



Frequently Asked Questions

**THE TOPLINE BUSINESS
CONSULTING OPPORTUNITY**

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Q: *How much is the TopLine franchise fee?*

A: The TopLine Business Consultancy opportunity is NOT a franchise. When you buy a franchise, you're, in effect, buying a job. Why would you pay \$30,000 to \$75,000 or more for a franchise when you can get the same exact information for a fraction of the price and use the difference to market yourself and get paying clients for your consultancy?

Q: *Will you supply me with a breakdown of all costs necessary to open and run my business?*

A: The costs associated with your business as a TopLine Business Development Consultant will vary according to how involved you wish to become. Other than your basic office equipment; i.e., computer, printer, telephone, fax machine, etc., and some minimal printing costs for business cards, letterhead and promotional materials, there is very little cost. Of course, if you decide to work from an office and hire staff or associates to assist you rather than work solo from your home, you will obviously have the related expenses.

Run Your Business With Minimal Equipment

- Basic office equipment
- Computer
- Printer
- Telephone
- Fax machine
- Business cards

Q: *How much working capital will I need, and what help can you give me in estimating my projections?*

A: The amount of money you will require is highly individual. Some consultants get their business up and running in a very short time, because of the experience, confidence or contacts they have prior to joining TopLine. Others may take somewhat longer. As with any business endeavor, you should have at least a minimum of three to six months of living expenses set aside, plus whatever it will take for you to acquire your business equipment, and a nominal amount for marketing your services. Of course, this latter amount will depend on which methods you choose to market your services, how much you choose to do, and how effective your efforts are.

Q: *Will I have to sign a long term binding contract?*

A: TopLine doesn't believe in binding or long-term contracts that obligate you to a restriction of trade or other monetary considerations. Our simple one page Letter of Agreement is easy to understand and eliminates the need for you to incur costly attorney's fees to understand the "fine print."

Q: Do I have to pay a deposit or upfront payment, and if I do not proceed will I lose my deposit or any part of it?

A: No upfront fees are required to begin the due diligence process. If you decide to join TopLine as a Business Development Consultant, you will be required to complete the Confidential Expression of Interest. This gives us a snapshot of your background and qualifications, and helps us in our selection and decision-making process. Once you are accepted by TopLine and submit your fees, we will release your pre-course study materials and assignments to you so you can begin preparing for your scheduled workshop.

A Proven Fast-Start Program For Success

Come to training with information about your client's business and leave with ready-to-implement ideas that will generate an immediate income for you.

Pre-Course Materials Show You How

Q: How long will it take to begin marketing activities and/or consulting from the time I sign the Letter of Agreement?

A: Prior to attending training you will receive your pre-course materials. Included, are instructions on how to secure a client that you can "bring" with you to training as a case study. During training you will be able to develop strategies and systems that can be implemented in your client's

business as soon as you arrive back home. Depending on your arrangement with your client, you may be generating income in your first 3 to 5 days.

Q: What will training consist of and how long will it last?

A: Initial training for new consultants is held on a periodic basis, and consists of four intensive days of training on the TopLine systems and methodologies for acquiring prospects, consulting with them to determine their areas of need, offering effective solutions to their problems and challenges, and getting additional business and referrals from them.

Additional training is conducted on weekly group telephone conference calls and bi-weekly individual one-on-one calls. Group calls often include special guest presenters, business or marketing experts, authors, trainers, and even TopLine's more successful consultants who present ideas that the listeners can use to help them be more successful. The one-on-one calls focus on specific situations that a consultant may need help with in their own consulting practice or something relating to a client.

Q: Are all training costs included in my License Fee?

A: There is only one initial fee paid to TopLine. That covers your initial training and the license fee. All training materials are included at no additional cost. Any expenses incurred for transportation to and from the training location, hotel accommodations and food costs are your responsibility. Special package deals on hotel accommodations will be offered if available.

One Fee Covers Everything

No expensive franchise fees or separate costs for materials.

Q: *What is my expected break-even and how long should it take me to reach this figure?*

A: In many cases, it may only take one client to reach break-even on your investment. In other cases, it may take just a few clients or the sales of a few products. How quickly you get up and running depends largely on you and your motivation. How many clients it takes for you to break even depends largely on the clients you target, how you present yourself and your services and how well you perform. There are no guarantees, promises or projections available from, or made by TopLine regarding return on your investment, nor should any statement made herein or in any other correspondence, either written or verbal be construed as such. When you complete your initial training, you should be ready to hit the road running by the first of the following week.

Q: *Do I have to contribute to any other costs such as advertising and promotional expenditure that you incur, and if so, how much?*

A: Since you will be operating as an independent contractor, you are responsible for your own advertising and promotional activities and their related costs. And since you will be working with only a handful of clients and building a largely referral-based business, advertising and promotional activities and costs will be minimal.

Q: *Will I be required to maintain an inventory of products?*

A: Your TopLine Business Development Consultancy is largely based on analyzing your client's businesses, identifying challenges problem areas, developing workable solutions for solving those problems, and helping install systems that make their business run more smoothly, more efficiently and more profitably. You will have no products to stock and no inventory to carry. All reports, manuals and programs that you may want to give or sell to your clients are provided on CD-ROM or can be downloaded from a special member's section of TopLine's website, and unlimited copies can be printed as you may require them.

No Inventory Or Products To Print, Purchase Or Stock

The REAL money is in producing results for your clients... not pitching additional products. No need to maintain an expensive inventory of "stuff" that you can't move.

Q: *After I have completed my TopLine training, what ongoing support will I be provided with?*

A: With TopLine, the support never ends. In addition to our weekly group teleconference calls, bi-weekly teleconference calls, newsletters, periodic mailings and training sessions, if you have need of help, advice or suggestions in client acquisition or in how to help a client solve a particular problem or challenge, assistance is available from TopLine Corporate.

TopLine is committed to training our consultants to be just that... Business Development Consultants. That means you need to have the skills, know-how, and

support to enable you to consult other businesses. The faster you can begin thinking and functioning as a consultant, the less support you will require. And the faster you can become autonomous and self-functioning, the greater your confidence and the more effective you'll be.

Q: *Will I be required to maintain a business office?*

A: Whether you choose to operate out of an office or your home is a personal choice. Because most of your client interaction will be done at your clients' businesses or over the telephone, there is no need for a formal office. You should, however, have some type of secure and quiet place either at home or at another location, where you can converse on the telephone and operate your business uninterrupted.

Q: *How many employees will I need to operate my business effectively?*

A: As a TopLine consultant, you can run your business solo, or if you choose, you can hire a full or part time assistant to act as receptionist and/or to do administrative and follow up work. The choice is completely up to you.

Call Your Own Shots

- Operate from home or an office
- Run your business solo or with employees
- Full time or part time
- Choose your own company name
- Not MLM or network marketing

Q: *Will I be required to run my TopLine business full time, or can I work on a part-time basis?*

A: There is no need to quit your regular job to begin your consulting business. If you choose to dive right in and make your consultancy your full time

occupation, you may certainly do so. But if you feel more comfortable with a steady income from another job while you get your consultancy up and running, that option may work better for you. Part time consultants can be very successful with the TopLine system.

Q: *I would like to use my own company name. Is that possible under the TopLine program?*

A: Branding, or the use of a recognizable corporate name works well and is a must for some businesses, because we trust certain brands. For instance, if you want a certain type of hamburger or sub sandwich, you know that you can depend on a certain quality from well-known and branded restaurants. However, since TopLine consultants work with only a handful of clients at a time, a national brand is not as important. The opportunity to "brand" your own name, and then work under and become known by that "brand" is not only beneficial, but desirable.

Q: *Is the TopLine program anything like multi-level or network marketing?*

A: TopLine is not in any way associated with the multi-level marketing or network marketing concept. There are no tiers, no structure levels, and no overrides to share with others as a result of your efforts. However, if another consultant refers a client to you, or requests your help in consulting with a client, you may wish to work out a

split-commission arrangement with that consultant. The agreement you come to is entirely between you and the other consultant and is of no concern to TopLine.

Q: *What if I land a consulting arrangement with a large corporation and I don't have the ability or expertise to handle it? Can I get help?*

A: Most TopLine consultants will work with local businesses in the small to medium size business category—at least initially. However, there may be an occasion where you might have the opportunity to consult with a very large and complex client. If you feel you don't have the knowledge and skills to close such an account or to provide the level of consulting they may require, you may team up with TopLine Corporate for assistance. The founder's more than 40 years of consulting with some of the world's largest corporations can be used for credibility and to provide assistance with complex business matters.

Joint Venture Opportunities

Got a tough client?
A complex situation?
Too big to handle by yourself?
Don't have the skills?

TopLine Corporate Can Help

Q: *Do you provide instructional and operational manuals, and can I see them prior to signing?*

A: TopLine provides you with a complete library of references, software, templates and manuals that will lead you step by step through the client acquisition and consultation processes. In addition, you will receive other information, manuals and aids that will provide you with in-depth knowledge and ideas that you can use to further your practice. Arrangements may be made for you to view these materials prior to joining TopLine by appointment at TopLine Corporate.

Q: *Will the territory offered be for my sole and exclusive use?*

A: Unlike other franchises or licensing opportunities, TopLine does not operate by territories, nor do we restrict any of our consultants by any other geographical means. TopLine Consultants are free to operate in any location worldwide, and with any type of business they choose without exclusivity or restriction.

Q: *How do you handle grievances with existing licensees?*

A: TopLine is a professional organization and as such, we attempt to operate at that level. The consultants associated with TopLine are also expected to be professional and to function at a mature, ethical, and professional level. Therefore, when a dispute or disagreement arises between consultants, it is expected that they will work out their problems together and not involve TopLine. However, if there are problems that cannot be solved between dissenting parties and they are brought before TopLine, or if TopLine's name or reputation is involved, TopLine reserves the right to intervene and attempt to resolve the grievance. However, if necessary, TopLine, at their sole discretion, may present the matter to outside arbitrators for resolution.

Q: Do you see any threats in the current marketplace?

A: There are millions of businesses throughout the world that operate on a daily basis regardless of the competition they face or the economic conditions they find themselves in. Nearly every one of these businesses face similar challenges – they’re not realizing enough profits and/or the owners of the business are working too hard or too long in their businesses and they don’t have enough time for themselves.

TopLine Consultants offer a unique service unlike any other consulting or business coaching firms in that they offer services that can help their clients operate more effectively, more efficiently and more profitably on several levels. Because of that, TopLine’s services are in demand in any economic situation or competitive environment, and stand head and shoulders above any other consulting or business coaching service available.

Q: How much of a demand is there for the services TopLine consultants provide?

A: The value of the services a TopLine Business Development Consultant can provide their clients is highly desirable and very much in demand. Business owners

**A Huge And Growing Need
For Your Services**

Businesses everywhere are struggling
Competition is cutthroat
Price-cutting is commonplace
Customers are more knowledgeable
Customer loyalty is a thing of the past
Employees are more demanding
Dishonesty is rampant
Laws are not business owner-friendly
Lawsuits are at an all-time high
Frustration and anxiety is the norm
Business owners’ ROI is at an all-time low
Owners don’t have adequate skills
Opportunity for you is at an all-time high

everywhere and in nearly every industry or profession are struggling, trying to make the investment in their businesses pay off. They are desperately looking for the next “magic bullet” that will give them the competitive advantage they need to compete in today’s highly competitive and often cutthroat marketplace.

In looking for that bullet, they very often pass over the truckloads of money that are just lying there waiting to be picked up. That’s where you as a TopLine consultant comes in. You will be trained to locate and pick up those

piles of cash and give the business owner a windfall profit, and then help them create steady and ongoing streams of income that will continue to pay them over and over again - and in the process, you will be paid handsomely for your efforts.

Q: Who are my potential clients? What types of businesses will I be working with?

A: The TopLine Business Development System works for nearly any type of business in virtually any industry or profession. Depending on your experience and confidence levels, in the beginning stages of your consultancy you may be more comfortable working with small to medium sized businesses. However the ideal (and most profitable) TopLine clients will be businesses that:

1. Generate an annual revenue of \$500,000 to \$50,000,000.
2. Have reached “sticking points” or stagnation in their growth.

3. The owners or managers either don't know what to do to turn the situation around or they're so busy working IN their business doing the day to day operational things, that they don't have time to step back from their business and work ON it.
4. Recognize that if they continue doing what they've been doing up to this point that they'll continue getting the same results that they're now getting.
5. Know that in order to have a "breakthrough" in their business, they need a new or fresh perspective – an "outsider's look" at the way they do things.
6. Are already doing some kind of marketing; i.e., direct mail, telemarketing, direct sales force, radio, television, etc., but the methods they are using are not producing the results they want, they need or that they expect for the time, effort and money they are spending on it.

In your initial training, this subject is covered in great detail, but in summary, your ideal client is a business that has a need, the owner recognizes that need but either doesn't know what to do about it or doesn't have the time to fix it, and that already has certain systems in place that can be made to work more effectively, efficiently and profitably.

Q: *How will I contact prospects or potential clients to discuss the possibility of working with them?*

A: There are a number of very effective methods for gaining a prospect's favorable attention and winning an interview. However, if you do an effective job for your clients and produce the results TopLine's methodologies are capable of, this question should only concern you for the first handful of clients. After that, you should be operating almost entirely by introductions from your clients to others who can benefit from your services. Considerable time is spent in training on this subject.

Getting Clients Doesn't Have To Be Difficult

Your TopLine training gives you more than 2-dozen time-tested and proven strategies and systems for getting your message in front of your prospective clients in such an effective, cost-efficient, and compelling manner, that they are practically 'forced' to want to learn more about how you can help them.

Q: *How many clients do I need to make a comfortable income?*

A: "Comfortable" is a relative word. What is "comfortable" to one person may be basic subsistence to another, or it may be living high for someone else. If you work the TopLine System correctly, you will only need (and have time for) 6 to 8 clients at any one time, and that should easily earn you a six-figure annual income.

Q: *How long will it take to recapture my investment?*

A: If you work the TopLine System even moderately effectively, you should be able to recover your investment in TopLine within 2 to 4 months. If you work the system

aggressively or come into the business with a number of warm contacts, you may be able to reclaim your investment in 30 days or less.

Q: *What are my chances of succeeding in this business?*

A: “Success” is a personal thing – everyone has their own definition of what it means to them. The TopLine opportunity gives you the ability to have both Time Freedom and Money Freedom – both are important. All the money in the world will do you little good if you don’t have the time to spend it. Likewise, you can have an abundance of available time but if you are broke, the time is of little value.

With TopLine, you can earn as much or as little as you want, and you have the ability to set your own hours and working terms. Remember – if you have a business that can’t run without you being there, you don’t have a business – you have a job. TopLine makes having a business a reality.

Q: *Is there any guarantee of success on the TopLine systems?*

A: Yes and no. Because there are so many factors that are personal to the individual consultant and that lie beyond the direct control of TopLine, we cannot guarantee your success as a Business Development Consultant. However, we do guarantee that the TopLine systems will work. They have been tested and proven in almost every kind of business and in nearly every type of industry and profession from the smallest of one-person enterprises, to the largest of corporations. The determining factor is not whether or not the TopLine systems will work – it’s whether or not the consultant will work the systems as intended.

A Personal Message From TopLine’s Founder And CEO



Martin Howey, CEO
TopLine Business
Solutions

“When a person joins the TopLine team they put their hope, faith, trust, and the present and future security of themselves and their family in my hands. They look to me for a system that works and the leadership and support to guide them safely to the success they desire.

Every time I accept a person into our ‘family,’ I put the stellar reputation I’ve developed over my more than 40 years in this business on the line. I can’t afford mistakes. I can’t afford failure. Does this mean that everyone will succeed in this business?

Of course not. To say that or even suggest that is the case would be pure foolishness and you would see through it in a second.

But this I can say and this I can commit to... I will do everything in my power to see that every person who puts their trust in me receives the very best I have. The best training. The best materials. The best support. The best of me. That’s all I can do. The actual ‘doing’ has to be done by each individual. If we work together as a team... if you let me help you, mentor you, and guide you, and you do your part your success is virtually guaranteed.

If you feel our opportunity is right for you and we feel you are a right fit for us. I welcome you to join our family of successful consultants.”

A handwritten signature in black ink that reads "Martin Howey". The signature is written in a cursive, flowing style.