



**One World - One Language**

## ***En101's Success Guide***

*Including:*

- Flip-Thru Quick Presentation
- Self-Training Guide
- Personalized Business Plan

**En101 – An Equal Opportunity for ALL**

**From the desk of:  
Richard McCullough  
CEO / Founder  
En101, INC.**

Dear En101 Partner,



In this world where there are many opportunities to choose from, I would like to use this occasion to say from the bottom of my heart... Thank you for choosing En101.

I want to make sure you understand just how powerful your decision is: Think about it like this; if at ANY TIME in your life you would have made the decision to turn left instead of turning right, or if at ANY TIME in your life you would have made a decision and said no instead of yes, YOU WOULD NOT BE SITTING HERE READING THIS RIGHT NOW.

As with all decisions, your decision to join En101 has set many things into motion. Your decision has set into motion the possibility for you to control where you will be in one, five or ten years from now. Your decision has set into motion the communications you will have with the people you share En101 with. Your decision has set into motion a path that could literally change the direction of your life.

This decision could be the single most important decision of your life.

Being on the inside of the Internet marketing industry for the past 11 years, I have had the opportunity to watch many people achieve success using business models similar to En101's business model.

We created the En101 Success Guide© - using the same proven systems of some of the most successful marketers in this industry - to get you over some of the hurdles people face as they pursue a new business venture.


There is absolutely nothing wrong with wanting – or striving – to achieve success. If you truly want to achieve success, I believe you can do it with En101. I also believe that there are no shortcuts to success. Success takes hard work and dedication.

You owe it to yourself and your family to consider the rewards and benefits of developing your own small business, thereby creating and sustaining an income that is self-generated and self-determined.

Read the information contained in this Success Guide very carefully. Spend as much time as you need studying its contents. Then, work En101 like you've never worked anything before.

We have a huge task at hand. As Partners we will prevail.

Best Regards,

  
Richard McCullough  
CEO / Founder  
En101, INC.

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# En101

**One World - One Language<sup>(sm)</sup>**

*En101's*

*Flip-Through*

**Quick  
Presentation<sup>©</sup>**

*At En101, you are in business FOR yourself, but not BY yourself.*

# En101, INC

## Tulsa, Oklahoma USA



**En101 – a company with financial integrity - family owned and operated.**



“Our mission is to bring the world closer together through our One World - One Language program.” says Richard McCullough, En101’s CEO and Founder.

We are proud to be one of the fastest growing Internet Marketing companies in the world, with sales in over 164 countries in our first 8 months of business.

At En101, we offer an opportunity for our partners to be compensated for their efforts through a generous direct commission structure where a person is not only paid for their own personal enrollments, but also through our unique company-wide bonus pool where a person can earn a portion of the pool determined by their “team” efforts.

In our first 6 months of business, we paid over (USD) \$1,000,000 in commissions to our business partners.

En101’s remarkable team of designers, programmers, flash developers, animators, software developers, a state-of-the-art-facility and our proprietary language and translation software allows us to deliver our product within seconds, anywhere in the world.

WE are pioneers in a new world... a world that has been given the opportunity to come together through the power of the Internet.

# En101's Learning Center©



**Our focus** is on our remarkable product, which is delivered over the Internet to users worldwide through the **En101 Learning Center©**.

Our **En101 Learning Center©** is unique in every way. It is your very own “private tutor” that comes to your house ~ at the click of the mouse.

Are you **new to English** or do you know somebody who is? Do you need to **improve your English** or do you know somebody who does? Do you ever feel the need to apologize because of your lack of English skills – or has someone apologized to you? It doesn't have to be that way.

1. **Learn English** at your own pace in the privacy and comfort of your home or office.
2. **For one low price**, your entire household learns.
3. All lessons use the three most widely accepted methods of learning – **audio, visual and text**.
4. Read the instructions in your own language as you learn.
5. Print your own En101 Certificates at completion intervals.



You have access to the website 24 hours a day, 7 days a week. With a little practice, you will soon be able to:

- Impress your family!
- Impress your friends!
- Impress your employer!

There has never been a more opportune time to learn English, nor has there ever been a better plan for you to learn English.

Plus, you have the opportunity to “**earn as you learn**”!

**Become a member ~ begin to learn or improve your English today!**

## En101's Business Center©

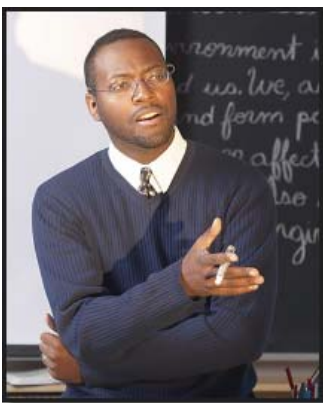


The **En101 Business Center©** comes complete with all the online tools you will need to promote your *ALL NEW* Internet business!

**En101's Virtual Office©** (shown left) gives you a quick overview of your business at anytime, day or night.

Simply mouse over the icons, and find out your current earnings, team counts, points and much more!

- **You get your own En101 websites** (both a .com and a .biz website) from which to promote your new Internet business.
- **En101's Ad Center** allows you to print your own business cards and flyers right from your computer, saving you \$\$\$.
- **En101's Success Guide©**, including this Flip-through Quick Presentation©, En101 Self-Training Guide© and Personalized Business Plan© make it easy for you to get started in business with no additional out-of-pocket expenses.



**PLUS...** It's easy to share our program, as you will see in "Duplicating En101", located in the Business Plan section of your En101 Success Guide©.

According to the British Council, there could be up to **2 BILLION** people learning English within the next 5-10 years.

Many countries are mandating English as a second language in their schools as well as state and government offices.

**En101 is an opportunity of global proportions.**

# En101's Generous Partner Compensation Plan



The En101 Partner **Compensation Plan** is a powerful Pay Plan that is designed to reward you EVERY STEP OF THE WAY!

## \$30

**Earn (USD)\$30 every time a person enrolls for 1 year.**

*Based on Paid enrollments generated from YOUR En101 website*

## \$20

**Earn (USD)\$20 every time a person enrolls for 6 months.**

*Based on Paid enrollments generated from YOUR En101 website*



**PLUS**, once qualified, you can share in the **Company-wide Bonus Pool** and get paid – weekly!

- For every \$129 enrollment anywhere below you in the business structure, you **earn 5 points**.
- For every \$79 enrollment anywhere below you in the business structure, you **earn 2.5 points**.
- **For every 30 points** you accumulate in your business structure (1/3-2/3 ratio or 2/3-1/3 ratio), you earn one (1) paystep.

**GET PAID WEEKLY:** You can earn **multiple** direct commissions and **multiple** Pay Steps weekly - and **get paid weekly** via one of our many payment methods, including a domestic or international Visa® branded debit card, or via our Online Wallet feature, check, eGold®, Moneygram®, Western Union®, or by an En101 company check (see site for details and other payment methods).

**Business just doesn't get any better... or easier than En101!**

*Be sure and check out En101's website to get all updated and full descriptions of the Pay Plan.*



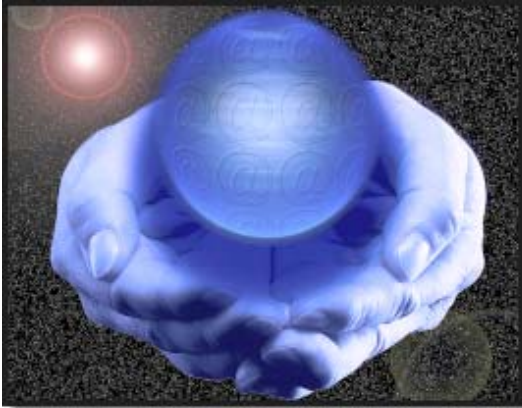
**One World - One Language<sup>(sm)</sup>**

*En101's*

**Self-Training  
Guide<sup>©</sup>**

*Guide yourself to success with En101*

## Overview



**Internet Marketing** is the business wave of the future – no doubt about it.

Why? Because the Internet has opened countries' borders and made it possible to **do business on a global scale** – right from the comfort of your home or office, and made it possible for you to contact the people you know **at the click of a mouse**.

Most of all, the Internet has leveled the playing and has provided an **equal opportunity for all people of the world**.

- **According to the British Council**, as many as 2 billion people could be learning English by the year 2010. It is a large and growing market.
- En101 has positioned itself in the marketplace with a **proven business model**, proprietary software and methodologies.
- In its first **8 months**, over **40,000 members** have enrolled in **164 countries**
- En101 has **experienced management** and a technology and operations team with industry expertise in implementation, support and sales.

### Promoting En101's Educational Program:



This is the fun part about En101 ~ promoting our educational program.

Watch the faces light up the first time a person learns how to say the word “hamburger”. Or the first time they manage to say the entire alphabet without pausing. Or even when they say, “Hello, how are you” for the very first time.

En101 really is all about bringing people everywhere closer together through **One World - One Language**.

No gimmicks, just quality education for the everyone.

When a person asks you why they need this program, say this: “Look at the opportunities that people have in the business world **JUST BECAUSE** they can speak English... and look how many opportunities you (or a family member) have had to pass up because you (or they) couldn't understand English”.

**Mary Mandelt, En101's Director of Education**, coordinates our Education Department. Mary has been teaching English as a Second Language (ESL) for nearly 20 years. She began her teaching career as a Primary School Teacher and later progressed to teaching ESL in High Schools and English as a Foreign Language (EFL) to overseas students in higher educational institutes.



Mary holds a Diploma in Teaching (Dip. T.), a Graduate Diploma of Arts & Language Studies (Grad Dip Arts), as well as a Royal Society of Arts Diploma in Teaching English as a Second Language (RSA Dip. TESOL).

# Enrolling En101 Members and Partners

Everyone who enrolls in En101 is a "member" (or customer). Once a person enrolls their first person, they become a "Partner" (rep).

## Enrolling a new "Member Only" (Non-Rep):

To enroll in En101, the new enrollee must go to YOUR website.

- Your website address is: **YourName.en101.com**.
- A new enrollee cannot enroll from the **WWW.en101.com** website.

We offer the following enrollment options:

1. **1 year** of online language education for **(USD)\$129**.
  2. **6 months** of online language education for **(USD)\$79**.
- Everyone who enrolls is known as a "member" – or "customer".



**VERY IMPORTANT NOTE:** *It is against En101's policy for an individual or entity to enroll multiple times or to suggest that another person or entity enrolls multiple times.*

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## Enrolling a new "Partner" (Rep):

To enroll a new Partner in En101, send the person to YOUR .biz website.

- Your website address is: **YourName.en101.biz**
- A partner cannot enroll from the **WWW.en101.biz** website.

We offer the following enrollment options:

3. **1 year** of online language education for **(USD)\$129**.
4. **6 months** of online language education for **(USD)\$79**.



**NOTE:** *If a person accidentally enrolls as a customer, and wishes to promote En101, this can be changed by going into the Customer Service Panel and making the request.*

**Payment Methods:** We offer various payment methods, including Visa®, Mastercard®, as well as various other methods shown below. You may also make a payment for someone else through our Wallet system. Once your new member has enrolled (they click on the "Other" payment option) and received their ID#, click on Wallet in your Business Center and enter their ID# in the Pay Order field, submit and confirm.



# How the En101 Business Works (Part 1)



## En101's Simple Business Structure:

Many programs of this type are designed so that you have to keep track of many people, many teams and paperwork... paperwork... paperwork!

At En101, we have taken away the hassle – and most of the work!

When you choose the "free business opportunity" with your enrollment, you are able to participate as an authorized representative of En101.

You focus on implementing **ONLY 2 teams**. All the tracking is done automatically in your Business Center. There is absolutely **NO paperwork!**

## How to build your 2 teams (Left and Right):

*Please Note: Your first enrollment that you generate will be automatically placed in the same team in which you enrolled (under your sponsor). If you enrolled in your sponsor's left team, your first sale will automatically be placed in your left team.*

The most important thing about building En101 is that you don't overlap your 2 teams.

- Don't enroll your sister in one team and your brother in another team.
- Don't enroll the neighbor who lives on your left in one team and the neighbor who lives on your right in the other team.

In other words, start one team with all family members, friends, neighbors (and other people in your close circle)... and start your other team with your old college buddy, a business associate or distant cousin - who lives in another city, state or country.



This method promotes teamwork and eliminates competition!

## Generous Compensation Plan



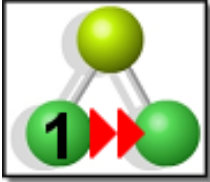
At En101, we believe that everyone who makes an effort to promote our program should be compensated. Unlike many programs, En101 pays a generous direct commission for **EVERY SINGLE** enrollment.

**Direct Sales commissions:** *(Requirement: You only need to be an active member to receive Direct Sales Commissions.)*

- For every **1 year** (paid) enrollment generated from your EN101 website you will receive a direct sales commission of **(USD)\$30**.
- For every **6 month** (paid) enrollment generated from your EN101 website you will receive a direct sales commission of **(USD)\$20**.

**NOTE:** New sales made from your website fall in a straight line, one under the other, under the last person in your left or right teams. In this way you are supporting the people you sponsor. It is called "spillover".

## How the En101 Business Works (Part 2)



### Leg-Lock:

Once you have enrolled your first person, you can change your leg lock. To change your leg lock, go into your Business Center and change your leg-lock to begin building your other team.

**Company-wide Bonus Pool / Pay Steps:** *(Requirement: You must be an active member and must personally enroll one person in your left team and personally enroll one person in your right team.)*

In addition to the Direct Commissions, you can share in the weekly Company-wide Bonus Pool. Nearly two-thirds of the total enrollment amounts are paid out in commissions!

- For every **1-year enrollment (\$129)**, En101 puts **(USD)\$60** into the Company-wide Bonus Pool.
- For every **6 month enrollment (\$79)**, En101 puts **(USD)\$35** into the Company-wide Bonus Pool.



*Please Note: The Company-wide Bonus Pool is created from all enrollments through the efforts of the entire company. At the end of each week, the Company-wide Bonus Pool is divided by the total number of "Pay Steps" earned by all En101 partners in that week, and paid accordingly.*

### How to receive a portion of the Company-wide Bonus Pool:

- You receive **5 points** for every 1-year enrollment in either your 2 teams – no matter who enrolls the person.
- You receive **2.5 points** for every 6-month enrollment in either of your 2 teams – no matter who enrolls the person.
- Each time you **accumulate a total of 30 points** (with at least 20 points in one team and 10 points in the other team), you will receive **1 Pay Step** from the Company-wide Bonus Pool.

### Pay Steps:

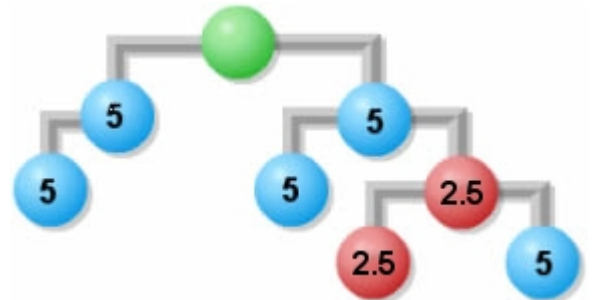
When calculating the Pay Steps, the program identifies the leg with the largest number of points for the week and divides the number by 20. It also searches the leg with the smallest number of points and divides it by 10.

**1 Pay Step = 30 points** – pays with a ratio of 1/3 – 2/3

- **10 points** on one team and **20** on the other team = **30 points (1 Pay Step)**

You can earn **multiple Pay Steps** in a week:

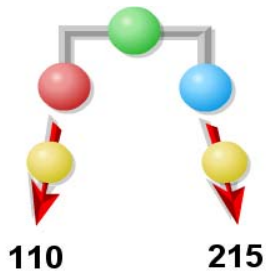
- **100 points** on one team and **200** on the other team = **300 points (10 Pay Steps)**



The illustration above shows **7 sales = 1 Pay Step** with 1 point leftover on the right leg, which counts towards the next Pay Step.

- *There is no limit to number of Pay Steps an individual can earn in a pay period up to a capped limit of USD\$10,000 for the position. (You can qualify for 2 bonus positions from which you can also earn up to USD\$10,000 each. See "Bonus Positions")*

## How the En101 Business Works (Part 3)



### Another example of carryover:

**In this example:** 110 points Left and 215 points Right results in 10 Pay Steps (300 points), with 10 points left over in your Left Team and 15 points left over in your Right Team.

*The remaining points are NOT flushed - they are carried forward to the next week.*

- As long as you remain ACTIVE in the business, you never lose any points until they are paid out. And, most important, the points never "flush" up to the company
- **ALL** sales made in either of your 2 teams count for YOU

### Calculating the Dollar Amount of a Pay Step:

This is an example ONLY – pool amounts and paystep amounts will vary: If the total amount in the pool for the week is USD\$100,000 and the total Pay Steps earned for the week by all reps is 2500:

You divide USD\$100,000 by 2500 = The paystep would be USD\$40.

- The average paystep in En101 has been \$44.01 (averaging from weeks 1 - 34).

**VERY IMPORTANT:** En101 is the first company to create a "pool" structure for this type of Pay Plan. While most companies pay "up to" a certain dollar amount or "up to" a certain percent of the dollars taken in (usually net – not gross), En101 feels a company should be held accountable for the dollars paid out each week. En101 pays 100% of the pool each week... **not** "up to" 100%. And, most importantly, the dollar amount paid out each week is from GROSS receivables... not net.

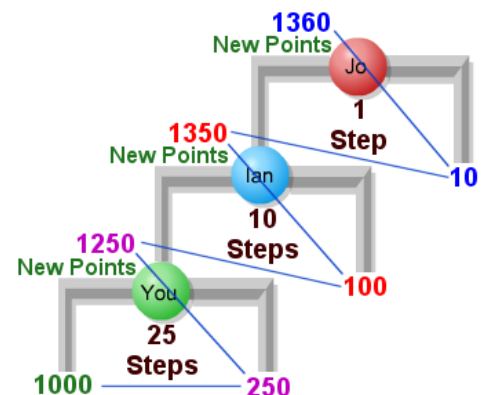


### Earn more money than the person above you:

Another difference between En101 and other companies is that you can earn more money than the person above you. In fact, a person who comes in today or 2 years from now could become the top money earner in En101.

On the diagram on the right, if you look at the bottom position (You), you will notice:

- You earned 25 Pay Steps that week (100 points Left / 250 points Right).
- Ian, above you, earned 10 Pay Steps. (1350 points Left / 100 points Right).
- Jo, above Ian, earned 1 paystep. week (1360 points Left / 10 points Right).

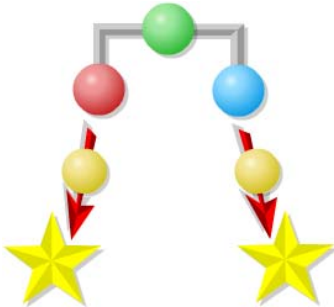


Even though Ian's and Jo's total points were more than yours, you had a 1/3-2/3 balance which earned you more Pay Steps (and more dollars) than Ian or Jo.

## How the En101 Business Works (Part 4)

### Bonus Positions:

En101 **DOES NOT ALLOW** multiple enrollments to a single individual or entity. However, En101 recognizes that some marketers prefer to work more than one position and will allow each individual to earn up to two (2) free Bonus Positions.



**To Qualify for a Bonus Position:** Once you personally enroll a Customer ONLY and personally enroll a Rep in one of your 2 teams a Silver Star Bonus Position is automatically placed in the first available position (on the outside leg) in the team in which you made the 2 qualifying sales.

The Silver Star locks in the Bonus Position.

- Once both of the 2 qualifying enrollments are marked as “paid” in the genealogy tree, the Silver Star will turn into a Gold Star.
- Any (paid) enrollments made below the Silver Star position before it turns to Gold will count for that position as its point value.
- Once a Silver Star position turns to a Gold Star position, it becomes an “earning position” and can be qualified to earn commissions
- Silver Star/Gold Star positions cannot be purchased. They must be earned following the guidelines described above
- Each individual in En101 can have 2 bonus positions PLUS their original position, for a total of 3 earning positions

**Important Note:** It is not advisable to begin building your Gold Star position(s) before a very substantial income is being earned from your original position. It is much better to build a solid foundation to your business by building 2 very strong teams first.

### General Notes:

- There is a US\$2 processing fee deducted from each commission payment made to all Reps who earn a commission.
- There is a US\$10,000 cap on all earning positions – (an individual can earn up to US\$30,000 weekly with their initial position plus the 2 Gold Star bonus positions).
- EN101 makes no income claims. A person’s earnings are directly related to their efforts and the efforts of members of their 2 teams.
- Please do not make any income claims on behalf of En101 or as a representative of En101.
- Multiple enrollments by an individual or entity is not allowed.
- Should you wish to use your credit card to enroll someone else, please request this in an email and send it to [payment@en101.com](mailto:payment@en101.com) to advise them of your username, last 4-digits of your card, security number of your card and name on card.

**RENEWALS = Residual Income. As your team members re-purchase, the Direct and Team Commissions apply as if they were new sales!**

# The Power of Leverage



The most unique and powerful “working” concept on the planet - once you implement it – is the power of “leverage”.

**Here it is:** In a normal working day, if the average person worked 10 hours, in one week (based on a 5 day work week), that person would work 50 hours.  $10 \times 5 = 50$ . Plain and simple.

Now comes the theory of leverage. We’re talking about **leveraging other people’s time** (a concept that works perfectly with En101’s compensation plan).

**The power of leverage.** Let’s say that YOU and each person in your En101 business commits to working JUST one (1) hour per day. And, let’s say that each person enrolls 1 person per week.

- Remember... every time a person enrolls in EITHER of your teams, you get credited with the points for that enrollment.
- And, you only need to personally enroll one person in your left team and one person in your right team to be qualified to participate in the company-wide bonus pool.

**Example:** At the end of your first week, you would have earned 5 points – (since your own points do not count for you).

- We are basing the following example on 1 year enrollments = 5 points per enrollment.

Week #1	1 (You) +1=2	(10 hours per week)	5 Points
Week #2	2+2=4	(20 hours per week)	20 Points
Week #3	4+4=8	(40 hours per week)	40 Points
Week #4	8+8=16	(80 hours per week)	80 Points
Week #5	16+16=32	(160 hours per week)	160 Points
Week #6	32+32=64	(320 hours per week)	320 Points
Week #7	64+64=128	(640 hours per week)	640 Points
Week #8	128+128=256	(1200 hours per week)	1200 Points
Week #9	256+256=512	(2400 hours per week)	2400 Points
Week #10	512+512=1024	(4800 hours per week)	4800 Points
<b>TOTALS:</b>	<b>1,024 people</b>	<b>9,670 total hours worked</b>	<b>9,665 total points</b>

In Week #10, you would have accumulated 512 people in your team(s), there would have been 4,800 hours worked (to your benefit) and you would have earned 4,800 points.

Remember, YOU worked ONLY 50 hours in the 10 weeks and ONLY enrolled 10 people. By leveraging other people’s time, you have duplicated your efforts.

*That’s the incredible power of leverage.*

# En101

**One World - One Language**

*En101's*




**Personalized  
Business Plan**

*Earn money by simply sharing this unique concept.*

# Duplicating Your En101 Business

Here at En101, we have strived to take the guesswork out of marketing. Below, you will see the 3 different methods of sharing En101.

Don't allow yourself to be intimidated by the Internet or by people's questions or answers. It's not your job to answer questions. Your job is to share the program using the following three (3) methods. En101's website is designed to answer all questions. Your job is to simply share your Success Guide with your family members, friends, co-workers or anyone you come in contact with - or send the person to your "yourname.en101.com or .biz" website(s) as instructed below.

Method	Instructions
<b>Face to Face meetings:</b> 	<ol style="list-style-type: none"><li>1. Schedule a face-to-face meeting with the person.</li><li>2. Show the person a copy of the En101 Success Guide.</li><li>3. Walk them through the first 5 pages (mini-presentation).</li><li>4. (Say to the person) "Here's how you duplicate En101":<ol style="list-style-type: none"><li>a. Print your En101 Success Guide / Business Plan</li><li>b. Fill in the blanks in your Business Plan (to personalize it for you)</li><li>c. Print some business cards and flyers</li><li>d. Take it to the next person.</li></ol></li></ol>
<b>Email:</b> 	<ol style="list-style-type: none"><li>1. Send an email to the person with: <a href="http://yourname.en101.biz">http://yourname.en101.biz</a> website address.</li><li>2. Tell them to click the En101 Success Guide link.</li><li>3. (Type:) "Here's how you duplicate En101":<ol style="list-style-type: none"><li>a. Print your En101 Success Guide / Business Plan</li><li>b. Fill in the blanks in your business Plan (to personalize your plan of attack.)</li><li>c. Print some business cards</li><li>d. Print some flyers</li><li>e. Contact the next person.</li></ol></li></ol>
<b>Phone:</b> 	<ol style="list-style-type: none"><li>1. Phone the person and give them your website address. <a href="http://yourname.en101.biz">http://yourname.en101.biz</a> website address.</li><li>2. Tell them to click the En101 Success Guide link.</li><li>3. (Say to the person) "Here's how you duplicate En101":<ol style="list-style-type: none"><li>a. Print your En101 Success Guide / Business Plan</li><li>b. Fill in the blanks in your business Plan (to personalize your plan of attack.)</li><li>c. Print some business cards</li><li>d. Print some flyers</li><li>e. Call the next person.</li></ol></li></ol>

*Remember, in Internet Marketing, it's not necessarily who you know, but who those people know, and who those people know, and so on.*

## It's all in the List (List #1)

We will begin by making 3 different lists. (You can print more pages if you need more space).

List #1 is your friends and family. (You can also have friends and family in your other lists, but first we'll make a list just of family members and friends you will contact about En101.)

Take as much time as you need to make this list, and be sure you don't leave anybody out.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Notes: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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## List #2

List #2 should include all of your co-workers and anybody who has ever invited you to any type of business opportunity meeting. (Don't leave anybody out. You never know when you may leave out the one person who could have been a shining star.)

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# List #3

List #3 is your “dream team”. You can include people from your List #1 and List #2 in this list.

This is the list that will be your main focus once you complete your En101 business plan.

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# Goal Setting



It is proven that setting goals helps you attain the things you desire from life. Our “goal” here is to show you how to set goals, and how to work towards achieving your goals.

First, you must set the goal. Second, you must read your goal aloud each morning when you awake and every night before you go to bed.

If you are new to setting goals, you should set as your first goal something that is easily attainable, such as: I will earn (USD)\$30 in the next week from my new En101 business.

Be as specific as you can when writing down your goals. If your goal includes earning money, be specific about the amount. If your goal includes living in a different house or apartment, write down the address or the area. If your goal includes a better school for your children, include the name of the school. If your goal includes purchasing another car, write down the type/year of the car... or better still, get a picture of you sitting in the car and hang it next to your bed. The point is, be specific and keep the goal fresh and on your mind every second of the day. Don't allow yourself to lose sight of your goal.

**Short-term goal:** A short-term goal can be what you plan to accomplish within the next day(s) or week(s).

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**Medium-term goal:** A medium-term goal can be what you plan to accomplish within the next week(s) or month(s).

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**Long-term goal:** A long-term goal can be what you plan to accomplish within the next month(s) or years(s).

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You should write your immediate (short-term) goals down on a separate piece of paper and keep it with you everywhere you go. Look at it as often as you can and repeat it to yourself.

# Commitment



Commitment. That is what it's all about.

Any person in history, no matter what their achievement(s), first had to make a commitment to begin whatever it was they eventually achieved.

Once they committed, they had to follow through.

If you want to achieve success with any undertaking in life, you must commit to doing whatever it takes to achieve success. Once you have made your

commitment, you must follow through.

This page is designed for you to make your commitment. It is the final phase before starting your new business.

Before you complete this page, speak to the people whose lives will be affected by your commitment. Don't commit more than you're willing to do, or capable of doing.

Once you are ready, complete and sign this page, then get to work.

I, \_\_\_\_\_, do hereby commit to writing that I will:

allot \_\_\_\_\_ hours per day to promoting En101,  
allot \_\_\_\_\_ days per week to promoting En101,  
enroll my first two people in the next \_\_\_\_\_ day(s), and...

1. complete each section of this business plan,
2. follow the directions of this business plan,
3. follow all the rules set forth by En101,
4. follow the path that I have laid out for myself in this business plan,
5. share this concept with all the people I know, come in contact with or meet in the future,
6. promote En101 with enthusiasm and integrity,
7. not stop until I reach the goals that I have laid out for myself in this business plan.

Upon signing this page, I am making the commitment to assist En101 in bringing the world closer together through the **One World - One Language** program.

\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
CEO/Founder

*Give yourself a pat on the back for all your accomplishments, no matter how small. You're probably the only person who will notice most of them anyway.*

*Richard McCullough*