

## Ads, Scripts & Guidelines Book

### Summary

## How It Works & How To Get The 1-800# & FREE Book

### The Part Time At Home Classified Ad System With Unlimited Leads That Call You



**Imagine you wake up tomorrow and look at your phone.  
Imagine your smile, as your 1-800# (your personal 24/7 secretary)  
shows you 4 leads have called (They're on your screen waiting for you)!**

Discover how it feels to post one of Essanté Organics' proven, prewritten classified ads, in the top "high traffic" online location, & have highly qualified leads calling you. Each lead is looking for, and wants, exactly what you are offering: a 6-7 figure income potential and position with our global organic company. Each lead "opts in" by listening to the universal 1-800# corporate message. Each lead is time stamped as they leave their occupational background and phone number on your personal 1-800# (and they never disturb you on your cell phone).

Then what? We're glad you asked! Just listen to 2 live "Booking The Appointment" examples at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) – Classified Ad Book. Once you hear the 2 live examples on exactly how to process a real lead, professionally, in 90 seconds.... You are then ready to process your leads, professionally, in 90 seconds. The examples show you how each lead is scheduled, for a specific appointment time, to view the 12-minute corporate video tour ([GoGreenGetPaid.com](http://GoGreenGetPaid.com)), or they are scheduled for a specific appointment time to listen to a live Presenter who shares the company overview.

Immediately after the scheduled appointment, a scheduled closing call occurs, where a top Executive is on the line with you. The top Executive closes your lead for you as you listen on mute. You'll hear the top Executive use the 8 Question Close (inside the FREE book). At the end of the 8 Question Close, as each lead joins your team, you receive all the commissions. After you hear 4 closing calls, you are ready to use the 8 Question close on your own.

## **Your FREE Ads, Scripts & Guidelines Book Includes:**

### **www.GoGreenGetPaid.com**

This video is included in your FREE Ads, Scripts & Guidelines Book. It's the #1, quick tool to share with everyone. This corporate video presents for you & shares Essanté Organics in about 10 minutes. It can be viewed on a smart phone. It presents for you anytime, anywhere and it uses built in sales-psychology, handles objections and compels each viewer to take immediate action. Sharing [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com) 3 times a day, can earn you a 6-7 figure residual income in 1 year.

### **60 Prewritten Text Ads and Classified Ads**

Prewritten ads are included in your FREE Ads, Scripts & Guidelines Book.

### **Your Own 1-800# Order it Now!**

[www.800link.com/Essante](http://www.800link.com/Essante) is inside your FREE Ads, Scripts & Guidelines Book. This service provides you with your own 1-800# and universal corporate voice message. You will place your 1-800# on everything! On every ad, business card, flyer, banner & vehicle magnet you create! Your 1-800# lends you instant credibility & powerful corporate backing. It prequalifies every caller automatically, so you don't have to. Your 1-800# answers every call for you, notifies you of the lead immediately, & stores your calls & leads online. The proven, dynamic, pre-recorded corporate message uses psychology-based edification & compels your callers to leave their occupational background & contact information at the tone. This part of the system generates prequalified leads that WANT exactly what you are offering NOW. The 1-800# message describes how our global organic company is looking for independent contractors to work from home. Hear it for yourself now but don't leave a message: **(618) 355-1448**. Your unique 1-800# will be exclusive to you. It's the perfect 24-hour secretary that never misses a call, takes a vacation, or has a full voice mail and you don't need to pay a 24/7 secretary \$10-20/hour like most business owners do: Your 1-800# is only \$9.95/month. You may order & use your 1-800# now (without using the Classified Ad Book) at [800Link.com/Essanté](http://800Link.com/Essanté) or 800- 864-2362. Ask for the Essanté msg.

## **Business Overviews Provided By Top Presenters**

You'll post one of the 60 proven prewritten ads in your city to begin with and you'll send them to GoGreenGetPaid.com. Yet live, quick, standardized overviews occur weekly, in many cities, and they are posted at EssanteOrganics.com – Events – Calendar. You don't have to be present, just send your lead & the Appointment Form (inside the book) to the live overview. The presenting is done for you. Your lead remains your lead & they join your team & you collect the commissions.

## **Step By Step Posting Directions**

Your FREE [Ads, Scripts & Guidelines Book](#) includes the secret password to the “How To Create a Craigslist Account & Post An Ad” video. This video is only available to book owners.

## **The 5-minute Daily Action That Can Generate 5-figures/month**

Your FREE book also includes pre-written Text Ads. Why? Because 98% of emails are never opened, 84% of Facebook Newsfeeds are never seen, 71% of Tweets are never seen, yet 98% of texts are opened in 30 seconds. 80% surveyed said, *“I prefer to send & receive texts over all communication”*.

## **How To Make Facebook A Cash Cow**

Do you have a Facebook account? Does it make you money? It will now because your FREE [Ads, Scripts & Guidelines Book](#) also has a chapter that gives you step by step instructions to clean, organize & optimize your page so it organically attracts people and generates leads. It includes prewritten Facebook Ads & shares what to post and what NOT to post on Facebook. It will brand you & generate messages from qualified leads that want what you have: an exceptional business & exceptional products!

**Sneak Peek!**

**Enjoy The First Chapters! See Below!**

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2. Stats Don't Lie
3. How To Get The FREE Book & Your 1-800#...



# Ads, Scripts & Guidelines Book

The Part Time – At Home - Classified Ad System  
With Unlimited Leads That Call You

This book belongs to Essanté Organics Executive:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Essanté Organics ID#: \_\_\_\_\_

First, ask your local print shop to make 25 copies of the Call / Lead Tracking Sheet (see Contents).  
Then ask them to spiral bind this book & add a clear cover & black plastic backing ASAP.  
This is to become a professionally bound marketing tool because you'll show it to everyone you meet.

Angie Bolender Levine

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I dedicate this book to every soul who can't shake that nagging feeling that they are working too hard, and that there has to be an easier way. I dedicate this book to every soul who has said, "I wish someone could just show me a better way to do things, so I can retire sooner and be well off". I dedicate this book to every soul who deserves more in life than waking up, going to work, coming home, eating dinner, going to sleep & doing it again tomorrow. I dedicate this book to every open-minded soul who will take action, as they now discover how to work smarter, not harder. I dedicate this book to every soul who is ready to embrace a mission and a purpose that can create genuine happiness & serious, recurring life-changing income that can enhance their life & their children's lives.

With love and gratitude I thank my husband, Jon. You have a heart of gold, you've never let me down and I admire everything you stand for. Thank you for being a mentor to the masses and to me; your giving nature, your gift to heal, your ability to teach, and your understated yet powerful leadership style is extraordinary. Thank you for loving me (faults and all) and for being my compass when I need direction.

With love and gratitude I thank my son, Chandler. I love you more than all the stars in the sky (and all that stuff). You are a gift among your peers, your professors, our family, and me; you are a remarkably skilled and influential communicator who quietly leads by example. Thank you for being self-driven and always communicating with dad and me. And thank you for happily embracing your childhood, where you were patient with your stay-at-home-mama, who was often on the phone, learning or coaching others.

I acknowledge and am deeply grateful for my truly special mentors. Each of you, like a good book or movie, impacted my life forever, broadened my perception in a moment, delivered an epiphany or two or three or more, and helped me to get over myself and grow. Each of you continues to shape me into a better vessel of service. Thank you to my many prominent, life-long, foundational mentors including those who piqued my curiosity, those who presented on stage before my wide eyes and busy note-taking left hand, those who believed in me, those who challenged me, those who gifted me a signed copy of your book, those who pushed me to hone my skills, those who compelled me to relish and devour psychology-based-sales, those who taught me to inspect what I expect, those who opened my eyes to the awe-inspiring massiveness of network marketing, those who stayed in-process until they became multi-millionaires & true examples to emulate, those who invited me to assist their global companies to grow, those who invited me to be of service to their clientele, those who are on my speed dial, and those who sit at my dinner table and allow me to call you friend.

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“You never know how far reaching  
your next *action* will be.  
It alone can  
improve the lives of countless people.”

Angie Levine

Please visit your local office supply store today & ask them to:  
Print 25 copies of the Call / Lead Tracking Sheet, then  
**spiral bind** this book & add a  
**clear plastic cover** and **solid black plastic backing**.  
Then, take action, show this professional looking TOOL off and improve lives.

# **Ads, Scripts & Guidelines Book**

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## How You & Your Teammates Get The FREE Ads Scripts & Guidelines Book:

1. Go to [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) – How To Get & Use Your 1-800# & Free Classified Ad Book (Level 2, #13).
2. Email subject line: “Send FREE book” along with a copy of your 100 point Easy Order receipt (with full name & ID#) to the CMO, Angie Levine:  
[Angie@EssanteWorldwide.com](mailto:Angie@EssanteWorldwide.com)
3. Only those on a 100-point minimum monthly Easy Order are able to use this proprietary Ad System, because we work for those who are serious about building their business and living chemical free. **After** an Executive reads the book front to back, he/she is invited to call Angie personally, because the book answers 99% of all questions and it’s a quick, exciting read. Her direct line is listed in the chapter titled Huston Control. Please do not Facebook Angie, please call or text her. Thanks.

### **WARNING:**

Your teammates will ask, “How do I get the book & use the ad system?”

**DO NOT ask them to call or email Angie or anyone else at corporate. You must direct them to: [GoGreenGetPaid.com/training](http://GoGreenGetPaid.com/training) - How To Get The Classified Ad Book. DO NOT send a copy of the Ads, Scripts & Guidelines Book to anyone.** This is a proprietary system and you are not authorized to forward or share any copies.

*Leaders train by pointing and directing to information, even if they know the answer. Leaders teach others to fish and duplicate, they never enable others by “giving” them the answers. Leaders never pass the buck by saying, “just call or email so-and-so”. Leaders follow a proven system and they point and direct each teammate to the proven system ([GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training)). Teammates who are directed to information ... will direct their teammates to it. This is how Leaders duplicate and create leaders.*

I’m excited to send you & your teammates the FREE book!

Angie Levine

In a world with many ways to correspond, here’s how to best communicate with me:  
. I prefer texts or phone calls. Leave quick details if I’m in a meeting, I’ll call you back.  
. Please do not Facebook message me.  
. Please only email me if you need me to email something to you.

## Ads, Scripts & Guidelines Book

### Does This Classified Ad System Really Work?



Read this then you decide. Hi! I'm Angie Levine, your Chief Marketing Officer & I'm glad you've decided to use our **Cold Market Classified Ad System**.

It's a smart choice because it is a proven, fail-proof system my husband, Dr. Jonathan Levine, & I personally used for years. When we were in the field, like you, we shared this system with our team & those who used it also became very successful. This **Cold Market Classified Ad System** is one of 2 systems that allowed us to excel & become top 5% income earners in network marketing. It is one of 2 systems that helped us create a team of over 10,000 people in 6 months. I've been blessed to open on stage for Tony Robbins and I've personally been featured on a network marketing video along with Oprah Winfrey, because the proven systems I train people to use WORK. They get results for EVERYONE & allow duplication to occur organically in everyone's team. As you also use our proven **Warm Market System: How To Invite (The F.O.R.M. and 4C Invite)** you'll reach your residual income goal twice as fast. Both trainings are at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training).

**1. Please DO NOT break the system by illegally sharing this book or by telling your teammate(s) to contact me or corporate to get the book.** Instead follow the system by directing every teammate to [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) - How To Get The Classified Ad Book. Thank you.

**2. Visit your local print shop & ask them to print, spiral bind, and add a clear cover & black plastic backing to this book ASAP.** You have 1 shot to make an impactful first impression. **Show this book to everyone you meet.** Your spiral bound book is a prop that edifies this system & helps you enroll your leads. Organization is also vital to success, so bind this book ASAP (optional: bookmark each Script).

**3. Make several copies of the Inbound Call Tracking Sheet (inside this book).** PCopy several Inbound Call Tracking Sheets & place them in a **separate**, small, black, three ring binder. **Show your lead binder to everyone you meet.** Save & revisit your lead binder each time you perform a depth charge: see [GogreenGetPaid.com/Training](http://GogreenGetPaid.com/Training)

**4. The #1 reason why people say no to you & network marketing is due to the lack of a system.** Show this spiral bound book & your lead binder to each guest at each overview and say, "This is Essanté Organics FREE Classified Ad System with prewritten ads that generate unlimited inbound leads that call you. YOU are proof it works because you called the ad, heard the 1-800 message & you are here."

**5. Welcome to unlimited leads that call you!**

## **Ads, Scripts & Guidelines Book** **Stats Don't Lie**

As the video at [GoGreenGetPaid.com](http://GoGreenGetPaid.com) shares, you're literally 2 people away from a 6-7 figure income. Why not post ads and find your 2 people sooner rather than later?

**What are the statistics with this Classified Ad System?** Kat K. began using this Classified Ad System with zero network marketing, zero sales, and zero phone experience. After using this system for 12 weeks, Kat counted the number of messages inside her 1-800# inbox. She had accumulated 80 messages in 12 weeks (about 6 leads per week). She was able to connect with and speak to 40 of the 80 people who left messages (the others did not leave a message, or they did not answer or return calls). She enrolled 4 of the leads as Executives and she has 3 more scheduled for Closing Calls. If she does not close and enroll those extra 3, and she only counts the 4 enrollments, Kat's closing ratio 4 out of 40... or **1 in 10**. If she enrolls the 3 who are in process Kat's closing ratio (a person with zero sales or phone experience using this system) will be 7 out of 40... a **1 in 6** closing ratio.

### **Kat's Stats & Closing Ratio (Essanté Executive with zero sales & phone experience):**

80 messages over 12 weeks

40 booked appointments

4 enrollments (and 3 in process)

**Kat's closing ratio = 1 in 10 (or 1 in 6)**

### **Nathan Ricks' Stats & Closing Ratio (top industry closer, \$2 million/month earner):**

4 booked appointments

1 enrollment

**Nathan's closing ratio = 1 in 4**

Nathan Ricks is one of our mentors in the network marketing industry. Formerly he was a realtor who said yes to network marketing then quit. It's a good thing he thought twice and re-entered the company: Nathan now earns over 2 million dollars monthly in network marketing. He is one of the finest and most seasoned closers in the sales industry. He never had unlimited leads that called him, yet what if he had?

**What are the statistics with the hot/ warm market?** Your hot & warm market consists of the people you know & meet. Invite 20 of your hot / warm market, 15 will swear they will view the company & at least 10 will keep their word. Learn to invite those you know & meet with Text Ads! Also listen to the F.O.R.M. Invite and the 4C Invite at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) - How To Invite. This vital training keeps your friends your friends & it makes networking simple, pleasurable, professional and profitable.

## **Ads, Scripts & Guidelines Book**

### **Chapter 1**

## **FAQ: How To Get Your Questions Answered The Man In The Blue Coat**

**BUSINESS QUESTIONS:** Visit [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) to get quick and proper answers 1<sup>st</sup> hand. If you do not see the answer or tutorial, call or email corporate.

**CLASSIFIED AD QUESTIONS:** Visit [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) and this book's Table Of Contents (& chapters) to get quick & proper answers 1<sup>st</sup> hand. After you have read the book in full & watched/listened to the classified ad tutorials on the training site, if you do not see the answer or tutorial text/call Angie's # (in this book).

**PRODUCT QUESTIONS:** [ProductQuestions@EssanteWorldwide.com](mailto:ProductQuestions@EssanteWorldwide.com)

**CORPORATE:** Corporate: (602) 595-7560 [CustomerSupport@EssanteWorldwide.com](mailto:CustomerSupport@EssanteWorldwide.com)

**CORPORATE LEADERSHIP:** Call your enroller or another up line leader & ask them to 3way a corporate leader onto the line and introduce you to us. All corporate leaders can be reached at (602) 595-7560. Corporate is proud of each field leader. Corporate looks forward to being introduced to you, through a conference call with your up line initially. After we've met you & given you our direct #, you may call us directly.

**USE THE SYSTEM:** S.Y.S.T.E.M. stands for Save Your Self Time Energy & Money. Using the above system protocol eliminates wrong answers and miscommunication. The above system quickly delivers 100% accurate answers to all Executives 1<sup>st</sup> hand.

**THE MAN IN THE BLUE COAT:** Do you remember playing the game "Telephone" when you were a kid? The game would start with person #1 writing down a short story and whispering it to person #2. Then person #2 would whisper the story to person #3. And so on. Finally the last person would write down everything that was being whispered into their ear and everyone would compare the first and last written stories. All the players would laugh at how the story had radically changed.

**THE ORIGINAL STORY:** "The tired **man in the blue coat** walked to the grocery store to buy 12 eggs. If the eggs were on sale, he would make breakfast for his 5 children."

**THE STORY THE LAST PLAYER HEARD:** "A tire salesman walked onto his blue boat. He put up the sail while his 12 kids made breakfast."

**THE MORAL OF THE STORY:** Always get your answers 1<sup>st</sup> hand, like all Wellness Warriors. Questions posted on Facebook aren't always seen by corporate & a diluted or partial answer posted by someone who means well, yet is misinformed, can be risky. Instead use: [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) & the above; then post the Q&A on Facebook, now that's genius!

# **Ads, Scripts & Guidelines Book**

## **Chapter 1**

### **Houston Control**

**How To Get Started:** Complete this vital training in your 1<sup>st</sup> 48 hours  
[GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) - How To Get Started, then complete level 1, 2, & 3

**Live Call Schedule:** See your website now & add the event details as recurring reminders in your calendar & attend with guests

\*[Mentorship Mondays](#)

\*[Business Overview Tuesdays](#)

\*[Wellness Warrior Workshop Wednesdays](#)

\*[Thirst For Product Knowledge Thursdays](#)

\*[Saturday Success Training](#)

\* [Daily Charge Calls \(2 Minute Intro Call & 12 Minute Overview Call\)](#)

#### **Your 7-10 Hour Work Week:**

3-7 hrs./week: S.T.E.P. Share The **Essanté Plan** (use the PPT or [GoGreenGetPaid.com](http://GoGreenGetPaid.com))

1-3 hours/week: Train at [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training)

1 hour/week: Post 2 new ads or refresh your 2 ads properly (as shown in this book)

#### **Tools:**

[GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) All Q&A, Business Cards, Facebook Support Group.

[GoGreenGetPaid.com](http://GoGreenGetPaid.com): Essanté Organics 12-minute video tour (#1 Tool To Share).

[GoGreenGetPaid.com/6Paychecks](http://GoGreenGetPaid.com/6Paychecks): Essanté Earnings Compensation Plan.

[www.GoGreenGetPaid.com/ToxicTruth](http://www.GoGreenGetPaid.com/ToxicTruth): Toxic Truth video, EWG.Org/SkinDeep (Free Toxicity Report Feature), and the online catalog (#2 tool to share).

#### **Your Information:**

Your Website: [www.EssanteOrganics.com/](http://www.EssanteOrganics.com/) \_\_\_\_\_

Your Essanté ID#: \_\_\_\_\_ Your password: \_\_\_\_\_

Your 1-800# (800Link.com/essante): \_\_\_\_\_ Password: \_\_\_\_\_

#### **Your Executive Leaders (Upline who support, present, close for you):**

Your Enroller's name & phone: \_\_\_\_\_

Additional Leader: \_\_\_\_\_

Additional Leader: \_\_\_\_\_

#### **Support:**

1<sup>st</sup> Call Your Executive Leader(s) (ask how they prefer to be contacted)

2<sup>nd</sup> Corporate: (602) 595-7560 [CustomerSupport@EssanteWorldwide.com](mailto:CustomerSupport@EssanteWorldwide.com)

3<sup>rd</sup> Angie: (480) xxx-xxxx (read this book & listen/watch [GoGreenGetPaid.com/Training](http://GoGreenGetPaid.com/Training) ad tutorials 1st)

800link Support: (800) 864-2362

**DO NOT ask questions on Facebook (We do not always have time to check / monitor Facebook)**

**Ads, Scripts & Guidelines Book**  
**Chapter 1**

**Interview / Overview Locations**

**Post 1 ad in your city and 1 ad in a neighboring city (see future “How To” chapter):**

- . Post the Live Daily Charge Call schedule.
- . Post the [GoGreenGetPaid.com](http://GoGreenGetPaid.com) video website at your desk.
- . Send unqualified applicants (who earn less than \$30k per year) to these quick live phone call overviews or the quick 12-minute video, because they share everything.

**Post 1 ad in your city and 1 ad in a neighboring city (see future “How To” Chapter):**

- . Become a Presenter in your city & post your overview on the Event Calendar\*
- . Meet with your qualified applicants, once a week, in a FREE location\*
- . Provide an easy group interview on the same day of the week, each week\*

**Post ads in the cities listed within [www.EssanteOrganics.com](http://www.EssanteOrganics.com) - Events – Calendar**

- . Send your qualified applicants (who earn more than \$30k a year) to these events
- . RSVP to the Presenter on behalf of your lead
- . Submit the required Appointment Form 24-hours in advance\*
- . You do not need to be present at the live business overviews listed on the calendar
- . The Presenter will provide the overview for you & invite your lead to join your team
- . Your lead(s) remain yours and all commissions remain yours
- . The Presenter will call you with the JOIN form info & you’ll enter it on your website
- . All Presenters on this calendar can send their applicants to other Presenters/Events
- . You may become a Presenter in your city & post your event on the Calendar\*
- . You do not have to become a presenter to use the Classified Ad Book or Events
- . To post ads and use these Calendar Overviews you must be on a 100-point order

\* See future chapters for forms & details

Only those ordering 100-points per month are qualified to use this Ad System. All presenters on the Events – Calendar are committed to present & close for you, using the 8 Question Close Script (see future chapter).

## **Ads, Scripts & Guidelines Book**

### **Chapter 2**

### **Your 1-800#**



**Website:** [www.800Link.com/Essante](http://www.800Link.com/Essante)

**Q&A and Service:** (800) 864-2362

**The first step, before you post your favorite prewritten ad from the Ads Chapter, is to order your 1-800#.** You do not need a second phone. Your calls will be housed in chronological order in your 800link.com online service. You'll listen to them online.

#### **Why is the 1-800# from [www.800link.com/Essante](http://www.800link.com/Essante) important and mandatory?**

Because only this 1-800# service contains the Essanté Organics Corporate Voice Mail. This voice mail is required to participate in this Ad System because it prequalifies callers and edifies you, Essanté Organics & the networking industry. It will act as your "perfect secretary", yet you will not need to pay \$10-\$20 per hour for this "secretary". Your 1-800# is only \$9.95/month, it's loaded with benefits & it will never miss a call. You can even order & use the 1-800# without the Classified Ad Book.

#### **1-800# Tax Deduction (Ask your CPA about This Tax Deductible Expense)**

#### **1-800# Benefits! For \$9.95/month your 1-800# service will:**

1. Track, record, date, timestamp & save each message. You'll view them online.
2. Answer every call, every time, 24/7. No "busy signals". No "voice mail is full".
3. Never take a vacation, miss a call, take a sick day or have an attitude.
4. Place all of your calls & messages in queue, in the order received.
5. Allow you to access, view, play & re-play all messages online, for free.
6. Notify you via text or email (indicate your preference when you contact 800link) the minute each person leaves a message. We recommend text.
7. Automatically upload the Essanté Organics' corporate message: The highly professional, prequalifying recorded message by either the CMO or the President (choose your favorite).
8. Keep your personal cell phone private.
9. Field all calls for you. You'll never be interrupted during dinner, movies or appointments, etc. You don't have to field or screen the inbound calls. Your 1-800# service fields all calls for you & immediately notifies you via email or text, the moment each lead leaves a message (choose how you'd like to be notified).

**You can order a 1-800# and use it without posting a single ad (see next page)**

10. Empower you with the backing of a global company. The 1-800# Essanté Corporate message is the MOST PROFESSIONAL way to greet every caller. The powerful message edifies you & the company; it builds trust & smoothly prequalifies each caller for you. This voice mail includes proven psychology and edification techniques that compel people to leave a message. Your 1-800# service simplifies & amplifies your business. It is a vital and REQUIRED part of this PROVEN Cold Market Classified Ad System. We cannot meet with or process applicants who have not heard this prequalifying 1-800# message. *You may not use any other 1-800# service nor may you use your own message.*

**Always add “24hr. recording: 1-800-xxx-xxxx” to make it no-pressure & easy to dial  
Put your 1-800# on EVERYTHING!**

- . In the contact number box of each ad you post
- . On your business cards & event banners
- . On vehicle magnets (don't show a website, drivers can't surf the net, but they CAN dial)
- . On flyers & roadside bandit signs (corrugated signs with metal stands)
- . On TV ads and in magazine ads
- . On 8.5 x 11 Acrylic Countertop Signs
- . On drop cards or post-it-notes, leave these cards/notes wherever you go:

**HELP WANTED \$2k - \$15k/month commission**

Telecommute (work form your home office).  
7-10 hours/week. Flexible schedule. P/T or F/T.  
Global organic company expanding in your area.  
Sales or professional communication skills a plus.  
Inbound leads call you. On the job training.

12 minute video: [www.GoGreenGetPaid.com](http://www.GoGreenGetPaid.com)  
24 hr. recording: 1-800-xxx-xxxx

**How To Hear The Corporate Message & Order Your Personal 1-800#:**

Each 800# is unique, yet all 800#s receive the same uploaded corporate message. There are 2 ways to order your 1-800# for \$9.95/month:

1. Visit [www.800Link.com/Essante](http://www.800Link.com/Essante) or
2. Call 800link at (800) 864-2362 and ask for the Essanté Organics voice mail service
3. *Preview the corporate message, but don't leave a message: (618) 355-1448*

**800link Q&A / Service:**

Contact 800link directly please. They are wonderfully customer service oriented and we pay them to handle all questions and provide you with excellent service. Add 800link into your contacts now: [www.800link.com/Essante](http://www.800link.com/Essante) (800) 864-2362.



## **Ads, Scripts & Guidelines Book**

### **Chapter 2**

### **Your 1-800#**

#### **Do you Want Your Lead Notifications Sent To You Via Text Or Email?**

The moment a lead leaves you a message, 800link will either email you or text you a notification. Tell them your preference. Ask them to show you how to access your 800link inbox. Remember, you can post your 800# everywhere without posting ads.

#### **May I create & use my own prequalifying 800 message? No.**

#### **May I create & use my own cell phone message? No.**

#### **May I use a different 800# service instead? No.**

In order to remain compliant and in order to participate in this Ad System, you are required to use the 800link.com/Essanté corporate voice message. Otherwise you are breaking the Ad System. The corporate voice mail is the first impression every ad caller receives. It is the #1 selling feature of this Ad System. It is provided by an expert in the industry thus it edifies you, the company and the system. It also has built in sales psychology and it shares EXACTLY what we offer without baiting and switching the caller. It is uniquely memorable and it outlines what we offer.

Once the caller arrives at their scheduled appointment, they will be shown this book, and they will hear the presenter describe the 1-800# corporate voice message. Presenters are trained to ask every classified ad applicant this question,

*“You remember dialing in and hearing the corporate message from our CMO or President, the message that talked about how our industry saved them from a financial crisis & the real income examples of people who use our Ad System, including the guy on the tractor correct? ... This system works. You are proof that it works because you are here.”* Then they show the Spiral bound Ads, Scripts & Guidelines Book. Then they show their Lead Binder (filled with actual leads listed on call tracking sheets). This section of the presentation edifies and sells the Classified Ad System and is a major influence that has your lead complete the Join Form on the spot. The Join Form is then sent to you immediately, because you submitted The Appointment Form (inside this book) with your information and your lead’s information prior to the appointment. And you didn’t have to be present at the appointment.

**STOP:** Order your 1-800# now, before you continue, because you MUST use it with each ad you post (use it on your business cards, flyers, banners, car magnets, etc.). Note your 1-800# & login information on your Houston Control page and enter it into your contacts under 800link. Remember you can post your 1-800# on all marketing materials, especially vehicle magnets! Drivers can’t surf a website, yet they can & will dial a no-high-pitched-sales “24 hr. recording: 1-800-xxx-xxxx” as they are driving.