

QUICK START GUIDE TO SUCCESS

Success University



Getting Started With Your Success University Business

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**“Your Future Is Created By What You Do Today, Not Tomorrow.”
-Robert Kiyosaki**

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INTRODUCTION TO SUCCESS UNIVERSITY

What is this business and how do I promote it?


Success University is simply the most amazing opportunity there is today. Many have tried, but never before has anyone ever created a product where you have the opportunity to both learn and earn in such a comprehensive and technically elegant way. Success University has developed the ultimate vehicle for creating individual success in all areas of wealth, health, and spiritual well being. Never in the history of Referral Marketing or in the personal development industry has there ever been anything like this before. Using only your computer and telephone, you now have the most powerful tools to create a solid, long-term residual income from the comfort of your own home!


Follow along with us and learn the secrets of promoting your business and cultivating relationships to produce a solid foundation for achieving your business and personal goals.

ICON KEY

 Valuable information

 Telephone Required

 Use Your Computer

 Refer to the Manual

 Use Your Email


Throughout this manual you will see these icons to help point you to the resource required.

How Do I Promote My Business?

Remember, success is very simple with this business. All you have to do is get as much targeted traffic to your lead capture page on a consistent basis as possible.

The reason we recommend you drive traffic to your lead capture page first when you are advertising your site, rather than directly to a sales copy page or the main website, is because it has statistically proven to produce the highest percentage of enrollments. When your prospect fills in their email address, Success University will follow up with your prospects on your behalf with a series of professionally written sales letters.

You have two different lead capture pages you can promote when you advertise. (Replace username with your SU Username):

	http://www.username.successuniversity.com/slim Requires only First Name and Email
	http://www.username.successuniversity.com/new Requires First & Last Name, Email, Phone & Country

For those of you who are planning on using the telephone to follow up with each of your prospects (recommended) you will want to use your /new page since it requires your prospect to fill in their phone number. By calling each of your leads, you will enroll a MUCH higher percentage of new students... people want to know that there is a real person behind the website!

For those of you who are planning on doing massive advertising and plan to generate more leads than you can possibly call or if you are advertising worldwide and do not want to make international phone calls, you will want to use your /slim page. Your /slim page will produce more leads than your /new page because it does not require their phone number.

Your First 72 Hours

Getting a jump start on your business is critical; you **must** get started right away! In fact, the reason most people fail in network marketing is they never get started. Make a commitment today to launch your business. Right now, go to Appendix A and print off the email template called "Your First 72 Hours". Make a commitment to follow through on all the steps starting right now.

Traffic Generation

How do I get people to my website?

How do you get targeted traffic to your website? While there can be many different methods to do this, we will primarily focus on the two most common methods in use today:

1. Word of Mouth
2. The Internet

Word of Mouth

This is really the easiest and most effective way to build your business. Why? Because it's free!

In fact, Johnny Wimbrey, Success University's National Training Director and first Executive Director, built a team of 6000 people in his first year by enrolling only 20 people!!

We recommend you go to your "Getting Started Checklist" in your Back Office and complete step #1. Johnny gives a complete training on how he built his business. He even runs through a mock phone call with Executive Director Ned Rae.

*Get everyone to
the New Member
Training calls!*

Every Saturday at 11:00am CST, Ned and Cheryl Rae run a fantastic call titled "New Member Fast Start Training". The top leaders in Success University are on that call almost every single Saturday. Why? Because they know they have team members on the call and they want to support them, and because they can always hear something new from Ned. In case you didn't know, Ned is an expert in this business who has built teams numbering in the tens of thousands and will teach you everything he has done to build a student organization of over 11,000 people with Success University. You want to learn from the experts! Don't miss the calls and send every member of your team there!!

Three-Way Calling



Learn How to use Three-Way calling. Once you expose someone to your Success University web site, you'll want to get their questions answered by your upline. You must understand the importance of third-party validation!

1. Get a prospect to your .com website to watch the movie. Once the prospect has done this, ASK THIS QUESTION:

"What did you like BEST about what you saw?"

2. Get them to a LIVE (recommended) or pre-recorded (212-461-2595) conference call. ASK THIS QUESTION:

"What did you like BEST about what you heard and read?"

Then ask for the "Deal" before step three:

"Do you see any reason why you wouldn't want to get started with us right away?"

3. Third party validation - this step is to answer their questions to further show that the systems in place will do most all the work for you. EDIFICATION IS A MUST IN THIS PROCEEDURE!! They are going to have questions 99.9% of the time. When they tell you they have some questions your reply should be, "Fantastic! Can you hold?" This is when you three way them to your upline mentor, coach or sponsor. Assure your upline that your prospect has completed step one and two and what their answers were, and of course you will give them your prospect's name. You will then switch back over to the prospect and say:

"Thank You for holding (Prospect's Name)! Because your questions are so important to me, I have asked my mentor and

coach to be on the line with us. (Upline's Name) is one of the top leaders in Success University and is extremely busy but I wanted to introduce the two of you. (Upline's Name), this is (Prospect's Name), (Prospect's Name) this is (Upline's Name)."

4. Then you sit there in silence and let your upline take it from there. Remain silent until they pass the call back to you. This is a SUPER IMPORTANT step as it will either make or break the prospect being your next student.

Our job here is three fold:

1. To answer their questions
2. Show them the system has worked to get them this far and
3. Edify you to your prospect.

Get good at doing this and watch your team grow!!

The Internet

There are many different ways to promote your business on the Internet in cost ranges for all different types of budgets. Remember, there is a price for success. If you treat this business like a hobby, it will reward you like one. If you treat it like a million dollar business, then guess how it will reward you? The results you produce will vary based on how much you invest, in either time or money, into this business. You can run it on a shoe-string budget and still produce excellent results if you put in high level of effort.



The good news is Success University has created the most successful internet marketing system in the entire Network Marketing industry. Your main responsibility will be to simply drive traffic to your /slim or your /new page and most importantly, FOLLOW UP!

Follow-up

I've personally enrolled someone, now what do I do?

Follow-up is one of the most important things you can do. It can make all the difference between a 14 day trial member who cancels before it's over and a premium member sign-up. Many of our students have told us that the only reason they became an active member is because they received a call from their upline - one simple phone call!

Email Notification



You'll know you have a personal enrollment when you receive an email stating "Congratulations, You Just Enrolled Someone" from Success University. In that email you'll receive the first and last name of the new team member along with the phone number and Success University User Name.

The first thing you need to do is to let the person know who you are and that you're their sponsor. We do this by immediately sending the person a "Welcome to the Team" email. You'll find a custom template you can use in the "Appendix A" of this document. Make sure you customize the email adding in your signature and any other contact details (Yahoo IM, Phone Number, etc.). We highly recommend including the contact details for your upline as well so your new member can contact your upline in case they can't reach you and they need a question answered quickly.

Cleaning-up/Getting Organized

This part is very mechanical but we find that it's necessary in order to stay organized. There are three things that we think are really important to do:

1. REMOVE NAMES FROM THE AUTO RESPONDER – for those who are using the Get Response auto-responder system as mentioned earlier in this document, it's important that you go and remove your

new team member from those lists. It can be very confusing for a team member to sign-up, and then later receive a prospecting email. This can confuse them into thinking that they didn't sign-up correctly, and then they're wondering why they're still getting emails from you.

2. EMAIL FOLDERS – Many leaders move personal enrollment “Congratulations” emails with team member details into their own email folders. In fact, those who do use folders do this with all of their emails. If you're really going all out with this business, you'll be receiving a lot of email and you want to make sure you can stay organized. By moving the “Congratulations” email into its own folder you can have that contact information readily available. *Note:* All contact information is also available on the SU website in the Genealogy as well.
3. CONTACT MANAGERS – This step isn't required, but it's what many leaders do. Most email programs have some type of contact manager (like Microsoft Outlook). When a new team member comes in, simply enter their information into your contact manager for easy reference. This also allows you to enter notes regarding the person when you speak to them, such as their location, time zone (for calling) and any notes about their situation, such as goals, business background, etc. Once again, this isn't required, but it's what many leaders do because when you're dealing with potentially hundreds of people, it's hard to remember all of the details.

The Phone Call

I know some of you are cringing right now saying “You mean I have to call someone?” Well truthfully, you don't have to do anything you don't want to do, but if you want to take your organization to the next level, you want to learn how to use the telephone.



Remember, this isn't a “cold call”. This is a call to a person who has already said they're interested, so much so, that they've **ALREADY SIGNED UP!**

Think about how you were feeling when you signed up. Did you get a phone call? Did you wonder what you were supposed to do next? Did you wonder if there were any real people in this business? We're not saying you can't be successful doing this business without making phone calls, but if you can, imagine what would happen if you also made that 1 phone call – do you think you might have a chance of doing even better? If you want to be truly successful in this business, truly be a leader, and move your income to the next level, then you want to learn to use the phone. It's easy!

All the leaders who have reached Executive Director in the company KNOW how to work the phone. Think about that. Whose example do you want to follow?

What Do I Say?

Here are a few components that we think are important:

- **INTRODUCE YOURSELF: “Hi, this is _____ with Success University and I just wanted to call to introduce myself and welcome you to the team!”**
 - **TELL THEM** a little bit about yourself and what potential you see for yourself and others in the program. People want to hear why YOU joined the business; they want to know what got YOU excited. An example would be **“I’m extremely excited about this program, I see my dreams being realized and it’s incredible because so many people’s lives will benefit from this!”**
 - **TELL/ASK: “We are a blend of internet & network marketing. Have you ever been involved with either internet or network marketing?”**
 - **SAY: “O.K. Great! We have an incredible Proven Success System already in place, so you see this is Turnkey Internet at its BEST!”**
 - **ASK THEM THEIR “Why”,** as in **“Why did you join Success University?”** This is really important for you and for them. For them, they should know what their goals are in this business, and if they haven’t thought about it, they should. Studies show that those with goals will always succeed vs. those who don’t. This is also critical as the “Why” is what they’ll need to draw upon if they get off track in the program. Their “Why” is also called their “Personal Defining Moment”, or the moment they saw what was possible for them in joining this business. Talk to them about it, write it down and then make sure you remind them if they get hung up.
 - **PROMOTE YOUR UPLINE: “We have an incredible Support System of people that have many years experience with both Internet & Network Marketing. They are there to offer us tremendous support.”** Let them know who you are and who you’re working with. This lets people know that they’re not alone – that they’ll have all the support of the entire team. Invite them to call their upline and introduce themselves.
 - **CALL THEM TO ACTION!** If they signed up as a free trial member, they did so in order to see if they could earn an income during that period, so call that out. Say **“You joined to see if you could earn an income during the 14 day free trail, right? We’ll, if you’re coachable, trainable, and teachable,**
-

then it's possible for that to happen. I can't guarantee that because I don't know what kind of effort you'll put forth, but it definitely won't happen if you don't take action. I'll show you the methods and principals our team has used to build up its membership so that you can do the same exact thing, but you must take action NOW!!"

- MAKE SURE they download and read this "Quick Start To Success" Guide!
- HIGHLIGHT & POINT THEM to the Weekly Call Schedule - INVITE them to listen in on the next call! **"Check out our Weekly Live Call Schedule which is listed in your back office. These calls are very important for your understanding of this company and business. The next live opportunity call is _____ and the next Saturday Training is this Saturday at 11:00 A.M. CST! Do you have those numbers? This is the very best way for you to learn more about who we are and where we are going! Get on every call!"**
- LISTEN. Your new team member may have many questions. Don't feel like you have to have the answer them all. If you know the answers, then go ahead and give them, but ALWAYS point them right back at the system: into their back office or the calls or the 24 hr. recorded message! **"The very best way to learn about the marketing plan is to print out a copy of the compensation plan found in the "documents" area of your back office and then listen to the recorded call with Executive Director Trisha Smith explaining the plan there as well" and "We have a unique system already in place that does a lot of the work for us" "This is a simple business!"** If they have questions you can't answer, get in touch with your upline so you can get the answers to the questions.
- FOLLOW UP: Let them know how to get in touch with you. Make sure they know you're preferred method of contact (email, home phone, cell phone, IM).
- **"Great to get to know you, _____, we're here to assist you every step of the way!"**
- ALWAYS TAKE NOTES ON THE CALL: Person's location, occupation, family info, etc. so you can recall this the next time you speak.

Voice mail

If you get an answering machine instead of a person, here's a message you could leave on their machine: **"Hi, this is _____ from Success University and my phone number is ____-____-____. I'm going to talk really fast because I don't know**

when your voicemail will cut me off. I'm your enroller and I wanted to call and introduce myself. Give me a call back ASAP as I have information that I know you're going to want in order to get your business going today. Call me as soon as you get this message! We're incredibly busy, so if you don't get me, leave a message with the best time for me to call."

Send the "Your First 72 Hours" Email

Once you get off the phone with your new member, send them the "Your First 72 Hours" email which you can find in "Appendix A".



Placement

Where do I place my new enrollments?

Once you've established contact with your new team member, now comes the time to place them into your downline. When you're starting out, you want to consider some important items.

Compensation Considerations

The binary plan can seem complicated, but it's actually quite simple as long as you follow a few simple rules. If you haven't already, go listen to the audio recording of Tricia Smith's call titled "Compensation Plan Training Live Audio with Top Earner Trisha Smith!" explaining the compensation plan. It can be found on the main page in your back office. Trisha is an amazingly gifted speaker and gives an excellent explanation of the compensation plan during this 45 minute recorded call. Make sure you print out a hard copy of the plan from your document library first so you can follow along.

An active student is one paying their \$49.95 monthly tuition.

Once you complete the call, forget everything you learned! Seriously, don't get too caught up in it, instead just focus on the immediate goal. In order for you to begin earning compensation, you must have one active student on the left and one active student on the right. Focus only on that.

Placement Next Steps

By default, your preferences (as seen in "Business Office", "My Account", "Preferences") will be set to "Holding Tank". This means when you personally enroll someone, they will automatically go into the holding tank

waiting for placement. Your holding tank can be easily viewed on the main page of your Success University Back Office. It can also be seen on the lower right hand corner of your Genealogy. You have five days to place an individual once they go into your holding tank.

Note

Don't feel rushed to start placing people the minute they come in. There will be times you'll have a prospect who is on-the-fence about joining SU. Those are perfect folks to contact and let them know that if they sign up today, you have people you can immediately place beneath them in your team.

Follow this general rule when placing someone:



ALWAYS place on the outside right or outside left.

Why? You are part of a long line of students on either one side or the other. By placing new team members on the outside left or right, everyone in that line will get to have that new person in their downline, hence they all get to financially benefit from that. You'll notice this happening when you receive an email with a subject of "You have a new person in your downline".

Do I Place on the Right or Left?

Initially, if you've never placed anyone before, it doesn't matter if you place the new team member on the right or on the left as you must have one active student on the left and one active student on the right to qualify for commissions.

After that, you must have at least one new active student a month up to 6 months in order to be qualified for life. If you have more than one personal sign-up in one month, then those people count towards your 6.

Example – if you personally enroll 4 students in your first month (who remain active), then you are now qualified for 4 months. When you hit 6 active students, you're qualified for life.

How Do I Place a Person in my Downline?

Go to your “Genealogy” view in your back office. To place someone on the left, click on the arrow on the bottom left to move to the lowest left point on your Genealogy. Click on the icon representing the first open spot after the last person in the line. You will then be presented a screen that allows you to select the person you want to place. If you have more than one person in your holding tank, you will have more than one selection. Click the button to place the person. You will receive a warning message asking you if you’re sure.

Note

Think carefully about your placement. Once you place someone, they **CANNOT** be moved. No way, no how!

Once you confirm, voilá – you’ve just placed your team member!

I’ve Placed My First Two People... Now What?

Congratulations – you’ve just placed your first two people in Success University and you now qualify for commissions. So where do you place your next person? Where you place someone depends on how many people are in one leg vs. the other and depends on what placement will bring you closest to a 1/3 : 2/3 distribution (or pay cycle) as explained on the recorded compensation call (and in the printed guide in your resource library).

Spillover is when someone in your upline places a team member below you. It’s a gift!

Resource Library”).

Here’s a simple example. Let’s say you have 4 active people on your left (1 personally enrolled and 3 from spillover) and 1 active person on your right. In this case you would want to place the new team member on your right as that would give you 4 on the left and 2 on the right for a total of six with a 1/3 : 2/3 balance. That constitutes a pay cycle and you would receive commissions on that based on the compensation plan (see the chart in your

Remember – you only get paid if ALL SIX of the students are active. The new person you placed may be a trial member, and as such doesn’t qualify you for commissions until they become active (stay beyond day 14 or upgrade to premium).

Regardless if the person is active or not, place them like they are. Keep in mind that some people will drop out. Don’t worry about that as there’s nothing you can do about it except “keep sowing seeds”.

Follow-up

Just because you placed someone doesn't mean you're done with them. Some people will get everything right off the bat, and others will have questions, in fact, most if not all will have questions. Make sure people can get in touch with you and that you return phone calls / answer emails. You need to keep supporting your team, because after all, they're the one's building your team! See Chapter 4 – Follow-Up.



A good general rule in the beginning is to follow up with each team member at least once a week, especially those emerging as leaders.

Remember how Johnny Wimbrey built his team? He personally enrolled 20 people and turned that into a team of 6000! Check the compensation chart sometime and see what that earns you. Ask yourself – is it really that difficult to follow-up with people if that's what it can get me?

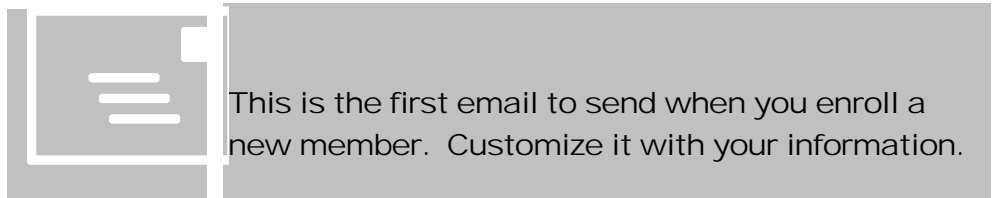
Wrap-up

We hope you found this information valuable as we consider it priceless. Your advisory board members (Especially Chris and Julie Chojnowski <http://www.chrisandjulie.tv> who wrote almost 100% of this guide) have used all of this information to launch their teams with tremendous success. If they can do it, we know you can too! Here's the best part – you can share all of this information with your team members so they can know how to easily achieve success as well. As always, contact your upline if you have any questions.

To Your Success!

Appendix A – Email Templates

Welcome to the Team Email



SUCCESS UNIVERSITY WILL BE THE LARGEST ONLINE LEARNING COMPANY DEDICATED TO PERSONAL DEVELOPMENT EVER TO LAUNCH ON THE INTERNET.

Greetings {NEW MEMBER NAME}!

My name is {YOUR NAME} with Success University. I am part of your support training team and we want to let you know that we are here to help you. I want to make sure you have all our contact information in case you have ANY questions about our program.

You know it only takes getting one personally enrolled active member in each of your two legs to qualify and then a minimum of six active students in your organization (2 legs, right & left; 3&3 or 4&2 or 2&4) to generate one cycle (up to \$20) as a Basic Member. Cycle twice to generate up to \$40 a month as a Basic Member and that will about offset the monthly tuition.

We want to make sure you understand that when you upgrade to a Premium Member (\$149.95 fee) before the end of your 14-day trial period, you will be eligible for double the commissions in our compensation plan. This allows you to earn up to \$40 per cycle a month instead of up to \$20 per cycle therefore doubling your commissions (see compensation overview for a Premium Member in your back office... Resources/Document Library/Compensation Plan).

Note: there is a maximum 60% payout of all tuition revenue. Should payout exceed the 60% rule, cycle pay will adjust accordingly. Typically cycle pay for premium members ranges between \$35 and \$38.

Not only that, when you upgrade, your tuition gets pushed out for a full 30 days so you'll save \$49.95 if you upgrade before the trial period ends. You can upgrade at anytime to double your commissions, however to have your first months tuition added into the value of the upgrade it must be before the 15th day.

The value you get when you upgrade to a Premium Member far exceeds what you will spend. For the \$149.95 you will get a \$357.00 product pack of hard copy DVD and CD's sent to you in our Welcome package along with welcome letter scripts and information on how to build a profitable Success University business. You get TWO hours of DVD with the legendary Jim Rohn and Zig Ziglar, not to mention Jim Rohn's CD "Building Your Network Marketing Business, Denis Waitley's "Acres of Diamonds" and the great Brian Tracey's "Maximum Selling Strategies". You are also enrolled in the most successful personal development program known world wide by the great Jim Rohn, Pillars of Success, Success Plan, proven to have a better than 90% retention factor for this program sent to you every Monday!

Go back to your web site and make sure you read everything so you truly know what you have your hands on. If you have ANY questions let us know ASAP. Also, make sure to read your Boot Camp Training Emails sent to you by Success University, they are also listed in your back office in the "Learning Center"!

Let the system train you. Here are four action steps to help you get started.

1. Make sure to check your e-mail daily, you will receive 14 "Boot Camp" letters every other day starting the day you enroll.
2. Listen to the Faculty training by Johnny Wimbrey listed on the first page when you log into your back office. Be sure to go to your Learning Center for your Getting Started Check List.
3. Listen to the New Member Training Call on Saturday.
4. I would recommend taking the elective courses on Network Marketing in your back office. They are great! Sign up for your courses, Achievement as well as Electives. You can do 1 Achievement and 10 Elective courses a month. We highly recommend all four Doug Firebaugh courses in the Network Marketing section in Electives. They are only 15 minutes long apiece.

Your business will build in proportion with the number of people you send to your website. Always give out the address to your capture page. It is your website address with a "/new" or a "/slim" at the end (ex: www.yourusername.successuniversity.com/new... do not forget to put in your own user name). It is all about exposing as many people as you can to this business through the tools available (Website, recorded overviews and live conference calls). Print out the scripts on how to talk to prospects that are in your back office. You will find them under "My Account" in the Library section. This program has been a personal as well as financial blessing to many people. Share it with as many people as you can and you will find those that will embrace it for the product benefits in their life as well as financial.

We are committed to your success so let us team up and make it happen!
We look forward to work with you and WELCOME TO THE TEAM!

"Change is a door that can only be opened from the inside".

Call Schedule

(512) 225-9483... Pin: 486309#

Monday	8:00pm CST	Opportunity Call
Tuesday	7:00pm CST	Internet Training Call
Tuesday	8:00pm CST	Opportunity Call
Wednesday	8:00pm CST	Faculty Training Tele-Seminar
Thursday	8:00pm CST	Opportunity Call
Thursday	8:30pm CST	Live Prospecting Call
Saturday	11:00am CST	New Member Training Call!
Sunday	4:00pm CST	Quick Start Guide to Success Training Call!

24 Hour Audio Podium (212) 461-2595

Option #1 - 8 Minute Overview

Option #2 - 20 Minute Conference Call

{Your Name}

Success University Member

Ph. {Your Phone Number}

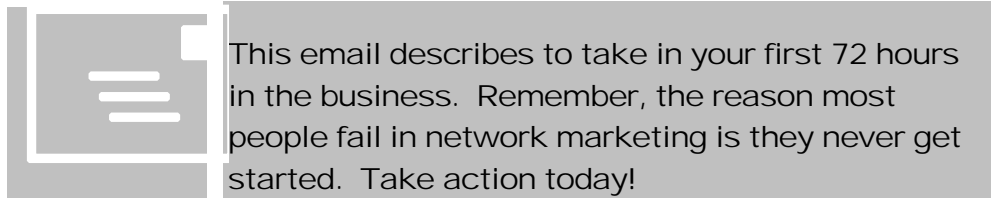
{Your Location} USA

{Your E-Mail}

Yahoo or MSN IM: {Your Instant Message ID}

Skype: {Your Skype ID}

Your First 72 Hours Email



Congratulations {PROSPECT FIRST NAME}.

Get excited about being part of a company that is quickly becoming the largest online learning company dedicated to personal development and achievement! Realize that timing is CRITICAL and everyone you know or come in contact with will hear about Success University and tens of thousands of people will get involved in the upcoming months - Just DECIDE that you will succeed and take focused committed action on a consistent basis and you will see results!!!!

MASSIVE ACTION = MASSIVE RESULTS

Make each day count in your business! Every day is a brand new day to begin again and move your business forward one step at a time.

Your First 24 Hours:

- ✓ Login at your website (http://YOUR_SU_USER_NAME.successuniversity.com) and complete your "Getting Started Checklist" in your back office.
- ✓ Print, fill out and post everything in your document library.
- ✓ Sign up for your first Achievement & Elective courses.
- ✓ Make a list of at least 100 people that you know. Don't talk to anyone until you have done this.
- ✓ Order your Success University business cards through your back office.
- ✓ Read through the scripts in your document library several times – so you will be comfortable reading to a live prospect.

Your Next Assignment 24 – 48 Hours:

- ✓ Listen to the “Fast Start Training Call” live with Ned & Cheryl Rae Saturdays at 11AM CST or listen to the recording on Ned Rae’s website at <http://www.nedrae.com>.
- ✓ Read your “Quick Start Guide to Success” eBook available in your document library.
- ✓ Listen to the “Quick Start Guide to Success” training call live with Chris & Julie Chojnowski on Sundays at 4PM CST or recorded on Chris & Julie’s website at <http://www.chrisandjulie.tv> and hear how to apply the “Quick Start Guide to Success” eBook for immediate success in your SU business.
- ✓ Call your upline to introduce yourself!
- ✓ Learn how to setup a three-way call & invite prospects to your website (your upline will assist you).
- ✓ Listen to Daegan Smith’s “Internet Training” call Tuesdays at 7PM CST or listen to the recording on Ned Rae’s website at <http://www.nedrae.com>.

Your Next Assignment 48 – 72 hours:

- ✓ Start to plan and then implement your internet marketing campaign/lead capture website
- ✓ Call in and participate with the “Live Opportunity” calls held each week in your area of the world! Invite prospects onto these calls on a consistent basis and watch your business grow!
- ✓ Develop yourself on a consistent basis. Find a new book in your back office, order it and then start reading one chapter a day.
- ✓ Ensure that two people you enroll get off to a fast start by completing their first 24 hour assignment.

Explain the SU Business Email



This email is our response to anyone sending us an email asking for more information on SU. Customize it with your information. Remember – let the website do the work!

Hi {PROSPECT FIRST NAME}. Thanks for your email.

What I can tell you is that Success University is a real business with real people and is simply the most amazing opportunity out there. Our entire team is committed to your success, and the success of others on our team. My upline has years of experience in the Network Marketing business and our support team includes expert traditional Network Marketers and Internet Network Marketers.

You'll have access to the best support structure available to help you achieve amazing success.

The only way to get a complete and unbiased look at this business from the inside out is to try it out. Luckily, you can do that for free here:

http://{YOUR_SU_USER_NAME}.successuniversity.com/specialoffer

When you sign-up, a \$2 donation is made to the "Feed the Children" charity. The trial lasts 14 days and you can cancel anytime.

Once you sign-up, you have access to the marketing plan, the compensation plan and everything else you need in order to make a decision to see if this is a fit for you.

It's that simple.

If you're still looking for more information regarding your questions, you can feel free to call for more information at the number listed below, or through any of the other additional means listed (email, IM, etc.) If I can't answer your questions, I'll conference in my upline, who have 100% of the information and 100% of the facts.

To your success!!

{YOUR NAME},

Our Full Contact Info:

{Your Name}
Success University Member
Ph. {Your Phone Number}
{Your Location} USA
{Your E-Mail}
{Your SU Website}
Yahoo or MSN IM: {Your Instant Message ID}
Skype: {Your Skype ID}

I Don't Have a Credit Card E-Mail



Send this email to anyone who asks for what kind of payments SU accepts or indicates they don't have a credit card. Customize it with your information.

Hi {PROSPECT FIRST NAME}. Thanks for your email.

Currently, Success University is accepting Master Card, Visa, AMEX, Discover, E-Checks (US Bank Accounts only), and Master or Visa logo Debit Cards. If you have one of those, then you can go to the following URL to sign up for the free trail:

http://{YOUR_SU_USER_NAME}.successuniversity.com/specialoffer

When you sign-up, a \$2 donation is made to the "Feed the Children" charity. The trial lasts 14 days and you can cancel anytime.

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To your success!!

{YOUR NAME},

Our Full Contact Info:

{Your Name}
Success University Member
Ph. {Your Phone Number}
{Your Location} USA
{Your E-Mail}

{Your SU Website}
Yahoo or MSN IM: {Your Instant Message ID}
Skype: {Your Skype ID}

No Money E-Mail



Send this email to anyone who is looking for you to either loan or give them the \$2 for the free trial or has some other issue in regards to money. Customize it with your information.

Hi {PROSPECT FIRST NAME}. Thanks for your email.

Have you ever heard this Chinese Proverb: "*Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.*"

There is an AWESOME book that we highly recommend to you. It's called **The Abundance Book** by John Randolph Price.

Don't wait another day to read it. It will transform your thinking about money.....call your local bookstore to check to see if they have it. Bookstore owners always tell me that it flies off the shelves as soon as they receive it.....

God provides us challenges each and every day to move us closer and closer to our higher purpose in life.

If you want to be involved, you must take the steps necessary to become involved. You MUST have a credit card to make money with Success University. You must find a way to get one if you want to change your situation! This is your first challenge that you must overcome, which is a blessing in disguise!

We look forward to working with you as soon as you are ready!

To your success!

Your Full Contact Info:

{Your Name}
Success University Member
Ph. {Your Phone Number}
{Your Location} USA
{Your E-Mail}
{Your SU Website}