



NEW POWER GENERATION

Freedom is a Choice

HOW WE DO IT

N P G Crusader

Welcome to New Power Generation Inc.

By joining our team, you've shown that you're committed to being a SUCCESS and your success is important to us. This booklet has been specifically developed just for you — the new CRUSADER. The concepts and guidelines you'll find throughout this booklet were designed to get your new business on the right track.

At NPG, we believe that you can achieve your goals. Our time-tested, proven system has helped train thousands of new leaders get their businesses started. We believe that to be successful all you need to do is follow these simple steps:

PLAN IT. BELIEVE IT. DO IT.

For more information about our incredible company, please visit our website at

www.newpowergeneration.us

our website explains who we are, what we do and the opportunity YOU have to build a business on your terms.

Get Trained:

Field Instruction is the best way to see how the business is done. We encourage you to start the Field training process as soon as possible. Field training is the qualification procedure for your reimbursement program. Call your Regional Vice President and start your field training plans.

Get Licensed:

Our partnership with Kaplan Financial Education College allows you to go to pre-licensing school on-line. You are in control of when and where you study to get certified to take your state licensing examination. All of your state pre-licensing is done on-line and you have four months to complete the course.

RVP Name: _____

Home Phone: _____

Work Phone: _____

Recruiter's Name: _____

Recruiter's Home Phone: _____

Pre-licensing School:

www.kfeducation.com/portal__portal code NPG create account__ sign up for Life Ins. Pre-licensing

Pre-licensing School Start Date: _____ Pre-

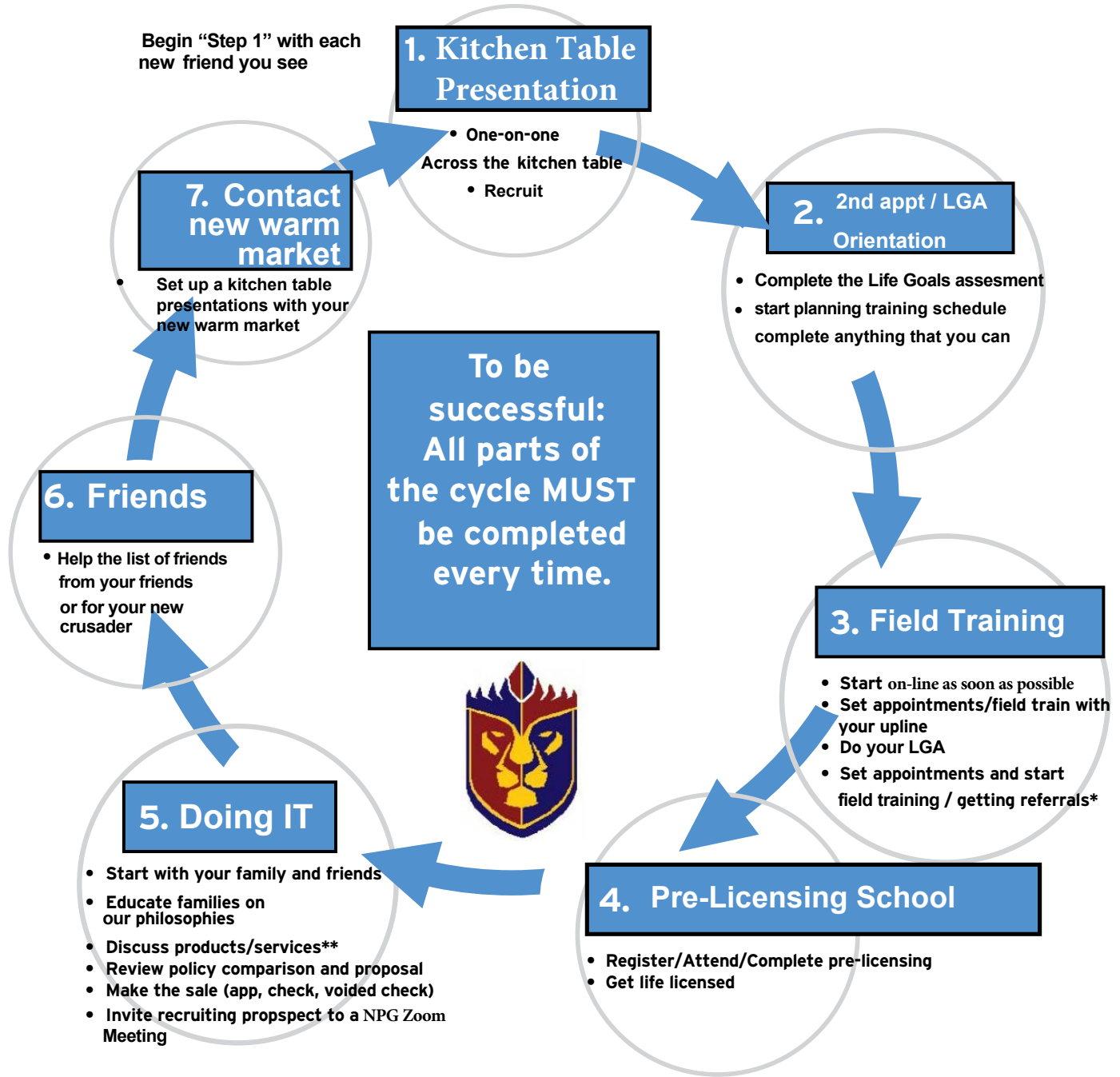
licensing School Completion Date: _____ State/

Province Exam Date: _____



The Success Cycle

Your success will depend on your learning the Success Cycle, understanding it, using it yourself and teaching it to others.



*Most products require you to be licensed or certified to market them. Check with your trainer for details. **You may not discuss products/services for which you are not licensed or certified.

Identify Your Goals

The first step on the path to success is to **PLAN IT**. Creating goals — both business and personal — are important. Take a moment to write down what you want to achieve, both in the near-term and long-term. This will help you stay focused and give you the fuel you need to succeed.

Why Are You Here?

1. What do you want to accomplish in:

One Year

Three Years

Five Years

Your Lifetime (What do you want to achieve for yourself/your family — financial independence, etc.?)

2. Will you allow us to hold you accountable to your goals?

Milestone	Deadline (date)	Achieved (date)
Recruit - code issued		
Associate		
Agent		
Senior Agent		
Team Leader		
Regional Director		
Regional Vice President		

RVP & Beyond

Your journey to success starts at the RVP level – but it doesn't end there. See how far you can climb by building our team and producing.

Level: SVP (1 Direct RVP)

Potential Earnings: \$100,000 to \$200,000 per year*

Level: NVP (3 direct RVPs & 1 Direct SVP)

Potential Earnings: \$200,000 to \$350,000 per year*

Level: EVP (1 direct NVP & 6 direct RVPs)

Potential Earnings: \$350,000 to \$500,000 per year*

Level: SEVP (2 direct EVPs & 9 Direct RVPs)

Potential Earnings: \$ 500,000 to \$ 600,000 per year*

Review these goals often to make sure you're on the fast track to success!

*The cash flows stated are not intended to demonstrate the earnings of typical RVPs/representatives. Rather, the cash flows that have been cited reflect the potential that comes with building your business, and there is no guarantee that you will achieve any specific cash flow level. Most RVPs/representatives do not achieve the levels illustrated. Actual gross cash flow is, among other factors, dependent upon the size and scale of a representative's organization, the number of sales and the override spread on each sale, and the ability and efforts of you and your downlines. Having said this, New Power Generation Inc. provides a tremendous opportunity for individuals who work hard and who desire to develop a business with strong income potential.

Training in Your Warm Market

- Your warm market is generally made up of close friends and family who are willing to meet with you as part of your training. As you're not yet licensed when you start, your trainer will go with you to interview your warm market. Since we're licensed to help them, we'll help them now, and you'll benefit from the training.

Besides, having an experienced trainer along with you when you talk to your friends and family might help them feel more comfortable talking about their finances with you. We can give you credibility with your loved ones and talk to them for you about finding more people to help.

- When they give you people, those people are yours to build your business with.
- If they are interested in joining NPG, they become part of your NPG business.
- When you qualify to train others, you'll be the one taking those recruits out on field training appointments and helping families.

Keep your appointments no matter what! Reconfirm two days ahead. Be persistent. Look for ways to meet new people. You're building your story and your success story helps other people!

Keys to Finding People

- Write down everybody you know (don't leave anyone out; give them a chance to learn about the business opportunity).
- Look through your address book for names.
- Use the memory jogger to trigger names of people you may have overlooked.
- Ask for names from your friends and relatives — people who are supportive of you and your business.

Breaking Down Your Buddy List

1. Your Buddy List

People you know who are looking to make more money, who are frustrated with their current job, they want to go into business for themselves, who are great people (i.e., competitive, personable, leader/coach, caring, positive, happy, outgoing, honest, hardworking, fun to be around, wants more out of life).

2. Your Market

People who are married, have children, have a job, 25-45yrs old and are paying for their own housing. (3-5 pointers)

Work the Right Market

Working in the right market is critical to your success. The right market will help you make money and build a solid business. Each of the following 5 categories is worth one point. During your field training (across the kitchen table), you'll only see 4-5 pointers. Three pointers and below will be invited to a Zoom meeting for a Kitchen table presentation.

Your Target Market
1. Age 25-45
2. Married
3. Has children
4. Home owner/ pays rent
5. Employed full-time



Become a Master Inviter

These questions are helpful when creating an interest with your warm market:

- **Would you be open to learning something new and earning extra money?**
- **Would you be interested in learning a new career if you could do it part-time?***
- **Would you be interested in learning how to retire your child?**
- **Could you use extra income over the next year?**

If I could show you a way to increase your income, you'd want to look into the possibility, right? "John, you're a friend of mine, right? I've just gotten involved in a business I'm very excited about.

- **I respect you and Mary a lot and would like to share some financial planning information, without worrying about being sold anything."**

Once you receive a positive response, say: "When is the best time for you for us to get together? You can come over to my home or we can have a zoom meeting. Whatever is easier for you.

*

Memory Jogger

Who comes to mind?

- Co-worker
- Boss
- Partner
- Janitor
- Security guard
- Delivery person
- Administrative staff
- Customer
- Parking attendant
- Landscaper
- Coffee shop
- Personnel manager
- Salespeople
- Boss' boss
- Lunch with
- Competition
- Repair person
- Copier person
- Complainers
- Inspector
- Credit Union/banker
- Fired-up male
- Fired-up female
- Federal Express
- U.P.S.
- Delivers mail
- Lost job
- Will be laid off
- Job hunters
- Dislikes job
- Missed promotion
- Most likable
- Needs part-time job
- Engineer
- New employee
- Time keeper
- Operator
- Payroll
- Contractor
- Mover & shaker
- Preacher
- Nurse
- Dentist
- Doctor
- Principal
- Teacher
- Coach
- Gym
- Therapist
- Hairdresser
- Carpenter
- Mechanic
- Car salesperson
- Gas station
- Police officer
- Painter
- Roofer
- Book store
- Dept. store
- Grocery store
- Convenience store
- Waitress/waiter
- Chef
- Cashier
- Dishwasher
- Hardware store
- Truck driver
- Pharmacist
- Flower shop
- Health spa
- Fast food restaurants
- Toy store
- Dry cleaner
- Student
- Repair person
- Movie rental
- Theater
- Realtor
- Office supplies
- Pizza delivery
- Phone installer
- Pest control
- Bowl with
- Hunt with
- Golf with
- Fish with
- Tennis with
- Ski with
- Soccer with
- Baseball with
- Softball with
- Football with
- Bike with
- Racquetball with
- Swim with
- Jog with
- Firefighter
- Scout leader
- Barber
- Auctioneer
- Photographer
- Guidance counselor
- Musician
- Sister-in-law
- Brother-in-law
- Father-in-law
- Mother-in-law
- Brother
- Sister
- Father
- Mother
- Cousin
- Aunt
- Uncle
- Nephew
- Niece
- Best friend
- Farmer
- Military
- Babysitter
- Sitter's parents
- Neighbors
- Best man
- Maid of honor
- Bartender
- Bridesmaids
- Ushers
- Groomsmen
- Singers
- Plumber
- Plays bridge
- Plays bingo
- Plays poker
- Church
- Plays pool
- Carpool
- Yoga
- PTA
- Hometown
- School reunion
- College annuals
- Optimist
- Eat out with
- Dancing with
- Daycare center
- Park
- From out-of-state
- From out-of-province
- Has a truck
- Plays instrument
- Lifts weights
- Beard
- Little League
- YMCA
- Apt. manager
- Ambitious
- Outgoing
- Enthusiastic
- Trustworthy
- Hard-worker
- Chiropractor
- Nice smile
- Works nights
- Quit smoking
- SCUBA diver
- College professor
- In management
- Does odd jobs
- Works second job
- Mortgage broker

Remember, the people who need your help the most will:

- Be married
- Have kids
- Be homeowners
- Be age 25-55
- Be employed (\$25k+)

S.T.E.A.M.

In addition to the memory jogger, another great way to create a prospect list is by using "S.T.E.A.M.". Take a look at the following adjectives and write down who comes to mind.



S.alesperson	1.	Tel. #
	2.	Tel. #
	3.	Tel. #
T.eacher	1.	Tel. #
	2.	Tel. #
	3.	Tel. #
E.nthusiastic person	1.	Tel. #
	2.	Tel. #
	3.	Tel. #
A.mbitious person	1.	Tel. #
	2.	Tel. #
	3.	Tel. #
M.ost competitive person	1.	Tel. #
	2.	Tel. #
	3.	Tel. #

Mark Your Calendar

Now that you've set your goals and reviewed this booklet, it's time to DO IT by setting your training schedule. You should plan on attending all meetings during training. Keeping a schedule will help you and your trainer keep track of when you'll be working together each week.

Keep the Date

Here are some of the important dates and meetings you and your upline might want to add to your calendar:

- Company overview Events
- Next insurance exam dates
- Field instruction sales dates
- Team training dates
- Self-study time
- First appointment dates
- First promotion target date



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	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							
WEEK 5							
WEEK 6							