

This folder contains two (2) sub-folders for your company:

Your Company Sales Literature:

The **Sales Letter** that is sent out by (Direct Mail, Fax, Email, and/or through a website) to your customers looking for a business opportunity. It's what they use to learn about, and purchase, your business opportunity.

The **Order Form** is the order application that your customer will fill out when purchasing your business opportunity. It gives you the information you need (name, address, etc.) to send the business opportunity to your customer.

Your Company Fulfillment Material:

The **Fulfillment Manual** is what you send to your customers once they purchase your business opportunity.

In your Business Opportunity Owners Manual, it tells you how to have others handle this entire sales process automatically for you without it costing you a penny out of pocket. This means everything will be done for you!

All the files are contained in two (2) formats: Microsoft Word and PDF so you can open them regardless of what hardware/software you use on your computer. Both files are identical, just saved in different formats. If you do not have Microsoft Word or Adobe Reader, you can download the latest version of Adobe Reader (to open your PDF files) free of charge at:

<http://get.adobe.com/reader/>.