

What is an Eco-preneur?

Someone who understands how to actually make money making a difference.

That's an enormous order, if you think about it. It's much easier to make a difference if you don't have to make money. Think of all the "Save the Planet" organizations out there that exist only for the big hearts of the volunteers who do the work and the donors that give money. That's easy, but not profitable in the slightest.

It's also very easy to make money without being concerned about the environment or the terrible mess we are in. That is how money has been made since the Industrial Revolution, and there are literally a million ways to make money in America that follow that business model.

We are being swept up by a new world-wide **Green** revolution, a movement by every nation on earth to "Go Green" for the sake of trying to mitigate the ongoing impact we are having on our climate. Giant solar projects and colossal wind farms have been started on every continent on earth, from Africa and Asia through the Middle East, across Europe and in the Americas. You may already be aware of the new Presidential Initiatives in Clean Energy and the expectations we have to live up to. We have attached the Obama Administration's Energy Statement to this information so you can read what opportunities are being created for our Eco-Consultants.

Our business model is based on 2 very simple principles.

The first is based on the Federal Department of Energy guidelines. The government has already identified for everyone what needs to be done in order to "Be Green". It's according to these guidelines that we CERTIFY a business or residence as "Green", qualifying the homeowner or business owner for hundreds of thousands of dollars in tax credits and cash incentives from the Government, Utilities, and other organizations.

The second is simplicity. Your role in this is to simply create contacts. You never sell anything to anyone. You simply focus on getting the homeowner or business owner to call for information on "Going Green". That's it. We handle the phone call, do the Green Assessment, and pay you. That's your entire job. Generate the contact. We give you access to all the media you need – custom business cards, tri-fold brochures, post cards, these are very easy to leave at local businesses and generate phone calls.

Why will a Business or Homeowner have any interest in "Going Green"? The money.

Even homeowners in some areas can qualify for as much as half a million dollars in incentives and eliminate their utility bills at one time. The new incentive programs won't be around forever, so our clients are eager to get credits they didn't know they were already do, and to see how many benefits programs they can qualify for. In our economy, any kind of financial assistance for businesses is great news!

Our Agents of Change© Training Program is absolutely thorough and unique; you will be prepared well in advance of the newest environmental technologies being delivered to the market, and in a position to make money on the front line. During your training sessions you'll have an opportunity to learn as much as you'd like to about each of the Clean Energy Technologies that are currently being used like wind, solar, geothermal, and other green technologies like the new high capacity series of renewable batteries for autos and industrial use. There's a lot to know, IF you'd like to learn. You will never have to learn the technological details in order to make money as an Eco-Consultant.

Your business plan doesn't require you know any details at all about the technologies or the products; you aren't ever required to speak directly to anyone about how these things work or what they cost. As a CERTIFIED GREEN© Eco-Consultant, you will be very well versed in just a few areas, keeping your business plan very simple and easy to build on.

Let us "show you the money" in making a difference right now. We are going to show you how you can make money with (2) different business models, so let's identify who your (2) types of Green Clients are.

"I want to go green." 

You might know some of these people; you might even be one yourself! They have seen all the "Green" Commercials on TV, and are very aware of the need for us as Americans to free ourselves from dependence on foreign oil. Those are just words; the truth is that most people honestly don't know what they can do for their own part.

Almost anyone would agree to be responsible for the footprint we are personally leaving here, if they simply knew how to. They don't know what's available and what kind of a difference it would make, and assume it's going to be expensive. That's just not true. None of the incentives are on the news or in the mail, so you wouldn't know you could deduct a portion of your utility bills from your taxes because you already have a qualifying air conditioner.

For example, if every home in America switched just ONE bulb to a CFL or LED bulb, we would reduce energy consumption as a country by \$1billion annually, and prevent the same emissions as 1.6 million cars!

Residential “Green Makeovers” are an innovative way to go green, as a homeowner. The “type 1” Green Client is usually a person who owns a home or homes, and have two big motives to be customers. One motive is certainly the incentives being offered by local governments, financial institutions, environmental organizations, and utility companies to “Go Green”. The “Certified Green Residential Incentives Summary” attached to this information outlines almost \$345,000 in Cash, Loans, Property Tax Breaks, Utility Company Credits and Rebates and other programs for an average home owner to receive.

Their other honest motive is to do their part. They may already recycle, for example, but didn’t know they could get a credit on their utility bills from the utility company for doing so, and keep that cash in their pocket! Some people even purchase carbon offsets, so they can show a receipt for the difference they have made!

The second type of client has many more reasons to “Go Green” than a homeowner, and MOST IMPORTANTLY, with this client you can generate fantastic residual income checks from several sources with each client at once!

“We want to go green.” 

Commercial clients represent the biggest opportunity for our Eco-Consultants. Businesses of any size receive much larger incentives from the local government and the federal governments, utility companies, even international organizations than your average homeowner. They have much more of an impact on our environment and energy consumption than an average 3 bedroom home, and as a result many more incentives are available. During our first “Green Assessment” session with any new Business Client, the first step is to make sure they are already being given credit for what they qualify for TODAY. For example, a qualifying thermostat in the hallway can qualify you for a few hundred dollars in cash rebates right now – whether you owned a business or just a home.

Businesses can also generate millions in funding from various sources to go green, depending on what they do and what size they are. Some clients want enormous conversions in their business, some are interested in very large solar projects for commercial buildings, but at the very least, a vast majority of all other businesses are at least open to changing out their 3ft bulbs or buying recycled paper to use as a minimum.

Keep in mind, a small 20 person office in a local complex can easily burn through \$2000 a month in paper, and 90% of all paper used in America is fresh-cut, not recycled. So for the same cost, by switching to recycled paper here’s the impact. For every 20 cases of recycled paper substituted, they save 17 trees 390 gallons of oil, 7000 gallons of water, and 4100kWh of energy. This Green Business would be contributing to removing that amount of their own environmental footprint at that level every week in their own LOCAL landfill.

As a CERTIFIED GREEN Eco-Consultant you would be paid a percentage of that Green Account **every month**. The residual commissions you are paid on every recycled paper re-order **based on that one small account in the example above**, would be from \$50 to \$100 per month, depending on what types of paper they needed for how they do business. That's a conservative estimate. Multiply that by 10 and you see how quickly that adds up as you generate customers!

When a company "Goes Green", they can spend hundreds or thousands at once on green products. You are paid 5% of what they spend.

Some companies continue to order Green Supplies (paper, cleaning supplies, etc). You are paid an ongoing residual on that sales account.

We have several ways to show you how to generate phone calls, and we pay you whether they purchase green products after their Green Assessment or not.

Your part in this business is exactly where the rubber meets the road. You generate the phone call. We do an assessment with the client, homeowner or business owner, and offer recommendations based on who they are and where they are, since every state offers interesting but completely different incentives. We train you on how to generate phone calls from interested people locally and nationwide, and set you on a course to master the most fundamental part of becoming financially successful as a business person. Generating customers!

When a business owner or homeowner calls the phone number on your business cards to get information on going green, we have fully trained "Green Collar Advisors" who answer their questions and offer them recommendations. If the company orders bulbs, cleaning supplies, recycled paper, and a thermostat for \$2500 now plus \$2000 a month in reorders, you generate a healthy commission up front and a residual income ongoing.

Being an Eco-Consultant is NOT being a salesperson. You are going to be trained in how to be aware of the immediate opportunities you have right now in your own local area. You can have a positive impact on our environment, and generate a tremendous immediate and long term residual income from all the new **CERTIFIED GREEN** Accounts you generate.

Membership has its benefits! Our **Agents of Change**® Training Program helps you develop a business plan specifically for you and your financial goals. Since every entrepreneur has different personal and financial circumstances, your business plan has to be flexible enough to fit around your life. As a result, there are several different business plans for you to engage in should you chose.

How do I become an Eco-Consultant?

First of all, you are a CONSULTANT. That means you get a form 1099 and work for yourself. Whether you decide to have “YOUR NAME” on the Agent paperwork or a “BUSINESS NAME”, it’s up to you. Training IS available to help you form an LLC or other form of business entity once you are set up. You can work from a home office or from an office you rent downtown, and what you write off on your taxes as a smart business person is up to you. Much of these options are covered in your first training session. You don’t have to setup a company to be a consultant; you are welcome to simply operate as yourself and opt out of that portion of your training.

You will learn how to make money in recyclables, green energy, carbon offset credits, and other new technologies as they are developed. As an Eco-Consultant, you will also learn how to make money in the Utility Energy Markets and other very niche income opportunities that are absolutely unique in the world to our Organization. The entire world wants renewable, clean energy and water technologies! You can be part of this revolution by getting setup today.

Please contact the Green Collar phone number in this email for more information on getting started in the only business in the world where the more money you make the more of a difference you can personally have!

Many people believe that an ecologically-focused entrepreneur represents the best of the business world, finding a way to support him or herself while also helping the environment. The success of green businesses has also provided a workable economic model for preserving the environment, proving that it is economically sensible, sound, and profitable to care about the environment.

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