

ADVERTISING



SAFETY FIRST

A GUIDE FOR ADVERTISING ONLINE,
IN PRINT AND OVER THE AIRWAVES



ADVERTISING AMBIT

Where our Brand Safety Manual gives you guidelines for safely using logos, colors and fonts - protecting the Ambit Energy brand - the Advertising Safety Manual shows you how to use those brand guidelines as part of a mass marketing effort. Here, you'll learn everything you'll need to get the word out about you and your Ambit business.

Of course, nothing can compare to a face-to-face conversation; this is the heart and soul of the proven Ambit Energy process. But advertising safely and correctly online, in print or over the airwaves can help introduce you and the Ambit Opportunity to a bigger audience, preparing them to be more receptive to your eventual in-person meeting.

→ If you have any questions, just contact the Ambit Energy Marketing Team. Meanwhile, advertise safely.

The Ambit brand is your strongest asset. It gives you instant credibility and ties you to one of the country's fastest-growing, most respected businesses. By following the simple guidelines in this manual, you're protecting our brand - and yourself.

The safest way you can advertise is by using the elements in the Advertising Tool Kit, found under the Business Tools tab in PowerZone. The elements in this kit have been carefully crafted to say the right thing, the right way to give you the right results. You'll find print ads, radio commercials and social media content - both for Customer and Consultant Gathering.

If you don't find what you need, just write us at marketingteam@ambitenergy.com. If you still need to create your own materials, you must follow the guidelines in this manual, as well as the Brand Safety Manual.








Do's

APPROVED

- ✓ Use the pre-approved materials in the Advertising Tool Kit.
- ✓ Ask us! If you don't find what you need, contact marketingteam@ambitenergy.com. We just might have it.
- ✓ Before using any form of advertising that's not part of the Tool Kit, get approval from Corporate at marketingteam@ambitenergy.com.
- ✓ Include your name and business contact information in all of your ads.
- ✓ Always use an approved "Independent Consultant" logo, also found in your Advertising Tool Kit.

Dont's

NOT APPROVED

-  **Don't** make guarantees.
-  **Don't** make promises.
-  **Don't** quote rates.
-  **Don't** use advertising to invite prospects to a BP.
-  **Don't** advertise the compensation plan. This needs (and your prospect deserves) a face-to-face explanation.

*Because our HOME is more than
THE BIG THING ATTACHED
TO THE METER.*

AMBITENERGY
INDEPENDENT CONSULTANT

There are a lot of good reasons to switch to Ambit.
Contact me to find out how.

There are a lot of good reasons to switch to Ambit.
Contact me to find out how.

The #1 Rule of Ambit Advertising is to protect and promote the great reputation Ambit Energy has been building for years. It's in your contract and it just makes sense. The print ads in your Advertising Tool Kit are designed to appeal emotionally to your audience, as well as meet every Ambit standard and guideline.

Once you select an ad and ad size, you'll find perfectly-placed fields in which to add your name, phone number and Customer or Consultant Gathering website. After that, you'll be able to download a print-ready pdf to send to your publication.

Below are the ad sizes you will find on PowerZone. And if we don't have a certain print ad size, contact marketingteam@ambitenergy.com and ask. We just might have what you need.

APPROVED

*Because they produce more CEOs than
the HARVARD SCHOOL of BUSINESS.*

AMBITENERGY
INDEPENDENT CONSULTANT

There are a lot of good reasons to become an Ambit Consultant.
Contact me to find out how.

8.5" x 11" (Full Page)

*Because they serve over
1,000,000 Customers
1 RELATIONSHIP
AT A TIME.*

There are a lot of good reasons to switch to Ambit.
Contact me to find out how.

AMBITENERGY
INDEPENDENT CONSULTANT

8.5" x 5.5" (Half Page)

*Earn PART-TIME,
FULL-TIME or LIFETIME INCOME.
Be an Ambit Energy Consultant.*

AMBITENERGY
INDEPENDENT CONSULTANT

3.5" x 2"
(Business Card)

Before you buy any radio time, make sure the audience is right for your message. Any radio station will have very specific demographic information on their audience by hour, by show and by day. Feel free to ask all the questions you like.

Once you've made your media decision, go back to your Advertising Tool Kit. We've written, cast and produced two 60-second radio commercials - one for Customer Gathering and one for Consultant Gathering. There's room at the beginning and end of each commercial for the following information:

- Your state's required license
- Your name and website

You'll need to go to a production company or have the radio station record and add these "tags" for you. We've also provided the written scripts as a guideline as to how to write and record your tags (whether you do it yourself or hire an announcer) and how long they need to be to fit in the space/time provided.

When you're done, you'll have a professional, customized commercial.



Ambit is a face-to-face business. While online efforts can be helpful tools in supporting your business, they should not be used as prime channels for acquiring it. If misused, they can often have a negative effect.

Your Advertising Tool Kit includes 90 days of pre-approved social media content that meets all the Ambit standards. It also features approved Facebook profile and cover photos plus Twitter headers and layouts you can use to build your Facebook/Twitter pages. As you'll see, the point is to generate engagement and conversation about your Ambit business, not your personal life. It's important to keep the two separate.

It's also important to be clear that you're an Ambit Energy Independent Consultant and not represent yourself as Ambit Corporate.

Here are our recommendations as to which social media channels to use, which avenues are discouraged and how to get the most out of it all.

Facebook



Since it's the largest website in the world, with more than 500 million active users, you probably already have a Facebook account. By adding a new, dedicated page for your Ambit business, you can easily keep your business and personal lives separate. You can also increase your public profile, create ongoing relationships and easily drive prospective Customers and Consultants to your Ambit websites. To learn how to get this done, watch our [video tutorial](#).

For pre-approved content, look to the Advertising Tool Kit. Beyond that, here's a great rule of thumb: Never post anything you wouldn't say directly to Jere Thompson, Jr. or Chris Chambless.



As beneficial as Facebook can be, Facebook paid advertising is strongly discouraged. It can be very expensive, very competitive and typically doesn't make sense for your business.

DISCOURAGED

The image shows three social media posts under a 'DISCOURAGED' banner. The first post is for 'Jarrow Formulas QH-absorb Ubiquinol CoQ10' with a 'Like' button. The second post is for 'Professional email campaigns as Easy as 1-2-Free! Free Pricing Plan. Create a message, Send it, Track it.' with a 'Like' button. The third post is for 'Get a Master's and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online' with a 'Like' button.

Twitter

Twitter is a great vehicle for driving awareness and engagement related to your Ambit business. You'd be surprised how much you can say with just 140 characters (and get back in return). See the Advertising Tool Kit for 90 days of suggested posts. And for tips on how to set up a Twitter account, watch our [video tutorial](#).

If you'd like to reach a wider group of users, you can try Twitter Advertising – but only with pre-approval from Ambit Corporate. As with all social media, it's important you represent yourself as an Ambit Independent Consultant and not post anything that sounds like it's coming from Ambit Corporate.

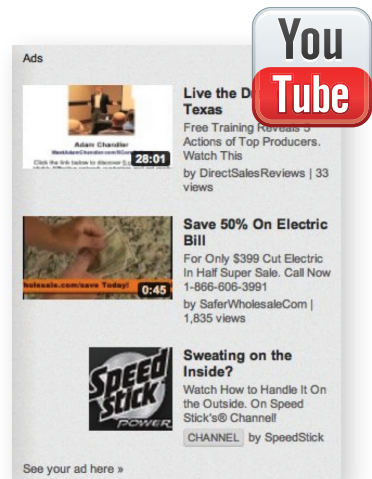


JetBlue JetBlue Airways
 JetBlue means business. Introducing #BluePass; three months of unlimited travel for Boston or L.A. / Long Beach customers
<http://jetblue.com/bluepass>
 5 minutes ago
 Promoted by JetBlue Airways



YouTube

YouTube offers a unique opportunity – pay-per-click advertising for videos. You agree to pay a maximum amount per month (and/or per click), and viewers click through from your video ads to your website. The videos must be original and not copied from another user or website. Also, you must always use the Ambit Energy Independent Consultant logo. You'll need Ambit Corporate approval to participate in YouTube Advertising.



You Tube

Ads

Live the D Texas
 Free Training Reveals 5 Actions of Top Producers. Watch This by DirectSalesReviews | 33 views

Save 50% On Electric Bill
 For Only \$399 Cut Electric In Half Super Sale. Call Now 1-866-606-3991 by SaferWholesaleCom | 1,835 views

Sweating on the Inside?
 Watch How to Handle It On the Outside. On Speed Stick's® Channel CHANNEL by SpeedStick

See your ad here >

LinkedIn



While Facebook is the biggest, LinkedIn is the most business oriented. LinkedIn defines their mission in a way that makes sense for Ambit: “To help you be more effective in your daily work and open doors to opportunities using the professional relationships you already have.” While face-to-face networking is always best for Ambit, LinkedIn could help pave the way.

When using LinkedIn, all the same rules about content, guidelines and protecting the Ambit brand apply, as well as never representing yourself as Ambit Corporate.

LinkedIn paid advertising, however, is discouraged for use by Independent Consultants.

DISCOURAGED

Ads by LinkedIn

Secret Isagenix™ Launch.
Learn how the top 1% add associates w/out bugging friends - free webinar.

Managing a Social Team?
Try Sprout Social Free & Improve Team Productivity and Response Times.

Interest in Social Media?
Check out the newly developed 2012 Mobile Search Report. Learn More Here.

Google AdWords

While Google AdWords is widely used and a potentially valuable vehicle for engaging audiences, Ambit strongly discourages its use among Independent Consultants. Like Facebook and LinkedIn advertising, it can be expensive and doesn't typically make sense for our Consultants.

However, Ambit Energy Corporate does invest in pay-per-click advertising and search engine optimization to drive brand awareness, which benefits Ambit Independent Consultants in every Ambit market.

If you have any questions about social marketing, or anything marketing related, just contact the Marketing Team at marketingteam@ambitenergy.com.

Ads related to **ambit energy electricity rates**

Save With Ambit Energy - Better Residential Electric Rates
www.ambitenergy.com/Rates
Shop. Switch. Save in Minutes!

Texas Electricity Rates | Electric.com
www.electric.com/
Shopping for **Electricity** in Texas? Compare Multiple **Rates** & Order Now!

6.0¢ Energy Rates in TX 1 (877) 904 2655
www.bounceenergy.com/
Rewards Program • Lower Rates Lock In or Go Month-to-Month

In Summation

Ambit is a direct sales company.

Communicating directly, face-to-face, is always best.

With an Advertising Tool Kit full of strategic, well-designed, Ambit-approved print ads, radio commercials and social media posts, you should never need to create something from scratch. If you do need something that's not in the Tool Kit, please ask us first. After that, if you do create something new for advertising, display or any public use, it must be approved by the Ambit Energy Marketing Team.

Thank you for protecting our brand, and advertise safely.
