

# THE PROGRAM MONITOR

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*Why the "Monitor" is so vitally important to any good program.*

The "Monitor" of any program involving money payments, extensive files, and record keeping, is a very important facet of that program.

Without a "Monitor", there is no order or assurance of accountability.

The "Monitor" is the personal link between new members and their up or down line. It then becomes the main and authoritative link between all members, especially the Prime Source.

As important as the "Monitor" is to money-making programs — you find very little (if anything) written or explained about the role of the "Monitor".

Therefore, sadly, the "Monitor" of a program is instantly viewed as a leech... As a means devised by the Prime Source to suck the lifeblood from the program. This is the reputation perceived by many otherwise new, potential members of a program. A steady flow of new members is need for any good program so it is a shame to lose a single one due to this lack of understanding.

Now there are some unscrupulous dealers (prime sources) that are less than up-front about their programs. We all know that. You must be alert to the practices of such dealers. As with any aspect of your business, you do not simply just stumble blindly into a program and THINK all is automatically just fine. Often it is not. Just as often, it is not an intentional decision by the dealer to rip off their members. The Monitoring of a successful, popular program is often near a full time job.

## ASK QUESTIONS!!

If you do not know the reputation, or if you do not fully trust a dealer, then **ASK QUESTIONS** of them. They should be willing to take the time to answer your concerns. A "new member" is the lifeblood of a program. (*Your will note I call many things the "life blood" of a program. They all should be considered vitally important to the success of any program*).

ALWAYS include a stamped, self-addressed envelope with your questions. ALWAYS handprint your questions in a readable, legible way. Some folks can not read even their own handwriting after it sits for awhile. Don't be surprised if you do not get a reply when you did not send the stamped, self-addressed envelope.

It's not that Prime Sources are cheap (*although some of us tend to lean that way when it comes to "tire-kickers" and wasting time and postage*), It's more "the time" that dictates the company policies. It takes a lot of time to prepare a couple dozen envelopes to answer questions each morning.

It is IMPORTANT that you do not simply bypass a good looking, logical money maker just because you do not understand the role of its "Monitor".

ASK QUESTIONS! Then decide.

## THE ROLE OF A MONITOR.

To understand what monitoring is all about, first you must understand what the program is all about. Even the simplest of programs (which is what we all strive to produce) requires some extensive "back room" work... That is called "monitoring".

Receive orders and processing new members. — Setting up new member files. — Maintaining new member files. — Keeping record of commission payments, — Pay commission payments. — Maintain Three-Level Pay System. — Replying to Member Inquiries. — Etc.

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*Why the "Monitor" is so vitally important to any good program.*

There are many more miscellaneous duties and responsibilities for the "Monitor" — but you get the idea... It takes dedication, administrative skills and a whole lot of time to "Monitor" a successful program.

Because of the many demands of a "Monitor" — and the inability of a particular "Monitor", some otherwise sound programs fail. That is sad. But more important, some hard working members can lose their money and time already invested when a program shuts down.

So ASK QUESTIONS first. Satisfy yourself the program you are interested in, is on a solid footing. And YES! The "Monitor" IS the foundation/footing of ANY program. Start with a solid foundation, and the rest can fall in place for you. Anything less is not acceptable.

The "Monitor" fee is well worth it, no matter what the sum is. If the "Monitor" asks to little, they soon find themselves in a losing situation. This too can cause a program to fail. The One Time "Monitor" fee should be anywhere up to FIVE times the member's fee and commission. The Monitor fee should be AT LEAST equal to the member's first level commission.

The monitor fee for THIS Postcard program "Advertiser's Success" has been established equal to double a one-time member, first-time, commission of \$10. This \$20 Monitor fee has been deemed adequate to allow excellent, uninterrupted servicing of the program. There is NO PROFIT forthcoming from such a low fee. Considering the time and costs incurred by the Prime Source, the fee is a real bargain for you. This is especially true when considering all the professional services extended. Have you priced a bookkeeper lately.

That's right, your "Monitor" is a glorified Bookkeeper. So at the very least, you as a member, must allow them to keep things safe and running smoothly for you... And all for at just a fraction of what an outside bookkeeper will get.

#### HAVE QUESTIONS?

You will find our Link for asking questions and reviewing our "Question & Answer" page, from the home page link below. Your Questions will receive my personal attention, ASAP!! ALL Questions are deemed important by the person asking them... So they are deemed important by me too!!

If you are receiving this information by Postal Mail (USPS) — of course there are no links for you to click and your questions will have to be answered by Postal Mail. Don't forget the Stamped, Self-Addressed Envelope required for Postal Mail replies.

If you want to ask question by way of your own email service, please type in the "Subject Line": POSTCARDS-c002 — and direct the email to:

john@jkirkman.com

Now that you have a better understanding of your "Monitor" — you will be able to get past the feeling that the "Monitor" fee is just another rip-off. It is NOT a rip-off and it IS a required and important part of the program. Just part of being able to be in business while starting at such a low overhead.

*This is especially true of this special Postcard program. Personally, I have NEVER designed or worked a Postcard commission program that failed to secure FOURTEEN new members per 300 mailed, for me. That's \$140 for me.*

THAT is only the beginning of the campaign. When each of the 14 also secure just 14 new members with me in position #2... I receive \$1,960.00. And NO additional cost or effort for me. YEP! Well worth the \$10 Monitor fee.