

Fast Track Guide: How to Make \$2,000 to \$7,000 in you're first 2 months
3 Pages to Learn (Fast & Simple)

We know that learning can take time. Implementing strategies can take time. If you want to get off to a quick start, this is a quick manual. In 3 pages we will tell you what you need to do. **If you don't do it, it will not work. If you do this during the first two months, we will make the following exception. Before getting certified we pay you 30%. Upon obtaining your certificate as a Business Funding Advisor, you can earn between 30% to 70%. However, if you do this within the first two months with us, we will pay you 50%.** To receive 50% you need to fund a minimum of \$100,000. If it's less you receive 30% as per the compensation agreement. **First you need to know what must happen to make \$2,000 to \$6,000 per month. What needs to happen?**

Fund:	\$100,000	\$200,000	\$300,000
Average gross earnings 5%:	= \$ 5,000	\$ 10,000	\$ 15,000
50% to you:	\$ 2,500	\$ 5,000	\$ 7,500

Let's work with \$200,000 which is a reasonable amount. To fund \$200,000 this can happen one of the following ways:

1. Fund 1 deal: \$200,000
2. Fund 2 deals of: \$100,000 each
3. Fund 4 deals of: \$ 50,000 each
4. Fund 6 deals of: \$ 30,000 each (6.6) deals

Let's see how you can do this:

1. If you want to fund 1 deal of \$200,000 or 2 deals for \$100,000 each you need to target businesses that are generating \$200,000 or more per month. If not it will not work. This is what you need:

Communicate: 80 business owners (generat \$200,000 per month) in 2 months or less. This means communicating with 40 business owners per month, 10 per week, 2 per day. It does not matter if they are not interested or interested.

Prospects: Out of 80 business owners, you need to obtain 15 prospects. This means 15 business owners who are interested in establishing business credit or interested in obtaining financing to expand, buy inventory, buy equipment, or other reasons.

Applications: From 15 prospects (interested) Get 7 to apply.

Fund: Worst case scenario 1 funds for \$200,000 or 2 will fund for \$100,000 each.

Question to you: is communicating with 2 business owners per day, hard or impossible? Or communicating with 10 business owners per week hard or impossible? You answer that. If you don't do this consistently this formula will not work.

2. Let's assume you cannot reach businesses that are generating \$200,000 or more per month. Many street businesses, the barber shop, restaurants, mini markets, etc. generate between \$25,000 to \$50,000 per month. This is what you need to do:

Communicate: 80 business owners (generating \$25,000 to \$50,000 per month) in 2 months or less. This means communicating with 40 business owners per month, 10 per week, 2 per day. It does not matter if they are not interested or interested.

Prospects: Out of 80 business owners, you need to obtain 25 prospects. This means 25 business owners who are interested in establishing business credit or interested in obtaining financing to expand, buy inventory, buy equipment, or other reasons.

Applications: From 25 prospects (interested) Get 10 to apply.

Fund: From 10 applications 3 to 4 will fund. It's not the exact number as above. Out of those 3 to 4 deals, there will be 1 deal that is bigger than the rest.

IMPORTANT: Monitor your activity daily, weekly, monthly for the next 2 months. Communication and results: interested, not interested, prospects. What gets measured, gets managed. It's like going to the gym. If you need to communicate with more business owners, increase the amount to get the end results.

Now, you know what needs to happen. You can wish to make \$2,000, \$5,000, \$10,000 or more, but if you don't know what needs to happen, it will never happen. If you make \$2,000, \$5,000 or \$7,000 in your first or second month, you will get off to a fast start. **Now, the 2nd step. What do you say to these business owners and also how to prequalify them? Let's keep it simple. We have a lot of strategies. Let's keep this very simple.**

Introduction: (business owner name) John, can you share with me 15 minutes of your time to see if we can do some business in the future? You may or may not need our services at this time. I just want to share with you what we do and learn a little more about your business. I just want to ask you 10 quick questions to see if we are a good Fit. We provide business advisory, business finance and work with businesses that want to grow.

1. Do you know if your business is profitable? You work very hard like most business owners. The last thing you want is to lose money. We can run a summarized profit to loss for the last 6 months and let you know how to become more profitable. (You don't have to worry about this, our internal processors do this)

2. What types of plans do you have for your business 1 year or 2 years out? Do you want to grow your company, sell it, or give it to your children?

3. If you have growth plans, what stopped you from growing or achieving those plans? (7 out of 10 times it's money).

4. When was the last time you checked your business credit report? (hopefully they say never, didn't know I had a business credit report). Would you be interested in seeing your business credit report? We charge \$129, for a true business credit report. You make (\$60). It's not a lot of money, everything counts.

5. Has your business ever had a true business loan from a bank, the SBA, or a business finance company? Not business credit cards. Business credit cards, most of the time report on your personal credit report, not your business credit report? (listen closely) They may say that they have a daily or weekly payment loan. You can offer to refinance it or review what they have to see if we can offer something better.

6. How do you think you will build business credit, if you never had a true business loan? (only ask if the answer to 5 is NO)

7. Does your business have a reserve or business savings account with at least \$50,000 to \$100,000 for emergencies or opportunities? (If they say No, offer a solution) Some of our clients take a business line of credit. There is no payment requirement. You only pay for what you use. Let's assume you get a \$50,000 line of credit. You don't use it, your payment is zero \$0. If you take \$25,000 from the \$50,000 line of credit, you only pay over the \$50,000 which you took.

8. Would an extra \$25,000, \$50,000 or \$100,000 help your business right now. If I gave you \$50,000 without having to pay it back. Would you take it? How would you put it to work in your business?

9. **PREQUALIFYING QUESTIONS:** How long have you been operating your business? (we look for businesses that have been operating for 2 years or more)

10. **PREQUALIFYING QUESTIONS:** How much do you deposit per month on an average? (we prefer businesses depositing \$40,000 or more per month (revenues or business income). If they do less, still proceed. If they deposit less than \$10,000 per month don't expect much results.

CLOSE THE CONVERSATION. (business owner name) John. This is what I can do without no compromise from your part. With the last 6 months of bank statements, we can prepare a summarized profit to loss to see what type of profit your business is making and what you need to do to make your business profitable. Also, with a simple 1 page application we can explore all funding options for you. This way you know what options you have or don't have and what you need to do in the future to obtain the best funding option. This service is FREE. If you want your business credit report, it's a small investment of \$129. This is optional. When we run the business credit, we will only know if the business credit score was sufficient to get you a loan approval or not. If not, we would need to get a report. I'm going to email you the application or send it to your WhatsApp. Send it back to me with the last 6 months of bank statements.

COMMON QUESTIONS REBUTTALS OR CHALLENGES IN CONVERSATION, THAT BUSINESS OWNERS MAY ASK YOU.

I Don't need financing right now.

Response 1: If they don't have business credit. This could be a response. Mr. prospect you have never build business credit. How do you think you'll get business credit in the future if you don't build your report. Some of our best clients took \$30,000 as opposed to \$100,000 to build their business credit. Makes sense, correct?

Response 2: Many businesses think that the time to get financing is when the business needs money because business is slow. Usually when that happens businesses get denied. A business loan is given to businesses that demonstrate the ability to pay back the loan with steady cash flow or growing revenues. But, if the business revenues are declining and business is doing bad, do you think a bank or a lender would lend to a business?. Would you lend to a business whose revenues are going down and doing bad?

I'm good now, my business is doing good.

Response 1: That's great. That your business is doing good. How do you define good? If you are making \$100,000 per month, wouldn't you like to make \$200,000? You and I know that to grow you need to invest in your business. To make money, you need money.

Response 2: The best time to apply for a loan or a business line of credit is when your business is doing good, not when it's doing bad.

I don't care about my business credit report, my personal credit is good

Response 1: Who pays for your personal credit cards, your auto loans and your mortgage? The business correct? If you use personal credit, you can use business credit and have more advantages. Ask your accountant about interest tax deductions. You can start off with a small loan amount to build business credit and enjoy tax advantages.

What type of loans do you provide? Or What type of interest rate can you provide?

That's a great question. I don't want to play the guessing game with you. If I tell you I will give you a 6% rate and then come back with a 30% rate, you're not going to trust me. If I tell you, it's 30%, you're going to say no way. When you submit your loan application we take into account all loan programs available to you that you qualify or don't qualify for. From bank term loans, to SBA loans, to business lines of credit, and others. If it's for a specific purpose such as buying equipment or inventory, we look at those options as well. Rather than playing the guessing game, with a 1-page application and the last 6 months of bank statements in less than 48 hours, we can tell you what you qualify for and what the interest rate will be. Makes sense? It's like doctor our job. I can't tell you what you have until I conduct an analysis or an x-ray.

If they ask you a question you can't answer. Simply say. Let me talk with one of our Senior Advisors and I will have an answer by tomorrow. Don't try to answer something you don't know. Don't say I don't know.

Last part, Let's keep this simple. Before you create an account on linktolender.com, which is our proprietary loan technology, CRM or use other sophisticated tools. Just use the following. Here is a link. It's a simple PDF or DocuSign type application. Have the business owner fill out. You email to our processing department with the last 6 months of bank statements. Email to: submissions@lendinero.com. If they fill out the DocuSign application we received it automated. No need to email. Just email the bank statements and in the subject place the (Business Name) not the owners name.

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SIMPLE 3 PAGES. DO THIS FOR 2 MONTHS. MAKE A DECISION. BUT YOU DO NOT COMMUNICATE WITH THE AMOUNT OF BUSINESS OWNERS, ASSESS NEEDS, AND GET THEM TO APPLY, IT WILL NOT HAPPEN.