

An exclusive offer to Janet Switzer's community for the first 50 consultants only...

Finally... the Consulting “Profit Formula” That Helps You Easily Sign-Up Quality Business Clients, Then Focus Your Time on Solving What They Say Is Their #1 Challenge...

Profits and Cash-Flow.

Announcing: An opportunity for a select group of savvy consultants to become income-generation specialists for small businesses... helping them establish revenue systems that bring in the cash (and earning as much as \$1,000 per hour for your advice).

Dear Consultant,

Starting this month, international business authority Janet Switzer will personally go to work helping a select group of independent consultants recruit many more clients than they have right now... while they get paid monthly retainers of \$2,000 to \$3,000 each (for just a few hours of advice) and differentiate themselves from thousands of other consultants as a unique income-generation specialist in their local market or chosen industry.

Will one of these select consultants be you?

If you are, you'll join Janet Switzer and her team in her latest global venture, where she'll develop the next generation of profit advisors for businesses—delivering a revenue-focused service that virtually every business owner wants...and desperately needs.

Why is Janet launching this network—and why is she extending an invitation to you?

For some time, Janet's readers who are consultants have asked if they could use the strategies in her #1 bestselling book, *Instant Income*, to find more clients—then systematically help those clients bring in more cash-flow.

The answer is “yes”—and because Janet has already spoken with you and knows you to be a knowledgeable businessperson who understands the needs of small businesses, Janet is offering to give you and other select consultants the system that you, collectively, have told Janet you want and need. It's a system that:

- Helps you get more clients in way that educates them on your value and actually "pre-sells" them before they ever contact you

- Gives you an easy-to-follow approach that will standardize the service you provide to clients (meaning less custom work and never a crisis deadline)
- Provides a way to grow your consulting business and earn monthly retainers from every client—alleviating your own cash-flow problems and eliminating the “feast or famine” experience of most consultants
- Keeps you focused on your consulting business, rather than wondering about the newest gimmick, mastermind offer or home-study course from the latest marketing “guru”
- Provides strategists you can talk to—instead of a home-study course that leaves you to implement on your own

These are the same resources that hundreds of consultants have told Janet and her team over the years they want and need.

And now we’re delighted to announce the launch of a global network of business consultants—a new and exciting venture based on 25 years of Janet’s proven income systems, revenue-generation strategies and business-building tactics—that will not only deliver resources to independent consultants, but also give Janet the opportunity to work directly with those who make cash-flow and income-generation the focus of their consulting work.

Of course, profits and cash-flow are what business owners say they want in this economy. And offering this uniquely focused service will make you different from every other consultant in your local or vertical market.

How important will that be to you as a consultant? Well, considering that the U.S. consulting industry generated more than \$115 billion in revenues in 2012 alone...and considering that it’s the 4th highest paid profession (according to Forbes)...and considering that more and more businesspeople are moving from the corporate sector into consulting (making it one of the fastest-growing professions today)—**wouldn’t a system that gives you an edge in this highly competitive, highly paid and high-growth field be something of interest to you?**

Not only that, but countless news stories have already reported on this exciting trend: That small- to medium-size companies are hiring outside contractors over salaried employees in record numbers, due to the escalating cost of bringing on full-time management level employees.

The market is big...it’s growing... and it needs YOU. If you're an independent business consultant, and you need a better way to get new clients... or a way to deliver consulting advice that gets results... or a definitive process for managing the client relationship...

This new consulting approach should be of interest to you.

For the first time ever, Janet Switzer and her team will provide everything you need to...

- Recruit and sign clients to one-year consulting engagements that pay \$24,000 each (or higher).
- Confidently work with clients in a structured format, helping them establish income-generation systems in their business based upon proven marketing, sales, media, joint venture, Internet and new business development methods.
- Conduct meetings with your client and their key staff once a month—training them in one new income-generation system, then facilitating an implementation plan to establish that system.

- Re-enroll clients into lucrative, easy-to-deliver contracts year after year as they grow.

Are you interested? If so, you should act quickly since Janet is planning to work with only a small group of consultants initially. (Reserve your spot as one of these select “profit advisors” [here](#).)

Why Has Janet Switzer Decided to Work on Building YOUR Consulting Business In Addition to Managing Her Own?

As you're probably aware, Janet has been the income-generation strategist to many of the world's top celebrity entrepreneurs for nearly 25 years. Jack Canfield of *Chicken Soup for the Soul*...Jay Abraham, underground marketing guru...Les Brown, leading motivational speaker...plus top business authors like David Bach (*The Automatic Millionaire*), Mark Victor Hansen (*Cracking the Millionaire Code*), Lori Beth Jones (*Jesus in Blue Jeans*), Dr. Roger Callahan (originator of tapping therapy), Roxanne Emmerich (*Thank God It's Monday!*)...have all been her high profile clients.

Janet could easily continue bringing in new clients to her agency, write more of her own *New York Times* bestsellers, speak worldwide at business conferences, and spend her days working in the background with just a handful of top-tier experts.

But a recent phenomenon convinced her that “staying in the background” isn't what the market needs today.

When Janet released her bestselling book, *Instant Income*, she introduced business readers (many for the first time) to 35 powerful strategies virtually any business owner or innovative employee could use to bring in emergency cash-flow. The comments and accolades that book received proved to Janet that—despite an entire generation of “business gurus” who had self-published books and taught courses for more than 30 years—there were still millions of business owners worldwide who had never been exposed to powerful income-generation strategies.

When *Instant Income* was released globally from McGraw-Hill Publishers—even becoming distributed in such remote places as Kuala Lumpur, Malaysia and Dezhou, China—businesses finally began to see a better way to solve their #1 problem...profits and cash-flow.

But can I tell you a secret?

Janet quickly discovered that more and more *Instant Income* readers were using the book's strategies to make cash on a random, emergency basis—**rather than** establishing fixed systems that **predictably** make cash-flow year-round. Readers were opting for quick cash-flow versus reliable profits, even though these systems—such as lead-generation, Internet promotion, new-business development, even cash-flow generating staff—are the basic underpinnings of any revenue-centered business.

To counteract this trend, Janet quickly put in writing her advanced “systems” approach—creating a 320-page manual, annual cash-flow calendar, advertising and marketing archive, and other step-by-step resources. And since its completion, countless business owners have asked Janet, “Who can help put these systems and initiatives in place in my business?”

Today, I'm asking if that "who" could be YOU.

Through a unique network Janet is forming of consultants in cities around the world, she will finally be

able to help the millions of businesses she would never be able to work with personally.

Using the detailed tutorials, worksheets, client assessment tools, presentation materials, cash-flow calendars, staff hiring scripts, advertising archives and other materials she's amassed over the past 25 years, Janet has documented a client-relationship formula that any smart consultant, marketing firm, ad agency, PR firm, former small-business executive, top salesperson or other businessperson can use to become a well-paid, well-respected "Instant Income"-style advisor.

This is not life coaching, success training, goal-setting or any of the other "mindset"-oriented help available to entrepreneurs... but a documented month-by-month formula for transforming a small business into a cash-flow machine.

And only 50 consultants will be accepted initially.

As an Instant Income-style profit advisor, you'll be offering a logical, implementable, actionable plan for establishing new streams of revenue for your clients—spending an entire year helping transform the business from the inside out. (You can even “overlay” this formula onto the management consulting, business planning or financial advice you're already providing to small-business clients.)

Janet's materials (and the comprehensive training she has planned for you) are all designed to insure your clients get great results—by prescribing rarely understood strategies, methods and “guerilla” tactics that refocus the entire company on improving cash-flow, enhancing the customer experience, taking better care of past buyers, using a consultative sales approach, and installing (perhaps for the first time) “critical drivers” that every employee can follow to insure their area of responsibility contributes to the overall profits and growth of the business.

Janet will even give you powerful marketing campaigns that will posture you as the cash-flow specialist that area businesses are looking for—campaigns that will make you stand out **like a beacon of hope** in the tough and competitive consulting field (and compel businesses to eagerly call to work with you).

She won't be opening this opportunity to the general consulting market for a few more months. Instead, she's assembling her own group of loyal readers and **will work with you personally** to insure your success. (Later consultants will not be offered Janet's personal oversight in building their business.)

Are you interested? If so, please read more about this opportunity in the brochure below. And while you'll pay a modest fee to work with Janet in becoming a cash-flow consultant, the cost she has in mind will be affordable and manageable for you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dwain Jeworski', written in a cursive style.

Dwain Jeworski
Chief Executive Officer

Profit Advisors™

REVENUE-FOCUSED CONSULTING FOR SMALL BUSINESS



Meet the Profit Advisors...

REVENUE-FOCUSED CONSULTING FOR SMALL BUSINESS



Profit Advisors is a global network of small-business consultants who work individually with their own clients over one year to help establish cash-flow generating systems in the client's business.

Every month for 12 months, an Advisor conducts a 2-hour meeting on-site for a client's management team and key staff, teaching them one cash-flow system—such as prospecting, joint ventures, publicity, Internet or new business development—then helps them plan how the client's team will implement and set-up that system in their business.

Advisors are available to follow-up, as needed, with implementation advice throughout the month as the client establishes the new cash-flow system, carries out initial marketing campaigns, accomplishes tasks, implements related strategies and takes action.

Twelve independent modules detailing those cash-flow systems which are most critical to a small business (along with related strategies and implementation projects) have been written and designed specifically to facilitate a one-year consulting contract. The 12 modules have been created from the landmark Instant Income® Business Enhancement System training program authored by international small-business expert Janet Switzer—and can be presented in any order, depending on the client's needs.

Each module includes a PowerPoint presentation for the Advisor to use in the monthly on-site visit to the client's business, and an implementation workbook for each participant in the on-site meeting.



A **Profit Advisor** consultant is the small business owner's ideal alternative to Fortune 500 consulting firms who typically charge us\$80,000 to us\$150,000 (or more), yet who are not trained to provide specific and urgent action steps for smaller businesses who need to bring in immediate cash-flow.

In addition to receiving training on the complete Profit Advisors system, consultants receive initial marketing assistance—within the first 90 days—including professionally written and optimized webpages, a publicity campaign, and an email-marketing service which will email businesses in the consultant's local or vertical market.

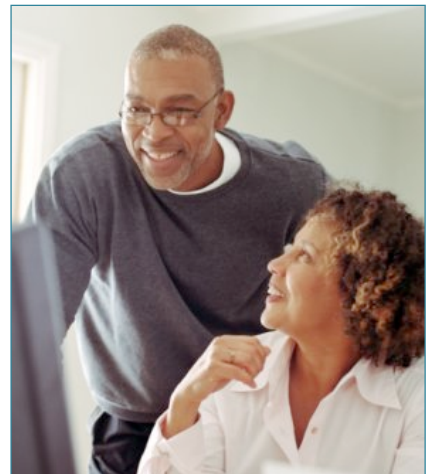
Ongoing training in marketing, sales, social media, new business development techniques, Internet strategies and new technologies keeps consultants up-to-the-minute in their competencies—without the time-consuming task of researching and learning the latest strategies on their own.

They can also remain confident that the systems, tasks, techniques and strategies they'll be recommending to their clients are cost-efficient, time-efficient and results-oriented.



What the Profit Advisor Will Do for a Client Over 12 Months

- As part of the process of selling the prospective client a 12-month consulting package, the Advisor will conduct a brief “audit” of existing operations to determine where the client’s business could generate immediate cash-flow from existing activities or operations. This gives the client an idea of the value of the consulting engagement and an idea of what they will be working on over the next 12 months. Consultants will be provided with the Instant Income Overnight Audit software in order to quickly calculate new revenue opportunities and produce a list of strategies that could be followed (ranked in priority order).
- As compensation for the one-year consulting engagement, each client will pay a monthly retainer to the Advisor—\$2,000 to \$3,000 per month is suggested—for 12 months. This equates to about \$1,000 to \$1,500 per hour for consulting time.
- Once the client signs the engagement contract and provides the first monthly retainer, the work begins with an in-depth interview, assessment and information-gathering session conducted by the Advisor (in person or over the telephone) using a comprehensive interview questionnaire (provided).
- Consultants should also provide the client with tutorial materials including a comprehensive 320-page implementation manual detailing all recommended systems, a marketing and advertising copywriting course, a substantial archive of proven marketing campaigns, a leatherette zippered portfolio containing an annual marketing calendar (blank)—and a copy of the book *Instant Income*®. (All items are available for low-cost purchase on an ongoing basis, as needed by the Advisor. Prices are substantially discounted, and Advisors may choose to mark-up and resell the tutorials to clients as an added cost in the one-year engagement contract.)
- As part of the services rendered, an Advisor should deliver a 2-hour meeting each month—either in person or via web—during which the Advisor delivers a PowerPoint presentation of that month’s cash-flow system. During this same meeting, the Advisor will also facilitate the creation of an implementation plan with management and staff present at the meeting—using workbooks we’ll provide for this purpose. There are 12 different workbooks to be used at 12 different on-site meetings. (Workbooks are available for low-cost purchase, as needed by the Advisor.)
- Throughout the month, as the client’s staff establishes the new system (which might include individual marketing or sales campaigns), the Advisor should be available by phone and email for advice. (Advisors may choose to bill separately for this additional time.)
- After the 12-month engagement, it is suggested that the Advisor retain the client on an ongoing basis by conducting a “future goals” interview in the 12th month. An interview questionnaire is included for this purpose.



ABOVE: Typical clients will include retailers, service businesses, manufacturers, other consultants and professional practitioners. Or an Advisor may choose to focus on a single industry or vertical market. There are no market restrictions or assigned territories for Advisors in the United States, except that consultants may not consult or operate outside the 50 United States. Internationally, master licensees in some countries may choose to assign territories or otherwise specify markets for individual consultants.

The Profit Advisors™

Licensed Formula

WHAT'S INCLUDED?

The Profit Advisors formula is not a franchise, but a renewable license that covers use of the provided materials, ongoing training and business-building advice, access to a dedicated strategic-advisory team, plus ongoing Internet presence as an approved Profit Advisor consultant.

Marketing Tools You'll Receive as a Profit Advisor...

- **Professionally Written Webpages, Special Report and Marketing Emails**—As a Profit Advisor, we want you to find new clients and become a force for change in the business field. That's why we've developed specific marketing-oriented webpages you can add to your existing website (or use to build a new website). These pages are specifically written to promote the revenue-generation systems and market the one-year consulting package.

We'll use proven online strategies to write a professionally-designed squeeze page (with opt-in offer and downloadable report) that's designed to capture visitors' contact information, migrate them through a sophisticated marketing path, and compel them to book a complimentary audit of their income opportunities with you. The follow-up marketing emails we'll provide can be programmed into your autoresponder function to continue marketing to opt-ins after they've left your site (critically important if they've left your website without booking an appointment to speak with you).

We'll write the copy needed to create these pages and emails, build them as graphically pleasing HTML files—then turn them over to your webmaster who can add them to your existing website and contact-management database. (If you don't already have a webmaster, we'll help you find one who can take over this critically important area of your marketing.)

- **Professionally Written Online Press Campaign**—One of the easiest ways to start the flow of traffic to your squeeze page is to circulate online articles posturing you as a leading expert in your new specialty—income generation for small business.

We'll put our team of professional writers to work on producing your very first informative, compelling article—then distribute it for you through web channels we use regularly. Later, we'll produce other templated articles you can broadcast on your own through the free and low-cost outlets we'll recommend. Simply add your name, web address, city and other identifying information where indicated. Then follow our written instructions (or hand it off to your staff to do).

- **Warm-up Marketing Campaign Designed to Generate Prospective Client Leads**—Our professional marketing team works with one of America's top-rated direct-marketing companies. We'll ask them to work directly with you to find 1,000 local businesses (or industry-specific businesses) who'll be sent a marketing email that postures you as an expert and offers a free audit of their revenue opportunities.

The email campaign we'll craft uses powerful direct-response style copy to warm up these names and introduce the benefits of having income-generation systems in their business.

Imagine answering the phone or going to your email inbox and finding eager prospects interested in your services because they've already been educated on your value and educated on the benefits of your one-year consulting package.

Our team (and the top direct-marketing company we work with) will coordinate every aspect of your campaign including writing the marketing copy, selecting the file based on your parameters, hitting the "send" button, and driving respondents to your telephone number and email address for a complimentary audit of their existing business operation. You'll be trained to use the audit (part of the overall Profit Advisors system provided to you) to look for income opportunities—and just the audit questions

themselves will credentialize you to these prospects as a consultant who knows how to bring in the cash.

(NOTE: Your first email campaign is included in your Profit Advisors fee. Later campaigns may be purchased at a low-cost. Please note that this email-marketing service is currently available only to U.S.-based Profit Advisors. We will, however, provide the entire campaign with instructions on how to work with an email-marketing specialist in your own country.)

Consulting Materials You'll Receive Immediately as a Profit Advisor...

- **Instant Income Business Enhancement System**—This landmark home-study course contains Janet Switzer's complete formula for establishing revenue-generation systems in a small business. From the prospecting and lead-generation system... to the Internet selling system... to new-business development, sales and lead conversion, KPI reporting and metrics, media and publicity—even cash-flow generating staff as a “system”—this course describes in step-by-step detail how to set-up these systems, how to keep them operating, and how to schedule and run individual cash-generating campaigns within each system.

Written in simple language—with detailed examples and steps—this material can easily be “handed off” to staff members to quickly and efficiently set up and maintain these cash-flow systems. It's designed to refocus the entire business on those tasks and “critical drivers” that bring in cash-flow. It also includes a copy of the book, *Instant Income: Strategies That Bring In the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs* (English-language edition). Plus it includes a complete course on how to write marketing copy with an archive of nearly 100 campaigns in 11 different categories such as email campaigns, brochures, web copy, postcards, sales letters and more. Finally, this comprehensive course includes the *Instant Income Cash-Flow Calendar* in a handsome zippered portfolio as a template for creating an annual marketing calendar of cash-flow campaigns.

You'll receive your own personal copy—but it's also required that you provide a copy to all future clients, giving them the details they need to execute (and making your consulting job easier than ever).

(NOTE: We make these client copies available at a significantly reduced rate, so you can include them with your services or add them to your consulting contracts at a marked-up price.)

- **New-Client Audit That Finds Hidden Cash in Existing Operations**—Useful as a tool to convert prospects into paying clients (or simply as one of the initial interviews with a new client), this “audit” of 35 areas of a small business will help you pinpoint opportunities for immediate cash-flow, so you and your client know where to focus. From recapturing past customers... to converting one-time buyers into continuity buyers... to approaching another business owner on a joint-venture basis, this audit will help you determine how much cash-flow could be made from each strategy. Then, the online software will calculate anticipated revenue for you and even produce a printable report—ranked in priority order of those strategies you should start with first. It's ideal for showing a prospect that you know how to generate revenue—and it's ideal for helping to produce immediate cash that validates the business owner made a smart decision in hiring you.
- **New-Client Interview Questionnaire**—Prior to working with a client, you need to know their business inside and out. This interview will help you gather information about their existing marketing, sales, media, and new-business development activity—as well as information about their products, services, pricing and more. Not only does it give you the working knowledge you need, it credentializes you even further to the new client—proving that you know the questions to ask and the systems that are needed to help them prosper. You'll receive the Microsoft® Word® edition of this questionnaire.
- **Sample Client-Engagement Letter for a 12-Month Consulting Relationship**—The Profit Advisors formula is designed to keep you working with a client for one full year—collecting monthly retainers of \$2,000 or more. This sample client-engagement letter gives you a template for creating *your own version that is applicable to your consulting business*. While we are not providing legal advice or acting as your lawyer, this letter represents the type of simple contract that a new client might sign with you. (You might have your own agreements and documents to use instead.)

Consulting Materials You'll Receive Following the First 30 Days...

- **Professional Presentation Materials for 12 Monthly Client Meetings**—When you sit down with a client once a month—either in person or via web—your goal is to help them establish new income-generation systems that will move their cash-flow activity forward. Training is the key here, since most small business owners (and their staff) have never been trained in these systems—nor in how to install them or manage them. That's where the Profit Advisors formula goes to work.

We'll provide you with **12 complete teaching modules** that help you present information on each system—then facilitate completion of an implementation plan with the business owner and their key staff. By the time each meeting is over, the owner and their team should be fully versed in how the system works and *what they need to do to establish and operate that system in their business*. Along with their copy of the *Instant Income Business Enhancement System* (rebranded for Profit Advisors), they'll have the blueprint they need to take action on setting up a prospecting system, Internet selling system, KPI reporting and more. (Modules may be presented in any order to meet client's needs.)

The 12 teaching modules include:

- **12 professionally designed PowerPoint presentations** detailing each cash-flow system
- **12 audio recordings of the suggested presentations** for each month's on-site meeting
- **12 implementation guides** (templates) for use during each month's on-site meeting

(Note: Implementation guides are in workbook format and are available for low-cost purchase for use with each client company.)

What will you be presenting and facilitating each month?

- Module 1: **Prospecting & Lead Generation System**—Developing powerful offers for individual products and services that not only educate potential customers, but also compel them to buy
- Module 2: **Prospecting & Lead Generation System**—Creating an annual marketing calendar of advertisements, promotional campaigns and marketing activity that produces a consistent flow of leads
- Module 3: **Internet Selling System**—Developing more than just a website, but rather a system that includes an opt-in strategy, marketing path, follow-up communications, entry-level product offer, and referral marketing system that converts traffic to buyers (instead of the brochure-style website most businesses use)
- Module 4: **Internet Selling System**—Driving online traffic to a website designed to convert that traffic to sales...plus planning the ongoing email marketing campaigns to visitors who opted-in
- Module 5: **Sales and Lead Conversion System**—Determining the sales infrastructure needed (or upgrades needed), then standardizing sales communications
- Module 6: **Sales and Lead Conversion System**—Selling more products and services to existing customers, including a calendar of offers specifically for past buyers
- Module 7: **New Business Development System**—Determining which other companies, strategic partners, endorsers or referral sources could help with creating new revenue, then creating a plan to negotiate single-purpose joint ventures with these parties
- Module 8: **New Business Development System**—Determining unique, other sources of new revenue, then assigning staff responsibilities and creating a plan to manage outreach communications
- Module 9: **Media and Publicity System**—Developing a system that regularly distributes newsworthy information and pro-actively keeps the client's business in front of local, national or industry media
- Module 10: **Cash-Flow Generating Staff**—Recruiting, interviewing, hiring and delegating critical tasks to those key staff members responsible for bringing in cash-flow (even terminating employees or vendors when needed)
- Module 11: **Cash-Flow Generating Staff**—Refocusing the entire company (all employees) on ways to improve cash-flow, including developing critical drivers for each position that directly lead to profitability
- Module 12: **Future Planning for Ongoing Cash-Flow**—Prioritizing future efforts, reviewing existing systems and planning for an ongoing consultant-client relationship

- **“Future Goals” Interview Questionnaire for Client Meeting #12**—Your primary goal as a Profit Advisor is to help your client establish cash-flow systems that remain active and operational. A secondary goal is to continue working with that client *beyond the first year* as they grow and prosper. Using this “Future Goals” questionnaire, you’ll be able to review a client’s progress with them and set the stage for selling them additional consulting—whether it’s another annual contract, ongoing monthly retainers or lucrative project work as needed.
- **Private Conference Call With Janet Switzer to Plan Your First 30 Days of Activity**—This comprehensive phone meeting will get you started as a Profit Advisor and help you focus on those tasks and outcomes which are critical in the first 30 days. Janet will gather the information her team needs to begin delivering promotional campaigns you can use to market your services. Plus, she’ll review the Profit Advisor materials with you to insure you understand how to use them in a client meeting. Finally, Janet will make sure you’re fully aware of the training, coach-on-call and other resources available to you as you learn and master the Profit Advisors formula.
- **“Your First 30 Days as a Profit Advisor” Checklist**—This printed checklist will keep you on track with those tasks and outcomes which are critical to your success in the first 30 days.

Consulting Resources You’ll Receive In Future as a Profit Advisor...

- **Turnkey Marketing Campaigns**—To insure you’re constantly marketing yourself and recruiting new clients, we’ll provide you periodically with a complete collection of ready-to-implement strategies, professionally written advertisements, and turn-key marketing campaigns to help you market your consulting business in your local geographic market or chosen industry. Includes low-cost campaigns for a variety of uses—including unusual opportunities such as speaking engagements, workshops, trade shows and more. Artwork, scripts, ads and other items are provided digitally in a template format—ready for your company name and contact information.
- **Qualified Traffic From ProfitAdvisorsConsulting.com**—As Janet Switzer participates in media events and publicizes her books, speaking engagements and other activities, Profit Advisors consultants will reap the benefits when Janet’s readers, viewers and audience members migrate to the Profit Advisors website to find a consultant of their own. We’ll create a profile page for you at the worldwide Profit Advisors online directory that links out to your own website. This isn’t just online traffic—but website visitors who are proactively looking for a consultant to work with.
- **New Consulting Materials As They Become Available**—We’re constantly upgrading the Profit Advisors formula to address changes in the way businesses operate and promote themselves. As an ongoing licensee, you’ll benefit. We’ll make sure you receive these upgrades as they are available. What are just some of the exciting future benefits we’re working on?
 - If you’ve ever wanted to become a published expert, **our upcoming business book is available to be printed with your name as the author!** A powerful marketing tool, it makes the case for a “systems” approach to bringing revenue into a small business.
 - We’re developing a **workshop series, teleseminar script and other tools** you can use to “get out there” and become recognized as a leading expert in your local or niche market.
 - We’re allied with **the world’s top-ranked sales trainer** who we’ve asked to train Profit Advisors consultants in proven sales techniques that convert interested prospects to paying clients. Not only did this respected expert write the definitive guide to sales (at over 500 pages!), he’s developed entire sales training programs for organizations you’ve heard of—and was selected 2013 International Sales Training Leader of the Year.

Training Services and Other Resources You'll Receive as a Profit Advisor...

- **Monthly Group Training Events (via teleseminar, webinar and Google Hangout)**—It's difficult to keep current with new strategies, new technologies and new developments in the area of marketing, sales techniques, social media, Internet strategy and more. To help keep you on the cutting edge, we'll hold monthly training events (approximately 60 minutes) complete with guest speakers, sample strategies and more. Not only that, but you'll be able to hear input from other Profit Advisors about what's working to get better outcomes for clients.
(Always available online to replay at your convenience.)
- **Weekly Coach-on-Call Services (via Telephone)**—Have a question? We have answers. Each week during specific times, our strategists (in some cases Janet Switzer) will be available on an open, group phone line to answer questions about your consulting work—or to help you better understand the Profit Advisors formula. You can even use this time to handle unusual inquiries from clients or get advice on strategies that would help individual clients of yours.
(Always available online to replay at your convenience.)
- **Access to Professional Marketers We're Recommending**—Over the past two decades, Janet's high-profile agency has used dozens of marketing implementation professionals—some of whom she's selected to recommend to you as a trusted resource. While Janet's own team of marketers will prepare initial marketing campaigns for your use as a Profit Advisor, you may wish to engage these vendors separately to conduct further marketing for you—or interview them yourself as a resource your clients can use to execute specific campaigns.

(NOTE: Some marketing implementation on your behalf is included in your initial Profit Advisors licensing fee. Later campaigns on your behalf, any custom campaigns you require, and all work on behalf of clients is not included in your Profit Advisors license, but is available from recommended vendors who can provide a quote to you prior to starting work. All transactions with these vendors are contracted separately with them and are not part of your Profit Advisor license or working relationship with Janet Switzer.)
- **Availability of Janet Switzer for Speaking Engagements in Your Local Market**—As a *New York Times* bestselling author published in 26 languages, it's rare that Janet Switzer speaks at local events and seminars. But as a Profit Advisor, you'll enjoy preferred booking privileges—allowing you to sponsor local small business conferences or industry events that posture you as a thought leader in your field.
(Standard speaker fees and travel costs apply. Not designed for "pitch speaking" or client recruitment purposes.)

Cost of the Profit Advisors™ License

HOW AFFORDABLE IS IT?

The Profit Advisors formula is available only under a renewable, monthly license that covers use of the provided materials, ongoing training and business-building advice, plus ongoing Internet presence as an approved Profit Advisor consultant. The license is renewable each year (with low monthly payments) until terminated by the licensee or Instant Income Worldwide LLC. A simple licensing agreement covers what's included...and more.

Please note, the Profit Advisors trademarked name is not currently available for use by consultants in their fictitious business name or in their advertising. We'll notify you when it can be used.

Please be aware that we have costs associated with the email-marketing campaign and media development efforts on your behalf. The pricing schedule below reflects the work we'll be doing to help build your consulting business.

It's Easy to Become a Profit Advisors™ Licensed Consultant

OPTION #1: Pay Over Time and Get Started Today

Includes:

- Professionally written and designed webpages and opt-in strategy delivered within 3 weeks
- Your professionally written press campaign broadcast for you within 4 weeks
- Your warm-up campaign to select email addresses to commence within 5 weeks
- All immediate consulting materials listed above—shipped upon receipt of your \$6,000 Initial Payment
- The Profit Advisors License for twelve (12) months with licensing fees of \$2,000 starting after 6 months

COST: \$6,000 + Monthly Payments of \$2,000 Starting After 6 Months

Includes a one-year license valued at \$24,000. Commitment payment of \$1,000 is due immediately + remaining \$5,000 is due within 14 days—together which constitute the Initial Payment. Monthly payments of \$2,000 each will be auto-billed to your credit card or PayPal account starting after 6 months. Should you choose to extend your license after the first year, monthly payments will continue to be billed to your credit card or PayPal account, as described in the Profit Advisor Licensing Agreement.

OPTION #2: Pay in Full NOW and Save Thousands!

Includes:

- All immediate consulting materials listed above—shipped upon receipt of your payment
- Professionally written and designed webpages and opt-in strategy delivered within 3 weeks
- Your professionally written press campaign broadcast for you within 2 weeks
- Your warm-up campaign to select email addresses to commence within 3 weeks
- The Profit Advisors License for twelve (12) months

COST: \$16,000 + No Monthly Payments for One Year

Includes a one-year license valued at \$24,000. Commitment payment of \$8,000 is due immediately; remaining \$8,000 is due within 14 days. Should you choose to extend your license, monthly payments will be auto-billed to your credit card or PayPal account starting after 12 months, as described in the Profit Advisors Licensing Agreement.

To Secure Your Spot as a Profit Advisors Licensed Consultant...

Click on the link below and you'll be taken to our secure, online processing page where you can pay by credit card or PayPal account. PayPal will also be the processor for any future Profit Advisor payments you make. Once you make your \$1,000 commitment payment, we'll be notified immediately that you've reserved a spot in the first group of consultants—working personally with Janet Switzer—starting shortly. You'll also receive a welcome phone call from us. We look forward to working with you!

[Click here to read this same brochure online—you'll find the \\$1,000 payment link at the bottom of the webpage.](#)