

# RICH — IN — ENERGY

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How to Finally Build a Lasting  
Income in Energy Deregulation

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**MIKE HEALY**

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Real People, Real Results



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# CHAPTER ONE

# INTRODUCTION



# Let's get started ...

Have you struggled your whole adult life to find a way to make and *keep* money? Well, my friend, you are not alone. Right now there is someone racking their brain to figure out how they can generate just enough money to pay this month's rent. With the downturn of the economy and unemployment rates at an all-time high, thousands of people are struggling financially. Whether you are an hourly worker or an out-of-work entrepreneur, I may have your answer.

In this book, I am going to introduce you to an opportunity to capitalize on the deregulation of the energy market. Up until just recently, the gas and electric utility market has been monopolized leaving no choice to the consumer. Deregulation has made way for competition... and we all know competition is good! Now you can be a part of history and decide to capitalize on this opportunity by helping people save money on their gas and electric energy bill.

We have been helping people realize their dreams in the direct selling industry for two decades. In addition to creating training systems and showing our teams the importance of branding yourself for success, our efforts have resulted in tens of millions of dollars in sales for the companies we have chosen to represent.

After reading *Rich in Energy*, our hope is that you know the benefits of marketing a newly deregulated product that people are already using every day. You will understand how important it is to not only choose the right company to represent but to know how to find the best team to work with. When you understand how to leverage your time and efforts, you won't hesitate another day on making the decision to move forward by applying this knowledge in a big way!

As you will read in the last chapter, many people from all walks of life are already experiencing unheard-of success...testimony after testimony of lives changed! After reading this book, you will walk away with the confidence knowing that this opportunity in Energy Deregulation is the right choice for you, right now! Don't wait another day...today is the first day of the rest of your life.

## CHAPTER ONE

# What is Energy Deregulation?

# Chapter 1

## What is Energy Deregulation?

Over the past two decades, Energy Deregulation has ushered in a new era of competition and consumer choice. Just think of it, only 20 years ago options among power suppliers were unheard of! In the early 1990's, open access to the wire system that delivers electricity to the commercial and residential market was guaranteed by Federal legislation.

This is when our government said, "Yes!" we are now opening the floodgates of wealth to all who want to go after it in this amazing market that already brings in \$200 billion in annual revenue.

Up until this time, the power market in each state was virtually monopolized. Gas and electric was distributed inefficiently across the country making prices fluctuate wildly. The deregulation of the electricity and natural gas industries has created vast opportunities for businesses and residential customers to reduce total expenses by enabling customers to select suppliers for the best combination of price and reliability.

The idea behind deregulation is that competitive markets benefit the consumer. It forces the supplier to compete on price and it allows them to create unique products and services. This is exciting for consumers because before deregulation, you simply paid the regulated rate just like everybody else. Energy is a product that is unconsciously purchased and habitually used. With a new awareness in the marketplace for different options, consumers are more excited than ever to make smart choices for their utility needs.

The fact is we now know that deregulation is working as we have seen it being implemented on a state-by- state basis over the last few decades. This is different than the long distance telephone deregulation that was done on a national level all at once. As many as 34 states (and growing) have some form of deregulated energy and these states are reaping the benefits of competition and have even written legislation regarding Energy Deregulation.

## **What do I need to know about Energy Deregulation to make money?**

If you want to take advantage of the savings as a consumer you don't need a college degree to know that competition is good and means that many different companies will be competing for your money. You will simply need to weigh the significance of price and the reliability of suppliers. You do not need to know where the wires are buried. Your public utility will continue to maintain and service your lines just as before. Deregulation gives consumers a reason to pay attention to the energy market thus allowing them to save money.

The number of suppliers in the market is increasing. But the reality is better price and better services don't come by default. As a consumer in a deregulated market, you must decide.... who will you buy from, when will you buy? What type of contract? Should you lock in for 12 months or 60 months? Or should you try a market-based rate? Consumers have become more knowledgeable about the industry, and as a result tend to know more about electricity generation, transmission, and pricing. Remember not to get bogged down with "getting too smart" on the details, there are many companies that can assist you in simplifying your decision.

While understanding the basics on how to save money is important, it's not why you picked up this book. Your insides should be screaming, "Show me the money!" Don't worry...we will get there. The fact is it *is* important to be a smart consumer, but in order to profit from this massive shift of a monopolized market you need to know the best *way* to capitalize on it.

In the next chapter, I will show you the benefits of marketing energy in a variety of ways. Yes, there are a few different routes you can go. However, I am confident that you will choose the way that so many other successful people have.



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**Video 1**  
Energy  
Deregulation  
Income Potential:  
What you need to  
know

**Video 2**  
YOUR SEED  
LAUNCH (AND  
BEYOND)  
COMING SOON!

**Video 3**  
"THE PRODUCT  
LAUNCH  
BLUEPRINT"  
COMING SOON!

**Video 4**  
YOUR LAUNCH  
(MOVING  
FORWARD)  
COMING SOON!

## RICH IN ENERGY VIDEO SERIES: Video 1



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**Get More Deeper Insights:** In this video, Mike covers all the previous information in depth and adds deeper clarity.

[Watch This Video](#)

## CHAPTER TWO

# How Do I Get into Energy Deregulation?

# Chapter 2

**How do I get a slice of the Deregulation pie?**  
*(You don't need a slice, you only need an aroma...)*

Can you smell it? The inviting aroma of energy dollars in your pocket. It's not just for the giants in the industry anymore. The AEP's, the Columbia Gas's, and so on... no, it's out there for all of us for the taking. But that's just it. We have to take it. With hundreds of suppliers entering the game of deregulation, they have opened their arms to individuals who are willing to go out there and "sell energy". You might say, "I am not a salesman." No problem. As you will see, there are many different ways you can get your slice.

You will have to decide on one or a combination of the following ways you would like to market Energy Deregulation. There are really only three basic methods of moving products, and in this case the product of energy.

**Linear based income** or trading time for money

This is an hourly-based rate. For each hour you work, you receive a wage. If you don't work, you don't get paid. Did you know that 90% of Americans are accustomed to linear income? In this pay structure, it becomes very difficult to get ahead because your cost of living requires you to work a certain amount of hours. There are only so many hours in a day.

There are many opportunities to secure a position or job with an energy company. First of all, you would have to follow the same steps anyone else would when applying for the position. This will consist of resumes and interviews...and as always... you will have to sell yourself.

You will need to keep in mind that the 40 hour work week is just a memory to most people these days who are working anywhere from 60 – 80 hours a week just to make ends meet. Keep in mind that even if you are making a few hundred dollars an hour, like most lawyers, you are still capped. How does someone have time to spend with their family when they are gone from home that long? The sad truth is they don't. Since you get paid based on how many hours you work, when you stop the money stops. For this reason linear based income, whether it is with an energy company or not, is limited.



## **Direct Sales**

There are many definitions of direct sales, and the definition is ever evolving. Some people define it as the act of selling products away from a retail location, where products or services are offered on a one- on- one basis and sold directly by the salesperson to the consumer. Others define it based on function or how the salesperson works it whether they are selling door to door, doing party plans, or selling online.

For our purposes, we will define direct sales as a way of selling where the representative is compensated solely for their personal sales. In some compensation models once the sale is complete, the salesperson must move on to the next person and potential sale in order to continue to make money.

The most advantageous type of direct sales is to be paid residually month after month as long as the customer stays on the product or service. When you think of residual, think of doing the work once and getting paid over and over again. This along with up front commissions it quite lucrative. Earning income from residuals *and* up front bonuses will solidify your business and keep it stable in the long run. It also means that you will be more than likely to stay with your company instead of constantly looking for the next great deal.

## **Direct Sales – Commercial Energy**

Building a substantial income in energy through the direct sales model is a real viable option, especially with commercial accounts. Commercial energy makes up 87% of the market. There are many businesses today with giant accounts that don't understand deregulation or the choices available to them through other suppliers!

Many people, both professional and those with no real sales experience are already engaging in this model successfully. While representing an energy company, a good sales rep can educate and offer the business owner a free analysis on the options available to them and completely change their bottom line.

Think of it! Do you know anyone who is interested in going out, “building a book of business” as we like to call it (this just means you are gathering and closing energy accounts), with gas and electric customers and getting paid month after month on those accounts? The result is a win-win for the sales rep and the business owner. The sales rep is *making* great money and the business owner is *saving* money. This money drops straight to the bottom line and can be utilized to increase profits, save and add additional jobs, or to help employers grow their business. Business owners, especially these days, are open to listening to how they can save money. The opportunity to save with little or no effort from their utilities is very attractive.

As you will see in the coming chapters, the degree to which the direct sales rep has maximum success financially is based on many factors including the process of analyzing the customer bills and the handling of the process, along with the compensation plan that accompanies their effort.



## **Network or Relationship Marketing**

Sometimes called MLM or Multilevel Marketing, is different from direct sales in that now you can build a team of people all marketing the same product or service and make money not only on your efforts but the efforts of others. This is called leverage. When you sponsor or recruit others, you can draw commissions from not only what you sell, but also on sales of your recruits. This concept is the cornerstone of Network Marketing and was best said by J. Paul Getty, who created one of the world's greatest fortunes,

*"I would rather make 1 percent on the efforts of 100 people than 100 percent on my own efforts."*

It takes hard work to get your business to the point where you can rely solely on your team's efforts for 100 percent of your income. As a matter of fact in the beginning it might feel like you are the only one working day and night to get it "over the hump". But be encouraged, the price may be high, but the reward far outweighs the cost. The good news is that today there is a business opportunity that allows you to use the power of leverage without having to quit your current job. You don't even need a large team developed before you begin enjoying the key advantages. A team of any size will put you in a position to profit. This is the power of Network Marketing.

Most business opportunities require hundreds of thousands of initial upfront investment and tens of thousands or more monthly overhead. Traditional business models typically take 3-5 years to recover its initial investment and to even reach its break point. Minimal initial start-up costs, long ongoing residuals and fast profitability are just a few reasons Network Marketing is so attractive. Also, when you consider how advertising has evolved in just the last 20 years, this model rises to the top. Print is becoming extinct and electronic media has been split into hundred of thousands of outlets leaving the business owner confused as to where his message would be most effective. Today, thousands of companies use Word-of-Mouth marketing tactics to build their customer base.

The advantages of overcoming customer resistance and the simplicity of using social media on the Internet make this type of marketing an important tool for businesses desiring to grow while spending fewer marketing dollars. We all know that people do business with people they know, like, and trust. When a buyer is referred to a product, they tend to trust someone who gives them a referral because they assume the person was happy with the product or service.



This Word-of-Mouth model is now considered a legitimate way to do business and is being recognized and endorsed by many business leaders.

*“The rich look for and build networks. Everyone else looks for work.”*

-Robert Kiyosaki

*“It’s the best investment I’ve ever made.”* (After buying a network marketing company)

-Warren Buffet

*“Of all the entrepreneurial opportunities available today, one of the most vital is direct selling, also called network marketing.”*

-Paul Zane Pilzer

The Network Marketing model is the model we will focus in this next chapter. By far, as you will see, the money you make and the time it will take you to make it will be much greater if you apply your efforts towards building a team while you market gas and electric.

So let’s get back to the question that was asked at the beginning of this chapter. How do I get a piece of this deregulation pie? Oh, we will get to that in the later chapters when we explain how simple it really is. But before we do, let’s figure out *whom* you should work with. What company will take you to the “promise land” in a big way? In the next chapter you will find there are several factors that need dissecting when choosing a company.

## CHAPTER THREE

# Choosing the Right Company

# Chapter 3

As we have mentioned before, because the energy space is so ripe and lucrative right now, there are many companies that have opened its doors to the Network Marketing model. When Donald Trump was asked recently what he would do if he had it to do all over again, his matter-of-fact, one-line answer was:

*“If I lost everything and had to start again, I would find myself a great network marketing company and get to work!”*

- Donald Trump, on the David Letterman Show

If you want to secure your family's future, now is the time to do it. Now that you have come to the obvious conclusion that the Network Marketing model provides your greatest opportunity for success, it is time to make a very important decision. *What is the best company to partner with to build my energy fortune?* As you are going through the decision process, it is crucial that you do your homework and take a good look at what they are offering. This will help you feel confident to know that you will be building real long- term income with a company that has stability and longevity.

## 7 key elements to look for:

### **Who are the owners of the company? Do they have the experience and integrity that is so important?**

It is critical that the owners of the company you are evaluating are completely transparent. At any time, you should be able to clearly understand their vision and where they want to take the company. If they aren't open and honest about the future this should be a red flag. Also, if they appear unclear about their product and services, you need to ask more questions.

The owners of your company should also make themselves available, not hide behind the corporate black curtain. When they are visible and open with their representatives, confidence soars and people feel safe in growing their business. Your company owners should also have the experience necessary to run a thriving business. If this is their first go around in either marketing Energy or in Network Marketing, you might want to reevaluate.

### **How stable is the company? Are they a start up? (Are they less than a few years old)**

New companies get started all the time. Most never make it out of their first year in business. That is because there are so many hurdles to jump over and complications that arise due to just getting started. Timing is important. Is the company already in a steady decline or stagnation? Or do you see signs of growth? Although there is much merit to getting in “on the ground floor”, it is equally important, and some would argue much wiser, to get in with a company that is already well established and has a great track record. As we have previously mentioned, companies will have issues associated with growing pains. Whether or not they came through them victoriously is another story. Most times the only way to tell if they have overcome the growing pains is if they have been in business long enough to be evaluated.

On another note, you must determine your level of risk. Do you want to take a chance on a brand new start up and have to join another company in 6 months? If not, I recommend finding a company with a solid foundation that has been through the fire. For example, if you find a company that is less than 5 years old and has broken the break the 10,000 brokers enrolled barrier you will have a significant advantage in timing! You will be part of a company on the ground floor but not with one who is identified as a start up.

### **What is the compensation plan? How do they pay you and is it clear? Can you make money without sponsoring?**

When joining a Network Marketing company, you should carefully consider the “comp plan” and the commission levels that are paid out. How simple is it to understand? Is it easy to give an accurate explanation or do you need a Masters degree to understand it? So many people that are new to Network Marketing never take the time to fully understand what they need to do to maximize the pay out. There are numerous compensation plans out there. If you take time to evaluate how effective the compensation plan will be in terms of the sales goals you’ve set for yourself. Then you will know whether or not those numbers are realistic. Ask yourself, based on this commission structure, how many sales will you need to make to meet those goals? And will those goals be met if I decide to work alone and not build a team?

As you will see, some companies are very generous while others make you jump through hundreds of hoops to get to the money. Some companies may offer, what appear to be big bonuses for certain activities, but they make it extremely difficult to actually achieve them. Here are a few things to consider:



**Do they pay good up-front money?** Many companies offer up-front bonuses for the gathering of customers and also for recruiting other brokers who gather customers. These bonuses can range anywhere from \$100 to \$250 depending on which level or rank you have reached with the company. Wow! You mean to tell me if I go sponsor someone in my business and they go out and gather a few customers I can make that kind of money? Yes. And it can multiply into a nice check very quickly. Imagine recruiting just 3 people a week and helping them get started? That's pretty good money to keep you afloat while you learn the business and work the numbers. With up-front bonuses, you can feel confident that a steady income can be easily earned as you venture out to build your book of business

**Is that legal?** When comparing companies, you should pay close attention to whether or not a company is paying bonuses strictly for just recruiting. If so these companies will run into serious legal issues. Legally, a company cannot pay any type of bonus for just recruiting another person into the business. What you need to look for is a company that pays the bonuses only when a customer is gathered or a product is sold.

For example, it is totally legal for a person to enroll another person as a broker or representative, as long as a bonus is not paid out on that alone. Have you ever heard someone say, "Is that one of them Pyramid schemes?" (Well, if you haven't you will).

I always sound smart when I give him or her the definition of a pyramid scheme: A transfer of cash where no product or service is rendered. If you get cash because you gave cash, you might be in a pyramid scheme. Several companies come to mind when I think of this...but they aren't around anymore. A customer in this case would be a gas or electric customer, or even the sale of a website portal/Online Utility Store. The sale of the store is what the commission will be paid out on, not the recruitment.

Another thing to consider is *how* you get paid on actual residuals. Does the company pay a flat dollar amount for each customer or a percentage of usage? Legally, if a company is paying a flat dollar amount only on a product, that company could run into trouble. The reason is that if a company states that they pay, lets say \$1 per residential customer, and the customer does not actually generate enough usage to pay out a margin equal to that \$1, then that \$1 commission will have to come from somewhere else. The AG's (Attorney General's) as a rule, like to have the margins completely covered by usage.



**Elvis money?** Did you know that the King of Rock 'n roll gets paid more today than he did when he was alive? That's the beauty of residual income. Start something today and get paid again and again and again. The big draw of joining a Network Marketing energy opportunity is being paid residually on the usage of gas and electric. You have to admit, there's not a lot out there that can compare to that. Saying this question could make you a million dollars if you said it enough times, "How would you like to get paid every time someone turns on the lights?"

### **How many states are they open in? How much territory do they cover?**

The number of states that an energy supplier represents is of the utmost importance. Would you rather be limited to a company that you can only get a customer in 3 states or in a company that is open in 34 states? To me this is a "no brainer"...why would you limit yourself? The amount of territory that is covered by the supplier in each state is equally important. The more territory you can cover the better. Be sure to check territories as well.

### **5) Are there other related products/services besides energy to get paid on since not all states are deregulated yet?**

As more and more states are entering into Energy Deregulation, the opportunity to make a substantial income gets sweeter and sweeter. There are a few states that are working through the red tape of their state government in order to make that happen. In the meantime, it is important not to isolate the many business people and contacts that are in these non-deregulated states. Why not make your opportunity a 50 state opportunity? While evaluating which company to go with, find out if the company offers other services that will trigger commissions such as cell phones, cable and Internet. This is not only an advantage to the people in the non deregulated area but also becomes another income generating avenue to the distributors already marketing energy in a deregulated area. It's a win-win. These are products and services people are already using everyday!

### **6) Who is the supplier? Are they using more than one supplier thus making the customers savings real?**

The supplier your company has chosen will play a big role in the success of your business. Energy is your product! It is important that you look for one that has a solid reputation. Are they a member of the Better Business Bureau? Have they been around awhile? Do they work directly with national and local producers throughout the U.S.? A quality supplier will work with the customer up front to first understand the details of energy pricing so they know what they are paying for and can do a true 'apple-to-apples' comparison. The supplier should also forecast future consumption, provide complete contract transparency, and execute exemplary customer service. In terms of commissions, the supplier must have a long history of timely and accurate reporting.



It is also advantageous that your company uses more than one supplier because it allows them to be flexible and increases the speed into which they open new markets. It's pretty simple, the more suppliers a company uses the more choices and opportunities they have. In terms of pricing, they aren't stuck with what the supplier gives them. If the pricing does not reflect current market conditions, i.e. bad rates, or if they have bad reporting or inconsistencies, they can be easily removed and replaced with another supplier.

From a large commercial position, you need multiple suppliers to represent yourself as non-biased. Businesses need to feel that they have multiple choices, a variety of options, and know that the supplier has searched the market for them...not just one offer.

**7) Is the company open to market both residential and commercial energy? If so, is the process of closing the account simplified?**

With so many different choices of companies to represent, it is crucial you find one that can market BOTH residential and commercial accounts. You can make decent money in both, but as stated earlier, the commercial makes up 87% of the market. This is a huge chunk of the pie...it makes no sense to leave this on the table! As an example, we are aware of people who have closed single commercial accounts that pay over \$50,000+ a year in ongoing residual income year after year after year. A single commercial account is like having a team of hundreds of brokers or representatives on your team with lots of residential customers. Both would pay out good residual, but if the company you choose does not have a great commercial gathering opportunity, you have done yourself and your team a great disservice. You will have to work much harder for the same pay.

Many of the customers you will have come from your warm market, that is friends and family. These contacts will most likely not only be your customer for their home but will also be the open door to their businesses commercial accounts. This is the brilliance of Network Marketing. People who already know you, like you, and trust you are comfortable enough with you to offer them real savings on their utility bills at no cost at all.

We strongly recommend finding a company that has a VERY organized structure to gathering and closing commercial accounts. The process of closing commercial accounts can be a tedious process. Once the bill is gathered, it will need to be analyzed and broken down to make sure the business is getting the best rate possible. The signing and closing of accounts will also need to be carefully facilitated. If the company does not have a dedicated Energy Expert whose only job is to help navigate through all of these complexities, you will be spending all of your time closing accounts instead of soliciting more business.



## **Make a decision! Choose your Company**

By now, we have not only piqued your interest on wanting to make BIG money in this industry but also hammered home the importance of finding a company that is right for you. In this chapter, we have defined for you our idea of the most important criteria you should look for in an energy company that uses the Network Marketing model.

Now it's time for you to do your own homework and choose what company best fits your needs. As, I mentioned before, I wouldn't waste your time on any company that has been marketing energy for less than two years or a company that has less 5,000 active brokers or distributors...it's just too risky. I recommend plugging these companies into the criteria we have defined as the most important.

## CHAPTER FOUR

# Choosing the Best Support Team

# Chapter 4

Hopefully by now you understand how important it is to choose the right energy company. Perhaps you have cut your list to 2 or 3 companies and you aren't quite decided. As you narrow down your choices there is at least one more important decision you need to make. *Who is the best person or team to partner up with?* In Network Marketing, there is always someone who will benefit from your efforts just as you will benefit from the people you sponsor into your business. As you go through the process of interviewing and researching candidates, keep these important criteria in mind.

## **Are they a person with integrity and character?**

There is a reason I put this one first. It doesn't matter if National Executive Powerhouse Susie Superstar has 50 years of experience, the most awesome training sight, and the best free never ending lead generation systems in the world if she has a track record of lying, cheating, and backbiting. Who needs a sponsor like that? George Washington said it best, "It is better to be alone than in bad company".

With the Internet and social media that we have today, it is easy to find the good and bad on anyone. But don't just leave it up to the Internet, you really can't believe *everything* you hear or read. Speak to them yourself and find others who are working with them now or have worked with them in the past. Then if they pass the character test, you can move forward.

## **Do they already have systems in place?**

Have you ever heard someone say, "Don't reinvent the wheel"? That is the best advise I can give you as you begin your new business. There are successful networkers out there, in the very company you want to join that have set up systems to help you prospect and recruit new team members. From training websites, webinars and lead generation to offline marketing systems and personal development tools, there is no right way or wrong way to build a business. If you will take advantage of the systems that have already been created you will get started much faster.



On a side note, when evaluating a system or process that is in place to build the business, I always ask, "Can my Grandma do this?" If it is too complicated, you will not be able to duplicate. Picture yourself using a particular recommended presentation and ask yourself, "Can they do what I just did?" For example, in the book *The E-myth* by Michael Gerber, he explains that the success that McDonald's enjoys is not a result of genius owners or because of a million dollar investment. Rather it is because they have simplified their systems to the degree that a 15 year old high school student can come in and know how to run the operation in one day. Even an every day customer can tell you when they walk up to the counter where the French-fries are made....to the left of course.

Systems are incredibly important. Remember this, if proper systems are in place, your sponsor could be completely unavailable sippin' margaritas in Costa Rico, and you would be just fine. Why? Because he or she has trained you to use the all the tools and resources that make up the system to build a team. Don't you see? You just need to become a really good traffic cop. Become a master at directing traffic to a CD, a website, or whatever tool that has been put in place.

### **Are they motivated and available?**

The individual you are going to work with should be on their "A game" every time you call...fired up and excited about the opportunity. It's just simply contagious! Why would you settle for a boring, soft-spoken introvert to lead you to the Promised Land? Somewhere in your near future, you are going to need a boost. I promise you that you will have good days, and some days you will be in the dumps. Your sponsor should consider you family and be willing to be your best cheerleader. You won't be able to see 100% of everything they are made up of right up front, but you will know if they are upbeat and charismatic by just a few conversations. Have you ever met someone that every time you were around them you just felt better? You just knew that being associated with them would make you a better person? That's who you want to pick! Bottom line... your sponsor should be a shining example of what it takes to attract others.

A supportive sponsor is also one that is available. You should be able to reach them by phone, email or anyone of the Social media outlets at anytime, unless they are in a meeting. Of course you won't need your hand held every second of the day but since you are new and will be launching your business, they will need to help you present and do 3 way calls. More importantly, if they have done their job, they have trained you to be a good traffic cop.



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Income Potential:  
What you need to  
know

**Video 2**  
YOUR SEED  
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**Video 3**  
"THE PRODUCT  
LAUNCH  
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COMING SOON!

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COMING SOON!

## RICH IN ENERGY VIDEO SERIES: Video 2



**Get More Deeper Insights:** In this video, Mike covers all the previous information in depth and adds deeper clarity.

[Watch This Video](#)

## CHAPTER FIVE

# Launching Your Business

# Chapter 5

At this point, you have done your research and your confidence level is at an all-time high. Now its time to put together a concrete proven plan. These 5 simple steps are the proven steps we have taught for years when teaching people the best way to launch their business. Use this as a foundation to guide you as you begin your journey on the road to riches.

## **1) Define your why**

You have heard it said over and over, “Your why should make you cry”... blah, blah, blah. But it’s not just a saying, it’s absolute truth. Ask yourself why you have decided to take on the challenge of this new business. Maybe you are a single mom and you just want to stay home with your kids so you can be there when they get home from school. Maybe you have older children who want to go to college...an expensive college (ouch!), and you just want to take care of that expense. Whatever it is, your why should keep you in the game when times get really tough. Your why will be your reason to contact that scary successful guy when no one else will. It will make you drive 3 hours in a snowstorm to host a home meeting. It will drive you to do things you never thought you could. You must know your why.

## **2) Set financial goals**

As you launch your new business it is important you identify what your end result should be. You would probably agree that most people want to do the least amount of work for the most amount of money, that's just human nature. You should ask yourself, “In 90 days, how much money do I want to come in?” Don’t just say I want to make thousands every month, be specific.

Setting a measurable financial goal will help you determine your level of activity when you begin prospecting. For example (not based on exact numbers), if I want to make \$1000/wk, 5 to 7 new team members will need to join my business. Based on the law of averages, I will need to make 20 contacts a day to present the opportunity. Because each financial goal you set is measurable, you will absolutely know if you hit it or if you came up short. This will help you readjust your activity as needed. Also, your sense of accomplishment will be ever present knowing that you pushed hard and got what you worked so diligently for.

### 3) Make a list

Making a list is basically just creating a working inventory. You should start with a minimum of about 50 contacts and just keep adding as your memory allows.

Remember, you must write it down. If your list is not written down, it is not a "list". If it is not a "list", you will never remember everyone that is on it! If you get stumped, one of the easiest things to do is use a Memory Jogger. You can Google it and find it online. It does just what it says...it jogs your memory for all the people you might know.

I like to coach people by telling them to start with their *warm* list. This consists of people you already have a relationship with like friends and family. Adding names to this list should be easy because they are the people fresh in your mind.

Network Marketing is about creating and nurturing relationships, please don't forget that. There is a place for a cold lead (someone you have never met) but because this business is about relationships, a cold lead will take more time because you usually have to start from scratch. So start with warm bodies.

Next, think of *people who already have a network* of people around them. This includes realtors, insurance agents, mortgage brokers, coaches and Pastors, hair stylists, and doctors. These people are leaders and already have an active audience listening to them. And don't forget about *other* Network Marketers. Let me ask you a question. If you want to make a football team, who would you want to recruit? This isn't a trick question...football players! It's the same thing with your business here.

Go after Networkers. For one thing they already understand this model and have most likely already been trained on how to do the business.

On a side note, look for busy people! Have you ever heard, "if you want something done ask a busy person". Yes, busy people have one quality you can't manufacture or train...they aren't lazy! They are always moving and getting things done! That's who you want on your team.

You should also begin to develop a list of people who are successful. (Yes, the ones that are making more money than you would be the perfect). In terms of securing commercial accounts, people on this list are likely to own a business. They can be your customer only or a potential broker.

Perhaps you are a member of the NFL (No Friends Left) or you just don't want to contact anyone you know. As I stated before, it's not impossible to build a large business with a cold market list, it will just take a little more time. There are endless possibilities out there by utilizing technology and lead generation systems. As you increase in skill through online and social media training you will be able to turn cold leads into warm prospects through proper follow up and relationship building.

#### 4) Develop a pitch

A "pitch" is a phrase or kind of short sentence that pique's someone's interest. It is designed to be an introduction of a product or service to an audience who knows nothing about it. After hearing your pitch, your prospect should be begging you for more! But remember, don't overdo it by with your nonstop blabbering. With an introduction like this "less is more".

Here is an excellent example pitch we use when targeting a business for their electric or gas account. Notice that this pitch also has a *call to action*. It is important for the prospect to know what to do next if he/she is interested.

*"I don't know if I can help you or not, but if you'll give me a copy of last month's utility bills, I know a company that will analyze them for free to see if you're being overcharged".*

Pretty simple, huh? That phrase has helped us submit and close thousands of commercial sized energy bills. In fact, one of our brokers used that exact phrase to gather a bill that saved the company over \$1,000,000 annually. The residual pay to that broker could be as much as \$60,000+ a year. Not bad for using a ten second pitch wouldn't you agree?

Another great example pitch can be directed toward obtaining a residential customer. Let's say you are talking to your neighbor. Your pitch would sound something like this:

*"Oh, by the way, did you hear about the new laws that were passed on utilities and how so many people are being overcharged but don't realize it? If you have your bill handy, I can take a look at it and see if you are being overcharged."*

These examples are designed to take the pressure off of you. In both cases, you are never trying to sell someone something but are only offering to help. Here's a practical pitch to a potential broker that works every time.

*"John...you're open to other ideas of making money, right? How does the idea of making money on commercial energy sound to you?"*

(If they answer yes to both of those questions, say this next)

*"If you don't mind, I'll send you a link to watch a short video that will give you enough information to see if this is something you might be interested in."*



On the residential side, our pitch is extremely effective and puts you in a position where you are never trying to sell the customer on the idea or even initially asking them to be a customer. Here's how we have taught our team how to get unlimited customers.

First, most people have a relationship with someone that's willing to at least help them out. With this in mind, all you have to do is let your friend know that you recently became an energy broker part time and part of your training consists of learning how to analyze a bill. You will let them know that you will return the bill after training. Now once you have the bill, all you need to do is some simple math to identify what they are currently paying, what you can offer with your supplier and then put the savings down somewhere on the bill or even print up a simple sheet breaking it down. After you have done this, you merely take the copy of the bill back to your friend, thank them for helping you out and do an "Oh, by the way" on them and let them know that while learning how to read their bill, you noticed they were being overcharged by \_\_\_\_\_% and losing \$\_\_\_\_\_ per year. In almost all cases they want to be customer due to the fact that it was just simple math, you did not sell them on anything or try and convince them in any way.

With a pitch, your comfort level in your prospecting increases because you won't always be scrambling for the right thing to say. Once you have created your pitch, take time to practice it with your close friends or with your sponsor. Just use it over and over and it will become second nature.

### **5) Make a commitment**

I truly believe that your individual success will come from your level of commitment. To commit is to pledge yourself to a certain purpose or line of conduct. It also means practicing your beliefs consistently. If you have done your research on this business, your belief level should be at an all time high. Now it is time to draw the line in the sand and say, "no retreat!" Understand that building a profitable business will take work and that it won't happen overnight. You will have a learning curve. This learning curve might even resemble going to college in terms of time invested. But ask yourself, "if I knew I was going to retire in three years with \$100,000 a year coming in, would I be willing to go back to school?" If someone said to me, "I'll give it 60 days and see how it goes", I don't even waste my time. I would know right from the get go how his or her story will end. Why? They have shown me their level of commitment, and more importantly, their level of belief.

## CHAPTER SIX

**Just do it ... Now!**

# Chapter 6

One of our favorite quotes is,

*“There’s a significant difference between making a living and having a life.”*

Right now millions upon millions of people have lives that are so unfulfilling it’s scary. Every day people wake up when they don’t want to, drive to jobs they hate, live in houses they can barely afford, and drive cars chosen only because the gas is cheap. They miss quality time with their families and never get to take vacations. They do all of this with the hope that one day they can retire in comfort. In reality, most will discover that after all those years of hard work their “golden years” are not so golden. I know you have heard this before but an opportunity like this doesn’t come around very often but when it does, it’s important to act!

*“There are two major keys to success. One is the ability to recognize an opportunity when you see one and two, the ability to act on that opportunity.”*

-Ray Kroc, founder of McDonalds

We can also, many times, predict the future by looking at the past. People who were “in the right place at the right time”, in industries that were at the beginning stages of growth, made tremendous amounts of money.

A perfect example is what happened in the telecommunications industry. In the 80’s, families were locked in to one provider and had only one choice for their long distance service. Once deregulation became available in telecom, multiple companies sprung up providing competition and ultimately lower pricing for the customer. Many of these long distance companies began using a Word-of-mouth model to market and were able to capture very large portions of the available customer base. In fact, there were tens of thousands of people who literally made millions of dollars during this window of opportunity. Now, compare the \$70 billion telecommunication industry to the \$750 billion energy market... those numbers are staggering!

When it comes right down to it, the only thing stopping you from making good, great or life changing income is YOU. You must make the decision to act now and begin your journey to a better life. With all that being said I can’t think of a better way than to end this book than with a quote I have lived by my entire business career.

*“Do today what others won’t so you can live tomorrow like others can’t.”*



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What you need to  
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**Video 2**  
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LAUNCH (AND  
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"THE PRODUCT  
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## RICH IN ENERGY VIDEO SERIES: Video 3



**Get More Deeper Insights:** In this video, Mike covers all the previous information in depth and adds deeper clarity.

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## CHAPTER SEVEN

# Real People, Real Results

# Chapter 7

## Real People, Real Results

\* Names withheld for privacy

### **Marsha H.**

In the last year, I have found that building a residual income is a realistic way for me and other baby boomers to secure income for retirement. I am a college graduate and owned my own business for many years. My future looked bright, and then life happened. I found myself divorced, lost my business in which I had invested all of my retirement funds, and found myself starting over. Being 62 years old and single, it has been difficult enough supporting myself, and at the same time saving for retirement. The company I currently work for doesn't provide any benefits, and health care costs are extremely high. Paying 100% of the costs for insurance takes a large chunk out of my paycheck.

When I was shown the residual income that could be generated in energy deregulation, I knew I had found my answer. I could help both individuals and businesses save hundreds to thousands of dollars on their utility bills, at no cost to them, and earn residual income month after month, instead of just getting paid a one-time commission! I was in! It's so refreshing to finally be involved in a business that's truly on the ground floor, providing people with a free unbiased analysis, and building a residual income that will provide revenue for retirement. This is truly an amazing business. I'm so glad I not only saw the opportunity, but also am acting on it everyday!

### **Nick C.**

Through careful research, we have found an incredible opportunity! We have partnered with a phenomenal, trustworthy company that is ahead of the wave in energy. For us energy deregulation equals financial/time freedom. Our parents had good intentions when they taught My wife and I that you have to go to school, get a degree, and get a job.... yes in that order. That is the direction we took and followed. We both have been in the medical sales industry for the past 12 years. Having three kids age 17, 14, and 3 years old, life can be hectic and costly. We knew we had to make a change.

The opportunity to earn revenue by educating others on their energy options is unique and exciting. To be able to stay home with our kids on snow days and take as many family vacations as we want has been incredible. Who knows, our dream of owning a cottage up north, might be here sooner than later. By seizing this opportunity, we are well on our way to realizing our dreams!



### **Ron R.**

I have had the distinct privilege to have been in several varied businesses over my lifetime. Even though there have been some bumps in the road, God has blessed my efforts and I have been quite successful in accomplishing my goals in several industries. Including, but not limited to, home furnishings designing, sales and training, Equine training, and Equine product development and sales, professional sports coaching, and professional singing. In each endeavor, I learned various lessons about success and failure. I have found, for me, success in much better. During my carrier in these various industries, I always enjoyed some major success in various Multi-faceted Marketing companies with different types of products. I have been very near the top, if not the top, levels in each of these opportunities while representing nutritional products, weight loss, advertising, and cosmetics. All of these, while generating good and sometimes great streams of added income, have left me holding the proverbial bag, so to speak, when over the long haul the products are not a necessity and are driven by internal consumption of those products. Therefore, I had lost much of my enthusiasm to join another for those same reasons.

Then, along came an opportunity that was brought to me by some individuals that over the years, I have learned to highly respect because of their performance while some of the time, having competitive products. They are Mike and Stacy Healy. We always had a respect for each other, as business competitors even when the other had a better product or better deal at the time. About 6 months ago, Mike brought to me a deal that I thought was, for the very first time ever, a true residual income that could last a life time. I saw the value in a young but seasoned company that had an unbelievable tract record for success over the past five years. One of the most important assets they brought to the table, was a 95% plus retention in customer loyalty. That stat is rarely, if ever duplicated, in a business or industry today, and it is in the highly competitive, but highly rewarding electric and gas business.

### **Steve H.**

With the uncertain economic times we are facing, at Forward Financial group we believe that it is imperative that businesses and families get out of debt. For over 25 years we have been helping families and businesses develop a no cost written plan to show them out of debt in as little as 5 to 7 years including their Mortgage. A primary component of this plan is the identification of “Key Loss” areas within their budget. Just like taxes, Energy is a category that we are finding most families and businesses paying more than they need to. As the Operations Director of Forward Financial Group I now help facilitate this savings due to energy deregulation. We are helping recapture those lost funds and educating our clients on how they can become debt free and provide increase to their bottom line even faster than ever.



### **Ashley S.**

I have been an entrepreneur all my life. Years ago, I found a hobby of racing homing pigeons and turned this into a profit center. I discovered that if I found a way to monetize these young birds, I could earn money for feed and race fees. This was my first exposure to leverage...making money on the efforts of others. I realized that leverage was overly important to get ahead. At 21, I bought a few rental properties for extra income, which again gave me another profit center. Shortly thereafter, I got into real estate sales and began building a team of other like-minded real estate professionals. In March 2011, after 20 years in the real estate industry, and with the downturn in the economy, my wife Parkie and I chose to sell our four RE/MAX franchise locations. With two young children, we had no idea how we were going to support our growing family. After being self-employed for over half our lives, getting a job was out of the question. We needed a way to earn an income that we had been accustomed to. We prayed to GOD to help us find a way to help other people as well as ourselves. Network Marketing and/or direct sales seemed to be a perfect fit. After 2 1/2 years with another company, we found ourselves out of options until we found this incredible company marketing gas and electric and helping people save money! We have been on fire ever since our introduction.

### **Josh D.**

As a young, motivated entrepreneur I am always searching for ways to better others and myself. I own a traditional business in landscaping but what my life was lacking was a way to give back to other people. When I found a way to help people make money and save money in energy I knew my life was about to change for the better. The team I am now a part of and the daily personal development have added so much to my everyday life. I could not be more thankful to be surrounded by amazing people and great leaders. The business itself is such a great tool for everyone to take a look at! We ultimately have the best business model out there even compared to others in the same industry. Our Commercial Energy Program is untouchable and makes being a recruiter much easier! I cannot wait to see what the future holds and also recommend anyone looking for life change on all levels to take a look at this opportunity. God Bless!



### **Dan P.**

Just 6 short months ago, my wife Crystal and I made the decision to get involved in the deregulation of energy! As I began my research I found that Energy is a massive 1.4 trillion dollar a year industry and growing! Warren Buffet said, "Energy will be the LARGEST TRANSFER OF WEALTH in our life time".

Have you ever heard the phrase "The *Rich* get *Richer* and the *Poor* get *Poorer*"? I grew up with parents and teachers that taught me in order to make a lot of money you had to be a "Good, honest, educated, hard working person"! Well, most good, honest, educated, hard working people I know are broke. I found that it takes much more than that. This is what the wealthy know that the poor were never taught.

By getting involved with this amazing company, we knew our lives would never be the same. Since virtually everything revolves around electricity or natural gas, I knew I could potentially position myself to make good money by just building a book of business. Getting paid month after month every time someone turns on their light, or plugs in a device, or turns their stove on is incredible! Even more importantly, I knew that once we established ourselves with this company, and worked hard to create real residual income, we would have time freedom and our lives back!

### **Alicia Y.**

I have truly found my once in a lifetime opportunity. Maybe it sounds a bit cliché, but that's exactly what this whole energy deregulation movement means to me. It's a right here, right now opportunity.... and yes, I dare say, it belongs to me. My name is Alicia Young and once upon a time, my husband James and I believed we had what we called, "Our slice of the American pie." We had success in real estate and various other entrepreneurial projects and then out of nowhere the rug was pulled from beneath us! All sorts of questions and fears went through my mind in regards to how to reclaim some sort of financial security. How will we raise money to start another business with scarred credit? What business could we start when it seemed as though every single market I looked into was spiraling downward?

Network marketing was always an industry that I loved and one that I had my share of success in the past. I always believed it was an option, but I didn't believe I had it in me to push another pill, potion or lotion. I certainly wasn't up to convincing people to do a 360 and start a venture that was far outside their everyday lifestyle habits.

The opportunity in energy deregulation simply made sense. I didn't need to convince someone to use energy. Energy is something that the masses could not only grasp and understand, but also something that could be easily shared. I am blessed to have a family who shares a vision that's so crystal clear. Energy not only makes sense, it makes common sense. Energy Deregulation - it's definitely a once in a lifetime opportunity.... one that I refuse to miss.

**Mike H.**

When my wife Teresa and I got married, I was making good money in the mortgage business. Things were going great, and then the recession of 2008 happened. The housing market was hit very hard. Teresa had to get a job as a server to help make ends meet. This was difficult for her because she had been a stay at home mom for so many years. We knew that things could not remain the way they were.

We were just making ends meet when we were introduced to a company that would allow us to get paid huge residual income on commercial gas and electric bills. Wow! This was a game changing experience for us. We are confident that we have found the best company in America to help us. Once, maybe twice in our lifetime an opportunity comes along that can literally change the future of your entire family. Energy deregulation is that opportunity! We have dug our heels in and are committed to changing our future. With energy deregulation, there is no end to the potential.

**Mel B.**

As a businessman, I have enjoyed a very rewarding career. I have always made it a point to keep my options open. I have had much success in my home business working part time through Network Marketing and have benefited from the many tax advantages as well. I have learned that the car bonuses and the all expenses paid vacations to Cancun were great but the residuals that I worked so hard for would fall off very quickly if I took my foot off the pedal. Nevertheless, I determined to stay in this profession because I truly believed in its potential. The idea of earning residual income from energy bills had always had my interest. Specifically, the idea of commercial energy, which makes up 87% of the market got my attention. I looked at a lot of energy companies over the years but none suited me, something was always a miss. Then I found my company... they really take care of us brokers. My team simply collects the energy bill and sends it to the home office. How exciting it is that we have a team of experts that do all the work for us including finding the best price for our business contacts! And when they close the deal we get paid. So now I get paid to help people and businesses save money. More importantly, the residual income is steady and not going anywhere. Why? Because nobody I know wants to sit in the dark or take cold showers.



### **James L.**

Four and a half years ago, my husband James worked a full time job as a foreman for a large concrete company. It wasn't the ideal job but we were always looking for ways to increase our income. Between that and maintaining our own 40 head dairy farm we had absolutely no time for family. Not soon after we decided to buy a poultry farm, which required us to borrow \$250,000 from the bank. To this day that was the scariest thing we have ever done. Although it is doing very well for us, we now have a large overhead and huge monthly payments to the bank.

Then one day a friend of ours introduced us to this industry. We jumped in with a leap of faith and started sharing the business with our friends. This was the first time we were able to go into business with such a low investment and have the potential to make an unlimited amount of money. James had promised me when the first \$10,000 check came in he was walking off his job.

I'll never forget the day just 4 months later. When he came home from work that night, I had all the chores done and was waiting on him at the end of the sidewalk just grinning from ear to ear. He got out of the truck and after fighting the heat all day and battling a severe backache he was not too happy. Finally he asked, "What's so funny?" I just kept smiling and said, "If you knew what I have in my hand you would be smiling too!"

Since then, we have been able to be at home as a family. Our 4 year old is at his Daddy's side all day long, and that's something our older children never had a chance to do. We paid off the rest of our farm the following year. He also walked away from his job and we were able to sell our dairy herd the same year. Now we have time to take care of our chickens and work this business that has totally changed our lives.

Before MLM, never knew what a residual income was. James says he always thought it was that stuff that was left in the bathtub after a shower! With energy deregulation, there is no end to the potential.

### **John M.**

For the past ten years I've been working in a company that helps businesses and families save money and eliminate debt. Just recently, my company has added a marketing company that helps people save substantial amounts of money in the energy field. I am now able to not only help my clients eliminate debt but also help them cut their energy bills. Due to the national deregulation wave that is crossing this country we are now reaching out to a gigantic market.

New brokers are joining our team in several states with plans now to include all fifty states. We are currently receiving long-term residual incomes from commercial energy accounts. Some of these commercial and industrial accounts are huge... and as long as they just keep paying their utility bills month after month, I continue to get paid. This is what I call "RETIREMENT INCOME!"



I just love what I am doing! My income continues to grow while I help people save money on electric and gas bills... the one bill they can never pay off. I thank God for this amazing business.

**Ken M.**

I remember the day I was digging a basement and a friend called me and asked me if I had time to meet for lunch. I told him not really, but he was pretty persistent and wasn't taking no for an answer! I finally agreed to take an hour and said ok. Boy, am I glad I did. We met and he shared with me the opportunity with Energy Deregulation and Residual Income.

I owned a Landscaping and Excavating Company, had a couple million dollars in equipment, 40 employee's running around and a couple hundred thousand dollars a month in payroll and overhead. When I saw this opportunity I could hardly contain myself! This was a no-brainer! With low start-up cost, low overhead, the promise of residual income, and a business where I didn't have to guess who my next customer would be, I could not contain my excitement.

I realized that everyone I knew could be a potential customer on both the residential and commercial side. I knew that I had a ton of commercial contacts and found out that commercial businesses account for about 87% of all energy used and only about 15-20% had already made the switch to an alternative supplier. The best part was that I could take my current customers at my landscaping business and turn them into customers with my new energy business! I started my energy business in December 2008. In December 2010 my business had really began feeling the effects of a down economy. As a result, I had to shut my energy business when I did; the income has been lifesaving for my family as well as several of my team members.

I love helping people keep more money in their pockets while excavating business down. I thank God that I started my earning a living at the same time. This business has given me great hope for the future! I look forward to the day that I am making more money in my energy business than I was making with the traditional business.



### **James K.**

I remember it like yesterday...a phone call from a friend saying I found it. I am sure you've heard that too. I don't know what made me listen that but I did know that my life at the time wasn't exactly ideal. I was a business owner who had recently closed down my three furniture stores with my 50<sup>th</sup> birthday right around the corner.

After meeting with my friend and listening to him talk about saving people money on their utility bills and turning those expenses into an income, I left there excited and went home. I walked in and on the counter was my gas bill right on top. I opened it for the first time because my wife always paid the bills. I did the numbers and realized that I would have saved \$149.00 on that month alone! I soon got started and could not wait to tell friends I knew who owned business's what I found. One friend owned a hardware store and I was able to cut his bill by 50%.

Another was a restaurant owner that I helped save \$339.00 on his first month! I was already helping people save money without taking money out of their pockets. I began working my new energy business harder than ever and got two of the largest checks from I have ever seen just five days before Christmas! What a blessing! Thank you God for helping me change lives one family at a time.

### **Winn S.**

In the course of my financial career I have had many opportunities to make money, or so I was often led to believe. Since my first investment property purchase at the age of 18 in 1972, I have been hounded by one "money making idea" after another.

Starting with that ubiquitous "soap company" which seemed to set the pace for all other MLM's, my resistance only grew. The MLM promo and the "pitched" numbers just never worked regardless of the messenger. The young woman that first pitched me to become a "soap- man" was so physically stunning that I almost have to believe that her team grew based on her optics as opposed to the products and services she was pitching.

More importantly, the culture that she trumpeted presupposed that a rep would also be ordering Rah-Rah tapes to keep ones enthusiasm on the upswing. Yeah, that is just how far back I go. Monthly/weekly delivery of cassette tapes and 8-track tapes for the purpose of keeping the troops "fired- up" just did not meet my personal style of commitment.

By the mid 70's the stories about rumors of garages FULL of product were actually proven to be true, at least from my personal observation. That fact even applied to that ("stunning") young woman that asked me to become a "soap-man". Her heartfelt plea for me to "take product at cost" just to make room for the next inbound shipment was quite revealing.



So as the years flashed past me, I focused on "what I knew"; making consistent growth not only a Mantra but delivering viable results that allowed me to walk away from Corporate Architecture at the age of 34, WITH REAL MONEY. At this point my comprehension of residual income was based on receiving monthly payments from Mortgage Notes.

THEN RECENTLY out of the clear blue I was approached by a long- time MLM personality with a history of success that "matched" the hype. Actually I had no idea what he had done before he approached me, but it turned out that this man actually had credibility. Then add the fact that "he had the toys" to prove his accomplishments certainly did nothing to discourage me from just listening. Not checking something out is such a foreign concept to me as I was always looking to add another stream of income to my bottom line. After all folks, we know Success BREEDS Success. Being a self-starter, (at least I have been told I am), my word is my bond and when I say I will get involved, that means All-IN, and I will NEVER leave anyone behind. And that's just what I did.

I had learned a long time before that having your money MAKE MONEY is the ultimate goal but not something that is easy to achieve. With this opportunity I knew

there was no storage of Electricity in the garage and I would never have to bunker Natural Gas in the basement. What a concept! I got carried away and started to "fire-hose" everyone with my enthusiasm. WRONG! Stepping back, I started to re-access my approach as I really started to listen to my NEW MENTOR. Getting actual coaching was not the only issue, I just had to step back and listen to the SIMPLICITY of the message and duplicate the delivery.

Getting back to my Energizer Bunny style of recruiting, of slow and steady will be my ticket to success. I would encourage everyone to do the same. My personal numbers are starting to mimic my growth projections now and I have no doubt that the pace will escalate.

Pick your company with the same due diligence you would have when finding a spouse and then by adding that passion to your efforts will bolster your bank accounts like you have never imagined. I am living proof. Have a great career and don't turn off those lights!



### **Lance L.**

My wife Paula and I feel very blessed to have found an incredible opportunity to build for our future. We have earned substantial income in the past two decades with three different MLM Companies. The timing of energy deregulation was one of the main determining factors we looked at before diving in. In the past, we missed the big growth curve of the company we were with by just a year or two.

The opportunity to work from home with our family is priceless. Although the money we are bringing in is great, it is a close second to the time freedom I now have. I made a lot of money in the 90's as an owner of a construction company, but I soon realized it owned me more than I owned it.

It is sometimes frustrating to me that in today's world most people still do not understand the benefits an MLM business can provide. This type of business is the epitome of leverage, without out all the negatives that a traditional business has. No one has an issue about the real estate professional that has 100 agents working for her or the guy that owns a huge hair salon with 12 stylists on the floor. These are forms of leverage that have huge overhead attached and huge liability as well. We are now on a mission to raise the level of thinking above the MLM stigma. We want people to know that they can create a lifestyle...not just income.

### **John R.**

Energy Deregulation Retires BLUE COLLAR MAN at 49!

You're probably thinking this is impossible in today's economy. However, since energy deregulated, this has become a reality for us. With the economy in the worse down turn since the depression, John was able to retire at 49 years of age after working 32 years as a blue-collar laborer for the largest food distribution company in America. I was required to work 10 to 12 hour days with mandatory overtime and as result was never home. Bernadette was working a part-time job while raising four children.

We as a couple realized something had to change! The hardest thing in life to do is change. People fear stepping out of their comfort zone and we were no different. So as you can imagine, John and Bernadette who worked 30 yrs at the same place, lived 22 yrs in the same home and have been married 31yrs, that change was a big deal. This is our story, here is our change!

We partnered with an incredible company who is a visionary in the Energy Deregulated market. Imagine saving every person you see on daily basis money on their energy bills. Residential, small commercial, large commercial and industrial energy users. Yes, we openly shared savings with everyone and everywhere we went. We help consumers put money back in their pockets without spending a dime, now that's what we call the greatest product on earth.

This has changed our lives and lifestyle. We now have more time for our family and each other. There is nothing better than getting up every day when you're done sleeping and enjoying an early morning coffee at the poolside with the one you love!



# About the Author

Mike and Stacy Healy are in tremendous demand as one of the most dynamic couples in Network Marketing. With over 20 years experience in the industry, they are just getting started.

More than a thousand audiences have attended their seminars and meetings to get the training and understanding needed to succeed at a high level. With his unique brand of "if I can do it anyone can do it".

Mike's hilarious "keep it simple" style keeps his followers coming back for more. Stacy has a careful attention to detail which complements and completes this fabulous powerhouse duo. Their desire is to help people develop into leaders and win in every area of life: spiritually, relationally and financially.

## **RESOURCES**

Want more great information and training materials?  
Check out:

<http://www.MikeHealyTraining.com>



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Energy  
Deregulation  
Income Potential:  
What you need to  
know

**Video 2**  
YOUR SEED  
LAUNCH (AND  
BEYOND)

**Video 3**  
"THE PRODUCT  
LAUNCH  
BLUEPRINT"

**Video 4**  
YOUR LAUNCH  
(MOVING  
FORWARD)

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**Get More Deeper Insights:** In this video, Mike covers all the previous information in depth and adds deeper clarity.

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**PART I**



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