

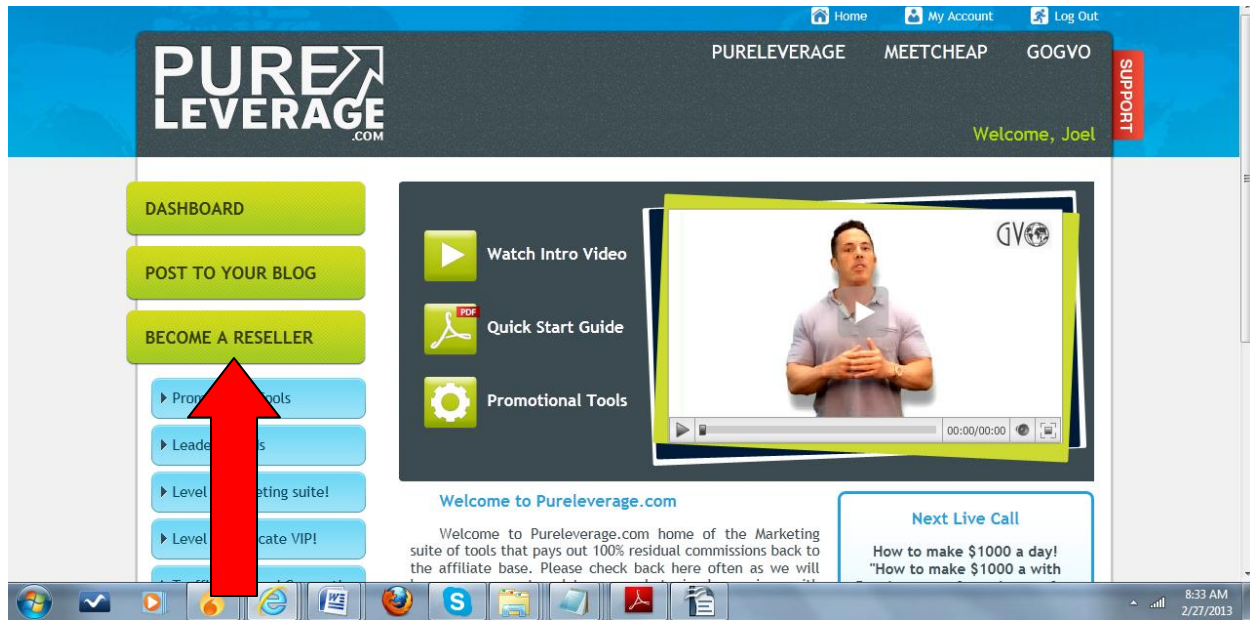


Pure Leverage

The Overview

We encourage you to print off this PDF or save it to your PC for quick reference and referral

Welcome to your Pure Leverage members area, and user interface. In this PDF let us cover a few simple things to help you better understand the complete Pure Leverage system.



PART #1 - Become a Reseller!

We HIGHLY encourage ALL members of Pure Leverage to upgrade and to become a Reseller. This will allow you to maximize your benefits of membership, and earn 100% in residual commissions of the products and services we offer, and for you to build MULTIPLE streams of income!

Why and what does this 100% in commissions mean?

Anyone that you bring into the Pure Leverage system you are directly sponsoring...

- On month 1 you will collect 100% of their paid membership fee. (\$24.95)
- On month 2, and forward, you will collect 50% residual commissions on their membership fee, month after month. (\$12.48/mo)

PLUS

- Collect 50% of the total sales from the people you have directly sponsored into Pure Leverage.

For example: If you directly sponsor 1 person into Pure Leverage and this person has a total of \$5000. in monthly sales. You will collect 50% of this total + 50% of their membership fee. For a grand total of \$2512.48!

This is why it is very important to upgrade as an active reseller with Pure Leverage. It can add up in a hurry!

The tools and training you will receive from being a member and reseller of Pure Leverage will take your online business to next the level and on your way to building an 8 figure income!

The cost in becoming a reseller with Pure Leverage, and to collect 100% in residual commissions is a very small price to pay (\$19.97/mo)!

****Be sure to select your Payout option under Edit Your Profile to receive commissions****

The screenshot shows a user interface for managing a profile. On the left, a navigation menu includes 'Your Business', 'My Account Manager', and 'Edit Your Profile' (highlighted in green). A red arrow points to 'Edit Your Profile', and a larger red arrow points to the 'Payment Information' section with the text: 'Please choose what method you would like YOUR commissions paid by:'. The 'Change Password' section contains a password field and a 'Verify Password' field. The 'Payment Information' section includes options for 'Check', 'AlertPay', and 'GVO Prepaid MasterCard'. A GVO Prepaid MasterCard image is shown with a note: 'Please, click here to set up your GVO Prepaid MasterCard account.' The 'Street Address, line 1' field contains '252 Davis Rd'.

IMPORTANT!

Please note:

If you choose NOT to upgrade as a Reseller for Pure Leverage at the low cost of ONLY \$19.97/mo, any commissions that fall below you and your level will ramp up to the next paid active reseller. These commissions will be lost forever!

What is Included in being a Reseller for Pure Leverage?

We simply give you all the tools necessary to help build a huge empire of wealth with Pure Leverage. You will see in your member's area under **Promotional Tools** that we have many things that can help you market the Pure Leverage marketing tools suite system, and help in putting 100% residual commissions into your pocket!

▼ Promotional Tools

Your Affiliate URLs

1) Multiple affiliate URLs to market, and promote to specific target audience and niche.



(YOU'RE AFFILIATE LINK)



(YOU'RE AFFILIATE LINK)

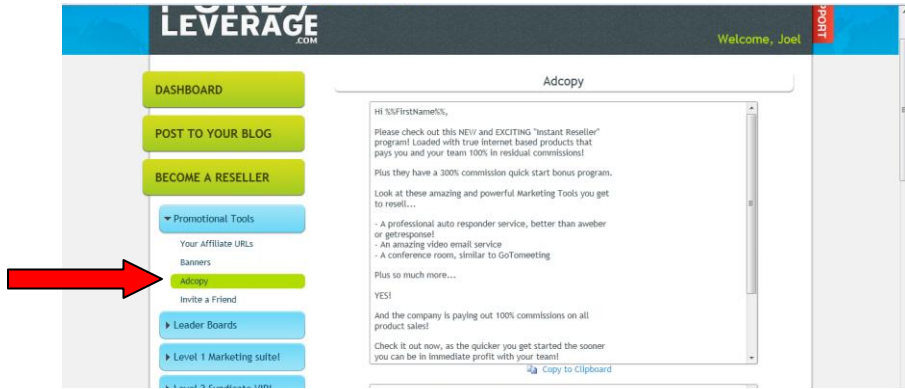
Banners

2) A complete section of banners to add and place on websites for traffic and sales!



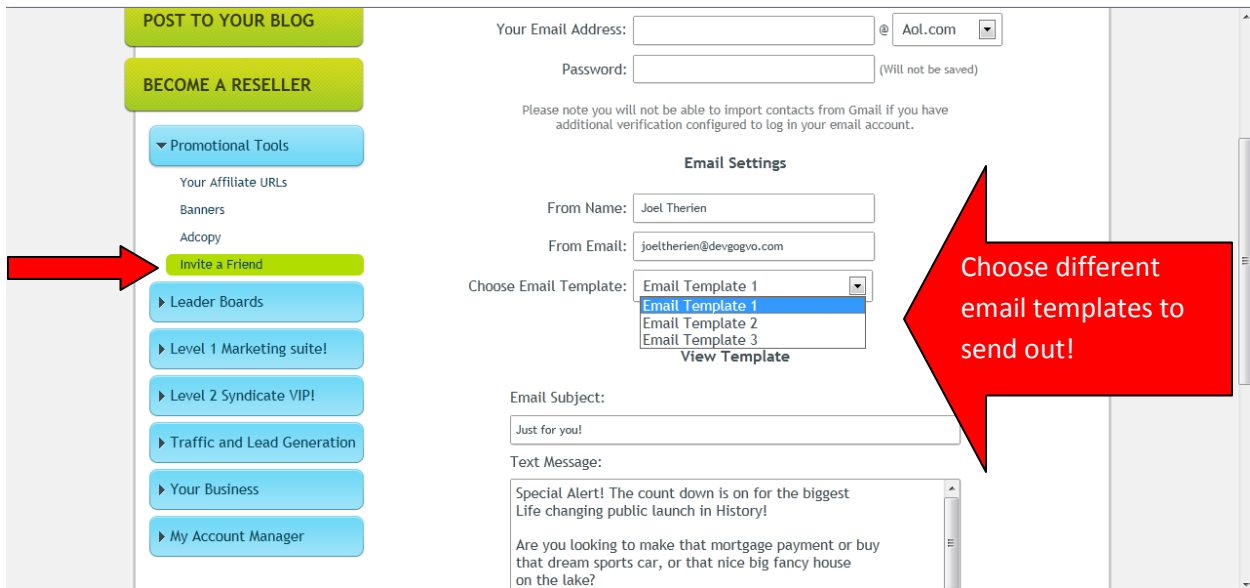
Ad copy

3) Various Ad copies that can be used on blogs, in emails, etc. Already and pre-loaded for you! Swipe...copy...post or send!



Invite a Friend

4) Invite a Friend, simple click system to invite contacts from your Gmail, AOL, and other email accounts. These contacts will become INSTANT leads in your Pure Leverage business. With a complete email series pre loaded to convert your leads into your sales.



You also have the following Business Tools to help manage and grow your business:

The screenshot displays a business dashboard interface. On the left, a vertical navigation menu includes buttons for 'POST TO YOUR BLOG', 'BECOME A RESELLER', 'Promotional Tools', 'Leader Boards', 'Level 1 Marketing suite!', 'Level 2 Syndicate VIP!', 'Traffic and Lead Generation', and 'Your Business'. Under 'Your Business', there are sub-options: 'Your Leads', 'Email Your Leads' (highlighted in green), 'Your Downline', 'Email Your Downline', 'Your Commissions', and 'Payout History'. A large red arrow points from the 'Email Your Leads' button towards the main content area. The main content area features a 'Broadcast Message' form with a dropdown menu for 'Campaigns' (showing 'PureLeverage Leads', 'PureLeverage Customers', 'Your Business 1', 'Your Business 2', 'PureLeverage Resellers', and 'PureLeverage VIP'), a 'Send Later' date/time selector (set to 2013-02-27 13:45), an 'Insert field' dropdown (set to 'Main Site URL'), and a 'Subject' field. Below the form is an 'HTML Message' editor with a rich text toolbar. A vertical scrollbar is visible on the right side of the dashboard.

- 1) Ability to view and email YOUR leads
- 2) Ability to view and email YOUR down line
- 3) Ability to view commissions earned and payout history
- 4) Top referring links/ campaigns in your business

This concludes Part #1.

The Powerful Reseller portion of this overview!

Part #2 Level 1 Marketing Suite!

Level 1 Marketing Suite!

Thank you for joining Pure Leverage at the \$24.95/mo Level! Here is a complete overview on what is included with your account:

The screenshot displays the dashboard interface. The left sidebar contains navigation buttons: DASHBOARD, POST TO YOUR BLOG (highlighted with a red arrow), BECOME A RESELLER, Promotional Tools, Leader Boards, Level 1 Marketing suite! (highlighted with a red arrow), Lead Capture System, Video Email Service, Conference Room, Live Calls Schedule, Recorded Calls, Level 2 Syndicate VIP!, and Traffic and Lead Generation. The main content area shows a campaign dropdown set to 'Pureleverage Leads' and two tables of statistics.

Pureleverage Lead Capture system						
Campaign	Messages			Subscribers		Action
	Sends	Opens	Clicks	Active	Unsubscribed	
Pureleverage Leads	5	0	0	0	0	[Icons]
Pureleverage Customers	0	0	0	3	0	[Icons]
PureLeverage Resellers	0	0	0	0	0	[Icons]
PureLeverage VIP	0	0	0	0	0	[Icons]
TOTAL:	5	0	0	3	0	

Your own business Lead Capture system						
Campaign	Messages			Subscribers		Action
	Sends	Opens	Clicks	Active	Unsubscribed	
Your Business 1	0	0	0	0	0	[Icons]
Your Business 2	0	0	0	1	0	[Icons]

1.

Post to Your Blog



Professional Authority Blog and Website - The one tool Joel has used to build an 8 figure business that we will build for you, is your very own personal and very professional authority blog and website. We will also teach you how to blog and when to blog to build your personal brand. Trust me, once you brand yourself as an authority figure, people will be magnetically attracted to you. Once that happens, you are truly “set for life” regardless of what opportunities you decide to become involved in!

In recent years, blogging has created more millionaires than almost anything else online. With your blog we will teach you exactly step by step how to become the leader and the authority with the leads you have generated with your lead capture system.

- Your very own high converting blog and website designed to make you the “leader and go to person” in your Primary business.
- Tips and tricks on becoming an instant authority and leader in your marketplace.
- Generate maximum conversions into leads, traffic and sales!
- Sleek, Professional Done For You Designs.
- Keep 100% profit.

2) **Lead Capture System**

Lead Capture System - The very first tool in your Pure Leverage marketing suite you will need is a very high quality designed lead capture system. If you are terrible at web design, if you hate all the “techie” stuff and your skills in ad copy writing are well less than desirable, then worry no more. Our teams of marketing specialists along with Joel’s experience and guidance have put together what are unquestionably the best converting opt-in pages online. This system will automatically capture the name, email and if you want a phone number of people who are interested in joining your home based business opportunity.

Once you register a prospect, the system comes with a pre written auto-responder series written by our ad copy and marketing specialists designed specifically to get your prospects to know, like and trust who you are. When your prospects come to trust you, they will naturally want to buy from you and join your team.

- Complete turnkey auto-responder and lead system targeted for your primary MLM or direct response business.
- Simple “point and click” system, no “techie” experience necessary at all.
- Tons of professionally designed squeeze pages that convert as high as 50%!
- Complete ad copy and auto-responder series written for you designed to get your leads to know, like and trust you.
- Track your open rates, click through rates and conversions in one simple graphical interface.

3) **Video Email**

Video Email Service - So now that you have the traffic sent to your high converting lead capture pages and your professional blog, your leads list WILL grow and your down line will build itself, it is then time to keep your team motivated by leveraging the power of our video email service. You simply choose your template, record your video and then send your video message to your whole team with 1 click of a mouse directly to their inbox or by posting it on your blog! Making yourself available to your team with a pre recorded Video provides the best form of communication. Plus, because they are pre recorded, you can set up a series of motivational messages for your team while you are away on holiday. Set it up once and then simply forget about it. Let our technology do all the work for you so that you are personally leveraged to do what you want, when you want. That is the power of the Pure Leverage marketing system. A great video allows your down line members and leads to come to know you at their convenience.

- Video email auto-responder.
- Professional custom made video mail templates.
- Make a deep connection with your prospects.
- Stay in touch and build rapport.

4)

Conference Room



Conference Room - As we all know, gone are the days of hotel meetings for live presentations in the network marketing industry, especially when you use the power of the Pure Leverage marketing suite of tools. As your team grows exponentially and globally, you will find that your Pure Leverage recruiting and live meeting room will be one of the most powerful tools in your arsenal. This amazing system allows you to communicate in real time audio and video, conduct presentations, share your desktop or files with all your attendees. The best part is your attendees will be able to join your live meetings with just a pc and internet connection! There is nothing like live, yet convenient interaction with your international team and your prospects to keep your down-line motivated and exploding!

- Broadcast video and movies to your attendees.
- Take live on the spot polls.
- Record full audio/video of presentation.
- Compatible with ALL operating systems.
- Chat, video chat and voice chat with your attendees

5)

Live Coaching/Recorded Calls



LIVE coaching Calls and Recorded Calls – Join our live coaching club and learn from the PRO's. All classes will be recorded so you can watch and learn the powerful but easy techniques on your own time. If your schedule does not work, we have you covered!

Learn everything from:

- Email marketing/copy writing techniques
- Blogging for profits
- How to create and present a profitable live webinar

Plus so much more!

This concludes Part #2

Level 1 Marketing Suite portion of this overview!

Part #3 Level 2 Elite Syndicate VIP

Level 2 Elite Syndicate VIP

Please Note:

This Level 2 Elite Syndicate VIP also pays you 100% in commissions, but you must become a member at this level in order to collect the full \$97. From you're directs that you sponsor into Pure Leverage.

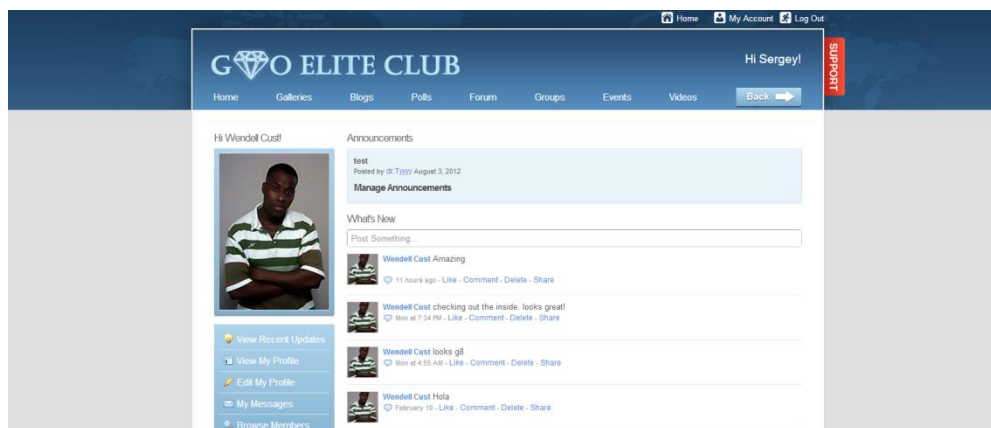
Example: if you do not purchase at this level and people that you bring into your organization, do....You will not collect this commission, and it will ramp up to the next paid member at this level.

PART #3 - Become an Elite Syndicate VIP!

You will see in your Pure Leverage member's area we have a second level membership. This level of membership comes at a fee of \$97/mo. With this \$97/mo membership fee **YOU WILL RECEIVE ALL of Level 1 Marketing Suite posted above!**

Plus you will receive:

1. **The Elite Club** - Full access (a minimum of 2 sales are required to open this Elite club). Inside you will be able to market, and work with the best in the industry!



2. POW – (Pearls of Wisdom) - Full access to live events and recordings!



"The POW Audio Series" (Pearls Of Wisdom)

Internet All Star Mark Call and a host of other leaders will present periodic "Pearls Of Wisdom" interviews with today Industry Top Leaders in the Internet Marketing, Affiliate Marketing, Network Marketing and Home Business World. The lineup will consist of REAL Success stories and the interviews holding nothing back. Mark will bring out the honest answers and these leaders will deliver true content from their humble beginnings to Super Star Status in the Space. You will be able to log into the VIP Center and hear any and all previous interviews along with having access to any upcoming shows. You will gain real "Pearls of Wisdom" from the ALL STAR line up and LEARN what it takes to get to the TOP. This product is PRICELESS and like getting a direct education from TOP 6 and 7 figure earners who are doing it NOW! Don't miss out!

3. PLR Store

what is the *PLR STORE*, and how can YOU benefit from it?



First let me state that we will be constantly adding material to the PLR store for you to profit from!

Right now we have constructed this amazing store for you to take full advantage in creating a powerful, and profit pulling webinar. **Yes! With Pure-Leverage you receive a 100 seat live meeting room.**

With your live meeting room is being one of the top communication, and profit pulling Marketing Tools in the industry. We have taken it upon ourselves to develop a turnkey Library (**PLR STORE**) centered on giving you the best applications to win over your meeting room attendees.

First impressions are everything when you put yourself in the virtual world of broadcasting. You will see within this complete **PLR** library that you have complete access to many components that will improve and help keep your audience, attendees excited and engaged.

From incredible PowerPoint templates, graphics and video frames. This simple application when used with your live meeting room will add a huge sense of professionalism, showing and displaying you as a leader in the huge and profitable world of live meetings!

From high quality graphics to Royalty free music, the **PLR STORE** is packed with great profit pulling content that ties in closely with your 100 seat live meeting room! Helping you get the results that you are looking for.

This concludes Part #3

Elite Syndicate VIP portion of this overview!

Part #4 Let's Get Started and into Profit!

Let's Get Started and into Profit!

Time to Market...

As a member and Reseller of Pure Leverage, we have given you the most amazing MLM marketing tool suite on the internet!

If you want to be successful with your online business, it is going to require a commitment on your part to devote the time and effort it requires to build your online business. You need to follow the steps and education given as a member and reseller of Pure Leverage. You need to take the time to use our marketing tool suite and learn how to properly utilize these tools in your marketing campaigns. Your actions will determine your success

Please check out the GET STARTED NOW GUIDE!

In the Get started now guide you will be introduced to the first things that you should be doing with your Pure Leverage account. See the Leads system and how to correctly use and manage your account and campaigns to get into profit FAST!

Thank you for becoming a True PureLeverage member!