

Everyone!

One of the truly great benefits of attending the RaPower3 National Convention is getting to know fellow team members, linking up faces with names, and learning what techniques have proven successful for them. This year's most memorable line comes from Bob Aulds of Wichita Falls TX. This was Bob's first year in RaPower3 and at the convention.

Like all of us who are trying to build our business, Bob caught himself getting lost in the numbers and all the information on the web site ([www.RaPower3.com](http://www.RaPower3.com)). While working his way out of this wilderness, Bob came up with this statement: "You know, I have no idea how my new big screen TV works, but I really do love to turn it on and watch it." Bob's TV works. Just like RaPower3 works taking your "earmarked" federal income tax and putting it to work for you and all who participate. Remember, everyone who enrolls into the RaPower3 Program makes money.

Bob's technician keeps his equipment running smoothly & efficiently. Bob (and I) is not a numbers guy. Fortunately, Bob (as well as the rest of us) has team member John Howell who happens to be an EA (Enrolled Agent with the US Treasury Dept) who keeps Bob's RaPower3 Program running smoothly & efficiently. John understands the numbers, how the RaPower3 program has qualified for federal energy tax credits, and, therefore, zeroed out Bob's federal income tax liability. All Bob needs to know is that John keeps his RaPower3 Program current & up to date on all the benefits that are available. In fact, of John's 600+ prepared returns, 40-50 were returns for RaPower3 team members from all over the US, and John kept all those RaPower3 accounts running smoothly & efficiently as well.

That's all Bob needs to know & care about, keeping it running. For all those questions that deal with numbers & detailed benefits, Bob refers them to EA John Howell - and so can you. John has graciously agreed to field those difficult number questions & to serve as a 3<sup>rd</sup> party validation on the RaPower3 Program. His contact information is:

Name: JOHN HOWELL, EA  
Address: 4708 K Mart Dr Ste B  
City: WICHITA FALLS TX 76308  
Phone: 940.766.0981  
WEB: [www.howelltax.com](http://www.howelltax.com)  
Email: [jhowell@howelltax.com](mailto:jhowell@howelltax.com)

So to grow his business, what does Bob really need to know? First is all the basic information on the web site, especially the enrollment options & payment obligations. Second, Bob needs to have his 30 second, icebreaker, elevator speech down pat; something like:

Q: Do you like paying taxes?

A: No! Who Does?

Q: Neither do I - that's why I own my own business helping people put their taxes to work for them making money and have qualified for federal energy credits fostering the rollout of a new alternative energy project. Do you have 2 minutes to preview this truly



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revolutionary technology that could zero out your federal income tax? (Have the video cued up on your smart phone, iPad or other internet device: <http://goo.gl/62g5Y>. Hand your device to them & be attentive while they watch.)

Exchange cards with them making sure you point to the web site [www.RaPower3.com](http://www.RaPower3.com), and you get their cell phone number. Ask them to click through the links, especially the 'Frequently Asked Questions, the longer video, and enrollment options' telling them to write out their questions as they click through. Tell them you will call in 2 days at 7 or 9PM (which works best for them) to get their questions answered.

When you call to answer their questions, you can field their basic questions which you have heard answered before. If they present more difficult, detailed questions on how the numbers work, that becomes time for Bob's TV analogy & share John Howell's contact information. Numbers are his business. Perhaps the prospect will ask, "Can my guy call your guy?" Yes he can. Call John. Now it is best to do a three way call with John so that you can hear John's answers thereby increasing you knowledge and abilities.

Third, Bob needs to know how to determine the proper number of systems for his prospect to secure in order to maximize all the benefits of the RaPower3 Program. That is explained at [http://rapower3.com/benefit\\_options.shtml](http://rapower3.com/benefit_options.shtml). You need to study the three options, especially #3 & you always want to present this option to the prospect first.

Fourth, there are certain numbers that all RaPower3 team members need to have down per system:

1. Retail Price - \$3500;
2. Full Down Payment - \$1050;
3. Up Front/Enrollment Cost - \$105;
4. Federal Energy Credit - \$1050;
5. Bonus - \$2,000;
6. Residual Income - \$150/year first 5 years, \$68/year the next 30 years;
7. Depreciation - \$2,975, 50% Bonus depreciation the first year;
8. Rule of thumb - multiply Line 55 of Form 1040 by 6, and then multiply that sum by .0007 to determine the number of systems to be purchased to offset federal income taxes through 2016. Remember, your client can always purchase more systems to extend his tax free status beyond 2016 since the tax credits may be forwarded 20 years.

Any numbers that get more detailed than multiples of the above need to be referred to John Howell and always advise the prospect to be sure to consult his tax preparer.

As with any business your #1 goal is to make money. There are 4 revenue streams that are created for each client when they enroll including a great commission structure so you can make money by helping people save tax \$\$\$\$\$\$\$\$\$

**WE'RE GOING GREEN!**  
**[www.RaPower3.com](http://www.RaPower3.com)**

**Roger Freeborn, Cell 503.312.2138**  
**RaPower3 National Director - Gal 6:9**

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