



**PROVIDER**

**MANUAL**

## 1.1 Welcome to Big Ear

Dear Provider,

We look forward to working with you as a Big Ear Provider. This Big Ear manual has been specifically designed to help you understand the Big Ear concept and the business potential you are being offered.

During this training, you will learn about Big Ear, Inc. and you will be given the tools you need to create a successful business, it's up to you how these tools are utilized.

Please do not become inundated with the information you will receive today. You are not expected to comprehend the information all in one day, which is why the manual is yours – so that you can reference it whenever necessary.

**Glenn R. Hood**

Founder – Big Ear, Inc.

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### 1.3 Welcome!

We have developed a very unique business model. The model is a home based business concentrating on direct selling ear related products to retail customers. Big Ear has proprietary information, trade secrets, a patented blended silicone, and a protected events calendar.

In effect, there are several career paths from which to choose, but they all have the same beginning:

1. Identify where you fit within the broad framework of career paths available within Big Ear
2. Work on goal setting to establish an action plan for your success
3. Learn more about the ear: how it works, why it's an important part of you, importance of hearing conservation, etc.
4. Choose the career path that best suits your personality, passion and goals

#### a. Retail

- i. Friends and family
- ii. Music stores
- iii. Cabelas/Bass Pro/Gander Mountain
- iv. Local site of national retail chains
- v. Motorcycle dealerships

#### b. Industrial

- i. Local companies requiring hearing conservation programs
- ii. Sport Ear
- iii. Sonomax

#### c. Other

- i. Regional trainer
- ii. School systems
- iii. Motorcycle and other national/regional shows

Once you've chosen the career path that's right for you, you can take your business to whatever level appeals to you.

As a participant in this business you will be required to ensure fairness and legal security. These requirements are included, but not limited to the following:

- May regularly participate in events or proprietary establishments
- Make retail sales to customers
- Purchase necessary tools and supplies to be able to make retail sales
- Following initial formal training, continue to participate in training provided
- Email, Fax or mail all Solid Plug invoices after sales made
- Mail Invoice in with the Impressions for all lab generated product sales or Mold holds
- Enter customer information correctly on invoices and submit to office for every sale
- Track and pay all required taxes in your state

- A new Provider should expect to spend greater amounts in time and money in order to build a successful retail business, including but not limited to: product, product samples, brochures, sales aids, business forms, shipping, travel, telephone expenses, computer/internet expenses, vendor fees, concessionaire set up charges (in states required by local union contracts with convention centers.)
- Participate in Big Ear's warranty program
- Regularly inspect, replace and only use materials and products that are within their effective date.
- Remain an Active Provider with at least minimal consistency of sales as set forth by Big Ear

We want you to succeed, and our customer service department is there to help. Please read the Provider Agreement and the policy and procedures manual carefully. You are responsible for compliance.

*Glenn Hood III*  
**Glenn Hood III**

## 1.4 Our Vision

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### Find a Need and Fill it

#### ***The need***

Big Ear Inc. has traveled the United States and Canada, observing the great demand for hearing protection and custom in-ear products. Products, such as hearing protection, have the ability to add sound into the ear while protecting the hearing from the outside noise elements in many different situations. We also found a great demand for higher end hearing protection products. We are developing other products that will be used for the emerging markets in the recreational and industrial areas.

#### ***Fill it***

We realized that we alone could not service the needs of the people to provide them with the highest quality hearing protection available.

Having spent nearly every week on the road, with the support of our families, since August 2004 we attended over 250 trade shows and rallies. We generated over eight million dollars of gross revenue, and in the process we developed a teachable system that can be duplicated.

We will provide all the regions of the United States and Canada with the people who can work this system, delivering products people need.

We have devised a business model that can be managed from home or office, depending on how it fits into a person's life.

## 1.5 Our Mission

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OUR MISSION is to minimize the effects of hearing loss by offering superior products, maximize delivery of unprecedented customer service and support, and provide an excellent career opportunity to a motivated team of associates.

## 1.6 Our Motto

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***“WHATEVER IT TAKES”***

## 1.7 About Big Ear, Inc.

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### Our Story

Big Ear is a company that was born from the need for hearing protection. On a motorcycle ride from Colorado Springs, CO to Sturgis, SD in 2003, at 128 mph my foam ear plugs kept popping out, while riding with out a helmet. By the time I arrived in Sturgis my ears were ringing and hurting. I needed to find better ear plugs. The next day, while riding around and shopping, I found the hearing protection I was looking for.

The next year of my life was spent taking a good look at this opportunity. Riding throughout the United States on my motorcycle, now enjoying riding with the wind problem fixed, I then looked at all the different markets that could use these products. Upon returned to Sturgis in 2004 I had another set made and we was hooked. With the assistance of my family, we looked at how we could develop this opportunity.

My brother said to me *“Let’s go on the road and prove that this will work.”*

This was a long enjoyable task that was shared by our extended families and friends, and we have made many more friends along the way. We kept refining and defining how we wanted to create a network of impression takers to create a delivery system to provide all the hearing protection related products. Along the way we found new hearing protection related products, such as custom fitted stereo earplugs which allows the user to receive volume of sound delivered to the eardrum while protecting the hearing from outside noise pollution.

We were well on our way to developing a system we could duplicate over and over again. We looked at selling businesses and franchising but that didn’t seem right. We wanted to provide a low cost opportunity where our partners would receive the support of an employee and the ability to control their own destiny, the Provider Program was born. Now we needed to hire the right people to help make this work.

Having a background as a master automatic transmission re-builder and owning many transmission shops in the past 22 years, I know the challenge is in the details.

We were on a quest to find the best qualified people to help us in our mission. We started on the name, then had one of the top logo people in the United States design our logo. We found the best legal team in the direct market arena. Then found the best compensation company in the United States who then led us to the best software company. Then they sent us to the best web designer, followed by the best proprietary calendar company. Now we have found some, but are still looking for more of the best qualified people who will be enjoyable to **WORK** with.



We are experts in the direct market impression taking business because we simply are always looking for ways to better ourselves. We now have onboard a quality control process to ensure we are compliant and doing everything possible to make our customer's experience with Big Ear as enjoyable as possible.

As we go forward, people are becoming aware hearing can not be taken for granted. It is time to position ourselves to deliver the message and to provide different systems for hearing protection. We will use the expertise from individuals who come to us from all walks of life and a wealth of experience. We also have a system to digitize the ear impressions and make available many different product to the customers when they are ready to buy, without having to retake an impression.

So as you can see, we have positioned ourselves at the forefront of this emerging market we at Big Ear have identified as a global market. We want to stay in the forefront of tried and true new products as we develop them with our partners. Big Ear knows we alone could never accomplish this without our dedicated Providers and do WHATEVER IT TAKES to help fulfill their dreams.

Thank you for your support and your forward vision.

### **1.8 You, Your Future, and Big Ear, Inc.**

You have become a part of an exciting business that brings many interesting and dynamic people together for a common purpose.

#### ***The achievement of individual and very personal goals***

The Providers of Big Ear, Inc. are a thriving mixture of many different kinds of people. They come from every background, from every part of the country, from every economic level and from every social stratum. Some are experienced business people; others have no experience. Some are highly educated; some are not. Some are reserved; some are aggressive; and some seek financial independence while others want extra income. There is one way all Big Ear, Inc. Providers are alike: They are all people who have a vision that can become a reality...and that's what has drawn them to Big Ear, Inc. They have transformed their visions into solid goals. They've prepared a blueprint for their lives, and they've begun using the building blocks found in Big Ear, Inc. to construct a new lifestyle. Many are already realizing the fulfillment of their aspirations. Big Ear, Inc. is a vigorous and exciting opportunity because it can help make all of this possible.

We live in an age when big business, big government, big unions and big institutions tower as giants over the individual. Ordinary Americans have found their ability to share in the American dream has become threatened. Free enterprise, which once offered anyone with dreams and initiative the opportunity to transform his or her dreams into reality, has been taken over by the giants. When individuals try to go out on their own to build a successful business in the traditional manner; they are fighting heavy odds which are all stacked against them. That's why people

are joining Big Ear, Inc. and tackling the odds together. By combining their efforts and drawing upon the resources of a well-organized, well-managed, experienced company, each individual has the resources and the support to stand among the giants.

Through Big Ear, Inc., the individual has access to a superior line of products, an unsurpassed marketing program, exceptional training opportunities and one of the best supply systems possible. In addition, Big Ear, Inc. Providers are backed by a team of outstanding professionals in every area of business; marketing, accounting, legal, shipping, product development and computer technology.

All Big Ear, Inc. Providers have the support of a nationwide network of people who, like themselves, are building their futures as independent business people. One of the greatest tests every small business person faces is the day when he or she feels alone and has no one to turn to for reassurance and advice. As long as you are a part of Big Ear, Inc., you have someone as close as your telephone that will understand and help. All the people in Big Ear, Inc. are able and willing to help you succeed.

Big Ear, Inc. is an exciting opportunity and an adventure in achievement. You experience the exhilarating thrill of achieving a goal and knowing you can accomplish anything if you sincerely work for it. It's your future. Everyday is yours to use in any way you wish. Opportunity is at your door. It's knocking. When you became a Provider of Big Ear, Inc., you opened the door. The opportunity and the freedom it represents are yours today.

### **What will you do with it?**

#### ***Quality – Service – Satisfaction***

These three words are the key to why Big Ear, Inc. is such a successful business for so many people.

First, Big Ear, Inc. maintains strict quality standards for all of its products. Only the highest-grade materials are used in Big Ear, Inc. products. The result is superior quality which creates confidence in Big Ear, Inc. products.

Second, Big Ear, Inc. Providers provide personal, one-to-one representation of these quality products. They follow up every sale to ensure the customer is using the product and using it correctly. Big Ear, Inc. Providers care about their customers and give each one the individual service and understanding not often found in retail establishments.

Third, all Big Ear, Inc. products are backed by a satisfaction guarantee. Each Big Ear, Inc. business person is aware of the policy and honors it with customers. The satisfaction guarantee is a source of pride for Big Ear, Inc. Providers, because they know and are confident of the high quality Big Ear, Inc. products they represent. They can stand by what they sell.

Big Ear, Inc. is a people business. It is built on the foundation of trust, confidence, and reliability. The high quality of Big Ear, Inc. products, the reliable personal services of Big Ear, Inc. Providers, and the Big Ear, Inc. reputation for integrity maintain this foundation.

## **Big Ear, Inc. is your Opportunity to Help People Improve Their Lives!**

There's more to Big Ear, Inc. than just a business opportunity. That's an important part of it, but there's more - much more - to what we do than just earning an income.

Psychiatrists tell us one of the most difficult challenges confronting people in the modern world is finding meaning in their lives. People want to know what they do, how they live, and all the work, sacrifice and effort they put into living each day are really worthwhile.

Those of us who are part of the Big Ear, Inc. opportunity are extremely fortunate individuals. We have found a way to fill the gap in our lives that calls out for meaning and purpose. We enhance people's lives by providing quality products professionally and we give people an opportunity to improve their lives financially.

We've built a successful opportunity around the belief people do care about one another and the best way to show it is by giving people the help and assistance necessary to put meaning back into their lives.

That's what Big Ear, Inc. is all about, and you are now part of it.

Big Ear, Inc. Providers help people in two different ways. First, we sell products to people that can help them and their loved ones improve their lives and protect their hearing. Secondly, we give people the chance to share in our success and experience the personal rewards that come to those people who are in the business of helping other people succeed.

Big Ear, Inc. has given people across the country the means to change these circumstances. We belong to one of the fastest growing industries in America. The products we sell are unique and have an unlimited market. Moreover, we are able to thoroughly train people to sell our products. We give them the technical materials, audio and video training containing information and guidelines they need to go out and show people the great value, effectiveness and results of Big Ear, Inc. products. Big Ear, Inc. is an opportunity for anyone, no matter what their background, to become successful and bring new meaning into their lives.

Success, one of the most important words in our language, is something we all want, and is something many people struggle with all their lives. As an Independent Associate for Big Ear, Inc., you have within your reach the potential to achieve the success you desire. You can introduce others to the Big Ear, Inc. opportunity, share your success with them and as a result you can enjoy increased levels of success as well.

**Big Ear, Inc. offers people an opportunity to help others and themselves at the same time. Whoever has the ambition, the desire and the enthusiasm can do it. The key is consistent action over time with a positive attitude.**

## 1.9 About the Products

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### Short and Profitable

We have a proprietary Polyvinylsiloxane silicone (SANI-CAST™) product that is coat-able thus creating a very durable, on the spot, hearing protection device a customer will take home with them in approximately one hour. This material is so far superior Big Ear will guarantee these ear plugs per the warranty on our website. See the website for detailed warrantee's on all products. [www.bigearinc.com](http://www.bigearinc.com)

We have a proprietary impression material (SANI-PRESS™) which will allow us to digitize impressions and store them in our data base for the ability to sell future products, thus creating a path for future sales opportunities.

With the SANI-MOLD™ process the certified technician will take impressions for a myriad of products, starting with the BE-1C, one of our custom molded in ear stereo monitors, our custom molded in ear Bluetooth®, our industrial line of "CIP" (custom industrial protection) and many more custom products to come.

## 1.10 What First?

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### First 30 Days: A Beginners Guide

We are pleased you are a part of the Big Ear, Inc. family. Your decision provides you with an opportunity to take control of your financial destiny and make a difference in the lives of others.

Whether your goal is to make extra income or to develop a business and become financially independent, you'll find there is no better career to be involved in than helping others.

You are in business *for yourself*, but not *by yourself*. You have the support and training most could only receive from a franchised business, but without the enormous up-front costs.

#### ***The first 48 hours***

- Complete all necessary paper work
- Set your business goals
- Read and review your associate manual
- Go online and familiarize yourself with our website [www.bigearinc.com](http://www.bigearinc.com) and the tools available there
- Prepare your contact & prospect list
- Find a quiet place in your home to set up your business area, with no distractions

## **The First 2 Weeks**

- Be a product of the product – develop your own testimonial
- Attend the next official business training session
- Attend any other available training sessions
- Review all available training materials
- Open a business checking account
- Order business cards
- Purchase a time and contact management system (such as ACT)
- Continue to set your goals and work towards achieving them

## **Getting Started**

**Start with a proper attitude.** One of the most rewarding aspects of working with Big Ear, Inc. is you have the opportunity to change peoples' lives by helping them protect against hearing loss and enhance their lives with new and innovative products. If you maintain the attitude of helping them, you have it made in this business. Your intent will come across to the customer.

**Use the product.** Remember! The last four letters in "**ENTHUSIASM**" stands for I AM SOLD MYSELF!

**Set your goals:** Figure out and write down how much income you want to make, and how many hours a week you are willing to commit to attain goal.

**Make a contact & prospect list.** Try to keep a running list of at least 50 contacts at all times (see the contact/prospect list in the forms & tools section of this manual). What is the difference between a contact and a prospect? A contact is anyone you meet or know – do not pre-qualify anyone as interested or not interested in your products or business. A prospect is someone you have spoken to expresses interest in learning more. As you develop and add to your list, remember to strike up a conversation when you are out in active everyday life. There is never a need to go out prospecting if you will consistently go "contacting" while you are out. To get your list under way, start with your family, next your friends, and then your casual acquaintances and strangers, you can use the convenient memory jogger in the forms tools section.

**Buy a good day planner, PDA or calendar, & get in the habit of using it.** One of the great benefits of owning a small business (which you now do) is the tremendous tax advantage you can create through business expenses. By using your planner to keep simple daily records of expenses, mileage, and contracts you will have all the documentation you need for a thorough set of tax records. You will also find your planner will be a vital means of keeping track of appointments and prospects.

**Get enough supplies to get under way.** You need some materials to get a successful start in our business, but you will want to keep expenses to a minimum. To get under way, go to your "back office" to see your options

**Develop a simple method of presenting these & use this technique over and over.** Some basic approaches that have been effective are:

- (a) Explain how the Big Ear, Inc. products enhance lives
- (b) Describe the benefits and give a few testimonials.
- (c) Use one simple method of asking for the sale with which you feel comfortable.

*Example: How are you protecting your hearing now?*

*Wouldn't you like to have your hearing when you are older?*

*Hearing protection now or hearing aides later!*

**Keep two simple rules in mind to make business profitable.**

- (a) Make your business pay as you go. Keep your expenses under control until you've made a good beginning.
- (b) Whether you set a goal to spend 5, 10 or 20 hours a week on the business, commit yourself to consistent effort week after week. This is the single biggest difference between those who succeed and those who don't.

**Enjoy yourself.** This is really a fun business. Enjoy the people you work with, and let your efforts bring you the rewards. Avoid high-pressure closes. Big Ear, Inc. products are easy to sell if you simply show them and tell what they do. The Big Ear, Inc. brand name alone will create interest and possible new orders from previous Big Ear, Inc. customers.

**Ask for help anytime you need it.** Big Ear, Inc. is dedicated to your success. We will supply you with all the information and training you need to make your business what you want it to be. If you have a question you can't find the answer to in the training manual - Call the Big Ear Office. We want you to succeed!

**Always conduct yourself with integrity and class and adhere to the Big Ear, Inc. Code of Ethics.** As you work your Big Ear, Inc. business, people see you as the Company itself. Everything you do reflects on every Big Ear, Inc. Associate and on your own good name. Skip the short cuts, do the work proudly and be the example of integrity the business world rarely sees. Let's make a difference together. We can make sure everyone wins.

## 1.11 Goals and Commitments

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### Goals

#### ***What are your dreams and aspirations?***

What would you have and do if money were no object in your life? Your success in this business will happen with greater speed and ease when you are closely in touch with your 'why' for engaging in it. Most people experience success to the extent to which they have clearly defined and are passionate about their 'why' and can tap into that passion for building their business. Your 'why' is an emotional 'anchor' which must be important enough and/or big enough in your life to cause you to take action to make it happen. Use the following worksheet to identify what goals and dreams you want to happen in your life can be provided through building this business.

To create the foundation for a successful business you need to know your *Why*. Before you answer these questions, recognize your goals will change and be redefined. So for now, write down whatever you have come up with in the past or whatever comes to mind now and move on to the next section. Also, recognize the more clearly defined your goals are the more you have set yourself up to win.

#### ***What do you want your business to do for you?***

1. What are your short-term goals? (i.e., Pay off credit cards)
  - a.
  - b.
  - c.
  - d.
  - e.
2. What are your long-term goals? (i.e., Retire spouse from work)
  - a.
  - b.
  - c.
  - d.
  - e.
3. When all your personal needs have been handled and money is no object in your life, what contributions would you like to make to others, to your community, to the world? How would you make a difference? (i.e., Support your favorite charitable organization)
  - a.
  - b.
  - c.
  - d.
  - e.

## Commitments

Now you have determined what you want, you must decide what you are willing to commit to make it happen. All businesses are built through commitment. You commit to bring money, time, personal skills, and contacts. Let's go through the process of determining your commitment strategy so you can construct a Success Plan.

### **Money**

Like any other business, your Big Ear business will require money for resources, tools and business expenses such as postage, long distance, cell phone, etc.

There are many tax benefits associated with being in business for yourself. See a business accountant for more information about how these benefits can offset your business expenses.

If you talk to a lot of people about your business, then one of the frequent comments you will hear is something along the lines of - , "I would like to join Big Ear, but I don't have the money!"

I love the W-4 strategy that is highlighted in the eBook, "It's not how much you make - it's how much you get to keep!". In his book, Ron Mueller suggests a person who is earning W-2 income can increase his/her take home pay enough to fund their home based business by simply giving themselves a raise.

Simply by increasing the number of dependents enough to increase their take home pay (net) \$200 per month, they can give themselves a raise. In this way, they can fund their home based business with this "found" money. In effect, the government is paying for their business by reducing the taxes they collect.

AND, that's not all! The tax deductions for a home based business are phenomenal and should more than offset the transfer of this "new" money from taxes collected - to take home income. Here's a way to use the strategy:

- A) **Go to [www.irs.gov](http://www.irs.gov)** , look at the tax tables and determine how many dependents you have to add to increase your take home pay by \$200 per month; OR ask your payroll clerk to answer questions for you.
- B) **Increase your W-4** dependents accordingly (you're allowed to claim up to 10 no matter how many you actually have because the mandatory W-4 tax collection system is meant to equalize tax collected vs. taxes owed).
- C) **Open another checking account** to use exclusively for your business. If you're on a "direct deposit" system for your pay, then you can probably add an additional account to have a specific amount deposited to. Have the equivalent new income added to that account each pay period; OR, if you don't have direct deposit, then you need to be disciplined enough to write a check from your family account to your business account each pay period to transfer your new business funds. This new checking account can pay for your Big Ear business, AND accumulate to pay for marketing, tools, resources, etc. to make your business prosper - without going into debt or spending scarce household money.



This can all happen so the family budget is not impacted at all since the money is coming from a separate account and is funded by reducing the taxes that are collected each pay period.

**Time**

How much time are you willing to commit to your business? Be realistic and be consistent. Use your calendar to figure out the blocks of time you can commit to your business on a regular, weekly basis. This isn't a "get rich quick scheme", but rather, it is consistent effort over time. Think about the available number of hours or days per week you have. Then challenge yourself to allocate that time to your business.

Write down Big Ear on your calendar in the available time slots you will commit to your new business, write down the total number of hours below.

My weekly time commitment (total hours)\_\_\_\_\_

**Personal skills, talent and experience**

We all have skills, talents and experiences we will use to build this business. Identifying these skills, talents, and experiences are a way to boost your confidence in your ability to build this business and be prepared to let those you bring into the business know how you will help them succeed.

What are the key strengths you bring to your business? (Use separate sheet if needed) Example: "I like to teach people new things"

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

In what areas are you willing to make breakthrough improvements?

Example: "I'm going to learn to be more efficient and organized with my time"

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Contacts**

Based on your career path, create a list of names and phone numbers in a three-ring binder using copies of the Contact/Prospect List Worksheet at the end of this section.

Your contact list will be composed of some combination of personal contacts and business contacts depending on which of our rich career paths you choose. Some of them will be more geared to industry and some more toward retail.

You will compose this list of contacts from your address book, Rolodex, Christmas or holiday card list or any other lists you may have. You may want to check with your local/regional Chamber of Commerce to identify companies that might make good prospects if your chosen Big Ear career path is in that direction.

Use the Memory Jogger to remind you of all the people you know. You may not know their name; it's okay to describe them as the "lady who works at my dry cleaners." Even if you don't have their phone number right then, put their name on the list. Most people will come up with 200-300 names if they complete this exercise.

### ***Be a sorter, not a seller***

The purpose of approaching your contacts is *not* to 'convince' any of these people to buy our products. You want to simply *notify* them of what you're doing. Let them know you have started your own part-time, home-based business and you want them to know *what* you are doing. If you were opening for example, a retail shoe store, wouldn't you notify everyone you know? The same principle applies here. In the process of notifying your contacts you will run across some people who will naturally be interested our products. The key is to let those people select themselves by asking questions. There's no need for you to convince or sell anyone. You will be most effective when your intention is to simply notify with no agenda. It's okay to call the people first who you believe would benefit from the products. Just remember to enter the conversation with no objective other than to expose them to what you have.

Schedule your first block of telephone time (preferably two hours), to begin notifying your contacts about your business. Practice a 30 second "commercial" or introduction to your new business and Big Ear, Inc.. Coordinate this with the corporate office so they can be available to coach you and answer your questions about the process. Write the dates here:

Date to begin notifying contacts: \_\_\_\_\_

Ideally, you will want to work in 1-2 hour blocks of time.

Number of contacts I will notify each week \_\_\_\_\_

### ***Commitments summary - your plan to win***

Now it's time to tally up the resources and the commitments you are willing to invest in developing your Big Ear, Inc. business. Go back to the previous pages and let's summarize and tabulate your commitments.

Capital	Total \$ _____
Time	Total hrs _____
Number of contacts	Total _____

Date to begin notifying contacts    Date \_\_\_\_\_  
Number to notify in 1st month    Total \_\_\_\_\_

These numbers tell the story; they become the cornerstone of your business. They are the key to opening a whole new door of opportunity. Combine them with consistency of effort and you achieve your goals in network marketing. Now all you have to do is deepen your commitment to take these actions to produce results. You do this by making your commitment public.

## **1.12 Organizational Techniques to Keep your Business on Track**

### ***Stick with your schedule***

Begin notifying your warm market on the date you scheduled. Learn to 'employ yourself'. If it helps, treat it like a part-time job with the difference being it's an investment in *your* future, you work for yourself and your dreams, not your boss. What if you knew you would be paid \$100 per month for each person you talked to. That's the potential of this business - each person you talk to can be worth much, much more.

Set up a prospect follow up system. There are many contact managers for your computer. However sometimes paper versions are still the best. This is an easy and inexpensive way to start.

Get a notebook with tab dividers for A-Z and 1-31 and make multiple copies of the Contact Sheet and Daily Calling Schedule. Each time you begin taking a prospect through the Product Line, fill out a Contact Sheet to keep track of your activity with that individual. File the contact sheets by last name in the A-Z section of the notebook. Take copies of the Daily Calling Schedule and insert them between each of the 1-31 tabs representing each day of the month. When you schedule a callback for a next step with a prospect, write it on the Daily Calling Schedule. Each day you will refer to the schedule to see who needs a follow up call.

Get some packs of 3 X 5 cards and a file box with tab dividers for A-Z. Also, get a "day at a glance" (one page per day) calendar or 'callback' book for the year. Use a 3 X 5 card for information on each lead and file them in A-Z sections of the card file box. Use the callback book to schedule the date and time of our follow up calls. Then, each day you make calls refer to your callback schedule and pull your 3X5 card from the file for the individual you are calling.

Set up a portable file box or other filing system for all your company and marketing reference materials, order forms, expense receipts, etc., so you can locate them when you need them.

Feed your mind with the positive input from any source such as motivational or inspirational books or cassette tapes, it's just as important as feeding your body. In the same way our bodies are subject to a polluted environment our minds are subject to negative input from all around us, so choose to stay nourished, physically, mentally, emotionally and spiritually.

### **1.13 The “Get Ready, Get Set, Go!” Business Plan**

The “Get Ready, Get Set, Go!” Business Plan is simply a logical approach to your business which will enhance your chances of success. Of course, nobody can guarantee your success, but following these steps will help you order your business life and help you get started on the right foot. This training is the basis of the Big Ear, Inc. business, and is the foundation upon which the training programs are based.

Just like an Olympic runner looking to win the gold medal, you have a better chance for success if you follow the philosophy of “Get Ready, Get Set, Go!” “Get Ready” simply means you are on the line and prepared to run. In network marketing it means learning the business principles. “Get Set” simply means you are in position and totally focused on your objective. For you, the objective is achieving success and you get “Set” by preparing to share the opportunity with others. Finally, “Go!” is when you spring into action and accomplish what the other steps have prepared you to do, which for you will be moving forward and putting your plan into motion. Let’s take a closer look at how this philosophy works in your business.

#### ***Get Ready***

When you are ready, you have prepared yourself to conduct business. You know what your products are; you have used enough of the product to know you can proudly represent them. You have a clear idea of what you have to do to get paid the kind of money you want to make. You are setup to handle customer communications and questions.

Of course, it is possible to get stuck on “Get Ready.” While you want to be fully prepared to do business you should also keep in mind you cannot make your business run on preparation alone. Eventually you must DO something to recover your startup costs and turn a profit. All this preparation is aimed at preparing yourself to do the right thing at the right time and in the right way to build your business.

The following is a checklist of items will help you get “Ready.”

- I have read about and understand the Big Ear, Inc. products:
- I know enough about Big Ear, Inc. products and services I can tell others general information about them and know where to get material for complete explanations.
- I am a product user myself and will speak enthusiastically about the products and services I use.
- I have read and understand the Big Ear, Inc. Policies and Procedures.
- I am prepared to deal with the tax realities of having my own business.
- I have done a “check up from the neck up” and am mentally prepared to conduct business.
- I have set reasonable activity goals which should get me the results I want.

## **Get Set**

Getting “Set” requires you to focus your attention on an objective or goals and not be distracted from focus. In a home based business this is typically done by creating a list of people who you think might be interested in your products.

In your home based business, focus is a little more than developing a list of friends and associates. It really means to decide the techniques you will use when you approach people on your list, as well as a system to track your progress.

You will soon discover there are three kinds of markets: warm, cold and existing customers. Your warm market is made up of people you know and who may be influenced by what you do or say. Your cold market is made up of everybody else in the world.

Your task then, is to make a list of 50 to 100 people who use any products similar to ours. These will be the people with whom you share product. Of course, you will also want them to know about the opportunity, but they are your primary customer list. Talk about lead sharing.

Obviously, your cold market is far and away the largest. If you plan to be successful in your Big Ear, Inc. business, you are going to have to have a way to meet and influence your cold market. Fortunately, Big Ear, Inc. core products are ones many people already use. Your job is to be able to show a stranger why he or she would be better off using Big Ear, Inc. products and services.

How do you approach your cold market? There are a number of techniques, but they all have the underlying principles of first being in love with your product and proud to represent it and second, learning to care enough about people, even strangers, you are willing to make yourself uncomfortable to be of service to them. After all, if they don't know about Big Ear, Inc. products and you tell them about them, aren't you really doing them a favor? And, how could somebody doing a favor offend anybody? Let's talk about some of the strategies you might use in approaching what is now your cold market. Remember, you are not yet in the “Go!” stage of this business approach, but are looking at these possibilities (along with others suggested by your upline or derived by you) and planning which of them you feel comfortable about starting with.

**Newspaper advertisements:** Company approved blind ads and display ads for the newspaper or classified circulars. Many network marketers have used ads like these successfully. The trick is to arouse curiosity, but not so much people will make a decision without talking to you.

**Booths at trade shows, rallies, fairs, bazaars, super stores and malls:** This is another technique which has been successfully used by those in home based business. The key to setting up a booth is to make it attractive. Give people enough information to attract attention and arouse curiosity. People will stop and ask then you have the right to share your information with them in detail.

Another principle in setting up a booth is to make it visually interesting. This means use some pictures, color, and various sizes and styles of text. Also, when

you work a booth you must use body language that indicates you are glad you are there and are willing and able to field questions. This is not the place to read a book, do homework, or lounge invisibly in the background. If you choose this method for contacting your cold market, remember you are on duty when at the booth. (Detailed Training Available)

**Internet:** There are several Internet sites that allow free posting of classified ads, such as Craigslist and the Thrifty Nickel Local. These sites have tremendous traffic levels of individual shoppers in your local area.

**Referrals:** Always ask for referrals and follow up on them. Make it a practice to never leave someone with whom you have discussed business without asking for a referral. It expands your warm market by giving you an introduction to people in your cold market.

What are some of your ideas? Add them here:

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### **Go!**

Up to this point you have been preparing to contact people. First, making sure you're well versed in the company and its products and services and second, defining whom you want to share the information with and how you want to approach them. The "Get Ready" and "Get Set" portions of this plan should have taken you no more than a week or two at the most. You can't make any money in this business or help anybody else, unless you act. That is the purpose of "Go!"

Your first few contacts are absolutely critical. If you don't know how to set appointments, or are not confident doing so, consult the instructional videos and contact a Big Ear Representative. If you don't know how to effectively screen prospects, don't be afraid to ask for assistance.

### **Concepts behind "Go!"**

Let's talk about some of the concepts behind the "Go!" portion of your plan.

**Set activity goals.** If you set activity goals you are setting goals on something you can control. Big Ear, Inc. is strong enough if you get in front of the people you will have sales. Statistically, there is no way around it.

**Track your performance, identify ways to improve, and make self-improvement a daily part of your life.** If you have no way to track your performance of goals or a desire to improve you may as well not get started. Many in

a home based business (even some who gain a level of success) seem to miss the point entirely. They think it is all about money. It isn't. Having your own work at home business is about helping people and improving yourself. The money will follow. Long-term success can't be built on a flimsy product line or compensation plan that abuses customers and Associates. Neither can it be built on weak personal character.

**Successful work at home business owners do what unsuccessful business owners are unwilling to do.** Successful home business owners plan their days with activities that meet long-term goals...and then they work their plan. It is really pretty simple. The hard part is the discipline to do it.

**Make it fun.** If it isn't fun, it probably isn't worth doing. You have a lot of other things you can do with your life. While it may sound like a paradox, you should work hard at making it fun.

We at Big Ear, Inc. are grateful for your willing participation in Big Ear's mission to help improve hearing conservation education and protection. We want to be a positive addition to your life, also. We can only do that if you do your best to be prepared, work hard, and have fun.

The rest of this manual contains detailed information you need to get familiar with the "Ready" part of your "Get Ready, Get Set, Go!" business plan.

**It's time to roll up your sleeves and get to work!**

## 1.14 The Retail Opportunity

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### Making the Most of Your Opportunity

Building success in Big Ear, Inc. begins with retail sales. Retail sales are the foundation of every successful Big Ear, Inc. business. Retail sales generate immediate earnings and create a lasting residual base to build upon.

On the following pages, you will read detailed explanations on how to build a successful retail business.

### ***Study sales techniques/learn the products***

Your first step in learning the retail business should be to learn about Big Ear products and to make impressions and solid plugs. This preparation will allow you to see first hand how Big Ear products can help a broad range of customers with their own personal hearing conservation program.

### **Set Sales Goals**

Setting sales goals is an essential procedure for every business person regardless of whether you are just starting out or are an experienced professional. Setting goals will do two things for your business.

**Goals keep you aware of your priorities.** Because retail sales are so important to your business, you must commit yourself to reach a certain minimum production every week and every month. Only by doing so will your business achieve sustained growth and your income attains stability.

**Goals help you maintain a consistent effort.** It is particularly important when you are first starting out to know what you want to accomplish so that you can measure your progress. At first, retailing products may seem difficult for you. You may be apprehensive and nervous. You may not know your products and sales techniques thoroughly. Specific sales goals will help you go out each day and make the effort necessary to get your business established.

**Set realistic sales goals.** Only you know what a realistic goal is for you. Your goal might be \$50 or \$500 – or even more each week; depending on how much time you have to devote to your business. Once you have set a goal, do your very best to reach it, even if it means working extra hours and weekends to do so. Goals have to be taken seriously, just as your Big Ear, Inc. business must be taken seriously if you plan to succeed.

If you plan to work your business 10 hours a week, then give it a solid 10 hours. By setting goals you will have a yardstick with which to measure your progress. Above all else, **stick to it! Don't quit! Keep on keeping on!**



## **Finding Prospects and Making Appointments**

Most people begin their retail efforts by contacting the people they know best and see frequently. These people include friends, relatives, business or professional colleagues, members of clubs, church groups, associations, etc.

Friends and acquaintances can help you get your business off to a good start. They are people that you already know with whom you can speak comfortably and familiarly and who will be more supportive as you begin your efforts.

Some new Big Ear, Inc. Providers hesitate to approach personal acquaintances just because they are friends or relatives. They do not want to put their friends "on the spot". Such hesitation is misplaced. Big Ear, Inc. products are of the highest quality, are needed by almost everyone, and are all backed by a satisfaction guarantee. By introducing your friends to these products, you are doing them a favor. They will appreciate the enhanced benefits and superior quality of the products and the convenience of buying from you, someone they know who will give them good service.

As you begin your retail business, make these acquaintances your target audience. Use the contact & prospect at the end of this section of this manual and continue by filling in the names of everyone you know. Begin with your close friends and relatives and work on down the list writing in the names of colleagues, business associates and fellow club members. List all the people you see during the course of your day: the clerk at the dry cleaners, the plumber, parking lot attendant, waitress, your insurance man, etc. Even if you don't know someone by name, indicate who he or she is on your list.

## **Setting up Appointments**

Next, start at the top of your "Top 20 List" and contact every person on it. If your primary interest in this person is simply to retail our products; you could easily do so in a short and informal meeting.

Don't ignore local businesses who need hearing conservation programs. With the proper training, you can also serve this huge potential industrial client base. When you are setting up an appointment whether it is in person or over the telephone, there are a number of things to remember.

### ***Keep in mind the purpose of your call***

You are making a business, not a social call so keep the conversation on target. Small talk is important for breaking the ice and developing a friendly rapport with the prospect, but always remember your objective is to set up a business appointment. Don't waste time in idle conversation. Set up the appointment and then go onto the next prospect.

### **Avoid questions that can be answered with yes or no**

Don't ask, "Can we meet on Thursday evening a 6:00 PM?" Instead, offer the customer choices: "Is Tuesday or Thursday better for you?" "Would you like to meet in the morning or evening?"

If an alternative time is suggested, fine, but always try to give the prospect a role in setting up the appointment.

In developing your technique for obtaining appointments, you will probably find it helpful to use a script that will help you cover the desired points in the proper order. The following is a suggested telephone script for use as a model in developing your own. A similar script can be written and memorized for use when contacting prospects in person.

*"Hello, Sally. This is Jill." "How are you today" (Never spend too much time chatting. Get to the business at hand.) "Listen, I have just found the greatest opportunity and I am really excited about it. Have you ever heard about Big Ear, Inc. products?"*

Everyone that hears about our products will be curious. Big Ear, Inc. is a fantastic company that is committed to providing products which will enhance lives. They have provided me with these great products and a super business opportunity.

*I'm calling you today because I knew that you would want to hear about it. Of course, I can't really tell you very much about the products over the phone. I'd much rather show them to you, bring you some samples and leave some information for you to look at. Which would be more convenient for you, the first part of the week or the last part?*

*Okay, then which is better for you, before lunch or after? How about Wednesday at (10:00)? Great, I'll see you then."*

### **Presenting and Selling the Products One-on-One**

Once you've set up your appointments, you are ready to begin selling products and building your business. In general, there are three proven techniques for presenting and selling Big Ear, Inc. products:

1. Sharing personal product knowledge through one-on-one retailing presentations.
2. A conference call to review the products on as scheduled By Big Ear Office, emails will be sent out with the date, times, and access information for these calls.
3. The group meeting to introduce a group of friends to experience the products for themselves firsthand.

### ***Personal product knowledge***

The best way for you to convince others of the benefits of the products is to be convinced yourself. Nothing convinces better than personal experience.

In order for you to be knowledgeable, convincing, and enthusiastic about Big Ear, Inc. products, you and your family should use as many of the products personally as possible. In doing so, you will discover the full advantage of the products and be able to convey that message to other people.

More importantly, you will believe in what you are selling. The enthusiasm and confidence you have in the products will be your most persuasive retailing technique... because nothing sells better than honest enthusiasm.

### ***Make all your statements positive***

Avoid negative or indifferent methods of expressing your ideas.

### ***Assess your style of talking***

Is it expressive or have you hidden your feelings behind a monotone? In your presentation, try to let your voice express the enthusiasm you feel for your products and for your business. If your voice sounds positive and you act interested, your customer will hear it and will become positive and interested too.

### ***Learn to listen to your customers***

A good salesperson knows that the best retailing presentation is a two-way dialogue. Give your customers the opportunity to respond to ***what you have said and then carefully listen***. Your customers will give you useful information about how they think and feel. They will tell you what they believe is important and which benefits they value most. Learn to respond to what you are hearing by adapting your presentation to their specific needs and interests.

In developing your presentation, remember that you are selling yourself and the service you provide. Indicate to your customers that you are there to help them and to offer the same peace of mind that you now have. Let them know that you are a skilled and informative business person, that you know your products and how to use them, and that the service you offer isn't available anywhere else.

### ***Practice your presentation***

Use a tape recorder or video recorder to record your presentation. Present your products in front of a mirror or before your spouse or a friend. Develop your techniques for making the presentation smoothly, comfortably and easily. It's especially important when you are first starting out to practice it thoroughly. This will increase the effectiveness of your presentation and add to your confidence.

### **1.15 How to Sell Big Ear, Inc.**

The ways of marketing the Big Ear, Inc. product line are almost unlimited. While we will suggest a few successful methods in this manual, remember that nearly any marketing idea you use will result in a certain measure of success. The one common denominator between all successful sales techniques is exposure of your product to the public. If you don't show and talk about it, you can't sell it. We have developed simple techniques that have put many Big Ear, Inc. Providers on the road to success. These will be detailed later.

As you begin to make retail sales you should remember that you are building a clientele of satisfied customers. Every customer who begins using the products is a walking advertisement for you. Their friends and relatives will begin asking about the products. Whether your customer wants to or not, they will become a sales person for you. Every sale could result in at least two more sales if you follow our suggestions. Referrals from satisfied customers are the best leads you can get. Always try to get 6 to 8 leads from each customer. Contact these leads in person if possible or you could mail literature and follow up with a phone call.

Always re-contact your customer within two weeks of their purchase in person or by telephone. Example: *"Hello, Mrs. Jones. This is Bob Johnson, your Big Ear, Inc. Provider. By now I suspect that you have been wearing your earplugs everyday!(Laugh) At least I hope you are using them when needed. The reason I'm calling is to see if there are any more questions, or if I can be of help in any way. (Get response) Is there anyone who you have told about the Big Ear, Inc. products that seemed interested?"*

This procedure can result in additional sales and leads for you. Don't be afraid to ask your customer to help you with more orders. Many would be happy to do this if they believe in the product and in you.

The Big Ear, Inc. products are the ultimate "try & buy" products, once you've tried one, you can't help but buy more! Simply exposing the product to enough people and following the suggested product presentation in this manual can effectively establish a success pattern.

## 1.16 Memory Jogger

For this exercise you will need the contact/prospect forms and a pencil or pen. Remember to list everyone who comes to mind. This includes personal contacts and also business contacts you may know. Every company has to comply with OSHA regulations for hearing protection and are viable prospects for your consideration. Even though the industrial market requires specialized training, it's a good idea to identify all such companies in your local area so you don't miss out on opportunities.

Do not censor yourself! Don't worry if you don't have all the information, you can add it later. Use the forms and just write people's names or even "woman who delivers my mail" if you don't know their names in each line as you think of them.

1. List all the people in your immediate family including spouse, children, brothers and sisters, and parents
2. List the people in your extended family including aunts, uncles, cousins, nieces, nephews, and grandparents
3. List your in-laws
4. List your neighbors
5. List your close friends
6. List your co-workers
7. List members who belong to the same group (PTA, literary league, fraternity, sorority, bowling team etc.) that you do
8. List people with whom you have a professional relationship. Examples:

- Accountant
- Astrologer
- Attorney
- Barber
- Clients/Customers
- Contractor
- Daycare Provider
- Dentist
- Doctors
- Exercise Instructor
- Gardener
- Gas Station Attendants
- Grocer
- Friends at the Gym
- Hairdresser
- Insurance Salesperson
- Interior Decorator
- Landlord
- Landscaper
- Librarian
- Loan Officer
- Mail Carrier
- Mechanic
- Neighbors

- Parents of your newspaper carrier
  - Pet Groomer
  - Pool Cleaner
  - Sales People
  - Stock Broker
  - Tax Consultant
  - Teacher
  - Tenants
  - Therapist
  - TV Repair
  - Veterinarian
  - Waitresses, Waiters and restaurant Hosts
  - Coaches
  - Church Parishioners
  - Business Referrals
  - Car Pool
9. Find an old yearbook and pull it out. Are there people listed whom you can contact? If so, write down their names.
10. Ask anyone you talk to for referrals of people who might need one of our products and add them to your list.

### 1.17 Contacts & Prospects

	Name	Phone	City, State	Comments	Prospect?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					

### Contacts & Prospects

	Name	Phone	City, State	Comments	Prospect?
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					
41					
42					



### Contacts & Prospects

	Name	Phone	City, State	Comments	Prospect?
43					
44					
45					
46					
47					
48					
49					
50					
51					
52					
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60					
61					
62					

### Contacts & Prospects

	Name	Phone	City, State	Comments	Prospect?
63					
64					
65					
66					
67					
68					
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70					
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72					
73					
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82					
83					

### 1.18 Top 20 List

Use this form when you've identified prospects from your contact list.

	<b>Name/Business</b>	<b>Phone</b>	<b>City, State</b>	<b>Comments</b>	<b>Contact</b>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

Use this form for each prospect identified to track contacts and other information.

Name

Address

Phone Numbers

Personal Notes (family, children, hobbies, referred by, any misc. information)

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Check off when completed	Item	Date	Method or notes
	First contact		
	Sample sent		
	Follow up		
	Customer – Preferred?		
	Associate?		
	Sent thank you note		
	Asked for referrals?		
	Sent info on new product?		

## 1.20 Important Company Information

### Corporate Mailing Address:

**Big Ear Inc.**  
231 Oleander Mill Dr.  
Columbia, SC 29229

**Email:** [ghood@bigearinc.com](mailto:ghood@bigearinc.com)

**Website:** [bigearinc.com](http://bigearinc.com)

**Provider Website:** [glennhood3.com](http://glennhood3.com)

**Username/Email:** \_\_\_\_\_

**Password:** \_\_\_\_\_

**Telephone Number:** (719) 271-9081

### Events

#### Local Meeting(s)

Time	Day	Location
_____	_____	_____

#### Other Events – Including conference calls, web training, etc.

Event	Location	Date/Time
_____	_____	_____
_____	_____	_____
_____	_____	_____

### Ordering and Shipping of Products

**Office Hours** - The home office will be open from Monday - Sunday 11:00 a.m. to 7:00 p.m. Eastern Standard Time. Provider can call Glenn at 719-271-9081, 24 hours a day 7 days a week for any support they may need.

**Orders and Forms** - Take the time to fill out all orders forms completely and accurately and submit these as appropriately required. This will insure you of prompt service and accurate accounting. You can order provider supplies online on the providers website [glennhood3.com](http://glennhood3.com).

**Payment Procedures** - All products and sales aids must be paid for in advance by cash, cashiers check, credit or debit card, pay pal, or automatic bank draft. Add appropriate handling and shipping charge, (see shipping procedures). No other terms are acceptable for any reason whatsoever. Big Ear, Inc. operates on a small profit margin in order to give its extremely high discounts to its distribution network. For this reason, Big Ear, Inc. cannot afford to extend credit or consign products even for a short time period.

**Placing Orders** -The staff will take your order and immediately provide you with an order total. All orders are credited the day they are received by Big Ear, Inc., not the day of the postmark. Therefore, must receive all orders no later than the last working day of the pay period.

**Special Consideration** - The home office cannot grant special consideration of any kind. This includes asking us to accept collect calls, pay part of event costs, give sample products, make exceptions to policies and procedures, "bend" the marketing program, or to hold checks for several days for yourself or "special" people.

**Returned Merchandise** - No products may be returned for credit or trade unless specifically authorized by Big Ear, Inc. as outlined in the "Buy Back" Policy Section of your Rules and Regulations Booklet.

**Shipping Procedures** - All products are shipped via ground and through private carrier; therefore, you must furnish a street address designating where the products are to be delivered. UPS will not deliver to a post office box. Orders will normally be processed within forty-eight hours. Orders received on Friday will be shipped by the following Tuesday.

**Shipping and Handling** – Shipping and handling are based on the weight, destination, and urgency of the shipment. Therefore rates may changes based on these factors. Please call for updated shipping and handling information.

## 1.21 Shipping Carriers

FedEx:  
[www.fedex.com](http://www.fedex.com)

United States Postal Service:  
[www.usps.com](http://www.usps.com)

United Parcel Service:  
[www.ups.com](http://www.ups.com)

DHL:  
[www.dhl.com](http://www.dhl.com)

## 1.22 Notes