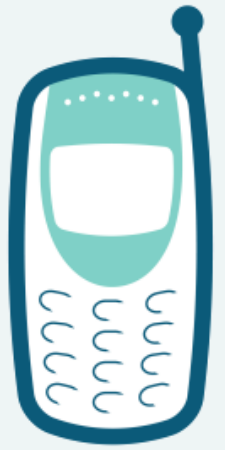


How To Get Your Cell Phone Company To Stop Billing You, And Start PAYING You



WHY I'LL NEVER PAY ANOTHER DIME
FOR UNLIMITED CELL PHONE TEXT,
TALK AND DATA. NOR SHOULD YOU

BY STEPHEN J. CARTER

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OK, now that we have the formal stuff out of the way, go grab a cup of your favorite beverage and get settled, because there's a lot to cover, and as you're about to discover, it's all good stuff :)

Please Review

The subject of this book is a new concept in the world of business called social commerce. It is all about leveraging the power of social relationships to reduce the start up costs for new companies, while at the same time it offers consumers a way to lower their monthly living expenses.

It is a business experiment on a large scale, but it relies on a well-understood and very old system of commercial facilitation known as word-of-mouth recommendations.

The pages at Amazon.com are full of them and attest to the power of the consumer to alert others as to who deserves their business.

So it is only fitting that I try to marshal my own readers to express their thoughts about this book for the benefit of others who may be interested in the subject of social commerce and how it can be used to barter away one's monthly cell phone bill.

If you find that you enjoyed reading this ebook I would love for you to consider leaving a review at Amazon.com

You can find the Amazon page for this Kindle ebook here:

<http://www.amazon.com/dp/B00ATT3284>

Thanks in advance,
Stephen Carter

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A Cell Service That Pays You?



Can there really be such a thing as a cell phone service company that pays you for using it's service?

The short answer is YES.

In the remainder of this document I am going to show you how in as little as a week or two you could be getting your cell phone service for free.

In fact you will be able to get unlimited text, voice, and data on a 4G network each month without paying a dime.

Better yet, there's no long-term contract and you get all this from a well-respected cell service provider. It's called T-Mobile.

If that doesn't already sound like a GREAT deal, I am also going to further explain how it is possible to earn a side income with your new cell phone service

simply by doing something you already do.

To allay any concerns that this is a gimmick of some type, I assure you it is not.

If you just stick with me I'll explain everything and you will quickly see how it all makes sense and how this kind of arrangement will soon become more common as companies recognize the power of tapping into social networks so that they can conduct their business profitably, but at the same time in such a way as to make their offers incredibly enticing to you, the consumer.

Hopefully you will be able to see that the information provided in the following pages is potentially VERY valuable. I have spent hours sifting through material to bring together for you in the one place just the bits you need to know so that you do not have to spend the time yourself researching everything from scratch. I recommend you keep this document in a safe place so that you can come back to it to get all your questions answered.

But let me begin by first asking *you* a question.

Are you a member of Facebook, or Twitter, or Pinterest?

If you are you will know that it is a LOT of fun sharing information with other people.

That fact has not been lost on companies trying to make a profit.

Amazon.com recognized the power of social influence a long time ago and made customer reviews a staple of their shopping platform. They knew that when someone could read about the experience others had with a product they would better be able to make a decision about whether they wanted to buy it.

In fact, more than 70 percent of online consumers will consult customer reviews before making a purchase.

There's a very good chance you do the same.

I know I do. I'll buy nothing without doing some "social opinion" research first.

Well, what if those recommendations were made by your friends? Would that increase the likelihood of you making the decision to buy?

Of course it would!

Now, you've probably not failed to notice that Facebook has had a big influence on how we show others what we like on the web.

Ever since it introduced the "Like" button there has been an explosion in the use of this feature.

But Facebook is not a shopping platform. At least not yet.

So consumers have only had indirect benefits from using the Like button to express their support of one product over another.

Smart ecommerce companies have also noticed all this as well, and have begun to ask what it means for business.

What they know is this. Facebook has become tremendously popular. So has Pinterest recently. Consumers are hanging out on these sites every day, by the tens of millions.

No one, least of all the commerce companies who are trying to get in front of consumers, can deny that social networks have phenomenal growth power.

"If we could just tap into that excitement", these smart companies are saying to themselves, "If we could ride the social wave, then business could be very, very good..."

There is nothing wrong with businesses wanting more customers. The bigger they grow, the more money they have to invest into product research.

This is how Apple has been able to come up with ever more impressive versions

of the ipod, the iphone, and now the ipad.

Apple's customers love them and rave about Apple's products to friends. That word of mouth exchange has fueled Apple's growth.

But what about other companies whose products are less sexy. Like cell phone service, cable, electricity, or even insurance coverage?

We tend to regard these products as exchangeable commodities.

If our cell phone bill begins to seem too expensive we look around for cheaper alternatives, and the cell phone companies work hard to persuade you to jump ship.

But to do so they often have to come up with packages that are restricted in some way, like fewer minutes per month, and fees for going over your allotted minutes.

That's not what you want.

You want a plan that offers *unlimited text, talk and data* for a low monthly fee.

Ideally, you want to pay NOTHING for the service.

Up until recently that was a crazy idea. No cell phone company could possibly expect to stay in business by adopting that kind of approach to bringing in new customers.

But then someone had an idea.

Cell phone service companies collectively spend billions of dollars every year on advertising. Until now it seemed to be the ONLY way to find new customers.

But what if instead of paying the advertising companies all this money they instead paid it to their customers to do word-of-mouth advertising for them?

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They could do away with all the competitive advertising wars and simply pay their customers instead whenever they recommended their service to someone who then came onboard as a new customer.

Of course, no one is going to recommend their cell phone service to friends if the service isn't top notch. Getting free cell phone service is great and all, but not at the cost of destroying your personal relationships.

So the cell phone service would have to be excellent for any of this to work.

When someone recommended to me the service I'm about to describe to you I re-evaluated my own cell phone service, and I realized I'd been putting up with crappy cell phone service for years.

So what had stopped me from changing to another company?

I thought about it and realized there were two main reasons.

The first reason is that **like a lot of people I am lazy.**

I did not enjoy the thought of having to change to a new service. What would that entail?

Getting a new cell phone perhaps? I'd used the one I had for more than seven years. It was almost a museum piece.

Would I need a new cell phone number? Who should get my business?

The second reason I had failed to look around for another wireless provider was that **my cell phone bill was actually quite low.**

I was on a grandfathered rate. I hadn't changed my plan since the day I signed up for it. Any new plan at another company would surely cost a lot more.

So I stuck with my service. For better or worse.

But then something happened...

The rear tire of my car blew out one day when I was with my son. Luckily it happened at low speed and I was able to pull off the road and inspect the damage in a parking lot.

I used my phone to call my son's mother, since I was returning him to her. My son's stepdad, Chris, answered and we arranged for him to come to pick up my son.

As it happened I'd only had the car for a couple of months and it appeared the jack was missing its cranking lever, so it was impossible for me to raise the car and replace the tire with the spare in my trunk.

So I called for road service. Or rather, I tried to call.

Despite the fact that my phone was fully charged I failed to be able to make that second call.

My phone refused to connect to the network.



This wasn't the first time I'd had problems trying to place a call.

And there were other problems with the network. People would call me, leave a message, and their message would not show up on my phone for days.

I'd tolerated my poor cell phone service because I'd not been in a situation where I REALLY needed to be able to make a call.

Now I did. And I couldn't!

Luckily, ten minutes later Chris turned up and he helped me change my tire.

But what if I'd been forced off the road in a remote location and my cell phone failed there?

What would *you* do if you were caught in the same situation?

It was then that I realized I'd held onto my outdated cell phone and my service plan for far too long.

It was time to switch.

The next day I signed up for Solavei cell service and I have not looked back since. You can do the same here: <http://www.solavei.com/stephenc>

In the remainder of this ebook I will tell you how you too can switch to Solavei and get *unlimited text, talk, and data for just \$49 per month*. OR, if you are willing to tell a few of your friends about the service, you may end up with a plan that costs you just \$29 per month **or even nothing**.

Better yet, if you recommend more people to the service, Solavei will pay you for doing so. The more people you refer, the more you will be paid.

And it's on a recurring basis. As long as they continue to use the service, you will continue to be paid - month after month, year after year.

Read on to find out how to do this, how easy the whole process was for me, and how you can do the same. Enjoy!

Stephen Carter

Introducing Solavei



Every once in a while something comes along that is completely different to what has gone before it.

When it comes to cell phone service, that something is Solavei.

In 2012 Solavei was formed to take advantage of the **growing impact of social relationships** in the day to day lives of consumers.

As I have already mentioned, there is nothing that works better than word of mouth recommendations when it comes to adding new clients to a business.

Solavei has set its sight on becoming the next BIG mobile service provider.

To do this it has partnered with T-mobile so that it can set policy and service plan pricing and implement its vision as a social commerce company.

In other words, the company is NOT a reseller of wireless service, and that is why it makes sense for Solavei to set its sights on market domination. It is

exactly where it needs to be in order to do that.

So, who does it need to convince to get it to the top of the heap?

Well, it's target audience is the more than 300 million cell phone users in the U.S. That's practically everyone who has the ability to reach for a phone. By 2020 it is expected that the worldwide number of cell phone account will be in the neighborhood of 10 billion. That's a 1 followed by 10 zeros!

Cell phone service in the U.S. has become a "must have" commodity, like an electrical connection, drinkable water, or ownership of a car.

Not only that, but cell phone usage itself is exploding in terms of the amount of raw data being downloaded every day. We're using increasing numbers of apps, and spending ever greater durations absorbed in "mobile land". We're truly addicted, and yet mobile is said to still be in its infancy.

So where are all those potential customers right now?

About a third of those 300 million U.S. cell phone users are subscribed to the AT&T and Version networks. I was one of them before switching over. There's another 55 million Sprint subscribers, and T-Mobile itself has about 35 million members. The rest are scattered over smaller mobile carriers.

So as you can see, in order for Solavei to become dominant in the mobile marketplace it has to convert a HUGE number of users over to its service.

All of this means that there is an absolute TON of money to be paid out to Solavei customers who know how to refer new members. There is no reason why you cannot be one of them.

Rather than have me explain what Solavei is in any great depth just yet, I'll let them tell you themselves.

I've collected a few of the best videos that Solavei has created and I'll present them as we go through this section.

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Here's the first of them, a very short video (less than 2 minutes in length) to give you the flavor of the company: <http://zerocostmobileservice.com/see/01/>



Next up, a 6 minute overview video that was created to convey the vision of the company.

In this one you'll be introduced to Ryan Wuerch who is the founder and CEO of Solavei. You'll see how Solavei emphasizes the fact that many consumers today are looking for ways to shore up their income in what has been a very sluggish economy in recent years.

The opportunity to **earn a significant income** is a very real benefit enjoyed by Solavei customers.

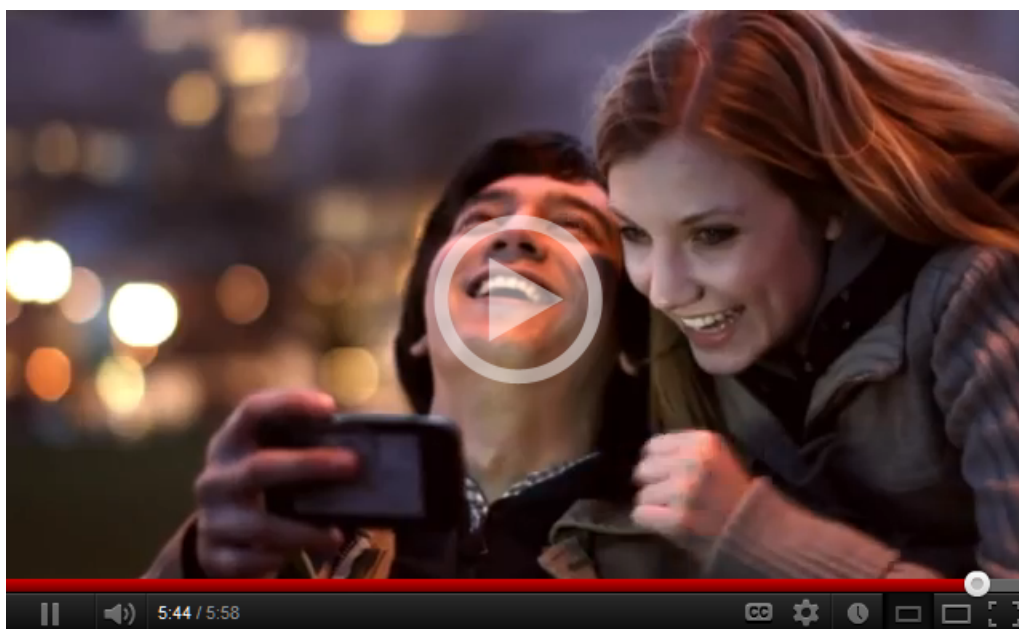
Sure, you may just be interested in the idea of referring a few friends and family members to reduce your monthly bill down to nothing. In turn, they can do the same as well by referring people they know but whom you do not.

OR, you may just want to **really take advantage** of Solavei's compensation plan and begin earning yourself a nice little side income.

How To Get Unlimited Cell Phone Text, Talk and Data For FREE

Later on in this document I'll show you how to get started with that.

Anyway, here's that second video: <http://zerocostmobileservice.com/see/02/>



Are you starting to sense the opportunity that joining Solavei will afford you?

Think of it this way. You are probably paying more than \$49 per month for your cell phone service already. Is your mobile provider also currently offering you the opportunity to earn hundreds, or even thousands, of dollars each month simply by telling others about their service?

Probably not. If you are going to be paying for cell phone service anyway, why not go with the provider that is offering to pay you, instead of you pay them?

Believe me, it doesn't take a huge amount of effort to get the ball rolling with your recommendations.

And the great part about the referral program is that when someone joins Solavei on the basis of a recommendation you have made, if THEY then go on to recommend others to Solavei you will get paid for those referrals as well.

Not once either. But for every month that they maintain their cell phone service!

Can you see where this is going?

Solavei is set up to act as a kind of snowball. There it sits at the top of the hill. It's not going anywhere, unless you start to push it. Then it budes, moving very slowly at first. But as it begins to roll it picks up mass and speed.

I am talking about the ever-growing group of new customers that are swept into Solavei because of your recommendations.

It's really not that hard to get the snowball moving either.

If you are one of those people who spends time online interacting with others, every time you leave a comment on some forum you will have the opportunity to make money. How? Simply by adding a suitable link to your forum signature. I'll discuss the nature of the promotional URL in some detail later.

If you are ready to enroll in Solavei and plan to simply tell your friends and family about the service you can use the next section to get started right now.

After we've looked at what's involved in switching over your cell service I'll tell you about Solavei's generous compensation plan. It is a plan you can work to secure virtually any income level you desire.

IF you are willing to work hard enough at it.

I'm serious. As you are about to discover, the Solavei income opportunity can be amazingly lucrative for those who are ready to put in the effort and recruit new customers.

Switching Over



In the next section we'll discuss the Solavei compensation plan. This will be of particular interest to people who wish not only to get their monthly Solavei mobile phone bill down to *zero dollars* (making it effectively free), but also earn ongoing monthly income through referrals.

But first I am going to cover the details of what's involved with switching your current mobile service over to Solavei.

It's worth stressing here that Solavei's compensation plan for referrals is intended for Solavei customers. Although there is one exception that I'll discuss in a moment.

So if the residual income opportunity sounds appealing you should plan on signing up for a Solavei mobile account.

On the plus side, once you begin promoting the service to others you may soon

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find that your monthly bill has been reduced to zero anyway. So there is no downside to becoming a member to earn income.

It IS possible to join Solavei's compensation plan *without* getting a mobile account. There is an annual fee Solavei charges for this, which is currently \$159.

However, I do not recommend this approach. It is VERY hard to promote a product to others when you have no experience with it. To be blunt about it - your recommendations to others to join Solavei will be greeted with suspicion.

Therefore, if you're serious about taking advantage of the income plan, get yourself a Solavei mobile account and start using the service.

When you go to sign up at Solavei you will likely do so through a referral link.

Like one, which is mine: <http://www.solavei.com/stephenc>

On the signup page that you are taken to you should see the name of the person who provided the referral link in the upper left corner, along with their photo if they have uploaded one.

For example, here is my member profile image:



If you follow the referral link above you should see my photo and name - **Stephen Carter** - on the page.

It is very important that if you wish to sign up under someone that you ensure you see them identified as your sponsor before proceeding any further.

This is because you cannot change your sponsor information later on, other than by cancelling your account and starting anew.

It's also important you check network coverage is good in the areas you'll use your phone: <http://zerocostmobileservice.com/go/coverage/stephenc/>

Phone Selection

When signing up you will be given the option of purchasing a new phone from the company or activating your account with an existing phone.

Solavei compatible phones are GSM devices that use SIM cards.

You are probably very familiar with them as they are both popular and convenient. If your mobile phone becomes non operational for some reason you can remove the SIM card, insert it into the phone of a family member and you are back in business.

Currently there are more than 150 million GSM devices in use in the U.S. today.

Most of those mobile users ought to be able to switch over to Solavei very easily - simply by purchasing the Solavei SIM card and using it to replace the current one in their phone.

This is what Solavei calls its *Bring Your Own Phone* plan. All you'll need to do is purchase the SIM card from Solavei.

Solavei offers a SIM card / device compatibility checker on it's site as part of the sign up process: <https://www.solavei.com/mobile-service/unlocked-phones>

If you have an existing SIM-based cell phone that you want to use with Solavei, begin by powering off your phone and then removing the battery cover. Locate your phone's unique 15-digit IMEI number (you may need to remove the battery to find it) and write down the number.

When you feed the IMEI number into Solavei's compatibility checker you will learn immediately whether you can use your existing phone with their service. In this case you'll simply need to purchase the SIM card.

For some devices you will find that Solavei will not be able to provide 4G service, and will be restricted to 3G or even 2G.

If you discover that this is the case for your existing phone and you want the higher bandwidth then you'll have to look at upgrading your phone.

When I was writing this guide Solavei offered 3 cell phone models for sale from its site. Two of them were 3G capable, and the third 4G capable. They ranged in price from about \$160 for the low end model to about \$550 for the high end 4G offering.

Recently when I checked again, only the low end model - the ZTE - was available (and this phone is now offered FREE). Even so, I'll go ahead and detail all 3 models that were offered since those were clearly favored by Solavei at the time. Perhaps they have been unable to keep the higher end models in stock and have delisted them rather than frustrate new customers who may want them.

Solavei also has a page listing cell phone models it supports, if you are hoping to bring your own phone: <http://solavei-selfcare.wds.co/>

Note: In addition to the 3 cell phone models that Solavei initially offered there are also Solavei-compatible phones (new and refurbished) which can be found at <http://www.getaphone.biz/>

This site is worth checking out as it appears to be working in association with Solavei to ensure a line of Solavei-compatible phones are always available. In addition to HTC models, when I looked I saw phones from Samsung, Nokia, and LG.

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HTC One S



HTC Wildfire S



ZTE Origin

Let's have a look now at the 3 phones that were available directly from Solavei, all of which run the Android operating system.

HTC One S

This is the ONLY 4G capable device amongst the bunch. If you want the fastest possible download speeds then this is your phone. It also has a very high resolution 4.3-inch screen with a 540 x 960 pixels, an 8 megapixel camera and 1080 pixel HD camcorder.

Operating System: The HTC One S comes installed with version 4.0 of the Android Ice Cream Sandwich operating system. This OS can check and notify you if there's a new software update available. You can then download and install the software update using the Wi-Fi or data connection. You can also manually check if there's an available software update.

Of course, this high end offer is also the most expensive. It was listed at \$529 when it was offered through Solavei. If it's not in stock at Solavei you can probably find it on <http://www.getaphone.biz/> where I have seen it listed for

\$399. You can also find the phone at Amazon.com:

<http://amazon.com/o/ASIN/B007W5694W/>

However if you purchase it there as a replacement phone (without a T-Mobile contract) the cost is about \$600. So it's definitely cheaper through GetAPhone.biz when it can be found there.

Setup and activation video: <http://zerocostmobileservice.com/see/03/>

HTC Widfire S

The mid range offer, the Widfire, is capable of 3G speeds. It comes with a 3.3-inch screen, a 5 megapixel camera and Bluetooth connectivity.

Operating System: The Widfire comes installed with version 2.3 of the Android Ice Cream Sandwich operating system. Presumably the OS can also auto update.

It's cost was \$249 when it was offered through Solavei. It is also available through Amazon.com

<http://amazon.com/o/ASIN/B0051XCNVK/>

It appears to cost a fair bit less there - more like \$140. I don't know why this is, but reviews of the product don't appear to be great. When I looked it had more 1 star reviews than 4 and 5 stars reviews combined.

Setup and activation video: <http://zerocostmobileservice.com/see/04/>

ZTE Origin

Finally, at the budget end of the spectrum, is the ZTE Origin from T-Mobile. This phone is also 3G capable device. It sports a 3.5-inch screen, a 2 megapixel camera and video recorder, and Bluetooth connectivity.

Operating System: Uses the older Gingerbread OS. This means if you later

decide you need more features, like those offer by the Ice Cream Sandwich OS (for example faster web browsing), then you will need to buy a new phone.

I purchased this model through Solavei for \$159. But the last time I checked their site they had dropped the price right down to ZERO. In my opinion this is a great deal if you're happy enough to forgo the possibility of 4G service. The Origin wasn't available on Amazon.com when I looked for it.

I chose the ZTE Origin because I only use my phone for making calls.

My son, on the other hand, likes to download games on his phone and play them. His verdict? The ZTE Origin was "a good choice" and a step up over his Samsung model with its smaller screen.

This is the first time I have owned a touch-screen cell phone. So I'm still trying to get the knack of scrolling screens with my fingers as I scan my contact list without dialing numbers by mistake. But I'm learning.

The only problem I encountered so far was that on one occasion when I tried to go online I discovered there was no internet connection. I think I was also unable to make phone calls.

As I am in a heavily populated area I figured my connectivity to the network should be very good. So either Solavei was experiencing a network problem of some type, or my phone was kaput.

So I dug my Fedex delivery box out of the trash just in case I was going to have to return the phone and upgrade the model.

That turned out to be unnecessary.

I called the Solavei support number around 10 p.m. and the person on the other end of the phone was able to help me. She had me power the phone off while she pulled switches and levers at her end and when I turned the phone back on I was back in business.

The moral of this story is that you shouldn't panic if you encounter a hiccup in service. It may just be that your phone account is not properly configured and the solution is a mere phone call away.

Setup and activation video: <http://zerocostmobileservice.com/see/05/>

So that's my brief summary of the 3 phones directly available from Solavei.

You might want to do a little more research before making your decision.

For me, a phone is something I use to make phone calls, but for others the exact phone specifications matter. So if that is you I'll let you figure out which is the best option for your needs.

Remember also that if you have your own (Solavei compatible) phone, or if you purchase a phone from a supplier other than Solavei, you will need to purchase the SIM card from Solavei to get your mobile account activated. The cost of the SIM card was \$9 the last time I checked.

There used to be an activation fee for joining Solavei, but this has now been waived as well. Between the free ZTE Origin cell phone and the waived enrollment fee it is hard to find a reason not to want to sign up with them. Especially if you believe you can refer others and get your monthly cell phone bill reduced all the way to zero.

Selecting A Username

Solavei requires that your username be between 4 and 15 characters and consist only of numbers and letters. Choose it carefully, it cannot be changed later.

My recommendation is that you join your first name and the first letter of your surname to create your username. Thus, I chose **stephenc**.

My reasoning is that your username is going to appear on your Solavei

promotional link, so you might as well use one that looks friendly and can be recognized by the people to whom you are promoting Solavei.

Also, people are less likely to make a typo when entering a real name into their devices.

I don't recommend using your full name. The shorter your username, the better. It is easier to remember, and easier to type in. Also, I'm fairly sure that your username will be automatically **lowercased**, but use lowercase regardless.

So Susan Jo Baxter becomes **susanb**. If someone has already taken your intended username you might try inserting your middle initial. Thus **susanjb**.

This username selection strategy is simply a recommendation. You can use any username you wish. But do remember that everyone you refer to Solavei will see this username, so the less cryptic it is, the better.

Selecting A Password

When it comes to your password, which must be between 8 and 16 characters in length, I recommend you select an easily remembered word and substitute a couple of the letters with digits.

For example, shipmast becomes **sh1pma5t**, or lovable becomes **lovab13**.

By the way, use NEITHER of those passwords as plenty of people will be reading this document. Make up your own unique password to guarantee security of your account!

Enrolling Family Members

If you have other members of your immediate family, like children, that have or need their own phone and you would like to put them on a Solavei account that you will be billed for, you can do so.



Solavei allows you to create up to 6 accounts on the same social security number (your SSN), provided that you set up each account with a unique username, email address, and password. Minors (younger than 18 years of age) should be signed up under the parent.

Details can be found here: <https://support.solavei.com/docs/DOC-1463> and are of course the last word on this matter. In the remainder of this section I am simply summarizing what I believe that document is saying.

Individuals 18 and older can use their own SSN and enroll as a social member to build their network.

Minors between 14 and 17 years can co-sign for mobile service under the parent's SSN (the parent is responsible for billing payments). The minor has the option to enroll as a social member and build a network. When they turn 18 the parent can request transfer of ownership of the network to the child.

Minors under 14 years can neither co-sign for mobile service nor enroll as a social member. In this case a new account is created (one of the allowed six) and the minor simply uses the parent's mobile phone on that account. The parent can enroll themselves as another social member. Presumably the minor can co-sign when reaching 14 years of age.

In case you are wondering, if a parent signed up 3 children under them then that would count towards the compensation received (discussed in detail later) if the parent is a social member. This is because 3 new phone lines are now in use, for which the parent is paying \$49/month on each.

If new members were then to sign up under those accounts, those members would be part of the parent's personal network, and each of those accounts would contribute to the parent's compensation plan.

For the parent to stop receiving a monthly phone bill on each of those accounts, a minimum of 3 trios (to be discussed in the compensation section) would need to be formed on each account.

Thus the wise parent either encourages the children to sign up friends, or they make sure a sufficient number of referrals are pointed toward each of the 3 accounts.

Logging Into Your Account



Once you have signed up for your Solavei account you will be assigned a **member ID** number. You should store this number so you can refer back to it.

I recommend that you create a solavei.txt file somewhere on your computer and store all the relevant account information, including member ID, username, email address and password.

You will also be emailed your member ID number and told that you will need to use it, along with the **order ID** of your shipment of new phone and/or SIM card, to activate your account. The order ID will be sent in another email once the phone and/or SIM card goes out by mail.

Solavei uses FedEx, so you will need to sign for receipt of the package. Solavei says to expect this to arrive within 4-5 days, although my new phone showed up after 2 days.

When you receive the email with the order ID and instructions for phone activation you can just copy all of the information to that solavei.txt file that I suggested you create to keep all the useful information in one place.

Once you have used the order ID and your member ID number to activate your account it will take about 24 hours before your new phone number is assigned to you (assuming you are not bringing your own phone number with you).

When it becomes available you will get a message to that effect, and you will be told your new phone number, the next time you log into your account (look in the "notifications" area of your account).

While you are waiting for your Solavei package to turn up in the mail you can login to your account. You won't be able to use your new phone for making calls or texting but you can at least configure your account and get familiar with it.

Simply go to the Solavei site and look for the member login button on the upper right of the page.

The first time you log into your account you will go through a 3-step account configuration process.

On the first page you will be shown your "sponsor" (the person who referred you to the site). For example, that may be me if you have decided to join me and you used my referral link to reach the sign up page. If you did NOT follow a referral link you may be shown a selection of members and asked to select one.

If you do not see my name - **Stephen Carter** - on the page, and you wish to join my team, then start by visiting this URL first:

<http://www.solavei.com/stephenc>

You can see from this referral URL that my unique username is **stephenc**.

As I have mentioned already, you want to get the sponsor selection correct the first time through since you cannot change your sponsor later.

Once your sponsor is selected you will be shown the second page. This is where you can sign up as a "Social Member" and earn money by referring others to the service.

You may want to click on the "Sign Up Later" button and come back to complete your social member enrollment later. The reason for this is that the minute you become a social member your 60 day Fast Action Bonus timer begins counting

down.

If you sign up members within that 60 day time window you can earn up to \$650 as a one-time bonus. See the next section, on the compensation plan, for details on this. So you may wish to wait until your phone has arrived and you have familiarized yourself with Solavei a little more before enrolling as a social member.

If you do decide to click on the "Next" button and proceed to the third page you can become a social member by filling out the enrollment form.

You will need to supply your date of birth and social security number to sign up.

Once you have done this Solavei will send you an email letting you know that it is mailing you your Solavei PayCard (along with activation instructions) which should arrive within 7-10 days.

Incidentally, when my paycard arrived it was in a plain white envelope with no markings to give any clues as to what it was or whom it was from. It simply had an Omaha, NE return address. So take care not to toss it into your trash with the rest of your junk mail!

Your paycard is a Visa debit card tied to a Money Network checking account: <http://www.moneynetwork.com/>

It is how you get access to the money you earn once you have referred enough people so that you are no longer paying for your Solavei mobile service and Solavei is paying you for the extra income you have generated - including any Fast Action Bonus money.

Now that you are a social member you can edit your profile. Add a brief biography to let members know something about you, and upload a portrait shot.

After that, feel free to peruse the Solavei site and get familiar with your member account.

The Compensation Plan



I think you are going to like this section. A LOT.

Every one of us likes the idea of making extra cash. We all have different reasons for wanting to build our bank account.

For me, I am driven by the desire to ensure my son has a college fund to dip into when the time comes that he needs money for tuition.

Whatever your motivation may be for generating extra income I'd like to see you succeed with that, and I think Solavei's compensation program represents an *excellent* opportunity to achieve your goal.

Before I jump into the details, however, let me just say a couple of things about online income generation, so as to put the current opportunity into perspective.

Making money online is NOT easy.

Despite whatever claims you may have heard from others, trying to get people to hand over cash is a tough business. It doesn't matter whether this happens

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online or offline. People value their money and are reluctant to part with it.

Today, with the economy as slow as it is, people are even more picky about what they will spent their money on.

But much LESS SO when it comes to certain "commodity" products.

Let me ask you a question. What additional monthly expense are you more likely to cancel when times are tough? Your nail salon appointments, your weekend rounds of golf, or your cell service?

You're right. Your cell phone service will be one of the LAST conveniences you are prepared to give up.

That is why the opportunity to make money simply by referring others to Solavei represents a very solid business. Because all you will be doing is help people save money on a commodity they need and are already paying for.

You should have absolutely no reservations about making money by helping others to both save money and make money.

So let's now get into the specifics of the compensation plan...



Trios

Solavei has come up with an interesting approach to paying for referrals - which are people you sign up for their \$49/month cell phone plan.

Instead of paying for each person you refer, Solavei pays out on groups of three referrals, each of which is deemed to be a "trio".

You can see a visual representation of a trio below, which shows that you get paid \$20/month for not only the trios you personally build (your immediate downline), but you also get paid \$20/month for each of the trios that your immediate downline builds as well.



This is the REAL power of the Solavei compensation plan - the people you bring into Solavei earn you residual (ongoing monthly) income from the people that they bring in.

Are you excited yet? You should be.

You ought to be able to see immediately that by building just 3 trios (containing 9 people) you earn \$60/month. This is how you can get your Solavei monthly

cell phone bill reduced to zero and still be up a few bucks.

But it is when you continue to build beyond the first few trios that things get *really exciting*. So stick with me.

The exact way in which the compensation plan works is a little complex and is built entirely on the concept of trios and where they are in relation to you. So let me define the parts of your trio network so that you can fully understand the compensation plan when I begin discussing it in detail (as there are several components to it).

Your Personal Network

This is everyone you refer to Solavei who joins directly under you, and also everyone that they refer who joins. It's a "two degrees of separation" thing.

Your Extended Network

This is everyone in your downline who is *outside* of your personal network. They're located at three or more degrees of separation.

Overall (or Total) Network

This is everyone within your personal network AND your extended network. So this represents your entire downline.

All right. Now that we know what a trio is, we can begin discussing how you get paid to build them. But before we do, let me point out something.

You **do not** need to understand how the compensation plan works in order to take full advantage of it. All you need to know how to do is create your Solavei referral link and point people at it. That's it. You'll get paid, and the more people you sign up, the more you'll get paid on a monthly basis.

But if you really want to understand how it works, the following information on the compensation plan is likely to get you *highly motivated* to take action!

There are 4 ways you get paid - with the *Fast Action Bonus*, *Trio Pay*, *Path Pay* and *Path Bonus*. Let's take a closer look at each...

Fast Action Bonus

As soon as you become a Solavei social member (by joining the compensation plan) your Fast Action Bonus clock begins counting down from 60 days.

This is the time you have to build trios and be paid an extra bonus for doing so.

The Fast Action Bonus pays up to \$650 if you manage to refer 12 new members, or 4 trios, within that 60 day time window.

The exact milestones and bonus amounts are shown below.

60-Day Fast Action Bonus	
1 trio	\$50
2 trios	+\$100
3 trios	+\$200
4 trios	+\$300
Total Payout	\$650

Note that the Fast Action Bonus pays out each time you add another trio to your downline, up to a maximum of 4 trios. So the most you can make with this one-time bonus deal is $\$50 + \$100 + \$200 + \$300 = \$650$.

Solavei wants to get you to take action and begin making referrals because once you see that money coming in you are going to want to keep doing it.

You'll also get paid \$20/month for each of the trios you bring in during this period. This "residual" (recurring) income component of the compensation plan is discussed next.

Trio Pay

For every trio in your personal network you'll be paid \$20/month.

So if you bring 3 trios to the table that means \$60/month income which covers your cell phone payment for the month. This is how you are able to get FREE cell phone service - indefinitely.

But you can keep going. There is NO LIMIT to the amount of income you can generate by increasing your number of personal trios.

If your total number of personal trios is 100 you would be getting paid $100 \times \$20/\text{month} = \$2000/\text{month}$.

If you worked hard to build that first 100 trios and then you put your feet up you would still get paid \$2,000/month for as long as your 100 trios remained intact.

If, say, after 6 months time 20 of the trios had dissolved (because 60 people changed their cell service away from Solavei) you would still be making $80 \times \$20/\text{month} = \$1600/\text{month}$.

If you are smart, and you create referral links that live out on the web forever, then depending on how many you build, and where you put them, your total number of personal trios over time may slowly grow so that your trio pay goes up over time.

Remember also that whenever someone in your immediate downline builds a trio you get paid \$20/month for that one too. So it may not take a whole lot of work to ensure that your trio pay income remains stable.

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For the next two sections on *Path Pay* and *Path Bonus* you'll want to refer back to the compensation chart on this page. So skip ahead for the explanation and then come back to check out the numbers.

Achivement Path	Path Earnings		Rank Requirements	
Path Bands	One-Time Path Bonus	Monthly Path Pay	Total Trios	Trios in Personal Network
SOCIAL PARTNER		\$0	1	1
		\$50	4	1
		\$100	8	2
SOCIAL CONNECTOR	\$500	\$200	12	4
		\$400	16	5
		\$1,000	20	6
SOCIAL NETWORKER	\$2,000	\$2,000	100	8
		\$3,000	250	10
		\$4,000	500	12
SOCIAL DIRECTOR	\$5,000	\$5,000	750	14
		\$6,000	1000	16
		\$8,000	1250	20
SOCIAL EXECUTIVE	\$10,000	\$10,000	1500	24
		\$15,000	1750	26
	\$20,000	\$20,000	2000	30

Path Pay

Trio pay is great. But it only pays out on the number of trios in your personal network.

What about trios in your extended network, beyond that second degree of connection?

You'll be pleased to hear that you can get paid on these too. But to do so you will have to meet minimum quotas in your personal network.

The chart on the previous page shows these minimums. For example, if you have 6 personal network trios and 20 or more total trios (from anywhere in your network) you earn another \$1,000/month in Path Pay.

You must meet both the personal and overall trio minimums to move to a higher "path pay rank" and earn more path pay income.

The way I view path pay is that Solavei wants to incentivize you to help those in your immediate downline to succeed.

For example, if you were to build 30 personal trios but none of those trios went on to build trios of their own then you would receive only \$1,000/month in path pay (since you have more than 20 but less than 100 overall trios in your network).

But if your efforts to stimulate those in your downline to bring in more customers resulted in 2,000 or more total trios in your network then you would be taking home \$20,000/month in path pay. BIG difference.

In other words, it pays to help those in your immediate downline.

As you will discover by the time you have finished this document, I will be helping you to increase your number of referrals, so that we can both benefit

from path pay.

If I can help you get to at least 20 personal trios your minimum monthly income would be $20 \times \$20/\text{month (trio)} + \$1,000/\text{month (path pay)} = \$1,400/\text{month}$.

Pay path maxes out at 2,000 overall trios (at which point you are earning an extra \$20,000/month - provided you have built at least 30 personal trios).

The 40 Percent Rule

There is one more rule to note if path pay begins to become important.

When Solavei counts your overall trios by summing up those from members in your downline, each member can contribute no more than 40 percent of the overall number required to reach a certain rank.

So if you were aiming to reach the rank of "Social Networker 3", which requires 500 overall trios, no more than $500 \times 0.4 = 200$ trios are counted from any one member in your downline.

Thus, if you referred George and he built 300 trios, only 200 would count towards reaching the level of Social Networker 3. On the other hand ALL of his trios would count toward reaching the rank of Social Director 1 since 750 overall trios are required for that, and $750 \times 0.4 = 300$

The higher you advance in rank, the more trios that are counted toward your total from your downline.

Why does Solavei implement this rule?

It's because they would prefer you help *several* members in your downline succeed, and not merely depend on one good referrer to do all the work for you.

In practice the 40 percent rule is not all that limiting, but you need to be aware of it so that you can understand how your path pay is calculated.

Path Bonus

Finally, there are one-time bonuses that are paid out when you attain certain "milestones" in your path pay rank.

The dollar amounts of these bonuses are shown in the path pay chart two pages back.

As you can see, these bonuses also cap out at 2,000 overall trios.

When you reach this point you get a bonus of \$20,000. But you also collect bonuses at 12, 100, 750 and 1500 trios. The accumulated path bonuses for reaching 2,000 trios totals to \$37,500.

Of course, getting to 2,000 overall trios is quite an accomplishment. Very, very few people will ever be able to achieve the uppermost pay path milestone, and reach the rank of "Social Executive".

But as you can see, the incentives for attaining these numbers are considerable.

OK, now that you've been through the 4 different ways you can earn money through Solavei's compensation plan you know all the important things there are to know about the plan.

However, you might like to watch the following video on the subject from Staci Wallace, a representative from Solavei.

This video runs about 17 minutes and is well worth watching if you are serious about trying to understand the Solavei mindset.

You can also find the video at <http://zerocostmobileservice.com/see/06/>



Note - I noticed that in the video the pay path numbers for large overall trio number don't quite correspond to the ones in the chart in this document. However, the chart comes from this page on their web site:

<https://www.solavei.com/how-it-works/compensation>

Also see this page for the Compensation Disclosure Statement:

<https://support.solavei.com/docs/DOC-1462>

More On Trios

Hopefully by now you have a pretty good idea about what a trio is.

But just in case you still have questions I'll spend another few paragraphs going over some of the subtleties.

First of all, it's important to remember that every member of a trio shares the same "upline". That is, they were all referred into Solavei by the same person.

You'll want to keep this in mind when you survey your network and you try to

understand why you have the number of trios you do.

Let's look at an example. Suppose you refer 2 people into your network and they each go on to refer 2 people themselves. In total you now have 6 people in your personal network with 4 of them at the second degree of connection.

Suppose each of those latter 4 go on to refer 2 people as well. Now you have another 8 people (this time in your extended network). That's 14 people in total that you have referred.

So how many overall trios do you have?

The answer is that you have none.

No one in the network referred more than 2 people. Each of them has yet to build their first trio.

This is why it pays to encourage those in your immediate downline to refer as many people as they can. If they refer 3 people (their first trio) you earn money.

If they recruit 2 more people you do not get paid any more until that sixth person is recruited by them - at which point they have built 2 trios.

Promoting The Fast Action Bonus

So how do you encourage people to build trios? You point out that they stand to earn \$650 in Fast Action Bonus money if they build 4 trios within the first 60 days of becoming a Solavei social member.

That's a total of 12 people. In addition to the \$650 in FAB money they are now making Trio money - $4 \times \$20/\text{month} = \$80/\text{month}$. But that's not all. With 4 trios they are now making \$50/month in path pay as well.

That's a combined monthly income of \$130. Enough to cover the Solavei monthly bill more than twice over. Even if one trio should dissolve they will still be making enough so that their cell service remains free, month after month.

This is because although the monthly path pay disappears at only 3 trios, the trio pay still amounts to \$60/month.

In a later section I'll tell you how you can recruit people into Solavei WITHOUT having to exhaust the ears and patience of your family members.

Horizontal Compression

You might have asked yourself about what happens when someone you have recruited into a trio drops out. How does this affect your earnings?

First of all, when one or more members cancel their Solavei account the trio dissolves. But the remaining members immediately become available to form a trio with other members who share the same upline.

Better yet, a new trio is automatically formed if there are other members awaiting assignment to a trio.

This means there are never more than 2 people in your immediate downline who are not members of a trio.

This process is called *horizontal compression* and it applies only to members who share the same upline.

Promotional Methods



If you simply wish to reduce your monthly cell phone service bill to the point where it is effectively free, all you need do is refer 9 people (3 trios). This is not so hard. You may be able to do this through interactions with friends and family.

Indeed, most people who become a Solavei social member will not promote the company to any great extent, other than to suggest the service to family and friends and perhaps post their promotional link on their blog.

There is nothing wrong with this.

But if you desire to earn more, some effort will be required.

Solavei says in promotional copy for their service that they hope to "create millions of thousandaire". That is, they hope that members will recruit enough trios (about 20) to allow them to make a side income of around \$1000/month.

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In this section I will outline a few ways that may help you reach that number.

For those who are interested in making **even more money** I will send you special promotional material once I have located you in my downline and added you to my *Grow Wealthy With Solavei* newsletter.

The content of the GWWS newsletter is reserved exclusively for those in my immediate downline. Trust me, you will want to be on that list. The purpose of that newsletter is to give you an unfair advantage over other Solavei social members and help you get OODLES of referrals.

To ensure that you get access to this private newsletter, use this link to sign up for Solavei: <http://www.solavei.com/stephenc>

As I mentioned earlier, marketing is a tough business.

Most people are inherently resistant to purchasing what others recommend, unless they are in desperate need of the product or service being recommended.

Most people already have cell service. They do not need to switch over to Solavei.

So you will have to sell them on the benefits - one of the strongest of which is the home-based income opportunity that it offers. I have outlined the compensation scheme elsewhere and as you can now see, it is potentially VERY rewarding.

If the idea of making extra cash, or simply reducing their monthly cell phone bill to zero through a few referrals isn't enough to sway them, the \$49/month cost of Solavei's unlimited text, voice and data plan may be enough. Many people are currently paying up to twice this amount or more for their service.

This means there are really TWO audiences that you can target when you begin promoting.

One is the group of people who simply wish to save on their monthly cell phone bill. These people may switch over for that reason alone, content to pay \$49 for their unlimited text, voice and data plan. They may mention the plan to others, but they will not actively promote it.

Then there are the income opportunity seekers. These are people for whom the reduction in their monthly cell phone bill is seen as a convenient side benefit of being able to actively promote Solavei and be paid to do so.

If YOU fall into the latter group, then the following pages in this section were written specifically for you.

Offline Marketing

Roughly speaking there are two main ways to get your message out to the masses when you assume the role of marketer.

You can use face-to-face offline methods where you pick up the phone and talk to someone, or otherwise engage them directly. Or you can use online methods that involve using the internet to reach, possibly, a global audience.

In this section we'll look at a couple of the offline approaches that might be used to promote Solavei and build your trios.

The Digital Tupperware Party

One of the easiest ways to encourage people to switch to Solavei is to make use of the "social commerce" philosophy that drives the company.

You may remember the concept of the Tupperware party. You may even have attended one or two over the years.

Tupperware is the name of a company that develops and distributes plastic containers used in households to contain food and keep it airtight.

The company was launched in 1946 by Earl Silas Tupper and saw explosive growth in the 1950s due to its pioneering of a social commerce strategy known as the "Tupperware party".



During this postwar period career opportunities for women were rather limited. Tupperware recognized this and seized on the opportunity to empower housewives by offering them a way to enjoy the benefits of earning an income without disrupting their domestic arrangement.

The host of a party would invite acquaintances who might be interested in the product, which was anyone who spent time in the kitchen preparing food.

Parties were held in the home, in the workplace, and in school and other community settings.

Women flocked to the parties, due in part to their initial novelty. Tupperware was an absolutely unique product, just as Solavei is today.

But the success of the party sales approach was also strongly tied to the fact that Tupperware was an incredibly useful and convenient product. Again, the same can be said of mobile technology. None of us would be without it.

Today the Tupperware company is publicly traded on the stock market and is worth in excess of \$2 billion. The social commerce approach has certainly

demonstrated its value, although for Tupperware the heyday is long past.



But there is no reason that you cannot capitalize on this same approach with a modern twist.

Simply announce to your friends and coworkers and anyone else with whom you have social currency that you are going to hold a "Solavei party" to help them reduce their monthly cell phone bill to zero and earn additional monthly income.

You may be thinking to yourself "But what is there to talk about to my guests? With a Tupperware party you at least get to pass around a collection of air-tight containers that invite comments."

That's true. But the centerpiece of your party would be the compensation plan and all of its intricacies.

The book you are reading now has in excess of 50 pages. Even if you condense it to the essential points there is enough to material to easily keep people interested for an hour or two as you hash out the particulars.

There are the compatibility details of the Bring Your Own Phone option to cover (how to use the online Solavei device compatibility checker). You can also

discuss the differences between the phone models that Solavei offers for those who want to start with a new phone.

And of course you can invite discussions about promotional approaches, of which there are sure to be many that have not occurred to you but which others will point out.

By the way, once you are in my downline you will be able to get a copy of the book you are reading now, **uniquely branded** with your Solavei username so that the links within the ebook will earn you referrals when followed.

You are welcome to send people along to the download page where they can opt in to receive a rebranded copy of the ebook. That way, those who are invited to your party can get up to speed before the event. You can also print off copies and hand them out to guests when they arrive. I'll say more on this subject later.

You can even offer to help people sign up online right then and there in your home, guiding them through a process which they might otherwise be overly cautious about. In fact, if you are willing to spend a little more time on each prospect you can offer them *same day activation* by taking advantage of Solavei's SIM pack offer, which I'll discuss now.

SIM PACKS

Imagine being able to sell someone on the idea of switching over to Solavei and then right then and there you help them sign up, activate their account, and then plug them into the system so that they can make phone calls on their Solavei network before leaving your house.

Essentially you have assumed the job of a mobile phone store representative.

You can do this by purchasing Solavei SIM packs. These are exactly what they sound like, SIM cards that come in batches of 10 or 20. You can then provide these cards to members who are ready to enroll on the spot.

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In order to activate a particular SIM card you will need to enroll the person online with Solavei, then punch in a unique activation number for the card, and actually have them PURCHASE the SIM card then and there from Solavei.

Of course, the assumption here is that the new member already has a Solavei-compatible phone, which is something you can check by feeding the 15-digit IMEI number of their phone into the compatibility checker that I have mentioned elsewhere.

If they possess a Solavei compatible phone then all they need is the SIM card.

If you are really enterprising, and you want to be prepared for the person who wants to sign up but does not have a Solavei-compatible phone, you might consider purchasing a few unlocked phones that you keep on hand for just such an instance.

For example, you might purchase a few of the SAME model of phone that you use. That way you are completely familiar with its performance and can answer any questions about it that might arise.

Of course, this strategy of purchasing phones ahead of time is an advanced one and would only be suitable for someone who had decided to hold regular parties to promote Solavei. Nonetheless, it is an option.

Will Solavei parties take off? I don't know.

But if you are blessed with the kind of personality that would allow you to consider hosting a Tupperware party or any similar event then I see no reason why you would not seriously consider a Solavei party.

Don't forget that even if only a few of the attendees to your party sign up for Solavei service they themselves are likely to go on and refer other members, each of whom earn you monthly residual income once they are assigned to a trio in your personal network.

Flyers

The great advantage to the Solavei party/meetup is that you are able to leverage the personal trust that exists between you and those you invite to the event.

But there are only so many people you can interact with in this manner.

If you want to reach hundreds or even thousands of cell phone users with your Solavei promotion you have to expand your mental horizons and think like a real marketer.

One of the biggest obstacles for most marketers is figuring out how to find the audience that wants the product they are promoting. Fortunately, because cell phone users are all around you it is not difficult to find them.

That means you can literally target everyone with your Solavei promotions. Even 10 year olds today are likely to have their own cell phone and parents who would be interested in learning how to cut down on the family's combined cell phone bill, which can reach into the hundreds of dollars.

An excellent way to reach these people in your community is through the use of cheap flyers.

A flyer is nothing more than an advertisement printed on a slip of paper. Flyers can be handed out one by one, pinned to a wall in a well-frequented area, or you might come to some arrangement with local businesses to distribute them as part of their business for a fee.

One of my goals is to provide my members with custom flyers that include a promotional link and a QR code (like a barcode) that can be scanned by a mobile phone to transport the user to the Solavei offer or a promotional page of your own.

For example, the image on the next page shows a QR code that links to the

download page for Google. I have already implemented a working prototype - I just need to come up with some flyer designs.



Often marketers will tuck flyers beneath the wiper blades of cars. However this is NOT recommended.

Although there is no federal law prohibiting flyer distribution (flyer distribution is a method of free speech protected by the First Amendment) U.S. states may have passed their own laws and you could be fined for distributing flyers if it is deemed that the act infringes upon the rights of others.

Hiring someone to pass flyers out by hand in a busy shopping area is probably your safest bet, especially if your business is conducted on the street. Privately-owned indoor malls may or may not prohibit flyer distribution.

For safety reasons you want to stick to busy public areas when distributing flyers. You don't want to be doing it in remote and untrafficked areas where you can be challenged by some irate individual.

You may also NOT stuff flyers into residential mailboxes. That is against the law.

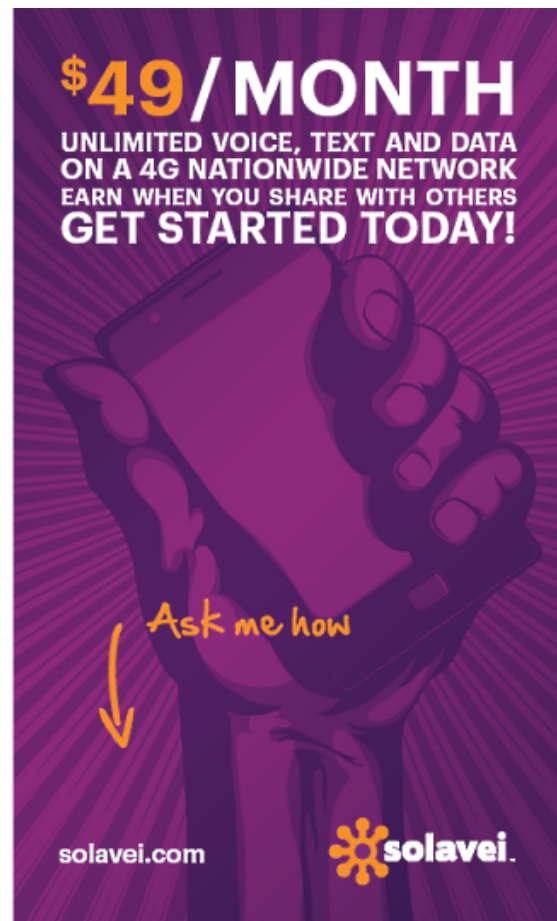
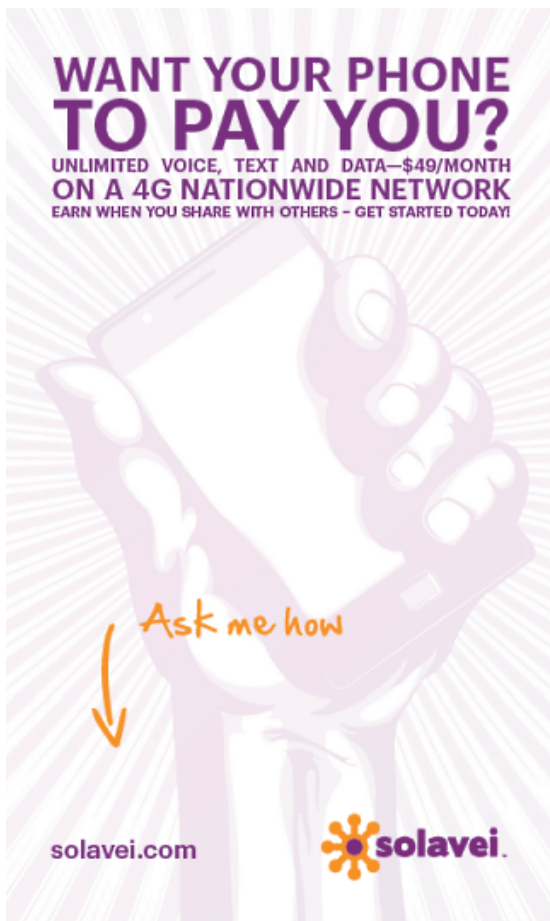
The bottom line here is that you should do your due diligence and learn about the local laws and regulations that govern the distribution of flyers in your area so that you can avoid potential problems.

Besides figuring out where to distribute your flyers, the design and printing of flyers can also be challenging.

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You could create "ghetto flyers" by sketching a simple design with a marker on a sheet of paper and xerox-ing hundreds of copies. You might even use a typesetting application like Microsoft Word to create your flyer.

Either way, the resulting flyer will be less than professional in appearance and will likely draw little attention from those who cast a glance at it.



You can see examples above of the flyers that Solavei makes available to it's members in PDF format. The idea is that you add your contact information to the flyer. These might be better than designs you come up with yourself, though personally, I think these flyers can be much improved upon.

You will also face the prospect of dealing with overly large "letter" sized pages that need to be cut into halves or even thirds (depending on flyer design) to

bring down your marketing and delivery costs.

So what is the solution to all this? *Professionally designed and printed flyers.*

Surprisingly, once you have a design ready to go, the cost of getting thousands of flyers printed is rather inexpensive. Typically your per flyer cost will range from 20 to 25 cents.

That means for about \$200 you can purchase 1000 flyers.

Let's suppose for the sake of argument that just ONE percent of your hand-delivered flyers result in someone switching over to Solavei. That number seems low, but let's be really conservative in our estimates.

A one percent conversion rate would mean about 10 total strangers ended up in your downline - giving you 3 personal trios and one extra subscriber left over.

Those 3 trios would earn you \$60/month in trio pay or \$720 for every year that they remain subscribed.

Even if you had paid someone \$100 to hand out those flyers you would have more than doubled your money - from \$300 (the cost for flyer production and distribution) to \$720. And that represents just the income for the first year. Your subscribers may stay signed up for years to come, potentially earning you thousands of dollars from an initial investment of just \$300.

This is how real marketers make their living. They find a campaign with an encouraging return on investment and then they scale it up.

After all, you can easily return to the same area to distribute more flyers, or move to neighboring areas to find new crowds of people.

Flyer marketing is definitely not for everyone. It takes initiative and an element of boldness. All offline methods do. But it is also potentially very lucrative.

Online Marketing

So far, everything I have said about how to promote Solavei has related to "offline" methods - getting your message in front of people WITHOUT the assistance of the internet.

The great thing about offline marketing is that it is *extremely* easy to do.

It takes very little know-how to host a party or hand out flyers. Besides that, your chances of getting someone to follow through on the offer are much higher. That's because people like dealing with other people whom they can look directly in the face.

In contrast, offers presented online are often hyped to the point of incredulity. Because of this, people are very wary of the offers they come across.

That makes it difficult for inexperienced marketers to make headway online. The result is that most people never make a dime using online methods. Some will manage a few dollars here and there, but very, very few people are making the kind of income online that would allow them to walk away from their regular job and pursue a full-time living online.

I know. That's not what you want to hear, right?

But I am telling you this for a reason. I don't want you to waste your time and effort doing things that ultimately aren't going to get you where you want to go.

Blogging And Other Zero Cost Traffic Methods

As an example of what I mean by wasting your time, there's a very good chance that if someone else was telling you about Solavei they'd recommend you set up a blog and add articles to it to attract traffic from the search engines. Solavei even offers blog templates that can be set up in just minutes using the free Wordpress blogging software.

The trouble is, your chances of getting your blog ranked high in the search engines for cell phone service related keywords are incredibly small. Especially if you have never tried to do it before. The competition is fierce, page ranking algorithms are always changing, and even experienced web masters have a tough time keeping their sites in the good graces of the search engines.

The bottom line is that you are much more likely to end up on page 20 than page 1 when users search on keywords that appear in your blog pages.

No. Unless you already have an established blog that is getting traffic because you have published a sizable amount of high quality content, starting a new blog is NOT a great idea.

But there are things you CAN do online to get traffic to your offer in a reasonably short period of time. If you are interested in online methods that require NO cost to implement other than the time you are prepared to devote to them I would recommend you learn from someone like PotPieGirl, whom you can find here: <http://zerocostmobileservice.com/go/potpiegirl/>

PotPieGirl's real name is Jennifer Ledbetter. She's a Georgia mom who has earned a comfortable living online since 2008 - about a year after she went all out on her goal of building simple one page affiliate websites across the web to promote the products of others.

Jennifer specializes in leveraging the favoritism search engines show social media websites when ranking their pages in search results. This is how she gets her pages in front of all the free traffic that search engines provide.

Of course there are also the obvious places to post your promotional link, like in Facebook and Twitter posts if you already have a following.

My interests and expertise lie elsewhere (in particular, I'll be looking at paid traffic sources in the coming months) so if you want to know how to get your message noticed by others online WITHOUT having to spend money on advertising, Jennifer is the person I recommend for that purpose.

Paid Traffic Methods

I am reluctant to even mention paid traffic in this book because it is a subject that requires real mastery if you expect to be able to make more money back than you spend.

Most people who buy one or another form of online advertising never do make their money back. But there is certainly a TON of different avenues for those who are prepared to spend the time and effort to learn them.

You can purchase text ads that contain nothing more than a headline, a sentence or two, and a link. You'll be familiar with those that appear on the pages of Google search results.

You can purchase images ads, that include a small image in addition to the content of a plain text ad. Think Facebook ads.

You can purchase banner ads, which are nothing more than an image containing a solicitation which ferry the user to your intended destination when they click on it. Banners are still BIG business for marketers who know how to use them, and there is no shortage of places where you can buy banner inventory.

You can purchase pop up ads - those annoying small windows containing ads that appear out of the blue when you visit certain pages on the web.

You can purchase solo email ads, where you pay someone with a large number of email subscribers to send your message out to their list. Email subscribers represent possibly the most responsive traffic you could send to your offer.

You can buy ad space on mobile phones.

The list goes on. If you want a good place to start when it comes to learning about paid traffic sources I would recommend Chad Hamzeh's Traffic Black book, which you can find here: <http://zerocostmobileservice.com/go/tbb/>

Done For You Promotional Funnel

There's another problem that marketers face when promoting even the most promising offer.

The problem is that people are VERY unlikely to purchase the offer the first time they are introduced to it.

This means that despite all the hard work you invest into getting people to Solavei's web site, most of them will want to go away and think about it. This means they might never return, even if the offer will make their lives easier and less stressful.

They need to be reminded about the offer at least a few times, and have its benefits spelled out to them.

For example, I have written this book to help show you what switching over to Solavei might mean for you and your family. Smaller cell phone bills - and possibly no cell phone bills. The opportunity to earn residual income that pays you month after month, year after year, simply by referring others to the plan.

Besides trying to provide helpful information on all of the important questions that might be raised in your mind about Solavei, I had you opt into my Solavei newsletter so that I can provide you with even more information in the days ahead.

I want to help you succeed with Solavei because when you succeed, so do I.

The ebook, the email messages, it all adds up to a promotional funnel that is far more effective at selling you on the idea of Solavei than a simple link to Solavei's web site.

After all, I don't want you to go check out Solavei and then switch off because you have unanswered questions.



To be effective with my promotion I needed a funnel, and so will you. The trouble is, they are enormously difficult to build. In fact, I am still in the process of building my own, and it will only get better over time.

I know what you are thinking right now. "I can't build a promotional funnel like that. I wouldn't know where to begin."

But that's OK.

Because I am going to lend you mine.

You won't need to spend thousands of dollars to have someone create an ebook, an opt in page to collect leads, and a series of emails designed to allay your subscribers fears about joining Solavei.

I am going to do all that for people who join my Solavei team.

Once you are joined up I'll add your email address to my team newsletter.

I'll then tell you how you can replace your regular Solavei promotional URL with one that sends the prospect to an opt in page. That's where they'll be able to

obtain (for free) a modified version of the book you are reading now.

It will be branded with YOUR Solavei username so that when they sign up for Solavei they will join your team, not mine.

For example, everywhere in this book that you see the Solavei username **stephenc**, including in all of the outgoing links to Solavei, you are going to see *your Solavei username* appear.

Also, in every email message I send out to the prospects you have sent me, I am going to use *your Solavei promotional URL* and I will encourage prospects to sign up to your team.

Why would I do this?

Because I want to help you increase the odds of getting people to join your team.

I don't do this because I'm a swell guy (well maybe I'm a little swell).

I do it because when you make money by signing up others, so do I. I want to build a college fund for my son, and when I help you reach your own financial goals you end up helping me reach mine.

Hopefully that sounds like an attractive proposition.

Of course, you won't have to use my promotional funnel if you do decide to join my Solavei team. It's entirely optional.

I'll still provide you with other useful information about how to succeed with your Solavei marketing. So long as you stay on my team newsletter. And you'll be able to opt out of my newsletter any time you wish - not that you'd ever want to because that would be just plumb crazy :)

What To Do Next?

I have spent the last 50 pages of this ebook outlining what Solavei's cell phone service can do for you. But I've only scratched the surface of what lies ahead.

In the coming years you can expect that Solavei will cast an eye toward other "commodity" services. For example, cable television, energy, insurance and financial services, to name a few of the possibilities.

The nice thing about joining Solavei today and building your network is that when new services are offered, your network will be encouraged by Solavei to participate in those services as well. That means extra residual income for you.

So here's what I would like for you to do next. Actually there are two things...

If you want to join me, the first thing I would like you to do is click on the link below and sign up for Solavei's \$49/month mobile plan.

Even if all you want for now is to save some money on your monthly cell bill, this is where you begin:

[Click Here To Create Your Solavei Account](#)

Afterwards, email me the following information:

SUBJECT: Solavei member info

TO: stephen@zerocostmobileservice.com

1. your full name

2. your email address

3. your Solavei username

Once I have verified that your Solavei username is present in my Solavei account (because you selected me as your sponsor when you joined up) I will

add you to my Solavei newsletter. This will allow me to send you tips on how to build your network of trios.

If you are on my newsletter I will also be able to offer you the use of my **done for you promotional funnel**.

Remember, the funnel will include a version of the ebook you are reading now which will explain the Solavei system to your prospects. They will also have to opt into my promotional newsletter to receive the book and I will then be able to follow up with them, each time promoting the offer with your Solavei promotional URL so that they sign up under you.

This alone will significantly enhance your ability to convert interested prospects into new Solavei members.

Also, as Solavei begins to add more features to make it easier for marketers to run promotions of its service I will think about how best to capitalize on these opportunities.

I will then pass my thoughts on to you. I will also make available to you any tools I develop that I think could help you with your promotions, such as templates for flyers and so on.

So that's it. I look forward to seeing you on the inside!



- Stephen Carter