

# Understanding The Inner Workings Of The Program

A new electronic file folder is prepared for the new member with all the information described previously. An envelope is prepared and a starter pack containing all the materials, postcards, instructions, etc., are whisked off promptly to the new member.

A valuable “Buyers” Name List is also included in the starter pack. DO NOT the cards ofr this program to that list... the list is directly from the Prime Source’s Name List Data-Base... And most certainly all the names have been exposed to this program. Use the names for your other mailings.

You are considered an “Independent Contractor” and ATN does not withhold taxes, does not pay taxes for you. YOU are responsible for all your own taxes.

## WHY POSTCARDS?

ATN decided on using postcards as the primary method to promote this program. Postcards are cheaper to print, require less postage and usually are mailed in volumns of 100 or more. Getting to 100 prospects all in one mailing is bound to be more effective than mailing a handfull of envelopes with circulars. Mailing to 100 new prospects every few days can keep your mail box full.

Postcards are usually read immediately when received. Especially our hard hitting, eye-catching postcards with just the right wording, in just the right places.

If you have additional questions, please refer to our “Questions” link on the home page. All questions will be answered by the Monitor personally... or if it a regularly asked question, you will be refered to the answer on our site. If you want an answer by postal mail, please include a Stamped, Self Ad-dressed envelope for that purpose.

When each ten new members mail 300 cards each — and pick up ten new members each. That is 100 new members. Your name was in position #2 on their order cards. 100 new members for you at \$10 each totals: \$1,000.00. That’s ONE THOUSAND dollars from you initial mailing of just 300 cards.

Now the 100 new members mail 300 cards each and pick up just 10 new members each... Well, you can do the math.

Just remember, now your name will in position #3 ON ALL OF THEM, generating another \$10.00 commission from all the 1000 new members.

While all this madness has been going on YOU have still been mailing cards with your name in the #1 position... And others have still been mailing cards with your name in the #2 position.... And yet others are now mailing cards with you in position #3.

Now you have a working knowledge of a three level marketing system. Bet you never had it explained to you like this before.

It takes a very dedicated, alert and smart “Monitor” to keep on top of everything. This program has one of the best. You never have to worry about a commission check missing or being late since all files and records are kept up to date.

In fact if you are in doubt of the company integrity — have a friend come on as a new member... Using a card with your name in one of the positions (it would probably be in #1 position) and keep an eye out for your commission. The company would have no way of knowing you were checking on them. No better way to “check up” on things... And, by the way — WE WELCOME IT!

A unique filing system must be used for each member. Of course this is all done by computer, otherwise the “Monitor” could not keep up with everything.

Think of the filing system as one huge file cabinet... Or maybe a dozen or two of them would be more accurate. Thank goodness for computers.

Within the drawers of our electronic filing cabinet- Drawer #1 holds the master file of the Prime Source. Copies of all forms, cards, instructional materials... Yes, even this memo is in there.

Each new member that comes into the program will have a complete file made for them that includes most everything the master file contains... Except certain financial and payment records of other members.

Each member’s folder is filed in the drawers of the electronic cabinets using their zip code and initials as their file number.

Get the picture?

Each member’s electronic folder contains all their individual financial records. When the Prime Source receives an order from a new member... Even before a new file is made for that new member... The “Monitor” goes to the file of each member named on the card that is sent with the order.

An entry is made in each of their files reflecting they have earned a commission of \$10.00 from the new member. The computer kicks out a payment form reflecting the amount of commission owed to them, and name of new member Within 48 hours all commission owed a member is sent to them by postal mail.

After payments have been recorded and payment forms have been printed — the “Monitor” processes the new member.

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