



A Step By Step Guide To Selling Home911

Includes the popular 10-point
system!

Congratulations! We are so glad you have decided to market this potentially life saving, and life changing product! Before we show you step by step how to market Home911, lets have a recap on the product...the more product knowledge you have the more confident you will be marketing it!

What Is Home 911?

HOME911 is an EMERGENCY SMS ALERT SYSTEM which enables users to send a distress SMS from your cell phone to up to 10 nominated alert recipients simultaneously on any network within 30 seconds, to notify them that they are in an emergency situation, and require urgent assistance!

How Does Home 911 Work?

Our server number *31#0824814499 is programmed by the users onto the number "5" speed dial of their cell phones. When held down for 2 seconds, their phone dials our Home911 server, it rings once and the call is disconnected ie free. Due to caller ID we know which family member pressed the panic button, and our server sends an "Alert" message to the 10 programmed "Alert Recipients"...all within 30 seconds!

What Does Home911 Cost?

Home911 works per household/business

The main member plus 10 "family" members living/working on the same premises, can all be linked up to the same 10 alert recipients, that the main member can activate by SMSing our server! User manual can be downloaded here:

<http://home911.co.za/downloads.htm>

The cost is just R75 per month including VAT

Your client gets the balance of the month they signed up in...free! IE if a clients signs up on the 15th of any given month, then the period from the 15th till the end of that month will be free!

The fees, are deducted via debit order

There are no contracts, a household member need only give us 1 months notice to cancel

There are no hidden costs; the main member doesn't even pay for the SMS's we send out on his behalf!

Please at this point also go and read the FAQ's on our web-site

How Do You Sell Home911?

Home911 is a very easy product to sell. We live in a country where crime is rampant, and the average household spends thousands of rands a month to try and protect his/her family.

The home 911 systems add peace of mind, and can save a life or a rape in an emergency situation!

Step One (week 1)

Get your own Home911 system working, that means you should sit down with pen and paper and decide who your "alert recipients" will be in the event you or one of your family members are faced with an emergency. You should have up to 10 names. These are your first 10 leads!

DO NOT WAIT LONGER THAN A WEEK TO GET THIS SET UP!

Go and see each one, explain that you have just subscribed, and that you would like them to be alert recipients. Explain all the benefits you will be getting from it, and also show them the compensation plan. Your goal will be to try and get 3 signed up. Hopefully you can achieve this in a week.

Step Two (Week 2 and 3)

If you fail to get your three, or find you are one or two short, then get out a pen and paper, and write down your family members/business associates/friends etc who live outside your current household.

You should have 20 names and numbers.

Do Not Try And Sell To These 20 By Phone Or Email!

These are the 20 closest people to you, and if you don't feel strong about Home911 enough to sit and do a face-to-face presentation, then they are not going to take you seriously. If you do this right, and see them face-to-face you could have your first 10 sales here! (Or more)

Even though they are friends and family, make an appointment. This is just too good to be mentioned in passing at the family braai! Make them know that you have something serious to discuss with them.

Give them a full presentation of Home911, first the products and all the benefits it has, then the compensation plan, and the potential it has to changing peoples lives financially too!

Give them a live demo!

To do this we recommend dragging out that old phone you have in a draw, buying a sim card for a couple of bucks, and loading it with R20 airtime. Let us have the number at info@home911.co.za and an address you would like us to program, and we will activate it for demos!

The beauty of a live demo is if you show them the power of the system "live" you won't need to have "the gift of the gab" as the system will sell it's self.

How To Give A Demo

Before an appointment, delete all prior alert recipients!

SMS [del all](#) to 0824814499

Wait for an sms, to confirm all your alert recipients have been deleted

While sitting in front of them

SMS

[Add 0893004883 0894567890](#) obviously replace the number/s in the example with the person(s) you are doing the demo with

They will then receive an SMS telling them they have been added as alert recipients! (You will notice that they will be invited to join using your sponsor code in this SMS)

Have a sign up form ready; never rely on anyone doing it online themselves later. Later becomes a day, which becomes a week, then a month etc. If they agree, fill in the form (family members and alert recipients can be added later via the user manual)

Once you have explained the home911 system to them, ask them to switch on their phones, and proceed to hit your "5" panic button. Watch their faces, as they see the power of the system at work!

At this point it may be wise to ask if R75 was worth all this technology, and the lives of their family. Obviously, in most cases they will agree it is definitely worth it!

Manual Sign Up Process

<http://home911.co.za/downloads.htm>

First is the "Reps Application Form" this form can be filled in very quickly, and it doesn't matter if your client doesn't know what his alert recipients numbers are, he can add them later! Your clients will get "The Home911 User Manual" automatically via email

Second Fill in the debit order, and get your client to sign it.

At the end of the day, once you have finished all your appointments, you can sign up your clients via our website <http://www.home911.co.za/Subscribe.asp>.

At the end of 3 weeks, you should have between 5 and 10 sign ups, now if you look at our 12 month wealth creation plan <http://home911.co.za/12-month.htm>, you will see that you have kick started your dream, and it is starting to become a reality.

Lets accelerate it even further and do step three

Step Three (Week 4)

This is a combination of many things; one thing we didn't do was discuss those that didn't want the product in step one and two. There could be many reasons, too many to mention here...but although "they" didn't want the product, I bet they know of quite a few people who might!

If any of them said no, then you need to ask them for 15 minutes more of their time, while they let you fill in this form, and it is important that you get a referral, and you want a minimum of 10! This is a life saving tool, explain to your prospect that although he/she doesn't want it, they could save a life or a rape in the future of one of the names they give you in the future. Get them to fill in the Referral Form, available here:

<http://home911.co.za/downloads.htm>

If you had 5 rejections, and they gave you on average 5 referrals, you have 25 more people to see

Lets recap. In the first month, you have kick started your business and saw

10 alert recipients

20 people you know

25 referrals

That's 55 sales presentations! If you only got to see half of them, with our current conversion ratio of around 75% you should have at least 20 sign ups! If you have 10 then you are still way ahead of schedule!

Step 1,2 and 3 are the foundation of your business, there are NO shortcuts. You need to ensure that you are committed to these three steps; these will prove to be your most important later. If all of your sign ups follow these steps too, then have a look again at the 12 month wealth creation plan, and you will get there in a quarter of the time, with just these 3 steps.

Lets get you there even quicker!

Step 4

Mentor your first level!

If you have done steps 1 to 3 you are in a position (from experience) to mentor and motivate your 10 – 20 sign ups! If you do this and they all get their 3, then you will "get" their first 2 each, and you will also be starting your 2nd level of your downline!

Lets say you signed up 10

They each get 3 and pass their first 2 to you! Within a month, you will have $10 \times 2 = 20$ brand new sign ups, in your first level that need mentoring! That should keep you

busy. In fact you won't be able to look after all of them, maybe a quick hello email to say

"Hi my name is (your name) and I am your sponsor. I have succeeded because I followed the first 3 steps in the "the step by step sales guide to selling home911" if you need any help please email me on my@emailaddress.com"

You can get all their contact details in your downline report!

In fact if they fail to get their 10 and only get 3, your first level will grow like this.

$$10 \times 2 = 20$$

$$20 \times 2 = 40$$

$$40 \times 2 = 80$$

$$80 \times 2 = 160$$

$$160 \times 2 = 320$$

$$320 \times 2 = 640$$

Follow and succeed in these 4 simple steps, and you will be ready to create wealth with the next ones... Lets go!

Step 5

By now you have quite a bit of experience promoting Home911 and might feel comfortable to take it to the next level.... Presenting.

Doing a presentation in front of people is very daunting, there isn't a seasoned presenter anywhere, that doesn't feel a little panicky before each presentation. With time and experience though most of these will be unfounded fears.

If you feel like doing a little presentation, invite 4 or 5 people to your house/office and with a whiteboard or the PowerPoint presentations we have available on downloads, give them a full presentation on the product (include a demo) and of the business opportunity.

You should get 2 or 3 sign ups per presentation, and ensure you get them to fill in the manual sign up form. No time like the present. You can then activate them on line at your leisure.

Agree to help the 2 or 3 that you have signed to get their three. Get them all to within, have a similar meeting at their own homes; maybe you can assist them with their first 1 or 2 presentations. Coach them on the 5 steps you have just gone through. It is very important that they each get their 3!

Step 6

Print media

Print media can be summed up as anything that is tangible that can be read. i.e. a brochure, flyer, advert in a magazine/local paper etc.

By now you should have enough confidence to invest a little into some print media, here are some options

Flyer Distribution

A5 flyers are available for you to download here: <http://home911.co.za/downloads.htm> There are companies that will print and distribute these for you. Ensure the printing company inserts your sponsor code, and for as little as R500 per 1000 will print and deliver these on your behalf. Next time you pick up a flyer in your local post box/gate or intersection, make a note of the company doing it!

Job Adverts/Business Opportunities

There are 100's of newspapers, magazines, web sites etc where for a few rand you can advertise a business opportunity. There are thousands of South Africans who need a little extra income, or who fear for the safety of their family.

Step 7

Companies in your community

There are many companies/shops in your community that see people everyday, This can be your local hardware store, or florist. Or local security companies, townhouse complexes etc the list is endless.

Here are some ideas to leverage your business even further

Community Businesses

Have some A5 flyers made and pop into your local Spar/butcher/chemist/hardware etc and explain to them that YOU will be making a difference relating to crime in your/their community. Ask them if they would pop a flyer into each customer's shopping bag, or just have them visible at the tills. Most business owners will support an initiative like this.

Better still, sign them up, and supply them with some A5 flyers with their own sponsor code on it!

Local Security Companies

We are busy with the big corporates like ADT and Chubb, but there 100's of local security companies dotted all over SA

Home 911 can solve many of the problems security companies face like;

- Panic Buttons

Panic buttons are expensive to maintain and install, they are also prone to false alarms, and security companies spend thousands verifying and confirming real panic signals from false signals

Home911 requires that the panic button be held down for 2 secs, eliminating "most false alarms"

There is no installation required at the client, and no maintenance of hardware. Home911 is a cost effective solution for security companies, and will save them thousands of rands!

- Guards

Many guards are stationed alone in areas with high crime, with no way of contacting the security company call centre. A home911 panic button installed on the guards own cell phone eliminates this problem, and is a cost effective solution to this problem!

- Call Centre/Reaction software

We offer an effective Home911 monitoring software solution in the Security Company's call centre, enabling security companies to receive panic signals, and have them logged for historical purposes.

Offer this pc-based software free if they promote home911 to their base. In return we will also advertise the security company on our web-site!

All they need to do is sign up under you and purchase a Wavecom sms modem (fastrack supreme 20) for around R1500 from their local computer dealer. Email us on support@home911.co.za for the software!

Shopping Centres

Shopping centres love this product, staff now have a panic button at their finger tips, and alerts can be sent directly to shopping centre security!

Security Complex Solution

Security complexes and boomed off areas are becoming more and more popular due to the security being handled

by a single group. This also puts a lot of pressure on that group to ensure the house owners and their families are adequately protected!

One of the biggest obstacles that housing estate managers have is that in the event a breach has been made, and families are confronted with a life-threatening situation, these families have no way at this point of letting security know!

Home 911 solves all those problems! Families have total peace of mind.

We can link up to their guard house/security room, as well as up to 9 other alert recipients eg neighbours, family or security manager!

If they don't have a PC then a simple cell phone in a guard Hut will do, or adding the complex managers cell phone to your alert recipients also works very well!

Their own security guards and staff of each complex can also be protected this way

Offer the security complex the free software; on condition you can market Home911 in the complex. Better still ask them to hold a meeting and do a presentation to all the residents! The residence association can also sign up and make money if they choose or are allowed to.

CPF's/Neighbourhood watches/ Street Patrols

Every police station has a Community Policing Forum, run by a chairman and volunteers from the community. CPF's/neighbourhood watches/street patrols, have always needed a way for residents to contact them in the event of an emergency. Home911 solves this problem for them. They also always seek funding! We can register them as the recipients of commission in the form of donations if they assist you in promoting Home911 in their communities. If done correctly this can be a huge boost for you. If you have someone in mind, email us at info@home911.co.za and we will assist you with the process.

Step 8 Using Technologies

As you can see your business is already starting to grow, and as it gains momentum, has the potential to literally explode. So far we have not used any "technology" to get this going. You need no internet/web -site experience to get you to this point!

If used correctly, without any huge expectations, technology has a role in helping you cement your business even further. When we talk technology we are mostly referring to the Internet.

Before we do this I will explain some of the technology we have to assist you

Affiliate links

An affiliate link is a link that when clicked on remembers your sponsor code, so if people click on yours you get the sale! E.g. www.home911.co.za?dc=123456

It does this by writing a cookie to that persons PC. It stays there for 12 months, and won't be over written. That's why, when you click on subscribe on your own computer, the sponsor code may likely be the code of the person you signed up under.

Remember that this pertains to your PC only, and if someone clicks on your affiliate link a cookie will be written to his or her PC, and your code remembered.

Email marketing

There are many ways you can market Home911 through emails, and we will have many examples of emails you can use. Or you can create your own. These emails can include banners (just make sure you have your affiliate link hyperlinked to them) or just the affiliate link on it's own.

On-Line Newsletters

There are many on-line newsletters that if you pay a nominal fee you can have your banner advertised on their site! Choose them wisely, and remember that although

you may not get many immediate sign ups. The cookie lasts a year, so at any point someone signs up in that time frame, you will be credited with the sale!

Web-site

If you decide to, you can create your own web site, this might be in the form of a single sales page, or just a re-direct to you affiliate link.

The beauty of a re-direct is that you don't need to spend thousands on web development, and if you advertise just your own web-site, people won't have to remember your sponsor code, and you should never miss a sale!

Social Networking

This is the buzz lately, youtube, facebook, blogs, online forums, myspace etc, help you to connect and network with people. It is a great way to spread the word very quickly, and has a viral aspect to it. Join as many as possible, and where you can, spread the success of Home911.

From the above examples you can see that most of the success stories come from non-technology based advertising. Most of us automatically assume that email campaigns and web sites with expensive adwords tuning is the right way to go, but in reality it isn't. You will find most of your success in steps 1 – 7

Step 9

Be prepared to sign up anyone anytime, that means carrying a business card or two, brochures, flyers and more importantly a few manual sign up forms, which you can download and print from here.

Whenever/wherever you find yourself, be it a friendly get together, or whenever you meet new people, do not be afraid to mention what you do. Get them to commit to a presentation at some point, or sign them up then and there.

Step 10

The most important step is you

Look at yourself, look at where you have come from and where you want to be. We have the product, the tools, the backup and support...the rest is up to you! Where will you be in 12 months?

Action is needed now. Go to step 1, and get started. Now is the best time, don't put it off.

I am sure by now you have studied the compensation plan. The beauty of the system is that it never stops growing... there is no end.

That creates many opportunities to earn income from an ever-growing base.

Initially it starts slow, and the amount of effort required to get the ball rolling may be quite high, as it gains momentum it eventually starts moving all by itself, till eventually it gets bigger and bigger.

Here's an analogy

You are standing at the top of a snow-capped hill. You pick up a pea and throw it down. It probably gets stuck in the snow. So you pick it up, and pack a little snow around it (steps 1-7) Then throw it down again, it rolls a few centimetres gathering a bit of snow as it goes...but rolls to a stop. You pick it up again and add a bit more snow. Again after throwing it, it rolls a few more metres...then stops. Now your pea is the size of a golf ball, and some time and effort have passed, without too much happening. You pick it up and pack some more snow around it... it starts to roll, very slowly at first, sometimes having to give it a nudge. It starts getting bigger, and as it does so it starts to build momentum, and then all by itself it gathers more and more snow, and starts accelerating. Till eventually you are now running to keep up. You eventually start an avalanche!

The compensation plan is no different, and it is very important that you get through the first 6 months, with most of your effort taking place during this time.

In fact our 12-month wealth creation plan, shows that after 6 months of hard diligent work, you are only earning around R500 per month. But 6 months later over R32000-00 ...the snowball took off. Work out for yourself what the next 12 months after that will look like!

It is very difficult to figure in the beginning how much work we should put in, or how we should measure it. We are all so busy paying bills, going to work, and sticking to our routines, that without you realising it, it can be a month, or two down the road, and that initial excitement has waned...this would be sad.

To help you we have worked out a 10-point plan. If you agree right now that for at least 6 months, you will stick to a daily 10-point plan...then your life WILL change. Are you ready to do that?

The 10-Point Plan

The 10-point plan is very simple. We allocate points per task. Spend a little bit of time everyday making sure you attain your 10 points a day

TASK	POINTS
Visiting one of your alert recipients, and showing them the system. Asking them to sign up	5
Make a list of 20 friends/family and phoning each one to set up a face to face appointment	10
Doing a face to face appointment, presenting the product	10
Send out a personal email to someone you know, adding your affiliate link, and inviting them to join	2 each
Making follow up calls, to people who have promised to join, but haven't	2 each
Activating someone on-line for them, either via phone, or a previously filled in sign up form	5
Getting a referral form filled in, from someone who was not interested in the product	5
Phoning all 10 referrals, making appointments	5
Taking a friend to a Home911 presentation in your area	5
Holding a Home911 presentation in your home/office (min 3 people)	10
Leaving flyers at a local shop	5
Contacting your first line members and offering assistance/introduce yourself	2 each
Advertising Home911 in a magazine/newspaper/online	10
Visiting and presenting to a local security company/security complex/cpf/boomed area	10
Joining a social network group, to promote	10

Home911	
Advertise Home911 on a newsletter	10
Create a web-site	10
Sending out a mail shot to a minimum of 10 people (no SPAM)	5
Signing someone up (bonus points)	5

To be successful, you need at least 50 points in a 7-day week. That means that if you fall short by a few points, you can always catch up over a weekend. Some weeks you might get 100 points, others only 25. It is important though, to never lose momentum.

This is a new opportunity for you, your success will not only help you financially, but through your efforts and actions may prevent (over time) a rape or murder! Now how many people on this planet can say that!

Commit to 50 points a week for a minimum of 6 months! That's a total of 1200 points.

The 12 month wealth creation plan, talks about signing up just 3, and on condition that everyone follows the rule, then you WILL earn over R32000 in 12 months. If just 10% of your sign ups follow the 10-point plan, can you imagine what will happen.... an avalanche!

Home911 is committed to changing people lives in South Africa, this is a beautiful country...now you are part of the solution to crime, and we will stick together and make it work!

This ebook will probably change, and continually be updated. If you have anything you think should be added then please email us info@home911.co.za

Good Luck

The Team At Home911

PS this may seem a little childish, but please print out the next page, and sign it. It is a commitment to you. Put it on your wall where you can see it everyday... frame it☺



The 10 Point Plan

I _____

Agree to follow the daily 10-point system.

To diligently follow it

For a minimum of 6 Months.

I know that if I do this, I will change my life forever!

Signed this _____ day of _____ 2009
