

PLANNING THE PERFECT PBR:



Take advantage of the massive momentum coming out of ACN's recent appearance on The Celebrity Apprentice by planning as many Private Business Receptions (PBRs) as you can. Exposure like this is history-making. Will you put it to work in your Business?

Below are some materials you need to host your ACN PBR:

1. ACN 1-10 Business Opportunity Overview Flyer (10pk) – Utilize this flyer as you introduce your prospects to the ACN business opportunity.
2. ACN Trump Endorsement Flyer (10pk) – Share the history-making ACN endorsement of Donald J. Trump with your prospects.
3. Digital Phone Service Posters (set of 4 designs) – Display ACN's revolutionary video phone during your PBR and let this outstanding technology do the talking. Or use these posters prior to your meeting to help promote ACN's appearance on The Celebrity Apprentice.
4. Opportunity Dual Disc (10pk) – Put ACN's number one piquing interest tool to work for you. Includes the ACN Opportunity Video, Success Stories, Business Opportunity Presentation and more. Pass extra copies out to prospects who are interested in learning more.
5. Current Quarterly Newsmagazine – Share the latest ACN news and recognition.
6. Success From Home Magazine – Let this impressive magazine showcase the ACN Opportunity. It's third party validation at its best!

Tips for a Successful PBR:

- The best locations for a PBR are a home, clubhouse or hotel meeting room. Make sure the location has cable hookup, as well as a DVD player.
- Provide light, simple refreshments; absolutely no alcohol
- Avoid unnecessary distractions: cell phones, children, pets
- Set the tone for the meeting: upbeat music prior to start, keep the room cool
- Always make your guests feel comfortable and welcome
- Never leave the room during your PBR
- Keep it short and simple; less is more. Confused people do nothing
- Remember the 3 questions people always ask during a presentation:
 1. Is this simple?
 2. Does it work?
 3. Can I do it?
- Always start and end on time!

Your PBR Schedule:

1. Invite! Invite! Invite!

Prospects won't come to your PBR if they don't know about it, so get the word out now. Use The Celebrity Apprentice to get people excited and interested in learning more.

- Be natural
- Be excited and enthusiastic
- Have a sense of urgency
- Confirm all invitations

2. Share the opportunity:

Begin your meeting by providing a brief overview of the ACN opportunity. Show the Opportunity video located on the Opportunity Dual Disc.

3. Show the business:

Walk your prospects through the business by utilizing the 1-10 Opportunity Overviews. If you aren't comfortable giving your own presentation, show the Business Opportunity Presentation presented by ACN Co-Founder Tony Cupisz, which is located on the DVD.

4. Sort the Room:

After the presentation, break your attendees into the following categories:

- Red Apples: Help them get started, sign up for services, launch with the 24 Hour Game Plan
- Green Apples: Subscribe to ACN's services, provide tools, promote next event.
- Rotten Apples: Subscribe to ACN's services, get referrals

Regardless of how many, or how few, presentations you've hosted, you have all the information and tools you need for a successful PBR – whether you do the talking, or let ACN's tools do the talking for you.

There are no excuses!

Schedule your ACN PBR today and prepare your business for unprecedented growth tomorrow!