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Getting Started Tips:

Setting up your office area:

Spend some time setting up your office area. Proper organization will help you make more sales and help you to train your new associates to do the same. Cluttered and disorganized work areas are unproductive and can lead to miscommunication, lost data etc.

1. If you don't already have one, get yourself an office desk and comfortable chair. Place these items in an area of the house that will provide you with the least distractions from the rest of the family activities and/or noises.
2. You may want to invest in a cordless phone headset for training calls etc. to reduce the strain on your neck and enable you to be 'hands free' to write down notes etc. If you don't already have a long distance company or an unlimited calling plan, you may want to sign up for one so that you won't have to worry about extra long distance phone charges.
3. Make sure you have a good voicemail system.
4. Invest in a filing system. A small filing cabinet will do so long as it's easily accessible from your desk. Have a marketing section, a leads section, a members section, an expense section and so on.
5. Make office hours and tell your family. When you are working from home, other people don't understand that your work at home time is more important than your work at a job time. At your job, you may be paid for unproductive work, but at home, your income is totally dependent on your own efforts. Just set clear office hours and let your family know it's important to you that they respect those hours. (*You also need to stick to those hours and not change your plans all the time.*)

Open up a Savings Account or two!

You may want to open up a high yield savings account now that you'll be on your way to making a considerable income. I would also recommend a separate business checking account to keep track of all your expenses. Now that you are working from home, you'll have a considerable amount of tax write-offs that could save you \$1000's of dollars at the end of the year. *(Talk to your accountant about the best ways to set up your new business and save on your mortgage, car, utility bills etc.)* The better you manage your money... The more you will make!

Establish a Marketing Strategy

There are several (actually, well over 100) different ways to market this business. Plug into the back office of the WeCloseYourSales.com website and review the most popular (see below). **Note: Spamming or fax broadcasting is not permitted.**

1. Classified ads
2. Online Pay-Per-Click Advertising with Google/Yahoo (PPC)
3. Flyers, Post Cards/ Business Opportunity cards
4. Purchase Leads
5. Word of Mouth
6. In home presentations / Seminars
7. Published articles
8. Free traffic generating websites like www.trafficswarm.com
9. Voice broadcasting (<http://www.voiceshot.com>)
10. Join a chamber of commerce or BNI network in your area

Establish a Marketing Budget

Coastal can be marketed on almost ANY size budget. Some people start out with only \$75/wk and increase as they go to around \$1000-\$1500/mo. That's not a lot considering you only need to generate 1 sale to get a significant return on my investment. Also remember, any money you invest into marketing one month, may take several months to see results. *So don't get discouraged!* That is just the nature of marketing. If you are consistent, your marketing efforts will payoff.

If you have a smaller budget, you may have to rely on marketing methods that involve your personal effort (such as writing an article to be published

online for free, going to high traffic business areas such as supermarkets, laundry facilities, gas stations etc. and dropping off sales literature and/or business opportunity cards so on.)

For those of you with larger budgets, you can use other methods such as placing classified ads, enrolling in an online pay-per-click program or purchase our new sales center specific leads and have the sales center follow up with your prospects.

YOU Are the CEO of Your Own Company Now!

All of your efforts should be based on the premise that each of us is founder, president, and 100 percent stockholder in our own company. I want to encourage you to think and act like an independent, self-sufficient enterprise!

Just as every business has departments, you should think of yourself and your involvement with your business as having departments, and then focus on monitoring and improving all phases of your operation, including creating your brand name or the image you want to project to your customers, defining your mission/plan of action, managing your cash flow, writing down your financial goals and annual goals for expansion and so on.

If you treat your business like a business, you will get the results you are looking for. If you treat your business like a hobby, you will get the desired results you are looking for. Wonderfully, the choice is yours!

Expect Sales in 3 to 6 months! HUH?

Becoming successful in any business is a mindset. Expect success and it will come to you! Even if you are not profitable for several months, do not give up! Considering that it takes most businesses an average of 5 YEARS before showing profit... 3 to 6 months is not that uncommon before you may see results. If given the choice between the two statistics, I'd gladly take the latter of the two!

Although most people will show a return on their investment sooner, by placing your expectations a little further out into the 3-6 month range, you could not possibly be disappointed if you make a sale (or multiple sales) before the 6 month mark.

The amount of sales you make (and the amount of time you make them in) is greatly dependant on how aggressively you attack your marketing campaign from the beginning.

For example, if you talk to your friends and family about the program and sign a few of them up, you will have greater success achieving your immediate goals. Most people do not want to approach their friends and family – at least until they have a few checks under their belt. But others are not shy about promoting their business. These individuals will usually be in profit sooner because they are willing to step outside their comfort zones.

Don't Resist Change!

Resisting change is counter-productive because change is the only constant! When you change, everything else around you changes. And you haven't done this stuff before so accept and do! Trust yourself to grow and learn from others.

T. Harv Eker teaches that the amount of your wealth is in direct proportion to the size of your comfort zone. In other words, if you are not willing to step outside your comfort zone and GROW, you will most likely not venture to GAIN anything as a result. Once your mind has expanded to accept a new idea, it can no longer go back to its previous size (so to speak). You have essentially evolved into a new person, with a new perspective.

Take Responsibility

You are responsible for your own success. I can help you along the way, but I can't FORCE you to become successful. That requires you to take action, and be SOLUTION FOCUSED. **So don't blame *the system, blame the newspaper you placed the ad in, blame your neighbors dog for barking during a sales call, blame your director, blame the mail man - etc.*** The successful person will not place blame or make excuses – they focus on solutions and results, period! **"People may fail many times, but they become failures only when they begin to blame someone else."**

Don't Be Afraid To DREAM!

It doesn't pay to dream small! DREAM BIG! There are no limits to how big you can dream. If you can see it, you can do it. Dreaming of a new car? A new home? A dream vacation? KEEP DREAMING! Dreaming and visualizing what you want will keep you motivated to achieve your goals.

Get out a plain piece of paper and write down 50 things / goals you would like to achieve before you die. It could relate to anything, travel, education, sky diving – whatever. Really think about it. It's fun! Try getting your

husband, wife or significant other to do the same thing... but don't tell each other what's on the list until you have both completed your 50 things. Then compare the two and see how many things you have in common!

After you have your list, you can then prioritize it and be on your way to achieving the goals on your list.



TAKE ACTION!!!!

Finally, Taking action is the most important ingredient to your success. No action = no results! Between knowledge and action, action wins every time. Even if the action is taken with mistakes, it will always yield better results than if you hadn't taken action at all.

Set up a GRAND OPENING DATE and stick to it! Allow yourself enough time to absorb some of the information in the back office and on our training calls, then look at your calendar and set an official launch date. This will help you focus on more action related activities.

NOTE: Never confuse *motion* with *action*! Going thru the motions of getting started and learning how to market is extremely important, but it will ultimately NOT produce any sales for you! Only by taking ACTION (by placing ads, marketing or talking to people about this business) will you produce actual sales. *So don't get caught in the trap of "GETTING READY TO GET READY"* Or you'll never get started making sales!

The "LAW OF ATTRACTION"

Notice the headline above does not say the "THEORY OF ATTRACTION". There is a universal law of attraction that simply states that we attract into our lives whatever it is that we focus on the most (be it good or bad).

For example, if you focus on the 'lack' of money in your life, or how you are in so much debt, you will attract more of this into your life because you are focusing your thoughts and energy on what you don't have.

On the other hand, if you constantly focus on progress, prosperity and well being, you will attract more of these things into your life. Another way to put it is ... **"whatever you focus on - expands."**

This 'LAW' is the key to your success. If you focus on steady sales coming to you on a monthly, weekly or even daily basis – watch out! You WILL get what you ask for! However, if you focus on the LACK of results or sales you are getting... YOU WILL ATTRACT MORE OF THIS INTO YOUR LIFE.

The beautiful part about this law is that it does not discriminate. It works for anyone, anywhere at any time. Whether you realize it or not, this law is all around you. You have used it to find the car you drive, the place you live, the person you love, THE BUSINESS OPPORTUNITY YOU HAVE CHOSEN etc. It's like gravity, it exists whether you're thinking about it or not. So be mindful of your thoughts – They are your most powerful asset!

In Summary

Keep this welcome package handy and refer to it from time to time to help you stay focused on your business. It's easy to allow life to get in the way and we all have other obligations... But try to set some time aside each day to devote to your new business and TREAT it like a business, not a hobby.

Get yourself set up in your home, and establish your working hours. GET PLUGGED INTO the back office of the WeCloseYourSales.com site. This will be your most valuable resource for training and guidance.

Coastal is one of the best vehicles on the market to help take yourself from point A to point B (literally and financially). Coastal is a strong business that has been around nearly 13 years now. And yet, as many success stories we have with Coastal Members, there are also many, many failures that you don't hear about.

So the million-dollar question is, why do some people succeed, while others fail? It's interesting to note that there is usually one thing that is constant in this equation (in any business opportunity) – and that is the program itself. Meaning that the program and compensation plan is the same for everyone. So knowing that our program is the same for everyone, the only variable in the equation is the participant(s)... YOU!!!! Only you can determine whether or not you will succeed with Coastal or not.

Success boils down to a choice to be committed to excellence. **You deserve nothing less than complete abundance and harmony in your life.**

I congratulate you for taking these first steps toward success and choosing to receive these gifts of abundance that you so rightly deserve!

I look forward to working with you!

Sincerely,

Matt & Catherine Willis
Level 2 Directors