



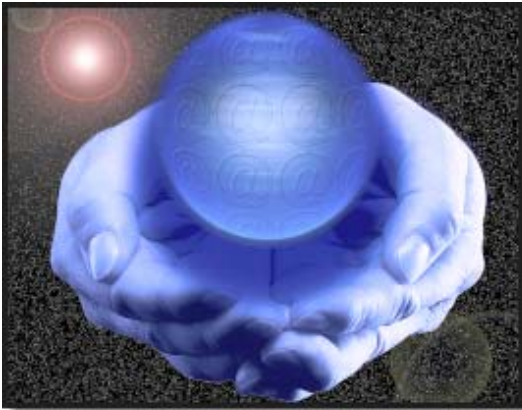
**One World - One Language**

*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.*

---

## 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



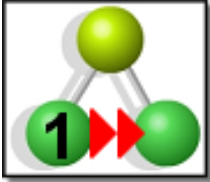
At En101, we believe that everyone who makes an effort to promote our program should be compensated. Unlike many programs, En101 pays a generous direct commission for **EVERY SINGLE** enrollment.

**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:

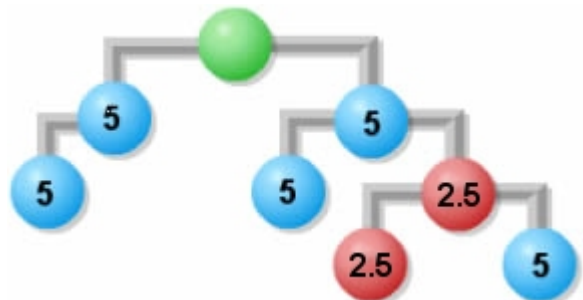
When calculating the Pay Steps, the program identifies the leg with the largest number of points for the week and divides the number by 20. It also searches the leg with the smallest number of points and divides it by 10.

**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:

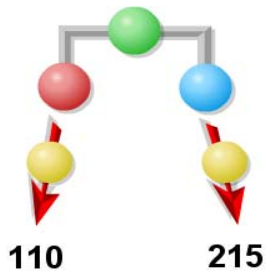
- **100 points** on one team and **200** on the other team = 300 points (**10 Pay Steps**)



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\$35,000 and the total Pay Steps earned for the week by all reps is 1000:

You divide USD\$35,000 by 1000 = The Pay Step would be (approx.) USD\$35.

- This amount will vary from week to week depending on the formula above.

**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.

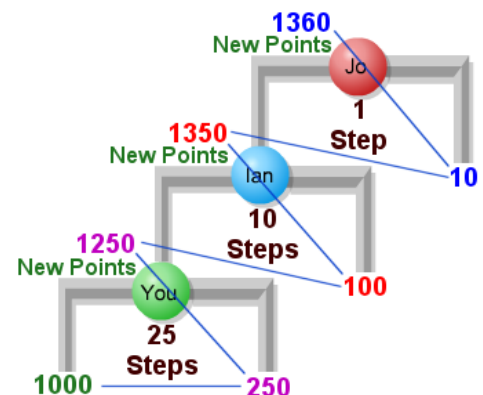


### Earn more money than the person above you:

In En101, 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 Pay Step. week (1360 points Left / 10 points Right).

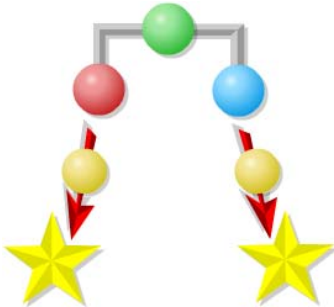


Even though Ian's and Jo's total points were more than yours, you had a 1/3-2/3 balance which earned you more Pay Steps (and more dollars) than Ian or Jo.

## 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.