

SECURITY

BUSINESS

OPPORTUNITY

IMPORTANT INFORMATION: Right above your name on the mailing label on the outside of the envelope that was used to ship this program to you, is a 2 to 9 digit "ID Number" which has been issued especially for you. You should use this number in all your correspondence with us.

ID#1234

JOHN DOE
456 SUNSET RD
HAPPY, FL 12345

CUSTOMER SERVICE NUMBERS

We've established certain support centers with trained personnel to answer any and all types of customer service questions in a professional and efficient manner.

Please Note: In order to improve customer service, **ALL** questions, inquiries, and support must be submitted and answered in writing.

There is a reason for this policy. Over the years we've learned that it is much better for you to have a written response to your questions so that you always have a reference to go back to in the future if you need to refresh your memory.

We have 3 different ways you can Place Orders or Receive Customer Service and Support in a written format. Either by:

Mail: Your Information Goes Here

Fax (24 hrs): Your Information Goes Here

Email:

Dear Friend,

Congratulations on your decision to put this incredible program to work for you. I know it will benefit you and your family in many, many ways.

I've used this amazing course to increase my financial power and create financial stability and independence. Regardless of how good or bad your current financial situation is, this business opportunity will benefit you tremendously.

I have made a lot of money in a short time using this business course.

Sincerely,

Your Name

Company Name

The contents of this entire package have been prepared to assist you in becoming financially independent as well as improving your quality of life. THE CONTENTS OF THIS PROGRAM ARE EXCLUSIVE AND ARE MADE AVAILABLE FOR THE EXPRESS AND EXCLUSIVE USE OF THE ORIGINAL OWNER. The contents of this manual are purely educational and informative. The author/publisher are not engaged in rendering any legal or professional advice or service and specifically disclaim any liability, directly or indirectly, by the use or application of any information contained in this course. It must be noted that all business ventures and/or investments present risks, and the information herein contained does not eliminate those risks. Although information is contained describing actual experiences, it in no way can guarantee similar results for others. Savings, earnings, and other financial figures contained are strictly for example purposes. They are mathematical projections, and do not necessarily reflect actual results. Other illustrations, projections, and models in this manual are used for the sole purpose of reflecting some of the many possibilities available as to the possible use and appliance of this system.

Introduction

I want to welcome you to the start of your Security Business Opportunity. Because you are reading this manual, I know that you are in need of a change—for either personal or financial reasons. Either way, you are looking for an opportunity to grow and make your circumstances better. This is an opportunity of a lifetime, and it is a business you will be proud to own. We all know from listening to the news and reading the paper that crime in our country is escalating. Every individual has concerns for their safety as well as the safety of their friends and family. With this program, you will offer products necessary to help safeguard against crime, but the greatest part, is that it will be at a reasonable price. You will not have to hassle people to buy, they will willingly want to.

I am sure at one point or another you have thought about buying mace or pepper spray to carry, if not for yourself, for someone you know, maybe your wife, sister, or daughter. Now you have the opportunity to sell the very same products you have looked at, without the hassle of locating where to buy them and the hassle of shipping them to your customers.

Here are the facts:

In 2008, there was an estimated 1,382, 012 violent crimes reported.
(remember that this is the number for what was reported only).

Rape occurs every 5 minutes

1 out of 3 women will be sexually assaulted in a lifetime.

Assault occurs every 10 seconds.

Robbery occurs every 46 seconds.

Every 24 seconds someone is murdered.

Everyday a child is criminally abducted.

1 in 5 families will be victim of crime each year.

.....the list goes on!!!!

It is these facts alone that will help people decide that they should own some sort of security product for their personal safety. You will not have to hassle people about protecting themselves. Most people watch the news and are very aware of their surroundings. We unfortunately live in a day and age when you cannot turn a blind eye to what is going on; you must be aware of your surroundings at all

times. You cannot go to your car after shopping without making sure that someone is not following you, or once you get to your car, you look in the back seat before you get in, or under the car.

Unfortunately because of increase in violent crimes, we have to live in a somewhat paranoid state.

What we do know is that we cannot stop living and we cannot become recluses and never go anywhere, but we can protect ourselves. We can take the necessary steps to ensure that in ordinary circumstances, such as shopping, we can help safeguard ourselves against a potential attack of violence. It is also what we know, and the educating ourselves about our surroundings, that is the driving force for purchasing the latest, and greatest security products on the market.

Getting Started

FIND A GOOD NAME

You will need to come up with a name for your business. A "good" name is usually short, easy to remember, and reflects your business in some way. If you're unsure of a name, don't stress out. Keep moving forward. As you get more excited about the idea of making more income, creativity will start pouring out and ideas will flow.

SETTING UP YOUR BUSINESS

There are 4 types of business entities that I want to discuss.

SOLE PROPRIETORSHIP is a type of business entity which is owned and run by one individual and where there is no legal distinction between the owner and the business. The owner has unlimited liability. A sole proprietor may do business with a name other than his or her legal name. This also allow the proprietor to open a business account with banking institutions.

PARTNERSHIP is a type of business entity in which partners (owners) share with each other the profits or loses of the business. The partnership structure does not generally incur a tax on profits before it's distributed to the partners.

LIMITED LIABILITY COMPANY or LLC is a flexible form of a business enterprise that blends elements of partnership and corporate structures. The primary characteristic an LLC shares with a corporation is limited liability, and the primary characteristic it shares with a partnership is the availability of pass-through income taxation. It is often more flexible than a corporation and it is well suited for companies with a single owner. An LLC can elect to be taxed as a sole proprietor, partnership, S corporation, or C corporation. Limited liability meaning the owners of the LLC are protected from some or all liability for acts and debts.

S CORPORATIONS are business entities that do not pay income taxes. Instead, the corporation's income or losses are divided among and passed through to its shareholders. The shareholders must then report the income or loss of their own individual income tax returns- the concept is called single taxation.

What It Means To Own Your Own Business

Owning your own business is an opportunity to capture the life you have long desired to lead. It is independence, flexibility, and autonomy. You control when you work, what jobs you want to do, who you want to work with. It is an opportunity to excel and shine, while navigating the direction you decide to go in. It can either supplement your regular income or possibly replace it.

I want to discuss the benefit of being your own boss. As long as you are disciplined to get the job done it is a great feeling to not have to answer to anyone or have someone always hovering over you or even interfering.

Many bosses mean well but if you have a sense of discipline and drive; you really will enjoy being your own boss. It is also a great sense of achievement to know that you accomplished something without being prodded or coaxed.

I want to emphasize the unlimited income potential or the added income that can be achieved. While not every home business owner will achieve a high income, the potential exists. With the right motivation, research, and drive, there really is no limit to what can be accomplished.

Many people choose to start out their business part time to earn extra income. It can take the pressure off when starting out. If you are unemployed, then by all means, go at this business opportunity full force.

I would like to highlight the tax advantages. The tax laws provide many advantages to the home business owner. These include writing off all expenses incurred in conducting your business. Also because the business is based in the home, a percentage of the home expenses (rent, mortgage, utilities, etc) are tax deductible. The IRS also allows a substantial deduction for automobile/travel expenses. It

is crucial to maintain good records of your expenses for accounting purposes. I also advise using a Certified Public Accountant to make sure you are maximizing all of your allowable tax deductions

In summary I would like to say that owning your own home business can be a great decision especially if you really like the idea of taking control of your own fate and have some good ideas or services that you would like to bring to the marketplace.

PRODUCT AND SHIPPING

We will provide the product and ship it; all you need to do is provide us with you customer's information and payments. It could not get any simpler than that. When you receive payment from your customer, cash that payment, or run their credit card (use which ever form of payment method you can), keeping your profit, and forwarding the amount owed to us along with your customer's information

Example:

John Smith wants to buy Product XYZ from you, so he orders it on your website or by direct mail. You send us a copy of Mr. Smith's order and bang! We ship it to him, and you get a piece of the action.

HOW YOU MAKE YOUR MONEY

Here's how it works, you charge retail prices for the products that you buy at wholesale prices. Essentially, we charged you, a wholesale price for the goods shipped, and you keep the difference between what you sold the product retail for, and what we charged you wholesale. For example if you can buy Product XYZ for \$8 from us and you can sell it for \$12, you make \$4 on every one you sell. The really great part is that you don't have to pay until you've been paid. That means no money out of your pocket! Once you receive payment, then you forward it on to us!

The advantage to using this method is you have no inventory, no overstock of a product, no warehouse, no up front costs, and a huge profit margin!

SECURITY PRODUCT INFORMATION

First off, the types of products you choose to sell will ultimately be up to you, but I would recommend selling various types of pepper spray and mace products, stun guns, and personal alarms. Make your choices from order form. I would recommend the more items you offer, the more your potential earnings will be. I have listed a few general items below and brief descriptions. Obviously, there are more items under each of the categories, but this identifies what each one's use is effective for.

PEPPER SPRAY

Pepper spray is a non-lethal weapon that causes temporary redness, swelling, and tearing to the eyes and skin. The effects wear off in approximately 30 to 45 minutes, giving you plenty of time to get away.

You do not need training to use, and it is easily stored in a readily accessible place.

Depending on the size of the can, you can spray 8-15 feet (it is only 6-8ft for keychain size). It is recommended that you replace your Pepper Spray every 3 years.

The main ingredient in all pepper sprays is Oleoresin Capsicums (OC). The percentage of OC, which varies from 1% to 10%, has very little to do with how effective the product is. Pepper Sprays are rated in terms of Scoville Heat Units (SHU). It is recommended that you buy a pepper spray product that rates at least 3 million (SHU).

The spray patterns come in stream, fog, cone, foam, or gel. The stream seems to be the most effective.

MACE

Mace and pepper spray are not the same product at all. They are used for the same reason—to stop an assailant, but they are made up of completely different chemicals. Mace is a tear gas product. Tear gas products can cause blistering of the skin and permanent blindness.

STUN GUNS

The stun gun is a hand held self defense device that is used to deliver a shock to an attacker. A stun gun will generally have 2 prongs located at the end of the device. It is typically activated by pressing a button that will cause an electrical current to be instantly released.

A stun device works on the muscular and neural system. It dumps its energy into the muscles at a high pulse frequency which causes the muscles to work rapidly and results in energy loss. It also interrupts the tiny neurological impulses that travel through the whole body to control and direct voluntary muscle movement. It causes disorientation, loss of balance, and leaves the attacker in a passive and confused state.

There is no chance of the user becoming shocked. The electrical current is absorbed in the muscles and will not pass through to the user. So even if the attacker grabs hold of you after the shock has been administered, you should feel no effects.

PERSONAL ALARM

This item is generally small, battery operated, and makes a lot of noise. Their small size makes them easy and convenient to carry with you anywhere.

Their intent is to make a lot of noise. The average personal alarm has a noise rating of anywhere between 95 and 130 decibels. To help put that rating in perspective for you, here is a list of common noises and their ratings:

- Vacuum Cleaner-65 to 70 decibels

- Alarm Clock-80 decibels

- Chainsaw-100 decibels

- Jackhammer-130 decibels

- Gun-140 decibels

- Siren-140 decibels

The personal alarms siren like sounds can quickly disorient an attacker, especially if they have sensitive eardrums, but the most important and beneficial use, is their ability to draw attention to your situation. Most criminals do not want an audience. Most personal alarms are loud enough, that even the soundest of sleepers could here it go off.

WHERE TO SELL YOUR PRODUCTS

DOOR TO DOOR:

Visit your neighbors. Talk to them about the products you are offering. Maybe give them a business card or a brochure to look at. Go to local places of business, i.e., gyms, convenient stores, liquor stores. They would most likely be interested in carrying a line of security products.

BOOTHS:

Set up a booth at a swap meet, craft sales, or any type of convention selling situation. It will not only give you access to many customers at one time, it will help to get your business name and products out there.

INTERNET:

Always sell on the Internet. This is access to millions of customers 24 hours a day, 7 days a week with very little expense. The Internet includes having an EBay store, putting ads on Craig List, and having a website. Here is the thing, to advertise on the Internet cost very little in terms of start up cost, and usually there are very little cost beyond the initial fees to get started. , and sometimes not even that-it may cost you nothing more than your time. How can you beat that!

WORD OF MOUTH:

You run into people and strike up conversations all the time through the normal course of a day. Some of the following places are just a few examples to give you an idea of where potential customers can be found; your place of business, health clubs, hair salons, dentist or doctors offices, restaurants, banks, shopping malls, retail stores, grocery stores, sporting events, social activities, parties, churches, banks, schools, while traveling, etc. Don't forget about the network of contacts you have through the following people; co-workers, friends, relatives, spouse, children, neighbors, etc.

CLASSIFIED AND DISPLAY ADVERTISING:

This is called a "2 - step" advertising process, and is a very lucrative way to promote the program. Starting with classified (or display) ads is generally a little less expensive than starting with direct mail, but it can take longer to grow your business. You can look in your local Yellow Pages under the heading of "Advertising" for companies who can easily and inexpensively place your ads in hundreds of newspapers, magazines, etc. across the nation. You can also find these companies on the Internet.

With classified (or display) ads, you place a small to medium sized ad to generate curiosity about the product. People will respond to your ad by requesting additional information about the product. You can request their name and address so you can mail them a sales brochure or you can ask them to send you a "self addressed stamped envelope" (SASE) to receive a brochure. The benefit to this is

obvious, you don't have the cost of postage or the hassle of addressing envelopes; you simply put the Sales Brochure, an Order Application, and a Return Envelope into their provided SASE and put it in the mail. There's no addressing or postage required.

DIRECT MAIL:

Direct mail is very responsive and somewhat inexpensive to begin. Because of its responsiveness, it is very easy to expand your business and increase your income. For example, if you mail out 100 brochures a week you can easily start taking your income from those "small" mailings and start mailing out 200 brochures a week and "double" your income. You can then easily stair step your way to higher and higher incomes and level off at the amount you're comfortable earning.

You'll want to look in your local "Yellow Pages" probably under the heading of "Advertising-Direct Mail" and/or "Mailing Lists" and choose a list company to use. You can also find Mailing List companies on the Internet. You will have a wide variety of mailing lists to choose from so the best thing to do is tell the Mailing List company what you are selling and they can usually recommend a good list to use. As well as any lists they might recommend we have also found that "Business (or Income) Opportunity Buyers and Seekers" are also good lists to utilize.

Selling Tips

To do well in any selling situation you must have confidence, and confidence comes from knowledge. So get to know your product!

Learn your product, and make a clear presentation to qualified prospects. Read up on the statistics, be familiar with the terminology, and learn the product.

Also, it is very important to maintain eye contact as much as possible.

Know your goal. Your goal is to make a substantial income, while helping people stay safe.

It is to your advantage to be a listener, find out about the potential client. Ask a few questions, seem interested but not invasive. If they have concerns or complaints about something, maybe something in the past be a sympathizer, and in the end it will give you the advantage.

One of the most common faults of sales people is impatience when the prospective client is slow to understand or make a decision.

It is very important to listen carefully and not interrupt when others are speaking. Listening allows you to understand their point of view and realize what will be the most effective way to approach them.

ACCEPTING PAYMENTS

Before we begin with how to accept payments, let me suggest that if you are going to run the business from home that you set up a PO Box offered by the United States Postal Service or a Suite #, which is offered by UPS. This helps maintain some privacy, but it is not required by any means, just a suggestion.

1. Always accept cash.
2. Accept personal checks and money orders.

When it comes to the risks of "bad checks," the percent is pretty low. What I advise is to ship the order immediately if the cost of the product is under \$200, or whatever you set the limit at.

Anything that exceeds your limit or comfort level, hold the check for clearance and then ship the product. Another rule of thumb is that if the product is expensive, then wait until the check clears to ship the product.

To accept the above forms of payment, make sure to tell the buyer to print out their order and mail it in with their form of payment.

3. Accepting credit cards: PayPal®

It is always advisable to accept credit cards. If you do not have a merchant account, I would recommend establishing an account

with PayPal®. I would recommend this even if you do have a merchant account.

Go to [paypal.com](https://www.paypal.com) and follow the simple directions.

It is very simple and only requires you to have a checking or savings account. People can use their credit cards with PayPal®, which in turn pays you. It is a safe easy way for people to use credit cards, and for you not to have the expense of a merchant account.

PayPal® has become such a large company, and so well known throughout the Internet, that almost all people feel comfortable using their services.

