THE POWER PLAN

Training Workbook

The Proven Way To Start Your Ignite Business!
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Welcome to Ignite

Congratulations on your decision to start your Ignite business. You have embarked on a journey that has impacted the personal and financial lives of thousands of people; people just like you. In this workbook you will learn how these people, from all walks of life, are succeeding with Ignite using the Power Plan. This simple system combined with your personal diligence and determination is all you need to succeed with Ignite. Are you ready? We believe there are no personal or financial goals that you can’t accomplish if you put your mind to it and use the Power Plan as your guide.

Before you get started, please heed this warning; don’t talk to anyone about your new business yet! The time for that will come soon, but jumping out in front of your training may result in unnecessary mistakes and disappointment. First you must complete your Power Plan training and get together with your sponsor or upline leader who have a vested interest in helping you. Working together with experienced leaders will dramatically increase your rate of success.

Phase I – Become Qualified (to get paid)

Phase I focuses on what you need to do to become qualified to get paid on your personal associates and become a Qualified Director (QD). Until you are qualified to get paid there is no reason for you to do anything else in your business. Make this your #1 priority. And by-the-way, completing Phase I will also trigger your first check.

Phase II – Plan Your Work

It’s been said that, “People don’t plan to fail, they just fail to plan”. In Phase II of the Power Plan you will build the foundation for the launch of your Ignite business. By building this foundation of planning and training you can avoid making rookie mistakes that may slow you down in the beginning.

Phase III – Work Your Plan

In Phase III it is now time to put your business plan in to action. In this section you will learn how to start sponsoring associates and building your team. While personal activity is necessary for the success of your Ignite business, team building will create the leverage and duplication you are seeking.

Throughout this workbook you will see this video icon. When you do there is a role-playing video in the Power Center that corresponds to that section. This role-playing video is also included in the corresponding Power Plan training video. You should watch each video several times to help you understand the material and see the plan in action.
Why Ignite and You?

The Industry
As an Associate with Ignite you are involved with two of the most dynamic industries in the world today; network marketing and deregulated energy.

• Energy — It goes without saying that energy is one industry where there will always be a strong demand for services. Everyone uses energy everyday, so as a business owner in the energy sector, you can count on the fact that customers will continue to need your product and is a top priority in their monthly budget. Hence, the opportunity to secure your financial future when people use energy services is also secure and dynamic. Now that’s power!

• Network marketing (or direct selling) has emerged as the new paradigm of personal and business development over the last decade. By choosing network marketing as a new career or for supplemental income you have shown yourself to be someone who is willing to cut your own path. According to the Direct Selling Association, network marketing accounted for over $30 billion in sales in the U.S. in 2009, with 15 million Americans involved as small business owners.

Ignite
The Ignite success story is about one of proven results. While many companies today are quick to make promises for the future, Ignite has established a track record of successes that is unprecedented in both the energy and network marketing industries. Furthermore, the recognition of our achievements from third-party sources have been numerous including being named the 16th largest direct selling company in the world by Direct Selling News for 2010 and the 2nd fastest growing private company in the Dallas area by the SMU/Cox School of Business for 2008. But our most significant achievement is that Ignite has paid tens-of-millions of dollars in bonuses and residual income to our associates, creating countless examples of life-changing income. As a result, you have the platform you need as a small business owner to launch your business with confidence and the assurance that you can meet your personal and financial goals with Ignite.

You
You have made a wise decision to start your Ignite business. While the Ignite story is one of proven results the missing chapter to date has been “you”. On the cover of this workbook is a quote from Winston Churchill that says, “History will be kind to me … for I intend to write it!” The surest way for you to write your own Ignite success story is to familiarize yourself with the plan outlined within and act on it. Whether you succeed in Ignite or not is entirely within your control. But that’s the great thing about it, is it not?
The Five Commitments of an Ignite Leader

I hereby commit that I will:

• Follow the System — Achieving success in your Ignite business is very simple; follow the system provided in the Power Plan Workbook. The Power Plan will work if you work the Power Plan. Follow the system and you will have the experience of the entire Ignite leadership as your guide. Change the system and you lose those benefits. In other words, don’t try to reinvent the wheel. You are paid to imitate not to create.

• Take Immediate Action — The most successful people in Ignite are those who take what they learn in this workbook and immediately put it in to action. The world is full of people who are planning to get started but never do. Complete the Power Plan workbook and get with your sponsor or upline leader to start showing the business to your contacts immediately. You’ll likely make some mistakes in the beginning, but that is part of the learning process.

• Think Long-Term — Be prepared to make a long-term commitment to your Ignite business if you want to see real results. The biggest obstacle between you and your success is a lack of commitment. Prepare yourself in advance for a marathon, not a sprint, with the commitment to see the job through to the end. While you will have both good and bad days, there will be many successes to enjoy along the way if you keep your eye on the big picture.

• Get Involved — As with anything in life, if you don’t make the time to get involved, then you can’t expect anything to change. And it’s no different with your Ignite business. You must get involved in business presentations and trainings every week and plan to attend local and regional events on a regular basis if you expect to make a difference. Treat Ignite like a big business and you’ll earn a big business income.

• Have Realistic Expectations — Your expectation of Ignite can either take you out of the business or keep you in the game for the long term. If your expectations are too low then you will never see the real potential, but if your expectations are too high then you will constantly be disappointed. So, dream big, but be realistic. Learn to manage your expectations wisely, and you will maintain the balance that being a successful business owner requires.

___________________________________  _______________
Signature      Date

The world is full of people who are planning to get started but never do.
Phase I – Become Qualified (to get paid)

The four steps below should have been completed at the time of your enrollment as an Ignite associate. Please double check they are complete now before you move on to Phase II. When you complete Phase I you will be a Qualified Director (QD) and qualified to be paid on your personal associates. There is no reason to do anything else in your business until you are qualified to get paid on your personal associates.

Step 1 – Enroll on your sponsor’s Ignite Homesite

Step 2 – Set up your personal Ignite Homesite

Go to www.igniteinc.com and click on “Power Center”. Log on with your associate ID# and choose “Marketing”. While your Ignite Homesite is not required to be an associate it’s hard to imagine running a successful business without it. Besides, you can substitute your Ignite Homesite for your first two customer points.

Step 3 – Become your own first customer

Go to your personal Ignite Homesite and click on “Request for Service”. If you can’t become your own first customer, that’s OK. Many people can’t because they don’t have an energy bill in their name or they don’t live in a deregulated area. Simply do Step 4 twice and you will be right on track. Many of our most successful associates do not live in a deregulated area or state.

Step 4 – Enroll one outside customer

Your first outside customer should be the one person in your life who is the most interested in helping you succeed. Go to Customer Enrollment Basics in Phase III of the Power Plan for more information on the Ignite relationship marketing method and other customer enrollment details. DO NOT talk to your first customer until you have read the Customer Enrollment Basics section and watched the corresponding video in the Power Center or Training DVD in this workbook.

Enrollment date ______________________________

30 day Quick Start 4 deadline ___________________
Phase II – Plan Your Work

While you're almost ready for action, you still must complete several key items of preparation. However, Phase II is not an excuse for procrastination as it can be completed in less than an hour. Don't make the mistake of wasting time, “getting ready to get ready”.

Step 5 – Know Your “Why”

In order to be successful in your Ignite business you must have something that you are passionate about that will keep you motivated over the long-term. We call this your “Why”. Your “Why” is your reason for starting your Ignite business. We can teach you how to do the business but you must know why you are doing the business if you are going to stay motivated. It may be staying home with the kids, supplementing your retirement income or becoming totally debt free. But whatever it is, it must be compelling enough to keep you working even when things aren’t going as perfect as you would like.

So what is your “Why”? What motivates you most and gets you fired up? Take a few minutes to write it down in the space below and be sure and share it with your sponsor for accountability.

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Goal Setting

Setting goals is another important factor in laying the foundation for building your Ignite business. To reach your goals, you must first determine what they are- then set a timeline to reach them. One of the most important goals in Ignite is “4 in 24”; that’s completing the enrollment of 4 customers in your first 24 hours, otherwise known as Phase I. Another important goal is 3&10; that’s gathering 3 personal associates and 10 customers, otherwise known as a “Power Unit”. And another important goal is your promotion to Managing Director or MD. Write down in your workbook when you would like to accomplish these goals. Another important goal is how much time you are going to commit to your business on a weekly basis. Keep in mind that your income will be directly related to how much time you commit to your business. You must be willing to pay the price to meet your financial goals. The fact is if you will focus on the process of each step then the results, including your income, will take care of themselves.
The most successful people in Ignite have formed a clear idea of what it would be like to live the life of his or her dreams.

Dream Building

Unfortunately, many people have given up on their dreams as they have grown older. But with Ignite, you can begin to let go of your doubts and begin to dream again. The most successful people in Ignite have formed a clear idea of what it would be like to live the life of his or her dreams. If it helps you to visualize your dreams you may want to cut out pictures and place them some where you will see them often, like the refrigerator or the bathroom mirror. You may even want to create a special “vision board” to help keep you motivated and focused.

If there were no obstacles to your success and you could have and do anything with your life, what would it be? Write it down here and don’t include any artificial limits.

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Phase I

goal ___________ date ___________

3&10

goal ___________ date ___________

(see Power Plan Worksheet for details)

Managing Director

goal ___________ date ___________

Time commitment

____________________ hours per week

Important Information

Con Edison Customer Service:

New York

New Jersey Natural Gas (NJNG) Customer Service...................................................1-800-221-0051

Jersey Central Power & Light (JCP&L) Customer Service................... 1-800-662-3115; M-F 8AM-6PM ET

Atlantic City Electric (ACE) Customer Service.............................1-800-642-3780; M-F 7AM-7PM ET

Quality Control (QC)

Pepco Customer Service........................................... 202-833-7500; M-F 7AM-8PM ET (live agent)

Washington, D.C.

Texas & Georgia

West Penn Power Customer Service...........................................1-800-686-0021; M-F 8AM-6PM ET

Penelec Customer Service......................................................................................... 1-800-545-7741

PECO Customer Service............................ 1-800-494-4000; M-F 8AM - 5PM ET; Sat 9AM-1PM ET

MetEd Customer Service........................................................... 1-800-545-7741; M-F 8AM-6PM ET

Duquesne Light Customer Service................................................ 412-393-7100; M-F 8AM-5PM ET

Pennsylvania

Maryland

Georgia Phone Number................................................................. 866-543-4642;  M-F 8AM-7PM ET

Georgia Fax Number............................................................ 214-800-4414; Deposits: 866-544-0691

Texas Phone Number................................. 1-866-447-8732; M-F 7AM-10PM CT; Sat 8AM-5PM CT

Texas Fax Number........................................................................................................ 214-800-4414

Georgia Customer Care (hours)

Phone Number  ______________________________________________________

Name    ______________________________________________________

E-Mail    ______________________________________________________

Phone Number  ______________________________________________________

Name    ______________________________________________________

E-Mail    ______________________________________________________

Phone Number  ______________________________________________________

Your Executive Director

Name    ______________________________________________________

Your Senior Director

Name    ______________________________________________________

E-Mail    ______________________________________________________

Name    ______________________________________________________

Your Managing Director

E-Mail    ______________________________________________________

Phone Number  ______________________________________________________

Name    ______________________________________________________

Your Customer Homesite Address ___________________________________.mystreamenergy.biz

Your Ignite Homesite Address ___________________________________________.igniteinc.biz

Your Power Center Password _____________________________________________________________

Your Associate ID Number  A____________________________________________________

Name    ______________________________________________________
Step 6 – Make Your Contact List

This is one of your most important steps. First you should write down the names of your first twenty-five contacts in your workbook. This function is also available in the Power Center. These should include people in your personal inner-circle with whom you have immediate access to make a business presentation. Then qualify each contact by the following four criteria which have been found to be critical to success in Ignite. First, do they have credibility and influence with other people? Second, do they have a positive, success-minded attitude? Third are they financially motivated, and finally do they have the fee to get started? From this evaluation you should be able to narrow your list down to your top ten contacts. Your top ten contacts are known as your A-Team; the people you would like to have on your team in the perfect world. These are the people that you will contact first to set an appointment. In the back of your workbook you will find the Contact List Memory Joggers to help expand your list, and a place to write down additional names.

When compiling your contact list keep these two things in mind; “prospect up” and don’t “prejudge” anyone’s interest in Ignite. “Prospect up” means reaching out to people more successful and influential than you because it is a proven fact that successful people are great networkers and have large spheres of influence. Their work ethic and experience will prove very valuable to your success. And never “prejudge” anyone’s interest in the Ignite Opportunity. Experience has shown that you never know who will and who won’t be interested, so give everyone a chance to make his or her own decision.

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Step 7 – Watch Power Plan Training Modules

This is the final step before you move on to Phase III and actually start building your business. But first you should finish watching all the Power Plan training modules in the Power Center. It is critical that you watch the training videos as they contain both proven and expert business methods as well as actual role playing examples of how to enroll customers, invite contacts and handle objections. Once you have watched all the training modules in the Power Center you will be a Trained Qualified Director (TQD). As a TQD your profile in the Power Center will be flagged as "trained" and your sponsor will be notified of your updated status.

Power Plan Training Modules

1) Phase I – Become Qualified
   a. Steps 1 – 4
2) Phase II – Plan Your Work
   a. Steps 5 – 7
3) Phase III – Work Your Plan
   a. Steps 8 – 10
4) Customer Enrollment Basics
5) The Compensation Plan

Other Training Opportunities

The Power Plan training modules in the Power Center are also on the DVD found in this workbook. In addition, there are numerous other training opportunities available through Ignite. You should take advantage of all the different training options available and remember; training is an ongoing process. You should attend training as often as possible, especially in the beginning.

1) Quick Start Training (after each Business Presentation)
2) Live “Power Plan” Training
3) Webinar “Power Plan” Training
4) Ignite Academy

Phase III – Work Your Plan

It’s been said that the perfect plan is a plan that you put in to action. In Phase I you became qualified to get paid and in Phase II you completed laying the foundation for the launch of your Ignite business. Now it’s time in Phase III to put the action behind the plan and get started sponsoring associates and building your team.
Step 8 – Setting Appointments

Learning how to set appointments to see the Ignite Opportunity is critical to growing your business. Your #1 objective is to set appointments with the people on your contact list so they can see the Ignite business presentation. If you’re not getting people in front of the presentation then you’re not doing the business.

The biggest mistake new associates make is to say too much while inviting a contact to see a presentation. The purpose of the “invitation” is only to set an appointment to see a “presentation”; not to answer questions or explain the business. That will come during the presentation. When you mix the invitation with the presentation, we call that falling in to the “Valley of Death”; and it’s hard to recover once you find yourself there. So always keep the invitation separate from the presentation. By focusing on setting an appointment and avoiding distractions you will keep yourself out of the “Valley of Death” and see your number of appointments increase dramatically.

The best way to avoid the “Valley of Death” and successfully reach the presentation from the invitation is a bridge statement. A bridge statement is a short and effective statement that shifts the focus from the information to setting the appointment; which is your goal.

See ‘The Invitation’ for more information.

Valley of Death

The purpose of the “invitation” is only to set an appointment to see a “presentation”; not to answer questions or explain the business.
It will help you to remember that you are in 100% of the sorting business, not the selling business. In other words, you are not trying to “sell” Ignite to anyone. They will sort themselves in or out of the business once they see a presentation and have 100% of the information necessary to make a decision. It’s usually a timing thing for most people. What you have to do is be strong in your belief that no one can make a decision until they have seen a full business presentation. Then, it’s up to them to decide what they want to do.

The Invitation

The best approach to invite a contact to see the Ignite Opportunity is a direct one such as, “Let’s get together, I have a business deal/venture I’d like to get your opinion on.” Everyone likes to give their opinion.

Money is always an attention getter so you might say, “I’ve found a way to get paid on thousands of energy bills every month. Let’s get together, I’d like to get your opinion on it.” or “Do you ever look at new ways to make extra money?”

Often people will want to know what it is, so don’t be evasive. “The name of the company is Ignite and it’s about deregulated energy. Let’s get together and I’ll show you how to get paid on thousands of energy bills every month.”

What you say is really not as important as how you say it. Enthusiasm is your greatest asset. If you’re excited then your contact will be excited too. Again, just get him or her in front of a presentation and the opportunity will sell itself, just like it did for you. And remember to have a sense of urgency.

The fact is that everyone will not say yes to the Ignite Opportunity the first time. Some people may want to see how good you’re going to do with it before they get started. In other words, “no” doesn’t mean “no forever”, it just means “not now”. Get out there and prove to them it works and those same people will come back to you later, asking for a second look. Don’t forget to ask him or her to be your customer if he or she doesn’t want to be an associate. Go for an associate first, but he or she can always get started as a customer.
Handling Objections

Many people will be very anxious to hear more about Ignite and the opportunity to get paid on a service that everybody uses like energy. But most likely you will also encounter a few skeptics, so be prepared to address their concerns and hear some people say, “no thank you”. And don’t take rejection personally. They aren’t rejecting you, it’s just not the right timing or they don’t have enough information to make a decision.

It’s not uncommon for people to say, “I don’t have the money,” or “I’m too busy,” or even, “I’m not a salesperson.” Most objections are well intentioned but little more than excuses in disguise. The best bridge statement and your most effective response to every objection is, “You won’t hurt my feelings if you don’t like it, but come and see before you decide.” Remember, your objective is only to set an appointment. The key is your strong belief that nobody can make a decision until they see all the details available in a presentation.

Another way to handle objections is called feel / felt / found and can also be used in almost every situation. It goes like this, “I know how you feel. I felt the same way at first. But then I found out… (this is where you insert your answer).”

If you get stuck you can always simply say, “I’m just getting started and don’t have all the answers. But I know someone who does.” You should always enlist the support of your sponsor and upline leader to help with invitations and presentations in the beginning. If possible, do a three-way call and let your sponsor set the appointment.

Step 9 – Making Business Presentations

There are a myriad of ways to present the Ignite Opportunity to your contacts. Your sponsor or upline leader should always be enlisted to help you with your first presentations. However, the sooner you learn to conduct a business presentation yourself, the sooner your business will begin to grow exponentially. Your first and best choice is for your contact to see the presentation at a live presentation. Your ultimate objective is for your contact to attend a live public meeting if there is one in your area. Public meetings are great for validation and credibility. But if you are not able to schedule a hotel meeting first, you should consider other live presentation methods to avoid any delay. Take note that webinars are an effective way for contacts to see a presentation in the convenience of their own home, but are not a substitute for meeting with a contact in person.
Live Presentation Methods
1) Public Meeting (hotel or office)
2) 2 on 1 (with your sponsor or upline leader)
3) Home Meeting (small group presentation)
4) Webinar (online presentation)

Sometimes however it is not possible to get your contact to one of the live presentation options right away. In such cases you may have to use an alternative presentation method to get his or her attention first. Once interest is piqued, then you can schedule an appointment to see a live presentation.

Alternative Presentation Methods
1) Ignite Homesite Presentation
2) DVD Presentation
3) Marketing DVD Brochure
4) Prospecting Center

Home Meetings
One of the fastest ways to explode your business is to host a series of meetings in your home or the homes of your personally sponsored associates. Home Meetings are informal get-togethers where you invite your contacts to see the Ignite business presentation. They are simple to do and a very friendly, non-threatening way for contacts to see what Ignite is all about. See below for more information on how to conduct a successful home meeting.

Successful Home Meeting Guidelines
- Schedule several home meetings and give guests an option
- Join with your sponsor or new associates for your first meetings
- The most experienced associate should do the presentation
- Watch the DVD presentation if necessary
- The host should welcome the guest and edify the presenter
- Another associate should provide a brief testimonial
- Eliminate all distractions such as pets and mobile phones
- Provide beverages but no alcohol or food
- Start on time and be brief (45 minutes)
- Help new associates schedule their own home meeting
Step 10 – Building Your Team

At this time you should be well on your way toward completing your first “Power Unit”. A “Power Unit" is 3 personal associates and 10 customers, or “3&10" for short. A “Power Unit" is the basic building block of your Ignite business. All promotions in Ignite are a by-product of building “Power Units” and helping other associates build their own “Power Units”.

Power Unit (3 & 10)

Team building will require you to expand your focus beyond your personal activity to helping your personal associates get their business started. With this shift in approach from personal activity to team building your skills as a leader and mentor will come into play. Now it is more important than ever to follow the system in the “Power Plan” workbook as this will help ensure duplication. And the key to duplication is simplicity. The simpler the system, the faster your team will grow. But the fastest way to slow down your growth is to change or add something to the system; so don’t do it.

This is the cycle of duplication that will continue throughout your Ignite career is this:

1) Sponsor a new associate
2) Train him or her on the “Power Plan” system
3) Help him or her build a “Power Unit”
4) Repeat steps 1–3

All promotions in Ignite are a by-product of building “Power Units” and helping other associates build their own “Power Units”.

Notes

They (home meetings) are simple to do and a very friendly, non-threatening way for contacts to see what Ignite is all about.
Optional Accelerated Plan of Action

Are you someone who wants to see massive, immediate results in your Ignite business, with the goal of building a full-time income in a short period of time? If so, then you will want to launch your Ignite business with an accelerated plan of action known as the “30 Day Blast”. That means you will have to expose the Ignite Opportunity to large numbers of people in a short period. The “30 Day Blast” is only for “business builders” who are willing to take massive action; but the benefits are significant.

Simply put, the goal of a “30 Day Blast” is to complete 30 live business presentations for yourself and your personal associates in your first 30 days in the business. This will require you to get all of your Top Ten contacts, or A-Team, in front of a live business presentation immediately. In addition, you will need to do the same for all of the A-Team contacts of your personal associates as well. This excludes “webinar” presentations. The more people you have in your pipeline who have been exposed to a live business presentation, the more additional “business builders” you will find. This will help assure your promotion to Managing Director and qualify you to start earning Leadership Bonuses within 30 days. The only way for you to have a successful “30 Day Blast” is for you to set the pace and lead by example. The methods below should be launched simultaneously as part of your “30 Day Blast”.

Telephone Blast

The fastest way to see results in your “30 Day Blast” is to get on the phone and start inviting your Top Ten contacts to see the Ignite Opportunity. There is no substitute for picking up the phone and talking to people. You have to do business presentations and get exposure for your business every day if you expect to build momentum in 30 days. You should contact everyone on your A-Team first and set an appointment to see a business presentation. If necessary you can send your contact a video from your Prospecting Center to pique their interest first but you must follow up immediately.

Home Meeting Blast

Another way to have a successful “30 Day Blast” is to host a series of home meetings throughout your first 30 days in the business. Your first step should be to check with your sponsor to see if you can participate in a previously scheduled home meeting. Next schedule 2-3 home meetings at your home or the home of your sponsor. Repeat the process by helping your new personal associates host a home meeting in their homes. By working together you can increase attendance and build your team faster. Continue this process several times a week until you and your personal associates promote to MD.
Marketing Blast

A successful “30 Day Blast” should also include getting 50-100 Marketing DVD Brochures in circulation in your first 10 days. While everyone won’t take the time to view the presentation, you should get at least 25 or more exposures from this effort that will lead to business presentations. This approach is not for people on you’re A-Team, but it is a very effective way to supplement your activity with casual acquaintances or new people you meet. The key to a successful marketing blast is immediate follow up. Do not fool yourself into thinking you are doing the business by simply handing out DVDs. If you are not following up and setting appointments for a live business presentation then you are not effectively using your time.

Customer Enrollment Basics

Your most important task as an Ignite associate is enrolling customers, because nobody gets paid until customers are enrolled. But the genius of the Ignite concept is that you only have to enroll a few customers yourself, yet you can get paid on hundreds and even thousands of customers as a result of a team of people enrolling just a few customers each, just like you.

The key to success of the Ignite program is called the relationship marketing method. We are not energy salespeople, and besides, no one wants to be “sold”. Instead Ignite’s success is based on the power of relationships. And your success will also be based on relationships, so never try to “sell” energy. As a result Ignite, together with our associates, are building the most loyal customer base in the industry today with customers who know and care about us. That’s not to say that rates are not important. They are, and Stream Energy, Ignite’s parent company, will provide a competitive rate option for your customers, but the Ignite difference is the relationship, not rates.

The following example will help put this in perspective for you. Let’s say you had the option of buying gasoline from two different stations on the same corner, and one was owned by a good friend and the other was owned by a stranger. All things being equal, including the price, wouldn’t you support and do business with your friend? Of course you would, and the same will be true with your Ignite business. Relationship is the key to successfully enrolling customers and the dramatic growth of our customer base is evidence. Any savings the customer enjoys is simply a by-product of the relationship.

There are four steps to successfully approaching someone about being your customer. Remember, the reason this approach is so effective is because you are dealing with people you know, and who care about your success. Follow this approach and you will have all your customers in a short matter of time. Divert from this proven approach and you risk disappointment and even failure.

Your most important task as an Ignite associate is enrolling customers, because nobody gets paid until customers are enrolled.
Step 1 – “I need your help/a small favor.” After all, this is really a very small request that won’t likely cost any money or inconvenience them in any way.

Step 2 – “I need your help/a favor because…” This is where you share your “Why” or motivation for starting your Ignite business. This is the critical step. Give the people you know a compelling reason to support you in your new venture, and you will enroll all the customers you need. The key is to make sure they understand that it is important to you.

Step 3 – “Please become my energy customer.” Ask them to become “your” energy customer. There are many energy companies, but what sets Stream Energy apart from all the others is you, the Ignite Associate.

Step 4 – “Don’t worry, there’s no risk.” Assure them that there’s “no risk” because the same company will still deliver their energy and respond to outages just like before. In other words, “nothing will change.” Learn to add, “You may save a little money too, but that’s beside the point.”

Handling Objections
While you will no doubt see success with the relationship marketing method, not everyone is going to agree to be your customer right away. Some will and some won’t, but your initial goal is only ten customer points, so you don’t need everybody to say yes.

Here are a few tips on handling objections. An objection usually means your potential customer simply does not have enough information to say yes. Reassure them that there’s “no risk” and “nothing will change”. But the most important thing is to reiterate your “Why.” It will make all the difference once people understand how much it means to you. Make it clear that all things being the same you would appreciate their business. It’s about friends helping friends. Remember the gas station example?

Finally, the concept of feel / felt / found can again be used in almost every situation. It goes like this, “I know how you feel. I felt the same way at first. But then I found out… (this is where you insert your answer).”

The following are important guidelines to know about enrolling customers. Ignoring these guidelines may result in suspension or termination of your Ignition position. For more details see Ignite’s Policies and Procedures and visit Frequently Asked Questions (FAQ) in the Power Center.

Customer Dos
• Do provide your customers with all current disclosures and terms at the time of request for service.
• Do educate your customer on the basics of deregulation.
• Do explain that a credit check is required in Texas and Georgia.
• Do explain that a Quality Control (QC) call is required.
• Do have your customer enroll themselves.

Customer Don’ts
• Do not enroll customers on their behalf.
• Do not call Quality Control (QC) on behalf of your customer.
• Do not promise specific savings to your customers.
**Quick Start Guide**

**Become Qualified (to get paid) — “4 in 24”**

When you complete the four steps below you will be a Qualified Director (QD) and qualified to get paid on your personal associates. There is no reason to do anything else in your business until you are qualified to get paid on your personal associates.

**Step 1** Enroll on your sponsor’s Ignite Homesite

**Step 2** Set up your personal Ignite Homesite

**Step 3** Become your own first customer

**Step 4** Enroll one outside customer

**How to Enroll Customers — “It’s about relationship not rates”**

**Step 1** “I need your help/a small favor.”

**Step 2** “I need your help/a favor because…” (share your “Why”)

**Step 3** “Please become my energy customer.”

**Step 4** “Don’t worry, there’s no risk.”

**Enrollment Basics**

- Go to your Ignite Homesite
- Have your most recent utility bill readily available
- Provide all current required Disclosures and Terms
- Complete Quality Control Call (QC) for Georgia and Texas
- Credit Check required in Texas and Georgia

**How to Sponsor Associates — “The Invitation”**

The biggest mistake new associates make is to say too much while inviting a contact to see a presentation. The purpose of the “invitation” is only to set an appointment to see a “presentation”; not to answer questions or explain the business. That will come during the presentation.

“Let’s get together, I’ve got a business deal/venture I’d like to get your opinion on. The name of the company is Ignite and it’s about deregulated energy.” OR,

“Do you ever look at new ways to make extra money? I’ve found a way to get paid on thousands of energy bills every month. Let’s get together, I’d like to get your opinion on it.”

You should always enlist the support of your sponsor and upline leader to help with invitations and presentations in the beginning.

For more information on building a successful Ignite business see the Power Plan Training Workbook and visit The Power Center.
Power Unit Worksheet

You

Your Associates

Your Customers

1. 

2. 

3. 

4. 

You Earn $100*

5. 

6. 

7. 

8. 

You Earn $100*

9. 

10. 

You Earn $100*

You Earn $100*

You Earn $100**

TOTAL $500

* 30 Days
** 60 Days
The most successful people in Ignite have formed a clear idea of what it would be like to live the life of their dreams. Unfortunately, many people have given up on their dreams as they have grown older. But with Ignite, you can begin to let go of your doubts and begin to dream again. The most successful people in Ignite have formed a clear idea of what it would be like to live the life of their dreams.

Begin to dream again. The most successful people in Ignite have formed a clear idea of what it would be like to live the life of their dreams.

You may even want to create a special “vision board” and place them some where you will see them often, like the refrigerator or the bathroom mirror. You may even want to create a special “vision board” and place them some where you will see them often, like the refrigerator or the bathroom mirror.

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## Important Information, continued

### Mailing Address

**For DC, MD, NJ, NY, PA, & TX Mailing Correspondences:**

Ignite  
1950 Stemmons Freeway, Suite 3000  
Dallas, TX 75207  
Phone: 214-800-4400

**For GA Mailing Correspondences:**

Ignite  
400 Galleria Parkway, Suite 100  
Atlanta, GA 30339  
Phone: 770-644-0868

### Payments

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<td>Akron, OH 44309-3687</td>
<td>P.O. Box 650200</td>
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**Corporate Homepage**

Stream Energy.........................................................www.streamenergy.net

In Case of Emergency

**Georgia**

AGL...........................................................................770-907-4231 (Atlanta area); 877-427-4231 (outside Atlanta)

**Maryland**

BGE..........................................................1-877-778-2222; Available 24/7

Delmarva Power - Electric

Con Edison.................................................................1-800-889-8042

Eastern Shore of Maryland......................................1-800-889-8045

Pepco.........................................................1-877-PEPCO-62 (1-877-737-2662)

**New Jersey**

Atlantic City Electric (ACE)........................................1-800-833-7476; Available 24/7

Jersey Central Power & Light (JCP&L)..............................1-888-544-4877; Available 24/7

New Jersey Natural Gas (NUNG)

If calling from inside the service territory......................1-800-GAS-LEAK (1-800-427-5325)

If calling from outside the service territory.....................1-800-221-0051

PSE&G........................................................................1-800-436-7734; Available 24/7

**New York**

Con Edison

If calling outside of the Con Ed Service Territory.............1-212-243-1900

If calling from within Con Ed Service Territory...............1-800-75-CONED (1-800-752-6633)

National Grid - Upstate New York

Electric Emergency..................................................1-800-867-5222

Gas Emergency......................................................1-800-892-2345

Rochester Gas & Electric (RGE)

Electric Emergency..................................................1-800-743-1701; Available 24/7

Gas Emergency......................................................1-800-743-1702; Available 24/7

**Pennsylvania**

Duquesne Light......................................................1-888-393-7000

MetEd...............................................................1-888-544-4877

PECO........................................................................1-888-841-4141; Available 24/7

Penelec......................................................................1-888-LIGHTSS (1-888-544-4877); Available 24/7

PPL........................................................................1-800-DIAL-PPL (1-800-342-5775). When prompted, please press 1 for “electrical emergency”.

West Penn Power.....................................................1-888-LIGHTSS (1-888-544-4877); Available 24/7

**Texas**

AEP Central (CPL Service Area)......................................866-223-8508

AEP North (WTU Service Area)......................................866-223-8508

CenterPoint (Reliant Service Area).................................800-332-7143

ComEd...............................................................888-866-7456

OnCor (TXU Service Area)..........................................888-313-4747

Washington, D.C.

Pepco.........................................................1-877-PEPCO-62 (1-877-737-2662)
Contact List Memory Joggers

Now it’s time to expand your Contact List beyond you’re A-Team and your first twenty-five contacts. Your goal should be to have at least 100 contacts on your list. If you only have ten contacts on your list then if a few people say no, it could be a big concern. But if you have a list of 100 names or more then you can just say “next” and move on. Start by writing down everyone that you know off the top of your head and then use the memory joggers below to expand your list to 100 names. As time goes by you should constantly be adding contacts to your list through referrals, remembering names and new contacts which should be expanding on a daily basis. You never know when a new acquaintance is going to be your next “business builder”.

Another good strategy in building your Contact List, is to use the acronym F.R.A.N.K.; Friends, Relatives, Associates, Neighbors and Kids. Start with friends and relatives and then move to work associates, both past and present. Make sure you include your neighbors and don’t forget the parents of your kid’s friends. F.R.A.N.K. will help jog your memory and expand your list. And don’t forget people you do business with (such as insurance agents and hair stylists). You do business with them and they should do business with you. Look at your checkbook to see where you are spending money every month and talk to them about supporting each other.

Who do you know that is associated with the following areas?

- People From Your Past
- Old Friends, Former Employers and Co-workers, Employees, Classmates, Neighbors, Armed Forces, Fraternity or Sorority
- People From Your Present
- Friends, Neighbors, Relatives, Church, Coaches, Teachers, Health Club, Social Organizations, Business Owners

People Who Provide Services

- Auto- gas, tires, cars, insurance, mechanic
- Appliances- TV, radio, washing machine, repair person
- Health- doctor, dentist, nurse, pharmacist, veterinarian, receptionist, physician assistant, chiropractor, optometrist
- House- contractor, painter, plumber, electrician, roofer, carpet installer
- Yard- lawn service, landscaper, sprinkler repair, fertilizer
- Personal- barber, hair stylist, optician, dry cleaner, seamstress, banker, accountant, postman, manicurist, masseuse, teacher

People Who Sell

Clothes, Telephone, Appliances, Office Supplies, Auto, Furniture, Insurance, Ticket Brokers, Groceries, Flowers, Newspaper, Realtor, Jeweler, Shoes, Books, Photographer, Investments, Mortgage, Electronics, Travel Agent

As time goes by you should constantly be adding contacts to your list through referrals, remembering names and new contacts which should be expanding on a daily basis.
## Contact List

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<tr>
<th>Name</th>
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While the Ignite story to date has proven results the missing chapter to date has been "you". You have made a wise decision to start your Ignite business. While the energy everyday, so as a business owner in the energy sector, you can meet your personal and financial goals with Ignite. Business for 2008. But our most significant achievement is that Ignite has established a track record of successes that is unprecedented in both companies today are quick to make promises for the future, Ignite has network marketing accounted for over $30 billion in sales in the U.S. in 2009, and is a top priority in their monthly budget. Hence, the opportunity to count on the fact that customers will continue to need your product and is a top priority in their monthly budget. Furthermore, the recognition of our achievements from third-party sources have been numerous including being named the 16th largest direct selling company in the world by Direct Selling News for 2010 and the 2nd fastest.

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Welcome to Ignite

Congratulations on your decision to start your Ignite business. You have embarked on a journey that has impacted the personal and financial lives of thousands of people; people just like you. In this workbook you will learn how these people, from all walks of life, are succeeding with Ignite using the Power Plan. This simple system combined with your personal diligence and determination is all you need to succeed with Ignite. Are you ready? We believe there are no personal or financial goals that you can't accomplish if you put your mind to it and use the Power Plan as your guide.

Before you get started, please heed this warning; don't talk to anyone about your new business yet! The time for that will come soon, but jumping out in front of your training may result in unnecessary mistakes and disappointment. First you must complete your Power Plan training and get together with your sponsor or upline leader who have a vested interest in helping you. Working together with experienced leaders will dramatically increase your rate of success.

Phase I – Become Qualified (to get paid)

Phase I focuses on what you need to do to become qualified to get paid on your personal associates and become a Qualified Director (QD). Until you are qualified to get paid there is no reason for you to do anything else in your business. Make this your #1 priority. And by-the-way, completing Phase I will also trigger your first check.

Phase II – Plan Your Work

It's been said that, "People don't plan to fail, they just fail to plan". In Phase II of the Power Plan you will build the foundation for the launch of your Ignite business. By building this foundation of planning and training you can avoid making rookie mistakes that may slow you down in the beginning.

Phase III – Work Your Plan

In Phase III it is now time to put your business plan into action. In this section you will learn how to start sponsoring associates and building your team. While personal activity is necessary for the success of your Ignite business, team building will create the leverage and duplication you are seeking.

Throughout this workbook you will see this video icon. When you do there is a role-playing video in the Power Center that corresponds to that section. This role-playing video is also included in the corresponding Power Plan training video. You should watch each video several times to help you understand the material and see the plan in action.