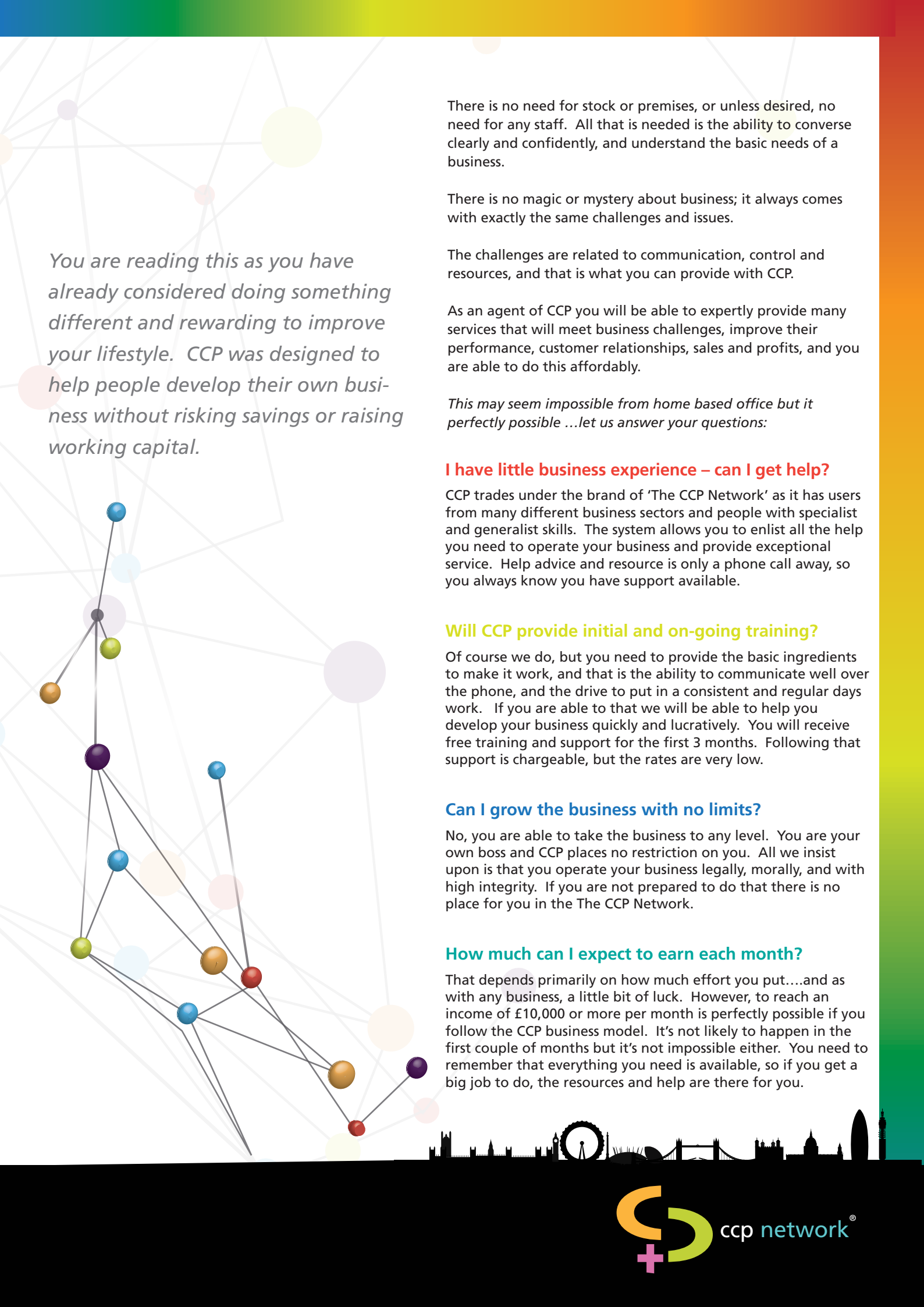




## INTRODUCING CCP NETWORK

The home-based business  
that matches your lifestyle



*You are reading this as you have already considered doing something different and rewarding to improve your lifestyle. CCP was designed to help people develop their own business without risking savings or raising working capital.*

There is no need for stock or premises, or unless desired, no need for any staff. All that is needed is the ability to converse clearly and confidently, and understand the basic needs of a business.

There is no magic or mystery about business; it always comes with exactly the same challenges and issues.

The challenges are related to communication, control and resources, and that is what you can provide with CCP.

As an agent of CCP you will be able to expertly provide many services that will meet business challenges, improve their performance, customer relationships, sales and profits, and you are able to do this affordably.

*This may seem impossible from home based office but it perfectly possible ...let us answer your questions:*

### **I have little business experience – can I get help?**

CCP trades under the brand of 'The CCP Network' as it has users from many different business sectors and people with specialist and generalist skills. The system allows you to enlist all the help you need to operate your business and provide exceptional service. Help advice and resource is only a phone call away, so you always know you have support available.

### **Will CCP provide initial and on-going training?**

Of course we do, but you need to provide the basic ingredients to make it work, and that is the ability to communicate well over the phone, and the drive to put in a consistent and regular days work. If you are able to that we will be able to help you develop your business quickly and lucratively. You will receive free training and support for the first 3 months. Following that support is chargeable, but the rates are very low.

### **Can I grow the business with no limits?**

No, you are able to take the business to any level. You are your own boss and CCP places no restriction on you. All we insist upon is that you operate your business legally, morally, and with high integrity. If you are not prepared to do that there is no place for you in the The CCP Network.

### **How much can I expect to earn each month?**

That depends primarily on how much effort you put....and as with any business, a little bit of luck. However, to reach an income of £10,000 or more per month is perfectly possible if you follow the CCP business model. It's not likely to happen in the first couple of months but it's not impossible either. You need to remember that everything you need is available, so if you get a big job to do, the resources and help are there for you.

### Are other CCP Network members succeeding?

CCP has been developed over the last 7 years and this opportunity has only recently been released, however one of the first users is already up to £10,000 to £15,000 per month. Up to now CCP services have only been provided through the core company, but it has proved enormously popular and successful.

### What issues produce a high risk of failure?

The fact is that the only point of failure stems from lack of effort. In every business, the ratio of success to effort is proportional, so if a business owner just cannot get on with the job, the business will not fail, it simply will not progress. CCP does not require a mammoth effort, it requires a determined and organized approach that still allows plenty of time for family and leisure. So in essence, you reap what you sow.

### Will I need any particular qualifications?

No, but a decent knowledge of the English language and a reasonable ability to use a PC or Laptop is pretty essential. All you need is already in CCP but we want thoroughly decent people in CCP. Trust, integrity and honesty with a positive and pleasant attitude is the most important qualification.

### Will my credit rating be very important?

Not to us, but it is to you. If you have had the misfortune to have your credit rating damaged, then CCP is an ideal way to rebuild it. The earning potential is high.

### If I'm self-employed, what about tax etc?

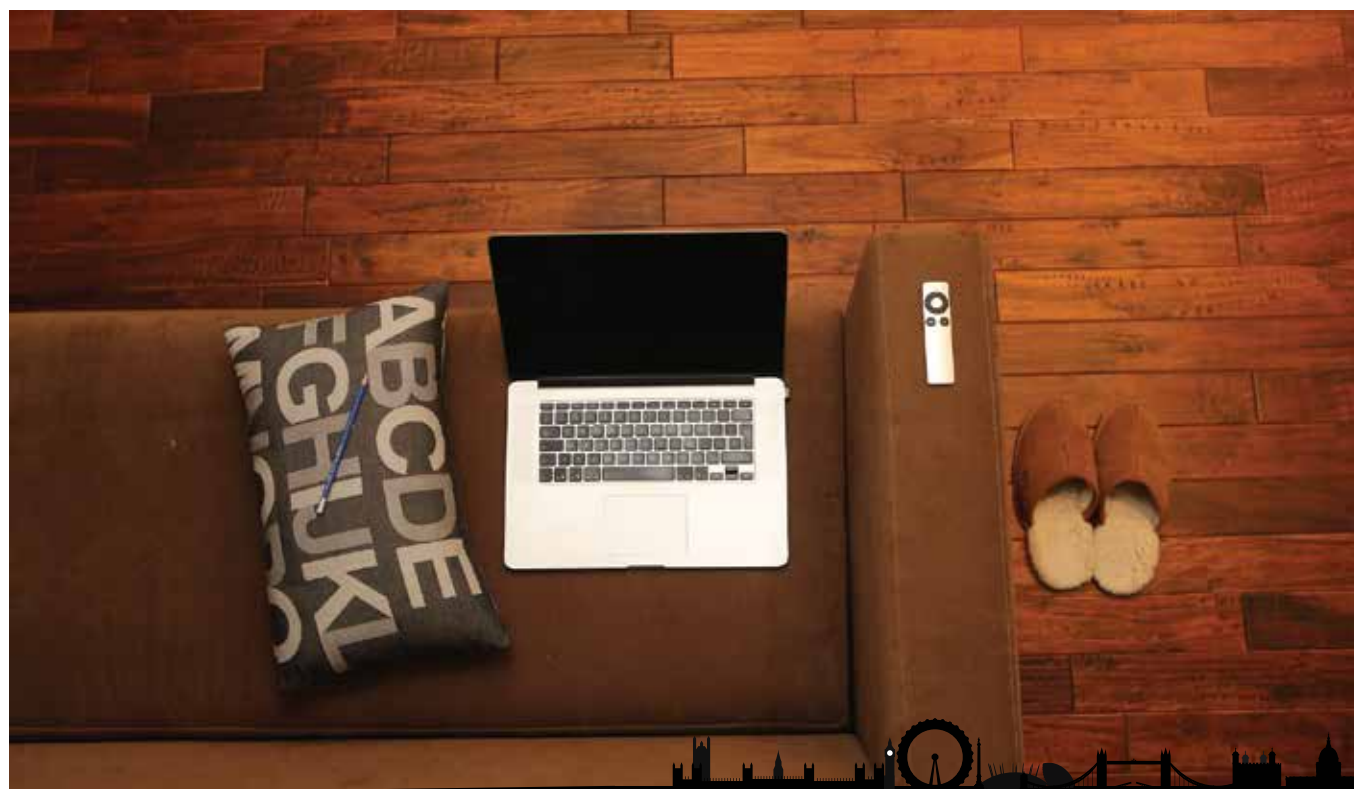
There are many myths about being self employed. It's all very simple, and we will show you all you need to know and the network will provide any service you will ever need. As long as you inform HMRC that you are operating a business within three months, and you keep clear and accurate records it cannot be simpler. CCP will provide any support of service you need.

### Will CCP provide marketing brochures?

To help you grow your business quickly, CCP has produced 5 brochures, 4 of which focus on business sectors that have a proven need for CCP and the 5th is suitable for non-specific business of all sizes. The brochures are informative and follow the style of the brochure you are reading now. There will be more to follow as we learn through experience.

### How will my income actually be generated?

There is more than one income stream, so it depends on how you prefer to develop the business. CCP has several products to offer and for every product you provide, there is a financial reward. Usually the highest value comes from outbound or inbound telephone work but there are other types of work such as research and data cleansing that are equally as rewarding. You might choose to get others to do this for you and reduce your profit, but that would give you time to generate more business, so you still have the same earning potential. The choices are many and they are yours.



### To whom do I turn to for help or guidance?

We pride ourselves on the support we provide to everybody in the Network. Help is only a phone call away. If you log in to the resource centre, you are sure to find what you are looking for, but if you cannot, then call one of the core team and we will be there for you.

### What are the initial priorities involved?

Building a successful business is all about communicating with people. You can do this in so many ways but it's imperative to get to know people and understand their needs and challenges in operating their business. Once they understand how valuable you are to them, you will convert prospective customers into fee paying customers. You will always need to remember the old saying, "as you sow, so shall you reap". The drive and effort at the beginning pays handsomely later.

### Will CCP Network review my performance?

No, but we do show an interest as we want you to succeed. Unless we talk with you regularly, then we will be unable to help you. We need you to satisfy your aspirations, not ours. There is nothing wrong with running a small business other than it suffers more intensely when income falls. We like to offer advice and guidance when needed, so it's good to talk periodically.

### Will I be expected to meet with customers?

Ideally, yes, but if you do not feel comfortable at any time, we will arrange someone to attend. However, the cost of attending a meeting can be expensive in both time and travel costs. If you need someone to attend on your behalf then you will have to accept any costs incurred. You may well have colleagues that will do it for a share of the revenues earned. The choice is yours really.

### Will I have to set up as a Limited Company?

No, you do not have to. Initially, you can trade as a registered company. You will need to let HMRC know that you are 'self employed' within 3 months. As you develop your business you might then consider incorporation. You have plenty of time to make decisions.

### Do I need a website?

It's better to be part of the CCP branding. The CCP website is informative and well viewed. We can put your contact details on the website and your business will appear on the CCP Resource Centre. As a CCP Agent you are entitled to use the CCP branding to the full, we just ask that you operate with the highest of integrity, honesty and competence.

### What are the operating costs of my business?

Assuming you are working from home, the only cost is the CCP License fee of £1 per day, plus the costs of calls that you make. This covers not just the telephone costs but everything else that you need, such as the soft phone, call recording, the CRM, document storage and 500 marketing emails each month. Any other charges are proportional to income or administration charges that you choose to incur.







### **If the license is left un-paid, what next?**

What would you do if your customers did not pay you? The first thing to do is to talk about the problem, and try to resolve it. All businesses face challenges and difficulties, and almost all can be resolved by exercising some common sense. Clearly, with an overhead as low as that in CCP, it's unlikely that you would find the business in that position.

### **What if I find I am not suitable for this?**

That depends on why you consider it's not right for you. If you are timid and lack confidence, it's doubtful that you would have read this far. As with any new role, you have to pace your progress. The wonderful thing about The CCP Network is that you will always have the help and support to allow you time to learn and gain confidence. But if you truly do not enjoy it, then there is no penalty in ceasing operation. If that is the case, we ask that you do not let customers or prospective customer down. We will help you with a dignified and graceful exit.

*We hope this brochure has answered many of the questions you needed to ask. There may be a few more so feel free to call so you feel completely informed.*

*CCP provides a new and fresh approach to working from home. There are no barriers, no restrictions and you can set your ideal work-life balance.*

*CCP lets you build a 'real' business which has value, sustainability and financial security.*

*New friends, new self esteem and self sufficiency. We await your call, to get you started.*





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