

Dear "Cherie Power" Club member, some tips, tools & reminders for you.



"Cherie Power" Club Thanks You!

Dear "Cherie Power" Club member,

Thank you all for attending our Power Club mornings held all over South Africa. If we did not come to your city during the May roadshow and you believe there would be enough support to make it worth our while, kindly let Sean Dercksen know and we will attempt to schedule your city in our next roadshow.

In order to get maximum benefit from your free "Cherie Power" Club membership, let me navigate you through the website, which looks just like the template on this e-mail.

If you look at the image above, you have many categories to choose from, which are jam-packed with information for you to enjoy. Simply click on the category you wish to view:

www.cheriepower.co.za

What is Cherie Club - a basic outline to the **free** membership club.

Roadshow Calendar - watch this space for **July roadshow** dates.

Cherie Profile - read what agents are saying about Cherie and send us your **testimonials**.

Cherie Supplies - sold brooches, will be ready for the next roadshow, also check out the marketing tool kit whereby for only R299 you will receive a "**12-direct program**". Exquisitely designed plus we will add your personal details and PDF it. Contact Sean/Tania for more information on info@cherieclub.co.za 084 90 90 100

Cherie Inspiration - click this category to see **Susan Boyle** video and the **Lost Generation**. Watch this space for more inspirational clips to enjoy and share.

Marketing Tools - these are your viral marketing products / documents. We have already uploaded the **Framework Agreement** documents as well as all the **numbers** that Cherie quoted during her May roadshow talk. Every month we will upload a fantastic document for you to send to your entire down line. We will upload one monthly flyer for you to send to your down line. The first is the "**Cherie Power**" Home Loan Repayment table, & will be uploaded onto the website this week.

Roadshow Gallery - click this category to view all the fabulous **photos** of the jam-packed rooms on the May roadshow.

The May roadshow message is quite simply:

If you don't have a database, you don't have a business!

So, get busy collecting names, business cards and e-mail addresses and **BUILD YOUR DOWN LINE / DATABASE / VILLAGE / COMMUNITY**. Watch the results once your viral marketing campaign gets going and remember that **interruption marketing** is old fashioned and that **permission marketing** is the new way forward.

Send your database a **monthly, informative marketing flyer**, which you PDF. before sending. It must have shelf life and contain such valuable, desirable information that your database sends it on to everybody in their database (**viral marketing**). When you have achieved this the program is working and you will soon break free of the *feast and famine* cyclical market. Some examples of documents that you would prepare are as follows:

1. Emergency numbers
2. Home loan repayment table
3. Transfer costs
4. Income qualification table
5. Sports fixtures (Lions tour of SA)
6. Monthly savings due to 4.5 % rate cut (freely available to you on the Cherie Power website)

Remember that when you are not achieving your objective, don't change your objective, change your strategy.

Embrace the **internet** (I have), get a **website** (I have), get a **blog** (**see mine**), get onto a discussion **forum**, start **twittering** (lets twitter), join **Facebook** (find me), and most of all, have fun. (I'm having a ball)

Also visit our new Cherie Power blog: <http://cheriepower.wordpress.com>

If you are unsure of how to access all of these free tools, then look on my calendar for dates of the next **Dead Men Have White Collars** course and book your seat. Steve has agreed to a reduced fee of only R250 per Cherie Club member for the full one-day course. In order to book, call Engela on (011) 467 8889 or e-mail Steve directly on steve@platinumplanet.co.za or call Tania On 084 90 90 100

Kindly note that **Helivac** have not met their financial contractual obligation with regard to the Cherie Club roadshow. We therefore suggest that you **do not actively promote the Helivac** opportunity until we are completely satisfied that your commission is watertight.

Our thanks go to African Renaissance developers whose sponsorship of the last roadshow made it possible for you to enjoy my talk free of charge. We encourage you to visit their website on www.living4u.co.za and to contact Susan Geere on 082 296 0988 / susan@living4u.co.za in order to secure a direct mandate to sell the development.

We look forward to seeing you all on our **next roadshow** commencing in **July**. Be sure to **visit our website** often www.cheriepower.co.za as we will be regularly adding inspiration and marketing tools to delight and inform you.

Warm Property Power regards,

Cherie

CHERIE POWER CLUB

info@cheriepower.co.za

www.cheriepower.co.za

<http://cheriepower.wordpress.com>

Please feel free to forward this e-mail to any Agent that might be interested in joining the free "**Cherie Power**" Club

And now the last word comes to you from **Jean Jacques** himself. The famous French fighter pilot invites you to read the following joke in a French accent with fantastic flair...

Q: How do you know if Jean Jacques, the French fighter pilot is at your party?

A: He'll tell you!

Q: How many Air Force pilots does it take to change a light bulb?

A: One... Jean Jacques just holds the bulb and the world revolves around him.

Q: How do you know your date with the fighter pilot is half over?

A. Jean Jacques says "but enough about me – wanna hear about my plane?"

Q: What's the difference between an Air Force pilot and a jet engine?

A: A jet engine stops making a noise when the plane shuts down.



Au revoir for now, but not for long!

Visit the Jean Jacques website to see how Sean has packaged his new business using the world wide web.
www.jeanjacques.co.za