

# ACN

## - the perfect business

WHILE THIS COMPANY'S SUCCESS WORLDWIDE IS WELL DOCUMENTED, IT SAYS THE BEST IS YET TO COME



The founders of ACN: united by experience and belief in network marketing

Exactly 10 years ago five men came together united by experience and belief in network marketing and a cynicism of the existing companies in the industry to design the perfect business - ACN was born.

A decade later ACN has proven that it can go the distance. Let's look at the company's track record and see how far it has succeeded.

### VAST OPPORTUNITY

Firstly it chose the vast opportunity that surrounded the deregulation of telecommunications and utilities. (This area was chosen by the Millennium Edition of Fortune Magazine as the number one arena for investment this century and was described by the Washington Post as the largest redistribution of wealth in the history of mankind.)

In simple terms ACN realised the power of earning every time a customer turned on a light switch, cooked a meal, turned up the central heating or made a phone call - services that people were using anyway, every day. It took the vast sums spent by traditional telecoms and utility companies to acquire customers with media advertising, telemarketing and salespeople and offered savings to customers and rewards to the independent representatives (Reps) that market their services.

It is all about customer acquisition and ACN makes the process as simple as possible. ACN Reps are able to

recommend their services to friends and family, knowing that they are positioned to give savings but with no upfront cost to the customer - no connection or equipment charge and no pre-payment or fixed-term contract.

ACN Reps are able to ask their customers to "support them in their business and give their service a try" in a way described by USA Today as 'polite marketing'. In turn, ACN pays the Reps up to eight per cent of their personal customers' bills on an ongoing monthly basis - a powerful concept known as residual income.

### EARNINGS POTENTIAL

By expanding their team locally, or in any of the 11 countries that ACN operates in, ACN Reps can leverage their income by earning up to five per cent on the bills of the customers of their team with no ongoing monthly qualifications required. This is combined with one-off bonuses of up to £150 that reward the new Rep quickly as their team expands and acquires customers. In addition, there are powerful team building bonuses available of £600-£12,000 a month (subject to customer acquisition).

The very top earners with ACN, many of which have no prior MLM experience, earn in excess of £50,000 a month, but as Co-Founder Robert Stevanovski says: "Our job is to initially help someone earn an extra £500-£1,000 a month".

So how well has ACN done? Before it launched into Europe in 1999 INC

Magazine listed it as the 22nd fastest growing privately owned company in the whole of the USA. Since then the company's performance in Europe has been astounding. Having invested to date £35 million in setting up its European operation in nine countries, ACN is set to end this year with one million customers in Europe calling for three billion minutes and billing over £100 million.

### CUSTOMER BASE

The company is growing its customer base by over 10 per cent each month and in three short years have become the third largest telecommunications company in Sweden where it has just launched mobile in partnership with Telia (the Swedish equivalent to BT). In the UK ACN is now able to offer customers a full phone service (CPS) with no pre-dialling or equipment changes and has also rolled out gas and electricity.

Ten years later ACN is not on trial - its success is documented. Still under the guidance and direction of its original ownership, the company has rolled into nine countries in less than four years and is targeting to complete Europe in 2003/4 and look towards Asia Pacific (68 countries are committed to deregulation).

"It's been unbelievable - and the future is even bigger and brighter than when we started," says ACN President Greg Provenzano. With ACN aiming to turn over £500 million a year in Europe alone in the next three to five year, the best is yet to come.

### WHAT YOU NEED TO KNOW

**Investment level:** £199.75 initially plus £199.75 after seven days (total £399.50). No stock required and only a limited amount of paperwork.

**What you get:** ACN starter kit in a briefcase with all the information, forms and marketing materials you need to start. Access through the ACN website to all the information you require to do your business Internationally. Customer support through an 0800 number and Rep support through a London number. Voicemail and fax back system.

**Earnings potential:** huge, but depends on the individual's efforts.

**Contact details:** for more information contact an ACN Independent Representative.

**READER ENQUIRY NO:** MM 1031

