

What does success mean to you?



Welcome to the  
Telecom *plus* PLC  
Business Opportunity

**THE  
UTILITY  
WAREHOUSE**  
Authorised  
Distributor



# Success Stories



## **ADRIAN & KIM BOLD from Fareham, Hampshire IT Consultant & Housewife**

We are so confident that we can offer such genuine savings to all our customers we have absolutely no problem promoting the services and the business opportunity to other people. We have won 2 fantastic cruises, one on the QE2 and an even more luxurious one to the Caribbean and we have been granted thousands of **FREE** share options too! We recently took delivery of a brand new BMW company MINI given to us free by Telecom *plus* just for gathering customers and building our team. It just gets better and better.



## **ROB McNINCH & SCOTT RICHARDS, from Congleton, Cheshire**

Over 4000 share options, a residual income that is increasing at over 10% every month, hundreds of pounds worth of team building bonuses every month and group customer numbers in the thousands that are increasing at **OVER 15% EVERY SINGLE MONTH**. All this after working the business part time for less than 3 years. Two more years and we will be retiring and we're only in our 20's now. **FANTASTIC!**



## **PHIL SNELMAN From Bedfordshire, former Software Salesman**

How would you like to be paid every month even if you decided not to work? That's what this business is doing for me. We call it residual income and it keeps rising every single month! Since joining Telecom *plus* as an Authorised Distributor, I've been **GIVEN**, 26,000 share options in the company absolutely **FREE**. Plus I've been on 2 wonderful Caribbean cruises all paid for by the company and had the company Porsche Boxster for a month. The income I receive every month is far more than I could ever have expected after working the business for 6 years. I thoroughly recommend it.



## **PAUL HARDINGHAM from Bedfordshire, Website Developer**

After some initial hard work, I can now take holidays when I want. I don't have to set the alarm clock to join the mad rush to get to work, I can spend all day at home (or the golf course) and I have true financial security and all this within 4 years. My advice to you is to take a **SERIOUS** look at Telecom *plus* plc. If you are not frightened by hard work, then within a relatively short time you too could be in a far better position.



## **PAUL WAY from Woking, Surrey, Accountant**

Telecom *plus* works for me because I am building an asset. This asset will, in a few years time, give me freedom to choose what I do, where and how I live. After one year in the business my team is growing rapidly and the business is set to explode. I wake up each morning eagerly looking forward to further developing and building my business. Not many people can honestly say this about their daily work routine. I thoroughly recommend this business to everyone I meet and to you too!



## **STEVE HUTTON From Chorley, Lancs, Graphic Designer**

I joined Telecom *plus* for two reasons. (1) To escape a tyrannical boss. (2) To create wealth and a secure future for myself and my family. In under 2 years, I've been on two luxury cruises and had the company Porsche Boxster for a month plus a monthly residual income that is growing every month paid straight into my bank account courtesy of Telecom *plus* and I'm on my way to the top. What is there to stop me?



## **CHRIS & JEANETTE HUNT from Marlow, Bucks, Building Design Consultants**

As already successful business people, one could ask what our motivation was for joining Telecom *plus*? Quite simply to build a 'Retirement Plan'. With no pension scheme we immediately saw the potential of building a residual income that could provide us a growing monthly income later on in life. It's already happening after only 24 months of working Telecom *plus* on a part time basis and as this income increases every month, our current lifestyle will be maintained when we do eventually decide to stop working. It's great!

***Statutory warning:*** In the UK it is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved. Beware of companies that do make unsubstantiated claims.

We have the reputation as **THE COMPANY** setting the standards by which others are judged for fairness, honesty and lack of hype.



## So what company is behind this opportunity?

Over the last 7 years Telecom *plus* has grown from just an idea into a company that is now worth around £140 million and whose shares are traded on the London Stock Exchange. A track record second to none. This phenomenal growth has been achieved by word of mouth referral marketing and as you can see from the graph to the right, turnover and profits are increasing dramatically. The question is: What share of this could you earn for yourself? The explosion in growth that Telecom *plus* is experiencing right now is just a beginning. It is said that the key to success is not necessarily being in the right place at the right time, but recognising that you are in the right place **at the time**, and not 4 years later with hindsight.



Telecom *plus* is a **BRITISH**, publicly quoted company on the London Stock Market. The corporate management team of Telecom *plus*, headed up by Chief Executive Charles Wigoder (left) has been responsible for the phenomenal growth pattern of the company over the last 7 years. Charles's previous successes prior to joining Telecom *plus* include the spectacularly successful growth of Peoples Phone which he launched in 1990 and grew to 400,000 customers which at the time represented 10% of the UK mobile phone market. He is now applying those same skills to Telecom *plus* PLC, which operates the Utility Warehouse Discount Club, with breathtaking results. Telecom *plus* is extremely profitable and its profits are growing spectacularly every year.

## What range of products does The Utility Warehouse Discount Club market?

**Fantastic mobile phone tariffs, BIG savings on home & business calls, the UK's CHEAPEST domestic gas & electricity and Internet Broadband services**

The secret strength that Telecom *plus* has had and always will have is that they are not tied to any particular phone or energy company that provides these services. The company has the instant flexibility to move with trends and market forces.

Their current range of services are producing customer orders that are generating incomes for Distributors of **many thousands of pounds a month!** These are services that practically everyone in the country uses every day and will continue to use because they are essential services and not luxuries!



**UK's CHEAPEST DOMESTIC ELECTRICITY**

**MOBILE PHONES**



**UK's CHEAPEST DOMESTIC GAS**

**BIG SAVINGS ON BT & CABLE CALLS**



**INTERNET ACCESS & ONLINE SHOPPING**

## HOW BIG IS THE MARKET?

Do you know of anyone who is not already using one of these services on a regular basis? How many people do you know who use the phone, switch on the electric or gas or use the Internet? We are not asking people to spend extra money on services they do not normally use, we are simply offering exactly the same services but with one major difference - they are far cheaper! You will be tapping into:

**A MARKET WHERE PEOPLE AND BUSINESSES  
ARE ALREADY SPENDING MANY BILLIONS OF £'s A YEAR**

**So what do you actually have to do?**

### STARTING YOUR OWN TELECOM *PLUS* BUSINESS

Once you have decided that Telecom *plus* is the right business for you, you need to register with the company in order to promote their services and the business opportunity. You do this by becoming an:

#### Independent Distributor

This enables you to gather personal customers and build a team of people who will duplicate what you do. There is a £199.75 registration fee and you will receive a comprehensive starter kit that includes everything you need to get your new business up and running.

Once registered, you will be sent a voucher that entitles you to two days **FREE** training at the Telecom *plus* College of Excellence. These brilliant training programmes have been instrumental in helping our team to become the fastest growing group in the company. In fact it is proven that those who attend get off to a faster and more profitable start.

Nearly everyone who joins starts off part time by scheduling 7 to 10 hours a week in order to get their new business up and running and you will be expected to make a commitment of at least this amount of time in order to do justice to your new business.

#### **THEN YOU CAN CHOOSE TO BECOME A FULL TIME TEAM BUILDER & CUSTOMER GATHERER IF YOU WANT TO**

By full time we don't necessarily mean that you have given up your present line of work. Many Telecom *plus* Distributors apply full time commitment to building their businesses whilst holding down a job or running a conventional business at the same time.

Those prepared to put the most into their business see the fastest growth. Consistent customer gathering and team building over a 3 to 5 year period can lead to staggering earnings compared to most traditional jobs or businesses.

#### **A BIG SAVING – BEFORE YOU EVEN START**

Why pay retail prices when you can buy at wholesale? **SAVE MONEY** every time you make a phone call, turn on the electric or gas or use the internet as you become a customer of your own business from day one. You already use these services so now you have the opportunity to make **BIG** savings and earn commissions for yourself too! Now you can support your own business instead of adding to the profits of other people's businesses such as BT, Vodafone and British Gas - **and make savings at the same time.**

#### **LIFESTYLE, FREEDOM OF CHOICE, UNRESTRICTED INCOME**

Most people join this business and work part time, later progressing to full time. However, it is always respected that **it is your own business and you can work it exactly how you prefer to.**

## THE COMMISSION PLAN – What can you earn?

**CUSTOMER  
GATHERING  
BONUSES  
UP TO  
£35  
Per  
Customer**

Firstly let's take a look at the income you can earn by gathering customers:

The Utility Warehouse Discount Club services include mobile phone tariffs that offer **outstanding value**, big savings on home and business phone calls, the UK's **CHEAPEST** domestic gas and electricity. They also provide Freephone 0800 numbers that are 80% cheaper than those offered by BT and a phenomenal internet service.

But don't just take our word for how good the services are, Telecom *plus* have received '**best buy**' recommendations from many leading consumer magazines and newspapers.

You get paid a customer gathering bonus of £10 when a new customer takes a mobile phone or SIM card, £5 if they take the Home Phone service, £2.50 each for gas & electric, £10 if they sign up for broadband internet and £5 if they use an 0800 number. A maximum bonus of £35 is available for each customer that you introduce and who takes these services.

When you've gathered just 6 personal customers you become a....

## QUALIFIED EXECUTIVE

**4.8 to 5.8 %**

**COMMISSION  
FOREVER!**



**4.8 to 5.8 %**

**COMMISSION  
FOREVER!**

Once you have achieved the Status of Qualified Executive, you are eligible to receive Customer Volume Commission (CVC) on all of your personal Customers, for as long as you continue to have a minimum of 6 personal Customers at the time the commission statement is produced each month. So that's almost 5% payable on your personal customers bills **FOREVER!**

**Your new career has started and a better lifestyle is on it's way!**



**HOW ABOUT  
A NEW CAR?**

**OR MORE  
LEISURE  
TIME?**



**WHAT ABOUT A  
HOLIDAY IN THE  
CARIBBEAN?**

## SENIOR EXECUTIVE

**4.8 to 5.8 %  
COMMISSION  
FOREVER!**



**PLUS A  
£250  
BONUS**

To achieve the Status of Senior Executive, you must have a minimum of 10 personal Customers and a minimum total of 50 Customers in your group.

As a Senior Executive, your group Customer Volume Commission (CVC) has increased from 0.6% to 0.7% on all your group customers. You are eligible to receive your first promotional bonus of £250.

If you use the methods that are taught at the **FREE** College of Excellence training, you should be able to achieve the Status of Senior Executive structure within your first 90 days.

### **SPECIAL INCENTIVE! – ARE YOU A MANIAC?!**

If you achieve Senior Executive status within 60 days of joining you will become a member of the exclusive '*Maniacs Club*' and receive an additional £250 bonus **IN ADDITION** to the £250 bonus above (making **£500** in total).

## EXECUTIVE DIRECTOR

**4.8 to 5.8 %  
COMMISSION  
FOREVER!**



**PLUS A  
£500  
BONUS**

To reach the position of Executive Director you must have a minimum of 15 personally gathered Customers and minimum total of 250 group Customers.

Your group CVC increases to 0.8% on all group customers.

You are also eligible, subject to certain criteria being met, to apply to join the company car programme, which could see you driving a custom liveried BMW MINI, to further enhance your standing within the company.

# Own a Share of Telecom *plus*

Telecom *plus* operates a Share Option scheme to act as an incentive for its Distributors. Share Options are a 'risk-free' way for you to share in the future growth and financial success of the company. The Options issued so far are already worth a staggering £6 million, creating huge gains for many Distributors, and the intention is for the company to make further allocations in the future.

This is your chance to obtain a '**FREE**' allocation of Share Options in a fast moving PLC on the London Stock Exchange. Did you know that as a result of Share Options issued by Microsoft, they have over 10,000 millionaires working for them. The more customers that we attract and the bigger our business becomes, the more your Share Options will be worth. They could eventually be worth hundreds of thousands of pounds. So don't miss out - get involved and make sure you qualify simply by sharing the benefits of Telecom *plus* with others.

As an example of the potential of Distributor Share Options, let's assume you earn 1,500 share options at a price of £2.50, and the share price increases to £10 by the date you exercise it, then you would make  $1,500 \times (£10 - £2.50) = £11,250$ . If the share price increases to £15, you would make £18,750! Go and check the share price today and see how well they are doing. Here's a link to the London Stock Exchange web site that gives the current price:

[www.londonstockexchange.com](http://www.londonstockexchange.com) The Telecom *plus* code is TEP.

This is just another example of how Telecom *plus* PLC is leading the field.

## Promotion Bonuses

To begin your exciting new career with Telecom *plus* and qualify for an income for life, all you have to do is gather just 6 customers. By using our proven systems for gathering customers we have many people in our team who gathered their first 6 customers in just one day! This is the first important step towards 'residual income' and 'time freedom'.

One of the many exciting things about the Telecom *plus* pay plan are the enormous promotion bonuses. These are given to you for achieving a certain status level and getting promoted. These payments are made **on top of everything else you earn along the way.**

<b>SENIOR EXECUTIVE</b>	<b>£250.00</b>
<b>EXECUTIVE DIRECTOR</b>	<b>£500.00</b>
<b>GROUP DIRECTOR</b>	<b>£2,000.00</b>
<b>MARKETING DIRECTOR</b>	<b>£5,000.00</b>
<b>SENIOR MARKETING DIRECTOR</b>	<b>£10,000.00</b>
<b>NATIONAL MARKETING DIRECTOR</b>	<b>£20,000.00</b>

So just by promoting the products and services of this leading company and by building a team of motivated people you can earn yourself some tremendous promotional bonuses. Where else would you get this in today's business world?



## The Unique Infinity Payments

You simply must take the time to grasp the tremendous power of the the Telecom *plus* customer Infinity payments. In a normal referral marketing company they will pay you on customer volume down to a set number of levels, say, five. Any customers that appear on level 6, 7, 8, 28, 48, 168 or whatever are now 'out of your pay line'. Now imagine, you introduce a friend to the business, they introduce a work colleague who introduces their brother and so on..... When a person on level 6 or even deeper gets a customer *YOU DON'T GET PAID*.

Imagine your team in Telecom *plus* spreading out underneath you like a mushroom, going into hundreds or even thousands of Distributors, dozens of levels deep right across the country. As this happens, thousands of customers will be gathered for you **BY OTHER PEOPLE** building their businesses and fulfilling their dreams and ambitions. The consequence of this is a massive group of customers and **YOU** getting paid ***DOWN TO INFINITY*** on every single one of them. That's absolutely awesome and you will earn a very serious income indeed. As always..... yet another first for Telecom *plus*.

## Leaders Group Customer Bonuses

If that wasn't enough, Telecom *plus* have now introduced Leaders Group Customer Bonuses. Once you have reached the level of Group Director or above you will be given a payment for every single new customer that is brought in by anyone, anywhere in your team. Effectively, this is yet another 'Infinity Bonus' which will add an extra lucrative stream of income to increase your monthly earnings. Just imagine being a National Marketing Director with 2,000 plus customers a week coming into your team.

<b>GROUP DIRECTOR</b>	<b>25 Pence for each new group customer</b>
<b>MARKETING DIRECTOR</b>	<b>50 Pence for each new group customer</b>
<b>SENIOR MARKETING DIRECTOR</b>	<b>75 Pence for each new group customer</b>
<b>NATIONAL MARKETING DIRECTOR</b>	<b>£1.00 Pound for each new group customer</b>

## General Overview of the Pay Plan

Once you have gathered just 6 customers, you qualify for commissions on your **entire** customer base. Your commission is paid as a percentage of the customers monthly telephony or utility service spend. You are paid commission down to **UNLIMITED LEVELS FROM DAY ONE!** When a customer makes a phone call, switches on the kettle or turns on the cooker you earn money - what could be simpler?

At this stage, we have only explained the basics of the pay plan so as not to confuse you. The only concept to grasp at this point is how powerful the pay plan is when coupled with the Utility Warehouse Discount Club products. All of the other exciting payments and bonuses will be covered in more detail in your Distributor pack, which you will receive from Telecom *plus* when you join.

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The following two pages contain an in-depth explanation of what Network, Referral or Multi Level Marketing actually is and also what you could expect to earn over the next 5 years if you decide to build a business with Telecom *plus*.



# NETWORK OR MULTI-LEVEL-MARKETING—WHAT IS IT?

This independent report was produced by The Trading Standards Department, Nottinghamshire County Council  
Trent Bridge House  
Fox Road, West Bridgford  
Nottingham, NG2 6BJ

Often the subject of enquiries and complaints by members of the public to trading standards departments, Multi-Level Marketing (MLM) has for too long been shrouded in mystery and misunderstanding. In this article I attempt to give you the facts about this successful, legal and increasingly popular method of doing business, for your interest and for the benefit of persons seeking advice from our service.

## What is it?

Also known as Network Marketing, MLM is a rapidly expanding method of selling goods and services which is now firmly established in most countries of the free world. It is big business, probably offering the opportunity for wealth to more people than any other form of business. Worldwide sales through MLM are over £7,000,000 annually. 20% of the 500,000 plus millionaires in the USA made their fortune in the last ten years through MLM, and the concept is being taught at Harvard Business School in the USA. The basic principle of MLM which makes it different to conventional businesses is that, instead of a manufacturer constructing a large administrative and sales organisation comprised of employees, self employed distributors are encouraged to build a sales organisation of persons like themselves by their own efforts. Financial rewards are paid based upon total sales of all distributors within the organisation developed by any particular distributor. In such a way distributors are paid in proportion to their efforts in selling and sponsoring others (recruiting).

The types of goods and services available through MLM cover virtually every area of consumer spending: household necessities; slimming products; perfumes; cosmetics; books; food; property development; fitness equipment; financial services etc.

The attractions of MLM include: 1) the availability of a very high income from part-time work; 2) the lack of any significant financial or other risks; 3) for the companies; a highly motivated sales force. Stockholding is unnecessary and products are obtained in response to retail orders.

We are not talking about "get-rich-quick" schemes here, although exceptional people may be able to do so. The vast amount of company profits which would normally be spent on employees, marketing and advertising in conventional businesses, are available instead to pass on to distributors in commission and bonuses. The high income's possible are due to "residual" income, i.e. income based upon previous efforts. Insurance agents, writers, actors musicians earn residual income, provided the policies continue, the books & records still sell and so on. So in MLM, as long as the products sell regularly and your organisation grows, then your residual income increases due to your past efforts in sponsoring. "Linear" income, i.e. a month's work, is always limited to certain levels, whereas residual income is in theory unlimited. However, it must

be remembered that MLM is like any other business in as much as high rewards are solely the product of hard work. Safeguards are built in to the more reputable schemes to ensure that there are no short cuts to success and that the cornerstone of the business consists of retail sales to the public. Some schemes require regular purchases by distributors for their own use, thereby increasing the business volume and therefore profit of each distributor's group. The most stable and successful companies' schemes are firmly based on repeat purchasing of quality products by satisfied customers.

## Complaints & Enquiries

Most justifiable complaints relating to MLM are caused by the over-enthusiastic and occasionally deceptive activities of distributors who are excited at the potential of their business. Problems are usually related to: a) exaggerated claims about the products, b) misleading invitations to meetings where the business opportunity is to be presented, c) reluctance to honour money back guarantees given by the companies, d) misleading information given at business presentations and e) misleading advertising for product sales or recruits.

Invariably, contact with the relevant promoting company will result in swift action against the problem distributor, who would certainly be flouting the company's rules of conduct in most cases. Of course there is always the possibility that the distributor and/or the company have committed offences.

## Common questions about MLM are:

Isn't it pyramid selling? - The Oxford English Dictionary defines the term as "...a form of financial trickery...." Although the term is often used to describe MLM, it is more appropriate to reserve its use for the highly undesirable and now illegal schemes which surfaced in the early 1970's where participants were required to pay large sums to enter schemes and were encouraged to purchase large consignments of goods - the larger the quantity the bigger the discount - before ensuring that they had the customers and the additional participants to supply them to. Naturally, many people were left considerably out of pocket with vast stocks of unsold product.

"Won't it saturate?" The Department of Trade and Industry in an advisory leaflet describes how, within six months there could be 67,000,000 distributors in any one scheme. This is fine in theory, but a dubious statement when some facts are considered: a) the largest MLM company in the world has steadily been expanding for 30 years and its UK distributors number less than 1 in a 1,000 of the population; b) the UK birth rate is many times higher than the rate of increase in numbers of distributors in any major MLM scheme; c) saturation of any particular area is unlikely due to the facility of being able to sponsor persons living anywhere in the UK (or internationally in some cases) without undue difficulty and d) it has never yet happened. "Is it better to get in at the start?" Again the DTI says yes but I am not sure that this is correct. Following on from the arguments above, there will always be a certain proportion of the population which want to participate in any particular scheme and because of the dynamics of populations I suggest that it is no

more difficult to find prospective distributors or customers at a later stage of a scheme than it is at the start. It is also true that some of the most successful distributors started their businesses very recently in terms of the age of the companies concerned. It is possible that a prospective distributor may be better off dealing with an established, stable and financially sound company than a brand new one.

## Legislation

Apart from legislation covering many aspects of specific products, Part XI of the Fair Trading Act 1973 and regulations thereunder govern certain aspects of the operations of MLM schemes.

Most of the larger companies schemes come within the scope of section 118 of the 1973 Act and are therefore obliged to operate within the rules set down in the Pyramid Selling Schemes Regulations 1973 and in Section 120 of the Act. These requirements are directed principally to providing full details of the schemes and the rights of participants to any prospective distributor and to the avoidance of the undesirable aspects of "pyramid selling", e.g. payments or rewards based upon matters other than completed retail sales.

A review of the current legislation by the DTI has been proceeding for a number of years. This may result, among other matters, in restrictions upon schemes where sales to distributors are given more prominence than sales to the public.

Finally, what advice can be given to a prospective distributor who wants to know whether to join an MLM scheme? I suggest the following:

Look at some of the numerous other MLM companies besides the one that you are being asked to join. Compare the quality, range and price of the products and the different marketing plans of each company. Then ask yourself these questions:

- (1) Would you buy the products yourself?
- (2) Are you satisfied with the integrity and stability of the company and the marketing plan?
- (3) Are you willing to put in a significant amount of consistent effort?

If all three answers are yes, there is a lot of money waiting for you, so get started. If you are less sure about the answer to No. 3 consider making a small income by selling only or even joining up solely to obtain product for your own use at less than retail price.

Further information and company details can be obtained from the Direct Marketing Association, of which most reputable company's are members..

Their contact details are as follows:

Telephone: 0207-291-3300  
Fax: 0207-323-4165  
E-Mail: enquiries@dma.org.uk

# THE POWER OF DUPLICATION

One of the best illustrations to show how our business works is the "Penny a Day" chart. Actually, almost everything that's worthwhile takes time, so this chart is certainly not limited to our business.

If you will take a minute to study the chart, some very interesting things become apparent. Let us take a look. The presumption is that we're going to double a penny every day for thirty days.

If you accept the penny as your sole source of income, you might be a little nervous as you approach the middle of the month. Day fifteen rewards you with only £163.84p. This is literally when most Networkers start looking around for greener pastures.

But look what happens the next day. Day sixteen brings you as much as the first fifteen combined!

Also, another point for the network dropout, who now moves on to start this whole process over again in a new programme, is to relate this 30 day table to your first year in network marketing. Applying the proof on our chart, their first six months may only bring in £327 but the second six months would be worth £10,000,000!!

**The problem with most Networkers is that they actually quit before pay-day!**

Suppose your first commission cheque in networking was only 1p....., how long would you stick it out? Well, keeping our penny chart in mind, imagine if your 1st. cheque was just £10, how long would you stick it out?

I'll save you the trouble of doing the maths. By doubling your first £10, your sixth cheque would be £320. You may be thinking, "Big Deal!" but this is proven to be a benchmark that eliminates dropouts!! Also, by giving up now, you would miss out on your twelfth cheque for £20,480, bringing your first year's total to £40,950.

Set I'll ask you again, what if your first cheque was £10? How long would you stick it out?

When a struggling Networker whines, "I put in all of this effort and all I made was a lousy £25, it is obvious that a) they probably don't have a system and b) they don't understand the most basic concept of network marketing **THE COMPOUNDING OF NUMBERS!!**

There is a guy that used to own a McDonald's franchise. At the time he operated three locations and was opening the fourth. He was convinced that his future was assured if he continued to grow with that company. However, he had millions tied up in equipment and inventory. Also, he was quite frank about admitting that, working 16 plus hours a day, 6-7 days a week, it took each unit 4-5 years just to break even. Not profit.....**JUST BREAK EVEN! IT TAKES TIME!!**

When asked what he thought was the most amazing invention he had ever seen, Albert Einstein's reply was compound interest! Far too many people do the right thing in network marketing yet quit in frustration because they have so little to show for it. They give up before exponential growth has a chance to take them beyond the middle of the month!!  
Now you can **PLUG IN, BE CONSISTENT, LEAD BY EXAMPLE** and reach your financial goals a lot sooner than you think!

DAY	AMOUNT
1	1p
2	2p
3	4p
4	8p
5	16p
6	32p
7	64p
8	£1.28
9	£2.56
10	£5.12
11	£10.24
12	£20.48
13	£40.96
14	£81.92
15	£163.84
16	£327.68
17	£655.36
18	£1310.72
19	£2621.44
20	£5242.88
21	£10,485.76
22	£20,971.52
23	£41,934.04
24	£83,886.08
25	£167,772.16
26	£335,544.32
27	£671,088.64
28	£1,342,177.28
29	£2,684,354.56
30	£5,368,709.12

If you still perceive Network Marketing as a pyramid scheme or some kind of get rich quick scheme, I'm afraid you're years behind on your reading. Network Marketing has come of age and is being utilised by some of the top corporations world wide. In fact the DTI here in the UK have just passed new legislation to take Network Marketing into the next century and beyond. Another fact that will astound you is that Network Marketing has produced more millionaires than any other industry!!

Word of mouth advertising has always been the most powerful method of marketing and now technology has given it the fuel to explode as a technique and an income opportunity.

**"WHEN CHANGE OCCURS, FORTUNES ARE MADE"**. Well, what do you suppose is going to happen now that technology has sped up the rate of change? It's obvious! Opportunities abound and people are waking up to the possibilities!.... It's just mind-boggling!

**Some people are making things happen.....**

**Some people are watching things happen.....**

**And some people don't know what's happening.**

If you're going to be successful and, it doesn't make any sense to just jump in without knowing something about it, give yourself a chance to succeed! Learn what the ground rules are **BEFORE** you get started in a home based career

It's a simple business. Get excited about "The Mission" and then get excited about being paid to share your excitement and about making money for your efforts because that's what Network Marketing is supposed to be about. That's the meat of it, that's "The Mission". But if you don't really understand that it takes time to build a sales organisation from which you will receive overrides, then you will fall prey to the same fate that so many others have experienced. Understand the penny-a-day concept, and you won't get discouraged when your first cheques are fairly small. Instead, you will note that you're on the right track and it will give you the determination to remain constant and consistent.

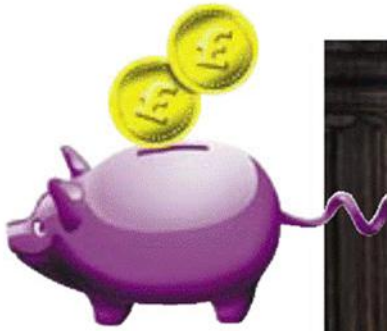
Before you turn the page, be sure that this idea is clear. Take one more look at the 30 day table and lock the power of this concept into your brain as you review the strategy and the system which is actually geared to create cheques that you have only dreamed about!

A little bit of common sense can go a long way in getting you off to a great start in an industry that is exploding. The timing is perfect and you can get started today. Just like an avalanche, it will take a little effort to shake it loose.....but once it gets moving.....

**THERE'S NO WAY YOU CAN STOP IT!!**



# Number 1 in Europe!



## A passion to be the best



RETURN ON CAPITAL EMPLOYED  
**76%**

### TELECOM PLUS BRITAIN

The founder of Telecom plus says it is his passion and entrepreneurial ambition that has helped drive the company to the top of this year's survey.

The unorthodox business has been locked in a David and Goliath battle for market share. It relies on customers' word of mouth to promote its discounted telephone, internet, gas and electricity services.

Chief exec Charles Wigoder, 44, (above) believes "businesses that are run with inspiration and imagination are invariably more exciting and successful places to be."

He is a seasoned telecoms executive who also has worked as a securities analyst and chartered accountant. He is a sharp-minded businessman who is not afraid to speak his mind.

"What differentiates me from my competitors is my personal involvement in Telecom plus - Telecom plus is my passion," he says.

"My success as an entrepreneur will be judged by the size and profitability of the business I build and I find it enormously satisfying to compete successfully against large multinational companies with far greater financial resources than ourselves."

He also has talents outside the corporate world. This year he won a major international bridge tournament in Las Vegas competing against the world's top players.

In just over five years, his business has amassed nearly 200,000 domestic and small-business customers, 15,000 of whom sign up new

customers in return for a residual income and cheaper utilities.

Trading as Utility Warehouse, Telecom plus is a "virtual" retailer, so has no shops - just a call centre and 180 staff to provide back-up.

Low overheads allow Wigoder to offer cut-throat rates, driving average sales growth of 39% over the past three years. "The secret of our success has been our unique business model," he says. "We also have the ability to move quickly to take advantage of opportunities."

In contrast, competitors are lumbered with bureaucratic management and costly infrastructure, he says.

"We are the only entrepreneurial-focused business in a market which is dominated by former state-owned monopoly suppliers."

Unlike his peers, his remuneration comes largely from dividend cheques - another powerful incentive to perform.

However, his aggressive approach to marketing led him to fall foul of regulators three times for misleading advertising.

Wigoder wants to gain further market share in the UK. So far it only has 1% of a multi-million pound potential.

Telecom plus is one of five UK retailers that dominate the top of the list.

RANK	COMPANY	COUNTRY	ROCE% (see above)	3YR AVG ROCE%	SALES (&#x20ac;m)	3YR AVG SALES GRTH%	COMPANY DESCRIPTION
1	Telecom plus	UK	75.72	53.53	118.1	39	Bulk-buys cheap call-time and sells to phone users.
2	Topps Tiles	UK	67.22	52.57	223.9	32	Britain's biggest tile and wood-floor supplier with 200-plus stores.
3	Games Workshop Group	UK	53.54	55.82	221	14	Makes model soldiers, systems and kit for tabletop war games.
4	ScS Upholstery	UK	47.32	57.6	171.5	33	Mid-market sofa and armchair retailer, dealing in leather and fabric.
5	Ted Baker	UK	46.44	46.55	1277	19	High-street fashion chain specialising in casualwear for twenty-somethings.
6	Illiad SA	France	39.47	45.56	293.1	92	High-flow ADSL connections, supplying internet, telephone and TV services.
7	Hellenic Duty Free Shops	Greece	38.93	32.44	231.2	17	Operates 56 duty-free shops at airports, ports and border posts.
8	McCarthy & Stone	UK	37.62	31.85	378.6	17	Redevelops brownfield sites into private retirement homes.
9	Cias Ohison	Sweden	36.68	38.44	281.7	22	Sells DIY products by mail-order, internet and shops in Scandinavia.
10	Paddy Power	Ireland	36.58	34.39	913.6	36	Ireland's biggest bookmaker. Operates via internet, phone and 150 shops.

## What sort of help and support can you expect?

In our 'Team', which is headed by National Marketing Director Steve Critchley, you will be given the training, advice and ongoing guidance that have made the group the biggest and fastest growing in Telecom *plus*. Although you will be in business for yourself, you will never be by yourself. You can expect the following benefits:

1. [Regular e-mails](#) for you and your group for information, inspiration, motivation and recognition, as well as top tips for massive growth of your business from the top earners in Telecom *plus*.
2. [Access to the best Executives who have excelled in certain disciplines](#) whether you want assistance in gathering customers, building a team, working your warm market, advertising, direct mail, door knocking and working shows or fetes. We definitely have the expertise to help you!
3. [FREE ongoing training by your upline sponsorship team](#), your immediate sponsor (the person who introduced you to Telecom *plus*) will give you the support you need to get started and there are several people in your upline organisation who are keen to help you succeed. They will be happy to assist you with training and support, especially in your first few months.
4. [FREE College of Excellence training](#) is held at over 25 locations around the country and will equip you to gather customers easily whilst building a huge team of distributors who all put money in your pocket every month.
5. [24 Hour telephone recruiting message](#), direct your prospects to this pre-recorded telephone information line on 0208 955 5678. This gives them a multitude of clear reasons why they should join.
6. [Your own personal company sponsored on-line web site](#) available to all Distributors in our team. Check your customer status, growth of your team and all the latest company news.
7. [Direct personal contact with the top Distributor in our team](#). you and all of your team can contact Steve Critchley at any time for a chat, advice and/or training.

## WHAT YOU NEED TO DO NOW!

This all sounds great, but what's the catch we hear you thinking? Well, let's ask you a serious question: How much would it be worth to you to receive an income that you'd be delighted with, one that keeps on rising month after month even if you decided not to work and that would allow you to retire in 3 to 5 years?

What price would you really be prepared to pay to receive a lifetime of residual income that you can't stop, share options to put in the bank, to give you a strong pension, and a secure financial future for your family, no matter whether you lose your job, unseen problems arise or you fall ill and can't work again? How much would it be worth to you?

As you read earlier on, it costs £199.75 to join. Now measure that against the time freedom you now have and how much longer you'll have to work just to be too old to enjoy the freedom of retirement. How does a 3 - 5 year plan for time and income freedom sound as opposed to the other option, the 30 to 50 year plan? At the end of the day, you've got nothing to lose apart from a job that you probably don't want to do. Or a future that you don't want to have.

Now this part will delight you. You get to try this business first and in the unlikely event you decide that this is not for you, you have the right to a full refund of your small investment less a percentage for any marketing materials you may have used.

Now you're in a 'win-win' situation. You have absolutely nothing to lose apart from a little time.

You originally responded to this business proposition because you wanted to make a change and be in control of your own affairs. All we ask is that you make a decision. As you've nothing to lose the only sensible decision is to get started, isn't it? It might just be the future you're looking for and we're able to help you extract what you want from it. You can contact me **NOW** on the number below. If I'm not in, leave a message and I'll call you back ASAP:

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