

Recruiting - The Passion Biz System page 4



Selling—The Passion Biz Way

I've been a salesman my entire life. I'm a good salesman but not great, unless I get passionate about something, then look out! I have never been able to sell something that I don't believe in. It has and never will be just about the money!

Why do I preface this article with this information? **Passion Biz** is all about passion! I believe this business will change the world, by helping the average Joe or Jill bill a business built around their passion.

You will never become wealthy as an employee, I don't care if you are making \$500 an hour. You have to be a business owner. The greatest business owners build businesses around their passions. **Passion Biz** accomplishes both.

You must understand that all businesses have products and services and no income is generated without someone buying them. So either you have a great internet marketing machine or you have salesman or

both. **Passion Biz** has both. The bulk of the sales we come through you, our selling agents. So it is critical that you understand our philosophy on selling.

Selling is best accomplished by word-of-mouth, referrals. Someone telling someone about a product or service. This is the heart of the **Passion Biz** way of selling. Selling agents need to talk to people they know and have influence with.

(Continued on page 4)

INSIDE THIS ISSUE:

<i>Editors Page</i>	2
<i>Cover Story</i>	3
<i>Selling</i>	4
<i>Club News</i>	5
<i>Marketing</i>	6
<i>Internet</i>	7
<i>Final Thoughts</i>	8

Lindsay Parker—Owner/ Editor



“PASSION BIZ WILL
 HELP YOU FIND
 YOUR PASSION,
 EVEN IF IT IS JUST
 GETTING OUT OF
 DEBT AND RETIRING
 IN LESS THAN FIVE
 YEARS”

Well new recruits welcome to **Passion Biz**. This is the first issue of The Passion Biz Magazine! 2014 is the beginning of a new era in how business is conducted in the United States and the world.

Passion Biz is a unique company. There is nothing like it out there. Where did it come from? It came from me, Lindsay Parker. Who am I? I'll tell you my story and how **Passion Biz** came to be. I'm 56 years old and I'm a thinker. When I'm by myself I try to think of what I can do to make the world a better place.

Twenty-Five years ago I was a new doctor living in California with my wife and six kids. I work for a doctor in Tehachapi, California three days a week and I was opening a new practice in the small town of California City, thirty miles away. In those early years in California City I had days where I would only see two or three patients a day. So, I spent a lot of time out behind my office in the desert ponder life. That was the beginning of **Passion Biz**.

Over the next few years I bought the doctor out in Tehachapi, CA and built my practice into a multi – million dollar grossing practice. The bigger I got the more I realized that everything depended on me or the other doctors that I hired. If we didn't see patients nobody made any money. I realized that even though I was making a lot of money, I was still “trading time for money.”

My brother-in-law introduce me

to Amway. That is when I learned the concept of “residual income.” I was ruined for life. I only did Amway for a few months, until realized that, other than the Amway built products, they were overpriced to pay the downlines. Over the next few years I was in several network marketing companies. The principle of residual income is true but most of the MLM businesses that I was in were flawed. Either the owners were crooks or the regulators didn't like them for some reason and put the cabosh on them. So I decided I wasn't going to rely on anyone else. I built my own network marketing company called Huntn Biz. We had a blast, the concepts were correct, but I made some mistakes in the design, financing, and the distribution . So after five years of working my tail off and a million dollars later we closed the doors. That was in 2008, over the next six years I did various sales jobs while I redesigned **Passion Biz**. I've taken everything I've learned in life and designed what I believe is the ideal business. A business that is build on correct principles. It's simple in design, anyone can do it and understand it. It is internet driven so the overhead is low. The products have great value and everyone needs it.

I believe **Passion Biz** will become a great success story, but more importantly, I believe it will change the lives of thousand for the better.

Here's the bottom line:

1. Everyone need to be a business owner but it is vary

difficult to do if you have never done it before or don't have a lot of money. **Passion Biz** has the simple proven system to help everyone do it..

2. Residual Income is everything when it comes to finances. The banks understand this concept, the average Joe doesn't. **Passion Biz** will teach you how it works.
3. Financial principle such as debt elimination must be learn and achieved to ever get ahead. The **Success Club** will teach you how to do this.
4. Passion is what fuels the fire in your business. It gives you the work ethic that is indispensible for a successful business. **Passion Biz** will help you find your passion, even if it is just getting out of debt and retiring in the next five years.

I know that these principles and concepts can and will change your life for the better, if you will study them and implement them in your lives.

Welcome aboard, hang on for the ride of your life!

Lindsay

Recruiting - The Passion Biz System

Most business startup costs are hundreds of thousands of dollars and don't turn a profit for three years. **Passion Biz** has the system where you can get started for a \$1000 the first year and can make a net profit in the first year.

When are you going to retire? Most people don't know and figure they will work until they die. Well retirement is all about residual income. Money that comes in every month, just like your bills. Well **Passion Biz** will help you build residual income that will; help you get out of your J.O.B., retire in 5—10 years, and live the life you have always dreamed of.

Passion Biz currently is designed in a direct marketing format not a network marketing format. In the future this could change but currently we chose this format for two reasons. One, we want to focus on the products, and two, we want to keep the growth slow and steady. **Passion Biz** is a debt free company and will always be. We are not going to go out and borrow a bunch of money. This being said, the direct marketing format, usually, has slower growth and gives us the time to build our products into the best there is and to recruit slow enough to give all our selling agents the time to learn the system correctly. Yet the direct marketing format does have one level of override so you can build residual income.

Residual Income is everything. I'm a doctor and when I was practicing fulltime I made good money, but I soon realized that

it was all me. If I went on vacation the income stopped until I got home. I didn't like that. When I learned about residual income I hung up my clinic jacket and have spent the rest of my life developing residual income. How? I have done MLM, I own rental properties, I've been and insurance agent and securities rep. These all generate residual income. But I discovered two things. One, most of these other business I didn't enjoy and Two, most other people couldn't do them. Enter **Passion Biz**. We have solved both problems: One by helping you find what your passion is and two by designing a simple system that everyone can do!

Let me show you how powerful residual income is. If you recruit another selling agent in **Passion Biz** you will earn \$15 per month off that agent as long as he remains active. \$15/mon = \$180/year. You would have to have \$9000 in the bank making 2% guaranteed return on your money to equal that one recruit. Now you tell me if you think it would be easier to recruit one other selling agent this year or to save an extra \$9000. Let's say you come to work fulltime and you are a poor salesman, but you still recruit one new agent a month. That is equivalent to putting \$108,000 in the bank this year. Anyone, that learns our system and works hard can do that!

Could you live on \$165,000 a year! Well it is possible through **Passion Biz!**



How are you going to make this happen? First go through all the selling agent tutorials in the back office of your personalized website (available only to active, paying selling agents) and then have your **start-up meeting** with your manager. Remember, 'in **Passion Biz** you are in business for yourself, but not by yourself.' You see, the overrides your manager receive are for training you and helping you learn our system and showing you how to do it.

"Life is too short to spend any time doing something that you are not passionate about"

Welcome aboard, let's change the world!

Lindsay Parker

"LIFE IS TOO
SHORT TO SPEND
ANY TIME DOING
SOMETHING THAT
YOU ARE NOT
PASSIONATE
ABOUT!"

LINDSAY PARKER



Selling—The Passion Biz Way

(Continued from Cover Page)

I have worked with hundreds of selling agents in all types of business. Many new to the sales world will say, "I don't want to talk to my family and friends about this." I tell them, "you are in for a long tough ride." We have had our own call centers that have generated thousands of leads for our selling agents. So they don't have to talk to people they know. Do you know that Eighty percent of all the sales still came through referrals not the leads! It's the difference between what is know in the sales world as "warm market" versus "cold market." I always ask do you want to do this the easy way or the hard way? The easy way is always working in your warm market.

Now having said this I know that for myself I can't recommend something to my closest people unless I believe one hundred percent in what I am offering them. It must have value and it must be for their benefit. Well, Passion Biz has it all. It is what I have lived for most of my adult life. In my opinion **Passion Biz** is the ideal business. I know if you feel the same way I do about the **Passion Biz** system, selling will be easy because you will naturally, not faking it, be so excited about what you are offering them!

Recruiting. If you are recruiting someone into the business as a selling agent. You are showing them a business that will change their lives and help their dreams come true! That is working in a business built around their passion and building residual in-

come that will help them retire soon and with a better lifestyle. Subscribers. If you are selling them a subscription to one of the clubs. You are showing them how to become a part of a community that is built around their passion, that has tons of value.



Passion Biz and the **Clubs** are great right now! They have value. If you pay \$399 one time, plus \$50 per month for one year to be a selling agent, that is \$999. One thousand dollars to learn everything available to you as a **Passion Biz** business owner is nothing. Even if you give it a year and decide it isn't for you, you will have received thousands of dollars in value. **Passion Biz** selling agents get their own personalized website. In the back office there are hours and hours of tutorials, teaching you how to be a business owner, salesman, and much more. You receive free subscriptions in the **Success Club** and one other **Club** of your choice. The **Success Club** gives a new subscriber a free Life Evaluation, which has a Financial Evaluation as part of it. This on the open marketing would cost you thousands of

dollars and you get it for free in your initial sign-up fee. The **Hunt & Fish Club** has great value as well. Along with the monthly magazine, exclusive videos, etc. you get a free membership in the **North American Deer Slam Club**, The **Fish Slam Club**, and **Rocky Mountain Hunter Newsletter**. No one can dispute the value of our products and services and guess what? They will continue to get better and better every year!

So first you must believe in what you are selling. So do your due diligence until you have a passion for this business. Then get with your manager and put a business plan together. We have given you the tools now you provide the desire and the work ethic and you can't be stopped!

Lindsay

“DO YOU WANT TO DO THIS THE EASY WAY OR THE HARD WAY?” USE YOUR MANAGERS AS A MENTOR TO START SELLING RIGHT!

Club News

Where you learn the latest and greatest about each Club!

Currently, we have the **Success Club** and the **Huntn & Fishn Club**.

We are looking at starting the Ladies Club, which is like Pinterest in a Club. Also there is a lot of interest in the Outdoors Club where all types of outdoor sports will be included (ie skiing, camping, hiking, kayaking, surfing, etc).

Once you come on board make sure you let us know what your passions are. Unless you are a

self-improvement Nut or Huntn & Fishn Nut there isn't a Club for your passion. We will start a blog once there are ten associates in your passion. That way you can communicate with your passion community until there are around 100 members. Once we hit 100 members of that community we will go to work on building that Club!

If you are interested in being a Partner with Passion Biz on a club, let us know we will send you a packet.



If you know someone interested in partnering with Passion Biz to create a new Club contact Passion Biz at :

thepassionbiz@gmail.com

Success Club

Make sure you have completed your **Life Evaluation**. One of the main sections in the Life Evaluation is the **Financial Evaluation**. First, it's hard to improve if you don't know where you are and once the evaluations are complete you can set goals to get you to where you want to be. These evaluations

will give you the numbers. Once you have completed these you can enter the data into your own personal **Dashboard**. So every time you or a friend gets on your personal website you can see how you are doing in each area of your life: Life Balance, Daily 10, Goals, Financial, Debt, Residual Income, Debt Free Days!

These numbers are Year-To-Date numbers so at a glance you can see if you are on track and in a glance know where you need to improve!



“WOULD YOU LIKE TO KNOW WHEN YOU CAN RETIRE AND A WHAT LEVEL OF COMFORT? THE FINANCIAL EVALUATION WILL HELP YOU DO THAT!

Huntn & Fishn Club

January is the beginning of the hunting newsletters. The **Rocky Mountain Hunter Newsletter**—*The Scout* is for all species of western big game. **The North American Deer Slam Club**—*Bucks*, focus on Deer. These newsletters are produced to help you, One, not miss the application deadlines, Two, understand how each state plays the applications game, and Three, know which are the best units for each species of animal.

Some units are better for trophy

animals but you may never draw a tag in your lifetime. Other units may not have the same trophy quality but you can get a tag and hunt!

We have reps for each species of animal and reps for most of the western states. So if you have questions, you can email them for help.

Don't forget we would love to see your pictures. Go to the photo galleries on the websites of the Huntn & Fishn Club, the

North American Deer Slam Club, and the Fish Slam Club and upload your photos!



Marketing

Marketing is nothing more than exposure of your business to the world. **Passion Biz** markets to the world in many ways. First, and foremost, word-of-mouth. Our selling agents, subscribers and friends pass on the good word to others. Selling agents are our sales force to recruit new agents and sell subscriptions to our friends. Subscribers purchase our Club subscriptions. Friends are those that get certain items for free from those above. The internet has become the marketing mechanism of our day. Continue on to the next page to see how we are using the internet with our companies.

Below describes our referral based marketing. Selling agents need to make a **Top 50** list with their manager and start getting them on the weekly recruiting webinar. Subscribers don't sell but they do get referral credits when they refer their friend to the different Clubs to which they subscribe. Friends will find us by word of mouth, on Facebook, YouTube and other social media, and marketing campaigns.

Order your business card today so as you run into potential clients you have a professional way to stay in touch with them or get them on the website to get them

in the marketing funnel.

Selling is marketing one-on-one, every selling agent needs to get good at talking to a lot of people. It doesn't have to be more than what we call your elevator approach, like, "hi you seem like a sharp guy/gal, what do you do for a living?" It doesn't matter what they say. You say, "do you see yourself doing that for the rest of your life?" If they say no say, "You need to do what I do?" When they ask what is that, give them your card and have them get on the weekly recruiting webinar!

"...EVERY SELLING AGENT NEEDS TO GET GOOD AT TALKING TO A LOT OF PEOPLE." PRACTICE YOUR ELEVATOR APPROACH!

Referral based marketing

Word of mouth is the best way to market anything! Even the viral internet stuff is done word of mouth, or should I say "word of text."

You have to talk to those you have influence with, typically your family and friends. We don't expect you to talk to your closest associates unless you believe what we do is going to be a great help to them. So dig in and learn everything there is to learn about Passion Biz and our System. We are sure you will believe like we do that this is the ideal business!

Meet with your manager and get started today!



Passion Biz—Business Cards

Every businessman and woman has a business card, it's the only truly professional way to give a potential recruit or client a quick note on who you are, what you do, and how to get ahold of you. Writing your number on a napkin and handing it to someone is the surest way to be lost!

You can order business card for your **Passion Biz** business, the **Success Club**, the **Hunt &**

Fishn Club, the **North American Deer Slam Club**, the **Fish Slam Club**, or just a generic card.

- Cost:
- \$40 per 250
- \$50 per 500
- \$60 per 1000



Go to each individual store or email your request to thepassionbiz@gmail.com

Internet

The internet has changed the world! It has also change how business is done. **Passion Biz** and the **Clubs** use the internet for almost everything we do.

When someone wants to join **Passion Biz** as a selling agent he join through one of our current agents online store. As selling agents begin to recruit and build their sales organization, they can track their teams production, view their commission check, see how many new friends have register on their site, and much more. They track their subscribers and product purchases from the store, as well.

If someone wants to become a subscriber to one of our **Clubs** they go to the store for that **Club** and join. Their products and service are build into their back office. The monthly magazine, exclusive videos, newsletters and more.

We market **Passion Biz** and the **Clubs** on the internet through Facebook, Youtube, Twitter, Instagram, and more.

Check out all the Facebook pages below and follow and like them. Also go to YouTube and subscribe to the **Passion Biz** page.

Also even if your friends do join the business make sure they like us and subscribe to our pages.



“MAKE SURE YOU FOLLOW AND LIKE US ON FACEBOOK AND SUBSCRIBE TO OUR YOUTUBE CHANNEL! AND HAVE YOUR FRIEND DO IT AS WELL!”

Facebook

Follow our Facebook sites at:

- Facebook/Passion Biz
- Facebook/Success Club
- Facebook/Huntn and Fishn Club
- Facebook/North American Deer Slam Club
- Facebook/Fish Slam Club

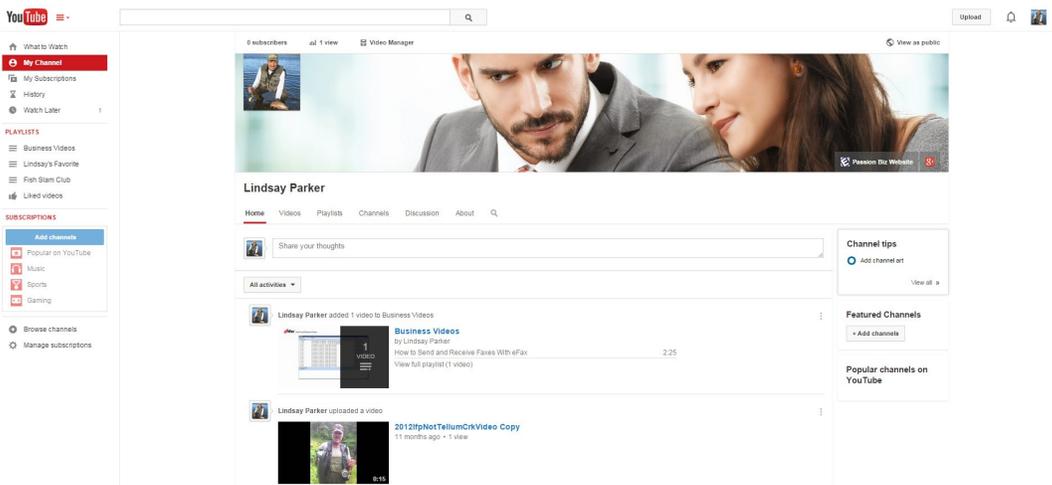
Facebook/Rocky Mountain Hunter Newsletter



YouTube

Subscribe to our YouTube sites at:

- YouTube/Passion Biz
- YouTube/Success Club
- YouTube/Huntn and Fishn Club
- YouTube/North American Deer Slam Club
- YouTube/Fish Slam Club
- YouTube/Rocky Mountain Hunter Newsletter



PassionBiz

Never work another day in your life...

Passion Biz is a company designed to help the average person discover his or her passion, build a business around that passion, get out of debt, build a residual income, and retire in less than five years! We know most people wonder how they got to be where there are. Everyone had dreams when they are young. What happened to those dreams? Life got in the way. No one has mentored you on how to build the ideal life.

The owners of Passion Biz have dedicated their lives to discovering a simple formula that will help the average person achieve his or her dreams and it doesn't take a lifetime to do it. In one year you can build the foundation that will take you to where you want to be in less than five years! Learn this system and give it all you have got, and be happy!

PASSION BIZ THE COMPANY THAT TURNS YOUR PASSION INTO A BUSINESS

"Life is either a daring adventure or nothing at all. Security is mostly a superstition. It does not exist in nature." *Helen Keller*

"Today I will do what others won't, so tomorrow I can accomplish what others can't"
Jerry Rice

"That's been one of my mantras—focus and simplicity. Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."
Steve Jobs

Passion Biz

675 West 100 South
Heber City, UT 84032

Email: thepassionbiz@gmail.com

(801) 318-5645

WE ARE ON THE WEB! WWW.PASSION-BIZ.COM
