

"Sizzle Card" Marketing Training

To become successful in your OG coffee business, you need prospects who are interested in our products and opportunity, right? Well, "coffee" and "money" are two of the best topics going today.

Sizzle Cards marketing has been "proven" to be a very effective way to build a team locally. It's inexpensive, it targets "interested" people, it's easy, and it's easily duplicated by your team. And, duplication is key to your success.

Now, there are many ways to market your Sizzle Hotline, and sizzle cards should definitely be one of them. Following are some tips to help you get your business ramped up fast in just weeks.

HERE'S WHAT TO DO...

1) Order 5,000 Sizzle Cards from <http://www.HotCards.com> (the best prices we could find) for \$100. They are full color and printed on both sides. If you follow the directions below, this should last you about 5 weeks and bring in as many as **100 or more fresh leads interested in your OG coffee business.**

Directions (Read Closely)...

2) You will want to get at least 1,000 cards out weekly. Don't freak, it's not as hard as you think. First, pick up some of the "mini" clear plastic zip-lock baggies and a roll of Scotch "Magic" Tape (this kind comes off easier). Put about 10 cards in each baggie (your marketing machines). So, as you can see 1,000 cards is only 100 baggies.

3) Now, you'll be taping these little "Marketing Machines" in **HIGH TRAFFIC** areas in town, on ***gas pumps, ATMs, vending machines, fast food restaurants (bathrooms and tables)*** during busy times of the day (usually between 10AM to 4PM) when most people are out at these places.

4) **IMPORTANT:** Get out 250 a day for 4 days every week, or 500 for 2 days, or even 1,000 all in 1 day. (this will take you about 4 to 5 hours a week at first and 2 to 3 hours weekly once you get the hang of it). The point is to get them out, consistently. It's fun and you'll get some fresh air...and you "will" get a lot of people calling your sizzle hotline, which will present the opportunity and sort out the interested people for you. This method WORKS and everybody on your team can do it, too!!

DO NOT: put cards out *early* in the morning or *late* at night (the gas station and ATM attendants will see them and throw them out before many people see them. Occasionally a business may call your hotline to complain but remember they are leaving a voice mail and you can choose to return the call or not. Either way, just don't put your cards there anymore. No biggie).

DO: Put out cards mid morning and lunch hour, this is when traffic is heaviest.

TIP: Say you're at a gas pump, put \$1 of gas in and put up a couple baggies at your pump. then walk over to another pump and place a couple more (as you're grabbing the window washer), tape up another when you return it. Tape another couple at another pump when you go over there to grab a paper towel. Place them on the *opposite* side of the pump that faces the gas station window of course. If you do this without looking suspicious, nobody will notice and you'll easily get out 40 to 80 cards within minutes. Then, head on down the street to another station, ATM or fast food restaurant. You can tape the baggies to the inside of the stall doors in the bathrooms. See how easily you can get 1,000 (or more) out every week this way? Make a sheet to track where people are finding your cards (ask them when you call them back). If you have the time, drive by some of the places you placed your cards, later in the day (on your

way home from work maybe), and see what areas are doing best. Make note. Don't forget to have fun as you're building your coffee empire. As your team does some of these same things to build their team (all under you), can you see how fast your business will grow?

THINK ABOUT IT... If you only sponsored 2 people in your first month in the business, who sponsored only 2 people in their first month, and those 4 people sponsored just 2 people in their first month, and this continued thru 12 months (everybody just sponsoring just 2 people), you would have over 4,000 distributors on your team in a year and you'd be set for life!! Now, what if you sponsored many more than 2? That is not that hard, especially with "coffee," this incredible compensation plan, and marketing systems like our team Sizzle Hotline. Using our powerful Sizzle Hotline with the OG opportunity can help you and your team achieve your wildest dreams in just weeks or months from now. Get started today.

Other Great Places to Place Your "Sizzle Cards."

Always use High Traffic Areas like:

- ~ Doctor and Dentist waiting rooms
- ~ Oil Change waiting rooms
- ~ Laundry Mats
- ~ Tire stores
- ~ Hair, Nail and Tanning Salons
- ~ Festivals
- ~ Sporting Events
- ~ Concerts
- ~ Trade Shows
- ~ Business Events, Shows and Classes (to attendees, in the bathrooms during the meetings)
- ~ Bookstores (inside network marketing and home business related books and magazines)

Remember, Your Success is a "Number's Game." He/she who gets the most advertising out, earns the most money! OG pays us 7 different ways so there are many ways to earn money here. You and everyone on your team should use sizzle cards. They are not an expense, rather, they are a great prospecting tool that if used properly, will help you build success faster. And, they and your car's mileage are tax deductible so keep track of your miles in a small notebook. Home-business tax expert Sandy Botkin says you're crazy if you don't have a home-based business. You're losing between \$4,000 and \$10,000 in tax savings every year without one.

You can (and should) market your Sizzle Hotline other ways also, such as in places like yard and pole signs, the back window of your car, local papers, Facebook, Twitter, MySpace, Craigslist, Backpage, networking groups, bulletin boards. Anywhere you go, hand them out to people.

Make sure to follow the Audio and Phone Script training on this website and plug your new prospects into local events such as Coffee Jazz Mixers (CJMs) at homes, hotel meetings, person to person meetings, and office meetings. This is how your business can grow fast.

Disclaimer: Sorry but we can't guaranteed your success or income.