

ULU COOPERATIVE REFERRAL GUIDE

Maximize the Benefits of our Referral Program while helping to Promote ULU

Thank you for deciding to join with other dedicated Members to help grow and strengthen ULU. Our vision can only be realized through a well organized team effort. In this document (Guide) we will lay out several ways you can be an important part of our Growth Campaign and at the same time earn Capital/Ownership Credits.

Of course it's critical that we provide effective tools and methods for you and other team members. There's probably a handful of ways to do this promotion right, but there are many ways to do it wrong. We've created this simple guide to give us several methods to use. Please study the guide closely and select the method(s) you feel can work best for you. Execute the methods(s) in a timely manner. Our campaign is designed to grow membership and at the same time attract participation on our marketing team and to create momentum.

What Is The Goal Of Our Referral Program?

The number one goal is to equip you and other members with effective ways to scour your networks to find people open to taking a look at ULU and our Cooperative Economic Empowerment Plan.



This is the first step to having success in new membership growth. After we have successfully identified the people who are interested, they will be driven through a funnel process in which they will learn more about ULU and ultimately be shown a presentation at which time they can make a decision about whether ULU is the right fit for them. We have endeavored to do our very best to keep this process as simple as possible for a members so that you can get the best results.

The Job of Our Promotional Team

We want to make it clear at the outset that we do not want you to try to recruit people in terms of selling the idea of ULU unless you have for some reason been granted special permission to do so. What we have found is that well-intentioned Members with limited knowledge can sometimes make mistakes that are difficult to correct and recover from. All we expect of our promotional team is to help generate interest and attract people who have expressed an interest in a way that allows us to obtain their contact

information and then to follow-up with an invite to a live or recorded presentation. Our Automation Process will handle the follow-up sequence.

How can members create referrals?

How are you to do this? You may be wondering how you can assist promotionally. We have isolated five key ways you can help us accomplish our goals for marketing ULU.

Before we get into the details, please remember to set aside a specific time to do your supportive promotional activity ex., one day a week etc or in the case of social media one hour a day for seven days.

In this guide we have outlined five sources for referrals:

- 1. The text base or phone list of each member**
- 2. The email network of each member**
- 3. Facebook Page and following**
- 4. LinkedIn Network**
- 5. Instagram page and following**

In this guide we offer specific strategies for tapping into each of these units we also would provide specific resources to utilize. Please select the one method that works for you for a campaign. If you'd like to use multiple options, it is suggested that you use only one per campaign. That does mean however if you like to switch up and participate in multiple campaigns you are most welcome to do so. For the record this Marketing drive will typically feature monthly campaigns.

The individual goal for each marketing partner is to reach out to 350 and attracted at least 35 people to the presentation.(unless you are using texting in which case one hundred would suffice!)

Text

The method will involve sending a text message (Shortened Peak Interest through a group text or a series of individual text) As they respond to that message a follow up will be sent for them to register for the presentation event. The goal would be then to send a few reminders leading up to the event to ensure they are at the event. Once the event has happened it could be reviewed how many of them responded initially, how many of those made it to the event and ultimately how many became members and unit owners.

Example text

Greetings,

Do you think the Black community should control the economics of their community? Would you interested in viewing a blueprint on how to do that or considering joining a movement with that as the focus?

If the reply is yes

Great, please go to this link to sign up for a special presentation on the Blueprint coming up on

If they reply no.

Ok thanks.

Emails

To an email database the first step would be to send out a Peak Interest email. Secondly, you would gather the responses to the Peak interest email and send a response email that response email is designed to capture their information or have them register for live or recorded event. Roughly about half of the people that sign up for the event will show up at the event. Once they show up on the call for the live event an offer will be made for them to become members of ULU. Roughly about 10% of the people who are on the call will become members. once we track those members you will be given credit

Peak Interest Email

Subject:

Do you think we should control the economics of our community?

Greetings

Do you think we should control the economics of our community?

I have recently joined an organization called ULU, Us Lifting Us Economic Development Cooperative that has been quietly constructing a plan of action to do just that. ULU has been very successful in building a solid foundation of 502 members on a mission to gain control of the economics of our community.

We are now reaching out to people we feel are serious about our economic survival and are asking the critical questions.

1. Are you open to learning of a new model that can help the Black Community take control and gain economic power?
2. Are you interested in learning of an **exact method** for Black Economic Empowerment?

If you are interested, we would like to invite you to a special event where we will unveil this new model.

If that appeals to you, simply reply to this message and we will forward to you the details.

Thank you,

When Someone responds:

Thank you for your interest.

We are inviting you to a very special recorded presentation called:

**HOW TO TAKE CONTROL OF THE ECONOMICS OF OUR COMMUNITY;
An Exact Method For Black Economic Empowerment.**

This event will provide clear instructions needed for us to take greater control of our economics and change the course of our economic destiny. We just need your presence to make it a reality.

Click here to access it!

Facebook

Facebook is the biggest of the social media Outlets with over 2 billion people on the site. Most of the people that we are looking for are actively on Facebook. If a member has a Facebook following of at least 1,000 friends we asked them to use several methods to reach out to them. We insist on using several methods because Facebook will control how many people can see that message and so to get maximize exposure we come at it from different angles.

- If someone wanted to post on their page the Peak Interest script with a picture file for picture image it could wait for a response directly from people under a post. At that point all the respondents could be DM'd and registered for the upcoming presentation. It's very important that registering happens privately and not under a post.

TAKING BACK THE POWER

The Facts

- Black owned businesses only get 2% of the Black Consumer Dollars.
- If Black Consumers spent 10% more of their income in Black Businesses it would generate 1 million jobs for African Americans.
- After the government, black businesses are the biggest employer of African-Americans.



Black people are not poor, we just have a poor economic ideology!

1. Are you open to learning of a new model that can help the Black Community take control and gain economic power?
2. Are you interested in learning of an exact method for Black Economic Empowerment?

If you are interested, we would like to invite you to a special event where we will unveil this new model.

If that appeals to you, simply reply (interested) to this message and we will forward to you the details.

- One could also create an event and invite as many people as possible to that event Facebook allows for 2500 people to be invited to an event

HOW TO TAKE CONTROL OF THE ECONOMICS OF OUR COMMUNITY; An Exact Method For Black Economic Empowerment.

- If a member feels comfortable being on video and is good at talking they can do a Facebook live on the subject of black economic empowerment and introduced the idea of ULU briefly and ask as a call to action for people to express if they would like to learn more in the comments

Video Script.

Title: Do we need to control the economics of our community?

The main reason for the problems we have is that we do not control our economics

Other people are getting rich off o us as a result

Some of us have lost all hope even though we earn over a trillion dollars a year collectively, but others are open to a new way.

1. Are you open to learning of a new model that can help the Black Community take control and gain economic power?
2. Are you interested in learning of an exact method for Black Economic Empowerment?

If you are interested, we would like to invite you to a special event where we will unveil this new model.

If that appeals to you, simply reply (interested) to this message and we will forward to you the details.

- A member could also DM a group of friends with the Peak Interest message and see how many responses they get. We suggest that daily for a campaign for seven days they send a message to 50 people. That way over the course of a campaign about 350 messages will be sent and again once people express that interest their information will be exchanged by them signing up for the event.

Script:

Hi **person's name**,

How are you today?

I am doing a check to see if anybody I am connected to is open to a fresh perspective on Black community development.

Is it ok if I ask you a couple of quick questions?

1. Are you open to learning of a new model that can help the Black Community take control and gain economic power?

Wait for answer

2. Are you interested in learning of an exact method for Black Economic Empowerment?

Wait for answer

If yes

Would you be open to attending a special event where we will unveil this new model?

Wait for answer

If the answer is yes

Thanks, we will be having a special event on Wednesday Jan 24th at 8pm Eastern Standard time

**HOW TO TAKE CONTROL OF THE ECONOMICS OF OUR COMMUNITY;
An Exact Method For Black Economic Empowerment.**

Please click the link to register

Once you register you will be given the access information

LinkedIn

LinkedIn is a lot more formal than most other social sites because of its business/professional association, however it can be a hotbed for potential new members because it's mostly professionals and business owners.

On LinkedIn you can send a DM to anyone in your network.

Hi **Name**,

My name is _____ -

I am one of your contacts on LinkedIn. I have been looking over your profile and I am quite impressed by what you are doing.

Is it ok if I ask you a couple of quick questions?

If the response comes back yes

1. Are you open to learning of a new model that can help the Black Community take control and gain economic power?
2. Are you interested in learning of an exact method for Black Economic Empowerment?

If the responses are yes:

Greetings **Name**

Thanks for your responses.

I would like to invite you to a special event on Wednesday Jan 24th at 8pm Eastern Standard time

**HOW TO TAKE CONTROL OF THE ECONOMICS OF OUR COMMUNITY;
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Please click the link to register

On this call we will lay out an exact methodology for taking control of the economics of our community and I would value getting your feedback on the concept.

I am looking forward to you being on the call.

Thanks again,

Your Name

The main point here is that within the email LinkedIn you can send an email to potential prospects in your network of influence and generate a response from them converting that response into form for attending our presentation.

Instagram

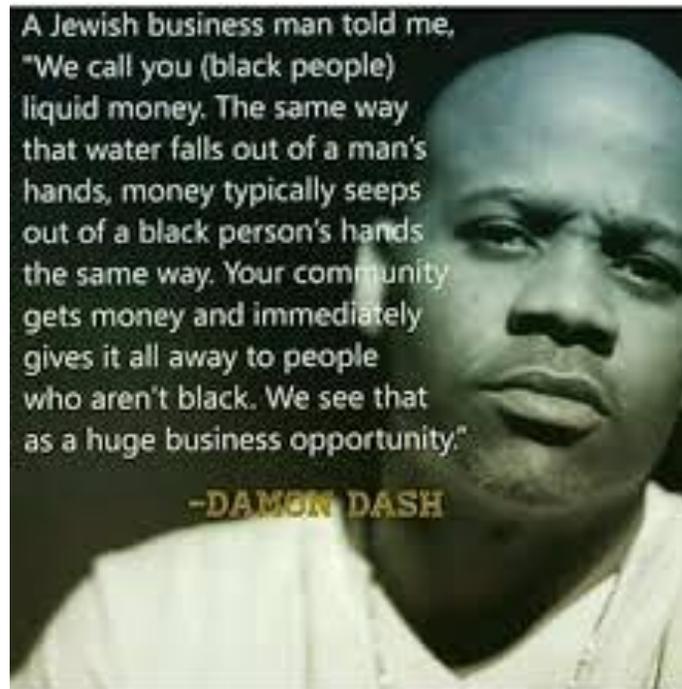
On Instagram you can:

- Create a 60 second video
The video could be a short message and the ask the peak interest questions and ask those interested to just post interested in the comments.

- Make a post with the Peak Interest script Post can be Bad News Data+ Peak Interest question(You might want to post another version of that post for seven

days straight for as many people to see as possible. Be sure to respond to comments)

➤ **Example post to use**



At some point you recognize the system ain't gonna change unless we change....

1. Are you open to learning of a new model that can help the Black Community take control and gain economic power?
2. Are you interested in learning of an exact method for Black Economic Empowerment?

If you answer yes to any of these question just type "interested" into the comments and I will send you an invitation to a special presentation for those who are ready to make that change!

- DM people with the peak interest group to see if you get a response. We recommend dm'ing at least 50 people a day for 7 days straight

Hi **person's name**,

How are you today?

I am doing a check to see if anybody I am connected to is open to a fresh perspective on Black community development.

Is it ok if I ask you a couple of quick questions?

Wait for answer

If yes

3. Are you open to learning of a new model that can help the Black Community take control and gain economic power?

Wait for answer

4. Are you interested in learning of an exact method for Black Economic Empowerment?

Wait for answer

If yes

Would you be open to attending a special event where we will unveil this new model?

Wait for answer

If the answer is yes

Thanks, we will be having a special event on Wednesday Jan 24th at 8pm Eastern Standard time

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What could that look like well executed?

Well if we had 50 participating member who reached out to 350 people each over the course of our campaign with 10 percent expressing an interest, we would have added $50 \times 350 \times 10\%$ new contacts to our base or 1750 new contacts. If we were able to successfully convert 10% of those people to members we would have added 175 new members in just one campaign. While we would have given out about the equivalent of 17.5 new units in points to our members toward there units.

If we repeated such a campaign once a month with the same success ratio we could reach our new member goals with 6-10 months.

This is just a working model to aim toward but the bottom line is if we work as a team we could accomplish great things.