



**National Training  
Program – Make eBay  
your Salary**

## #1.) INTRODUCTION

I am initiating a National Training Program to train interested and serious people; to enter the lucrative niche market of **Selling Full-Time via eBay.**

- A) I am 33 years old. I am a Physician's Assistant, a graduate of Penn State University. My wife is also a Physician's Assistant. We just bought a beautiful new home in Greenville, SC.
- B) I have also been selling on eBay for 10 years. I really like selling on e-bay. I like yard sales. I like going to Thrift Stores. You could say that **I'm a PRO selling on eBay.**
- C) I've put together a Comprehensive Training Program (my PLAN) that shows interested, serious, and hungry people...how to sell Full-Time (doesn't have to be Full Time right way) on eBay. My training can assist you to be able to **Make eBay your Salary.**
- D) I work from my home office. I work FT as a Physician's Assistant. I also go to Thrift stores and yard sales all the time. I then sell stuff – for lots of profit – on eBay.
- E) The focus of this National Training Program is to specifically target SERIOUS people who want to truly understand all aspects of selling on eBay, so that – if they choose – they can make real good money – and perhaps choose to make selling on eBay their FT job; **Make their Salary...via eBay.**
- F) If someone was asking and inquiring about how much they could make in a month – selling on eBay – it's a tough answer...because everyone is different.
- G) But clearly, with applying yourself a bit, and getting-after your day, **there's no reason that an average person cannot make at least \$2,500 a month.** I've made \$2,500 a month lots of times. I've made more that \$2,500 a month selling on eBay. With this training, you learn all aspects of selling on eBay.
- H) Your effort and hard work will determine your results.
- I) From an Investor standpoint, I'm looking for a **Capital Infusion of \$11,300.**





## #2.) EXPERIENCE AND TIME MANAGEMENT

- A) As stated, I have been selling on eBay for 10 years. I have a great Customer Satisfaction rating on eBay – because I do what I say I’m going to do – and because I don’t try to mess with folks, or mislead folks, or present things that are not true.
- B) I am initiating this Training Program to help others to prosper selling on eBay. I want to show tons of folks how to do this so they can get real truthful information; instead of the countless bogus (false) BS garbage being pushed each day on the internet by charlatans and liars. I’d like to utilize all the proceeds from this Training Program to buy lots of more cool stuff to sell on eBay and to add a good portion to my retirement account.
- C) I plan to incorporate this Training Program into my ‘off-hours’ on most business days; I will continue to perform my FT duties as a Physician’s Assistant.
- D) I’m looking for an Initial Investment, from an Investor to implement my PLAN, of **\$11,300**.

The specific use of the **\$11,300** is as follows:

• New Copier for new Telephone Operator	\$300
• 3,000 printed 5x8 index (mailer) cards with postage	\$1,500
• Aggressive daily YouTube advertising	\$3,000
• Telephone Operator (outbound and inbound calling)**	\$3,000
• **Salary for 1 <sup>st</sup> 6 months...\$500/a month	
• New iPhone for Telephone Operator	\$ 500
• New iPad mini for Telephone Operator	\$ 500
• New laptop computer for Telephone Operator	\$ 650
• New telephone for Telephone Operator	\$ 100
• New AC for Telephone Operator	\$ 300
• New Plantronics wireless headset for Operator	\$ 150
• New (2) magic jacks: 1 for Operator & 1 for Nick	\$ 100
• Miscellaneous and other office supplies & equipment	\$ 500
• Travel, handout mailer material and postage	\$ 700
• Total	\$11,300



The specific types of issues for Nick are:

- **Manager-Coordinator** – Nick will be the main point of contact for this business. The Investor can speak with Nick at most any time regarding any issue. As the **Manager-Coordinator, Nick's** experience, and proven success in eBay sales, is the key aspect of this business. He is in good health and physically capable to run this business.
- Effectively, as the **Manager-Coordinator**, Nick is the key communication person for this new business. His ability and energetic approach everyday will make this a success.
- **As the Manager-Coordinator** Nick will pay himself \$500 for every sale.
- The Investor will also be paid \$500 per sale, until the \$11,300 initial infusion is paid in full.
- Thereafter, the Investor will be paid \$250 per sale, until he/she receives \$20,00 in total payback funds. If the Investor chooses to Invest Additional Capital (in an amount in excess of his initial \$11,300 infusion) Nick and the Investor will continue the same initial payment structure. If the Investor chooses not to invest more Capital, Nick reserves the right to buyout the Investor for \$1,130 (10%).
- Nick's main concern is that this National Training Program does not interfere with him working his present FT Physician's Assistant job. This is the main reason why he is hiring a Telephone Operator to handle 90% of the inbound and outbound calls. Nick's wife will also help with some of the daily activities (she loves eBay too) ...she can help manage the Telephone Operator, when needed.
- Nick is only interested (Target Market) in training serious people. Nick is not interested in training whiners, and complainers, and folks who don't try.
- The initial (roughly 90%) Training will be done via recorded video and mostly updated/done by recorded training videos. Nick will add in-person, group training sessions as needed. Additional Recorded training videos on key topics will also be added, as needed. Nick will designate certain nightly question & answer times (via Skype-Zoom) to answer specific questions and concerns from attendees...so that folks can ask stuff, in-person.
- The \$1,500, 1-time attendance fee allows the person to access Nick for 1 year.





## The New Company Name and Information:

- **Company Name:** Make eBay your Salary
- **Ownership %:** 100% - Nick\*\*  
\*\*Investor Contractually owns payback
- **Office Location:** Greenville, SC
- **Bank:** Greenville National Bank

A) Pricing, Margins and Charges - \$1,500 attendance fee by attendees.

B) Nick is 33 years old. He has 10 years of selling on eBay. This represents a unique opportunity for Nick to make some additional money due to his vast experience on eBay, for folks to learn from Nick to make some real money selling eBay, and for an Investor to make a sizeable profit from a relatively small initial cash infusion.



eBay

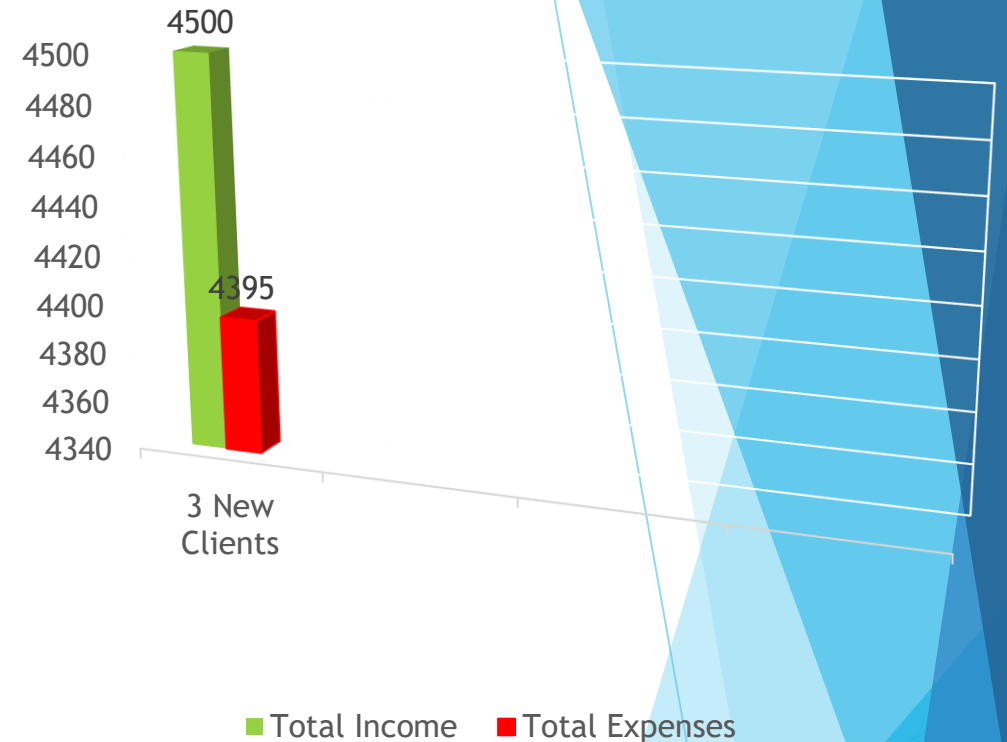
### #3.) CASH FLOW

Involves the **inflows and outflows** of cash... and that is the focus of this Section. Some aspects of cash flow involve the use of the initial cash investment. Some expenses may be missing from the first year's cash flow and accompanying graphs...We should view the cash flow in this light.

- A) This cash flow analysis involves the cash flow for the new National Training Program company (**Nick's PLAN**), Selling on eBay.
- B.) Accordingly, a very succinct Monthly 1<sup>st</sup> year's cash flow is as follows:



Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 3 New Clients per month, for the National Training Program.	\$4,500	(3) \$500/per sale payments to the Investor = \$1,500	\$1,500
(3) Sales x \$1,500/sale = \$4,500		(3) \$500/per sale payments to Nick = \$1,500	\$1,500
		Salary-Telephone Operator	\$ 500
		Internet	\$ 30
		Advertising and Solicitation	\$ 400
		Accounting	\$ 50
		Miscellaneous	\$ 350
		Dividend (7%) - \$11,300 x 7% = \$790 / 12 months =	\$ 65
<b>Total Monthly Income</b>	<b>\$4,500</b>	<b>Total Monthly Expenses</b>	<b>\$4,395</b>



**SUMMARY OF PROJECTION#1:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$4,500 – Cash Outflows (Expenses) of \$4,395 = **\$105 Positive Monthly Cash Inflow.**



## #4.) CONSTANT STREAM OF CUSTOMERS

Much of this plan needs to focus on how to obtain a **Constant Stream of Customers**. Here is a list of pro-active prospecting activities that we will need to implement to ensure that we have a **Constant Stream of Customers**.

- a) 20 proactive calls by the Telephone Operator each day.
- b) Networking by Nick: 2 nightly open houses (online) a month.
- c) 100 new postcards to be mailed out each week.
- d) Start a 5 x 8 index card system; transfer daily results into Microsoft data base each day. Managed by Nick's wife.

There are **5 specifics things** that Nick is accountable for each day:

### **What will he do (specifically)?**

- 1) Direct and monitor the Telephone Operator to make phone calls.
- 2) Keep score; monitor the pro-active and prospecting calls.
- 3) Solve any problems or concerns ASAP...do not let issues fester.
- 4) Perform all duties related to the company.
- 5) Fill out his daily Executive Book. Keep track of all expenses and income.
- 6) Be the Chief Communication Officer of the company.





## When will he do it?

- 1) His hours are set when he's not working as a FT Physician Assistant; Nick is generally always 'on'. He's an entrepreneur.
- 2) He will support the Telephone Operator and prospects at the end of the day.
- 3) He is responsible for communicating with the Investor as much as needed.

## How will this prospecting work?

- 1) Telephonically, pick up the phone. Keep Telephone Operator honest.
- 2) Focus on serious inquiries only.
- 3) Focus on managing the process.
- 4) Focus on targeting those folks who respond to him.
- 5) Focus on creating his 'BRAND' as a Premier National Training Program.

## Why do it at all?

- 1) Prospecting works.
- 2) Need to keep score. Wishing is not a way to do business
- 3) Other advertising (YouTube online) will follow in 1 - 3 months.
- 4) Nick is the business; its success depends on his initiative and execution.

## How much should Telephone Operator call?

- 1) As much is stipulated...can be adjusted.
- 2) Nick will serve as the communication-hub of the new business.
- 3) It's not a matter of how much he should call, but rather developing a system and follow-up process to ensure that he has a full pipeline of clients/prospects scheduled.



## #5.) DAILY PLAN

### A.) Daily Plan for Workflow

- 1) An Executive Notebook, which describe a Daily Plan of Action, will be completed daily by Nick... specifically for this Training Program.
- 2) Daily Plan is not optional.
- 3) Nick will text Telephone Operator with the activities of the day.
- 4) Telephone Operator will be updated daily/weekly by Nick, using a calendar.
- 5) Reality: Telephone Operator must be constantly available for Nick.
- 6) Nick must make a concerted effort to constantly look for new marketing strategies.
- 7) The 5x7 index card system – which everyone will perform – will be automated after 60 days. The 5x7 index card system will continuously be used.

### B.) Daily Plan for Nick

- 1) Develop communication processes (i.e. Billing, E-mail, Communication with Clients, Communication with Telephone Operator and Rose (Use of Book-Keeping Software, etc..) must be communicated effectively.
- 2) Review appropriate information with Telephone Operator and Nick's wife on a daily basis.
- 3) Keep Executive Book with you at all times.
- 4) COOPERATE with Telephone Operator and Prospects.
- 5) Write things down, don't forget things.





### **C.) Daily Plan for Nick's Wife**

- 1) Develop communication processes (i.e. Billing, E-mail, Communication with Clients, Communication with the Telephone Operator, Use of Book-Keeping Software).
- 2) Review appropriate information with the Telephone Operator, as needed, and in Nick's absence...on a daily basis.
- 3) Keep your own Executive Book with you at all times.
- 4) COOPERATE with Nick, and Prospects, and Telephone Operator.
- 5) Keep Score of everything (post cards mailed, online ads placed, number of calls made each day by the Telephone Operator, number of messages left, etc...). Encourage Nick. Encourage Telephone Operator.

### **D.) Daily Plan for the Telephone Operator**

- 1) Incorporate Daily Plan from Nick with your schedule.
- 2) Communicate quickly and consistently with Nick each day.
- 3) Refer any hot lead immediately to Nick and/or Nick's wife.
- 4) Perform 20 pro-active calls each day; leave a lot of nice messages.
- 5) Develop a Follow Up folder, which support your own personal Executive Book.



## #6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

### **A) Organize your Target Market**

- 1) Target entrepreneurs and eBay lovers.
- 2) Target local States (via advertising) in an organized manner.
- 3) Target (extra) those who respond to your initial prospecting.

### **B) Organize your Prospects/Clients**

- 1) Understand - the 80-20 Rule.
- 2) Identify – those who respond to you. Know the particular stories and perceived concern (not enough time, not enough money, not the right time, don't know hoe to make the switch over to this niche, etc....).
- 3) Categorize/Segregate - don't waste your time on timewasters.

### **C) Organize your Desk**

- 1) Nick needs to keep Telephone Operator's desk organized. Fill out Executive Book Daily. Not optional.
- 2) Nick's wife will handle certain tasks. For example, all BILLING (80% of the billings should be electronically). Clarify and determine.
- 3) Daily Action Plan needs to be written down each day by Nick and Telephone Operator and texted/communicated to the Telephone Operator.





## #7.) PERSONAL PREPAREDNESS

### A) Are you ready to do this?

- 1) Nick, and Nick's wife, and the Telephone Operator, need to speak to each other to evaluate the next day's activities and plan for the next day's needs.
- 2) Nick has sufficient energy to entertain this Training Program business.
- 3) Nick wants to use some of these funds to be his retirement business income.
- 4) This re-focusing of this additional business will be very profitable for Nick and the Investor.

### B) Personal Assessment

- 1) Nick is 33 years old. His physical and mental health are excellent.
- 2) Nick is excited to add this new business income stream; and to focus on helping serious entrepreneurs.
- 3) There are no personal, business, or other obligations in Nick's life that will impede him from doing this new business.

### C) Compelling Reasons

There are **3 primary things** that Nick wants from this business.

- 1) An additional monthly revenue source.
- 2) To be the Premier Training Program to assist folks who want to prosper by selling stuff on eBay.
- 3) To allow Nick to massively add to his retirement savings.

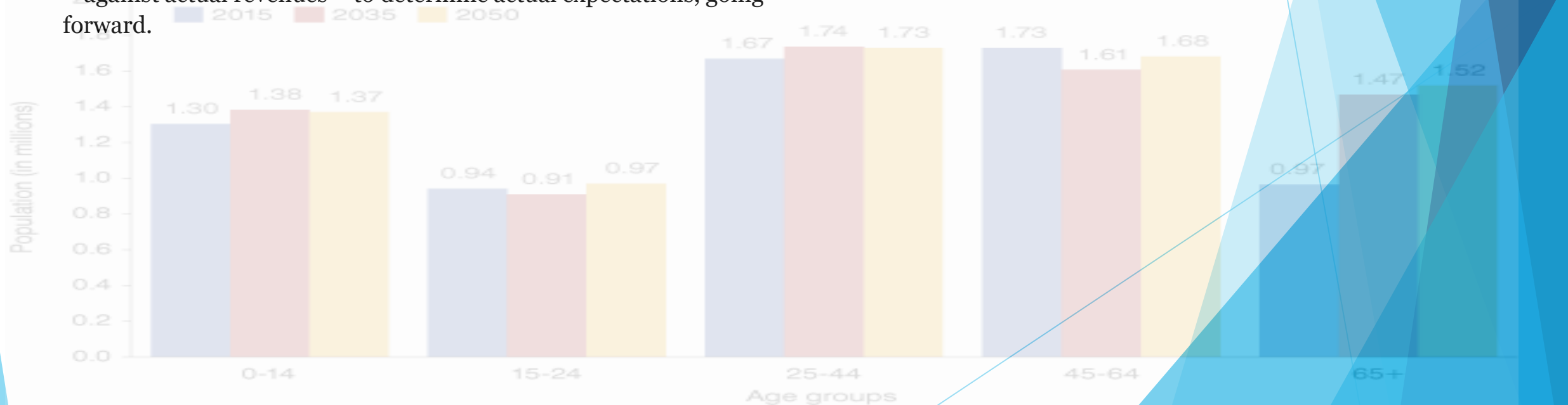


## #8.) PROJECTIONS

I'll present 3 different Projections Scenarios - which are Projections. The 1<sup>st</sup> Projection is from the CASH FLOW Section of this presentation. The last 2 Projections are changes to the amount of projected business generated ... or jobs completed.

These Projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:

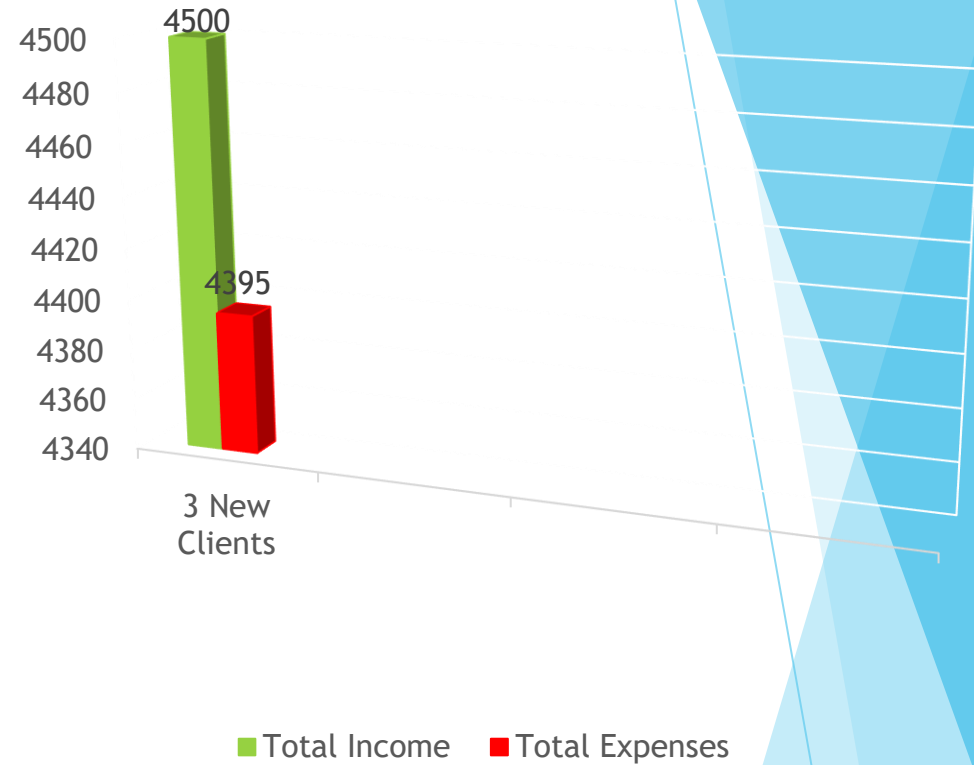
- 1.) These Projections have nothing to do with Nick's present business.
- 2.) These Projections can be altered and reconfigured at any time.
- 3.) These Projections involve a 1-time Capital Infusion of \$11,300.
- 4.) These Projections should be reviewed with Nick and the Investor – against actual revenues – to determine actual expectations, going forward.





**PROJECTION: SCENARIO#1**

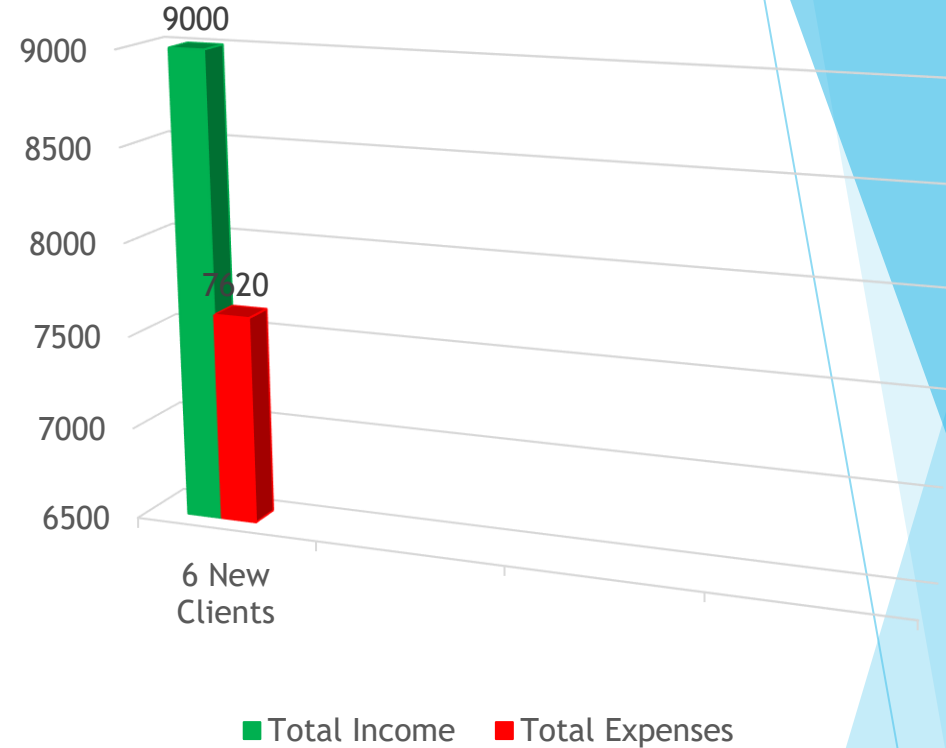
Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
<b>Projected 3 New Clients per month, for the National Training Program.</b>	\$4,500	(3) \$500/per sale payments to the Investor = \$1,500	\$1,500
			\$1,500
<b>(3) Sales x \$1,500/sale = \$4,500</b>		(3) \$500/per sale payments to Nick = \$1,500	
		Salary-Telephone Operator	\$ 500
		Internet	\$ 30
		Advertising and Solicitation	\$ 400
		Accounting	\$ 50
		Miscellaneous	\$ 350
		Dividend (7%)	\$ 65
<b>Total Monthly Income</b>	\$4,500	<b>Total Monthly Expenses</b>	\$4,395



**SUMMARY OF PROJECTION#1:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$4,500 – Cash Outflows (Expenses) of \$4,395 = **\$105 Positive Monthly Cash Inflow.**

## PROJECTION: SCENARIO#2:

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
<b>Projected 6 New Clients per month, for the National Training Program.</b>	\$9,000	(6) \$500/per sale payments to the Investor = \$3,000**	\$3,000
<b>(6) Sales x \$1,500/sale = \$9,000</b>		**this \$500 per sale payment reduces to \$250/per sale after the initial \$11,300 infusion has been paid in full.	\$3,000
		(6) x \$500/per sale payments to Nick = \$3,000***	
		***Nick will be paid an extra \$500 per sale after the Investor has been paid in full.	
		Internet	\$ 30
		Salary Telephone Operator	\$ 600
		Gas/Travel expanses	\$ 500
		Advertising and Solicitation	\$ 750
		Accounting	\$ 100
		Miscellaneous	\$ 250
		Dividend (7%)	\$ 65
<b>Total Monthly Income</b>	\$9,000	<b>Total Monthly Expenses</b>	\$ 7,620

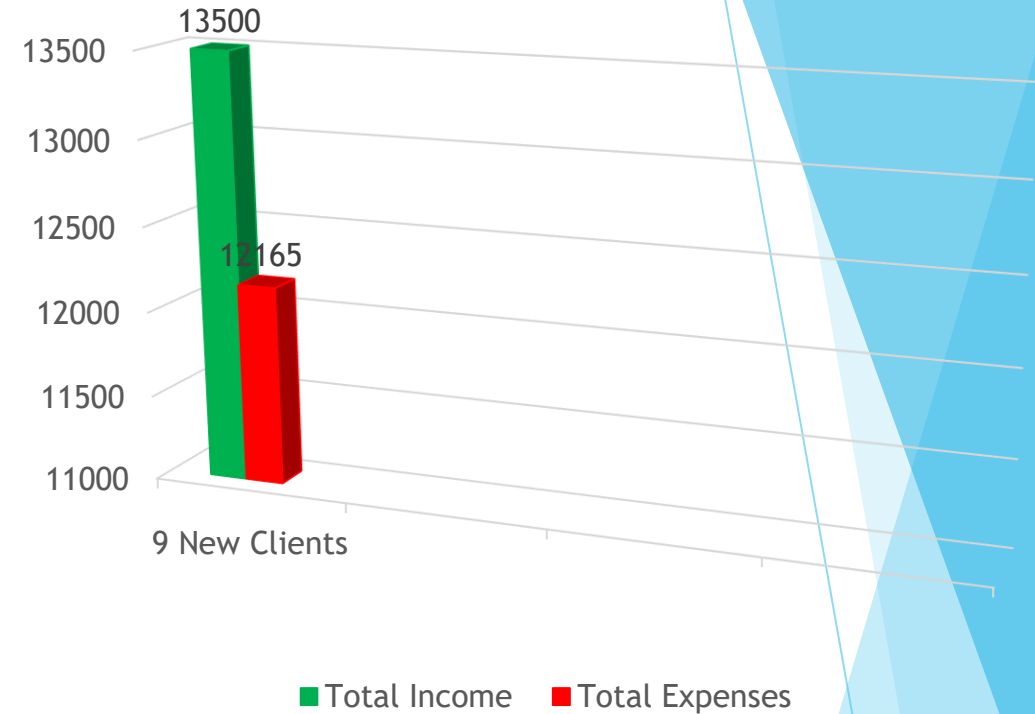


**SUMMARY OF PROJECTION#2:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$9,000 – Cash Outflows (Expenses) of \$7,620 = **\$1,380 Positive Monthly Cash Inflow.**



## PROJECTION: SCENARIO#3

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
<b>Projected 9 New Clients per month, for the National Training Program.</b>  <b>(9) Sales x \$1,500/sale = \$13,500</b>	\$13,500	(9) \$500/per sale payments to the Investor = \$4,500**  **this \$5000 per sale payment reduces to 250/per sale after the initial \$11,300 infusion has been paid in full.	\$4,500
		(9) \$500/per sale payments to Nick = \$12,000***  ***Nick will be paid an extra \$250 per sale after the Investor has been paid in full.	\$4,500
		Salary Telephone Operator	\$ 800
		Gas/Travel expenses	\$ 700
		Advertising and Solicitation	\$ 1,000
		Accounting	\$ 100
		Miscellaneous	\$ 500
		Dividend (7%)	\$ 65
<b>Total Monthly Income</b>	\$13,500	<b>Total Monthly Expenses</b>	\$12,165



**SUMMARY OF PROJECTION#3:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$13,500 – Cash Outflows (Expenses) of \$12,165 = **\$1,335 Positive Monthly Cash Inflow.**

## #9.) CAPITAL INVESTMENT

The Capital Investment breakdown of \$12,000, as previously stated in the Experienced People and Time Management Section#2 of this fully developed PLAN, is as follows:

### CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the **CAPITAL INVESTMENT is \$11,300.**

The specific use of the \$11,300 is as follows:

- New Copier for new Telephone Operator \$300
- 3,000 printed 5x8 index (mailer) cards with postage \$1,500
- Aggressive daily YouTube advertising \$3,000
- Telephone Operator (outbound and inbound calling) \*\*\$3,000  
\*\*Salary for 1st 6 months...\$500/a month
- New iPhone for Telephone Operator \$ 500
- New iPad mini for Telephone Operator \$ 500
- New laptop computer for Telephone Operator \$ 650
- New telephone for Telephone Operator \$ 100
- New photocopier for Telephone Operator \$ 300
- New Plantronics wireless headset for Operator \$ 150
- New (2) magic jacks for Operator & Nick \$ 100
- Miscellaneous and other office supplies & equipment \$ 500
- Travel, handout mailer material and postage \$ 700
- Total \$11,300**





**A) Parameters:**

- 1–Time Infusion of \$11,300.
- Targeted infusion to cover specific costs (see above).
- No Collateral required. Investor owns all office equipment (laptops, copiers, and phones) until payback of \$11,300 is made in full.
- \$11,300 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

**B) Payback of Investment**

- **DIVIDEND:** 7% - monthly to Investor, initiates 90 to 120 days after initial infusion, (\$65 per month).
- **Each month:** In addition to the dividend payment, Investor gets paid \$500 per sale until \$11,300 amount (amount of total infusion), is paid in full. Thereafter, the Investor is paid \$250 per sale until he is paid \$25,000 total.
- **After \$11,300 is paid in full,** Investor is paid \$250 per sale. The dividend payment discontinues (is no longer paid) after the \$11,300 infusion is paid back.
- **Nick is initially paid \$500 per sale.** After Investor has been paid back \$11,300 Initial Infusion, Nick will be paid \$750 per sale.
- **After initial investment has been paid in full,** Nick reserves the right to utilize any excess profits as he deems appropriate.
- **Nick reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL,** to buy out Investor. (\$1,130 (10% of initial infusion) payment).
- **Nick retains 100% ownership** of the National Training Program after the Initial \$11,300 Infusion has been paid in full.



**#10.) EXECUTION OF THE PLAN**

**EXECUTION OF THE PLAN (PLAN #81)**  
**PLAN FOR SELLING ON eBay**  
**NATIONAL TRAINING PROGRAM**  
**TERM SHEET**

**CAPITAL  
INFUSION:**

\$11,300

**ENTITY:**

Business to be operated under Newly Formed LLC.

**OWNERSHIP:**

Percentage of ownership is based-upon the per sale payment to the Investor and Nick. Nick owns 100% of the National Training Program. For LLC purposes, ownership % will be determined by the accountant. Payment to the Investor is determined by a per sale contractual Agreement.

**PAY-BACK:**

Investor is paid \$65 per month (considered as a dividend) until \$11,300 infusion is paid back in full. The Investor will also be paid \$500 per sale, until the \$11,300 initial infusion is paid in full. Thereafter, the Investor will be paid \$250 per sale, until he/she receives \$25,000. At that time, if the Investor chooses to Invest additional Capital (in an amount in excess of his initial \$11,300 infusion) Nick and the Investor will re-continue the same initial payment structure. If the Investor chooses not to invest more Capital, Nick reserves the right to buyout the Investor for \$1,130. For LLC purposes, Nick owns 100% of the National Training Program.

**DIVIDEND:**

7% dividend payable monthly to Investor, 90 to 120 days after Initial Infusion has been made (\$65 per month).



- NICK PAY:** Nick is paid \$500 per sale. After the Initial \$11,130 Infusion is paid in full, Nick is paid \$750 per sale.
- ONGOING:** After initial investment has been paid in full, Nick reserves the right to utilize any excess profits as he deems appropriate.
- Fran reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buyout Investor (after \$20,000 total payment to the Investor ... for \$1,130).
- COLLATERAL:** There is no collateral. The office equipment (laptops, phones, copiers) are understood to be the property of the Investor until the \$11,300 Initial Infusion is paid in full.
- COVENANTS:**
- a.) Nick and Investor speak once a week, or as needed.
  - b.) Nick reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR make an additional infusion of Capital, as warranted.
  - c.) Nick manages the everyday activities of the company.
  - d.) Investor may interface with Nick at any time (reasonable time-permitting).
- PARAMETERS:**
- a.) 1–Time Infusion of \$11,130.
  - b.) Targeted infusion to cover specific costs (see list of targeted costs to be covered by the Initial Infusion stipulated in Section #9 – CAPITAL INVESTMENT, of this Fully-Developed Plan).
  - c.) \$11,130 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: \_\_\_\_\_

DATE: \_\_\_\_\_

\_\_\_\_\_  
Nick Orlofsky  
DPA – Selling on eBay

\_\_\_\_\_  
(Investor)