

## ***POLARIS GLOBAL SAMPLE ADS***

As a new distributor with PG, you will be constantly looking for new ways to advertise your business and new things to say in your ads. In this document we have prepared a range of sample advertising ideas which have been proven over the years to attract the people you are looking for. These ads can be used word-for-word as they appear here.

### **PLEASE BE MINDFUL OF THE FOLLOWING GUIDELINES:**

- You can use any of the phrasing in these ads, take out lines, combine them, copy, paste and cut them together (as long as they make sense of course); it is a collection of ideas and powerful, useful wording.
- These ads can be idea starters for you. **If you would like to write your own ads or deviate, even slightly, from what we have in this document, you MUST ALWAYS get your advertising approved by our compliance department prior to publishing.** Simply email [compliance@myppgmail.com](mailto:compliance@myppgmail.com)
- It's always a good idea, especially when you're just getting started, to have your enroller take a look at any ads you're about to place and discuss where you're going to place them. Use our support network of successful entrepreneurs to guide you.
- Many leaders advise to use only ONE directive for your prospects; either a website address or a phone number, not both. In the sample ads following you'll see that all have websites. Remember that you can replace a phone number with your website address or vice-versa; it all depends where you want the prospect to go.

## ***SAMPLE ADS AND PHRASES FOR PRINT OR WEBSITES Business Opportunity***

### **Ad Example 1:**

#### **Home Business for the Prosperity Minded**

*"Let us show you how we've taught others just like you to earn an executive level income from home".*

#### **The Opportunity:**

- 64 Billion Dollar leadership development / personal development industry
- Uncapped commissions
- Full training & support for qualified candidates
- Ability to earn immediate income
- Full or part-time available
- No cold calling or approaching friends & family
- NOT MLM

#### **You Will Be Someone Who:**

- Has a professional manner & positive outlook
- Possesses the ability to work autonomously and is self-motivated
- Is highly motivated to create success for yourself
- Is a 'big thinker' and sees yourself as being capable of making an executive-level income
- Wants to enjoy the wide-ranging benefits of running your own business on a self-employed basis

**FREE INFO CLICK HERE: [www.yourwebsite.com](http://www.yourwebsite.com)**

## **Ad Example 2:**

### **Leadership Development Company Seeks Talented Professionals**

Are you finding it harder to work for a boss? Have you always wanted a better work/life balance? Then build your own business. Start part time or full time.

#### **The Opportunity**

- Potential to earn an executive level income part time from home.
- Full training & support from experienced professionals
- Work from home with your laptop & phone
- Leadership Development / Personal Development Industry
- Simple 3 Step System
- Ability to earn immediate income
- Unlimited income potential / highly profitable
- Fun, rewarding & engaging

#### **You Would Be Someone Who**

- Has a professional manner & positive outlook
- The ability to work autonomously / self motivated
- An innate desire to make a difference in your direct community & around the world
- You are highly motivated to create success for yourself & your family
- You are a big thinker & see yourself capable of making an executive level income

#### **The Company**

We are a Global Leadership Development company servicing customers in over 50 countries. We require talented sales professionals to keep up with the demands of our products in the market place. While no experience is necessary as we offer full training to qualified candidates, it will be important that you conduct yourself in a professional and positive manner.

**Apply Now – Free Info**

[www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**Example Ad 3:**

**Learn To Earn an Executive Level Income**

Apply for free information today on how you can earn an executive level income without the stress of traditional business.

FREE INFO: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

- No Cold Calling or pitching friends & family
- NOT MLM
- No stocking or warehousing products

Professional & positive manner essential.

Apply Now: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**Example Ad 4:**

**Make Money from Home in Personal Development Industry**

- Simple 3 Step System
- Full Training & Live Support
- Opportunity for the “Big Thinker”
- Make up to \$5,000 per sale
- A global online business opportunity

Apply Now: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**Example Ad 5:**

**An online business for the “Big Thinker”**

We are a global personal development company servicing customers in more than 50 countries around the world.

We seek talented professionals who have the desire to make a difference in their direct community & around the world.

Learn from successful entrepreneurs in a supportive & fun environment.

Potential to earn an executive level income from home.

FREE INFO: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**Example Ad 6:**

**Learn to earn annual income in a single month!**

Ever thought what your life would be like if you turned your annual income into your monthly income?

We've taught others just like you to start earning an executive level income from home.

FREE INFO: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**Example Ad 7:**

**Learn the secrets of the financially independent**

In just 20 hours per week you can learn to earn an executive level income from home.

- Professional & positive manner essential.
- No Cold Calling
- NOT MLM
- Turn your spare time into income

FREE INFO: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**Example Ad 8:**

**Attention Sales Professionals!**

Make your sales ability really pay. Earn what you're worth by starting your own business in the leadership development sector.

We are a global leadership development company seeking talented professionals.

An ideal candidate would be:

- Ready to reap the financial rewards of being a business owner
- Able to work autonomously / self-motivated
- A "Big Thinker" - Seeing yourself capable of earning an executive level income.

APPLY NOW: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**Example Ad 9:**

**Fun & Rewarding Home Business**

- Simple Set Up
- NOT MLM
- No Cold Calling
- No Chasing Friends & Family
- Simple Yet Sophisticated Online Business
- Big Thinkers Only
- BOOMING DIRECT SALES –
- Make up to \$5,000 per sale

APPLY NOW: [www.yourwebsitehere.com](http://www.yourwebsitehere.com)

## **Example Ad 10:**

### **World Class Business Opportunity**

*The Most Lucrative "Recession Resistant" Home Business World Wide*

Are you finding it harder to work for a boss?  
Have you always wanted a better work/life balance?  
Then build your own business.  
Start Part time or full time.  
Sky's-The-Limit Income Opportunity.

**BOOMING DIRECT SALES –**

Make up to \$5,000 per sale.

If you are serious about creating the life you desire and working smarter not harder, then this is the business for you...

**Not MLM, No cold calling, No Gimmicks, No Door To Door, No stock to buy....**

#### **The Opportunity**

Our sales directors work for themselves under an authorized representative model and earn very well for themselves while enjoying a tremendous self-regulated lifestyle and build equity in a business that they may one day decide to sell.

**The Person** Our existing sales directors have come from diverse backgrounds: from sales and marketing, to law, accounting, general management, customer service, business owners, to stay at home mums and dads looking to return to the workforce. They all have one thing in common and that is to build a stronger financial wall around themselves and their family's that is sustainable throughout even the most hostile of economic climates.

**"Refreshing alternative to franchises & traditional business"**

[www.yourwebsitehere.com](http://www.yourwebsitehere.com)

**The Rewards** By following our simple 3 step system, on a part time basis, you have the potential to earn an executive level income without the stress of corporate politics. Our global organization experienced over 100% growth last year, with 2013 set for greater expansion. Work from anywhere with simply your laptop and phone to earn extraordinary money, enjoy an interesting and professional occupation, all the while introducing the work/life balance you've always wanted. Join an enthusiastic, growing team who offer collegial support; ongoing professional development opportunities for successful applicants.

#### **WHAT WE DON'T DO:**

We do not cold call. We do not make a list of my friends and family to pounce on. We do not hold one on one presentations. We do not spam (unsolicited e-mail). We do not inventory products. We do not do home parties or do hotel meetings to recruit.

**Go to [www.yourwebsite.com](http://www.yourwebsite.com) and fill in your details and I will get back to you personally within 24 hours via phone for an interview.**

# ***SUCCESSFUL PAY-PER-CLICK CAMPAIGNS***

Experience the Freedom & Abundance  
of Wealth We Know We all Deserve  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Recession Resistant Business.  
Entrepreneurs Capitalize on the  
\$19 Billion Personal Development Market  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Bankruptcy to Prosperity  
With a Powerful Self Development  
Program & a Very Simple System  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Self-Development Business  
Anyone Can Now Capitalize  
on \$19 Billion Personal Development Market  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Insanity Definition:  
Doing the Same Thing & Expecting  
Different Results  
Get different results here.  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Create a Life You Deserve  
Create Abundance in All Areas of  
Your Life Time Freedom Health Money  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Law of Attraction Entrepreneurs  
Act Only If You're Very Serious  
About Success  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Looking for a Business Opportunity  
That Applies The Law of Attraction Principle?  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Prosperity is a Choice  
NOT MLM  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Attention Entrepreneurs  
Are You Trading Time for Money? Business Opportunity  
Using Leverage [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Entrepreneurs Only  
Looking for Time Freedom?  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Looking for a Better Way?  
Are You Trading Time for Money? Business Opportunity  
Using Leverage [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Tired of Negative News?  
How about all Positive Media?  
How about a Business Opportunity?  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Developing Entrepreneurs  
We're not looking for the Curious  
Only the Serious should apply  
[www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

## **CLASSIFIED ADS**

ARE YOU FINANCIALLY DRIVEN AND A HIGH ACHIEVER?

If you are highly motivated and driven by success this is an opportunity of a lifetime. For more info visit: [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Sales Professionals - International Media Company Looking for motivated, self-directed sales professionals who want to take control of their careers and would like to be able to work outside an office, and work on their own schedule. Must be driven to succeed, and coachable! For more info visit: [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Independent, Motivated Sales Professional. We are an established market leader in the Personal development media industry that is enjoying continued growth and success. I am seeking a highly motivated and energetic Self Driven Professional with a hunger for sales and a passion for helping others.

For more info visit: [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Marketing Professionals Wanted Take your marketing skills to the next level. We are an established market leader in the booming Personal development media industry.

For more info visit: [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Business Opportunity for Serious Driven Individuals. Take control of your hours, your income and your life by starting your own business. Full, ongoing training and support available.

For more info visit: [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)

Global Marketing Company Seeks Distributors. We are an established market leader in the Personal development media industry that is enjoying continued growth and success.

Distributors receive full and ongoing training and support. No boundaries. Lucrative Compensation Plan.

For more info visit: [www.YourWebsiteHere.com](http://www.YourWebsiteHere.com)



# **FLYER EXAMPLES**

**See How Others Are Making Over  
\$10,000 Per Month Working Online**

HIGHLY LUCRATIVE  
Develop Yourself & Help Others  
Make Up To \$8,000 Per Sale

NO Cold Calling      NO Hassling Friends  
NO Pressure Selling      NOT MLM

**FREE INFORMATION**

**[www.YourWebsiteGoesHere.com](http://www.YourWebsiteGoesHere.com)**

**See How Others Are Making Over  
\$10,000 Per Month Working Online**

HIGHLY LUCRATIVE  
Develop Yourself & Help Others  
Make Up To \$8,000 Per Sale

NO Cold Calling      NO Hassling Friends  
NO Pressure Selling      NOT MLM

**FREE INFORMATION**

**[www.YourWebsiteGoesHere.com](http://www.YourWebsiteGoesHere.com)**

**See How Others Are Making Over  
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Develop Yourself & Help Others  
Make Up To \$8,000 Per Sale

NO Cold Calling      NO Hassling Friends  
NO Pressure Selling      NOT MLM

**FREE INFORMATION**

**[www.YourWebsiteGoesHere.com](http://www.YourWebsiteGoesHere.com)**

## **SACK YOUR BOSS!**

**Start your own prosperous online business in  
the Personal Development industry NOW!**

- \* NO cold calling
- \* NO stock
- \* NO stress

***"If nothing changes...nothing changes"***  
**So what are you waiting for?**

**Check it out:**

[www.yourwebsite.com](http://www.yourwebsite.com)

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## Escape the Rat Race

*No more deadlines, peak hour traffic, office politics!*

*Find out how you can run your own successful online business using your laptop & mobile phone from just about anywhere, any time.*

Visit: [www.yourwebsite.com](http://www.yourwebsite.com)

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\* No stress.      \* More time.

\* No Boss.      \* More fun.

**All this working from home!**

Visit: [www.yourwebsite.com](http://www.yourwebsite.com)

# **SAMPLE ADS AND PHRASES FOR PRINT OR WEBSITES**

## **Retail**

Our products make a difference  
Personal Development products that change lives  
(enter personalized website)

Accomplish more than you think possible  
Our Personal Development products can help you Win!  
Call 888.888.8888

Do more than you ever imagined with Personal Development.  
Products that can change your life today!  
Call 888.888.8888

Want to make life extraordinary?  
Personal Development gives you the opportunity  
(enter personalized website)

Achieve the extraordinary growth that you desire  
Our products show you how.  
(enter personalized website)

Realise a life without limits  
Experience Personal Development and create a lifestyle by design  
Call 888.888.8888

Create unparalleled results in your life!  
Our Personal Development products make it possible  
Call 888.888.8888

Personal improvement – Focus on your goals.  
Create the life you want, now!  
Call 888.888.8888

Breakthrough Personal Growth  
If you want more - Take the next step!  
Call 888.888.8888

Shatter your limits on what you can accomplish  
Personal Development can show you how Great  
Products - (enter personalized website)

Breakthrough the barriers and Create the life You want. A  
Personal Development program that gets results. (enter  
personalized website)

Working harder and getting the same results over and over?  
Learn how to think differently and create different results. (enter  
personalized website)

Like hanging out with successful people who know where they're going?  
Join us at our Live Conference Event and learn for yourself.  
(enter personalized website)