

## COASTAL VACATIONS

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“We’re taking the nation on vacation”



A Group of Like-minded Professionals Promoting Exceptional  
Opportunities for Travel, Affluence, and Well-Being

# New Associate Welcome Package

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## ADDITIONAL BUSINESS BUILDING TOOLS:

Coastal Introduction -	732-463-6436	3-minute Overview -	800-628-8015
3-minute Marketing Plan -	800-628-6435	20-minute Testimony Line -	212-461-2748

24 Hour Recorded Question & Answer Conference Call - 212-461-2750

### Official Coastal Vacations Web sites

Business Opportunity site:	<a href="http://www.coastalincome.com/sample">www.coastalincome.com/sample</a>
Retail Package site:	<a href="http://www.coastaltravelpackage.com/sample">www.coastaltravelpackage.com/sample</a>
Business Presentation site:	<a href="http://www.coastalpresentation.com/sample">www.coastalpresentation.com/sample</a>

# Welcome to Coastal Vacations

*We offer the finest support tools to assist you in attaining ALL yours dreams and goals.*

**W**elcome aboard!

You have joined the wonderful world of Coastal Vacations. This is your personal home-based business vehicle and you can drive it as quickly or as slowly as you please. This document is here to help you learn to get the most out of your business. Our intention is to get you up to speed quickly so that you begin living the life of your dreams while making a huge difference in the world.

You will be receiving your Coastal Vacations membership package(s) shortly. The *Level I Package* is in a burgundy zip case. The *Level II Package* is similar, except it is black. If you ordered the *Premier Package* you will receive both. The *Level III Package* is blue. If you ordered the *Platinum Package* you will receive all three. Please note that the information in these cases is much like a musical instrument that is new to you. Learning how to get the beautiful music locked within each vacation package is as simple as taking a few activation steps. The fun way to discover what a fantastic gift you have at your fingertips is simply to activate several vacations and either use them yourself or give them away to friends who can do the research for you. Remember to keep all receipts and take photos for your vacation portfolio so you can share what you discover with others. Personal experiences have greater impact than cold facts or abstractions.

## FIRST THINGS FIRST!

When your Level I Coastal Vacations membership package arrives, immediately activate your membership. This is done by filling out the enclosed **Coastal Vacations Member Application**. Be sure to make note of your Coastal I.D. number in the upper right hand corner of the application. Record the number and keep it in a safe place.

Send the white original application form along with a \$10 cashiers cheque or money order to N.B. Management. This will pay for processing your application, engraving your cards and shipping them to you. Keep the yellow copy for your records.

After processing your application, N.B. Management will send your membership cards and vacation order forms. Suggestion: place the vacation order forms in a 3-ring presentation binder inside sheet protectors. That way, the vacation forms are easier to see and use.

# Build your Foundation

## Develop a Plan

Begin developing good habits NOW! Write down your business and personal goals.

- Schedule how many hours per day you are devoting to your business and STICK TO IT.
- How much money do you want to make per week?
- How many people do you need to talk to per day?
- Decide on an advertising budget and start advertising TODAY!
- Set up your office. Have a pleasant environment where you can close the door to any outside noise if need be. Consider using a phone headset. Walking around while talking keeps the energy up!

## Assess your Telephone Situation.

Do you have three-way calling? Call your local telephone company to set up three-way calling and call answer. These services cost about \$5 per month and are absolute necessities. Three-way calling with your director is fabulous training. Search the major carriers for a Long Distance Plan with Unlimited calling, many are available.

## Get the Basics

You will need a few. These are official Coastal Vacations tools:

- **Retail website** ([www.coastaltravelpackage.com/sample](http://www.coastaltravelpackage.com/sample))
- **Opportunity website** ([www.coastalincome.com/sample](http://www.coastalincome.com/sample))
- **Flash movie prospecting website** ([www.coastalpresentation.com/sample](http://www.coastalpresentation.com/sample))
- **ResponseMailer** with pre-written letters (for prospects and for training new associates)
- **Toll-free number** with numerous extensions and unlimited message-taking capacity
- Websites kept up-to-date by the Board of Directors
- Periodic Broadcast messages from the Board of Directors

**All for just \$79/month!!!!**

But the very best part... your service is FREE with just five referrals. How many people are you going to train in Coastal this next year? Dozens? Hundreds? Why not use a service that rewards you for referring business? Just five referrals and you will not get a bill anymore! Call COA Network today (1-800-454-5930) or sign up online at [www.coanetwork.com/coastal](http://www.coanetwork.com/coastal)\*.

\*You will need to submit the email address of the person who referred you. Ask your up-line Director for theirs.

## Overview of Marketing Methods

Your marketing strategy is the life-line of your business. The possibilities for advertising and marketing these phenomenal products are endless. Here are a few that have proven successful over the years.

- |                    |                          |                           |
|--------------------|--------------------------|---------------------------|
| Ø Purchasing Leads | Ø Postcards              | Ø Bridal Registry Website |
| Ø Classified Ads   | Ø Home Business Seminars | Ø Trade & Home Shows      |
| Ø Fax Blasting     | Ø Internet Marketing     | Ø Person to Person        |

# Leads

Leads are the life-blood of your business. With them, you can make all the money you can stand. Without them, you can't do anything. Good leads are essential. It's better to have 5 great leads than 50 lukewarm leads. Would you rather spend your time talking to the 5 hot prospects or spend ten times as much time talking to a bunch of tire-kickers? The solution? Get great leads to begin with! Here are a few ideas to get you started. You know what your advertising budget is. Look at what you can do. Then come up with even more ways to make it happen! Ideally you want to pursue as many different lead generating options as your budget will allow.

## Leads on Any Budget

### No Budget / Low Budget Approach (\$0 - \$50.00 per week)

- Ø Place a classified ad in a paper.
- Ø People you know and know of. (Make two lists: people who might be interested in a great vacation package and people who are income opportunity seekers.)
- Ø Referrals, Churches, and other group affiliations.
- Ø Flyers at Swap Meets, Colleges, Malls, etc.
- Ø Hand out business cards to everybody. More important, ask other business people for their cards. Then you call them.
- Ø Give out the Coastal Vacation DVD or audiotapes.
- Ø Cold call from phone book where permitted by law.
- Ø Give out HotCards or Postcards from [www.IPrintCenter.com/Coastal](http://www.IPrintCenter.com/Coastal).

### Medium Budget Approach (\$50.00 - \$300.00 per week)

- Ø Everything above plus multiple ads. Vacation and Travel Magazine display ads.
- Ø Fax and email blasting.
- Ø Mail postcards.
- Ø Purchase leads from Coastal approved vendors.

### High "Let's Make It Happen" Approach (\$300.00+ per week)

- Ø Everything above.
- Ø Card Deck for Opportunity Seekers.
- Ø Home Business Seminars, Opportunity Meetings.
- Ø Home business magazine classified and/or display ads.

## Classified Ads

As with any business, advertising is the key. Wherever you advertise, stop and consider who will be reading your ad. What type of person reads this magazine or newspaper? Is it the type of person I would want in my business? Would they come here to look for a travel package? Would they come here if they were looking for a home-based business? It is important to be target specific in your ad copy. If you want lazy people to call you, then advertise "We do all the work for you." Get the picture?

Honestly speaking, most free ads and classifieds do not attract serious business seekers. When placing your ads be alert to various changes the advertising company may wish to make. If they edit it too much, you may lose the effect you intended your ad to have. You may wish to include your COA flash presentation web address in the ad, but certainly be sure to use your toll-free TeleCenter number from COA Network in all advertising. Let these tools better qualify the leads you are going to get, recall that you want 5 Hot leads rather than 50 tire-kickers.

Here are a few ads that have proven successful in the past. This is not an exhaustive list. These examples are provided to get your creative juices flowing. Be sure to listen to the *Four Line Ads* training call under the heading Support System at [www.coastalincome.com/sample](http://www.coastalincome.com/sample).

<p><b>I Love It! Money, Time, Freedom.</b> No Boss. No Traffic. Earn at least \$2,000 weekly from home. Let me show you how. Not MLM (Toll Free Number)</p>	<p>Earn \$1000.00 per sale in the lucrative world of travel and enjoy Free Vacations! Call (Toll Free Number) TODAY!</p>	<p><b>NO HYPE! NO BULL</b> \$2,000 Per Week Starting your FIRST MONTH! I Personally Show you How! (NOT MLM) (Toll Free Number) 24hr</p>
<p><b>NO HYPE. NO BULL. \$2,000 to \$4,000</b> Per Week. Starting right now! Use our simple but powerful system. F/T or P/T. Not MLM. (Toll Free Number)</p>	<p>Build a 6-figure income working from home. F/T &amp; P/T Directors Wanted. (Toll Free Number)</p>	<p><b>Would You Like To Earn \$1K</b> on a \$1295 sale, on a product that makes your clients happy? Not MLM. Call 1-800-xxx-xxxx.</p>
<p><b>A \$3,000 WEEKLY INCOME</b> with Only 3 easy sales! Huge Demand, \$1,000 profit, Leads Not MLM (Toll Free Number) 24hr.</p>	<p><b>COMPETITORS CRY UNCLE</b> Nobody In MLM delivers like we do. We dare You to keep up with demand. Call (Toll Free Number) 24hr.</p>	<p>I've seen Time Shares, I've seen Vacation Clubs, but I've never seen anything like this. Vacation one week each month. One-time payment of \$1,295. Keep \$1,000 commission. Looking for directors. Call (Toll Free Number)</p>
<p><b>It's easy to become a Millionaire</b> if you have the right vehicle to get there. We Have the Master Plan. Call (Toll Free Number) 24hr.</p>	<p><b>TIRED OF SHAKY MONEY GAMES</b> Deliver a real \$15,000 value for \$1,295 Keep \$1,000 and happy clients. Call (Toll Free Number) 24hr. Not MLM.</p>	<p><b>NO HYPE. NO BULL. \$2,000 to \$4,000</b> per week. Starting right now! Use our simple but powerful system. (Toll Free Number)</p>
<p><b>NO BULL, THIS IS A FAST TRACK!</b> I'll show you how I make \$3,000 weekly from home. No MLM, No Lies. Call (Toll Free Number)</p>	<p><b>I LOVE IT!!!! TRAVEL, MONEY, FRIENDS</b> and no traffic, no boss 3 easy sales = \$3,000 weekly from home. Call (Toll Free Number) 24hr.</p>	<p><b>CASH IN NOW!</b> Huge Demand Sparks Huge Profits (Toll Free Number) 24hr.</p>

<b>PURCHASE VACATIONS</b> <b>WHOLESALE!</b> One-time payment of \$1,295 looking for Directors. Earn a \$1,000.00 commission per sale. Call (Toll Free Number) 24hr.	<b>Work our system.</b> People are earning \$2,000.00 to \$3,000.00 weekly. Call (Toll Free Number) 24hr.	<b>Where would \$3,000/week</b> Take You? Travel/Money/Freedom Work from home. Full training. Not MLM. Call 1-800-xxx-xxxx.
<b>Coastal Vacations-America's</b> #1 Home Business-Find out why! Not MLM. For once, earn what you're worth! 1-800-xxx-xxxx.	<b>Kiss Your Boss Goodbye!</b> America's Best Home Business! Not MLM. I'll show you how I made \$14K my very first month. Call us at 1-800-xxx-xxxx.	Let me show you how a \$2000 investment can make you an immediate and consistent \$1,000-\$3,000 income per week. Only serious inquiries please. Call 1-800-xxx-xxxx.

## Training Calls

Listen to AT LEAST two week's worth of training & conference calls. You will want to hear questions and answers several times to really absorb them. You may even record them: Coastal allows that. Then you can listen again and again. **Learn by repetition**

Conference Training Call Number

**620-294-3000 - PIN: 1103#**

Monday	Tuesday	Wednesday	Thursday	Friday - Sunday
<b>9:00pm EST -</b> Director's Training Call  <b>10:00pm EST -</b> Nightly LIVE Q&A	<b>9:00pm EST -</b> New Associates Call  <b>10:00pm EST -</b> Nightly LIVE Q&A	<b>9:00pm EST -</b> Level 2 & 3 Call  <b>10:00pm EST -</b> Nightly LIVE Q&A	<b>9:00pm EST -</b> Product Training Call  <b>10:00pm EST -</b> Nightly LIVE Q&A	   <u><b>*NO CALLS*</b></u>

## Calling Prospects

### Scripts

These are scripts you can use when you are calling back leads either from lead sources or when prospects have answered your ads. Or you can write your own. **Be creative.** Feel free to mix and alter these as you are comfortable. Just remember... the most important thing is to communicate with your prospect and not to sound canned. **Find a comfortable script and stick with it.** Read through the following scripts SLOWLY and OUT LOUD. That will help you find out whether or not you're comfortable with *this* script or perhaps need to try another one.

### Alternate Coastal Script

Hello. \_\_\_\_\_please. \_\_\_\_\_? Hi! My name is \_\_\_\_\_. I am calling because you requested some information on making money from home in response to \_\_\_\_\_ (the ad, the email, etc..) I just wanted to give you a quick call and give you some information to check out. Is this a good time? Great. First of all, I don't want to waste your time or mine. Do you mind if I ask you a few quick questions?

1. Are you looking for something to do from home, or just something to supplement your income? (If "supplement", what are you currently doing?)
2. Have you ever owned your own business or worked from home before? (If so, what?)
3. What would you like to be earning a year from now?
4. Can you see yourself earning \$10,000 or more per month?

If you really like what you see here with this opportunity, would you be able to come up with at least \$1,500 to get your business started? (If not, "how long would you need to get things together?", "Okay... Then this probably isn't the right time for you to get involved. It takes money to make money, and any real home business will require some investment. But that's okay, I'll call you back \_\_\_\_\_." (however long they said they'd need).) (If yes, continue)

Well, I would like to spend a few minutes with you to give you a detailed overview of the Coastal Vacations opportunity. Then, once I'm done, I'm going to ask you a question. You'll have one of two responses. Either you will say "Nope. I'm not interested in making money with Coastal Vacations", or you'll say "Yes, I would like to get some more information and check into it further." Either way is fine. Either you want more info or you don't, and we'll simply decide where to go from there. Fair enough? (If yes,) Okay, well here's what happened to me when I first found out about Coastal - (Just give a story about your director and the money they were making, and "that definitely got your attention".)

Let me tell you about our product - The Coastal Vacations Travel Package. This program has been exclusively available through resort properties - they use it as an alternative product for their vacation club prospects who aren't interested in purchasing a timeshare or membership with them. These resorts sell this package for \$2,500 - \$4,000. It provides a wide selection of travel and lodging options at the industry's lowest rates. As a Coastal Director, you can sell this same package, with over a \$15,000 value for only \$1,295.00. That's less than half of what resorts are currently selling it for. Plus, you can also include a free Carnival Cruise, and make \$1,000 profit on each and every sale!

Here's what's in the package....

5 Cruises - each is for at least two adults, and includes all food and entertainment on board the ship.

Over 25 FREE mini-vacations - each is for at least 2 adults. The accommodations are already paid; they simply have to get there. Once they get there, the hotel is paid for. There are twenty membership cards. - Each membership gives you 25-50% off the product or service. For example, the Golf card gives you 25-50% off green fees, driving ranges, cart rentals: everything that has to do with golf. Plus you have nineteen other cards: a ski card, camping card, dining card, car rental card, roadside assistance card, FOUR hotel cards that give you 50% off your stay at participating hotels, and a condo/resort card that gives you as much as 75% off week-long stays at thousands of 3-5 star condos and resorts around the world.

All of this is yours for only \$1295.00. So you can see, it's not hard to sell... they take ONE CRUISE, and they've made their money back. People can see what a great package it is. That's all there is to it, really ... just show them the list of vacations... if they like it, they do it, if they don't, they don't. It really is that easy. There are directors making 4-5 sales/week from home, and some are making even more than that. Even if you only did this part-time and let's say you only made one sale a week with this program, you'd be making over \$50,000 a year!

You get started by simply getting a package. That's it! No distributor fees or inventory to stock.. You don't pay anything "just for the privilege" of getting to sell this package. You just do what any customer would do... you buy a package so you'll know what you're selling. You can either keep the package or resell it and get every penny of your \$1300 back out of it. So there's absolutely no risk! You can't fail! And the training is very thorough. Your director actually helps you get the first two sales so you can see how it all works. Of course they keep those two sales... because THEY made them, but after that, you'll be talking to people yourself and can make the whole \$1000 commission yourself! No one gets an override or a commission off

your efforts. You are completely independent. You don't have to split your commissions with anybody. Pretty neat, huh?

Well, that's the business, in a nutshell. Okay.... here's the question I promised you..... Are you interested in getting more information about making money with Coastal? Or are you not really ready to own your own business yet?

(If yes, offer to three-way them into the recorded conference call, or give them the live conference-call number and the website or fax-on-demand number for them to review the information. Make an appointment to get back with them tomorrow to go over any questions they have and to "go from there".)

How did it feel? Are you comfortable with it? Maybe you'd like to try another one just to see the difference... okay, here's another one...this one is perfect for surveyed leads that you've purchased. Remember... you HAVE to say it out loud....

## Calling Surveyed Leads

Notice in the following script how... You are a customer service representative and NOT a salesperson. You are reading their survey results back to them, which gives you instant credibility.

"Hi Their name This is Your name I'm calling because you recently requested information about a home-based business. This is just a courtesy follow-up call. Do you have a couple of minutes? Since you requested information, I'm assuming you're kicking around the idea of a home business. Is that correct?

Great. I see by the survey you completed that you (have/have never) been involved in network marketing before. Is that true? (If they HAVE been involved before, ask them to tell you a little about their experience.)

1. Okay. You put down that you can work (# of hours) on your business each week. Is that correct?
2. You also said you could invest (\$ of dollars) each month. Is that right?
3. And, lastly, you mentioned that you're looking for something you can start (now, next month, etc). Right?

Fantastic! It sounds like what you're looking for may be a good match with us.

The next step of the information process is to share with you an overview of our program. Keep in mind, after going over this information; most people feel one of three ways:

1. They like what they see and they're ready to get started.
2. They like what they see but they need more information.
3. It's just not for them right now.

Whatever you decide is just fine with me. I'll just give you the facts and all the information you need so you can make an intelligent decision as to whether or not this is what you're looking for. Fair enough?

OK (name), do you have about 20 minutes right now?"

IF THEY DO...Give them your website address... tell them to read through it carefully and to write down any questions. Set up a time to call them back and answer their questions or set up a 3 way with your director.

These are offered only as examples. You can develop whatever approach works for you. Until you develop your own style, we encourage you to use the approaches that have consistently worked for years.

## Print ads

Following are a few sample ads that have proven successful.

# Whistle While You Work

## EARN \$5,000.00 TO \$15,000.00 MONTHLY

**STARTING RIGHT NOW!!  
AND, YOU CAN TRAVEL OR  
VACATION WHENEVER  
YOU WANT**



*Coastal Vacations* was created years ago to market this incomparable travel package. The *Coastal Vacations Membership Package* is backed by numerous companies with more than 20 years experience. Coastal Vacations is a leader in the \$4.9 trillion-dollar-a-year travel industry (which is growing by 23% per year).

**That creates *an opportunity of a lifetime* for us!!  
UNBEATABLE \$15,000 VACATION PACKAGE!**

5 - LUXURY CRUISES	20 + FABULOUS VACATIONS (GIFTABLE)	
35 - MM CAMERA	200 - ROLLS OF FILM	3 -PIECE - MATCHING LUGGAGE
LUXURY RESORT CONDOS WORLDWIDE (UP TO 75% DISCOUNT)		
MEMBERSHIP - IN 18 DISCOUNT TRAVEL AND ENTERTAINMENT CLUBS		
50% - 80% DISCOUNT ON THOUSANDS OF HOTELS WORLDWIDE		
50% - GOLF, SKI RESORTS, AND RESTAURANT DISCOUNTS		
DISCOUNTS - ON CARS, RV CAMPGROUNDS, THEME PARKS AND MORE		<b>Much, - Much More</b>

*Call for: Details, Website Address, All Vacations, Resorts, FAQs & Testimonials*

**YOU AND I MARKET THIS WONDERFUL PACKAGE FOR \$1,295  
and We Keep an Incredible \$1,000 PROFIT for Ourselves.**  
(Just think about all the great things you can do with \$1,000 PROFIT, in your pocket, on EVERY sale.)

**WE USE A PROVEN 3-STEP SYSTEM TO PRESENT THE COASTAL VACATION PACKAGE**

**LOOK AT THESE BENEFITS**

\$1,000.00 - PROFIT FROM EACH SALE  
SIMPLE, - PROVEN SYSTEM  
EVERYBODY - LOVES VACATIONS & TRAVEL

- HOME-BASED BUSINESS (NOT MLM)  
HUGE - DEMAND FOR THIS PRODUCT  
HUGE - MARKET

**Call Me Now!!**



**Where  
Would  
\$3000  
Every  
Week  
Take  
You?**

## **Huge Income**

Our Directors earn \$1,000.00 to \$9,705.00 on each sale and, although results vary, you can easily earn \$3,000.00 or more using our proven system working only a few hours each week. This is not a job but a business opportunity. Serious inquiries only. There is an investment required to get started. If you do not have at least \$2000 to invest, this is not the opportunity for you.

**(THIS IS NOT MLM)**

The demand for this product is unprecedented. If you would be pleased to earn \$1,000.00 a sale or \$7,000.00 a sale and are serious about making a substantial income from your home, you need this extraordinary, real world opportunity.

Come to our informational gathering at 123 Anywhere  
Monday Night 7:00 p.m.

Seating is limited so call 000-000-0000 to reserve your seat today.

**You will receive a Complimentary Carnival Cruise for just checking us out.**

# *Complimentary Vacations*



We Don't Sell Vacations  
We Don't Sell Timeshares  
We Don't Sell Your Information



## **We Do**

Offer a *LEVEL ONE* vacation package with 5 cruises and over 25 vacations for the price you would pay for just one vacation. You can order as many vacations as you want for life from hundreds of destinations to choose.

Offer a *LEVEL TWO* vacation package that includes an international membership with unlimited cruises and vacations that can be used by you or your friends and family. Order as many as you want, as often as you want for LIFE.

## **WOULD YOU LIKE TO IMPRESS YOUR FRIENDS AND FAMILY?**

Offer them a vacation they will never forget. These vacation packages are complimentary. All you pay are the port fees and taxes.

## **HOW CAN THIS BE POSSIBLE?**

A recent study showed that cruise ships, hotels, etc. normally have a 20% vacancy rate. The study noted that if the vacancies were filled with complimentary guests, they would more than make up for that loss by those guests purchasing food and drinks, gambling and other entertainment. They will also have such a good time that they will tell all their friends who will want to go.

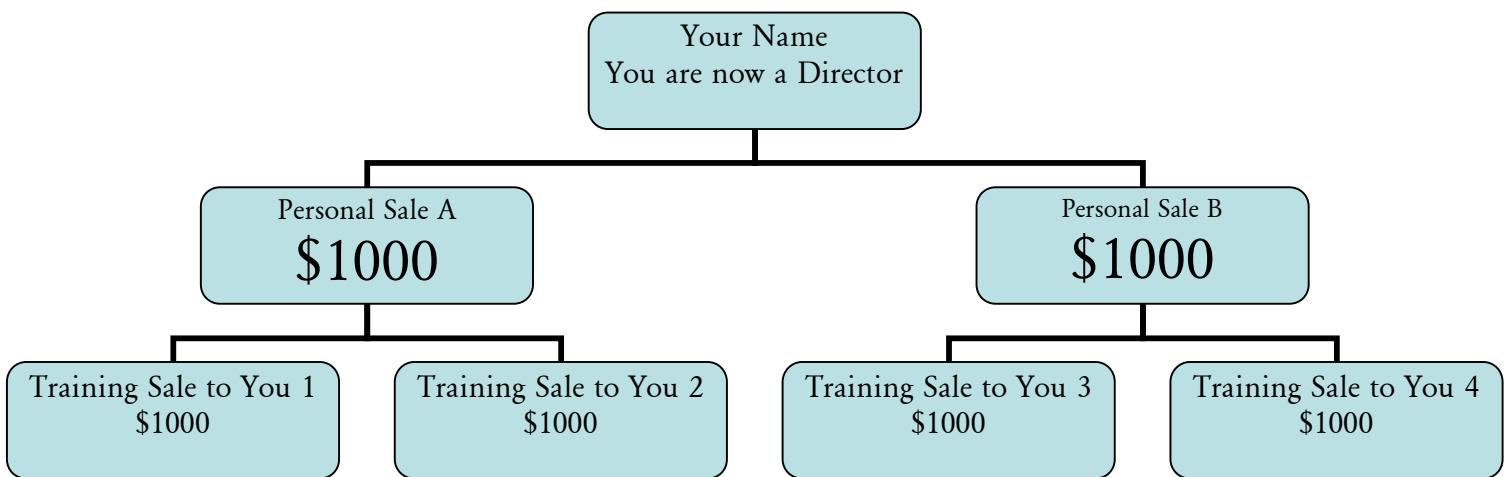
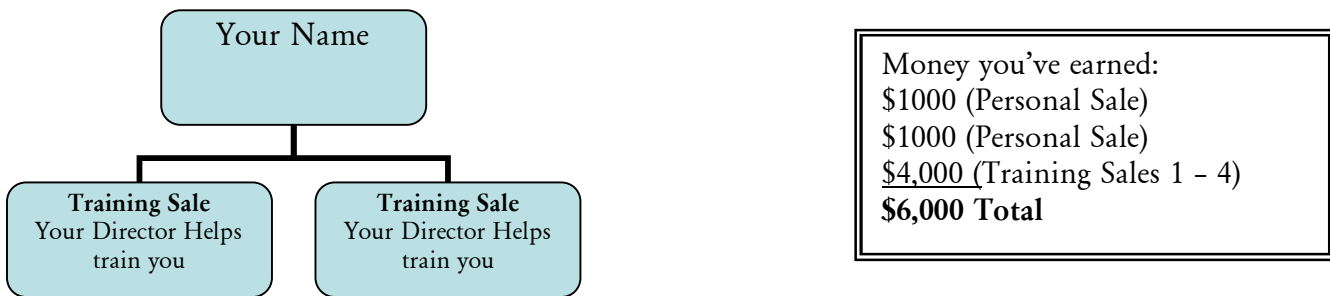
Want to find out more?  
Come to 123 Anywhere  
Monday 7:00 p.m.  
August 30, 2004  
Call (000) 000-0000 to RSVP  
[www.coastalpresentation.com/sample](http://www.coastalpresentation.com/sample)

***Win a VACATION of your choice just for checking us out!***

# Making the Sale

This is a script of the 3 minute marketing overview.

Their name, grab a pen and a blank piece of paper and I'll show you how easy it is to make money with our program. There are two ways to make money with Coastal. You can just retail the product and make \$1,000-\$7,000 on each sale or you can train directors. Let me show how training directors explodes your income. First draw a box with your name in it and draw a line down the center of the page under that box. Now on the left side of the page under your name draw two more boxes right next to each other. These are your two training sales that I do with you and show you how to do this business step by step. After we make these first two sales, you are a Director and order the Vacations Packages direct from our wholesaler! Now on the right side of the paper draw two more boxes, which will represent your first two personal sales after you are a Director. At \$1,000 per sale, you just made \$2,000 right?! Next to your name write \$2,000 on top of the page. Now along with the retail sales of the Vacation Package you can help these two people get started marketing the Coastal package. Let's say, for example, the following weeks these two people just make two sales each. Draw four new boxes under the first two people you got started which represents their first two sales each, that's \$4,000 you get to keep! Because you keep the profit from the first two sales of everyone you start in the business! Add this \$4,000 profit to your \$2,000 and you've made a total of \$6,000! Do you see the potential here and why we make so much money? And notice that this is just for the Level One package. What if this were for Level Two or Level Three at \$3,000 or \$7,000 per sale?



You can listen to this overview by calling (800) 628-6435.

# Coastal Vacations

## Important Numbers

**Fax-On-Demand: (732) 463-6423 \***

Doc# 1 - Level 1 (Domestic Package) Overview

Doc# 2 - Level 2 (International Package) Overview

Doc# 3 - Level 3 (Universal Package) Overview

Doc# 4 - New Associate Welcome Package

Doc# 5 - Sample Weekly Condo Specials - Membership Renewal Form

Doc #6 - Vacation Order Form

Doc #7 - Condo and Resort Order Form

Doc #8 - COA Network Website, Voicemail and ResponseMailer Information

Doc #9 - Coastal Payment Plan Application

Doc #10 - Coastal Training Seminar Information and Application

Doc #11 - Coastal Literature and Sales Aids Order Form

Coastal Information Line: (732) 463-6436

4-min. Company Overview: (800) 628-8015

3-min. Marketing Plan: (800) 628-6435

Success Stories Testimonial Line: (212) 461-2748

Q&A Conference Call: Mon-Thurs 10 p.m. Eastern Time (620) 294-3000 - PIN: 1103#

Around-the-clock recorded Q&A Conference Call: (212) 461-2750

**Websites:** <http://www.coastalincome.com/sample> (Opportunity Site)

<http://www.coastaltravelpackage.com/sample> (Retail Site)

<http://www.coastalpresentation.com/sample> (Flash Movie)

\*To use Fax on Demand, you must call from a fax machine with a handset. Call the number above and follow the prompts.

# Suggested 1.2.3. Marketing Plan



**Level 2 - International Travel Package (L-2)** - An incredible International Travel Package worth over \$20,000.00, includes access to hundreds of vacations and cruises around the world! Also includes a bonus ticket (\$99 value) to a future Coastal Training Seminar, including workshops by nationally recognized speakers on finances, motivation, travel, relationships, and more. These events, held twice each year, are open to everyone.

**Your Level 2 - Package may be purchased from your L-2 Director for \$3500.** You earn approximately 90% or \$3,000.00 on each sale as an L-2 Director. You qualify to become

an L-2 Director the same way you qualified to become an L-1 Director, with 3 sales (yours and two more). Your L-2 Director will assist and train you in making your first two L-2 sales. He/she will retain those two sales. Once accomplished, you will become an L-2 Director, receiving an L-2 Director's release, and start earning approximately 90% profit on each sale.

**Premier Package - Level 1 & 2 together** - For those who want to get their business started off RIGHT. The Premier package allows you to get both packages at the same time for just \$3995, (instead of the regular price of \$4795.00) and **save \$800.00! This almost pays for your Lifetime L-1 Membership!** You still need to make two L-1 and two L-2 sales to qualify as a Director at each Level, or just make two Premiere sales which will qualify you as a Level 1 & 2 Director at the same time. Less time in training means money in your bank faster!

**Level 3 - Universal Travel Package (L-3)** - An incredible Universal Travel Package which includes access to hundreds of vacations and cruises around the world! Also includes a bonus ticket (\$99 value) to a future Coastal Training Seminar, including workshops by nationally recognized speakers on finances, motivation, travel, relationships, and more. These events, held twice each year, are open to everyone.

**Your Level 3 - Package may be purchased from your L-3 Director for \$7500.** You earn approximately 90% or \$7000.00 on each sale as an L-3 Director. You qualify to become an L-3 Director the same way you qualified to become an L-1 & L-2 Director, with 3 sales (yours and two more). Your L-3 Director will assist and train you in making your first two L-3 sales. He/she will retain those two sales. Once accomplished, you will become an L-3 Director, receiving an L-3 Director's release, and start earning approximately 90% profit on each sale.

**Platinum Package - Level 1, 2 & 3 together** - For those who want to get their business started on the fastest track, the Platinum package allows you to get all three packages at the same time for just \$11,000. (Purchased separately: \$12,295) **You save \$1,295.00! This means Level 1 is FREE!** If you start as a Platinum Associate, you still need to make two L-1, two L-2, and two L-3 sales to qualify as a Director at each Level. However if you make two Platinum sales they will qualify you as a Level 1, 2 & 3 Director at the same time. Again, money in your bank faster!

*"Travel can provide the adventure and diversity that is the spice of life"*