



# Business Presentation Script

## Non-Texas Market



### SLIDE 1

Hello, my name is \_\_\_\_\_. Today, I would like to share some information with you about an industry changing—and life changing—opportunity.



### SLIDE 2

One that starts with a simple question.

How many people do you know who use electricity?

It would be easy to dismiss that as a rhetorical question.

The answer of course is everyone, right?

But I assure you, the question is more profound than you might think.

The real answer is everyone you know—and everyone you don't know—uses electricity, every minute, of every hour, of every day.

They use it without thinking about it, and it is already a part of their monthly budget.

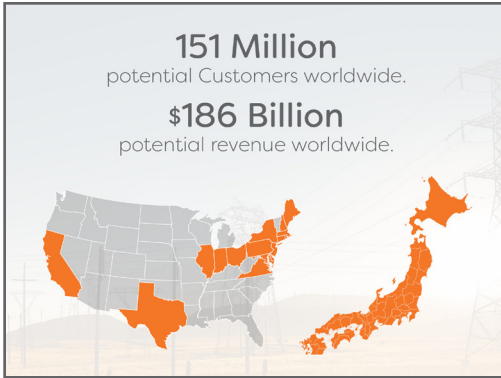
Now, what if I told you that you could earn money every time people you know—and even people you don't know—turn on their lights?



### SLIDE 3

Right now, energy deregulation is opening the door of opportunity in states, cities and countries all across the world.

And Ambit Energy is helping thousands of people just like you seize that opportunity.



**SLIDE 4**

Ambit currently services 16 states in the US and the country of Japan. In just these markets there are 151 Million potential Customers which represents a potential revenue of \$186 Billion.



**SLIDE 5**

Even with all of Ambit's accomplishments, Ambit still only holds less than 3% market share in the US and less than 1% worldwide. We are just getting started and the opportunity is wide open.



**SLIDE 6**

Deregulation gives consumers in many areas the right to choose their own energy provider.

Before deregulation, one company – the monopoly incumbent provider – provided all aspects of your energy service: generation/production, delivery and energy retail. They also billed the customer and provided customer support.

After deregulation, these components are separated. Generation. Competing plants produce the natural gas/ electricity. Delivery. Now, when the gas/electricity reaches a city, its delivery to your home or business is handled by a single operator. This delivery provider maintains all pipe lines and responds to any and all service issues. Energy Retailer.

Now, in deregulated areas, the marketing of natural gas/ electricity is handled by Energy Retailers, like Ambit Energy.

So. How do you get in on this massive transfer of wealth? How do you go from being a buyer of energy to selling it in a deregulated market?

You start with the right partner. And Ambit Energy is the company you choose.



## SLIDE 7

Our success begins with our Co-Founders, Jere Thompson, Jr. and Chris Chambless.

Jere's family started the Southland Corporation, better known as 7-Eleven, which is now one of the largest franchise opportunities in the world. But Jere also built his own rapid-growth company during telecom deregulation. Jere took CapRock Fiber Networks from start-up to annual revenues of \$300 million in seven years. It was the fastest-growing company in Dallas in 1996.

Chris Chambless has more than 20 years of corporate network marketing experience. He was a senior executive at Excel Communications, which became a multi-billion-dollar publicly traded telecom company – one of the fastest-growing companies in U.S. history.

Our Co-Founders share common values and goals that emphasize: integrity, excellence, commitment and enthusiasm in everything the company does, and they are 100% committed to our success as Independent Consultants.

Together they took Ambit Energy from start-up to \$1 billion in just their sixth full year of operation, which makes Ambit energy one of the fastest growing companies in the US.



## SLIDE 8

And it all started with a goal to “be the finest and most-respected energy provider”. Together, their experience, innovative leadership and commitment to never sacrifice integrity for growth has helped guide Ambit to a leading position among American companies.



## SLIDE 9

But don't just take our word for it.

Here's what industry experts and the financial community have to say about Ambit's meteoric rise.

In 2010, Ambit was named the fastest growing company in America by Inc. Magazine.

Ambit has also won numerous awards for Customer Service and with revenue of more than \$1.5 billion in less than 10 years, the Direct Selling News recently listed Ambit as one of the largest direct selling companies in the world.

## What can Ambit offer you and your Customers?

-  Competitive Rates
-  Award-winning Service and Support
-  Green-e Energy Certified Products
-  Solar Energy in Select States



**SLIDE 10**

But enough about us.  
 Let's talk about what Ambit can do for you and your Customers.  
 Remember all those people you know who use energy?  
 By recommending Ambit, you can offer them competitive rates, Award-winning service and support, Green-e Energy Certified products and the opportunity to save even more with solar energy in select states.

## Free Energy

Gather 15 Friends & Neighbors and Earn Free Energy Credits.



**SLIDE 11**

But the best part, with Ambit, you and your Customers have the chance to earn Free Energy. That's right.  
 Here's how it works. All Customers receive a free website when they sign up. By sending their friends and family to their website, Customers can enroll new customers.  
 Refer 15 friends who become Ambit Energy Customers with active service and you can receive credit on your bill up to and including FREE energy!  
 Month after month after month.

## We All Make Recommendations




**SLIDE 12**

We make recommendations every day to our family and friends. Great restaurants, entertaining movies, interesting books.  
 Some of the biggest companies in the world have achieved incredible success through our word-of-mouth recommendations.

## We All Make Recommendations



But Never Get Paid for It



**ADVANCE SLIDE**

They just don't pay us for them.  
 Ambit Energy has achieved incredible growth through word-of-mouth, too. But unlike those other companies, we actually pay the people who are recommending our service.

**\$75**  
Investment  
One-time fee with no annual renewal

\$24.95 per month for personal business building system.

**SLIDE 13**

To start your own part-time business with Ambit Energy you must pay a one-time, \$75 fee, and a \$24.95 monthly maintenance fee for your suite of personal business building tools.

Show me where you can find a franchise type business for \$100 that enables you to take advantage of one of the biggest market deregulations in history.

Invite your friends and associates to consider receiving guaranteed savings on their energy usage; enroll them through your professional website and Ambit will take care of everything else.

**Income Opportunities**

**SLIDE 14**

Now, let's talk about how Ambit compensates you for referring Customers. Ambit has, in our opinion, the best compensation plan in the industry today. You have multiple ways to earn income as you promote through our system.

And the best part of the Ambit compensation plan is its simplicity.

**We do Two Simple Things**

- 1 Gather a handful of loyal Customers, people we know, love and trust
- 2 Help others do the same

**SLIDE 15**

In Ambit we only do two simple things to earn income.

We gather a handful of Customers—people we know, love and trust.

And we help others do same.

I know it sounds simple, but by learning to do these two simple things, you can unlock unlimited income potential. Let's review how it works.

Gather Customers

You

Gather Customers

You

**SLIDE 16**

With Ambit, there are three lucrative ways to earn income.

First, you can earn Immediate Income just for gathering two or three Customers, depending on the market. We call this our Jump Start Bonus.

Gather Customers

You

\$100 Jump Start Bonus

Jump start your business by gathering a handful of loyal Customers to earn your investment back.

By achieving this Jump Start Bonus you have now earned back that initial \$100 investment. From this point on, your business can become profitable.

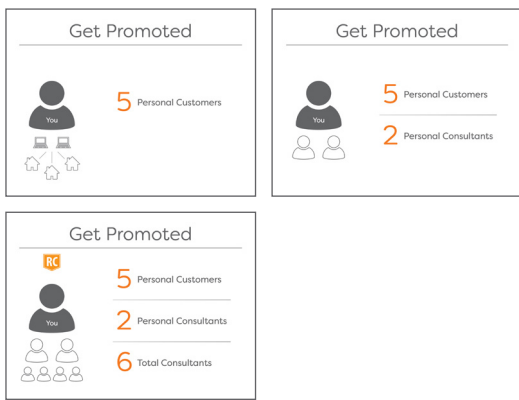


**SLIDE 17**

Now you focus on the second thing we do in Ambit, helping others do the same.

You'll earn additional Team Builder Bonuses as you build a team of Customer gatherers.

When you find a like-minded individual and help them gather a handful of Customers and earn their Jump Start Bonus, Ambit will pay you a matching \$100 Team Builder Bonus.



**SLIDE 18**

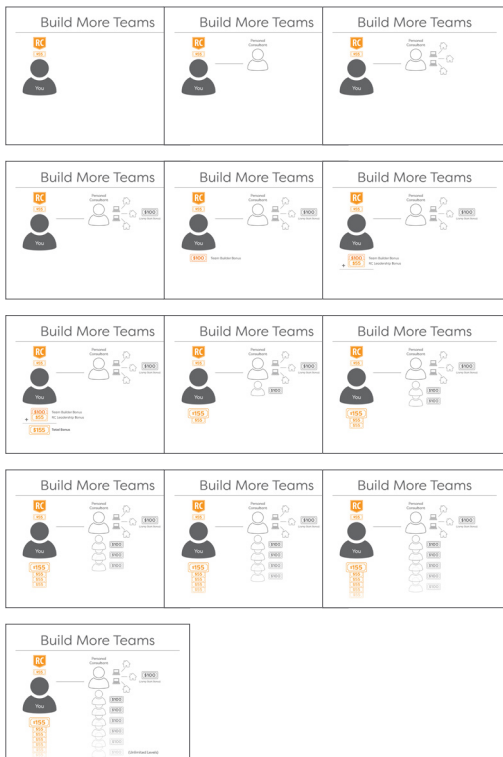
As the leader of a new team, your next goal in Ambit is to earn your first promotion by expanding your team and Customers.

Our first level of promotion is called Regional Consultant. To promote yourself to Regional Consultant (or RC), you need to achieve three goals that we call "5-2-6."

You need to personally gather two additional Customers to bring you to a total of 5 personal Customers;

You need to have sponsored at least 2 personal Consultants;

And you must build a team of 6 Marketing Consultants. Any combination will earn you a promotion to RC as long as it adheres to these criteria.



**SLIDE 19**

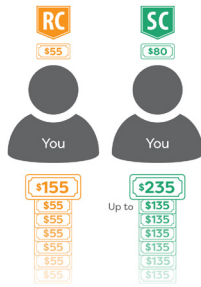
Congratulations! You are now a Regional Consultant and you just received a pay increase! Now you can earn an additional \$55 for helping your next personally sponsored Consultant gather three Customers.

As a Regional Consultant, when you personally sponsor your next Consultant and help them earn their first \$100 Jump Start Bonus, you will receive your matching \$100 Team Builder Bonus and an additional \$55 Regional Consultant bonus for a total of \$155.

But there is another exciting advantage to being a Regional Consultant. Any time a new Consultant joins your Regional Consultant Team below one of your personal Consultants and they earn their first \$100 Jump Start bonus, you will earn a \$55 Regional Consultant bonus.

This happens again and again to unlimited levels!

## Build More Teams



### SLIDE 20

As your Regional Team continues to grow and develop, you can achieve your next promotion to Senior Consultant. As a Senior Consultant, you can earn an additional \$80 for helping your next personally sponsored Consultant gather three Customers!

As a Senior Consultant, when you personally sponsor your next Consultant and help them earn their first \$100 Jump Start Bonus, you will receive your matching \$100 Team Builder Bonus, your \$55 Regional Consultant bonus and an additional Senior Consultant bonus of \$80 for a total of \$235.

When others in your Senior Team bring in new team members, you earn up to \$135 every time those new Consultants earn their first Jump Start Bonus.

These bonuses are paid weekly and to unlimited levels.

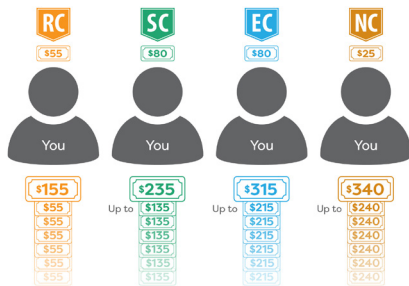
## Build More Teams



### ADVANCE SLIDE

We have two additional promotion levels you can achieve by helping others on your team achieve their own promotions. The next is Executive Consultant where you earn an additional \$80. As an EC, you can earn \$315 for every personally-sponsored Consultant you help earn their Jump Start Bonus and up to \$215 for each new Consultant who joins your EC Team and earns theirs.

## Build More Teams



### ADVANCE SLIDE

Our highest level of achievement in Ambit is the rank of National Consultant. National Consultants earn an additional \$25. That's a total of \$340 for every personal Consultant you sponsor and help earn their first Jump Start Bonus. And that is up to \$240 for each new Consultant who joins your NC Team who earns theirs.

Again, these are paid every week and to unlimited levels of depth.

## Long-Term Income

- Ambit pays you each time a Customer pays their bill
- Ambit pays you month after month after month
- The bigger your team, the more Customers you can get paid on



Your Results Will Be Based on Your Individual Efforts.



## Long-Term Income

Levels	MCs	Customers
You	-	20
1	3	9
2	9	27
3	27	81
4	81	243
5	243	729
6	729	2,187
7	2,187	6,561
<b>Total</b>	<b>3,279</b>	<b>9,857</b>

Chart provided uses Bond 1 payout structure for Non-Trip Markets, and is for demonstration purposes only. All results achieved are based on the efforts of each Independent Consultant, and are not indicative of the earnings of any Independent Consultant or any minimum potential earnings.

### SLIDE 21

Now, what is causing all these weekly bonuses to be paid out to Ambit's team builders? Customers, right?

And what are those Customers doing each and every month? That's right, they are paying the bill for a service that they have to have and cannot live without.

And every month after they pay their Ambit electricity bill, Ambit in turn pays you.

Month after month after month.

The bigger your team, the more Customers you can get paid on.

This is called residual income, and it is what sets Ambit apart from every other direct selling business you may have seen.

### SLIDE 22

What I want to show you next is an example of how your team and the Customers your team gathers—over time—can produce a monthly residual income. This is only a hypothetical example. Your actual results can vary dramatically based on a number of factors, but the main factor will be your individual effort.

### SLIDE 23

To illustrate how building a team of Customer gathers can benefit you over time, we have created a chart that includes a few basic assumptions.

Ambit Consultants are eligible to earn residual commission on Customers in the first seven levels of the team they build. To earn commissions on all those levels, Consultants are required to gather and keep 20 active personal Customers.

Let's assume for a moment you have enrolled 20 Customers, and they are all using Ambit's service. Let's also assume you have personally sponsored three Consultants here on Level 1.

In this example, we are going to also make some assumptions about the productivity of your team.

First, we are going to assume that every Consultant who joins your team follows your example and personally sponsors three Consultants of their own. Following this example, you would have 9 Consultants on your second level, 27 on your third, 81 on your fourth, 243 on your fifth, 729 on your sixth, and 2,187 on your seventh. That's a total of 3,279 Consultants on your team.

Now, let's assume that even though you gathered your 20 Customers everyone else on your team only gathered enough Customers to earn their first Jump Start Bonus. That's just 3 Customers.

If each Consultant only enrolled 3 Customers, you would have 9 Customers on your first level increasing to 6,561 on your seventh level, with a total of 9,857 Customers on the first 7 levels of your team.



## Long-Term Income

Levels	MCs	Customers	Band 1
You	-	20	\$0.05
1	3	9	\$0.05
2	9	27	\$0.10
3	27	81	\$0.20
4	81	243	\$0.30
5	243	729	\$0.40
6	729	2,187	\$0.70
7	2,187	6,561	\$1.50
<b>Total</b>	<b>3,279</b>	<b>9,857</b>	

Chart provided uses Band 1 payout structure for Non-Texas Markets, and is for demonstration purposes only. All results achieved are based on the efforts of each Independent Consultant, and are not indicative of the earnings of the typical Independent Consultant or any minimum potential earnings.

### ADVANCE SLIDE

You can earn a commission each month for every Customer on your team through 7 levels. The amount of the commission depends on which level the Customer falls. This commission schedule is for Customers who use the minimum amount of energy required to generate a commission. We call it Band 1.

## Long-Term Income

Levels	MCs	Customers	Band 1	Monthly
You	-	20	\$0.05	\$1.00
1	3	9	\$0.05	\$0.45
2	9	27	\$0.10	\$2.70
3	27	81	\$0.20	\$16.20
4	81	243	\$0.30	\$72.90
5	243	729	\$0.40	\$291.60
6	729	2,187	\$0.70	\$1,530.90
7	2,187	6,561	\$1.50	\$9,841.50
<b>Total</b>	<b>3,279</b>	<b>9,857</b>		<b>\$11,757.25</b>

Chart provided uses Band 1 payout structure for Non-Texas Markets, and is for demonstration purposes only. All results achieved are based on the efforts of each Independent Consultant, and are not indicative of the earnings of the typical Independent Consultant or any minimum potential earnings.

### ADVANCE SLIDE

If all the Customers on your team in this example were Band 1 Customers, your monthly residual income would be \$11,757.25! That's almost \$12,000 each and every month!

Would that kind of monthly income make a difference for you and your family?

Well, there is one more additional stream of income you can earn with your Ambit business in addition to the one I've just shown you.

## The Power of a Quarter



### SLIDE 24

Ambit also pays commissions called Customer Residual Bonuses, which are paid each month for all the active Customers in your leadership teams.

And these bonuses are not limited to the first 7 levels--they apply to unlimited levels.

For each active Customer in your Regional Consultant Team, the Customer Residual Bonus is \$.25.

For each active Customer in your Senior Consultant Team, the Customer Residual Bonus is up to \$.50.

For each active Customer in your Executive Consultant Team the bonus increases up to \$.75.

And as an NC, you are paid up to \$1.00 for every active Customer in you National Consultant Team.

Again, these Customer Residual Bonuses are paid every month and to unlimited levels of depth.

Think about the power of residual income. Getting paid month after month after month every time Customers pay their energy bill, for as long as they are Ambit Customers.

It's this kind of income that is helping thousands of Ambit Independent Consultants pursue their dreams of financial freedom.



## SLIDE 25

*[If you are doing a public presentation, be sure to select 2 or 3 Consultants before the presentation who are willing to give short testimonials about their success in Ambit and introduce them to your audience at this point. If you are doing a small group or one-on-one presentation skip this step.]*

There are several people with us tonight who are working hard to achieve their financial dream.

(2-3 TESTIMONIALS)

[CONTINUE]

So let me ask you, what's your financial dream?

Are you looking to make additional income?

More time with your family?

Eliminate some debt?

Or maybe you're looking for something more?

Something life changing?

It's happening all around us to people like you.

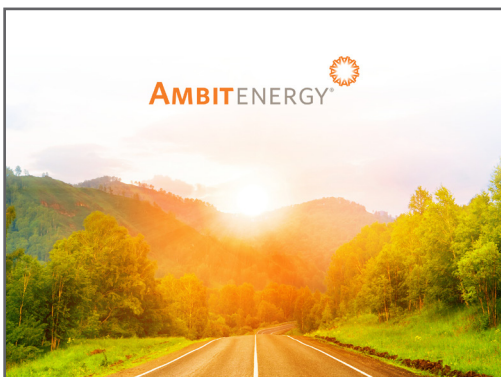
What's stopping you? I can assure you there's no other opportunity out there like Ambit Energy.



## SLIDE 26

We are here to answer any questions you might have, but don't wait.

Make your "why" a reality. Start your business today. Become your own first customer and take control of your financial future.



## SLIDE 27

Thank you and welcome to Ambit Energy!