



ENTRUST America's SECRET PARADIGM

The primary reason for an investment (money, time or reputation) is to get a good return. Good is measured as better than average, based on the risks involved. There are other reasons that enter the picture, such as social benefits, moral standards and reputation ramifications. Here are some very good reasons to consider ENTRUST America.

America's economy is huge. It is over ten trillion dollars. Well over sixty billion dollars flow through "direct to consumer" companies, like Amway, Nutrition for Life and others. Many companies, like Excel, MCI and Metabolife, started as "direct to consumer" companies. ENTRUST America is a different kind of "direct to consumer" company. It is additionally, both "direct to consumer" and "business to business".

ENTRUST America is positioned and active in the "business to business" marketplace. Its strategic partnerships with National Identity Recovery (NIDR) and Assurant Specialty guarantee ENTRUST America a competitive edge in the booming "Red Flag Compliance and Data Breach mitigation" sector. The secret paradigm is ENTRUST America's access to business entities. ENTRUST America's "direct to consumer" model will generate a huge, ongoing source of warm leads for the corporate professionals at ENTRUST America.

The traditional model for "direct to consumer" companies, used universally with minor twists, is a good product(s), priced with sufficient margin to pay the direct marketing team, over a number of levels. People are asked to pay an upfront fee and commit to a monthly requirement, in the neighborhood of \$60 to \$100. These companies are totally or almost totally consumer oriented. They normally do not have the uniqueness, sophistication or pricing to enter the "Business to Business" arena. The ratio of customers (not involved in the business) to customers (who are directly involved in the business) is around 2:1. Many companies have struggled to maintain even that ratio and often their opportunity affiliates buy the product under other peoples' name, to insure their qualifying for the compensation plan. There are very often problems related to overstatement of potential earnings and exaggeration of product benefits. Normally the emphasis is on selling "business units", because that is where the vast majority of the earnings are to be found. Their compensation plans are filled with breakage, break-a-ways and got-ya's!

ENTRUST America has developed a totally new paradigm. Its' Total Protection Plan is the industry leader in scope, sophistication and price. It offers the most competitive product available anywhere, including products available at Wal-Mart and Kroger. The package of five comprehensive services (Identity Protection, Remediation & Recovery; Legal Consultation & Representation; Tax Preparation, Advice & Audit Help; Financial Consultation, Budgeting & Bankruptcy Advice; and Professional Personal Advice, available - (24/7/365) is available for \$9.95 per month for an individual and \$19.95 per month for any size family. Our Plans are an incredible value by any standards.



ENTRUST America offers, absolutely free and with no strings attached, to anyone and everyone, a free 30 day trial. They allow any paying subscriber, the ability to offer the free trials to anyone, yet the subscriber does not do any selling. All "selling", answering of questions and statement of facts is done by ENTRUST America. The key element here, is that any subscriber who wants to, can be paid 10% of all monthly fees paid to ENTRUST America, for as long as those fees are paid by paying subscribers to whom that subscriber gave the free trial. Any subscriber can have their own ENTRUST America business absolutely free. The reality is, that many, if not most, of the subscribers will give away the free trials and will earn some money. Whatever that amount is, it will dramatically increase the likelihood that they will stay subscribers, thereby eliminating the biggest problem of all companies, direct to consumer or traditional, retention of existing customers.

ENTRUST America has totally reversed the model. The focus of the company is to get people to utilize the free trial, convince those free trial subscribers to become paid subscribers and at the same time, or later, convince those subscribers to give free trials to their family and friends. ENTRUST America allows paid subscribers to become CUSTOMER REFERRAL CENTERS (CRC) absolutely free. They not only get 10% of all monies paid to ENTRUST America when people start to pay for their product, but they continue to get that same 10% as long as their referrals continue to pay. Ten referrals, give or take, can result in income equaling their own product cost. For anyone who so chooses, they can become more involved and set up "businesses" to give ENTRUST America's Total Protection Plan to the business' customers and/or employees. Businesses love the concept because the free trial is a real value (\$9.95 or \$19.95), their customers and/or employees appreciate the gift and the business has no time, cost or follow up plus they generate a monthly annuity that is found money. If a subscriber wants to set up businesses and/or be paid down two levels, the subscriber would opt to become an "ENTRUST Agent". The cost is a one time fee of \$99. ENTRUST America gives the subscriber an unconditional guarantee, "If you don't earn \$99 in your first year, ENTRUST America will refund the difference between your initial \$99 and what you have earned from ENTRUST America".

ENTRUST America does offer an "ENTRUST AGENCY" for a one time fee of \$399 plus a monthly fee of \$49.95. An ENTRUST AGENCY OWNER (EAO) has dramatically more income potential and will only be utilized by the few, the ambitious, the visionaries. The company will be successful whether it has ten or ten thousand (EAOs). (EAOs) will not be sold, they will be granted.

ENTRUST America has a model that is based on multiplication rather than the overwhelming model of addition. This new paradigm will result in geometric growth of subscribers. We believe that every new paid subscriber will result in an additional 5 subscribers. Once the floodgates open, the growth will be unending.

The value of a company is primarily based on continuation and growth of cash flow and profitability. The ENTRUST model will generate ever growing cash flow and increasing profitability based on economies of scale and new product growth with the existing client base.