

Welcome to Creating Wealth from Home™

Congratulations on taking the first step toward building a highly enjoyable and profitable EcoQuest™ business. You may find it comforting to know that you are in business for yourself, but not by yourself. You can successfully do this business and we are going to help you. Unlike many traditional businesses, with Creating Wealth From Home™ you are surrounded by support and partners who care about you and have a vested interest in your success. Additionally, your timing couldn't be more perfect...everything you need to be successful in this business is now in place! You are only steps away from beginning a proven, time-tested training system that could help you succeed more quickly and easily than you ever imagined.

Imagine the Success of Your New EcoQuest™ Business Being as Predictable as a McDonald's™ Franchise...

In 1955, Ray Kroc opened the first McDonald's Restaurant in Des Plaines, IL. Today there are over 18,000 restaurants worldwide. In the U.S., approximately 85% of these restaurants are owned by franchisees. It is estimated that nearly 95% of these restaurants were successful in their first year. Now you might be asking, "Why are we talking about McDonald's? I don't want to make hamburgers, and I don't have \$500,000 to \$1.6 million to start a McDonald's." The reason we bring up McDonald's is that they know more about the concept of duplication than virtually any other company on the planet. McDonald's franchisees have a success rate estimated to be *three times* that of other independently owned and operated businesses. Does McDonald's have the best hamburgers in the world? Well...that's a matter of opinion, but if you are like most people your answer is probably, "No." So what is the McDonald's secret? It's simple. They have put together a proven step-by-step training and business system that generates consistent cash-flow for their franchisees owners.

Success Leaves Clues – Here is the McDonald's Secret!

Wisdom tells us that a lot can be learned from McDonald's, especially in the area of training and creating a successful foundation for starting a new business. In 1961, McDonald's put all the training they had developed together and created what is called "Hamburger University" in Elk Grove Village, IL. The reason they did this was to ensure that every new owner had the *same* high-quality training. Today, Hamburger University has successfully trained more than 65,000 managers.

Attending Hamburger University is a *requirement* if you want to own a McDonald's franchise. McDonald's realized that it doesn't matter how rich you are, or how much business experience you have, everyone needs the fundamentals if they are going to succeed long-term. McDonald's doesn't allow its franchisees to be absentee owners or

silent investors—if you want to own a franchise, you have to go through the initial training. You might be saying, “so if I’m a multi-millionaire and want to buy a McDonald’s franchise, do I have to personally go and learn how to push a broom, change fryers and clean grills?” Yep, even the President of the United States would have to go through Hamburger University basic training. Here’s the good news: the basic training is not forever. McDonald’s simply wants franchisees to have a fundamental understanding of what it takes to run the business. This way later on as the owner hires managers; he or she will have first-hand knowledge of what it takes to do the job. They will have an “intuition” about the business they are running. Is it any wonder that McDonald’s has an estimated 95% first year success rate?

The Creating Wealth From Home™ system is designed to give you a solid foundation for your business within your first 30 days so you too can have predictable results!

The good news is you don’t need large sums of money to begin and you won’t have to learn how to clean fryers or grills, or sweep floors. However you will want to learn the basic skills that can create a successful and long-lasting EcoQuest business. We call this the “30 Day Foundation”.

Your First Step is to finish reading this page and then stop and take a moment to review the 30 Day Foundation Plan that has been included on the next page of this training guide. The document is titled, “*Your 30 Day Foundation Plan - Getting Started Quickly And Easily In Creating Wealth From Home™.*” The purpose of the document is to clearly define your activities for the first 30 days and to build your belief in the Creating Wealth From Home™ system, and most importantly the *product and EcoQuest.*

As you review the plan, keep in mind that the first four days are intended to provide you with the “basic training” via four training calls, one on each day. It is not essential that this take place over exactly four days. If necessary, it could be spaced out over a longer period. It is also possible to listen to all four training calls via online MP3 recordings, which could be done in one day. The important thing is to complete this part of the training, and take advantage of the “live” interactive Q&A sessions that follow the phone training.

The remaining 26 days will be used to take what you’ve learned and put it into action! Don’t let the “basic training” go on much more than the recommended four days. If you do, you will be reducing the amount of time you have to put it all into action. At any time in your 30 Day Foundation training you can come back to one of the four training calls and/or Internet digital recordings to listen again to a particular topic.

What's Ahead in Your Next 30 Days?

In this business you get paid for two primary activities: 1. sharing the technology, and 2. sharing the business opportunity. You may have noticed that every suggested action in your 30 Day Foundation Plan will lead you in *learning how to* share the product and the opportunity. Mastering at least one of these two skills is absolutely necessary for your financial success in our business. The good news is that in your first 30 days you will learn step-by-step the basics and can then choose either one or both to specialize in after graduation from your Foundation training. Your 30 Day Foundation training will begin with short 30 minute training sessions each day for the first four days:

DAY 1: Why Is the 30-Day Foundation Plan or “Hamburger U” So Important?

You will learn why building a solid foundation in your first 30 days will help ensure the long-term profitability of your business with EcoQuest™.

DAY 2: How Do I Plug into the Creating Wealth From Home™ System for Training and Resources? You will learn what to do first to plug into the system and which calls and/or recording are most important for you to listen to.

DAY 3: How Do I Share the Technology and Do the Evaluation? Part #1, You will learn how to approach prospects and place your purifiers quickly and easily without risking personal rejection or jeopardizing relationships with friends or family. **Part #2,** You will learn how to set the machine up and do an Evaluation in your prospects home.

DAY 4: How Do I Share the Opportunity? You will learn how to talk about the business indirectly with virtually anyone you know (or don't know), and do so without feeling awkward or fearful.

If you start your business in the middle of a week, you can begin with the training call that pertains to your first day, and then continue with the other three calls, which will stretch into the following week. If you don't want to wait, and would like to complete the four days of training calls all at once, you can do so by listening to them via MP3 files over the Internet. However, you will lose a very valuable benefit if you choose this method—you will not be able to participate in the live Q/A that is offered at the end of each of the four scheduled calls during the week.

The Plan suggests that “as a rule” your first 30 days be focused on retail/sharing and “core” local or warm market business building. After the first 30 days, many decide to start direct response advertising on a national basis by participating in the Creating Wealth From Home™ advanced business building methods, such as proven Direct Mail, Internet, Radio, Classifieds, etc. Learning how to attract qualified people to your business through these methods can help accelerate the business building process. But there are exceptions to the rule. If you feel you are an exception, and are a candidate to participate in these advanced methods within your first 30 days, please discuss this with your managing partner first. The remainder of this document will provide you with a comprehensive, simple-to-understand overview of your 30 Day Foundational training.