



**Where Hi-Tech Meets Hi-Touch**

## **24/7 Letter Of Understanding**

*Required For All New Members*

**Instructions** – Read the following carefully. Write down any questions that come to mind and discuss them with your sponsor. Once you have **ALL** of your questions answered, initial items 1-11, sign and date the letter, and fax the signed document to your sponsor. Your sponsor will sign a copy and return it to you. **DO NOT join 24/7 Multimedia Marketing** unless you have a complete understanding of what will be required of you.

### **What 24/7 Multimedia Marketing Will Do For You.**

24/7 Multimedia Marketing is part science and part art. Imagine the system as two funnels, one giant funnel directly above a much smaller one. The larger funnel is about 100 times the size of the smaller one and feeds the smaller funnel. The giant funnel has the word "science" stenciled in big, bold letters on it. The smaller funnel has the word "art" spelled out in teeny, tiny little letters. The system operates the large funnel and you and your support team operate the small funnel.

Now, as long as you do your job and follow the system to the letter, **the system will do 99% of the work for you** by sorting through the leads. 24/7 will send out over 7,000,000 emails each year by pouring 120,000 leads into the giant funnel ... it will contact, invite, prospect, qualify, present, and follow up for you until the system cultivates interested people. These people are the high quality prospects and automatic enrollments that drip out of the giant funnel and into the smaller funnel.

### **What Will Be Required Of You To Succeed With 24/7 Multimedia Marketing.**

Once you have automatic enrollments and interested people, we spring into action on the **1% of the work that we do** ... which is absolutely essential in order to succeed with 24/7. In order to operate the small funnel, which will sift and sort through the interested people (by interviewing them), you must agree to the 12 conditions listed below. Our goal is to help you choose at least 12 highly qualified members. In order for you to be successful, you need to agree to the following:

- 1) I agree to make a 12-18 month commitment** to follow the system to the letter. I agree not to deviate from the system until I have reached my income goal. I understand that 24/7 is not a get rich quick scheme and it takes every bit of 6-12 months to ramp up. I understand that the system will start out slowly and it will work better with each passing month. I will follow the system exactly as laid out by my sponsor. \_\_\_\_\_
- 2) I understand that I will need to invest** approximately \$430.00 into my new business right away and budget roughly \$4,000 - \$6,000.00 during the first 12 months. \_\_\_\_\_
- 3) I understand that 24/7 MultiMedia Marketing is like an iceberg** ... 10% is above the surface and 90% is below the surface. I agree to work side by side with my sponsor and support team to **learn the 90%** of 24/7 that is below the surface over the next 4-6 months. \_\_\_\_\_
- 4) In order to succeed with 24/7 MultiMedia Marketing, I commit to make 120-240 interview calls as 3-Way Calls with my sponsor.** I agree to provide the same level of support to new members as they join my team. \_\_\_\_\_



## **GDI Letter Of Understanding (cont.)**

- 5) I understand that I will need to invest a minimum of **15 hours a week** to build my business. I also understand that there are no mandatory weekly hotel meetings or home parties with 24/7, but I will need to invest at least 2-4 hours each week on Online Business Briefings and leadership/training conferences calls. I agree to attend all of the 24/7 events and make sure that my team understands that they need to do the same. \_\_\_\_\_
- 6) I also understand that no system is perfect (especially on the ever evolving Internet) and agree that **I will always remain positive** ... choosing to focus on the solution and not on the issue, especially when working with my team. \_\_\_\_\_
- 7) Because the Internet is an **ever-changing landscape**, Internet marketing will always be a moving target. I understand that additional tools and different **income streams will be added** to the 24/7 toolbox, as necessary. Presently, we are in the process of converting to a new lead source. I recognize that these changes are required to maintain an efficient and effective system for all 24/7 members. \_\_\_\_\_
- 8) I understand that when contacting 120,000 prospects per year with over 7 million emails, we will be encountering all different types of people ... wonderful people, excited people, motivated people, lazy people, forgetful people, cranky people, and even downright nasty people. I will keep a level head and remain on an "even keel", no matter what types of emails I receive in response to mailings from the system. **I will never respond, in any way, under any circumstance, to nasty emails I receive.** \_\_\_\_\_
- 9) 24/7 members are involved with many different primary income streams. Since 24/7 has been built on a strong foundation of honesty, trust & integrity, cross recruiting is strictly forbidden. I will only discuss my primary business with members whom I have personally sponsored. **I will not, under any circumstances, try to recruit other 24/7 members into my primary business.** I understand that cross recruiting is grounds for termination. \_\_\_\_\_
- 10) I agree to do the following each time someone requests information or a new member enrolls in any of my income streams: 1) forward the welcome/registration email to my sponsor, 2) register my new member for the Email Training Series, and 3) contact my sponsor immediately to schedule a 3-Way Interview Call. \_\_\_\_\_
- 11) Lastly, I understand that I will need the following equipment in order to be successful with my new business. \_\_\_\_\_
- I have (or will purchase) a phone with the following capabilities: **3-way calling**, a **mute button**, and an **answering machine** or voice mail.
  - I have (or will acquire) the capability of being on the **phone and Internet** at the same time.
  - I have (or will purchase) a computer headset with microphone so that I can participate in all of the scheduled web conferences.
  - I have (or will acquire) a PayPal account to send and receive payments via the Internet.



## **GDI Letter Of Understanding**

### **Agreement of the Parties**

**Both the sponsor and new member must sign and date in the appropriate areas below. Prior to enrolling with 24/7, a team leader (who is not the sponsor) must speak directly with all new 24/7 members to make sure that everyone understands the resources and effort required from all parties. There is a mandatory 24-hour “cooling off period” to allow new members to reflect on their decision.**

#### New Member

I agree to all of the above and have a complete understanding of what will be required of me upon joining 24/7 MultiMedia Marketing. I understand that 24/7 MultiMedia Marketing requires hard work, dedication, motivation, and persistence. I also understand that I have a lot to learn and a minimum 12-18 month commitment is required. I will work closely with and follow the instructions of my sponsor and will do whatever it takes to succeed.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Sponsor

I agree to provide training, assistance and ongoing support in building residual income with 24/7 MultiMedia Marketing. I agree to always be accessible and honest and lead by example. I will provide timely answers to questions and will make myself available for 3-Way Interview Calls as needed. My primary responsibility is to provide guidance and assistance to my team, starting with those who are working the hardest. I hereby commit to being the best sponsor that I can be.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



## **GDI Letter Of Understanding**

### **Breakdown of Costs \***

	<u>Monthly Cost</u>
<b>Quality Autoresponder Leads</b> (5,000 Free Autoresponder leads per month with the purchase of 5,000)	\$249.95
<b>VSTBuilder</b> (Email Marketing Engine + 25,000 'Giveaway' Networker Leads)	\$99.95
<b>3 Additional Domain Names</b> (Used for Affiliate Sites)	\$30.00
<b>WT Powers</b> (Flash Movie + Interview Form)	\$39.95
<b>Global Domains International</b> (Automatic Enrollment Tool and Domains/Hosting/Internet Marketing)	<u>\$10.00</u>
	<b>Total    \$429.85</b> =====

24/7 Multimedia Marketing is designed for leaders who have **"the will"** and also have **"the way."** 24/7 works for **motivated and dedicated** members who stick with it until they succeed.

24/7 Multimedia Marketing takes **5 months to fully launch, 4-6 months to learn, 6 months to generate** residual income, and it usually takes **1-3 years to create full time income.**

Leads are imported once per month and the various email campaigns begin at staggered intervals and last indefinitely.

**\* All costs are before commissions earned and represent temporary 60-90 day pricing while we transition to a new and improved lead source.** The new lead source will pay out 85% commissions ... 10,000 leads will be priced at \$399/month. Each enrollment on your team reduces your marketing costs dramatically. With enough enrollments on your team, **your marketing expenses disappear and become lucrative income streams.**

As we find other income streams that are effective at generating automatic enrollments, we will add them to the system and create email campaigns designed to increase the number of candidates to interview. Obviously, these automatic enrollment tools will have a cost associated with them.



## **What To Expect With 24/7**

**24/7 MultiMedia Marketing is designed to start slowly and build gradually during the first year.** In the early stages, you should expect the automatic enrollments & qualified prospects to trickle in. You may have a few enrollments in your first couple of months ... but if not, do not be concerned or discouraged. **To ramp up more quickly**, many of us choose to make outbound calls (or use additional email marketing) to expose your system to network marketers.

By month 5 you should be fairly comfortable with the system and doing 3-way calls with your team. By month 6, the system will fully launch all the email campaigns and you should start to experience a slow but steady increase in automatic enrollments & qualified prospects in months 6-12.

**Our goal for the first 6-12 months is for you to reach breakeven with 24/7.** At that point, your income should be equal to or greater than your expenses and you should not be paying anything for your marketing system. Once you reach breakeven, you are “playing with house money” and your success is virtually guaranteed. With each additional enrollment, your **24/7 becomes a self-generating income stream.**

Will everyone reach breakeven in his or her first 12 months? Probably not. Will MOST people reach breakeven in their first 12 months? Probably. Will YOU reach break even in YOUR first 12 months? It's impossible to predict. When you reach breakeven is based on the “ART” part of the system, the Interview Process itself. It will depend on:

- 1) How adept you and your sponsor are at the Interview Process.
- 2) The posture you have when conducting the interviews ... *Are you selling or interviewing?*
- 3) How much extra work you put in, including outbound contact with networkers.
- 4) Luck ... we can't predict who will automatically enroll and when the “right” people will.

There are several things we can say with certainty:

- As long as you follow the system to the letter and stick with it, you will ultimately choose 6 and then 12 of the “right” people.
- The longer you stay with 24/7, the better it works.
- The more you work, the better the system does.

It is important to understand that **the vast majority of the people you interview will not qualify for 24/7 Multimedia Marketing** right away. It is likely that the first 25-35 candidates will not qualify. Again, do not be discouraged; this is exactly what the system and Interview Process is supposed to do – disqualify those who are not the right “fit” for 24/7. Our goal is to choose 12 qualified candidates. It is normal that **most of your candidates** will not be ready, willing, and able right now.

**Those who qualify will become highly productive members of your team.** It's important to remember that we're looking for serious people who are willing to do what it takes to succeed. The Interview Process will sort out the “serious” from the “curious.” What will become of those who do not qualify right away? Some will build their business using other methods (with our help), some will be paying customers for your products, and some will not do anything at all.

We only work with the serious people who have proven that they deserve our time and effort. **We help everyone**, regardless of whether they qualify for 24/7, **as long as they are serious** about building their business.