



Provider
Opportunity

Information Guide



Thank you for your interest in the Big Ear Provider opportunity with us!

As you may already know, the only way to "cure" hearing loss is to *prevent it*.

That is why since 2003 Glenn Hood started Big Ear Inc. and has invested thousands of hours of his time and resources in discovering and inventing scientifically proven methods of eliminating noise-induced hearing loss.

During this time the product demand has been so great, that the company was forced to actively expand the provider base.

Not only do we have a unique product that enhances people's lives, but, a business model that allows almost **anyone** that is **willing to invest at least 14 minutes a day**, to create a **successful** part time **business**.

Here is a list of individuals that typically find Big Ear to be a good fit:

- Business owners looking to add an additional product line
- Homemakers
- Pilots
- Motorcycle enthusiasts
- Audiologists
- Hunters
- Professionals
- Spouses of snorers
- Swimmers
- NASCAR fans
- Musicians
- Band Mom's
- Empty Nesters

We love the diversity of our "family" and are very excited about the potential of working with more providers.

To help you with your decision, this document will cover the following topics.

1. **Market Analysis** - what is the need and who are our customers.
2. **The Product** - what do we produce and how is it unique from the competition.
3. **Start up options** - options for getting started, which kit is right for me? As low as \$99.
4. **Training & Support** - how does Big Ear help you thrive in your new business.



1. Market Analysis

What is the potential customer base for Big Ear products and why is our product so important.

These are some **Important facts** about hearing loss:

- Over **50 million** Americans - experience some form of tinnitus.
- Approximately **15% of American adults (37.5 million)** aged 18 and over report some **trouble hearing**.
- **Exposure** to a noisy subway, for **just 15 minutes a day** - over time, can cause **permanent damage** to hearing over time.
- **Noise** is one of the **leading causes** of **hearing loss**.
- **50% of the children** that play in a band through high school/college will experience permanent **hearing loss**.
- There are **over 200** ototoxic **medications** that can **cause** temporary or permanent **hearing loss**.

So who can you potentially reach as a customer?

Our expansive product line has evolved to be **perfect** for almost **everyone under the sun**. The list includes:

- Motorcycle riders
- Firearm enthusiasts
- Swimmers
- Industrial workers
- Fire fighters
- Hunters
- Snorers or CPAP users
- Aviators
- Clubbers
- Paraplegics
- People with autism
- Teachers
- Band Directors
- Band Members

Now you fill in the blanks... there are literally hundreds of potential customer types that our product will work for.

-
-
-
-

So why is our product in such high demand? One simple answer.

Quality counts.

As such, our loyal customers keep coming back.

But here's a problem.

We can't be everywhere at once. Our customers need custom hearing protection in every town, city, state and country. What does that have to do with you?

Plenty!

Since we provide a **custom product** which involves physically taking an impression of the ear, we need people (maybe you) to help us reach these vast pools of customers. There's simply so much opportunity, that we can't do it all ourselves. And that's why we're willing to set you up in *your own turn-key business.*

Let me ask you a few questions?

- Do you want to **make a difference in the world?** (helping us eliminate hearing loss)
- Do you enjoy interacting with people?
- Would you like to run a home based business or add a product line to an existing business?
- Are you willing to **dedicate 14 minutes per day** to grow your business?
- Could you make an initial investment of at least \$99 to get started?

If you answered yes to all of the above then we are on the right track!

Once you become a provider we will agree on a specific territory/niche that you will focus on. That ensures that **you won't have another provider competing in the same space.**

Here is a link to a study that was done for the hearing protection industry. It indicates strong growth through 2023! [Get the article Here](#)



2. Product

By **mastering 2 basic products**, it will open the door for hundreds of product variations. As a provider, you will have *exclusive rights* to offer these!

1. Blue Sky Impressions - One of the first things that we will cover in our training once you become part of the team is how to make a perfect ear impression. This is critical to every other product line we offer and is one of the reasons we need literally thousands of providers throughout the U.S. trained to custom make them.

Glenn coined the term "Blue Sky" impressions because he often finds people who were *really interested* in the product and willing to sit for a free impression but not quite ready to buy yet. He was amazed at how, with a bit of follow-up, the sales skyrocketed and he found the "free" service turning into an annuity-like, income stream, as satisfied customers ordered more product year after year.

These impressions form the foundation for all of our specialty products such as custom stereo plugs, musician filtered earplugs, communication systems for motorcyclists and some of the more advanced industrial plugs.

And here is the great news!

You manage the relationship and finalize the deal. Then, send us the sales order and we take it from there.

We manage the storage, manufacturing, and shipping of the custom plug for you.

Check out the variety of custom earplugs we offer by [Going Here](#) to visit our store. You will receive your own product catalog as part of your sales kit.



2. Solid Ear Plugs

Once you have mastered the art of making a perfect impression then you are ready to move on to our #1 best selling product! The solid earplug.

This is the **easiest and highest margin product** in our inventory that you can sell. Our solid ear plugs are manufactured wherever you need. It takes about 5 minutes to make them (plus about 40 minutes of drying time), and as a time saver, you can make multiple sets at the same time, multiplying your product output. As you can imagine, these are great sellers at trade show events and to anyone who needs earplugs. These plugs are promoted to various groups and by changing the color they can appeal more to hunters, cyclists, swimmers, industrial workers, and the list goes on.

3. Emerging Product & Market - Eliminating noise-induced hearing loss in children

How can we, in the next 5 years, **eliminate noise-induced hearing loss in children?**

Did you know that the most **dangerous sport** for children is **Band?**

That's right!

50% of Children that participate in Band, will experience permanent hearing loss by the time they graduate.

Glenn developed the Musicians Earplug Trainer to help eliminate that problem but soon found that not everyone could afford them *and* that we did not have enough providers to support over 30,000 high schools in the US not to mention the number of colleges with music & band programs.

That is why we are currently working with a manufacturer to develop a generic **filtered earplug** that we plan to **give away** to band directors and their students. After realizing that not every band member can afford our custom Musicians earplugs Glenn decided to use a portion of BE **profit** to help **fund an initiative** called *Earplugs For Kids* (E4K).

This will take a tremendous commitment and major cooperation between Big Ear and schools across the country, but we already have connections with several college band programs and we are working out all the support details in place before pulling the trigger to take it to all the colleges and high schools nationwide.

Consider what part you could play in helping us reach this objective.

Take a look at the picture below and reflect on what kind of legacy you would like to leave in this world. Imagine if each of us made even one small contribution, imagine the impact we could have over time.





3. Startup options

Now we will lay out our business model and show you the different options available to get started.

To begin with it is important to understand what we are not:

- **We are not selling a Franchise** - In a franchise model, you typically have to pay a franchise fee which can run from \$5,000 for a part-time business up to \$50,000 for a full-time business just to get started. Facilities, inventory, marketing along with monthly service fees can easily run into tens or even hundreds of thousands of dollars. The advantage of going with a franchise is that you benefit from their brand and the proven system that they provide.
- **We are not selling a “business opportunity”** for the sake of making money on the sale. A common model today is to charge \$10,000 - \$20,000 to allow business people to buy into or license an established business process. These deals fall outside the regulations required by franchises and often end up with little value for the purchaser.
- **We are not a multi-level marketing company.** We have no downline development and your compensation is tied directly to how much you sell and how well you develop your business and repeat customers.

The Big Ear opportunity is really designed to give you the most flexibility in setting up your own business but acting as a direct distributor (provider) of the Big Ear product line. We provide a proven model just like a franchise but we allow you to determine how fast and how much you want to spend as you grow the business.

Networking is important but since we don't overcharge, to begin with, it's easy and natural to bring up hearing loss as a part of normal conversation. Since your not trying to rope others into your downline, people feel good about referring you and the product to others.

We are a **completely scalable business** and depending on your situation and experience you can work into different levels of Provider. **Everyone starts with one of 3 kits either the Regular, Regular lite or Accelerated.** Now let's review the various Provider levels and then you can compare the kits on the chart at the end. You will also be able to see the income potential depending on how much time and effort you put in.



Provider Type/Levels

Basic Provider - The basic provider is authorized to make impressions and solid earplugs for friends, family and/or an existing business. The minimum expectation is to sell at least 1 kit or 13 earplugs every quarter.

Professional - This is for professionals already in the field. EMT's, Audiologists, Hearing Center Staff, etc. The professionals create impressions and only sell, lab generated, product.

Small Events Provider - Once a basic provider has successfully sold their first 26 earplugs, they may opt for additional training so that they can begin attending and selling at local small events. These may include gun shows, clubs, motorcycle shops, local gun ranges, etc. Once the training is complete, territory established and the additional tabletop banner, hanging banner, and appropriate samples have been acquired, a basic provider can consider themselves a small events provider. The minimum expectation is to sell at least 4 kits or 52 earplugs per quarter.

Trade Show Provider - The trade show provider will require more inventory and marketing material and even more advanced training in order to represent Big Ear in large Trade Shows and Events. All events are coordinated through the Big Ear master calendar and corporate cross-marketing is done to help promote the venue. The expectation is to sell at least 8 kits or 104 earplugs per quarter.

Industrial Sales - This is a commission based outside sales position that concentrates specifically on selling into industrial settings. Providers with professional sales experience or those interested in being trained in the process can apply to be considered for this role. The compensation is 10% of the total sale and does not require the sales representative to produce the earplugs. Big Ear will provide the Industrial Install Provider to handle that. Industrial Sales representatives will have access to the Big Ear lead generation machine and will be equipped with a special marketing toolkit designed for the workplace.

Industrial Install Provider - Industry Install Providers must attend special training and have proven their ability at trade shows. Upon being accepted as an Industrial provider you will be added to the Big Ear Install Provider List and BE will send you to the companies who have contracts already in place. The earning potential is \$10-12 per set of earplugs if the account is referred to by Big Ear.



Band Sales - This is a future opportunity similar to the Industrial Sales but targeted to schools and working with Band Directors. The specifics have not yet been worked out. This has great potential since no-one has even touched the market and with the Earplugs 4 Kids initiative opening doors it will be an exciting adventure.

Band Install Provider - This is a future opportunity similar to the Industrial Install Providers but supporting the Earplugs 4 Kids Initiative

Regional Provider - The top providers in each state may apply to become a regional provider. This is designed to become a full full-time role and the regional providers will be trained in all aspects of the business.

Next let's take a closer look at the various starter kits - Regular, Regular lite and Accelerator



Provider Start Up Kits

Included With Start Up Kit	Regular lite	Regular	Accelerator
	\$99	\$575	\$999
Impression sets	3	3	10
Solid Plug sets	0	5	20
Colors	0	1	4
Lanyards	0	0	5
Premade earplug display models	0	0	5
Jawbone demo adapter	0	0	1
BE-1C stereo earplug demo	0	0	1
*Equipment for impressions	x	x	x
**Table Top Banner	0	0	1
Start Up Online Training	x	x	x
Access to Provider Only Site	x	x	x
Professional Liability Insurance	x	x	x
1-2-1 Coaching	x	x	x
Refills at wholesale pricing	x	x	x
Corporate Marketing & Brand Awareness	x	x	x

*Equipment for regular & accelerated kits includes an impression gun, tips, oto blocks, etc.

**Additional promotional product and event marketing banners are available ala carte from the full Provider price list.

Once you have been accepted as a provider you will choose which kit to start with and you will begin the onboarding process. The next chart will provide an idea of the kind of income that is possible with Big Ear.



Income Potential

# Impression Sales	Ave. Net.	Total Lab Generated	# Solid Earplug Sales	Ave. Net.	Total Solid Earplug Sales	Total
3	\$100	\$300	0	\$50	\$0	\$300
3	\$100	\$300	5	\$50	\$250	\$550
5	\$100	\$500	10	\$50	\$500	\$1,000
5	\$100	\$500	20	\$50	\$1,000	\$1,500
10	\$100	\$1,000	20	\$50	\$1,000	\$2,000
10	\$100	\$1,000	50	\$50	\$2,500	\$3,500
15	\$100	\$1,500	75	\$50	\$3,750	\$5,250
15	\$100	\$1,500	100	\$50	\$5,000	\$6,500
20	\$100	\$2,000	150	\$50	\$7,500	\$9,500
20	\$100	\$2,000	200	\$50	\$10,000	\$12,000
25	\$100	\$2,500	250	\$50	\$12,500	\$15,000
25	\$100	\$2,500	300	\$50	\$15,000	\$17,500
30	\$100	\$3,000	350	\$50	\$17,500	\$20,500
30	\$100	\$3,000	400	\$50	\$20,000	\$23,000
35	\$100	\$3,500	450	\$50	\$22,500	\$26,000
35	\$100	\$3,500	500	\$50	\$25,000	\$28,500
40	\$100	\$4,000	550	\$50	\$27,500	\$31,500
40	\$100	\$4,000	600	\$50	\$30,000	\$34,000
45	\$100	\$4,500	650	\$50	\$32,500	\$37,000
45	\$100	\$4,500	700	\$50	\$35,000	\$39,500
50	\$100	\$5,000	750	\$50	\$37,500	\$42,500
50	\$100	\$5,000	900	\$50	\$45,000	\$50,000



4. Training and Support

We have covered quite a bit of ground and you may have some questions. Rest assured that once you join the team that we will be committed to helping you accomplish your business objectives.

If you have not connected personally with the founder Glenn Hood you are welcome to give him a call to discuss the opportunity. You can reach him at 719-271-9081.

One of the things we developed to assist you if you join us, is our **online training program**. It is designed to guide you step by step through everything you need to know in order to develop a thriving business.

Here is a very brief list of some of the topics that we will cover.

- Introduction to the Provider site & resource center
- How to make an impression
- Ear Canal training
- Good vs Bad impressions
- Material Handling
- Hearing Loss - (7 video series)
- Articles and studies
- Product Line Training
- Sales Training
- Price List & Reordering
- Marketing & Branding
- Building Your Business

In addition to the online training, you will have access to 1-2-1 coaching and a weekly call in to be sure you are fully prepared to represent Big Ear in your community.

The next step in the process is to read the provider agreement and if you feel ready go ahead and sign and we will get started. Use this link to review the agreement <https://app.hellosign.com/s/f0341135>

We hope this has been helpful information and we wish you the best of success.