

# **Ecopreneur Training**

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**Module 1: Introduction, Mission and Core Values**



“The difference is You”

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## Welcome to the Powûr of Citizenrē!

Our parent company, Citizenrē Corporation, has a huge vision. If you decide to join our adventure of bringing renewable energy to the masses, you will play a key role in changing the way energy is produced and distributed around the world.

Citizenrē

...Increasing Global energy supplies

....Modernizing the Global energy infrastructure

The name comes from combining Citizen with RE, for renewable energy, because we all must be responsible citizens of our planet.

The Citizenrē Corporation is positioned to deliver renewable energy to the marketplace on a cost-competitive basis. This makes us highly unique amidst the RE landscape and places us perfectly:

- to minimize our dependence upon foreign and fossil fuels
- to install more environmentally friendly electricity-generating assets
- to deliver a higher degree of energy surety, and to realize a 21st century quality of life.

### Powûr of Citizenrē

Powûr, a division of Citizenrē, is responsible for the training, support, and success of a network of professionals who educate and sell our renewable solutions to residential markets around the world (currently just in the United States.)

The name Powûr comes from the fact that “we give power back to the people” and the difference is YOU.

There is no cost to join our movement, but we do require that you pass a series of tests to make sure that our collaboration is both responsible and professional.

Since your time is precious, it is important that you understand and are both comfortable and congruent with our core mission, sales methods, and business plan.

#### **Hasidic Saying**

*Everyone should carefully observe which way his heart draws him, and then choose that way with all his strength.*

As an Independent Ecopreneur (IE, sometimes called an Independent Direct Seller - IDS), you are responsible for following the standards, procedures and requirements that the company has established. You are not an employee of the Powûr of Citizenrē, but you will be the “first point of contact” for many customers and, in that sense, you will represent our brand in the marketplace. Your responsibilities will be explained during your training.

#### **Winston Churchill**

*The price of greatness is responsibility.*

In particular, be sure to understand these topics:

- Core Values
- Code of Conduct
- Suspensions and Terminations



- Measure Your Success
- Rules of Advertising

## **Powûr of Citizenrē Vision, Mission and Goal**

### **Vision**

Our vision is to create a powerful, grass-roots movement to bring renewable energy to the masses and improve social, economic and environmental conditions worldwide.

### **Product Mission**

We provide a solution for citizens to produce their own renewable energy, save money, and create a greener and more secure world for our children.

### **Economic Mission**

We operate a sustainable business—both economically and ecologically—that adds value to the lives of our Independent Ecopreneurs and our customers.

### **Social Mission**

We give power back to the people through technology and education, improving the security of our country, the quality of our life, and the purity of our environment—locally, nationally & globally.

### **Goal**

Our goal is to help Citizenrē lead the renewable energy industry into supplying more than 25% of all residential electricity produced in the United States by 2025.

#### **W. Clement Stone**

*When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it.*

## **Powûr of Citizenrē Core Values**

### **INTEGRITY**

We demonstrate honesty and show respect for others and the environment in all we do.

### **ACCOUNTABILITY**

We learn from each experience and take personal responsibility for our commitments, actions and results.

### **COOPERATION**

We work together, with a “whatever it takes” attitude, to promote and expand the market for our renewable energy solutions around the world.

### **INNOVATION**

We are creative and flexible in our mission to educate the market and improve the way renewable energy is produced and distributed.

### **SUCCESS**

Our success is a result of providing sustainable solutions that add value to our customers and our planet.

## **Powûr of Citizenrē: Code of Conduct**

### **Ethical and Honest Sales and Recruiting Practices**

*You are building a long-term relationship. Make sure every step to build a relationship models integrity.*

Do not make any statements, promises or testimonials that are likely to mislead consumers or prospective Ecopreneurs. All communication must be professional and represent our best image. “Bait and switch” techniques (where you promise one thing and provide another) will not be tolerated.

### **Your Sales Presentation**

*Be honest in all of your communication.*

Always be accurate and truthful as to price, grade, quality, make, value, performance, and availability. When in doubt, understate. Even when you are excited about our offer—as we all are!—never inflate, over promise or overstate. Remember, when things change, and they always do, every over-statement you might have made will compromise your trust with your prospect.

### **Relationship with Corporate**

*You are an Independent Ecopreneur.*

You are NOT an employee or representative of Citizenrē or Powûr of Citizenrē. This means that in all of your presentations, you speak for yourself. You describe what you are doing—presenting our offer—and why and how you do these things and the implications of our offer for your prospective customers.

### **No Hassle**

*Honor where potential customers and Ecopreneurs are in that moment—with time they may ripen to sharing our solution.*

Identify yourself and your purpose to a prospective customer or Ecopreneur truthfully early in your contact, so there is no confusion or misrepresentation. Make contact in a professional manner and during reasonable hours. Stop any demonstration or sales presentation if the customer asks you to. If they don't want what we offer, move on. We want every experience people have with us to be positive. If they do not share our vision, they should still be left with respect for our passion and professionalism.

- Never make a customer walk away from you, or wonder about your ethics or motivation. If they signal disinterest, stop immediately.
- Never give them cause to question their choice to join our solution. If someone has a great experience with our service and refers a few friends, they will be more open to our business model because of their friend's personal experience.
- Be selective in your choice to share the business opportunity with prospective Ecopreneurs. Remember that selling is not for everyone, and let those with interest show their interests to you first.
- Refrain from forcing the business opportunity on your customers. Customers will naturally migrate to the business if they are interested.

### **Stand in your Power**

*Share your truth, calmly and confidently, and move on.*

Our vision is large and our business model is disruptive. For that reason, some people will attack this solution. There will be misinformation on the Internet and from other sources. For many people, change creates fear - especially if their paycheck could be affected. If they can see your truth through their fear, they may become open to our solution. Just because they do not share your vision, does not mean their vision is any less important or valid. Nothing is gained from trying to make them “wrong.” Share your truth, calmly and confidently, and move on. Our response to negativity –especially if our response is itself

negative—can be more damaging than the misinformation. Our response can also shine brighter than any false words. Stand your ground, be confident in the accuracy of your information and the value of our vision, and keep a positive outlook.

### **Protect our “Baby”**

*We need to protect our company with the same passion that we build it.*

Any business with a low barrier of entry (i.e. free) will attract a wide range of individuals. Some people will not be responsible citizens of our community and may compromise how we are perceived by our prospective customers. It is the responsibility of every Ecopreneur to be vigilant about protecting our reputation and our brand. Trust your intuition. If something does not feel right, it probably isn't. If you see someone marketing in the grey area, please contact him or her and point out specifically what is in question and give him or her the space to correct, to learn and grow. Our goal is to educate, not attack. If they don't adjust, or if their action is in obvious disregard to our rules, then contact your local Regional Sales Director. We need your eyes and ears.

#### **John Locke**

*It is one thing to show a man that he is in error, and another to put him in possession of truth.*

### **Market with Class**

*The market has a long memory. Our actions must be impeccable and above reproach.*

Please understand this very clearly. We do not tolerate hype or misrepresentation in any form. An ad that reads: “Build a business by helping people join our solar solution” is okay. Any ad or presentation that states or even implies “MAKE MILLIONS NOW” is not okay.

### **Be honest**

*When you add value to the lives of other people, the money will naturally follow.*

Never misrepresent the actual savings associated with a REnU system. Never overstate potential sales or earnings with the Powûr of Citizenrē. Neither our product nor our business opportunity is about quick money. Whether it is helping a potential customer or Ecopreneur, all of our actions involve being part of a solution to change the way power is produced and distributed across the world. The rewards are long-term.

### **Do the right thing**

*Trust your intuition. Then act with confidence and character. You make a difference.*

There will be many situations that are not specifically covered in this code of conduct. Before taking any action involving our mission, please ask yourself, “Would David Gregg, the employees of Citizenrē, our investors, our Cooperative Marketing partners, and my fellow Ecopreneurs be proud of this action? Am I representing the best possible image for Citizenrē?”

## Citizenrē is a start-up

Powûr of Citizenrē mission requires a well-trained, highly educated team of focused individuals who represent Citizenrē's solution to the residential market with class and professionalism.

If you decide to work with Powûr of Citizenrē in this “start-up” phase, you do so with full knowledge that not everything will be perfect. We are creating the foundation of a massive infrastructure. If you have ever seen a high-rise built, we are in the phase where all you see is a big hole in the ground. We are laying the conduit and the pipes.

If you want to be a pioneer in helping Citizenrē bring renewable energy to the masses, roll up your sleeves and let's go to work. But don't get upset if something is not perfect. That is like showing up to a construction site and complaining, “What! No carpet and paint on the walls? ”

You are making a choice to work with us before we have laid the carpet and painted the walls. This phase involves greater risk and potentially greater reward. If you prefer to have everything structured and complete, please check back with us in a few months.

## Your investment is your time

As you know, we do not require any investment of money to be part of this effort. During this early phase, we also discourage you from investing your own funds in ads and marketing—it will be some time before that investment can pay off. But your investment of time is precious. You are also investing your reputation and good name.

Before you begin, understand exactly what you are investing in. This is a start-up. It is risky. We could fail. If we fail we all wasted our time, energy and commitment. If you decide to join our organization, do so with your eyes wide open. Own your choice and move forward with confidence.

### **Vince Lombardi**

*Individual commitment to a group effort -- that is what makes a team work, a company work, a society work, a civilization work.*

## Some Information must be kept private

In order to protect Citizenrē's business model, certain information has been kept private to date. This has made some people uncomfortable. However, disclosing confidential information too early could allow competitors to gain insights into our plans and therefore open the door to imitation. The bigger head start we can have, the better it will be for all of us.

In addition, like any company, Citizenrē's business model and plans incorporate proprietary information.

For this reason, there will always be information of a business confidential nature that the Company will not share. Again, this is to protect our ability to succeed. Information will be released when it is most advantageous for Citizenrē. The decision will be made by senior staff. If you are not comfortable with this, please wait until enough information has been made available for you to invest your time and reputation with confidence.

## This phase is not for everyone

This is a unique time in Powûr and Citizenrē, but it is not for everyone. You know your personality—look at your history.

- Do you like to be on the cutting-edge, an early adopter, a visionary?
- Or do you prefer to be part of the group, play it safe, and wait and see?

Both approaches are valid. But if you are more in the second category, this start up phase will be challenging.

If you are conflicted or unsure, your results will reflect those feelings. Being half-in and half-out will not be fun for you or anyone else. Nothing great ever happens without commitment. Depending on your comfort

level, you might prefer to stay “on the sidelines” for a while. Keep educating yourself. There is a lot of information in our *back office*. Only you can decide when the time is right for you to take action.

**Goethe**

*Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now.*

**Are you a visionary?**

If you make the choice to say, “I want to be an early-adopter. I want to be a visionary”—welcome! Own that choice completely and understand that it may feel awkward for quite a while because you will be going outside of your comfort zone. It can also be exhilarating and rewarding.

*On average*, each home you switch to solar reduces greenhouse gas emissions in amounts equivalent to the absorption capacity of 400 trees, or what is produced by 24 cars. This is significant. Imagine if your team helps 100 people upgrade to solar. That is 40,000 trees “planted” and 2,400 cars “off the road” because you made a choice to make a difference.

Many people have been working for years to bring this together. You have the potential to be a key player in making this vision a reality. Once you fully understand the impact of our mission, your heart might beat a little faster, you might wake up a little earlier, and life might have a deeper level of significance. We can change the way energy is produced in America, give power back to the people, and pass on a better world for our children.

**Albert Einstein**

*The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing.*

**Before You Get Started**

As an Ecopreneur for the Powûr of Citizenrē, there are a few things you must understand:

1. Our sales cycle is different – During our initial stage before the manufacturing plant is complete, for roughly a year after the prospective customer signs up, they will get no product. See Module 4 for further explanation of this, but it is important that you understand early on the implications. Your job at the outset of every customer relationship will be to create trust, understanding and commitment to a solution that people will not be able to receive for some time.
2. This delay is because *our first manufacturing plant does not come online until the beginning of 2008*. This will probably be the largest manufacturing plant for solar energy in the world at a cost of roughly \$700 million. It will rock the solar world, but it takes time.
3. Because *systems cannot be installed before they are manufactured*, and you get paid for systems once they are installed, your early income potential is quite limited (see next item.)
4. *Citizenrē is addressing this by releasing 10% of the total IRA upfront, before the customers have paid the security deposit*. This will enable you to see a little income from your work. \$5,000,000 has been set aside initially to pay this 10%. However, *please be aware that this portion of the IRA must be paid back if the unit is not installed*.

**The bottom line:** Once again, this role is not for everyone. If you are someone who needs a reliable income on an immediate basis, this situation may not be for you. Please be honest with yourself and consider all these aspects of this unique opportunity. In order to enjoy the upside of doing work that is exciting, fulfilling and even world-changing, we must be frank about the limitations and challenges as well.

**Helen Keller**

*Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure or nothing.*

**Powûr is not a full-time job (yet)**

Because of the timing of the manufacturing plant, there are several reasons why you should not make Powûr your full-time focus yet. This is because of the limitations on early income:

1. All you can earn in the near-term, prior to the customer's completed installation, is 10% of the Installation and Retention Advance (IRA). This will be paid to you once the *FRA* has been received and audited. Since the total IRA is \$500, we will be paying \$50 to the field for every confirmed customer. As an Ecopreneur, you can qualify to personally earn up to \$30 of this advanced payout. The other \$20 is paid to the leaders who help train and support your success. This portion of the IRA must be paid back if the unit is not installed.
  - When you develop your network of Ecopreneurs, you will be able to enjoy this leadership benefit. To understand the details of the Powûr Plan, study the Compensation and Promotion Plan in the **Resources** section of your Powûr website back office. This will be covered in more detail in the Manager's training.

**You are paid for two results**

- Switching people to solar power.
- Training other people to switch people to solar power.

We will have advanced training that will teach you more: how to effectively work with different personalities, how solar systems work, etc. As you get started, work with people you enjoy and naturally connect with. If a particular prospect is negative or becomes a hassle, pass that lead to a member of your team, or simply walk away. It will free up your time and energy—creating more results and more people on solar.

In time, we will also reward you for your excellence in other parts of our sales cycle and over all effort. Do your customers send back their FRAs in a timely manner? Do they report that the experience has been a great one for them, even after they have waited all that time? These measures of success are key to our overall success, and as you succeed, so do we all.

**Citizenrē at the forefront of new innovations**

Other technology options will become available as time goes on, so that if the net metering laws are ever changed, we'll still be solid. The Powûr Network is a distribution channel that can bring any new "green" technology to the masses. Citizenre is at the forefront of new innovations and will constantly provide us with the cutting edge.

**Don't let skeptics get you down**

On that last note, there will always be skeptics. Just make sure their lack of vision does not infect you. *We ask for no investment or money of any kind*, but some people still question our intentions and even our integrity. One person even posted in a blog that "Citizenrē is a scam to collect e-mail addresses." There are simpler ways to get e-mails than spending millions of dollars to set up an infrastructure like Citizenrē.

Einstein wrote “Great spirits have always encountered violent opposition from mediocre minds.” If someone is negative or skeptical, move on. Don’t try to convince them.

**Maya Lin**

*To fly, we have to have resistance.*

## Net Metering Laws

Citizenrē's current business model works with “*net metering* laws” that require electric companies to credit a customer’s bill for excess power generated from our PV (*photovoltaic*) system and in some instances even buy the extra electricity at the end of the year. Under most circumstances, the system produces more power than the homeowner can use during the day, spinning the meter in reverse, and the overage flows into the power grid. At night, the homeowner pulls power back from the grid. The Citizenrē Solution is designed so that the amounts of electricity a customer supplies to the grid and draws back from the grid are approximately equal.

- You can read more about **Net Metering Laws** at <http://www.dsireusa.org/>. Click a state and then scroll down to the **Rules, Regulations & Policy** section.

## Powûr Network as Advocates

Imagine the power of 10,000 energized Ecopreneurs and over 100,000 customers, all writing their Congressional representatives with the same request for more renewable energy solutions! We can already use the Powûr Network to advocate for better net metering in states. As our reach grows, we will become an equally powerful force at the federal level.

Another use of the Powûr Network could be, say, 5 years down the road, when we have 500,000 homes using the Citizenrē Solution. We fully expect that the electric utilities and others will send their lobbyists to Congress crying, “Hey, we can’t compete with the sun. This isn’t fair. They are taking too many customers from us. This save the planet stuff was great... but we didn’t think anyone was going to really do it!”

The Powûr network of Citizenrē Ecopreneurs will be an effective force for policies favorable to renewable and clean energy. Imagine the power of 10,000 trained solar enthusiasts who know how to network!

## Continued Study

**Eric Hoffer**

*In times of change, learners inherit the Earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.*

You can find much more information in the Knowledge Base and there are always new questions and suggestions in the Forums. Start going through this information as soon as you can. See How to find information to read about all the many ways the Powûr of Citizenrē is helping you get answers to your and your customers' questions.

The more you know, the more confident you will be with your customers.

## Quiz

As you work your way through each module, there will be a quiz on the Test page to practice what you know (and taking the test.) When you have completed all the modules and quizzes, it is time to pass your test so you can help others “join the solution.”

You make a difference!

# **Ecopreneur Training**

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## **Module 2: Current Position in the Marketplace**

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## Current Position in the Marketplace

We are entering a solar industry that is 30 years old. Many good and dedicated people have a passionate and vested interest in their solar businesses and in the overall success of solar. They are our peers and comrades in this effort. On the other hand, we are the “new kid on the block.” We are also going to become the “800 pound gorilla.” If we succeed, we will change this industry in major ways. Some people—especially those close to the traditional solar industry—worry that we could hurt the industry more than help it.

### **John F. Kennedy**

*Change is the law of life. And those who look only to the past or present are certain to miss the future.*

It is important to understand their concerns:

- Potential solar customers could put off their buying decision because they would rather rent from us than make a large investment.
- If enough people put off their buying decisions as they wait for our solution, it could hurt the current providers and installers.
- If Citizenrē's manufacturing plant is never completed, customers will be disappointed, solar installers will have been hurt, and a “lack of confidence” will have been created in the solar industry.
- If our sales force misrepresents the costs, performance, installation process or any other aspects of the solar business, we could give the industry another “black eye.” This fear is particularly strong among solar professionals who have been in the industry for a long time.

There are several effective ways to address them:

1. Clarify what we are offering. Our solution is easy and affordable, but it is not available today. Our PV systems will not be installed until at least 12 months after the customer has made their reservation. The wait could be much longer depending on when their local franchise is established and the distance of their location.
2. Clarify that we want anyone who can buy a solar system today, to do so. Refer them to [findsolar.com](http://findsolar.com), as is being done on Citizenrē's REnU website, or develop a personal relationship with a solar installer and refer a customer to him or her.
3. Finally in every aspect of your presentations, be factual and objective. Never hype our offer – doing so just makes you look unsure of your facts and feeds the concerns of our skeptics.

Still, our overall position is that “business as usual” is no longer good enough. The current model has not brought solar to the masses and will be very slow to do so. We also know that the majority of our customers never could have made the large investment for a traditional solar solution. We are helping to grow the entire solar industry, by creating a huge new customer base. Our solution is one that all income levels can afford. This offer will vastly increase the options, visibility and availability of solar energy for millions of buyers who could otherwise not take advantage of it.

### **Charles Dubois**

*The important thing is this: To be able at any moment to sacrifice what we are for what we could become.*

## Studies confirm our model

There have been several major studies starting in the 90's that confirm the validity of our model (The Music FM study, The GreenPeace and KPMG audit of that study, and more recently the Solar Opportunity Assessment Report S.O.A.R.). You don't need to read all of these, but they will bolster your confidence in our business model. Though people have known about parts of our solution for almost a decade, no one until now has had the overall vision, or the courage, to put it all into action.

### **Marilyn Ferguson**

*It's not so much that we're afraid of change or so in love with the old ways, but it's that place in between that we fear . . . It's like being between trapezes. It's Linus when his blanket is in the dryer. There's nothing to hold on to.*

## Our secret: cost parity with utility pricing

The secret is to get PV to cost *parity* with utility pricing. We don't have a "silver bullet," but Citizenrē's approach does shave pennies at every point to create significant savings.

*Vertical integration*, standardization and economies of scale bring every aspect of our solution (sales, PV manufacturing, inverters, communications, installation and service) under one entity at an unprecedented order of magnitude. Citizenrē is the first company to offer residential customers a national program for renewable solar power at cost parity with utility pricing.

On average, each home you switch to solar reduces greenhouse gas emissions in amounts equivalent to the absorption capacity of 400 trees, or what is produced by 24 cars.

### **Woodrow Wilson**

*If you want to make enemies, try to change something.*

## How the Citizenrē model works

**Silicon:** The company has secured a unique source for solar grade silicon. This gives us a distinct competitive advantage and controls our costs.

**Panels:** Building the largest PV plant in the world leads to lower pricing because of economies of scale (the more you produce, the more cost effective each unit will be).

**Design:** There are some trade secrets here, but utilizing the advantage of designing components to work only with each other eliminates the need to "over engineer" the parts. For example, an inverter manufacturer on the open market has to make sure their inverter works with every type of panel and manufacturer. This can create power loss and higher costs. On the other hand, each Citizenrē component only needs to be designed to work perfectly with every other Citizenrē component.

**Distribution:** The Powûr marketing channel has fixed costs that are built into Citizenrē's pricing structure. Citizenrē doesn't have to spend money on marketing or advertising. We know that we will pay out \$500 and a 16% residual on every unit through our Powûr of Citizenrē marketing channel. Some companies spend as much as 50% of their cost of goods on marketing. Our effective and efficient channel keeps our costs low.

**Installation:** The Powûr of Citizenrē sales channel provides the company's franchisees with many more customers than the typical solar installer, so Citizenrē is able to dramatically decrease the cost per install. Would you rather have 15 installs a year and make \$5,000 each, or have 100 installs a year and make \$2,500 each (*numbers used are for illustration purposes only and do not reflect actual numbers which are confidential*).

**Oliver Wendell Holmes**

*It's faith in something and enthusiasm for something that makes a life worth living.*

## Innovations open the market

Innovations open the market. This enables more people to get involved, as buyers, sellers, innovators, and creates greater wealth for all.

**Alan Cohen**

*It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power.*

Let's look at three well-known industries:

**Satellite TV:** Not long ago, a satellite was 10 feet across, cost thousands of dollars and only received a few bizarre stations. Now they're tiny, free, and receive hundreds of channels with a monthly subscription.

**Home Alarm Systems:** Not long ago, you had to pay thousands of dollars to have an alarm system installed for your house. Now you can have one installed for free with a monthly subscription.

**Mobile Phones:** Not long ago, a mobile phone cost thousands of dollars, fit in a suitcase, and weighed as much as a brick. Now they are tiny, play videos, and free with a two-year subscription.

All of these innovations changed the landscape of these industries and opened their market to millions of people who could never be customers with the "old" model. They all lowered the barrier to entry and created their revenue from a monthly residual income.

All of these innovations also met extreme resistance and criticism. Imagine if you had spent the last years of your life installing a \$10,000 satellite dish and you were financially invested in that business model. It is hard to wrap your mind around giving away satellite receivers for free.

Citizenrē is changing the landscape of the solar industry. Some people in our industry will adapt and prosper. Others will fail to respond to the changes in the market and their business will suffer. As regrettable as that is, it is a reality of a free market economy. Consumers will always respond to a better and more cost-effective solution.

**Charles Darwin**

*It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.*

More wealth is always created when a new model allows the masses to participate in a market that had been reserved only for the elite. Most people do not have the tens of thousands of dollars required for traditional solar. We provide people with a solution that makes sense on every level, including economic.

## Handling resistance from a solar professional

If you experience resistance from a solar professional, be respectful. They are operating under a paradigm that is shifting under their feet—that can be uncomfortable. When people feel threatened, they often operate from their ego and try to prove you "wrong." They will ask extremely technical questions in an effort to bolster their position and make you question yours.

**Elbert Hubbard**

*To avoid criticism, do nothing, say nothing, be nothing.*

Kindly explain that your role is just to educate people about Citizenrē's new solution—reserving a future system for long-term rental. Clarify that customers are not asked for any money now, and must wait to take advantage of this offer. Explain that your efforts will be supported by a team of highly trained and NABCEP-certified (North American Board of Certified Energy Practitioners) designers and installers who handle all of the technical aspects regarding the engineering and installations of the systems.

A positive response to the solar professional's concerns could be, "Wow, it's great you are doing this work, too! We have a shared interest in making solar systems available to people. I am just excited to be able to offer people this solution. If I find someone who wants to purchase instead of rent, can I have some of your cards so I can send them your way?"

Be sincere. You want the best solution for the customer. If they can afford to buy a system and that is what they want, send them to your new solar friend. You will be amazed how quickly people change their posture if you show you care about their success. Then as you take their cards and turn to walk away, turn back and say... "Hey...if you come across anyone who wants solar but can't afford it, send them my way and if they install a system, I will buy you dinner for two at Giorgios" (or whatever nice restaurant is in you area).

This will get them thinking of all of the customers they have talked with who can't afford their solution. Sure it might cost you \$100, but you make at least twice that from the IRA on each install, and after a few dinners, your solar friend will be more open to joining our solution as part of your team.

**Abraham Lincoln**

*Am I not destroying my enemies when I make friends of them?*

## Our First Customers: Early Adopters

Our first customers are the "early adopters" who have the vision to see an opportunity before it is obvious. Once the manufacturing plant is complete and the systems are being installed, it will be obvious to everyone. But the opportunity is now—for the *people with vision*.

For more information about our customers, read the beginning sections of **Understanding the Key Driving Forces** in the **Resources** section of the menu.

### A quick analogy — true story (one of the classics of marketing).

Back when the refrigerator was first invented, everyone had an ice box. The economy was struggling, few people had disposable income, and the refrigerator manufacturer had an idea. They would *give people the refrigerator with no upfront costs*. The customer would simply "rent" the system for the same payments they made to the ice-man (sound familiar — just replace ice-man with big power company).

They were shocked that only about 25% of the people took their offer. It could freeze food. It had a light inside. It was a better product for the same price — so why didn't everyone immediately sign the contract?

They went back and interviewed the 75% that said, "No."

- Twenty-five percent of those *did not understand what the sales person was saying...* so "no" seemed the safer response. Once this second group understood the offering, they signed the contract.
- The second 25% said, "Ma never had one, grandpa never had one. I sure as heck don't need one." They are called *late adopters*. To them, a VCR is the height of modern technology today.
- The last 25% are *close-minded, negative, skeptics*. They are out there. Don't waste your time. Just remember... how many people have an ice-box now? Eventually, they all came around.

## Change happens

How much of the profit you enjoy from our change to clean energy depends on your vision, persistence and leadership. With only 2% of the 110 million homes on the energy grid, we'll have 2.2 million customers and over \$2 billion in annual revenue.

So if you encounter a few people who can't see this vision, smile and move on. Some of them will call you back later when they hear how their neighbor is saving money on electricity!

## Innovators for Solar

The innovators for solar are mostly activists, forward thinkers, and leaders. Innovators and early adopters for solar are almost certainly either passionate about, or at least deeply concerned about one or more of three environmental and energy related topics:

- the peak oil, peak natural gas and energy security topic cluster
- the climate change / global warming / pollution topic cluster,
- the sustainability cluster (includes green building, green living, permaculture, etc.).

For environmentalists, innovators and early adopters, the decision is not about money - money is only a barrier that kills the sale (e.g. many in these categories want solar systems but cannot afford an upfront cost that may range from \$25,000 to \$50,000 or more). There are so many benefits that these people will see: reducing their CO2 footprint and increasing their energy security. Any \$\$\$ savings from locking in the rate is only an extra benefit.

These innovators and early adopters are not a niche markets - their size is measured in tens of millions of Americans. According to some researchers, at least 15% to 20% of the adult population falls into market categories predisposed to solar and clean energy. Sierra Club alone has over 900,000 members. Even smaller organizations such as Oil Change International have over 20,000 members and their memberships are growing more than 100% each year. Just as importantly, these groups are rapidly growing both in size and influence.

The masses have been kept out of the solar market because it was too complicated and too expensive. Citizenrē is changing that.

### **Rollo May**

*The relationship between commitment and doubt is by no means an antagonistic one. Commitment is healthiest when it is not without doubt but in spite of doubt.*

## Paths to Solar

### Interest in Sustainability

Sustainability is both a philosophy and a set of solutions for the problems created by our dependence on fossil fuels and the impacts of climate change.

Citizenrē's customers who come from a sustainability-driven point of view are already "true believers" who understand and want solar power. Any of the following topics will be fertile ground for more reading to understand the interests and motivations of these "early adopters".

Climate Change, Green Buildings, Leadership in Energy and Environmental Design (LEED) certification, Green Power, Organic/ Local/ Slow Foods and Permaculture are several large and growing solution spaces where solar and clean energy play a key role. All of these are growing rapidly in supporters.

The concepts of Carbon Neutrality, Zero Footprints and Religious Environmental Stewardship are philosophies and values that drive their practitioners towards sustainable living arrangements. Virtually all of these topics stress actions and ways of living that minimize an individual's impact on the environment.

The key is to discover what matters to your customers and what will motivate them to action.

### Peak Oil

The concept of peak oil is based on the geology of oil reservoirs and the fact that oil reservoirs are non-renewable resources. The term “Peak” refers to the point on the consumption curve where 50% to 55% of the oil has been depleted. It is at this point that the well, field, region, or world has reached the point of maximum production. Reaching the peak does not mean that oil production stops. It does mean that one has reached the point where further increases in production are no longer possible. On the “downside” of the peak, production has actually started to decline.

#### Reference

- Post Carbon Institute: <http://www.postcarbon.org/>
- Association for the Study of Peak Oil (US): <http://www.aspo-usa.com/>
- Association for the Study of Peak Oil: <http://www.peakoil.net/>
- Oil Depletion Analysis Centre: <http://www.odac-info.org/>
- Oil Change International: <http://priceofoil.org/>
- End of Suburbia (dvd): <http://www.endofsuburbia.com/>

### Climate Change

Mention global warming and you will hear passionate opinions on all sides. As more facts are gathered, it becomes clear that action is more important than debate.

*The Intergovernmental Panel on Climate Change — consisting of hundreds of scientists and representatives of 113 governments — said global observations of air and ocean temperatures, widespread melting of ice sheets, rises in sea level as well as regional changes in precipitation, wind patterns and extreme weather all point to a shift in the world's climate.*

*A top U.S. government scientist, Susan Solomon [who participated in the above study] said "there can be no question that the increase in greenhouse gases are dominated by human activities."*

*But the severity of these changes is still in our hands to control, said John Fyfe, who is also a research scientist at Environment Canada's climate modeling centre.*

#### Source

- <http://www.cbc.ca/world/story/2007/02/02/paris-climate-070202.html>

Even if someone does not believe in global warming, it is hard not to see the advantages of clean renewable energy over “dirty” energy and foreign oil dependence. Your goal is not to be “right,” but to help people join our solution from whatever perspective they hold. Whether they are concerned about saving money, foreign oil, national security, or pollution...the important thing is that they take action now.

Climate change is not just an environmental issue. It has already begun to affect our economy (tried to buy coastal insurance lately?), our public health and our national security.

#### Source

- <http://images1.americanprogress.org/i180web20037/americanenergynow/AmericanEnergy.pdf>

Addressing this compelling issue is a matter of survival for everyone on the planet and the most urgent threat facing humanity today.

#### References

- <http://www.ipcc.ch/SPM2feb07.pdf>
- <http://news.bbc.co.uk/1/hi/sci/tech/3381425.stm>
- <http://gristmill.grist.org/skeptics>

**Rachel Carson**

*Only within the moment of time represented by the present century has one species—man—acquired significant power to alter the nature of his world.*

**What is Global Warming?**

The Earth as an ecosystem is changing, attributable in great part to the effects of globalization and humanity. The increased carbon dioxide stays in the atmosphere, acts like a warm blanket, and holds in the heat—hence the name ‘global warming.’

## References

- <http://www.ipcc.ch/SPM2feb07.pdf>
- <http://www.realclimate.org>

A visible leader of this movement has been Al Gore and his documentary, *An Inconvenient Truth*, which recently won an Academy Award. Be cautious when mentioning Gore to a potential customer. Some people love him. Others strongly distrust him - either because of his politics or his “unrealistic” views.

Remember, our goal is to help people join the solution. We feel that taking action is not a political choice, but a moral one.

In December 2005, NASA's chief climate scientist, James E. Hansen, estimated that an environmental tipping point will be reached within ten years if we continue business-as-usual and do not make immediate, major cuts in carbon dioxide emissions. When that point is reached in 2016, the heat in the atmosphere will start melting enough permafrost that stored carbon dioxide and methane will be added to the atmosphere through a positive feedback. Such massive quantities of these gasses will cause a fast and unstoppable warming, leading to drastic environmental changes.

## Reference

- [http://www.realclimate.orghttp://www.sci-tech-today.com/story.xhtml?story\\_id=030001OJY6RO](http://www.realclimate.orghttp://www.sci-tech-today.com/story.xhtml?story_id=030001OJY6RO)

The United States, with only four percent of the world’s population, is responsible for 22% of the world’s greenhouse gas emissions. A rapid transition to energy efficiency and renewable energy sources is critical in the very near-term. This movement is essential to help combat global warming, protect human health, create new jobs, protect habitat and wildlife, and ensure a secure, affordable energy future.

**Environmental Destruction**

The massive ice sheets in the Arctic are melting at alarming rates. Most of the world’s population lives on or near the coasts. Rising ocean levels could cause massive devastation and economic catastrophe to population centers worldwide. In many communities, huge areas would be lost due to flooding—not just marshes and wetlands, but neighborhoods, downtowns and major economic and industrial centers.

New studies in the journal *Nature* have confirmed the World Health Organization estimates that, conservatively, 150,000 more people die each year — and five million more get sick — because manmade global warming is helping insect- and water-borne diseases to spread, especially among poorer nations.

## Reference

- <http://www.nature.com/nature/journal/v438/n7066/abs/nature04188.html>
- <http://www.realclimate.org>

Who wouldn’t want to do everything in their power to combat this massive threat to the planet our children will inherit?

**Other advantages for Solar Power**

If someone thinks that global warming is “a lot of hot air”, politely nod and focus on the many other benefits of Citizenrē's solar energy solution:

- Decrease dependence on foreign oil
- Increase national security
- Lock in your utility rate
- Use renewable, clean power
- Save money
- Take your power back from the big utility companies
- Decrease pollution
- Be part of the solution

One or more of these points will motivate most people.

### Videos of interest online

<http://www.earthday.net/edntv/> has a number of short videos of relevance here. Let your mouse hover over the pictures to see the names.

- The *Sundance* video of mayors from across the country who got together with Robert Redford to talk about solutions.
- The *Power of the Sun* with John Cleese is an interesting history of solar energy.
- If you have time, the others are also fascinating.

We are part of the solution.

### Citizenrē's Impact

*Citizenrē* will have a major impact on the entire clean energy world. We can expand this impact still further by partnering with hundreds of environmental groups, activist groups, churches, schools, and other non-profits. *Cooperative marketing agreements* are ways we can work with these groups to reach and sign up hundreds of thousands or even millions of their members. Many such organizations represent thousands of concerned individuals seeking ways to take tangible actions to reduce their CO<sub>2</sub> footprints so their children and grandchildren will not suffer from their actions.

When Citizenrē's first manufacturing plant reaches maximum production, solar systems could be installed on up to 100,000 homes per year. However, once it has been proven that hundreds of thousands or even millions of home owners want to take a stand and act, the resources to build a second, a third, or even dozens of additional plants could become available.

Collectively these customers represent a powerful grassroots movement. Together, we can drive the adoption of other known technologies that reduce other aspects of individual CO<sub>2</sub> generation—like climate-friendly home heating systems (e.g., geothermal heating and cooling systems), hybrid cars, public transportation, and policy solutions like bringing economies local to reduce the amount of transportation needed.

In short, Citizenrē's impact will go far beyond the individual customer and their solar energy system. Our success will create ripple effects throughout today's petroleum-dependent economy. Together, we will jump-start a major redirection toward the post-petroleum economy on which this rapidly-warming world now depends.

**Franklin Delano Roosevelt**

*The only limit to our realization of tomorrow will be our doubts of today.*

# **Ecopreneur Training**

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**Module 3: REnU Solar Solution**

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## **REnU Introduction**

### **The REnU Solution for the Customer**

Citizenrē's REnU (Renewable En-ergy Unit) offering is so powerful that some people can't believe it. It is almost "too good to be true."

### **How Solar Energy Works**

To see an animation of how Citizenrē's solar system works, go to the bottom of your [jointhesolution.com](http://jointhesolution.com) website and click the link labeled "How Solar Energy Works."

### **Solar Savings Calculator**

The best way to help the customer understand the value of Citizenrē's system is to have them fill in the Solar Savings Calculator at the bottom of your [jointhesolution.com](http://jointhesolution.com) website with their information: state, provider and average monthly bill. They will be amazed and your job will be easier. Be sure to familiarize yourself with the Calculator. Try out different hypothetical examples for the utilities in your local area(s). First, though, be sure you know whether those utilities allow Net Metering by consulting the Service Territory and Rates map also located at the bottom of the website.

### **Citizenrē's solar offer**

Prior to Citizenrē, solar power failed to reach broad market acceptance for three major reasons:

1. Once you amortized the cost of the system, it was about four times more expensive than energy from coal or natural gas.
2. It required a large investment from the customer.
3. The customer had to understand and select, then maintain and repair the equipment.

Citizenrē solves all of these challenges:

### **No upfront costs**

With Citizenrē, the entire system is installed with no upfront costs to the customer (except the Security Deposit that they can get back with interest at the end of the contract period). The customer simply signs a contract stating that they will pay Citizenrē approximately the same rate for power that they currently pay the utility company. The customer can view these rates in the Service Territory and Rates graphic at the bottom of your [jointhesolution](http://jointhesolution.com) webpage. We also guarantee that their rate is locked in and will never go up for the entire length of the contract—up to 25 years. This is a significant advantage to the customer with current energy concerns and price increases.

### **Worry Free Performance Guarantee**

With Citizenrē's "Worry Free Performance Guarantee" the customer only pays for the energy that the system produces. If there is ever a problem with the system, the customer is never left alone trying to figure out how to fix it. The system is monitored automatically every day and our national network of franchisees will rush out to fix any problem because our revenue stops until the system works.

Studies repeatedly show that customers are willing to pay a premium for green power. Citizenrē provides green power at about the same cost as "dirty" power (with a 25 year fixed price guarantee), no upfront costs, and complete peace of mind.

#### **References**

- o Barbara Farhar and A.H. Houston, Willingness to Pay for Electricity from Renewable Energy, NREL/TP-460-21216, Golden, Colo.: National Renewable Energy Laboratory., July 1999. Available online at [http://www.eere.energy.gov/greenpower/resources/pdfs/farhar\\_26148.pdf](http://www.eere.energy.gov/greenpower/resources/pdfs/farhar_26148.pdf)

- For a comprehensive review, see Barbara Farhar, Trends in Public Perceptions and Preferences on Energy and Environmental Policy, National Renewable Energy Laboratory, March 1993.
- [http://www.bpa.gov/energy/N/Reports/what\\_consumers\\_want/conclusions.cfm](http://www.bpa.gov/energy/N/Reports/what_consumers_want/conclusions.cfm)

### **Lower overall cost**

Citizenrē is able to make this offer because its innovative business model combines several key efficiencies:

**Vertical Integration** and standardization. Solar power has been expensive because of an inefficient system of small scale, independent production. Typically, one manufacturer makes the solar panel, another makes the inverter, another supplies the batteries or exchange point and none of these are specifically designed to optimize the other. This piece-meal system results in a less-efficient product and higher total costs.

Citizenrē will vertically integrate the manufacturing process so that every aspect of the resulting solar system is designed to work together. Under its business model, Citizenrē controls all aspects of production from the crystallization and wafering to the final installation, and is able to standardize both its components and processes. Doing so allows the company to focus on the weaknesses of a particular component or process and strive to improve it, replace it, or eliminate its necessity. This approach is being used in several areas, and multiple patents have been filed as a result of the work that has been done so far.

Economy of Scale. At the time of our announcement, Citizenrē's first manufacturing facility will be the largest solar manufacturing plant in the world. This tremendous production volume will generate beneficial economies of scale. Vertical integration and economies of scale both allow Citizenrē to deliver the installed solar system at around half of the cost of our competitors.

### **Customer Questions**

You will encounter many questions from customers. Here are some of the most common. There are answers to almost anything in the Knowledge Base and the Forum. Please search these first before you ask a question in the forum. There are very few questions that haven't been answered already.

#### **What is the advantage of a customer signing up now if the system cannot be installed for several months?**

There are several advantages:

- They lock in the current rate. Even if the rates are higher when their system is actually installed, the customer will enjoy the lower rate of when they signed up. If, by some miracle, the rates actually go down before their installation, the customer can choose the lower rate.
- They get their installation sooner. If a customer waits till the plant is completed, there will be tens and possibly hundreds of thousands of customers who will get their system before them. Citizenrē anticipates that its manufacturing plant will begin producing panels at the commercial scale by the beginning of 2008. The Company will begin installing systems on select residential customer homes as soon as panels are available. Availability of the first panels depends upon the customer's geographical location in relation to where the initial franchisees will be.
- Also, there is no disadvantage. If the customer decides before the installation that they do not want the system, then they simply cancel. No penalty. Everyone wins.

#### **How does our offer differ from traditional PV packages?**

There are three major advantages to our system:

1. **Financial:**Our system does not need to be purchased. So the customer has no capital costs, no installation costs, and no investment risk.
2. **Operation and maintenance:** In a traditional installation, the owner is responsible for operating and maintaining the PV system. Usually this requires the customer to purchase a separate

monitoring system and/or rely on their own resources if the system fails to perform. If the system breaks down, the owner will most likely need to call for service. Citizenrē monitors the performance of our system on a daily basis to determine whether performance is optimum. If it is not, Citizenrē will issue a work order to repair the system immediately at no cost to the customer.

3. “Peace of mind”: Our system is a performance-based rental. If the system temporarily stops working, the customer stops paying for it until the system comes back on-line. In the case of the traditional installation, the customer continues paying for the system, even if the system stops working.

### **How does renting benefit the customer more than purchasing?**

- Customers have no investment risk. PV technology is continuing to advance at a rapid rate. Renting the system effectively shields the customer from the risk if disruptive technologies drop the price or otherwise change the marketplace. This is all made possible by our flexible termination options and our low termination penalty. As long as the customer remains cooperative, the fee for early termination will only be the security deposit.
- Customers get hassle-free installation, guaranteed performance, and quality maintenance. If the customer was to purchase a system, he or she would bear these responsibilities or would have to pay someone else to take on the responsibility.

### **Is there a downside to this deal?**

Yes, there is one downside. The customer must wait to actually receive the system. In this way only, existing solar companies have a competing offer: they can place a system on a customer’s roof immediately.

And, to be true to our vision, we must say that people who can buy a system today should do so. If you find a customer ready, willing and able to purchase their system today, please refer them to your local solar professionals, or to [findsolar.com](http://findsolar.com).

Making this referral may cost you a customer (or maybe not). But it will surely gain you a great deal of respect for doing the right thing. Both in the eyes of that prospect and your local solar industry.

### **Estimating the size of your customer's solar system:**

The solar engineer will visit your customer's home with a complex computer model to determine the ideal size of their system.

For estimating system sizes to generate a particular quantity of kWh each year, there are several factors that need to be considered, including

- the average number of peak sun hours each day
- the number of days each year with clear skies
- the latitude of the customer's home
- the orientation of his/her ridgetline
- the shading factor, etc.

That being said, if you want to a rough estimate, here's how to do it:

1. Look at a year of electric bills and calculate the annual energy (kWh) usage. A typical house might use 10,000 kWh per year.
2. Divide by 365, the number of days in a year. For our typical house, that gives a daily average electricity usage of 27.4 kWh per day.
3. Look up the Equivalent Sun Hours (ESH in kWh/m<sup>2</sup>/day) for your location. You can find this information by using the solar map or by using the NREL solar calculator PVWATTS. Let's say our

typical house is in Orlando, Florida. The map shows an ESH range of 5 – 5.5 kWh/m<sup>2</sup>/day. Use the UPPER limit to be conservative (i.e. a smaller system).

4. Divide the daily electricity usage (from 2 above) by the ESH number. For our typical house, this gives 27.4 kWh / 5.5 hrs = 4.98 kW.
5. Multiply this number by 1.2 to allow for losses, dust and shading. This gives a PV array size of 6 kW for our typical house.
6. To work out how many PV modules this is, multiply the kW number above by four (as our PV modules are each 250 Watts, or ¼ kW). For our typical house, this is 24 PV modules.
7. To estimate the approximate area needed (in square feet), multiply the number of PV modules by 20. For our example house, this is 480 square feet.

Remember that this is just an estimate. The actual sizing program used by the installer looks at customer electric load, the utility net metering rules and available solar month by month, and also uses many years of solar data to make sure that the system is sized as well as possible. A system that is too large may end up costing the customer as they could pay for kWh that are not reimbursed by the utility. A system that is too small is a lost opportunity for both the customer and Citizenrē.

## The Technology

### Proven PV technology

The Company has chosen polycrystalline or multi-crystalline solar cells under glass as its core technology. The reason for this is that we needed to choose a technology that has already been proven to last in the field for well over 25 years. With the absence of technology risk, we can obtain the needed project financing for large deployment of distributed solar systems.

One caution here — don't let the tech monster bite you. Some customers will have incredibly sophisticated questions and you can spend weeks doing research for them. Our offer is very simple.

1. No upfront cost.
2. On a par with your current rate — with up to 25 years fixed price guarantee.
3. No worries.

Keep it simple. Most people don't understand how their car or their computer works, but as long as these complicated machines provide the service they expect, the customer is happy. Our service is producing clean power.

Some customers have spent years researching the best solar systems and they can't believe all that time has been wasted. They can't believe we made it so simple and they actually try to over-complicate it. You just want to keep them on message:

1. No upfront cost.
2. On a par with your current rate — with up to 25 years fixed price guarantee.
3. No worries.

### Why are Citizenrē's components better than our competition's?

Citizenrē's components are designed specifically for each other, not to satisfy a broad array of various front-end and back-end components.

The entire system flow is owned by Citizenrē, from solar grade silicon to the meter interconnection. This provides the Company with the ability to identify system-wide efficiencies and weaknesses, and to continuously improve upon the system.

## Why are our services better?

This standardization also extends into the service package for the customer. Customers can count on prompt service and quick reaction to defects or system disruptions. Citizenrē's full set of monitoring and analytical tools allows us to make immediate decisions on the maintenance of the system and provide valuable insight to our Customers.

Our competitors fall short in this department: the cost of monitoring and reporting to the customer is often too high, or is an additional cost to the customer. Citizenrē's full value-chain approach is much like that of Dell Computers: we can provide a perfect system for the customer, with the best service and support package available on the market.

## Citizenrē is developing a national network of franchisees.

These are the technical experts and you will have access to them. They will go to the site to check the suitability and personally meet with your customers to answer all of their questions. They will install the system, take care of permits and maintain the system through its lifetime.

As an Ecopreneur, you do not need to become a solar tech wizard. Nevertheless, the more you learn, the more confident and competent you will be. We provide training modules in simplified solar technology so that you can answer some of the questions intelligently.

Our top contributors will likely not be those with the highest technical skills. They will be leaders who continually develop, learn and expand their skills. Continual learning will enhance your performance in the Powŕ Network.

## REnU Offering

The Citizenrē Renewable Energy Unit (REnU) program packages solar power for its customers in a very simple and smart way. Simply put, Citizenrē will pay for, install, own and operate the solar system. All that is required from the customer is two things: a refundable deposit prior to installation and a rent that reflects the electricity generated by the panels at a fixed rate for up to twenty-five years.

Here is a summary of the benefits of the REnU Program:

- No System Purchase, hence no financial investments.
- No headaches with rebates, permits, engineering, procurement, and construction.
- Performance-based contract. Customer only pays for the power that is delivered.
- Worry-free operating and maintenance. Each system is maintained and monitored by Citizenrē.
- Locked rates for up to 25 years.

At this time, no energy storage is offered as part of the REnU system. By interconnecting the system to the electricity grid, that grid becomes all the storage that's needed.

## Determining Rental Fees

To calculate the rental fees, Citizenrē calculates an average rate based on information published by each Utility Company to its state Public Utility Commission (PUC). This calculation is based on the utility's gross sales as published, divided by the number of KWhs distributed. This average rate includes both base (or delivery) fees, energy fees and related taxes.

- Citizenrē rates are based on the latest published information, which could be up to 1 year older than the rates customers currently pay.
- Utility companies may also charge rates that vary by customer class, monthly or seasonal demand, capacity charges, special programs and/or other reasons. All of these variations are taken into consideration in our calculation of the average rate.

- All of these variables may result in a rate on the customers' most current bill that could appear lower than Citizenrē rate. At this time the rates published on our website are to be considered final.

Since the REnU program is a performance-based agreement, customers only pay for the electricity generated, measured in KWwhs. If the system does not generate electricity, no charge is applied. There is no connection or base fee, nor there is a minimum monthly fee.

To view the current rates, please visit [www.jointhesolution.com](http://www.jointhesolution.com) and click Service Territory and Rates at the bottom of the page.

## Common Questions

### What happens if the system generates more electricity than consumed?

This is called generating a Net Excess of generation. In this case, utility companies have several options, depending on the state's Net Metering law. They may

1. Pay for the excess power generated at retail or wholesale price.
2. Credit the excess to the next period.
3. In a few cases be granted the excess power without paying anything. Their options depend on the current net metering laws for each state.

According to most net metering laws, credits or charges for Net Excess are calculated on an annual basis, with few exceptions on a monthly basis.

To avoid having our customers pay for excess generation, REnU systems are designed to meet up to—but not exceeding—100% of the customer's historical needs. In addition, because the system will be monitored on a daily basis, we will be able to downsize the REnU if the customer needs less electricity than the system regularly generates.

- For the latest information on the current net metering laws please visit: [www.dsireusa.org](http://www.dsireusa.org)

### Net Metering

Net metering is the provision in many state laws that require power companies to give you credit for the electricity power you generation your site. These laws give you the right to generate electricity and sell any excess to your utility. Although net metering laws vary throughout the States, the basic understanding is that any excess electricity delivered to the utility (during the day when the panels are generating) will be held as a credit. You may use that credit in the times where your REnU is not generating electricity (during the night or bad weather). As long as you do not use more electricity than the panels generate, you should only have to pay a minimum line-connection fee per month to your local utility. This small monthly fee that you pay to your utility is essentially the cost of having a redundant electricity supply and a virtual storage for your self-generated electricity.

Net metering laws vary considerably state by state. Because some net metering laws are unfavorable to our customers, Citizenrē will design systems to provide no more than 100% of the customer's historical power usage. Additionally, because the absence of a net metering law would adversely affect our customer, we are not presently offering the REnU program in those areas that do not afford a net metering law.

- For the latest information on the current net metering laws please visit: [www.dsireusa.org](http://www.dsireusa.org)

### Service Territory

The REnU Program is presently limited to the states and areas that have enacted net metering legislation. That is because Citizenrē wants to make sure that its customers receive all the benefits of solar power without being penalized by their local utility company.

### **Utility Company not listed on Citizenre website**

Certain utility companies are not listed because their current rates are too low for Citizenrē to compete at this time. This is true for many hydroelectric utility companies in the North West. If this is the case for one of your prospects, you should submit a support ticket to report the missing utility company. Citizenrē makes all possible efforts to list all qualifying utilities in our database. However, there are many small and/or municipally owned utilities that have different reporting requirements and /or different net metering rules. This can make the process of investigating and determining the appropriate rate tedious and lengthy. We appreciate your patience.

### **Suitability Standards**

Citizenrē customers must meet the following requirements to be eligible for the REnU Program:

1. Must be a homeowner; renters are not eligible for a REnU system at this time.
2. Must be a current residential customer of a listed Utility Company and maintain the interconnection.
3. Must have and maintain a residential telephone line, VoIP, or broadband Internet connection.
4. Must have roof space to accommodate the REnU. As an alternative, customers have the option to install the REnU on a patio or a pole mounted rack in their back yard.
5. The homeowner and utility company customer MUST be the same individual
6. Business entities, even sole proprietorships, are NOT eligible for the REnU program. These accounts are considered commercial and are reserved exclusively for our franchisees.

### **Becoming a REnU customer**

The Citizenrē Corporation REnU Program is very straight-forward with the following steps:

1. The Forward Rental Agreement
2. Site Review
3. System Design and Approval
4. Security Deposit
5. Engineering, Procurement, and Construction (EPC)
6. Installation
7. Operating and Maintenance

There are fewer steps that involve you, the Ecopreneur. See Four Phases in Our Sales Cycle.

## 1. The Forward Rental Agreement

The Forward Rental Agreement (FRA) is the legal agreement between the Customer and Citizenrē. It contains a lot of built-in security for the customer. Be sure to read the FRA carefully. You can find a reference copy of the FRA in the Resources section of your back office.

### The FRA consists of three parts

1. **The Application.** This is the document that the Ecopreneurs mail to their customers in three copies. It formalizes the customers' interest in a forward rental of a REnU and their acceptance of the terms and conditions. Customers are required to verify that all information is true and correct and then sign and return the Corporate Copy to the Citizenre Corporation and the Associate Copy to the Associate. Self-addressed and pre-stamped envelopes are provided by the Associate. (See Completing the sale.)
2. **General Terms and Conditions.** These terms are general to all FRAs. Customers can view and download (as PDF) the General Terms and Conditions within their customer account by clicking on the link Houses. A copy of the General Terms and Conditions is provided for each registered house.
3. **The Letter of Acceptance.** Once the contract is received and approved by our Contract Administration, a Letter of Acceptance is made available (as PDF) to the customers within their customer account. This document is our evidence to the customer stating that Citizenrē accepts their application.
  - This process can take between a few days to a few weeks depending on the number of applications currently being processed. If a customer FRA is not received at our Corporate Office within 30 days, a message will be sent to the Ecopreneur to request that they verify whether the customer has indeed sent in their FRA.

### Important Details about the FRA

Make sure you understand the answers to the following questions, because your customers are sure to ask questions like these.

#### Contract options

Citizenrē is currently offering the following contract options:

The 25-Year contract is the most favorable for both the customer and you, the Ecopreneur. Encourage your customer to sign on for the full length wherever possible.

#### 25-Year

This option is offered at the following terms:

- Twenty-five year contract duration.
- No renewal. At the end of the contract the system will be recovered by Citizenrē.
- Rental fees will be locked for the full 25 year duration of the contract.
- One-time free relocation. If the customer moves to a new house Citizenrē will move the system to the new house at no charge. (See Moving, or selling the house below for details)

If a customer is “commitment phobic,” suggest a 1-year or 5-year contract, but remind them that their rental fees will change at the end of the contract. With continuing increases in energy costs, these contracts are not as advantageous to the customer—or to you. The total IRA Bonus is only \$100 on the 5 year contract and there is no IRA Bonus on 1 year contracts.

**Year-to-Year**

This option is offered at the following terms:

- One-year contract duration.
- Automatic renewal for consecutive one-year terms, unless notice of termination is provided by the customer 30 days prior to the end of any contract period.
- Rental fees will be locked for 1 year and automatically updated to current Citizenrē rate at renewal date.
- Convertible to a 5-year or 25-year contract with a fixed rental rate.

**5-Year**

This option is offered at the following terms:

- Five-year contract duration.
- Automatic renewal for five-years consecutive terms, unless notice of termination is provided by the customer 30 days prior to the end of any contract period.
- Rental fees will be locked for 5 years and automatically updated to current Citizenrē rate at renewal date.
- Convertible to a 1-year or 25-year contract.

**Converting a contract**

When a contract is converted (extended) to a longer term, the contract rate applied will be the one current at the time of conversion. For example, if a customer is on a 5-year contract and in the fourth year decides to extend the term to 25 years, the contract rate for the remaining 21 years will be the rate currently applied for new contracts at the time of the contract extension.

When a contract is converted to a shorter period of time, the customer will be charged for all those services that were rendered at no charge, if those services are not part of the offering for the shorter term. For example, let's assume that a customer signs up for a 25-year contract and decides to move to a new home by taking advantage of the one-time free relocation. If he then decides to switch to a 5-year term, he will be charged the relocation fee. In addition to that, the contract rate will be adjusted to the rate currently into effect at the time the contract is modified to the shorter term.

**Customer wants to back out**

The customer can back out at any time for any reason prior to installation. In particular after the customer sees the design for the installation, they can decide not to proceed. Even if they decide to move forward, it is still possible that either:

- a. The utility company refuses to approve an interconnection agreement
- b. The local buildings and codes department refuses to issue a permit
- c. The mortgage lender refuses to sign a letter of acknowledgement

It is not likely that (b) will occur, but (a) and (c) may occur. Remember, a sale is not completed until it is installed. Don't count your money until you get a confirmation of installation.

**Customers are charged by the energy they produce**

By the energy they produce. But remember, the system is designed to meet no more than 100% of their historical annual usage, and we offer Even-Pay—so they get even payment all year long. The final month may vary somewhat, but not by much.

Many utilities' net metering will not buy excess energy at the end of a year's accounting, so it is of no use to the customer to generate more than 100% of their usage.

### **Pay when away**

They still have to pay for the power that is produced when they are away, just like they would still pay their cable bill and their mortgage. This “excess” energy that was sent to the grid can be used later, so it usually all balances out by the end of the year.

### **Change in usage**

If a customer's usage changes significantly when, for example, their kids go to college, Citizenrē will become aware of this. The system monitors the energy usage daily. If a significant drop is registered, the local franchisee will remove one or more of the panels and adjust the contract.

### **Moving, or selling the house during the contract**

There are three options:

1. If the customer has a 25-year contract, he has the right to transfer the system (once) to a new home — as long as it is within our service territory — at no cost to the Customer. If there are any additional moves during the contract period, the Customer will be billed a recovery and relocation fee.
  - If a customer doesn't have a 25-year contract (or they have already moved once), then the relocation and recovery fee is equal to the security deposit. The customer can have the payment billed on the next statement or spread across the next 60 months, or however many months remain until the end of the contract if less than 60.
  - Whenever a customer moves to a different area, the contract rate is switched to the rate that was in effect in the new area at the time of their initial signing of the FRA. If their new area was not included in the Service Territory at the time of their signing the FRA, the earliest rate for the specific area will be applied.
2. The Customer has the option to transfer the contract to the new homeowner, so long as the new homeowner is willing to accept the terms and conditions of the agreement. The contract will often have a value because it is locked in at the rate of when the contract began. For example, if the seller started the contract 10 years earlier when energy costs were 20% lower, the buyer could enjoy those savings if they take over the contract. This could potentially add to the value of the house, similar to transferring a low rate mortgage during the sale.
3. If neither of the first two options is available, the Customer will forfeit their Security Deposit — which is the recovery cost to us. In addition to the recovery fees, we may charge additional fees if the Customer is uncooperative with us and does not allow us to recover the system in a timely manner. These additional fees may include collection fees, overdue service fees, early cancellation fees, late fees, and other fees that are described in the General Terms and Conditions of the Forward Rental Agreement. (Just like if you cancelled your cable and would not give them back the box and refused to pay your bill).

### **Roof repairs or replacement during the contract:**

The customer will need to inform the Company of any roof repairs or replacement. The franchisee will remove the system and put it back up when the work is complete. For this service, the customer will be charged a fee equal to their security deposit. Customers with a 25-year agreement have the option to use their one-time free relocation for this event.

The customer will be charged for the loss of generation in addition to this service fee. This will be calculated according to the contract rate multiplied by the number of KWhs that would have been generated had the system been operating during that period. The customer can have this cost billed in their next monthly statement, spread across the next twelve months, or across as many months as remain in their contract if less than 12.

## Insuring the REnU

Just as a customer would carry insurance on their rental car, it is their responsibility to obtain adequate insurance to cover the system in the event of fire, natural disasters, lightning strikes, vandalism, or other incidents. Citizenrē customers are liable for the full value of the system. Citizenrē is only liable for incidents due to faulty components or installation, or damage caused during installation or recovery.

Alternatively, should securing homeowner insurance become a significant barrier to action, Citizenrē may offer insurance within the system rental. This may be in place before we start installations.

## Purchasing the system

At present, Citizenrē's system is offered as a rental only. Even though it might be possible to sell our systems directly, that is not part of our model at this time. There is one primary reason for this:

Simplicity sells. Or, stated differently, confusion breeds inaction.

The solar industry is complex. Our offer is very simple and straightforward. We assume all the costs and risks, so the customer doesn't need to. Our model is what sets us apart. We understand that some people will want to purchase our systems and we plan on offering that option down the road. Right now, however, simplicity is important – it will help us get our message out fast and therefore make a bigger, more fundamental change much quicker.

## New technology comes

Especially in the world of technology, twenty-five years is a long time. If some new solar technology emerges capable of producing power at 1 cent per KWh while the customer's 25 year contract charges more, the REnU model has many benefits.

The customer risk is limited to the Security Deposit. Normally, once you buy and install a solar system and something better is developed, you are out of luck. You just invested \$40,000.

With Citizenrē, if there is a new technology, or if your customer moves out of our service territory, or they want to cancel the contract for ANY reason, their total risk is the Security Deposit (provided that they cooperate with us when we remove the system, the system is not damaged, and they pay their bill).

This is a great selling point because people will think of the craziest scenarios. Now you can put their minds at ease. And if a new technology does come out, Citizenrē is always on the cutting edge and our Powûr Network will be the most logical system to distribute it.

## 2. Site Review

A Citizenrē franchisee will contact the customer to set-up an appropriate time for one of the engineers to come by and give the house a site-review. During the site-review, the engineer will take measurements of the lot, the home, and take notes of roofing materials, orientation, as well as assess the present shading factors and those that may build up in time.

The engineer explains to the customer what will be occurring during the weeks to come and what to expect from the REnU. Any further questions will be answered by the engineer to the best of our knowledge and ability. The site review might last up to 2 hours and requires the customers' presence.

- The site review will determine if the residence is suitable to receive a REnU. No determination of suitability can be made prior to the site review. The site review is completely free of charge.

## 3. System Design and Approval

When the site-review is complete, our engineer will design a system that fits the home and meets as much of the customer's electrical needs as possible. Due to factors such as shading, ridge-line orientation and roof space, the system designed may not satisfy the customer's total energy needs. Citizenrē is still willing to install and rent the system as long as its capacity exceeds a minimum of 2 KWp.

When the system design and general plan are available, the customer's approval is required to proceed with the next steps. Any concerns with the design or installation will have to be communicated to the engineer.

- When the customer approves the design, they are required to pay a Security Deposit to proceed. If customers do not approve the design and general plan, they will be able to back-out of the FRA commitment with no fee.

## 4. Security Deposit

Although Citizenrē provides all equipment and pays for all costs related to the engineering, procurement, and construction, Citizenrē does require a Security Deposit of \$500.00 for all REnU systems with a capacity of 5 KWp DC or less. For REnU systems with capacity larger than 5 KWp DC the Security Deposit is equal to \$0.10 per Wp DC. For example, a REnU system with 7.5 KWp capacity will require a \$750.00 deposit. (1KWp = 1,000 Wp)

This security deposit is held by Citizenrē until the contract has been completed and the customer has fulfilled his/her obligations under the contract period. At the completion of the contract, the REnU system will be inspected and recovered by Citizenrē. The Security Deposit will be refund to the customer with interest.

- Interest rates are based on one-year U.S. Treasury Notes rates.
- In the event that the REnU has been damaged intentionally or through gross neglect, Citizenrē may withhold some or all of the security deposit to cover damages.

## 5. Engineering, Procurement, and Construction (EPC)

Following the customer's authorization and security deposit payment, our local franchisee will seek all permits, apply for utility interconnection, and submit appropriate paperwork to lenders for subordination and to county recorders for filing. This process may take a few weeks. During this time the customer and utility company sign the Interconnection Agreement.

At the conclusion of this period, the Citizenrē team of technicians will be prepared to have the system installed and ready to operate in one day.

Please note that:

- Citizenrē will pay for all costs related to the obtaining of the necessary permits.
- Citizenrē will NOT seek permission from the customers' Homeowner Association (HOA). Such permission will have to be already available prior to the site review. Current laws in many states allow HOAs to deny permission for solar installations. Federal laws are in the works that will override HOAs authority.

## 6. Installation

Once the paperwork is in order, we contact the customer to set an installation date. Citizenrē installation technicians then install the REnU and prepare it for final inspection. When the local inspectors and in some cases the utility have inspected the installation, the customer can begin taking advantage of fixed-prices, more reliable service, and 100% clean energy.

## 7. Operating and Maintenance

When a REnU is installed, the actual operation is seamless and virtually undetectable and the customer will never have to worry about maintaining the system, replacing parts, or wondering if the REnU is performing to its best ability. The REnU system simply converts sunlight directly into electricity without any mechanical parts and without any release of emissions—day after day.

This power is monitored through our system controller that reports, on a daily basis, the necessary information to ensure that the solar panels are operating properly. If the REnU system were to ever fail, or

even decline in performance too rapidly, our controller will report the malfunction and we will have a service technician repairing the problem.

Citizenrē also provides the customer with a daily report (through their customer account) on the performance of the REnU. The report lets the customer know how much power was generated by the REnU, how much was delivered to their utility, and how much energy was received from the utility when the REnU was not generating electricity. This is a very important feature as it builds awareness of energy consumption patterns and habits. It has been documented that this can help increase energy conservation.

## Contract Details

### Billing

Citizenrē does not apply a connection or base fee, nor is there a minimum monthly fee. The only extra charge is the local taxes that might apply. Citizenrē offers two options for customers to pay their bill. These options are chosen at the time of installation:

#### Performance Based Option

With this option, the customer bill is calculated by multiplying the total generation (in KWhs) for that month by the contract rate. Since more generation is expected in the summer (more sunlight) than in the winter months, the customer bills will also reflect these fluctuations. One thing to keep in mind is that, since during summer months most utility companies apply higher rates and consumption is higher, most customers are already accustomed to these fluctuations.

#### Even-Pay Option

With this option the customer will receive a bill that is averaged monthly throughout the entire year. The monthly bill amount is calculated using the yearly average historical consumption divided by twelve months. At the end of each year, the final bill will be adjusted accordingly. These options allow the customer to avoid the seasonal fluctuations in their electric bill.

For customers with Internet access, Citizenrē offers the option to receive online statements and reduce the amount of paper utilized in this process. Payment of monthly rental fees are due 15 days after the bill is issued, and customers may set-up an automatic debit, make payment via credit or check card, or tender a physical check to Citizenrē.

If a customer fails to make a payment within 15 days of issuance, the customer will receive a notice of pending default. If the pending default is not corrected within 30 days a notice of default will be issued and Citizenrē retains the right to recover the REnU at its discretion.

### Contract Termination

Citizenrē customers can notify us of their intention to terminate the contract prematurely with reason. Under this scenario, all they lose is their security deposit. By notifying us, the customer is acting in good faith, and therefore will not be subject to a refusal period if they wish to install a REnU in their new location. All contracts are eligible for this option.

There are typically two circumstances where a customer may find themselves in default on their contractual obligations to Citizenrē:

#### By non-payment

If a customer becomes unable to pay their monthly rental fees, they are in default. If the customer notifies the Company prior to a missed payment Citizenrē will attempt to work out a satisfactory arrangement. In limited cases, a deferment may be granted but is not guaranteed. In the event that the customer notifies Citizenrē of an extended non-payment or default, the Company can make arrangements to relocate the

REnU. If our customer is cooperative regarding the relocation, then Citizenrē will waive the final payment and not subject the customer to a refusal period.

If the customer neglects or refuses to notify the Company of the default situation, and/or ignores the Company's attempts to resolve the matter fairly, Citizenrē reserves the right to seek full remedy under the Forward Rental Agreement. This includes, but is not limited to, removal of the REnU immediately, retention of the security deposit, imposition of a five-year refusal period, and collection of all outstanding rental fees.

### By System Abuse

The terms of the FRA are abused if a customer allows any of the following circumstances to arise: When they (1) deliberately, or through gross neglect, directly abuse the system, or (2) implicitly or explicitly cause someone else to abuse the system, or (3) knowingly allow someone to do abuse or damage to the system without informing the Company or the proper authorities. Such abuses include, but are not limited to, blatantly damaging the REnU or any of its parts and sub-components; tampering with or altering electronic components or programming code to limit the generation of electricity or minimize the amount of generated electricity reported; or to causing harm to another individual or damage to adjacent fixtures and structures. This is not an exhaustive list but a summary of the abuses that would cause the Company to consider the customer in default by act of system abuse.

If a customer is in default because of grave system abuse, Citizenrē reserves the right, under the FRA, to full remedy. As before, this includes but is not limited to, immediate removal of the REnU, retention of the security deposit, collection of all outstanding rental fees, imposition of a life-time refusal period, and claims for remuneration for all damages and losses.

### Decommission

When a contract is completed, the REnU is scheduled for recovery. A service team will be dispatched to remove all equipment. The Company will replace the roofing material where the solar array infringed upon the roof and will re-plaster or caulk all holes that were created by the mounting structures. Once the recovery is completed, the service team will reconnect the utility meter directly to the consumer junction box and test the connection.

Citizenrē is not responsible for damages or general wear-and-tear to the house or surrounding structures and fixtures that were not caused by the REnU or the decommissioning of the REnU.

### Quiz

Congratulations!

You have completed Module 3. Now go take the quiz for Module 3 on the Test page to practice what you know.

# **Ecopreneur Training**

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## **Module 4: Sales Cycle and Back Office Basics**

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## Sharing your Enthusiasm versus Selling

Have you ever felt like you were taken advantage of during the sales process? No one likes to “be sold.”

On the other hand, we all love to buy things that add value to our lives. Those things that make us more comfortable, that feel like a good deal, these are things that make us feel good, like we’ve just done something smart. And especially when what we buy also fits with our values – then it’s really the right thing for us to buy.

### Arnold Toynbee

*Apathy can be overcome by enthusiasm, and enthusiasm can only be aroused by two things: first, an ideal, which takes the imagination by storm, and second, a definite intelligible plan for carrying that ideal into practice.*

Imagine you just went to see a movie and LOVED it. You call all your friends and tell them they have to see it. Your excitement motivates them to action. They all go to the movie and have a great experience.

Now imagine you took a course on how to “sell” them to go to that movie. First you would learn how to “qualify” your prospect and how to “build rapport.” You would learn their “demographic” and “buying points.” You would explain the “benefits” of seeing the movie, rather than the “features.” You would learn how to handle “objections” and use “feel, felt, found” to move them closer to your position. You might use the “Assumptive Close,” the “Ben Franklin Close” or the “Colombo Close.”

Can you imagine how awkward and uncomfortable that would be for you and your friends!?

- In **sales**, you want to *get* something—the *order*.
- When you **share your enthusiasm**, you *give* something—the *value*. Whether they accept the value is irrelevant. The gift is in the sharing.

### The awkwardness of money

The awkwardness usually happens when money is involved. If they go to the movie, we receive no compensation—not even free popcorn. But if they install our solar system, we get paid.

If your goal is to “get” the sale and make “your” \$300, people will pull back because they sense your intention is to get rather than give. If you manipulate someone toward an action you desire, but you do not honor them in the process, did you serve their needs, or only your own?

Many of us have “issues” around money that muddy the waters of our intention (we will deal with those in some of the more advanced trainings). People feel our internal conflict, doubt is created, and the process stops being fun.

Most people don’t know our solution even exists yet. Our job is to share this offer, and our enthusiasm for it, with all those folks who will really appreciate it.

The idea of “closing the sale” is backwards. Many of us get emotionally invested in proving “our” point and “being right.” This often leads to a battle of egos that results in frustration.

### Educate and open your customer

What we do with Powêr of Citizenrē is to educate and “open” a customer to the value of our solar solution. We provide a new option for renewable energy that is simple and affordable—plus it protects our national security and our environment while decreasing our dependence on foreign oil.

If your goal is to educate people about a new solution, add value to their life, and be unattached to the result, you will have more fun and “open” many more customers.

Once people understand what we have, many are interested—some are not. Convincing someone who sees no value in our offer is exhausting. Finding people who are thrilled with our solution is fun, rewarding, and profitable. If we appreciate each person we contact and add value to their lives, we will have an abundance of referrals and upgrade many homes to solar.

One of the interesting things to watch is the enthusiasm of our Ecopreneurs right after a trade show or fair where they had the opportunity of talking with lots of people. The excitement is contagious and inspiring. Seeing people's eyes light up when they learn that they can finally afford solar is heart-warming. People want our solution.

*Share your enthusiasm.*

**Henry David Thoreau**

*None are so old as those who have outlived enthusiasm.*

## Measure your Success

There are several stages in our sales cycle where you can continue to improve your results. It helps if you use a system to track your progress and growth. A journal or an online program works great. If you don't measure your performance, it's hard to improve. You are paid for results, not effort.

**Thomas Alva Edison**

*Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing.*

## Four Phases in Our Sales Cycle

Most products or offers have a "sales cycle" – this is the process when people learn about the item, understand its benefits and costs, decide whether or not to buy it, and then close the deal. Our work also ends with a sale—when someone accepts their system design and secures it with a security deposit.

Yet, unlike many offers out there, our "sale" is preceded by a very long waiting period. Unlike other solar companies that have equipment they can sell people today, we must ask our customers to wait for some time until their system can be installed.

How do we describe this process? How do we know if we're doing it successfully? First, let's look at the different stages in our unique sales cycle.

### Phase 1: Education

This is the initial opening to the prospective customer. In this step you inform them about the challenges of foreign oil dependence, pollution, and rising energy costs. You hear whether they see these concerns as you do, and whether they are motivated to take any action. You describe how our solar solution can help.

This is also when you present the offer: Explain our no cost installation and maintenance benefits, our site design process and the timing of their security deposit. You also explain how their rate will usually be on par with what they are currently paying their utility, and offer them the ability to lock in their rate at the time of signing. If they are on a low-usage plan, a low-income program, or their utility has a high connection fee, they might end up paying a little more with Citizenrē. In the future, their baseline rates might increase, whereas Citizenrē's will remain locked in at the same rate.

Answer their questions and ensure that they fully understand the offer and are comfortable with the process ahead. Then, when they are ready, help them reserve their system.

### Phase 2: They Sign Up

Hooray! They have accepted our offer and reserved their system. This can be done either online at your [jointhesolution.com](http://jointhesolution.com) site or in person with a reference FRA.

It is your responsibility to make sure that the corporate office receives the FRA. If the customer signs the FRA in person, that is easy. If you mail them the FRA, people are busy and sometimes it goes in the pile of stuff to do. Your job is to make sure they are sufficiently motivated about our solution that they mail it in as soon as possible. It is also in your interest to monitor how long it takes for the FRA to come back. A time delay can signal that your customer is uncomfortable, has new questions or just second thoughts. Such questions present opportunities for you to check in with them, check their understanding and commitment to action, and remind them that their reservation awaits receipt of their FRA.

Receipt of the FRA is a key measure—your compensation depends upon it. It is also a key measure for Corporate. When the FRA is received, it is audited by Corporate. This stage is not in your control.

Corporate calls the customer to confirm that they are the homeowner and they want our solution. After confirmation, we pay out 10% of the Installation and Retention Advance .

### **Phase 3: Site Visit and Final Contracts**

This is very key milestone. We send a solar engineer from one of our franchisees to visit the homeowner. That solar professional checks the site for suitability and designs the system. The homeowner pays their security deposit when they sign off on the design. This is really where the “sale” occurs.

Another key measure of your success, then, is how many of your early customers accept final contracts.

Does the customer feel well informed when they listen to the solar engineer? Are they ready to put down their security deposit? Your educational work, and the strength of commitment and trust that you have helped build in that person, all comes into play when its time to lay out the security deposit.

### **Phase 4: Installation, Commissioning and Follow-up**

At this point, your role is again one of education and relationship. The franchisee works with the utility to get an interconnection agreement and with the city for any required building permits. This process can take as little as several weeks and as long as several months. We also need the homeowner to provide the Letter of Acknowledgement from their mortgage company clarifying that our solar unit is not part of the house.

This protects us if the homeowner should ever default on their mortgage. During this time, your role is to stay in touch with your customer, make sure that they are prepared for each step and comfortable with what is to happen next.

The entire installation process can be completed in as little as one day. Utility inspectors may have to visit before the system is *commissioned* and that can take a few weeks depending on their schedule. The utility inspection should only take about 30 minutes.

After the final inspections and system commissioning, your final role is to touch base with your customer one last time. How has this process gone for them? In the future, you may expect that we will be surveying samples of customers, to get their insights on how our process has gone. All of your “customer care” will show up in a final measure of customer satisfaction.

Congratulations! You now have a completed sale. Remember, the sale is not complete until the installation and final commissioning. The customer is not charged any rental fees until their system is producing electricity for their home.

How long is this sales cycle? Clearly, the longest part is Phase 2, between Reservation and Site visit. Your role is critical here – your education and “customer care” as they wait will heavily influence whether they actually follow through or not. And on what they think of us and our solution!

To view the process in the eyes of the customer read The seven steps.

### **Your Success Is Our Collective Success**

Just as there are four phases to this cycle, there are four key measures of success. For now, we will all be tracking these things informally, to learn and improve. In the future, however, as our numbers of customers and installations grow larger, it will be important for us to have consistent and objective

measures of our success. These measures will enable us to evaluate the effectiveness of our tools and teams, our training and supervision, our managers and other support systems.

Four measures are described in the sales cycle above. You may find it helpful to track your own performance in these terms:

1. **Your Total Customers:** How many customers have you enrolled, as measured by the number of FRAs sent out.
2. **Percent of FRAs Received:** Of your total customers, what percentage of them have returned their FRAs?
3. **Percent of Contracts Secured:** What percentage of your total customers accept and secure their contracts. As this measure incorporates much more than your effort, over time we'll identify a range that represents average-to-stellar performance.
4. **Overall Customer Satisfaction:** In the future, we will survey samples of customers regarding their experience with Citizenrē. Did they feel well informed at each step in the process? Are they happy with their system, their billing, etc. Important feedback on all aspects of our effort will come from these surveys.

As an Ecopreneur, you are on the front-line, the lifeblood of this effort. Your support—throughout all these stages—will make the difference in whether The Solution is just a good idea, or a national movement.

Starting now, we must carefully track our sales cycle, determining what our key milestones must be and then building a system to measure our success. These are the steps that will enable us to become a high-performance, best-in-class, “learning organization” – one that routinely identifies its strengths and weaknesses and continuously improves. We expect growth and improvement from all of you; we must expect no less from the organization as well.

## Powûr Guidelines

### Eligibility

As we have discussed throughout this training, Citizenre’s residential program REnU utilizes a network of Independent Ecopreneurs (IE). To be eligible to become an IE you must be an individual, of legal age to accept employment, with a valid Social Security Number and residence in the United States.

- As a Powûr of Citizenrē IE, you may use an alternate name rather than your personal name in all your marketing and websites provided by Citizenrē. However all compensation will be disbursed in your name or the name of your company.

### Primary Activites

As an Ecopreneur, you are granted a non-exclusive and non-transferable right to promote and sell Citizenre’s residential product (REnU) within the United States. You are also able to create and promote your own network of Ecopreneurs by sponsoring and assisting other IEs. For more details on the REnU Offering please refer to Module 3: REnU Solar Solution. For more information on the obligations of sponsoring others, see the following sections.

In general, as an independent Ecopreneur,

- Responsible for your own expenses and direction. Pay your own taxes.
- You are expected to support your team through regular communications, meetings and general assistance.
- You can have only one position as an Ecopreneur. Any attempt to circumvent this through uses of different business names, etc. is a terminable offense. See the section on Suspensions and Terminations.
- Husband and wife can both become Powûr of Citizenrē Ecopreneurs. It is to your advantage if one sponsors the other.

## Tools

Citizenrē provides you with all the tools you need to succeed:

- **Personal Web Page:** As a Powûr of Citizenrē Ecopreneur, you select a username to be your web extension for the personal websites you receive. You direct prospective customers to [www.jointhesolution.com/yourusername](http://www.jointhesolution.com/yourusername) and prospective Ecopreneurs to [www.powur.com/yourusername](http://www.powur.com/yourusername). The use of your extension guarantees that all registered customers and Ecopreneurs that you refer are assigned to you. Your personal websites WILL NOT be activated until you have passed the Ecopreneur Test.
- **Marketing Materials and Business Identity:** The Powûr of Citizenrē provides a wide range of marketing materials for you to choose from, depending on your needs, budget or marketing goals. All materials provided are customized with your display name and extension. As an Ecopreneur you are responsible for all expenses that occur with the use of any marketing material, so please consider very carefully your marketing strategy and objectives before any expenditure. For large events and marketing campaigns please contact your Regional Sales Director for assistance.
- **Web Analytics:** Your Powûr.com website provides daily Internet Statistics for your personal customer website. These figures display the daily number of visits and their referring websites, allowing you to assess the performance of your marketing efforts. Moreover, your statistics display how many customers registered as a result of a visit from a referring website. Before you start an Internet marketing campaign (pay-per-click banners), please make sure that the service does not require you to have any programming code (a software beacon) added to the landing page. For security purposes, no external code will be added to Citizenrē online systems.
- **Sales and Technical Support:** As an Ecopreneur you will never be alone. Our support includes several weekly conference calls hosted by Regional Sales Directors or other leaders on a variety of topics, a Support Ticket desk available online 24/7, training modules, weekly training calls, an exhaustive knowledge base of articles, and a series of online forums. The forums are a place where other people, just like you, share their experiences, organize their meeting and help each other. If you have a good suggestion, use the Recommendation tool to send it directly to Citizenrē, so that we know which extra tools you need.

## Teaching and Testing

Teaching and testing are the lifeblood of an organization that seeks to survive, much less improve and stay on the cutting edge over time.

Throughout your time with Citizenrē you will find many, many opportunities to teach—as soon as you sponsor your first Ecopreneur, you will automatically be in a teaching role! Learning on our own, with others, teaching, coaching and supporting each other, these are all ways that we strengthen ourselves and this effort overall.

Testing is also critical and serves a dual purpose:

1. It provides you with the knowledge and confidence that you have mastered the information you need to promote Citizenrē.
2. It confirms to all of us that you have the knowledge and skills needed to ensure that we are always presented in professional manner.

## Ecopreneur Test

This is the basic test, for which these modules have been prepared. All prospective Ecopreneurs have to pass this Test in order to assume the role of an Ecopreneur. Until you have passed this test, you may not represent our offer, set up any of the associated sales tools or sign up any customers or Ecopreneurs.

- Citizenrē reserves the right to terminate your account if you do not pass the initial test within 60 days from the date of your registration as an IE.
- If you pass the test and do not register any customers or Ecopreneurs in 180 days, your account will be terminated.

### Sales Manager and Sales Director Tests

As you progress in the organization, additional tests will be required for you to become first a Sales Manager and later a Sales Director. If you are interested in preparing for these tests, you can read those modules in your **Resources** section. You are only allowed to study for one position above your current position in the Compensation Plan.

### Solar Specialist

After the mandatory Ecopreneur Test, Citizenrē offers additional modules that will certify you as a Solar Specialist. The Solar Specialist certification will enable you to better understand and explain the technical aspects of solar electric systems and their installation. This advanced training is not required to perform your duties as an Ecopreneur or to advance your position to Sales Manager and beyond.

- The Solar Specialist Certification is required for you to receive leads from our *Cooperative Marketing Partners*.

### Initial network assignment

When you register as an Ecopreneur, you are placed under your Sponsor to receive the proper support and assistance.

Your Sponsor is the person who brought you into Citizenre. This person has a very important role to play for you, as your first instructor, coach and supporter.

Generally speaking, the assignment of your Sponsor is permanent. Only under extreme circumstances will you be transferred to a different sponsor, and then only with corporate approval and a written confirmation from both your current and prospective sponsors. If an honest error occurred with the sponsorship, we will work to resolve it, but moves just because “you like someone else more” are not possible. If your sponsor introduced you to the Powûr of Citizenrē, then you deserve their support and they deserve to earn a percentage of your success.

### Switch your account status to idle

There is no question that the work of an Ecopreneur is variable. At times you may be very active, while at other times, much less so. Particularly once you have sponsored another Ecopreneur, however, you will be expected to stay actively involved with that person and team.

On the other hand, if you are going to be away for a long period of time, you can idle your account. This is also an option if you decide down the road that the role of Ecopreneur is not to your liking. Under either circumstance, we prefer that you place your account in Idle status rather than leave your obligations to the rest of your team unfulfilled. Idle Status means that your websites will not be available to the public.

To place your account in Idle Status:

1. At the top of your **Account Details** page click **Edit Account**.
2. Under **Account Options** select **Yes** to **Switch the account status to idle**.
3. When you want to join again, select **No**.

## Opt out

There is yet another option, if you decide down the road that the Ecopreneur's role is not for you. You can opt-out from your position for any reason. It is important to us that you understand how easy it is to relinquish your position. This underscores our commitment to ensuring the high caliber of the work you do.

- On your **Account** page at the bottom, there is a button to click for this purpose.

As a safety precaution, you have 5 days to decide to opt-back in to have your position completely reinstated. After 5 days, your position will be considered officially resigned. At that point, all your customers and network will be transferred to your sponsor.

- If you resign, you will have to wait for 6 months before you can register as an Ecopreneur again. The only exception is if you want to sign up under the same sponsor again.

## Customers and network (IE) assignments

Whenever you direct a prospective customer to your [www.jointhesolution.com/yourusername](http://www.jointhesolution.com/yourusername) or a prospective Ecopreneur to your [www.powur.com/yourusername](http://www.powur.com/yourusername), please make sure that they enter your username correctly. If you are contacting them by e-mail, make sure that the link embedded in your e-mail is spelled correctly. Some e-mail programs might not handle links embedded in e-mail messages correctly and some online e-mail services might display your links as text, hence not clickable. Therefore, always remind your recipients that they can copy and paste your web link in their browser.

Several safety features are in place to assure that any prospective customer or Ecopreneur you have referred is in fact assigned to you:

- As an Ecopreneur you explicitly acknowledged the test requirement (by clicking a checkbox) when you submitted your application. Remind all prospective Ecopreneurs that you register in your network of the test requirement. They too must study the training materials and pass the test before they can begin activity and before their sites will be active. They must gain sufficient knowledge to present Citizenrē the best way possible.
- If you have not passed your test and a prospective customer enters your web extension or clicks on your link, those links will not be active. A page is displayed telling them that you are not currently eligible (because you have not passed the test) and suggesting they contact you before they proceed. Your contact information is displayed for their convenience.
- They are not directed at this point to the Citizenrē general site. You need not fear losing them at this point, unless you fail to pass the test in short order!
- If the prospective customer or Ecopreneur enters your web extension incorrectly and no match is found on our system, they are asked to check the spelling of the extension and get in touch you before proceeding. This option applies to our customer and network site.
- If you have placed your account in "idle" mode, a page is displayed telling the prospective customer or Ecopreneur that you are temporarily unavailable. Your contact information is displayed for their convenience. This option applies to our customer and network site.
- If a user visits the general site without entering any extension, the registration form requires the user to explicitly confirm (by clicking on a checkbox) that he or she was not referred to Citizenrē by anyone. The message also says that if they were referred by someone they should get in touch with the referring Ecopreneur instead of proceeding with the registration. This option applies to both the customer and the Powûr site.

## Terms and Conditions

This is a point by summary of Terms and Conditions of your Independent Ecopreneur agreement with Citizenrē. Both you and the Company must honor these terms. For the details, go to the bottom of your Account Details page in your back office.)

The legal document is the complete Terms and Conditions. This is simply for your review. It is your responsibility to understand and abide by these conditions.

1. Must be of legal age.
2. Cannot have a financial interest in more than one position.
3. This is not a franchise and there is no cost to join.
4. You have a non-exclusive right to market our products to the residential sector only.
5. Focus on acquiring customers.
6. Always explain there is no fee to be an Ecopreneur.
7. Certain states have a limit of how much you can spend on sales aids (currently we sell no sales aids. If we ever do, they will be at cost and not a profit center for the company).
8. Make no false or misleading statements.
9. Do not use the company names or brands.
10. Prohibited Activities—as explained in Suspensions and Terminations.
11. You are responsible for supervising and supporting Ecopreneurs you bring into the program.
12. If you break these rules, you indemnify Citizenrē of all liability.
13. Changing of original sponsor is not permitted, nor is “cross-sponsoring”.
14. Citizenrē can use your name and likeness for marketing purposes.
15. Ecopreneur and customer names are owned by the company and cannot be used for other commercial purposes without written consent.
16. We will ship any sales aids within 10 days of funds received.
17. You may return sales within 30 days for a 90% refund.
18. In order to remain competitive, we may modify the terms and conditions and the compensation plan in order to maintain a viable marketing program.
19. No attorney general or other regulatory authority ever reviews, endorses or approves any product, compensation plan or company and you will make no such claim.
20. Disputes of the parties under this agreement will resolved under the commercial rules of the American Arbitration Association.
21. You can cancel this agreement at any time.
22. If you violate the terms of this agreement or any of our policies, Citizenrē has the right to terminate this agreement.
23. Citizenrē can assign this agreement and its terms provided the assignee honors the terms and conditions, including the payment of the current compensation plan.
24. You agree to honor the terms and conditions of this agreement.

## Suspensions and Terminations

As an Independent Ecopreneur, you are held to a high standard of ethics and integrity. The last thing we want to do is prevent anyone from sharing our solution, but we are serious about protecting our brand and our future.

Please become familiar with what is expected of you so there will never be an issue. We will suspend or terminate anyone who violates our policies or compromises our future through questionable actions. You must follow the Terms and Conditions of your Ecopreneur Agreement. Violation of any of these policies is grounds for suspension or termination.

## Representation of the Company

Represent the company, the corporate officers, the employees and your fellow Ecopreneurs in a positive and supportive manner. We have open forums and we welcome questions or concerns, but if you aggressively and publicly slander, libel or attack our community, we will politely invite you to no longer participate in our mission. Life is too short.

- Do not represent that you are an employee, agent or legal representative of Citizenrē or Powûr of Citizenrē .
- Do not use the name, logos, trademarks or service marks of the Company and its affiliated subsidiaries, except in websites, forms, and sales materials provided to you by the Company through your *back office*, or approved in writing prior to their use. Unauthorized use of the copyrighted material is a violation of Federal law and will result in termination of IE position.
- Do not use the names Citizenrē or Powûr of Citizenrē or our logos in your advertising or promotions unless it is an approved tool or template provided by the corporate. You can create your own business cards or flyers to promote your business, but if you want to use our logos or names, you must only use approved materials.
- Do not display, offer or sell non-Citizenrē goods, services or business opportunities in connection with any Powûr of Citizenrē related event. If you have your own personal website that links to your jointresolution site and to other products or services, that is your right. But you cannot promote other products, services, or business opportunities at any of our events or forums.
- Do not display *commission* checks or use of income charts, statements or representations to any prospective IE, unless provided to you by Citizenr for that specific purpose.
- Do not make any misleading statement about the business opportunity. Specifically you will never represent to a prospect that a fee or a purchase is required, or is a means, to become a Powûr of Citizenrē IE. The violation of this provision will result in the suspension or termination of your IE position.

## Marketing Methods

- Always follow the Rules of Advertising.
- Do not use automated telephone calling devices.
- Do not call any person or business that is currently listed on any state or federal no-call registry in order to offer the Powûr of Citizenrē Independent Direct Seller business opportunity.
- Do not send unsolicited e-mail transmissions (spamming).
- Do not undertake direct mail solicitations until materials to be used are submitted to and approved by Powûr of Citizenrē prior to their use or distribution.
- Never use our logos or names to create your own promotional material, shirts or hats. We need to maintain the integrity and professionalism of our logos and image.

### **Organizational Integrity**

- Always respect the lines of sponsorship and never even attempt to “*cross-line recruit*” someone.
- Respect the “Integrity of the Test.” Any sharing of test answers, under any circumstances, will result in immediate suspension without warning and possible termination. A second offense will result in termination.
- Do not share Citizenrē data on customers OR Ecopreneurs under any circumstances. This is a proprietary asset belonging to Corporate. If you are internally sharing contact info to a fellow Ecopreneur to help support their success—that is fine. But if you sell or trade data, that is in violation of our policies and a terminable offense.

### **Personal Ethics and Integrity**

- Powûr of Citizenrē: Code of Conduct

### **Performance Evaluation**

Your performance will also be measured in several key areas. Please see “Sales Cycle: Measures of Success” for a description of these measures. If we find you are not completing your responsibilities or your evaluations are sufficiently low, this is also grounds for suspension or termination. Your sponsor, Sales Manager and RSD will all make sure you know what these measures are. They will also coach you to make sure that your performance is as effective and consistent as possible. Only if something goes wrong and/or you find yourself unable to work successfully in our system will you have cause to worry about your performance measures.

### **Suspension and/ or Termination Procedures**

If we ever find that you have crossed the line into one of these forbidden areas, you may expect to hear from us.

Working with Powûr of Citizenrē is a privilege, not a right. If you violate our policies, we have the right to end our working relationship. The process will usually involve a warning first, but we reserve the right act in a fair, swift and permanent manner if the offense is sufficiently compromising to our brand or our mission.

## Using Your Back Office

The page that you read when you log in to your www.powur.com site is the Home page of your back office. Be sure to study it carefully to see what you have available to you. The next sections in this module explain the areas you will be working with as a new Ecopreneur.

Please note the message at the top:

*This customer acquisition system is still in its PILOT phase and development is continued based on user input. Enhancements will be made without prior notice. This service is provided AS IS.*

This means that some of the sections shown or described here may look or function different over time. We will update training materials when major changes occur.

The screenshot shows the POWUR back office interface. At the top right, it says "Logged in as: MS. BARBARA BELTON - Sales Associate - IDS: 300004674 [Sign Out]". The main content area is divided into several sections:

- Messages:** A red notice stating: "This customer acquisition system is still in its PILOT phase and development is continued based on user input. Enhancements will be made without prior notice. This service is provided AS IS. Thank you for your feedback."
- Broadcasts:** A list of recent announcements with dates and times, such as "Contact with the Press Corps" and "Dailies".
- Your Support Team:** Profiles for MR. KEVIN SCHAHAN, MR. DAVID GLADEJ, and MR. VAN PETERS, including their phone numbers and email addresses.
- Customer Acquisition:** A summary showing 886 Active Associates, 10,394 Registered FRAs, and 1,345 Received FRAs, accompanied by a map of the United States.

Important areas to notice:

- Top right shows your Independent Direct Seller (IE) number.
- On the right is your upline Support Team, with you sponsor at the bottom.
- Below that is a real-time update of how many active associates there are, how many FRAs have been registered online and how many of these have been logged in as received. It is fun to watch the numbers increase during the day!
- In the center is a Message section, where you will receive notification of new customers, associates (and when you have passed the Manager test, leads.)
- Check the Broadcast section regularly. Important announcements to all Ecopreneurs are placed here.
- On the left is the main menu for the various tools in your back office. Here you will find your customers and associates, find the information you need, and manage your own account.
- Check out the calendar for the Conference Calls regularly.

## Your Account

Your account includes the contact information used on your website, business card and advertising materials and for the Associate Directory.

Select your **username** very wisely as it will be used as your /username on all websites. It should be short, memorable and serve your individual goals. You may only have one username and one account of the same type.

## Ecopreneur Agreement

- Download the IDS (Ecopreneur) Agreement from the bottom of your **Account Details** page. You agreed to this by clicking a checkbox when you signed up.

## To change your account details

1. Click **Account Details** under **My Account** at the bottom of the left menu to view the existing details.
2. Click the **Edit Account** button at the top right.
3. Edit any details, including your **Login Information** and the **Display Name** you want on printed materials.
4. Select **No** for idling your account.
5. Select **Yes** to work with CMPs when you have passed the Solar Specialist test.
6. Select **Yes** to have your information in the directory.
7. Indicate which telephone number you want displayed.

Switch account status to idle ?

Yes  No

Accept co-operative marketing partnerships ?

Yes  No

List information in associate directory

Yes  No

Preferred phone number to display on your webpage

Home Phone  Work Phone  Mobile Phone

## To change your password

Your password is case sensitive and must be at least 8 alphanumeric characters, symbols are not allowed. Your password cannot be your username.

To change your password:

1. Click **Change Password** at the bottom of the left menu.
2. Enter your old and new passwords and click **Change**.

## Managing Customers

There are several ways to sign up customers. The easiest for you is when they sign themselves up on your webpage. If the customer does not have an Internet connection, you can enter the information yourself from your back office. No matter how a customer is registered, you have to complete the sale by printing off the FRA and sending it to the customer.

If you want to sign up customers away from home at a show, for example, you can print off blank copies of the FRAA from your back office for them to fill out and sign. When you get home, you can enter the information under **New Customer** and staple the signed copy to the Corporate copy, which you send in yourself.

### Your customer signs up himself

When potential customers decide to apply for solar panels for their homes, they can sign up on your [jointhesolution.com/yourusername](http://jointhesolution.com/yourusername) webpage, where they can see your associate details. They will probably already have been there to read the information and see the demonstrations.

They will need certain information before they can register. You can suggest that they gather the information before they go to your website. A customer must sign up a house to complete the registration. Otherwise there is no FRA to send in.

The screenshot shows a registration form with the following fields:

- House Information**
  - \* Current Electricity Provider : - (dropdown menu)
  - \* Major Ridgeline Orientation : - (dropdown menu with help icon)
  - \* Shading Factors : - (dropdown menu with help icon)
  - \* Roofing Material : - (dropdown menu with help icon)
  - \* How Long Since Last Roofing? : (text input field)
  - \* Average Monthly Electricity Bill : (text input field with help icon)
- Contract Duration**
  - \* Avoid Rate Increases For : - (dropdown menu)

When all the information is at hand ask them to go to your [jointhesolution.com/yourusername](http://jointhesolution.com/yourusername) website.

1. Click the **Reserve Your System** button under the video.
2. Enter all contact information on the first page.
3. Click the **Create** button to go to the **Houses** page.
4. Enter the address and the collected information on that page. Please see About Houses for more information.
5. Decide whether to sign up for 1, 5 or 25 years. (This can be changed.)
6. Click **Submit**.
7. If they want to add a second house, click **New House**, and enter the information for that house.

When they register, they are automatically and permanently assigned to you. When they complete their registration, they receive an e-mail with a link to activate their account.

### Verify the new customer

When you log in to your associate area, you will see that you have a **New Customer** listed in the Message section at the top of your home page. You are asked to verify the customer by entering his zipcode. You may have to call the customer at the phone number given to do this. See Completing the sale for more information.

### You register them manually through your back office

In your back office, click **New Customer** and enter the customer's information as above. This is ideal for registering customers over the phone and does not require e-mail or username.

- There is NO zip code verification required when you register the customer yourself.

### Common issues:

- If your customer sees somebody else's information, please have them retype your /username. If your information still does not appear, ask them to delete their cookies temporary files and refresh the website. At this point they can retype your /username.
- If the issues persists please submit a **support ticket** describing the behavior as well as the Internet browser type and version. Additional details such as connection type are also welcome.
- If the customer e-mail you are trying to register already exists, please ask your customer if he/she is already a Citizenrē associate. If so, please instruct them on how to register themselves as customers. If your customer is not registered as an associate please register without an e-mail and username and submit a **support ticket** for us to verify that there are no duplicate records in the system.

### How to become a customer yourself

If you want to become a customer,

1. Under **Account Details** click **Become a Customer** at the bottom of the page.
2. Follow the instructions provided.
3. Click **Confirm** and your customer account will be automatically created for you to log in using the same password as your Powûr site.
4. Remember to register your house. Without a house there will be no FRA to print.

### To transfer a customer

This option only applies to customers that you have NOT verified yet. Please follow these steps:

1. Click the notification **New Customer** in your message area
2. Under the verification box locate the **Transfer Customer** box, and enter the *ID number* of the associate you want to transfer your new customer to
3. Click **Submit**.

The customer is now transferred and the associate receives a **New Customer** notification.

### To delete a customer

- To delete a customer, please submit a **support ticket** to our help desk indicating the customer ID and name.

### To convert your customer into an associate

If one of your customer decides to become an associate, please do the following:

1. Ask her to read about Powûr of Citizenrē on [www.powur.com](http://www.powur.com) and answer any questions she might have.
2. Have your customer log in to **her** customer account at [www.jointhesolution.com/login](http://www.jointhesolution.com/login).
3. Under **Account Details**, at the bottom of the page, she clicks the link **Become an Associate**.
4. On the next page, she enters her date of birth and clicks **Submit**.

When she completes the registration, she is automatically and permanently placed under you.

### To send your customers their login information

If a customer can't find his login information, he or you can retrieve it.

1. Go to [www.jointhesolution.com/login](http://www.jointhesolution.com/login)
2. Click the bottom link **I forgot my login information**.
3. Enter the registered e-mail. A message states that the login information was successfully sent to the e-mail address entered.
  - If the message states that the e-mail entered does not exist, please submit a support ticket indicating the e-mail address to verify. It is possible that your customers have mistyped their e-mail.

## Completing the Sale

### Verifying your Customers and Completing the FRA

One of the reasons solar has failed to reach broad market acceptance is because it has been too complicated and too expensive. The reason we offer such a generous compensation plan is because we expect and require our Independent Ecopreneurs to support the customer through the whole process and to make it as simple as possible. Here is a step-by-step guide:


#### Verifying a customer

When a new customer registers online, you receive a message that you have a new customer. You have to **verify** the customer before you can access Customer Account information or send the **FRA** for his signature. We require this extra step so that we know that you have actually communicated with the customer. If they simply sign up online with no personal contact, you will not know their zip code and you will have to contact them at the phone number given. You are the personal support system for your customers.

1. From the **Message** section of your *back office* home page, click the blue link with the new Customer's name.
2. Call the customer at the number given. Thank him for signing up, ask if he has any questions, and ask for his zipcode for verification.
3. While you still have the customer on the phone, enter their **Zip Code** and click **Submit**.
4. With the customer still on the phone, make sure that there is a house listed in the area on the next page with a blue link next to the house.

Houses <span style="float: right;">+ New House</span>				
	Physical Address	Generation (kwh)	Billing Address	Contract Details
<a href="#">6000012456</a>	333 SOUTH DRIVE CLAREMONT, CA 91711 UNITED STATES	3943 KWH	333 SOUTH DRIVE CLAREMONT, CA 91711 UNITED STATES	Contract ID: 7000012879 Status: PENDING Effective: 2007-03-17 Terms: 14¢ - 5 year(s)

5. Click the blue link to view the **Contract Status History** which shows the FRA.

Contract Status History					
Contract ID	Status	Rate	Term	Effective Date	
7000212879	PENDING	14¢	5	2007-03-17	 <a href="#">FRA Application</a>

5. **If no house is listed**, keep the customer on the phone to add the home. You can ask the Customer to add the house *while you talk with him*, or ask for the information about their electrical provider, shading, and direction of the roof-line, etc. and enter it yourself. To add the home, use the New House button. After answering the questions, click **Create**. You or the customer should make sure the FRA was created and there are no errors.

This is part of the getting to know the customers. This should all be done during the phone call so you do not have to call the customer back and feel a little embarrassed that you did not ask the questions when verifying with the zip code. Be sure to tell them to send in the FRA when they receive it.

### Print and send the FRA Application

1. Find and print the FRA Application in the **Contract Status History** section of the House page.
2. Print, sign and send the FRA to the customer according to steps for the mailing specified in the Completing the Sale guidelines under **Resources**.

If there is more than one house, you need to print out the last three pages of the other FRAs. You get them on the previous (Customer Account) page in the **Houses** box by using your browser Back button and then clicking the next house number. Send them all together to the customer, organized according to who they send them to. One cover letter is enough. Be sure to add extra postage with more than one house.

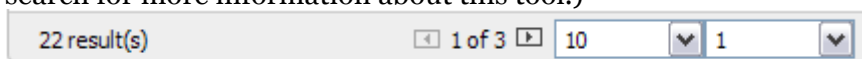
### Mailing Labels

In the left menu click **Communication** under **My Tools**. Scroll down to the **Mailing Templates** at the bottom of the page. Use the **Corporate Label** on the envelope for the corporate copy of the FRA and your **Associate Labels** on the envelope that will be returned to you, as well as a return address label on the envelope you send to the customer.

- Click **Download** for the PDF with a full sheet for printing on standardized label paper to give your mailing a more professional look.

### The Customer's account

1. On the left hand menu in the back office under **My Customers** click **Search** to see a list of your customers. *(If you have more than 10, some are on the next page. At the bottom right of the list you can click to go to the next page. You can also change the length of the list. See Forum / search for more information about this tool.)*



2. Click the name of the new customer in the list to go the **Customer's Detail** page.
3. Keep a record of your contact with the customer in the **Comments** section in the **Customer Details** area. Use the button **Edit Comments** on the top right. At a minimum, make a note of when you sent the FRA and when you received the signed copy.

### Follow-up

Be sure to follow up with the customer if you do not receive the FRA within a reasonable amount of time. Without a signed FRA sent to the corporate office, this does not count as a sale. You might also want to call to thank the Customer when you receive it, and keep contact with customer in the waiting period.

You might send a group e-mail to your customers (with BCC to protect their privacy) with any news about Citizenrē or other information you find interesting.

## About Houses

Houses can be registered by customers or Ecopreneurs.

Customers can register their house online on the jointresolution website. They can add a new house by clicking **New House** in the left menu. A notification is sent to the associate to process the new FRA.

As an Ecopreneur, you can register one or multiple houses for any of your registered customers. You are responsible to make sure that a house is registered for each of your customers. Without a registered house there is no FRA.

### To add a house

To add a house to a customer's account:

1. Under **My Customers** click **Search**.
2. Click the appropriate customer name.
3. Click the button **New House** in the box below the **Customer Contact** information.
4. Fill out the **House Details** page, enter the necessary information and click **Create**.
5. Print out the FRA and mail it to the customer according to Completing the sale.

When selecting the electricity provider please consider that the contract rate is based on this information and changing it the future will invalidate the current FRA and produce a new one. All remaining information is gathered for statistical purposes at this point. A complete site review will be performed by an engineer to assess the actual suitability of the house before the installation

### To change house details or electricity provider

If a customer accidentally entered the wrong electricity provider,

- Submit a support ticket to our help desk indicating customer ID, name, system number (starting with 6) or FRA number (starting with 7) and the correct electricity provider. The old FRA will be considered INVALID and a new FRA (with a different number) will be available for you to print and mail to the customer

If the customer entered any of the other house details incorrectly,

- Submit a support ticket to our help desk indicating customer ID, name, system number (starting with 6) or FRA number (starting with 7) and the details that you wish to have changed. In this case, no new FRA will be produced. You will NOT have to mail a new FRA to the customer.

### To extend an FRA to 25 years

If a customer wishes to convert his FRA to a 25-year term,

- Submit a support ticket to our help desk indicating customer ID, name, system number (starting with 6) or FRA number (starting with 7) with the request for the 25-year-term update. The old FRA will be considered EXTENDED and a new FRA (with a different number) for 25 years will be available for you to print and mail to the customer.

### To delete a house

To delete a house from a customer account, please submit a support ticket to our help desk indicating the customer ID, name, and system number (starting with 6). Additional details such as house address are welcome. All related FRAs will be removed as well.

## Building Your Team

### Working with Associates

As you introduce more people to our solution, some will want to join our movement as Ecopreneur under you as their Sponsor. They will look to you for guidance and leadership. For some of us, that can be scary.

*When I first started 16 years ago, it was okay if I tried and failed, but it was not okay if I brought someone into the business and they failed. I felt responsible. My solution was that I didn't sponsor anyone. This made sure that I failed all by myself. Finally one person signed up in spite of me, and he was so motivated that I had to step up and grow into the leader he expected me to be. - Rob Styler*

People usually rise to the level of our expectations. Many will join our mission because they want to grow. Before we improve the world we must improve ourselves.

We are never responsible for the success or failure of another human being. All we can do is open the door of opportunity. The action of moving forward is up to them. But we can create a favorable environment for their success. Learn everyday. Always ask yourself, "What can I do today to serve my team today? How can I be a better leader?"

#### **Leo Tolstoy**

*Everyone thinks of changing the world, but no one thinks of changing himself.*

You set the pace for your team. They will follow your actions more than your words. If you want a group of motivated and dynamic people, that is what you must be or become.

We grow through our interaction with other human beings. With our business, we encounter so many new and wonderful people every day that we have myriad opportunities for growth. That is one of the many reasons this is such an adventure.

### Your group will mirror you.

If your team is motivated, focused and productive, pat yourself on the back because they are following your exemplary leadership. We have a huge mission. We need leaders.

If you have a bunch of whiners and complainers, look in the mirror and figure out what you have done to attract an unproductive team. How are you supporting or enabling their behavior?

#### **Goethe**

*Treat a man as he is, he will remain so. Treat a man the way he can be and ought to be, and he will become as he can be and should be.*

## Managing Associates

Associates can be acquired in several different ways:

### By registering from your Powur.com page

When your prospects goes to [www.powur.com/username](http://www.powur.com/username), your associate details will appear. When they register, they are automatically and permanently assigned to you—if they register under your name, by using the /username. If entered correctly, your name and information will be displayed on the website and your name appears at the top of the registration form. If your information is not being displayed please see Common issues.

When your prospects have completed their registration, you have to verify their registration with their zip code, just like you would do for a customer.

- Complete associate information will only be displayed when you enter their code.

### By converting a customer to associate

Convert a customer to associate

### To verify an associate

To verify an associate,

1. Click **New Associate** in your message area
2. Contact the associate, preferably via phone and ask for their zip code
3. Enter their zip code in the form field for validation. At this point the registration process is complete and you just need to verify with the associate that the information entered is correct.

### To transfer an associate

If there is a **Transfer** button on an associate's page you can transfer him/her to another person. To retain the sponsorship and place an Associate underneath one of your own team members.

1. Click **Search** under **My Associates**, then click the person's name.
2. In the **Transfer Associate** section at the top, enter the Associate number of the person you would like to transfer this Associate to.
3. Click the **Transfer** button.

The associate is now transferred and a New Associate message is displayed for the person he is transferred to, who will earn the 1% generational pay on the transferred Associate and his/her team.

#### **John Gardner**

*Most important, leaders can conceive and articulate goals that lift people out of their petty preoccupations and unite them in pursuit of objectives worthy of their best efforts.*

## Information and Support

Your back office provides you with many resources for answering your customers' and your own questions and solving any problems that come up. Even though Citizenrē is a very young company, you already have about a thousand colleagues who have already asked many of the same questions that you and your customers are asking.

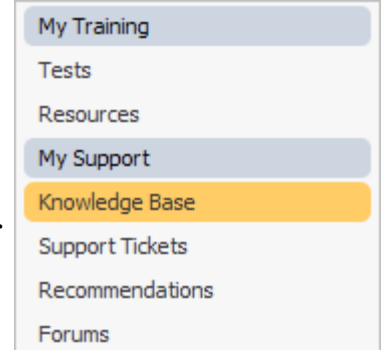
You can save yourself and others a lot of time if you search through existing information first *before* you ask a question in the Forums, call your sponsor, or send in a Support Ticket.

Please search for answers in this order:

1. Read all the information on the Citizenrē websites
2. Check the Broadcasts on your Home page.
3. Participate in Conference Calls
4. Search the Knowledge Base.
5. Search the Forums.
6. Look under Resources.

If none of these solve your problem try these:

1. Ask a question in the Forums (only after you have passed your tests.)
2. Ask your Support Team.
3. Send in a Support Ticket.
4. You can also write a Recommendation.



## Citizenrē websites

Citizenrē has three major website with a lot of very useful information for you.

### Customer website

[www.jointhesolution.com/yourusername](http://www.jointhesolution.com/yourusername) (or <http://renu.citizenre.com>) is the site where you send **potential customers**, using your user name. If the potential customer uses cookies, he/she will always return to your site in the future even if he doesn't type in your username.

Until you have passed your tests, the **Reserve Your System** button will not let potential customers sign up, although they will have access to your contact information. This is a very important reason to hurry to take the tests!

You should familiarize yourself with all the information on this site, as your customers will be reading it, too.

In the middle of the page are sections about our Service, System and Education offerings, and along the bottom are important graphic tools, the Solar Savings Calculator, How Solar Energy Works and a list of our Service Territory and Rates. There is also a useful Frequently Asked Questions section.

### Ecopreneur Website

[www.powur.com/yourusername](http://www.powur.com/yourusername) is your site as an Ecopreneur in the Powûr of Citizenrē. Before you log in next time, look around the first page, where you can read about Who We Are, What We Do, How We do It as well as our Mission.

This is also where you refer **potential Ecopreneurs**, who will work under you in the Powûr network if they use your username when they go to the site for the first time. They will not be able to **Become an Ecopreneur** from this page until you have passed your test.

**Corporate website**

www.citizenre.com is the Corporate website. Here you will find information about the corporation, including the company vision, management team and products.

If you know someone interested in becoming a **franchisee**, send them to the Careers section of this website.

**Broadcasts**

The center panel of the home page of your back office is used for

**Messages** to you personally, usually notification of new customers, associates (and when you have passed the Manager test, leads.)

**Broadcasts** of important information to all the Ecopreneurs. When you click a broadcast, it opens to the text of the message.

**Powûr of Citizenrē E-mail list**

Note that the last broadcast shown here gives information about signing up for the Powûr of Citizenrē E-mail list.

If you want to receive important e-mails and updates from Rob Styler, please click here and register. You can opt out at any time, but this will make sure that you know the inside information.

Broadcasts
<a href="#">Contact with the Press Corps</a> Erika Morgan - 2007-03-16 14:38:19
<a href="#">Dailies</a> Rob Styler - 2007-03-14 16:57:23
<a href="#">"Qualifier" on our marketing of kwh rates</a> Rob Styler - 2007-03-09 16:40:24
<a href="#">NEW banner symbols</a> Rob Styler - 2007-03-08 23:27:57
<a href="#">New POWUR Calendar</a> Rob Styler - 2007-03-08 14:11:10
<a href="#">Take this step to get more LEADS</a> Rob Styler - 2007-02-27 17:15:22
<a href="#">ECO images on Ed Begley video</a> Rob Styler - 2007-02-26 15:37:03
<a href="#">Sign up to Powur of Citizenre Email List</a> Citizenre Networks - 2007-02-19 13:35:17
If you are already receiving the emails I have sent, then you don't have to do anything.  Some people said that they never got the email to sign up for our direct email communication. You can now sign up here to be on the Powur of Citizenre Email List. <a href="#">Click Here</a>

**Conference Calls**

There are at least 3 conference calls a day (Monday-Friday), a training call on Saturday (09:00am) and our big company call Sunday night (06:00pm) Pacific Time.

There is a link to the Calendar tool for all the calls in the Broadcasts so you can see all of the conference calls that are happening every day to support your success. All times are Pacific Time.

Be sure to participate in at least one IDS Overview Q&A session while you are studying for your test.

The most important calls are recorded and available under Resources.

## Finding Information in the Knowledge Base

The first place you should look to find an answer is the Knowledge Base (KB), which is mostly made up of important questions asked by your fellow Ecopreneurs in the Forums. All of the topics in the KB are tagged in 6 categories as shown below.

[Home](#) » [My Support](#) » [Knowledge Base](#)

Areas:

Keywords:

### Categories

- Articles - Sales [5]**  
Issues related to all sales activities
- FAQs - Accounts [2]**  
Frequently Asked Questions pertaining to Associate and Customer accounts.
- FAQs - Compensation [12]**  
Frequently Asked Questions pertaining to Compensation
- FAQs - Marketing [22]**  
Frequently Asked Questions pertaining to Marketing
- FAQs - NetWorks [25]**  
Frequently Asked Questions pertaining to NetWorks
- FAQs - REnU [100]**  
Frequently Asked Questions pertaining to REnU

### Search for an answer

To find an article, either look in one of the categories directly, or search for keywords (or a KB number given to you) in the Search area above. In both cases, you will get a list of possible answers to your question.

- To read an answer, click the blue text.
- Use the back button on your browser to get back to the previous page, or click *Knowledge Base* in the navigation at the top of the page.
- The results are ordered in groups of 10. If there are more answers than 10, use the tool at the bottom to either display more selecting a new number in the box that says 10, or move to the next page using the little arrow (next to "1 of 3" below.)

22 result(s)    1 of 3    10    1

### Browse the Knowledge Base

Below the Search area are three large sections.

- **Most Popular** are the ones that have been viewed the most time. This gives you an indication of which questions are important to your fellow Ecopreneurs.
- **Highest Rated** are the ones that readers have actually rated higher than the default 3.00.
- **Most Recent** show the topics that have been updated recently. We suggest keeping an eye on these topics, which can be old topics that have been updated with new information.

## Forums Guidelines

### Guidelines for Forums:

Powûr of Citizenrē is unique in our use of open forums. This tool is designed for the education and support of our Independent Ecopreneurs. In order to create an enjoyable environment for all, we have a few policies:

1. We will not always agree, but we will be professional and kind to each other.
2. Questions will be presented in a positive and constructive manner.
3. If you have a question, please search the knowledge base and the forums before asking. It might have already been answered.
4. There will be NO profanity or personal attacks in the forums. If you have an issue with a particular IE or corporate employee, you deal with it professionally and privately, not in a public forum.
5. We have created a team of 5 leaders from the field who will evaluate if an IE has violated our forum policies. If a consensus is reached, that particular IE will have all of their comments monitored before they are posted.

We are creating something that has never been done before. There will be challenges. The forums are one way we can support each other during our adventure toward renewable energy for the masses.

#### **Victor Frankl**

*A man who becomes conscious of the responsibility he bears toward a human being....or to an unfinished work....knows the "why" for his existence, and will be able to bear almost any "how."*

*ished work....knows the "why" for his existence, and will be able to bear almost any "how."*

### Using the Forums

The Forums are constantly being updated with questions or information from your fellow Ecopreneurs and the replies from Ecopreneurs, Regional Sales Directors or a member of the management team, most often the President of Powûr of Citizenrē, Rob. As you can see in image, there are a number of categories for the messages.

Until you pass the tests, you only have access to search and read in the forums. When you have passed them and acquired a basic knowledge about the Powûr of Citizenrē, you may also post replies and start new threads.

## Search the Forums

Home » My Support » Forums

Name	Messages
Announcements	728 total / 2 new
Common Concerns	1735 total / 0 new
Connect with Regional Sales Directors	558 total / 0 new

You can search the Forums the same way you search the Knowledge Base, by entering a Keyword (which can also be the name of a person) in the box at the top, possibly selecting one of the forums to narrow it down. Since most of the respondents are Ecopreneurs and not necessarily expert, we suggest that you read the entire thread to get the gist of the response. Do not always accept what is written as accurate. Some participants in the Forums are searching themselves and have been known to cast doubt in the Forum. You will come to recognize which names you can trust, which have good questions, and which are the doubters.

## Reply to a thread

When you have passed your tests, you will have access to participating more actively in the forums. A good way to start is to reply to a thread that interests you. Your reply could be either a further question, an answer or a comment.

1. At the top of the thread **click the Post Reply** button.
2. Type in your message and click the **Post** button.



To create links, please use the following format:  
[url=http://www.google.com]click here[/url]

## Adding a link

- If you want to add a live link to your message, follow the instructions below the box.

## Start a new thread

If you have searched everywhere and still have a question, or if you have something you would like to contribute to the entire group, you can start a new thread in one of the forums.

1. At the top of the thread click the **New Thread**



2. Type in your message, adding links according to the instructions, and click the **Post** button.

The image shows a 'New Thread' form. It has a dropdown menu for 'Forum' set to 'Common Concerns', an empty 'Subject' field, and a large empty 'Comments' text area. Below the text area is a link creation instruction: 'To create links, please use the following format: [url=http://www.google.com]click here[url]'. At the bottom are 'Post' and 'Cancel' buttons.

## Your Support Team

If you can't find the information you need in the Knowledge Base, Resources or Forums, your next line of support is your personal Support Team.

You can find the name and contact information for your sponsor and his/her upline on top right of the home page. These people are busy, but they are here to help you when you need it. Try sending an e-mail first, with your telephone number.

The image shows a 'Your Support Team' contact list. It lists three individuals: MR. KEVIN SCHAHAN (Phone: 207-541-6667, kevin@maine.rr.com), MR. DAVID GLADEN (Phone: 630-276-5415, nah@comcast.net), and MR. VAN PETERS (Sales Associate, ID#: 3000009794, Phone: 201-967-4310, healingenergy@verizon.net). Each entry includes a small yellow icon.

### Helen Keller

*Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, vision cleared, ambition inspired, and success achieved.*

## Resources

**Resources**, in the **My Training** section of the menu, is a treasure trove of materials in various formats.

- Audio files about **REnU**, the **Powûr of Citizenrē** and the **Compensation Plan**.
- Recordings of many Conference Calls, in case you aren't able to participate at the given time.
- A variety of **Training** and **Reference** materials and **Sales Aids**, mostly in PDF format. These include the General Terms and Conditions to the FRA, a list of the Regional Sales Directors, and the important Completing the Sale poster.

Be sure to listen to the conference calls and other audio files at your convenience, and familiarize yourself with the others. You may want to download some of the PDF files to your hard drive.

## Support Tickets

If all else fails, or if someone, or instructions somewhere tell you to do so, you can submit a support ticket about a problem.

1. In the **My Support** section in the menu, click **Support Tickets**.
2. Click the **New Issue** button.

Home » My Support » New Issue

Contract Admin.	Network Support	Sales Support	Technical Support	Rate Analyst
Contract Extensions Duplicate Registrations FRA Modifications Record Amendments Record Deletion	Ads Approval Compensation Training Issues Regional Support CMP Program	REnU Program Details Service Area Referral Program	Login Issues Website Issues Web Analytics	Missing Utility Companies Rate Determination

**New Issue**

Priority :

\* Department :

\* Subject :

\* Comments :

*To create links, please use the following format:  
[url=http://www.google.com]click here[/url]*

Attachment :   Max 102400 bytes allowed

1. Select which **Department** is most likely to be able to help you from the drop-down list, using the guide above the box.
2. Select the **Priority**. Remember that not all issues are high priority!
3. Enter a **Subject** and type in your **Comments**.
4. If you have an attachment, click the **Browse** button to locate it.
5. Click the **Submit** button.

You have a list of support tickets and their status in the **Support Tickets** section. You will also receive a message when there is action on the ticket, with an opportunity to reply.

## Recommendations

If you have a very good idea, you can submit a Recommendation through the My Support section of the menu.

- Enter a **Subject** and your **Comments** and click **Submit**. There is no way to trace what happens with the recommendations at this time.

You can air your recommendation first in the Forums. If others think it is a good idea, they might even suggest that you submit it as a recommendation.

## Quiz

Congratulations!

You have completed Module 4. Now go take the quiz for Module 4 to practice what you know.

# **Ecopreneur Training**

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## **Module 5: Marketing and Advertising**

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## Marketing is new to many Ecopreneurs

### **Anne Frank**

*How wonderful it is that nobody need wait a single moment before starting to improve the world.*

You may have joined Citizenrē because you are enthusiastic about the Powûr Vision, Mission and Goal. You may have joined because you are looking for another opportunity to use your sales skills for a product you really believe in.

In any case, marketing the REnU offering may be very different from anything you have ever done before. Always keep in mind that you are NOT an employee of Citizenrē, but that you must represent Citizenrē as truthfully as possible.

When you market REnU, you are sharing your enthusiasm rather than selling. This takes very different techniques.

We have gathered some information here that is necessary for you to know,

- 10 Commandments of Advertising
- Handling Press Calls

and some that is very useful for you to know,

- Marketing Approach: Network Marketing
- Use your warm base

as well as a guide to using the materials made available to you in your back office.

### **Elaine Maxwell**

*My will shall shape the future. Whether I fail or succeed shall be no man's doing but my own. I am the force; I can clear any obstacle before me or I can be lost in the maze. My choice; my responsibility; win or lose, only I hold the key to my destiny.*

## Marketing Approach: Network Marketing

Because our offering is so powerful, many have questioned why we chose network marketing. Let's face it — the industry does not have the best reputation. But Citizenrē is also changing that as you will see in the following.

Our goal is not just to sell solar panels.

*Our vision is to create a powerful, grass-roots movement to bring renewable energy to the masses and improve social, economic and environmental conditions worldwide.*

It would have been simple for us to advertise: "Clean Power. No upfront costs. No maintenance. Twenty-five year fixed-price guarantee, etc." We could have acquired plenty of customers. But the Powûr Network is designed to *educate and train passionate people who are committed to creating a better world.*

### **Everyone wins**

- The customer gets a locked-in rate.
- The power company gets more energy pumped into the grid during the day when there is a higher power demand.
- The planet gets less pollution.
- You get paid!

**Thomas Alva Edison**

*If we did the things we are capable of, we would astound ourselves.*

**No Upfront Investment or Coded Bonus**

Powûr is the first networking company in history that requires *no fees of any kind. EVER*. Normally you have to buy a “kit,” a monthly “autoship” of vitamins, or something every month. As long as you continue to invest, you continue to get paid. Citizenrē is different.

In Powûr there is no investment upfront and no monthly investment required. To get paid here, you do two things:

1. *Switch people to solar power.*
2. *Train other people to switch people to solar power.*

Some of you who know the industry might be thinking, “But what about the telco or other service companies — they don’t require a monthly investment?” True. They play a different game called a “coded bonus.” Because the margins are so small on their services, they require a large sign up fee.

You might remember Excel. They did phenomenally well and switched millions of phone customers, but they were only able to pay out ¼ % on most levels, because the margins were so small. So they developed a “coded bonus.” To join, you had to pay around \$500. Then when you acquired a few customers that bonus (basically the money you put in) was paid out to the uplines. This is where the majority of the huge incomes were generated.

**Compensation without Upfront Costs**

Citizenrē and Powûr refuse to play that game. We don’t have to. As you will learn and experience, *there is plenty of income in our compensation system*, which can become a powerful income stream.

- \$500 through the “Installation and Retention Advance (IRA),” simply when you acquire and retain a customer (not because you paid us \$500 to start!).
- 16% on the Forward Rental Agreement (FRA) to our network of Ecopreneurs (15% in commissions and 1% for a global bonus pool)
- Achievement cash, trips and monthly car bonuses.

**Security in the Future**

There is another issue in network marketing that no one likes to talk about. Excel’s network marketing channel brought in millions of customers, but when that business was sold to a huge telco, the owners got rich and the networkers got nothing. This has happened with several other companies because the reps had no contractual protection.

With Citizenrē, right in your contract, *if the company is ever sold, you will continue to be paid at the same rate or fairly compensated in a cash buyout for your customers*. This completely protects you and guarantees that you will be rewarded long-term for your efforts.

The following is an excerpt of the actual Independent Seller Agreement, p.23.

*(Please note that "Citizenrē NetWorks" is an earlier name for Powûr of Citizenrē . This will be changed in future versions of the contract.)*

*“ in the event that Citizenrē NetWorks, or its parent company, were to enter into a merger agreement, the surviving company will continue to be bound by the terms of this Agreement, and will faithfully perform all remaining and executory obligations of this Agreement, including but not limited to payment of compensation to the Independent Direct Seller under the then current Compensation Plan.”*

## Customers Help You

We also offer customers the option to refer other customers and get 5% of that customer's bill deducted from their bill every month. For example, if a customer refers their neighbor, and that neighbor's bill is \$100, your customer will get \$5 deducted from their bill — every month!

This will create a “viral” system that is unstoppable. As a Powûr *Ecopreneur*, there is a beauty to this because the customer cannot qualify for the IRAs. So *if your customer gets other customers, you make the full \$150 IRA upfront and the \$150 at the end of the first year and you still enjoy residual income on the usage.*

We give people several options to create customers, because *every home we switch to solar becomes part of the solution and stops being part of the problem.*

### Alice Walker

*No person is your friend who demands your silence, or denies your right to grow.*

## Warm-base Marketing is usually the most effective marketing.

Network Marketing is about relationships. The best people to share our solution with are people who already like you and trust you—your **warm base**. Because of your prior relationship, they are much more likely to listen and take action.

If they personally are not interested or don't have a home, ask who they can refer. A great line is, “Thanks for listening to what I am doing. I understand that you are not interested, but who do you know who might be interested in saving money by using renewable electricity?” Have a pen and paper ready and wait for them to respond.

Studies show that sales increase in direct proportion to the level of the relationship. If they like you and trust you, they will be more open to our solution, have fewer questions and be less skeptical.

In some sales training, companies encourage their sales force to spend 20 or 30 minutes asking a “cold” prospect (someone they have no prior relationship with) about themselves in a specific effort to forge a relationship and build trust.

Be aware that sometimes the people who love us the most have the hardest time seeing our new vision for our life. They want only the best for us, but they might think “we are being unrealistic,” “we have no business being in business,” or “what makes us think we can change anything.”

Whenever we make a commitment to change and grow, it makes some people uncomfortable. Create your vision and enjoy the people who show up in your life.

## Develop a list of home owners that are your Warm-base

As a new Ecopreneur, early success can fuel your enthusiasm. The best way to find success is with people who already like us and trust us.

Write a list of friends or contacts who are homeowners and contact them. If you don't make a list, you may forget people who would love to hear about our solution.

You want as many names on your homeowner list as possible. Most of us know well over a thousand people, so a list of at least 100 homeowners is a good place to start.

Your best friends and family members should head your list. If you aren't sure if they own their home, give them a call and ask. It may be just the opening you need to tell them about locking in their electricity rate for (up to) 25 years. If they want to learn more, make an appointment to visit with them or send them to your website so they can better appreciate what you have to offer them.

You may want to use your Christmas mailing list and Address book as a starting point and then add to it daily as you remember more people. You will never stop adding new people to your list. A free online tool

to use to organize your list is [www.plaxo.com](http://www.plaxo.com), which can synchronize your Outlook list (or Outlook Express) with their online version, so that you always have a backup of your latest list.

### **Prioritize your homeowners list**

Use what you know about your friends so you can best serve their needs and contact the most likely prospects first. Some may like a rental model to make solar affordable. Some may be more optimistic in embracing new ideas. Some may want to save the environment. Some may be concerned about foreign oil or national security. Some may want to save money... All of these factors, and others, will allow you to determine the specific priorities and groupings of your list of homeowners. Always come from a posture of being of service.

#### **Martin Luther King, Jr.**

*An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.*

### **Rules of Advertising**

1. Do not use the Citizenrē name in your advertising unless it is an approved article or an approved resource created by the company for your use.
2. Do not state that our solar units are FREE. This is a weak posture. They are not free. Never try to "bait and switch" your prospect. Trust is a delicate thing. You can say "No purchase required" or "No equipment to purchase"—but our product is not free. You can explain how our model is like providing the satellite to sell the monthly programming... just don't use the word free.
3. Do not imply employment or a job if you are advertising for Ecopreneurs, and thou shalt not guarantee or promise an income.
4. Do not use our video on any website other than our corporate site. The footage on our video has strict copyrights and any postings on You Tube or Google video or any private sites could compromise our use of that footage.
5. Do not use the names of our celebrity endorsers in your advertising.
6. Always be professional and completely ethical when communicating with prospects. Often the loudest skeptics become our strongest advocates if you can answer all of their questions with class. Even if you are not using the name of Citizenrē in your ad, your ad will still lead back to our site. The impression you make is important.
7. Never use any advertising that is misleading. Citizenrē does NOT sell electricity. That would make us a utility and put us under a completely new set of regulations. We are the manufacturer and renter (not lease) of an appliance that happens to produce electricity. The customer actually produces their own power from the system we rent them. Hence, we give power back to the people. Do not state or imply that we sell electricity.
8. Do not promote our service or opportunity on any "questionable" websites. This includes, but is not limited to, websites that promote pornography, gambling, or anything that some people might find offensive or that could tarnish our stellar image. Also, you can not post on eBay (or any auction site) or any site where you are breaking their policies. Don't try to cheat your way to success. Be smart.
9. Do not represent yourself as an employee or agent of Citizenre. If you use the name Citizenre on your answering machine, you MUST use the words Independent *Ecopreneur* or Independent *Associate*.
10. Follow the Policies and Procedures and represent Citizenrē in an ethical and professional manner at all times. You will be the initial point of contact many people will have with our mission—make a great impression. You are the first line of enthusiasm and your energy creates the Powûr of Citizenrē. You make a difference.

## Handling Press Calls

Sooner or later, and probably sooner, we are going to start getting noticed by the press corps. Many of you have already been approached by your local, state and even regional press.

The press is excited about our solar solution. It is important that we put forward a clear and consistent message. Even more critical with these calls, it's important that we make a good impression and handle them with courtesy and timeliness.

You are their first contact with the Company, our mission and our people. We very much appreciate anything you can do to ensure that this contact is a positive one.

The following are guidelines on what to do WHEN (not IF) you receive a call from your local, friendly (or not so friendly) reporter.

### Definitions: What is a “Press Call”?

- **Press Call:** Member of the media, acting on a deadline, seeking information about Citizenrē and/or your sales activity with Citizenrē. This is distinct from a Media Relationship (next).
- **Media Relationship:** In this case, you either contact them proactively or you are contacted by a member of the media who is not (at least at the moment) working on an immediate assignment.

In each case, your objective is to forward the call to Erika Morgan, Citizenrē's SVP of Communications, as efficiently as possible while making a positive impression. The distinction here is one of timing. To ensure that the time-sensitive calls get priority treatment, please take the additional steps outlined below. With less immediate calls, your provision of that background information is less vital.

Above all, in any and every interaction with the press / media, please remember that you are their representative of Citizenrē. First impressions are very important. The first impressions you make will play a big part in how they react to the Company. Be courteous, respectful and polite at all times (No Matter HOW provoking they might be!) Be professional and clear.

### So You Get a “Press Call”: What Next?

These are the Urgent Time-sensitive calls. These are the ones you will forward to me with highest priority. Whatever you do, especially don't promise to provide them any information “on or off the record” about the company.

1. Regardless of how the contact comes to you, please find out their phone number and call them back.
2. When you reach them, identify yourself as an Independent Ecopreneur responding to their inquiry. Alert them that you will be forwarding their contact to Erika Morgan.
3. In that call, please secure as much of the following info as possible:
  - What kind of a “press”/media they represent- TV, radio, newspaper (daily or weekly), etc.
  - What is their deadline?
  - Any comments they may make, that indicate what angle they are pursuing, what kinds of specific questions they might have, etc. (do we want to ask the size of their distribution or market?)
4. Please send all such contact information and any of this info that you find out, directly to [emorgan@citizenre.com](mailto:emorgan@citizenre.com). With the background information you get, she should be able to handle their calls quickly and efficiently.
  - At the least, if all calls come to her, she can track who we are hearing from.
  - She can also handle similar questions with similar information, ensuring consistency.
  - To the extent they have unique interests or questions, Erika can line them up to speak with the most appropriate people.

- Also, depending on how covered up we do or don't get with calls, she can also refer them to others on the management team, so that we can be quickly responsive.

### DO's and DON'Ts

- DO be very clear that, as an Independent Ecopreneur, *you can only speak for yourself*, not for the company—not even for your team, as they are IEs as well!
- Don't allow them to assume that you are an "official" Citizenrē voice. Just because they don't care what your role is, *don't allow yourself to be put in the position of saying anything that can be interpreted as coming from Citizenrē*.
- DO *clarify for them what you will do with their call* (pass it on to Erika Morgan). DO tell them what to expect next.
- *Don't promise anything you can't deliver*. Even if it sounds simple, like information, access to Citizenrē spokespeople, officers, etc.

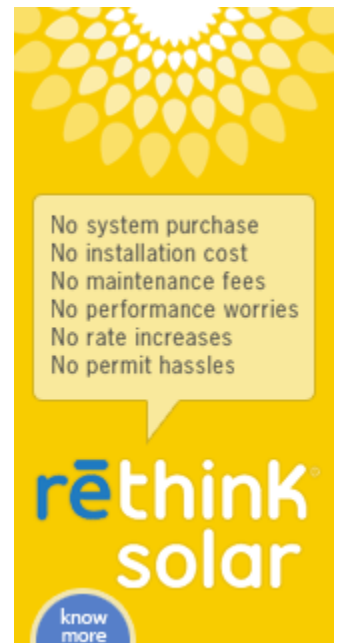
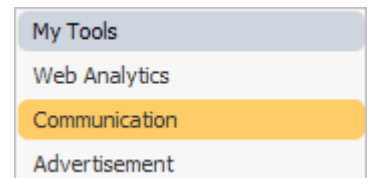
### Marketing Tools

Citizenrē provides you with a number of personalized marketing materials in your back office.

#### Your websites, personalized with a picture and message

You can personalize your two websites, [www.jointhesolution.com/yourusername](http://www.jointhesolution.com/yourusername) and [www.powur.com/yourusername](http://www.powur.com/yourusername) with your picture and your own short messages on the home page. On your Powûr website you can also change the message that shows when you go to your profile from the home page.

1. Prepare a picture that is exactly 70x70 pixels, maximum 15 Kb in JPG format. If you don't have another way to prepare the picture, you can use the directions called Create Your Picture with Snipshot under **Resources**.
2. Under **My Tools** click **Communication**.
3. Click the button **Edit Webpage** at the top right.
4. Click **Browse** to select your picture.
5. If you want new messages for your websites, type in the boxes. Limit to the length of your message to the visible space in the text box. If you leave the boxes blank, the default message appears.
6. Click **Update**.
7. Click the **Website Preview** links to review your pages.



#### Personalized marketing materials

In the **Advertisement** section, you can find banners for websites and PDFs of various materials with your name and contact information to print for your marketing.

- Your personal business card, with printing instructions for a company. You may want to make your own sheet of business cards to print yourself on Avery-type paper.
- A folder of various banners for your website like the one at the right.
- PDF Marketing materials of many sizes and shapes that you can print off, including postcards, door hangers, a flyer with text for the back and posters.
- Suggestions for Classified Ads

## Using Marketing Materials

When you are distributing marketing materials, remember our environmental image. Do not put flyers under windshield wipers, for example, or you will soon see them all over the parking lot, which will not be popular. One Ecopreneur reported that he had printed business cards with some text on the back, and then stuck them in the slit for the window just above the handle on the driver's side of cars. (You might want to target hybrids before SUVs!)

It is better to talk with people before you hand them a flyer and other materials, so they know what it is.

Use the Forums to find other Ecopreneurs in your area to participate in Farmers' Markets, Home and Garden shows, Earth Day activities or other marketing opportunities. You can share the cost of printing marketing banners. Be sure that you have personalized materials for each participating Ecopreneur.

Many have discovered that the Reference Copy of the FRA is a good tool to have at shows, so you can sign people up right there. Just be sure to get them to sign 2 copies, and send one of the copies with the generated FRA after you have entered their information at home.

## Moving Forward

### Quiz

Congratulations!

You have completed Module 5. Now go take the quiz for Module 5 on the Test page to practice what you know.

### You have finished your first training with Powûr of Citizenrē.

There is a lot of information here, but the more you share our solution, the more natural it will all feel. Welcome to our mission of bringing renewable energy to the masses.

In the field of advanced learning, there is a technique called 10, 24, 7. That means that you review material 10 minutes after you learn it (we made sure you did that with the quizzes), then 24 hours later, then 7 days later. Look through this information tomorrow and then next week. Remember, the price of greatness is responsibility.

Now go pass your test so you can lead others to join our solution.

### **John Quincy Adams**

*If your actions inspire others to dream more, learn more, do more and become more, you are a leader.*