

RETAIL SALES INSTRUCTIONS & EXAMPLE ON 15,000 BOOKS SOLD AT \$9.95 EACH

License Distributor Kit Plan #1 is the **RETAIL SIDE** of your business. You actually buy our books at the Distributor discount price and then sell the books at the retail price of \$9.95 each for a **PROFIT**. Of course, you'll not sell 15,000 books in one swell swoop, but over time you can. **Example-1** below illustrates the basic differences in how money is generated for you, in **Plan #1(Retail Method) vs Plan #2(Commissions Method)**. Obviously, **Plan #1** was developed to accommodate the major book dealers—who not only have a national, but a global marketing and sales network already in place—and who can realize **mega** returns on their investment with our maximum book discount. But, we've also fashioned this plan so that **anyone** can come aboard, even with **modest** financial means, and, too, over time—as illustrated in **Example-2** below—can realize this same **mega** return. No one needs to tell a **SUCCESSFUL BUSINESS PERSON** the importance of **KEEPING GOOD RECORDS**. But, for the rest of you just starting out in your home-based business—here are a **FEW POINTERS**.

1. Apply for your **ASSUMED BUSINESS NAME**, usually located at your town's city hall business-related building.
2. Open up a **CHECKING ACCOUNT** in the name of your business.
3. Find a **CPA** and articulate your business plan (show documents we've sent to you)—to select the appropriate **ACCOUNTING DOCUMENTS** and **FILING SYSTEM**.
4. **NETWORKING, RE-EDUCATION, HONESTY, FOCUSED, SACRIFICE, DEDICATION** and **PRIORITIZING** are the **BIG-7** in any successful business endeavor.

With the preceding 4 points addressed by you, let's get on with the **BUSINESS OF RETAIL**. Here are the simple steps:

1. **START** with your present 114 book inventory—this is the quantity of books that came with your purchase of License Distributor Kit Plan #1.
2. **REVIEW** all documents in Plan #1.
3. **SELL** the books at \$9.95 each retail—and **KEEP** the money—It's yours!
4. **MAKE** a receipt of each sales transaction, for you and your customers—use the small receipt-book provided in Plan #1, if you do not have a cash register.
5. **REINVEST** the monies you've received from your book sales to buy a larger quantity of books from us, at bigger discounts—for increased profits (see **Example-2** below).
6. **REPEAT** steps 3, 4 & 5.

EXAMPLE-1 RETAIL vs COMMISSIONS METHOD				EXAMPLE-2 INCREASE YOUR BOTTOM-LINE CASH BY CONTINUOUSLY REINVESTING ALL OR PART OF YOUR RETAIL PROFITS INTO LARGER BULK-DISCOUNT BOOK PURCHASES! SEE CHART BELOW!			
SEE THE PROFITS YOU CAN MAKE FROM EACH PLAN BELOW BASED ON A 15,000 BOOK TRANSACTION EXAMPLE FOR EACH!				(A) BOOKS IN YOUR INVENTORY	(B) REVENUES PRODUCED FROM BOOKS SOLD IN (A)	(C) MORE BOOKS BOUGHT USING REVENUES IN (B)	(D) DISTRIBUTOR DISCOUNT AVAILABLE TO YOU
PLAN #1 - RETAIL		PLAN #2 - COMMISSIONS		114 >	\$1,134.30 >	142 >	\$7.95
GROSS SALES 15,000 X \$9.95	\$149,250	GROSS ORDERS 15,000 X \$3.95	\$59,250.00	142 >	\$1,412.90 >	177 >	\$7.95
YOUR COST 15,000 X \$3.95	- \$59,250	YOUR COST	0	177 >	\$1,761.15 >	221 >	\$7.95
YOUR PROFITS THRU RETAIL	\$90,000	COMMISSIONS \$59,250 X 30%	\$17,775.00	221 >	\$2,198.95 >	276 >	\$7.95
				276 >	\$2,746.20 >	345 >	\$7.95
				345 >	\$3,432.75 >	532 >	\$6.45
				532 >	\$5,293.40 >	820 >	\$6.45
				820 >	\$8,159.00 >	1,525 >	\$5.35
				1,525 >	\$15,173.75 >	3,570 >	\$4.25
				3,570 >	\$35,521.50 >	8,358 >	\$4.25
				8,358 >	\$83,162.10 >	21,053 >	\$3.95
				21,053 >	\$209,477.35 >	118,348 >	\$1.77
				118,348 >	\$1,177,562.60 >	665,289 >	\$1.77