

Welcome to the Powur of Citizenre!

Joining the Solution means you are now part of a dedicated, professional network of "Ecopreneurs" focused on creating energy independence for our country and financial independence for you. We have prepared a tremendous support network to help you on your journey.

Your "Get Started Now Checklist" and additional training systems will quickly move you up to speed on some simple marketing techniques, our solar solution, and our generous compensation program.

To save paper and trees, we utilize the internet to communicate information that is important for your success. Most of this information will be displayed in your "back office" because of email delivery problems and spam issues.

Your username and password are essential for accessing your personal "back office" toolkit. If you are not sure how to access your username or password, please contact your Sales Manager for assistance.

Ecopreneurs are assigned two personalized websites as follows:

Customer Registration Site - [www.JoinTheSolution.com/\[YourUserName\]](http://www.JoinTheSolution.com/[YourUserName]). This is where you send your customers when they are ready to register.

New Ecopreneur Site - [www.Powur.com/\[YourUserName\]](http://www.Powur.com/[YourUserName]). This is your business address—where people you refer go to learn about the Powur of Citizenre and to signup. If they are already a customer of Citizenre, then you should direct them to signup from their customer account, NOT your site. All they do is click on "Account Details" in their "back office" and click the appropriate link. This way they remain your customer and also become part of your network.

Your Powur.com site is also be used to access your "back office." Simply click on "Login" located in the upper right corner of the screen and enter your username and password. Your "back office" is a powerful tool that helps you manage your business. Take a look around. You will be impressed with the suite of tools available, including customer and associate databases, marketing materials, training modules, tests, Frequently Asked Questions and our popular Forums. We have provided a wealth of information to answer your questions and prepare you for your important role in the solar power industry.

It won't be long before your "back office" becomes a familiar place you want and need to visit often. Information on customers and Ecopreneurs you refer to your websites will be displayed in your "back office." *Messages* located in the upper middle part of your "back office" advise you of new activity. For example, new customers and new Ecopreneurs are shown as live links that require your immediate attention. Simply click on the link(s) for more information.

If you need assistance, your Sales Manager is available to help you process your first couple of new customers and Ecopreneurs. We have made the process simple. In most cases, all you have to do to confirm a new customer is enter their zip code in the appropriate data entry box. This will "confirm" the customer. Then simply communicate with your customer to answer some basic questions about the suitability of their house for solar power. The system will then generate a customer number in blue. When you click on the number a page will open up

displaying their information. You will then be able to access and print out their customized Forward Rental Application (FRA) which is shown as a blue link. Please refer to *Completing the Sale* a document discussed in the "Getting Started Now Checklist."

It won't take long before you are very comfortable with your "back office" and our simple sales process. Get in the habit of checking your leads frequently as they are distributed to Ecopreneurs on a sequentially rotating basis. For leads we supply, you are required to contact (or attempt to contact) the lead within 24 hours or it will be given to another Ecopreneur. You must upgrade at least 5 customers to solar before you will begin receiving leads. We want to make sure you are well trained to support them.

We have a huge mission: "25% by 2025." That is 25% of all residential electricity production coming from solar power by the year 2025.

Thank you for joining the solution. You make a difference.

Rob Styler

President, Powur of Citizenre

Powur of Citizenre – Get Started Now Checklist

Use this checklist to start building your business right away. Please print out a copy and simply check off each item once completed. If you have questions, make a note and contact your Sales Manager for answers and assistance.

- In order to activate your JoinTheSolution website and refer people, you must first take the test that ensures you are knowledgeable about Citizenre and our offer. Login to your back office, click on *Tests* under *My Training* to the left, click the *Download* button to the right of *Ecopreneur Introductory Training* to access the training materials. Read the materials and then click *Take Test* on the same page. You can take the test as often as you need to until you are satisfied with your results. Review the Knowledge Base regularly. We have a huge mission. We need your "A" game.
- If you want, you can add your picture and edit the greeting your visitors will see when they go to your website. To do this, login to your back office and click on *Communication* under *My Tools* to the left. Click on *Edit Webpage* and follow the instructions. Links are provided so you can review your replicated Citizenre websites. There is an easy to use tool for cropping and reducing the size of pictures if you need to in order to have a picture the size specified. Learn how to use this tool by clicking on *Tutorials* on the left and then click on *Download* next to *Create Your Associate's Picture*.
- Scroll down on the *Communication* page and download a copy of the corporate labels and your Associate labels. Labels must be printed on templates containing 30 labels (1' by 2' 5/8) per sheet. These are used as specified in the *Completing the Sale* document.
- Introduce people to the Citizenre offer by sending them to your [www.JoinTheSolution.com/\[YourUserName\]](http://www.JoinTheSolution.com/[YourUserName]) website and inviting them to watch the short video by clicking *PLAY* in the upper right portion of the page. Inform your visitors that there is a lot of information they can read on the website and invite them to contact you should they have any questions. If you don't know the answer to questions asked of you, check the *Forum* in your back office and/or ask your Sales Manager.
- Go to the *Sales Aides* page under *My Tools* on the left. Print a copy of *Completing the Sale* and follow the instructions. The labels you will need (as specified in the *Completing the Sale* document) are available on the *Communication* page. Scroll down below where you edited your website picture and message.
- Also on the *Sales Aides* page, print a reference copy of the *Forward Rental Agreement (FRA) General Terms and Conditions* and the *Forward Rental Agreement*. Read these to be familiar with them for future reference.
- Look over the Powur Plan to understand exactly how you will be paid for your results. This is available by clicking *Compensation* under *How We Do It* on the Powur.com home page. There is also an audio that explains the Plan for your education. The plan is fair and flexible and pays you both for helping customers upgrade to solar and for supporting the success of other Ecopreneurs in your team.