

# **ROI UNLIMITED DREAM TEAM FAST START MARKETING GUIDE**

**Get The Word Out FAST Within 24-48 Hours!**

**ALL TRAINING METHODS FOUND ON TEAM  
TRAINING WEBSITE:**

**[www.SimpleFreedomTraining.com](http://www.SimpleFreedomTraining.com)**

**SUPPORT, TRAINING and COMMUNITY:**

**<http://roidreamteam.ning.com>**

# **The 6 Figure Earner Model**

## **Success in ANY Business Depends on The Culture and Values of the Team.**

It also depends on the focus the team has on giving both their new members and their leaders the tools, marketing concepts, systems and support to succeed.

## **The Pillars That Our Successful Team Is Built On In Order of Importance:**

1. The ROI UNLIMITED Philosophy, Member Support & Environment.
2. The ROI UNLIMITED Dream Team Support and Business Tools.
3. The Unified Development and Training of The System Itself
4. Turned On and “Plugged In” Builders Who Are Profitable.
5. Excited New Members in Development.
6. Potential Leaders With 2 Front Line and On Level 1 or 2 of Driver Board.
7. Team Leaders With At Least 5 Personal Teammates and On Accelerator Board

## **INTRODUCTION**

The ROI Unlimited Philosophy is our Foundation:

*To give every day normal people a real shot at gaining real freedom in their lives by working a home business where they can take a simple message and a one time \$250 and create a stream of repeat \$5,000 commissions by sharing the message and helping other people.*

ROI has a POWERFUL message. That is why we can keep it so simple. Let the message and the tools build your business. Offline, Online or Sideline, if you keep focused and consistent and simply share this message far and wide, you have a great opportunity to dramatically change people’s lives.

This manual is NOT a “Marketing Course” but rather, a FAST START GUIDE that has a simple mission: To give you marketing concepts you can take to market RIGHT NOW to start building your business. Offline and Online methods are included.

***FOCUS on showing your new members in the "4 Row" or "8 Row" simple ways to help find and generate 1-2 sales within their first week and your business will EXPLODE! Simple Duplication is THE ABSOLUTE KEY with ROI!***

**The ABSOLUTE FASTEST way to grow your ROI Unlimited Business is by the:**

**PAY IT FORWARD METHOD**

It is BRUTALLY SIMPLE.

Here's the setups and the reality...

Joining ANY business takes marketing dollars to help you build it. It's reasonable to believe that if you had joined any other business with a start up cost of \$250 you would have realistically set aside at minimum, \$250 - \$500 in marketing budget funds to fuel your marketing costs.

Usually people take those funds and put them in the pockets of "gurus" or they buy info training products, or place ads...

All of that is GREAT! However, most times your first batch does not pay off.

What if there was a way that your \$250 - \$500 in marketing budget was GUARANTEED to produce 1 or 2 sales? Would that be a great ad spend?

Of course it would. And here's how it works...

Take a look around you and find someone you feel is a good person who you'd like to build a business with. It can be someone from a prior business, a facebook friend, a buddy around town or family member etc. Just someone you know and would like to work with...

**TWO STEPS to the PAY IT FORWARD Strategy:**

1. Find a good person and pay their way into ROI Unlimited.
2. Get their prior commitment that they will do the same thing and "pay it forward" to someone they know, either asap, or when they cycle.

***This is the fastest way to generate your first one or two sales and when others on the team do the same thing, your entire team will grow very fast.***

## **PAY IT FORWARD PART TWO – MASSIVE LEVERAGE!**

Now imagine you've just cycled off of the first Accelerator Board and you've pocketed \$5,000 in commissions and re-entered the Accelerator Board at no cost...

WOW!

You can now take some of those profits and "PAY IT FORWARD" to 2-4 more people into the Driver Board!

### **Now think about this for a second...**

Imagine what the velocity of team growth would be if the whole team was doing this after cycling out of the Accelerator Board? Massive leverage.

Think back to your last few programs...

Wasn't it almost impossible for your teammates to generate sales or recruit people?

Most people never bring even one or two people into their programs!

In ROI Unlimited, we have complete newbies bringing 1 or 2 people sometimes in their very first couple of days! The power of the message. It's a no brainer.

Now with selective use of the "PAY IT FORWARD" Strategy, your new teammates can be bringing 1 or 2 people immediately in their first week or two and then 2-4 MORE upon cycling out of their Accelerator Board to add more VELOCITY to your growth!

And that does not include any of the simple marketing strategies that will help the team duplicate consistently to build their boards as quickly as possible.

**PAY IT FORWARD! It's Powerful.**

## **There Are THREE Main Ways To Promote Your Business**

1. Prospecting
2. Offline Marketing
3. Online Marketing

### **THE KEY IS STAYING FOCUSED AND CONSISTENT!**

No Advertising or Promotion = No Results

Let's talk about these briefly:

- 1. Prospecting.** It's the fastest way to get the word out and have people watching the video and attending the conference calls.
- 2. Offline Marketing.** Post It Note "Mobile Classifieds" and simple "do it yourself" post cards, drop cards and post card "farming" are the most duplicatable and quick ways to get a simple message out to market.
- 3. Online Marketing** – Long Term, this is one of the most leveraged and scalable ways to generate consistent leads and traffic to your business. Most of the time, it takes TIME to get a well rounded online marketing campaign working. It could be fast but it depends on your experience level and how comfortable you are with social networking sites like facebook, youtube etc.

**No Matter What Form Of Marketing You Do...**

### **YOU MUST KNOW YOUR MARKETING MESSAGE.**

In ROI Unlimited that message is one of the easiest in the industry:

**"Learn How To Turn a ONE TIME \$250  
into A Stream Of \$5,000 Again & Again"**

That is the main message.

MANY (tens of thousands) people are stuck in programs where the price point is too high for them to know how to sell it...

MANY others are stuck in programs where they have to recruit ARMIES of people into programs which cost between \$200 and \$700 just to get in and only to earn nickel and dime commissions. No leverage. No “real” money upside.

MANY other people are new and looking for a simple, fun way to make REAL money with leverage and a small start up risk.

## **ROI UNLIMITED Business Benefits:**

NO admin fees.

NO monthly autoship.

NO complicated marketing.

Small One Time Start Up Fixed at only \$250.

SIGNIFICANT upside of \$5,000 and \$20,000 repeat commissions.

NO sponsoring required to qualify for commissions.

Simple Business Presentation can be built online or offline.

NO “guru” marketing required.

**STAY FOCUSED ON THE POWER POINTS OF THE MESSAGE ABOVE.**

### **Your Prospecting Formula:**

1. Find like minded people (looking to make money from home).

*Think about past teammates, networking contacts, training site communities you belong to, and networking site contacts like facebook, youtube and forums.*

2. Relationship Building. Attract people. Build rapport. Invite to tools (videos, website, conference call, booklet).

3. Approach & Invite.

4. Follow up. Collect Decision. With a one time of only \$250, this should NOT take more than a quick 60 seconds really. If “yes” – they sign up and plug in to training. If “maybe, I have questions” you invite to conference calls, a leadership 3-way or your site again. If “NO” – so be it, next!

## **General methods of Prospecting:**

OFFLINE: Phone, In Person, Post Cards, Post It Note Classifieds, Post Card "Farming"

ONLINE: Facebook, YouTube Videos, Skype, YouTube, Training (ning) Community Sites, Forums etc.

***You "Attract" people with public methods so that you approach them with private methods. You build rapport, deliver your message, then invite to your information.***

## **OFFLINE MARKETING STRATEGIES**

1. Simple Personal Email to people you know inviting them to your site.
2. Mobile Classifieds – POST IT NOTE Marketing.
3. Post Cards – "Do It Yourself" style fast post cards in the field.
4. Post Cards – Neighborhood "Farming" with post cards.
5. Post Cards – Mailing to Lists of Opportunity Buyers.
6. Drop Cards.
7. BOOKLET Canvassing

## **SIMPLE IMPLIMENTATION:**

### **# 1 Simple Email "Notification" to people you know.**

Many people try to skip this and that is a BIG mistake. Most people have been in a couple programs already and may have the personal emails of people they know from other programs, training sites, systems and friends from sites like facebook etc.

### **SEND THEM A SIMPLE EMAIL.**

This email does not attempt to "recruit" them. It merely notifies them about the new project you are involved in and offers them the link in case they meet or have people in their sphere who would be interested in this type of project. That's it. Do not have an emotional attachment to this email. Just send it.

**SAMPLE EMAIL:**

Subject Line:

*just keeping you in the loop...*

BODY:

Hi Firstname,

Hope all is well!

Wanted to shoot you this quick email to keep you in the loop...

I added a high converting offer to my marketing business and wanted to share it with you in case you might know people who would be interested..

The info link is: YOUR WEBSITE HERE.

It's converting very well because of the simple message:

Turn a Small One Time Fee Into \$5,000 Again & Again...

No admin fees and No autoships, so marketers are adding this to their mix and it's generating great results.

I thought it was a no brainer when I saw it.

Let me know what you think...

YOUR NAME

YOUR LINK

YOUR PHONE etc...

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SAMPLE EMAIL TO NON MARKETER FRIEND or FAMILY

Subject:

*just keeping you in the loop...*

EMAIL BODY:

Hi Firstname!

Hope all is well with you and the fam!

Just wanted to shoot you a quick email to let you know I've started a home business...

It's a simple business that allows people to take a one time \$250 and generate \$5,000 again and again. It's online and offline.

The full details are here:  
YOUR WEBSITE LINK

There are no admin fees or monthly autoship fees of any kind so it was pretty much a "no-brainer" for me.

I'm letting you know so that if you know someone who is looking for a simple way to make \$5,000/mth or more from home, you can refer them to me for info...

Any questions, let me know!

YOUR NAME  
YOUR LINK  
YOUR PHONE etc.

That's it. Very simple. But get that done!

## # 2 MOBILE CLASSIFIEDS aka: POST IT NOTE MARKETING

The full video training on how to set up and place Mobile Classifieds can be found mid way down the FIRST PAGE of your training site at:

[www.SimpleFreedomTraining.com](http://www.SimpleFreedomTraining.com)

The idea is simple.

### **INGREDIENTS:**

1. Self Inking Rubber Stamp (\$28 or so at Staples or Office Depot etc)
2. POST IT NOTES.
3. Simple Classified Ad.

### **PROCESS:**

Stick your post it note ads anywhere a human can see it:

1. ATM MACHINES
2. VIDEO VENDING MACHINES ("Red Box")
3. Driver Side Window of Cars in Parking Lots
4. Book Stores, Coffee Shops, Libraries, etc.
5. Front Doors of people's homes or stuck to their mail box.

Many people would be interested in a simple way to make a lot of money.

SAMPLE POST IT NOTE ADS

### **GET EASY CASH!**

\$1300 - \$2800/mth

Flexible hours/We train

#### **PHONE NUMBER**

(24 Hr Recorded)

WEBSITE LINK

### **WORK PART TIME**

\$1400 - \$2800/mth

Flexible Schedule/Will Train

#### **PHONE NUMBER**

(24 Hr Recorded)

WEBSITE LINK HERE

**SAMPLE VOICEMAIL 24 HOUR RECORDED MESSAGE:**

“Hello, thank you for calling to find out how you can make money from home using a simple automated system that works like a McDonald’s to generate significant cash flow...

Go ahead and grab a pen, because you’ll want to write down this website... grab a pen and write this down:

www YOUR LINK HERE com

On that site you’ll watch a powerful but short video that shows you exactly how simple this system is and how it works so that you can generate \$5,000 & \$20,000 again & again from home.

All the details are on the site, but I will share this with you...

What I did to get you here... was very simple.

You can do what I just did... think about it... it was a simple message that got you to call this number...

Then our website shows a video that explains all the details and teaches people how they can turn a simple one time tiny start up fee to get into business and turn it into a stream of \$5,000 again and again...

There are no monthly admin fees...

There are no monthly product or autoship fees...

There is no “sponsoring” required to get paid...

And there is no complicated marketing to do...

It’s the easiest home business you’ll ever see and it delivers big \$5,000 streams again & again...

So go ahead and watch the video on the website and call me with any questions. We build this as a team and I’ll be helping you build your business, so review everything and call me... Talk soon!

Here’s the site link again: www YOUR SITE LINK HERE watch that movie as soon as you can!

### **# 3 Simple DO IT YOURSELF Post Cards to Mail or “Farm”**

Professional cards and ads take a bit to get all underway. That’s why Post it Notes and “Do It Yourself” Post Cards are used... It’s the fastest and easiest way to get teammates MARKETING, ADVERTISING and PROMOTING their business.

**You can have these cards done and IN THE FIELD in less than 48 hours.**

#### **INGREDIENTS**

1. Pack of regular 4x6 Index Cards
2. Your Rubber Stamp Classified Ad
3. .28 cent Post Card Stamps (optional)
4. Leads on Labels (optional)

#### **THE MOVE:**

1. Stamp your ad on your index cards on both sides making sure that on one side it is HORIZONTAL (striped side) and then VERTICAL (plain white side) so you leave room for the address label and stamp like on a real post card.
2. Your cards are now ready to drop around town. You can leave anywhere around town that people will see them. Just always have some with you.
3. You can “Farm” a neighborhood with them by placing them where people will see them.
4. You can order “Opportunity Leads on Labels” and stamps and mail them out.

(I use [www.SmartzLeads.com](http://www.SmartzLeads.com) for all my leads on labels. Use ID# 52117.)

### **# 4 FULL COLOR POST CARDS to Mail or Hand Out**

This takes about a one week turn around to order. Once you have them, it’s a SUPER simple and duplicable marketing method that works in many ways.

1. Order your post cards. Visit <http://PostCards.SimpleLeverage.com> and you will see my personal post card page. I have many designs there you can use.
2. Pick a design you like and click on the image to bring up on your computer in full size... next, “RIGHT CLICK” on the image and “SAVE AS” to your desktop. Do that to both “front” and “back” sides of post card image.

3. You now can go to a LOCAL Professional Printer and give them the image file. They can then design it with your link and phone on it.
4. You can use an online print house like VistaPrint.com but they charge a lot for shipping. You can save \$46 or more in shipping fees by using a local printer
5. Once you have your post cards you can now use them as “hand outs” or mail them to leads.
6. YES there IS a fully automated post card system on our training site. It costs roughly \$597 to have pros mail out 1,000 post cards for you.

### **# 5 DROP CARDS**

Drop cards are a simple idea much like Post It Notes and Simple Post Cards. The drop cards can be a BUSINESS CARD sized post card message... or they can be fake \$100 Bill Cards that have your ad on one side.

You simply leave these anywhere people will find them or you hand them out like business cards to people you know or meet.

Your training site has a special link dedicated to DROP CARD MARKETING.

### **# 6 BOOKLET PROSPECTING**

The “Money is EVERYWHERE! Booklet is a word document file you can find on the first page of the training site. When this booklet is printed up in a 5x8 book format it is a DEADLY EFFECTIVE prospecting tool for offline marketing.

Simply download the document to your computer and save on a USB stick.

Take to your local office supply store or professional printer and they can resize it into a BOOKLET SIZE and print/staple it for you. You would need to edit the original with YOUR NAME and CONTACT INFO.

This booklet when printed in a 5x8 size is only 4 pages and is roughly \$1 each to print out. In that size it is ready made for mailing with a first class stamp to people you know, or to leads on labels.

# **SIMPLE ONLINE MARKETING**

**1. FACEBOOK PROSPECTING** – Full Training Here:

<http://FacebookLeads.SimpleLeverage.com>

**2. VIDEO “Progression Videos” or “Review Videos” uploaded to YouTube.**

TRAINING on SITE.

**3. Online Reverse Marketing**

Any time you receive promotional emails from other marketers, you can reply with a simple message inviting them to review the power of adding an offer like ROI Unlimited to their existing list.

**SAMPLE REVERSE MARKETING EMAIL:**

Subject Line:

*re: your program...*

EMAIL BODY:

Hey there “name,”

Just wanted to let you know that several of my teammates have added this high converting offer to our list and the market is loving it...

It’s a simple story with a one time low fixed price point and no admin or autoships...

Perfect offer for the people who say no to your main offer...

Check out the quick video here:

YOUR LINK HERE

This thing is a SUPER converter and is kicking out \$5,000 profits again and again...

Let me know what you think...

YOUR NAME  
YOUR EMAIL  
YOUR PHONE  
YOUR LINK

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**These are very simple ways to get your business message IN THE FIELD and your teammates can have take action on these methods within the first 24-48 hours of joining the team.**

More training and in depth marketing strategies are inside your training site at:

[www.SimpleFreedomTraining.com](http://www.SimpleFreedomTraining.com)