nutshell, it's your "circle of influence" ...the people you know, who know you. In this section, that's the exercise you will be doing - building your List.

But there's more to it than you may think...

"It Surprises Us How Most People Miss This"

Your "circle of influence" goes well beyond the people you know. If you've ever seen the movie "Six Degrees of Separation" you already know what we mean here. According to population statistics, the average person has a relationship with 250 people! In other words, if you wrote down a list of everyone you personally knew, it would likely add up to around 250 people.

And that's just the people you know. **Here's why** you will want to contact people you know *even if you believe they WON'T be interested* in AmeriPlan® benefits or opportunity...

Many highly successful people in Network Marketing have achieved their success as a result of someone they knew introducing them to someone they know ...to someone they know... to someone they know... until suddenly, the introduction is made to one of the biggest business builders to ever join the Team!

Which brings us to a very important tool we've created here to help you build YOUR list... The Memory Jogger.

Important Note: Simple As ABC Broker training is designed to train you to build your business in both the WARM Market and COLD Market. **The upgraded version of Simple As ABC goes far beyond training.** We have more than 120 professionally pre-written contact emails ...both for your WARM markets and your COLD markets... all designed to make your job as simple as ...well... **as Simple As ABC!!**

The fastest way we know to make \$3,000 Is...

The best way to have success right away is to build a list of contacts. This will enable new people who have not yet been exposed to our business, to have the opportunity to see what we are all about.

NOBODY can make you ...force you... to talk to anybody! YOU must decide what you are willing to do! We can tell you this: **The fastest way we know to make \$3,000 is in the WARM Market.** The COLD market will get you there for sure! Just not as fast. **The smartest and most profitable Brokers work BOTH the Warm and Cold Market.**

After using the Memory Jogger below, many of our New Brokers have surprised themselves by turning out a list of 50, 100, 200 --- and more! **Here's a tip for you - ENJOY the process!** Heck, you may not even contact absolutely positively every single person's name you write down after completing this exercise... **WRITE THEM DOWN ANYWAY!** As you grow in your confidence, and your new business, you will see how valuable this list will be for you and your future!

Template For Your List: to download a .pdf "fill in the blanks" template to create your list --- [click this link](#) --- (or right click it and save it to your computer). You may want to print out more than one copy for this exercise.

Now, go through the MEMORY JOGGER list below, and as ANY name comes to mind add them to your CONTACT LISTS:

LIST YOUR WARM MARKET FIRST		
Address Book Business Cards Christmas Card List	Neighborhood List College Friends Co-workers	Old co-workers Teachers
LIST YOUR RELATIVES NEXT		
Parents Brothers Aunts Nieces Nephews	Grandparents Sisters Uncles Cousins Grandkids	Father-in-law Mother-in-law Brother-in-laws Sister-in-laws Other in-laws
WHO IS/ARE MY... ?		
Accountant Association members Auto mechanic Bowling Team members	Fishing buddies Florist Friends Housekeeper	Favorite Waitresses Favorite Waiters Computer Tech ISP Support Person

Bus driver Car salesman Card group Child Care Provider Children's friends parents Church members Club members Convenient Store Manager Co-workers Delivery Person Dentist Office employees Doctor's Office employees Donut Shop Manager Dry Cleaner Fed Ex Driver Fireman	Hunting buddies Insurance Agent(s) Jeweler Lawyer Leasing Agent Mailman Maintenance Person Minister(s) MLM friends Neighbors Optometrist Paperboy Pharmacist Police Property Manager Real Estate Agent	Pet Groomer Retired Coworkers Retired Friends Retired Relatives Bottled Water Supplier Coffee Supplier Florist Sports Team members Supermarket managers Tailor Hairdresser Truck Drivers UPS Driver Veterinarian Barber Day Care Owner
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WHO SOLD ME MY ...

Appliances Boat Business cards Camper Car Computer Craft Supplies	Fishing license Fishing Bait Furniture Glasses/contacts HDTV House Hunting license	Office Equipment/Supplies Telephone/Cell Phone Tires And Auto Parts Sony® Playstation Stereo Vacuum cleaner Wedding items
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I KNOW SOMEONE WHO IS A ...

Antique Dealer Art Instructor Avon Rep Bank Teller Bus Driver Carpenter Chiropractor Contractor Dietitian Editor Electrician Fire Chief	Fisherman Garage Mechanic Golf Pro Interior Decorator Lab Technician Librarian Real Estate Lifeguard Model Motel Owner Music Teacher Notary Public Nurse	Office Manager Pilot / Stewardess Printer Restaurant Owner Seamstress Secretary Security Guard Sheriff Student Tupperware Rep Waitress Welder
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I KNOW SOMEONE THAT ...

Cuts My Grass Delivers Parcels / Packages Dry Cleans My Clothes Goes Bowling with Me Hung My Wallpaper Is in My Book Club Is in Rotary, Lions Is My Baby-sitter Is my Barber/Hairdresser	Is my Former Boss Lives Next Door Owns My Apartment Painted My House Repaired My TV Sells Ice Cream Sells Me Gasoline Teaches Ceramics	Teaches My Kids Was in my Car Pool Was my Best Man Was My Maid of Honor Was My Navy Buddy Was my Photographer Was my Professor Was My Teacher
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I ALMOST FORGOT ABOUT ...

Judges Fast Food Chain Employees Hotel Managers Motel Managers Emergency Medical Service	Farmers Agriculturalist Conservation Officers Gas Stations Monument Business	Funeral Director Grain Operators I.e.. Elevators Landscapers Title Agent Speech Therapist
THIS IS TOO FUN TO STOP SO ...		
My Broker My Bank Teller The Scuba Instructor The Karate Teacher	The Piano Teacher My Landscaper The Guy Delivering My Gas The Coffee Shop Group	The Cub Scout Leader People I Met At The Fair The Taxi Driver My Garbage Man/Woman

You should have at minimum 50 to 100 people on your initial list, probably 300 (maybe more) if you use all the ideas on how to build your list mentioned above.

Normally after completing this exercise most Brokers would tell you that you should start calling your list within 24 hours of enrolling as a broker. They say procrastination is the key to failure.

At Simple As ABC we want to make sure you get rolling on the **RIGHT TRACK** --- which you will discover **IS the FAST TRACK TO SUCCESS**. You'll see what we mean by this as you proceed through the 10 Steps For Success...

Step 4 On Your Path To Profits

"Eighty percent of success is showing up." ~ Woody Allen

Perhaps the hardest part for most Small Independent Business Operators is carving time out of their busy schedules to apply to their business. It's very important that you take some time now to draft up a schedule that will work - for both you and your family.

You need to plan your AmeriPlan® work schedule so that you know you are putting in adequate time to get the results you want. Your sponsor wants and needs to know the hours you plan on working so he is available to assist you with 3 way calls. Writing down your schedule increases the likelihood of your discipline and productivity by 500%... Enough said?

Here's a sample work schedule you can use as a guide...

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
8am-12pm	JOB	JOB	JOB	JOB	JOB	Work AmeriPlan®	Church
12pm-5pm	JOB	JOB	JOB	JOB	JOB	Family	Family
6:30pm - 9:30pm	Work AmeriPlan®	Work AmeriPlan®	Work AmeriPlan®	Work AmeriPlan®	Family	Family	Work AmeriPlan®

[Click here to download](#) a .pdf format "fill in the blanks" template you can use to mark down your AmeriPlan® work schedule. (Or you can right-click the link and save this template to your computer.)

Family Tip: You can work hard and keep family your priority! A prominent NSD arranged a regular family hour for dinner from 5:30-6:30 EVERY evening. His family knows that he is there for them and knows that after dinner Daddy is working on building a better tomorrow for the family. This really helps him keep balance and family harmony. Many Professional Networkers take Friday and Saturday evening off because it is the lowest time of the week to contact people at home. In his home EVERY Friday night is Dinner & Movie Night with his wife Verna... Family First!

Keep in mind, you don't need to put a lot of hours in to do this business and be successful. But you DO NEED TO BE CONSISTENT about investing at least some time every week. **Small actions done consistently can yield big results.**

Ready for the next step? GREAT! Check out the *"Personal Goals"* section for one of the MOST POWERFUL methods of developing your goals -- and an even more POWERFUL method you can apply beginning today to help you get everything you ever wanted in life!

Step 5 On Your Path To Profits

***"People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents."
~ Andrew Carnegie (1835 - 1919)***

Why write down your goals? We think Jim Rohn said it well "We all need lots of powerful long-range goals to help us past the short-term obstacles."

Goals Can Unleash Your Inner Power!

There's been more than enough written on the subject of goal setting that we won't go into it all here. It's enough to state **...loudly and clearly...** that if your goals are strong enough, if you're honestly passionate about what you want in life ...these "passions" (aka "goals") become the strongest motivation you will ever have in your lifetime!

There are many different techniques taught for setting goals and achieving goals. In fact, there are several different excellent software programs and seminars that deal with this important subject. But we're not here to sell you something... Instead, here's one method which works well for many highly successful people.

Your REASON WHY

Step 1: This will require a couple sheets of blank paper (or a notebook). Start writing down 100 goals you have that you would like to accomplish over the next 5 to 10 years. Something like:

- - Pay off XYZ loan by _____ date.
- - Buy a new big screen TV for _____ date.
- - Visit Disneyland _____ month/year.
- - Take a class on [fill in the blank].

- - Travel to [fill in the blank].
- - Build up my investment portfolio to \$1,500,000 Net Worth on or before _____ month/year.
- - You get the picture?

It's important to put in some small attainable goals mixed in with some very BIG DREAMS! It feels so very good when you can scratch goals off your list as your AmeriPlan® business helps you achieve them!!

TIP: The more specific and measurable your goals are, the more likely you will be able to achieve them.

Step 2: Take a highlighter marker and highlight your TOP 10 GOALS - those you want to achieve the absolute positively most in your life.

Step 3: Of your TOP 10, single out 3 that you feel right now would be the easiest for you to achieve.

Well, okay, right now maybe all of your TOP 10 feel out of reach ...but let me assure you, you do HAVE THE POWER reach them, no matter how distant they may feel right now.

Okay, got your MOST IMPORTANT 3?

Step 4: Get three 3 x 5 index cards and write your MOST IMPORTANT 3 GOALS down on each of them - all three goals go on each card.

Step 5: Put one card where you are sure to see it several times during your day (for example, maybe the dashboard of your car if you drive back and forth to work each day).

Step 6: Tape one card to your bathroom mirror where you will see it every morning when you wake up (and maybe at the end of each day before you retire for the evening).

Step 7: Put one card in your wallet or your purse and carry it with you. Pull it out and read it when you need the inspiration to focus on where your future is now headed thanks to your AmeriPlan® business.

Note: It's a GREAT idea to laminate your TOP 3 goal cards. As you accomplish your Top 3 goals (you CAN and you WILL if they are important to you) then you're ready to repeat this exercise... and you'll want to save a copy of each laminated goals card you've achieved in your "milestone" box/memory book. Many successful people will complete at least one Goal on their TOP 3, then repeat the exercise doing a new TOP 3 or keeping the 2 not complete and adding a new goal to create a new TOP 3 card set.

"Excellence is not a singular act, but a habit. You are what you repeatedly do." ~ Aristotle

You know, a lot of people scoff at the idea of writing down their goals - reading them everyday - seeing them everyday.... but there is a very powerful reason for doing this. Two things will begin to happen:

1. You will constantly be reminded of your reason why, something you will need during the ups and downs of running your own business. This will be a powerful tool to help carry you through.

2. We're not going to go into the whole psychology thing of it here, but we will say this - when your subconscious mind picks up on the message over and over and over, you may find that you begin attracting the means to reach your goals a lot faster than you ever imagined.

Don't believe it? Well, that's okay... just trust in the process -- call it an experiment in time -- and see exactly what happens if you follow through. Let's make an appointment to revisit this page 5 years into the future (bookmark this page now) and tell us what happened!

Okay... now you've really done a lot of personal homework so far. Are you ready for a break?

GREAT! The next section is "*The Talk*"...turn your speaker volume up... and get ready for one of the most powerful and inspirational talks by Mr. Dale Brooks!

Step 6 On Your Path To Profits

"Pay less attention to what men say. Just watch what they do." ~ Dale Carnegie

Leaders in our business are leaders for very good reason. They make strong definite decisions to succeed ...and they take action. For this part of your training, you are going to hear from 3 remarkable men, all highly successful Independent Business Owners with AmeriPlan®. You'll want to take notes. There is a lot of information to absorb. Get ready to be inspired!

To listen to this and other training you will need RealPlayer. [You can download a free copy of RealPlayer through this link.](#) **Note To Webmasters:** PLEASE do not link to these audio files. We are maxing out our teams server's bandwidth. Please host these on your site. If you have any need for help in this area email: support@simpleasabc.com for assistance. THANK YOU.

Meet Mr. Dale Brooks!

On May 15, 2001 a conference call was held by Mr. Dale Brooks that has inspired hundreds of people to greatness in their AmeriPlan® business. Although the statistics have changed (he's making far more today than he was then) the information presented on this call is still timely today.

Get ready for a very powerful presentation here ...turn up your speakers... ...turn off your phone... ...close off the outside world... ...and listen.

THE TALK --- by Dale Brooks
NVP 5/15/01 (21 min) - Real Audio



Wow! Now that's some powerful advice from a man who has "been there - done that" -- and shares it all with us now.

Meet Mr. Mark Jarvis!

Regardless how new you are to AmeriPlan®, it won't be very long at all before you hear the name **Mark Jarvis**. His tremendous success, and dynamic leadership, has helped thousands on their own path to success.

It is with tremendous pleasure for us all here at Simple As ABC to bring Mark Jarvis to you. You'll want to listen closely to his LIVE presentation on "**Becoming A Leader**" ...it can happen for you!

Whatever you desire to become ...whatever heights you want to reach in your business ...this is one audio that will inspire you to greatness! [Click To LISTEN NOW!](#)

Meet Mr. Roger Campbell!

When Roger Campbell first joined AmeriPlan®, the odds against success ever happening for him were stacked sky high. Do you have any idea what "hungry" really feels like?

It is such a pleasure to have Roger Campbell visit with us. Someone told him once... **"If you want to change your life, show up."** He gives us all a powerful presentation on "**The Decision To Succeed**" that you definitely don't want to miss! You are in for a real treat here...

Roger made a decision... if you only knew how bad things really were for Roger, you would quickly realize what an incredible inspiration he is to each and every one of us.

[Click To LISTEN NOW!](#)

Your AmeriPlan® business CAN get you where you want to be in life. **Remember, small actions done consistently can yield big results...** but you also need a tool to help you track your own personal progress -- something simple, and completely non-threatening, yet still help you strengthen your commitment and track your personal growth and business progress.

The next step will give you the perfect tool to help you stay on track. Are you ready? GREAT! Let's move on to the "*Personal Progress Chart*" and let's get you rolling on your path to profits!

Step 7 On Your Path To Profits

"No man is great enough or wise enough for any of us to surrender our destiny to. The only way in which anyone can lead us is to restore to us the belief in our own guidance." ~ Henry Miller

The tool you are about to receive will become your partner, your friend, and your guide in the ...weeks ...months ...years... ahead as you build your AmeriPlan® business. Look on it as the "friend" you have to help you help yourself.

Okay, maybe that's a little corny, considering it's just a simple chart -- BUT IT IS POWERFUL! You see, the truth of this business is... ..no matter how much this Training Center helps you, no matter how much support you receive from your sponsor and upline Brokers, no matter how much mentoring, coaching, prodding you receive from others, the bottom line is a popular quote said over and over in our industry **"If it's to be - it's up to me!"**

BUT - do you really need to beat yourself up over and over and over because maybe you feel you aren't having enough success, or making enough progress, or just aren't quite where you want to be yet in your AmeriPlan® business?

We say -- be kind to yourself -- and use positive tools to help you track your progress.

A Remarkable Tool To Help You Succeed In All Areas Of Your Life!

When you download your "Personal Progress Chart" from the link below and read the simple instructions for using it, you will see how easily it can also be adapted for other areas of your life where you want measurable results. You may discover even more creative ways this simple, yet powerful tool, can be used as a self-accountability guide for your children, for your own self-development goals, and more.

We've built it here for you as a tool to help you track your AmeriPlan® business, and if you use it consistently... ..and honestly... over the weeks, months, and years ahead, **you WILL see RESULTS!**

[Click Here To Download Your Simple As ABC Personal Progress Chart Now](#)

If you like, go ahead and right-click on the above link and save a copy of this chart on your computer.

Now get ready for another powerful tool which will help you learn, prospect, train, and duplicate... Ready for the next step? GREAT! Check out the *"Pre-Recorded Calls"* and discover the tool that is helping thousands grow their AmeriPlan® businesses at phenomenal rates!

Step 8 On Your Path To Profits

Do you realize how valuable your AmeriPlan® business and benefits really are ... for you ... for your family ... for your friends ...? The more you know about it, the stronger your belief will be in this remarkable opportunity that has been given to us all thanks to the Bloom brothers!

Here's a list of the calls you will want to listen to, again and again... PRINT THIS PAGE OUT!

Call and listen to ALL the options. **Here's the number 1-580-431-2808 and here are each of the options:**

1. The AmeriPlan® Opportunity - 3 minute sizzle message, use this call as a teaser for more information ...just 3-way your prospects into this option and after listening, ask if they have any remote interest in getting more information. Then take them to one of the other options.

2. Nationwide conference call - Monday night nationwide conference call 20 minutes, if your prospect wants more information this is a great call to give them more of an overview of AmeriPlan® and hear a few testimonies from other brokers.

3. New Broker training - New broker orientation and how to get started 20 minutes, great place to get started on the how-to's.

4. Mark Jarvis Leadership Call - Nation wide leadership call - this call is for all brokers who want to get to NSD.

5. AmeriPlan® Benefits - Overview of the member benefits program - great place to hear and learn about the benefits and how they work. Listen to this 3 or 4 times. Also great to send a prospect to hear about the benefits.

6. AmeriPlan® Compensation Plan - Overview of the marketing plan - Show Me The Money, this is where you learn the marketing plan and how it works. Listen to this 10 times.

7. Spanish Conference call - Nationwide AmeriPlan® overview in Spanish - send all your Spanish speaking prospect to hear about AmeriPlan®.

8. Stay At home Moms - Nationwide call with three of AmeriPlan® stay at home MOMS - hear from work from home Moms who are raising kids and build a huge AmeriPlan® business. This is a very powerful call.

Let's pause for a moment now and see what we've got so far...

1. Working closely with your sponsor (or following the emails you receive from Simple As ABC - upgraded members only) you have set up your Broker marketing tools/website.
2. You've set an appointment to attend the next New Broker Training conference call (or may have already attended?).
3. You've created your LIST with the help of the Memory Jogger.
4. You've set up your AmeriPlan® weekly work schedule.
5. You've completed your Personal Goals exercise.
6. You've listened to "The Talk" by Dale Brooks.
7. You've printed out a copy of your "Personal Progress Chart."
8. You've listened to the calls above (or at least Call #5 and have mapped out some time to listen to the rest in the very near future).

Now it's important you know about certain regulations which affect all businesses, small and large, online and offline...

Ready for the next step? GREAT! Let's move on to "*Regulations Overview*" to get the facts you need AND maybe debunk a myth or two while we're at it.

Step 9 On Your Path To Profits

"Never stop learning and growing. The more you know, the more confidence you will have." ~ Brian Tracy

This section is necessary to protect your investment in yourself and your AmeriPlan® business. There are certain regulations which affect us in how we can (and cannot) do business in today's world and we hope to provide some clarification here and important links to additional information that we believe it is in your best interest to know and understand..

IMPORTANT NOTICE: While every attempt has been made to verify the information provided in this section, neither the author nor the publisher (Simple As ABC), nor any partners in association, assumes any responsibility for any errors, inaccuracies or omissions. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This web page is not intended for use as a source of legal advice. You should be aware of any laws, which govern business transactions or other business practices in your state.

Whew! Had to say that right up front 'cuz you know, we're not lawyers here -- but our lawyers insisted we add the above statement before getting into the following subjects.

3 Important Regulations Affecting Your AmeriPlan® Business And Practical Steps You Should Take

Keep in mind, you don't have to be a lawyer to run a small business... ..but you should be aware of certain regulations affecting your AmeriPlan® Business. The [Simple As ABC website](#) has taken every step possible to take the guesswork out of the equation (particularly in regards to #1 and #3 below) to help you market your business effectively.

There are thousands of laws directing how business is conducted in the USA, but the following are 3 areas we feel you should be aware of before doing business online or by phone.

1. AmeriPlan® Internet Compliance Policy

Many other Brokers with AmeriPlan® aren't even aware there is an AmeriPlan® Internet Compliance Policy for promoting your business online. Did you know every single one of our **more than 100 e-mails** (including Leads messages, Prospect messages, New Member messages, and New Broker Training messages) went through thorough review with the AmeriPlan® Compliance Center and **have been completely approved** for use by our [upgraded members](#)?

It's important you be aware this policy exists. It exists to protect all AmeriPlan® Brokers... to keep our businesses safe and well within the law for best business practices. **Simple As ABC wholeheartedly endorses this policy!**

Before you begin promoting your business online - whether it be through designing your own messages and/or website or promoting your business with any other systems available to AmeriPlan® Brokers, make sure all materials are compliant with the AmeriPlan® Internet Compliance Policy. (Believe it - there are some sites out there that aren't compliant... they have a lot of work ahead of them and face the risk of being shut down - or worse - if they fail to make required changes.)

Where do you get a copy of the policy? Simply [login to your AmeriPlan® Broker Support center](#) and you will find the applicable link to it in the left-hand menu options.

2. The "DO NOT CALL REGISTRY"

The now-famous "DO NOT CALL REGISTRY" - we're referring to the **National Registry** here, not independent State registries.

Briefly, here is a short introduction for you...

The Federal Trade Commission (FTC) issued the amended Telemarketing Sales Rule (TSR) on January 29, 2003. Like the original TSR issued in 1995, the amended Rule gives effect to the Telemarketing and Consumer Fraud and Abuse Prevention Act. This legislation gives the FTC and state attorneys general law enforcement tools to combat telemarketing fraud, give consumers added privacy protections and defenses against unscrupulous telemarketers, and help consumers tell the difference between fraudulent and legitimate telemarketing.

One significant amendment to the TSR **prohibits calling consumers who have put their phone numbers on the National Do Not Call Registry**. Another change covers the solicitation of charitable contributions by for-profit telemarketers. Other key provisions:

- require disclosures of specific information
- prohibit misrepresentations
- limit when telemarketers may call consumers
- require transmission of Caller ID information
- prohibit abandoned outbound calls, subject to a safe harbor
- prohibit unauthorized billing
- set payment restrictions for the sale of certain goods and services
- require that specific business records be kept for two years

The Federal Communications Commission (FCC) enforces the Telephone Consumer Protection Act (TCPA), which also regulates telemarketing. The FCC recently amended its TCPA regulations, which touch on many of the topics covered by the TSR.

Many states also have laws regulating telemarketing. The FTC and the FCC are working with states to harmonize Do Not Call requirements at state and federal levels for a unified national system enabling "one-stop" service for consumers, as well as businesses seeking to comply with the requirements. For information about a particular state's laws, contact the state attorney general's office or another state consumer protection agency.

If your telemarketing campaigns involve any calls across state lines – whether you make outbound calls or receive calls in response to advertising – you may be subject to the TSR's provisions. [The "Facts for Business" guide on the FTC site](#) describes the types of organizations and activities that are subject to the TSR and explains how to comply.

We are DEFINITELY NOT going to interpret these laws for you here because we've heard at least 5 different lawyers ...all claiming to specialize in this area of law... and heard 5 different interpretations of the TSR and the TCPA from each. So here's some links where you can get all the details first hand. **If in doubt, contact your NSD and ask questions - never be afraid to ask questions!**

- [National Do Not Call Registry Home Page](#) - This FTC (Federal Trade Commission) website contains EVERYTHING you ever wanted to know (but were afraid to ask) regarding the Do Not Call Registry. You will find links to what you NEED to know as a business owner/operator as well as links to consumer/users who want themselves placed on the list.
- [FCC Regulations Regarding The Do Not Call List](#) - This is a HUGE .pdf document (164 pages) which goes into great detail regarding the registry. No, you don't have to know all of this. We've provided the link here for those who really like to "dig into" the details. You name it - it's in there (well, actually faxes are covered but emails are not). TONS of info! *(If you're really interested we recommend you right-click this one and save it to your computer for reading later - it really is HUGE.)*
- [Complying With The Telemarketing Sales Rule](#) - From the FTC website, another very detailed report (not available in .pdf format at the time of building this web page, sorry). *"The Amended TSR at a Glance"* on this website is worth reading.

Here's an answer to one Frequently Asked Question direct from the FTC website "[FTC Consumer Alert - Q&A: The National Do Not Call Registry](#)" which will give you a quick understanding of why we have a "lead capture system" in place at Simple As ABC.

Question: "I'm happy to have the choice to limit telemarketing contacts, but there are some telemarketing calls I don't mind receiving. Is there a way to allow only certain companies to call?"

Answer: "Yes. If you give a company your written permission to call you, they may do so even if you have placed your number on the National Do Not Call Registry."

Now you see why **we CLEARLY STATE** on our tour registration pages that prospects are granting us permission to contact them when they submit their contact information to take the tour.

[Upgraded members with Simple As ABC](#) have a serious advantage with their follow-up emails. Each message strongly encourages Prospects who have taken the tour of their Simple As ABC website to call them. Many Brokers may find themselves receiving as many calls as they are making for their business, thanks to the pre-written messages in their upgraded account.

3. The "CAN-SPAM ACT"

Don't hit the PANIC button yet. It's not all as horrible as it may seem after going through the above two sections. Here's the basics you need to know about the CAN-SPAM ACT:

1) The law became effective Jan 1, 2004. [For those who would like the full details regarding how the Act came to be and further revisions it may have in the near future, here's a direct link to the government documents relating to the CAN-SPAM ACT.](#) If you would like just a copy of the Act itself, [click here](#).

2) The Act prohibits using or falsifying email header information.

- 3) Prohibits the use of open relay to "deceive or mislead recipients" about the origin of a commercial email.
- 4) Prohibits "harvesting," "dictionary attacks" and "spoofing."
- 5) **Prohibits commercial email** without an unsubscribe process.
- 6) Prohibits automated methods to sign up for free Web-based email accounts. (Like Yahoo or Hotmail)
- 7) Prohibits registering for "5 or more" email accounts or "2 or more domain names" with false information and using them to send commercial e-mail messages.
- 8) Prohibits sending "sexually oriented material" unless it includes a label to be created by the FTC. And, you don't have to do that if it is opt in. (Violations punishable by up to five years in prison and a \$250,000 fine)
- 9) The FTC to produce a report on possible mandated subject line labeling, such as ADV (required in CA) for advertising. As currently drafted, the Can Spam Act requires UCE to carry such information identifying it as an advertisement or solicitation but does not mandate any specific language.
- 10) Organizations that send commercial email must include a physical postal address. (Simple As ABC has incorporated this requirement very professionally for [Upgraded members.](#))

Note: This law is subject for review and will probably be revised several times in the years ahead. For example, 6 months from the enactment of the Can-Spam Act, the FTC is required to submit further plans for amendments to the Senate, including plans for adding/implementing a DO-NOT-E-MAIL REGISTRY. Also, further revisions may be enacted as soon as 9 months after the original Act went into law. You can expect a lot more changes ahead for the Can-Spam Act!

Caution: If you are using leads (phone and/or email leads) to help build your business, you really need to be very careful you are getting them from a reliable reputable source. Cheap leads could land you in very expensive trouble. It's your choice - your money - and your business ...you decide.

Enough Already! I Just Want To Make Some Money!

Okay, sorry to keep you waiting this long. If you are ready to start making some REAL MONEY with your new AmeriPlan® Business --- **GET EXCITED** --- we're about to turn on the profit machines! Let's roll on into the next step -- "[Warm Market vs Cold Market](#)" and let's get you rolling on your path to profits!

Step 10 On Your Path To Profits

Congratulations! If you've made it this far through the HEAVY material, you ARE going to be AMAZING with AmeriPlan®! You see... one of the biggest secrets to success in ANY business is persistence. We know we've thrown a whole lot of material at you in a very short space of time here and your diligence to go through it all page by page tells us YOU HAVE WHAT IT TAKES TO SUCCEED!

You may also be happy to note that this final page in the 10 Steps is probably one of the easiest and will lead you forward to finally making some money!

What HOT, Warm, And Cold Have To Do With Making *FAST* Cash

Remember your list from the Memory Jogger exercise? Most of the names you have written down will fall into HOT ...or... Warm ...only those you don't know and have never met really fall into Cold (although some people say those you've barely met also fall into Cold - it's a matter of personal opinion, really).

First, let's define what a HOT name is. This is a prospect you know really well, one who knows, likes, and trusts you ...and you know without a doubt they will put the Member benefits to good use, and may even be quite excited by the opportunity to earn extra income as a Broker.

We recommend you highlight these names with a **fluorescent lime green highlighter** - GREEN means GO!

Next, you'll have a list of names who know you, probably like you, and would probably like to hear from you. Let's call them Warm/Hots and highlight these names with a **yellow highlighter**.

Finally, with the exception of those you don't know at all, the balance becomes your Warm list. Go ahead and use a **pink highlighter** for them if you like, or you can leave them unhighlighted (is that even a word? :o) for now.

Those you don't know at all - have never met - yep! ...you guessed it! - they're your Cold list. Leave 'em alone for now.

Ready to make some money? GREAT! Click on the navigation tab above labelled "*Scripts*" and read through the Script Options - particularly "*LASER® System SCRIPT Abbreviated - Approach Scripts*" and "*The Easiest Approach*" - then call your sponsor and let him/her know you're ready to go over the 3-way call ground rules and GO FOR IT!

You could be making money THIS WEEK!

Whew – we are all done for now!! If you are reading this OFFLINE, make sure to get online when you get a chance and check out the *interactive* version of the New Broker training guide!

<http://training.simpleasabc.com>

Get your very own SimpleAsABC system, and see why over 6,000 other AmeriPlan® brokers have chosen SimpleAsABC to help them build their business! Just \$5 sign-up for the PRO version, or FREE for a limited site.

To sign-up now, go to <http://www.simpleasabc.com> and look for the signup links near the bottom of the page. SimpleAsABC offers a professional Internet Marketing system designed specifically for AmeriPlan® Brokers to explode their business! You will get your own personalized Marketing Sites to promote both the benefits AND the business opportunity, a contact manager that will help tremendously in organizing your business, world-class training and more...