



Matt & Catherine Willis
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AbsolutelyCoastal.com
DiscoveringCoastal.com

Congratulations!

Welcome to the team! We are thrilled to have you as the newest addition to our successful call center team with Coastal Vacations. I feel very privileged to be able to welcome you to this very wonderful business. I applaud your decision to get started in a business that has the potential to pay you a multiple six-figure income over the next couple of years.

Please take some time to review the material that I have sent you here. Follow these steps to get started successfully.

1. Review this welcome package and follow the instructions to get plugged into our comprehensive training system.
2. After establishing your Call Center I.D.# - Sign up for a website at www.WeCloseYourSales.com.
3. Purchase a domain name from www.GoDaddy.com by following the instructions in the welcome email that you will receive from the website signup.
4. Watch the training and getting started videos/audios found in the back office of the 'WeCloseYourSales.com' website under the 'Training & Support' tab.

5. Stay PLUGGED IN

- a. Join us on the **Monday evening Call Center Training Call** – 8:00pm EST. Dial [646-519-5800](tel:646-519-5800) pin [7171#](tel:7171)
- b. Join us on the **Wednesday evening Team Training Call** – 10:30pm EST. Dial [605-990-0300](tel:605-990-0300) pin [668732#](tel:668732)
- c. Send prospects **Monday – Thursday** to the **nightly Q&A Call** – 9:00pm EST. Dial [212-461-5800](tel:212-461-5800) pin [4433#](tel:4433)

Wishing you all the best success!

Matt & Catherine Willis
Level 2 Directors - AbsolutelyCoastal.com

Welcome to the Team!!!

By joining the Coastal Vacations Call Center team... You have enrolled in an opportunity that has a clear edge on the competition. You will absolutely love this 'No Selling' System!

While searching for a home based business, I had my eye on Coastal Vacations for quite some time before I joined. There is one simple reason that helped convince me to join Coastal - and that is the development of the *Coastal Call Center*. Since our team developed the call center we have experienced explosive growth because the concept is extremely easy to duplicate. In fact, over the past year alone the Call Center has closed over 1,000 sales! No other group in Coastal can boast numbers like those!

You don't have to be a super salesman to close a sale. Our call center will do that for you! So the 'stay at home mom' has just as good a chance as the seasoned professional at closing a sale. That equates to a higher conversion in training sales passed up to you in your business.

I have personally been involved with other home based business opportunities that required many more hours than expected with little or no return on investment. I'm very happy to report that with the use of the call center, I truly have much more time freedom with *exceptional* return on investment (no more nickel & dime programs that are not worth the effort).

Our Focus

Our primary focus is to ***send qualified prospects to call center*** by way of advertising, lead generation and/or purchasing leads, prospecting or personal contact. When you send qualified prospects (which is someone who is serious about finding a business and understands that this is a business opportunity with a \$1995. minimum investment) to the call center, then the representatives at the call center have a much better opportunity to make a sale for you.

When the call center makes a sale for you (after you become a qualified director), you can earn between \$1000 & \$6500 each sale (depending on what level you joined at). That kind of commission can add up quickly.

The purpose of writing this material is to help equip you on your journey to success with Coastal Vacations. You will be working with some of the top income earners in Coastal Vacations including Jeff Mills, John Roney, Dean Marino and Greg Stillman to name a few. These people are either directly or indirectly responsible for the creation of the Call center and the 'WeCloseYourSales' website system itself. Each one is dedicated to this business and in helping others succeed with Coastal. So rest assured, *you're in good company!*

As with any business, Coastal will require some effort on your part. You will get out of this business what you put in. Therefore, it's important to understand 'why' you want to be successful with this opportunity.

Your Goals

Coastal is a powerful vehicle that can get you to wherever you want to go in life. You now have the key to the ignition! How fast you want to go depends entirely on you.

Please understand that you have a **strong support team** that is behind you 100% of the way and looking forward to seeing you realize all the goals you set for yourself.

Part 1, of our training is focusing on YOUR GOALS. Believe it or not, this may be **one of the most important things you will do** starting this business. Remember if you want us to assist you in getting something different out of life, we're going to have to know that YOUR goals and aspirations are! Then we will GET TO WORK with you to help you accomplish them.

It is important for you to recognize what you want out of this opportunity. Accomplishing things in life are as easy as 1, 2, 3, and 4.

- 1) You have to **Know** what you want
- 2) You have to **Decide** that you are getting it
- 3) You have to **Create** a Plan
- 4) You must be **Willing** to Begin today

Goals are important because they keep you focused. They allow you to spend energy on the right things, rather than focusing on things that appear as obstacles or challenges along the way. Some may require you to step outside of your comfort zone. Typically, the further outside your comfort zone you venture,... the more you are able to grow!

Several VERY IMPORTANT THINGS TO CONSIDER about GOALS:

- 1) They should be specific
- 2) They should be written down
- 3) They should be time stamped
- 4) They should be affirmed aloud every day
- 5) Long Term Goals are important. You should begin with the end in mind.
- 6) Short-term goals are just as important. A great time to start your short-term goals is at the beginning of every month.

HOW BIG WOULD YOUR DREAMS BE IF YOU KNEW YOU COULDN'T FAIL?

START WITH 20 REASONS!

Keep in mind when writing down your 20 reasons, this is not what you "WISH" you could have, this is what you "WANT"! This might seem like a silly task, but statistically, there is an **80% higher chance of achieving your goals** if they are **written down!**

My number ONE reason for me doing this business is

- | | |
|-----------|-----------|
| 1. _____ | 11. _____ |
| 2. _____ | 12. _____ |
| 3. _____ | 13. _____ |
| 4. _____ | 14. _____ |
| 5. _____ | 15. _____ |
| 6. _____ | 16. _____ |
| 7. _____ | 17. _____ |
| 8. _____ | 18. _____ |
| 9. _____ | 19. _____ |
| 10. _____ | 20. _____ |

YOUR INCOME GOALS!

Please complete the following 6 questions:

1. I will complete my 2 training sales and qualify as a Director by (date): _____
2. I will make _____ sales in my first 30 days.
3. I will earn \$ _____ in my first 90 days.
4. I will commit to _____ hours per week to my personal and business development.
5. I will earn \$ _____ in my first year in the Coastal business.

Staying Plugged-In

One of the very important things that you will want to do is stay plugged in with what's happening day-to-day with the call center. Go for active participation and full involvement—it will pay off for you in the long run.

1. Join us on the **Monday evening** Call Center Training Call – 8:00pm EST. Dial 646-519-5800 pin 7171#
2. Join us on the **Wednesday evening** Team Training Call – 10:30pm EST. Dial 605-990-0300 pin 668732#
3. Join us **Monday – Thursday** for the nightly Q&A Call – 9:00pm EST. Dial 212-461-5800 pin 4433#

Forms of Advertising

Visit www.wecloseyoursales.com Members' Back Office for **170 Ways to Market This Business**. Some highlights include:

NOTE: For the first solid week after you have signed up with the WeCloseYourSales.com website, you should be reviewing all of the training tabs that cover advertising methods, archived recorded training calls, how to use the package and so on. This is the number one place you will plug into for training. This is also what you will teach your new members to do so that they are 'system dependant' rather than 'people dependant'. This is where I learned all of the information about how to use the membership package, and the best ways to market this program. The following highlights are for your review – but can also be found in the back office for more detailed information:

1. **Classified Advertising:** There are some great websites located in the back office that can help deliver your classified ad into nationwide newspapers for a reasonable price. Remember, as with any form of advertising – consistency is the key to classified ads. It is reported that an average consumer may see an ad up to **7 times** before they actually respond. Just plug in the Call Center 800# (1-800-378-1169) and your I.D. code and let the call center do the rest (you may also put your website address in your ad if you prefer).

The only requirement ANY time you use the call center 800# is that you mention the minimum cost of the opportunity in the ad. This helps weed out those who are not willing to spend the money to invest in our opportunity and saves the call center sales reps valuable time while presenting the business to your prospects. For Level II Directors, you may even consider putting in your ad that the minimum investment is \$4,995. This will generate even less calls... but more qualified, targeted callers.

2. **Post Card advertising** – This can be pricy and depending upon your advertising budget... but with a good targeted list, this method can produce favorable results. Again, you may need to send out several post cards to the same addresses before you see favorable results.

3. **Internet 'Sponsored Search' advertising** – This form of advertising will drive traffic to your WeCloseYourSales website where you may capture a lead and follow up with them directly. It's a good way to build a quick list of potential leads who have viewed the flash movie and have investigated your website for more information.

I have found that this method works **BEST** when you have your own PERSONAL website that is branded with your photograph and/or personal information – along with the call center information. This way, you stand out from the rest of the crowd and the prospect has a chance to know who they will be working with. You may also choose to connect this website to your WeCloseYourSales.com website so your prospects will have a peek at our turn-key marketing system.

4. <http://www.salescenterprospects.com>- Premier Sales Center Specific Leads – These are leads you can purchase that are specific to our opportunity. Be sure to click on the special link in your back office of the WeCloseYourSales.com website that says **Sales Center Leads** – This way your I.D.# will be automatically attached to your leads. These leads will automatically drop into your back office as opt-in's and be put on your autoresponder program that is already built into our system. Then, the CALL CENTER will follow up with these leads, qualify them and follow up with them as they come in. No other system will do this for you!
5. Also check out <http://www.coastalleads1.com/>

Note that these leads cannot be passed directly over to the Call Center unless they meet the Call Center requirements. Ask a Call Center representative about a specific lead company for more details.

Advanced Marketing Concepts

There are a few different ideas that you can put in place with this business that can definitely help you increase your return and create more sales. The first two are to be used with a personal website and the 3rd is an effective telecommunications marketing method.

1. AudioGenerator – www.audiogenerator.com – this service allows you to record audio messages and use them in websites, emails and follow up postcards to get attention and direct people back to your websites, have them call you, etc. \$29/month.
2. Video Generator
<http://members.instantvideogenerator.com/specialinfo.asp?x=258794>
This service is an invaluable tool if you are marketing on the internet. It is one of the best ways to get people's attention, which is very important when people are surfing the internet looking at ten different business opportunities every ten minutes. \$39/month.

3. Voice Broadcasting – www.myvoiceshot.com – this is a great service if you would like to contact leads and send them to websites, etc. without having to pick up the phone and do it yourself. You can use this service to record a message and then have it delivered to your leads instantly. You can go to the site and experience a demo of the system for free. Billed as you complete phone calls to leads at \$0.12/minute.

Training Resources

In my opinion, training is perhaps the number one factor in your success, both in the short term and especially in the long-term. Many people will get started in a home-based business or even a traditional business thinking that training is not important or irrelevant. Nothing could be further from the truth. **Professional training is an absolute.**

- *Do you know anyone in the corporate world that made it to the top of their organization without investing heavily in training?*
- *Do you know any actors, actresses, singers, dancers or professional athletes that rose to the top without a massive investment of professional training or coaching along the way?*
- *What makes us think that we can get started in a business, invest less than \$15,000 to join, and go out and make a six-figure, or multiple six-figure income, without professional training?*

The fact of the matter is that if you expect to find good success in this business, then I believe that you must be willing to invest in training for yourself to be a professional in this business. You must be willing to put in the time for experience and education if you are seeking the rewards of what this business can do for you.

The fastest way to get from where you are to where you want to be is to find someone who has already achieved that result you want and simply find out what they did. And then if you do what they do, you will find similar results yourself.

Gaining a Life-Long Skill Set

I have a certain belief about training. I believe that if you want to make a certain amount of money, let's just say \$250,000 a year—that it comes down to having certain skill sets. And what I mean by skill sets is that you have learned how to do something and you get paid for it. Imagine that you wanted to become a doctor for example. You would go to medical school and invest \$100k-\$250K in your education to become a doctor, i.e. to gain the skill set of a doctor. That same thing applies in business.

I believe that if you want to earn a certain level of income, then it takes a certain skill set to be able to earn that kind of income. If you want to earn \$100,000 in a home business then there are certain things that you need to learn in order to achieve that goal.

So if your goal is to earn a professional level of income in this business, then I submit that you must be willing and committed to invest in professional training for yourself.

Take a word of advice from the very wise Ben Franklin who said:

"If a man empties his purse into his head, no man can take it away from him. An investment in knowledge always pays the best interest."

My Personal Challenge

My personal challenge is to help as many people as I can to earn six figures or more per year with this opportunity. I will be committed to helping you do the very same, but you must be willing to meet me half way in your efforts. I will share with you what has worked for me in terms of marketing, but you must be willing to repeat the same steps – or come up with your own. There are truly no limits as to how we can market this product/opportunity.

A WORD ON CONSISTANCY

Staying consistent and focused with your advertising campaign (whichever method you choose) is honestly one of the MOST IMPORTANT THINGS you can do to be successful. That means pushing forward with your efforts despite the inner voice in your head telling you to quit... Especially when you're over budget with your marketing efforts. This is a critical time where most people will give up. *This is the moment that separates successful people – from those who fail!*

NOTE: *Advertising this program may take several months before generating a sale due to the higher ticket prices of our programs. Although you may generate sales sooner, most prospects will take several weeks to investigate our program, to research the opportunity, interview other directors and talk it over with their loved ones before deciding to join. After this, it may take several more weeks for the prospect to gather their funds together before they make their purchase. Keeping this in mind while you advertise is extremely important because this means that whatever marketing money you have invested in one month, may not see results for 1 to 3 months thereafter. That is why it's so important to STAY CONSISTANT after the 1 to 2 month period. This is the critical time to get your business up and running.*

DON'T GIVE UP

People who give up at this point will start pointing fingers. They will hold on to whatever reasons they can grasp onto that will satisfy the 'inner voice' that initially told them that 'they shouldn't try this program'. *(Remember, your mind will ALWAYS try to prove itself right – no matter what – Your mind will always try to keep you in your comfort zone to protect you – it's a self-defense mechanism that you must recognize and dismantle if you want to become successful.)*

People in this category will automatically 'default' into what I call 'the excuse campaign' as to why they did not become successful. They'll say things like "Save your money... I tried that program, it just doesn't work", or "I advertised for 2 months and I didn't get one sale", or "This must be a scam", or "It's just too complicated to market – I don't know how anyone else is successful at this stuff", or "My director didn't help me at all... It's all his/her fault I failed". Comments like these are success killers. They also breed negative word of mouth advertising about our program (or any other program they are naysaying) - But they also will KEEP YOU FROM BEING SUCCESSFUL IF YOU LET THEM

THE SUCCESS MINDSET

The secret to becoming successful is simply this: A successful person will FIND A WAY AROUND AN OBSTICAL whereas the person who fails will USE THE OBSTICAL AS THE OBJECT OF THEIR FAILURE!!!! Hmmm... that one statement is so important, let me say it again... In fact I'd like you to read this OUT LOUD:

A successful person will FIND A WAY AROUND AN OBSTACLE whereas the person who fails will USE THE OBSTACLE AS THE OBJECT OF THEIR FAILURE!!!!

Do you really think that successful people don't have challenges? That they don't come up against the same obstacles that you do? Of course they do... It's how they handle their challenges that makes the difference. They have a 'success mindset' that is focused and clear about what it is that they want to achieve. If you are unclear about what you want to achieve, you are going to get unclear results.

Successful people will not let excuses trip them up. Successful people do not have time for excuses... They only focus on the results they are looking for. Another way to put it is: THE MORE YOU FOCUS ON RESULTS, THE MORE RESULTS YOU WILL RECEIVE. This is based on the universal principle that YOUR MIND WILL GRAVITATE TOWARDS WHATEVER YOU FOCUS ON MOST.

Therefore, if you focus on the obstacles... YOU WILL GET MORE OBSTICALS!!! IF you focus on your goals... **YOU WILL ACHIEVE MORE GOALS!!!** The trick is being able to recognize and identify your 'obstacle' mindset (listen to the chitter chatter in your mind during a crises – it's easy to miss because we don't pay attention), and to reverse your default 'obstacle' focus to a 'solution' focused mind.

THE POWER OF A QUESTION

Here is another secret that I'm going to share with you in the form of a question: ***What is the easiest way around an obstacle???*** Did you see it? Read it again, and again if you have to. The question itself is the secret. Let me explain. If you make a statement such as "I can't get around this problem". Your mind will automatically 'give up'. Because you have given you're mind permission to give up. You have made a choice or a decision to stop. Period. End of story.

You're mind is one of the greatest problem solvers in the world. It's DESIGNED to figure things out – even when you're not consciously thinking about a problem. For example, you may wake up one morning and find a solution to a problem that you have been trying to figure out – and POOF it just pops into your head. Maybe you're in the shower when it comes to you, or while driving.

You see, when you ask your mind to figure something out – IT WILL NOT STOP THINKING ABOUT IT UNTIL IT FINDS AN ANSWER!!!! That's another important one... I'd better say it again:

**...when you ask your mind to figure something out –
IT WILL NOT STOP THINKING ABOUT IT UNTIL IT
FINDS AN ANSWER!!!!**

Given this universal fact (yes, everyone's mind works this way) – instead of saying things like "I just can't get around this problem" CHANGE YOUR STATEMENT TO A QUESTION: "**HOW CAN I** get around this problem". Now you've given yourself a chance to push past the obstacle – Your 'master problem solver' is on the case and WILL NOT STOP until it finds a solution (or solutions) to the question you have asked.

Do you remember when you purchased your first car? When you were interested in a particular model or color car... Did you ever notice that all of a sudden you noticed that exact kind or color car each time you passed one on the road? But before that, you may have never noticed them? That is an example of how the subconscious mind works. It works on autopilot and if you trust it, your mind will figure out any problem you throw at it (eventually). It's a beautiful thing!

Review

Deciding to join this business is your first great step to success and you may have overcome several obstacles to get this far. Your 'step one' was to find an opportunity (check!) **CONGRATULATIONS!!!!**

So in that same spirit, the next step (step 2) is to begin focusing on your next immediate goals. They are as follows:

1. Get plugged in by following the instructions at the www.wecloseyoursales.com website
2. Choose a marketing method and stick with it
3. Complete your first two training sales within your first two months or sooner if possible (this will help keep your momentum going thru to your third 'profitable' sale and beyond)
4. Continue to set new personal and financial goals and live the life you've always dreamed possible!

Both my teammates and I are dedicated to your success. Most of us are ALWAYS available during our team training calls on Monday nights 8PM EST.

IF WE ARE NOT AVAILABLE (or on VACATION!!!): You can contact the call center and leave a message OR, refer to the information in your back office of the WeCloseYourSales.com website. Don't forget the training calls from the Coastal board of directors (numbers in your back office). Note that the board of directors will not know the details of the call center as it's a tool that our specific group utilizes to maximize our results – However, they will answer general marketing questions and questions about the travel package.

I wish you great success on your new business venture!

Again, Welcome to our Successful Team of Coastal Vacations Independent Association of Entrepreneurs!

Sincerely,

**Matt & Catherine Willis
Level 2 Director**

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PS: Keep this folder in a safe place for future reference

MISSION STATEMENT:

To build and develop both business and personal relationships to mutually benefit those who consciously choose to change their lives and live in endless abundance by taking action in spite of fear.