

SHIFT.

**how to reinvent business success in the
alternative finance industry without trying to
reinvent the wheel.**

**a new playbook to compete and win when competitive
advantages have been redefined.**



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THE CCTG PROGRAM OVERVIEW

Own A Finance Business That Lends Capital to Businesses and Real Estate Investors

After completing our finance program, you will be able to start out as a full-service commercial finance business, providing business loans and commercial real estate loans from \$5,000 to over \$500,000,000 to businesses with virtually any type of credit and in any industry. In addition to being able to take advantage of the opportunities created by loan turn downs from banks, you will be able to provide alternative solutions for businesses and commercial real estate investors that are very competitive and more attractive than traditional lending programs.

You will have the ability to offer **over 50 different types of commercial loans** to businesses and commercial real estate investors. You can earn anywhere from 1% to 15% of the loan amount, depending on the type and size of the transaction.



THE ENHANCED PROFIT PACKAGE ADD-ON OVERVIEW

Double The Revenue:

Be A One Of A Kind Business Consultant Offering Capital and Digital Marketing Solutions to Businesses

Our enhanced training package is inspired by NEED and driven by a team with decades of digital marketing experience. When you upgrade your training package to Enhanced, you'll leave training with two (2) lucrative business opportunities: One in commercial finance and one in the highly sought after digital marketing industry.

We will train and guide you to become a successful entrepreneur in the digital marketing industry. You can take pride in running and growing your own independent digital marketing business with our world-class support and continuing education system.

We Will FulFill All Marketing Activities For You

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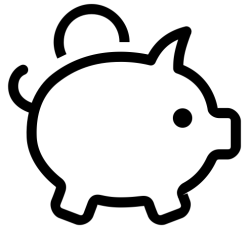


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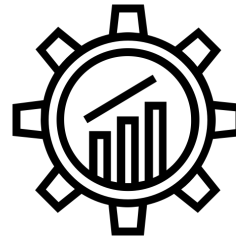
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introduction.

All businesses that aim to grow, profit, and sustain their business need the same two critical things:



CAPITAL



MARKETING

And in today's modern business environment, there is a third critical need:



A COMPETITIVE ADVANTAGE*

*As of mid-year 2019, over 320 million Americans were online. That's 89% of the population of the United States. The challenge for businesses used to be 'just to get an online presence'. Today, it's expected by any business' customers.

This creates a brand new challenge for businesses: To win the hearts and minds of customers before the competition does. We are now in the attention economy. A shift from before.

Competitive challenges have changed.

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what does this mean for you?



Virtually every industry is saturated. The explosive growth of the Internet and the ease of launching an online presence has opened the floodgates for millions of new businesses and those businesses have easier and less expensive access to huge audiences. This creates an almost endless number of choices for potential customers.

The loan brokers who come through our program no doubt have a gigantic opportunity to grow, profit, and sustain their businesses after training (don't forget: our marketing team at the Finance Marketing Group helps our grads increase their online visibility as well as drive inbound leads) and they do find much success.

*But what if there was a way to increase profits and do so with
minimal risk of future debt?*

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a competitive advantage.

Just the F.A.Q.s



Q: How can companies become more competitive in this attention economy?

A: Shift their thinking and diversify.

CONTEXT: Companies that diversify outperform their peers and competitors by nearly every metric that matters.

Q: Marketing and advertising help businesses compete and grow, don't they?

A: Yes, they do. But there's more that can be done in this new attention economy and it has everything to do with diversification.

CONTEXT: When business owners stop thinking of within-industry competition as the only competitive threat, valuable opportunities can be lost. In more and more markets, we are seeing industries competing with other industries, business models competing with business models even in the same industry, and entirely new categories emerging out of whole cloth.

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a crowded marketplace
can still be profitable.

diversifying within a
crowded marketplace
is a shift from profitable to an
accelerated rate of profitability
with magnified growth,
sustainability, and longevity
baked in.

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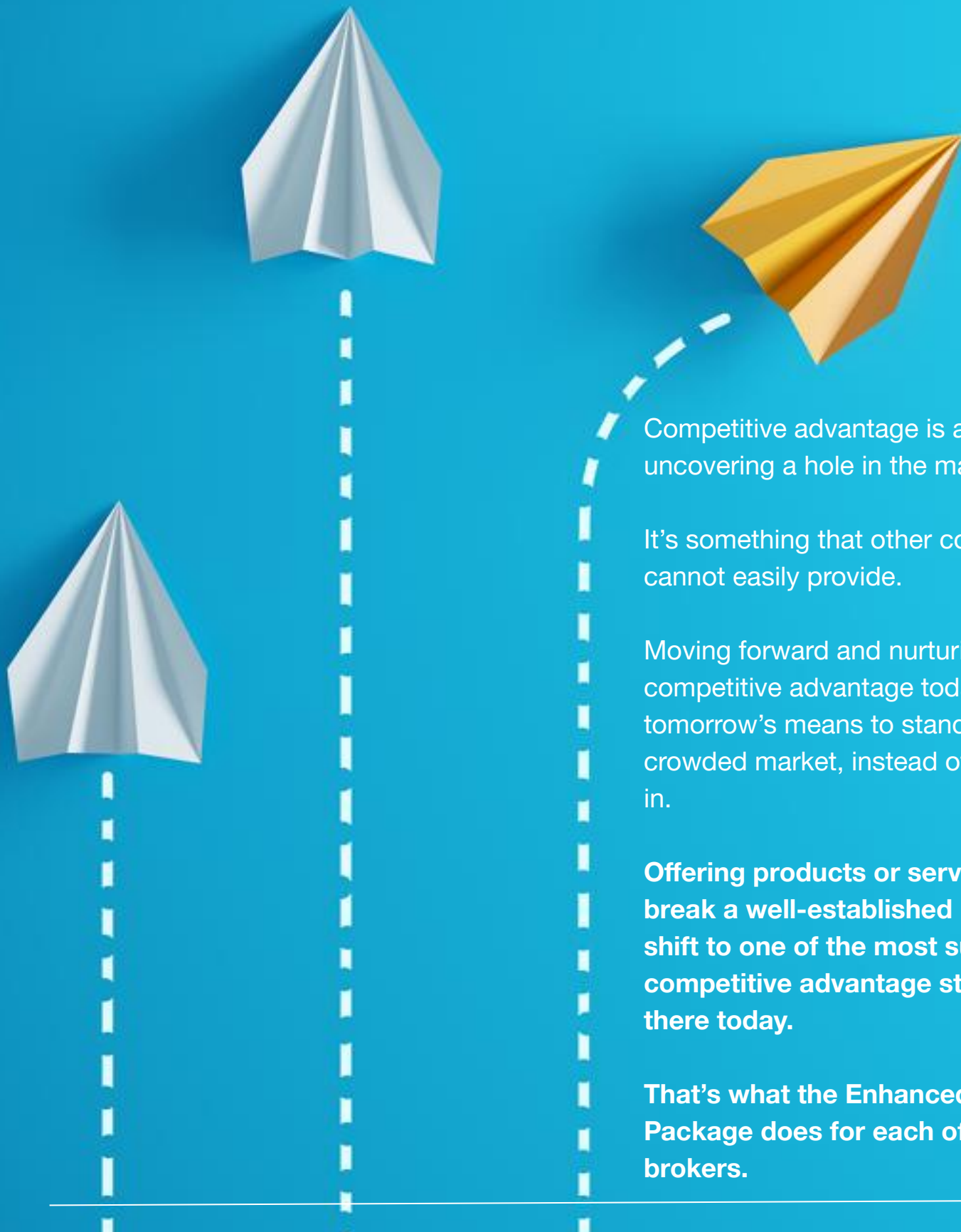
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a competitive advantage.



Competitive advantage is all about uncovering a hole in the market.

It's something that other competitors cannot easily provide.

Moving forward and nurturing a modern competitive advantage today is tomorrow's means to standing out in a crowded market, instead of simply fitting in.

Offering products or services that break a well-established norm is a shift to one of the most sustainable competitive advantage strategies out there today.

That's what the Enhanced Profit Package does for each of our brokers.

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connect the dots.

● **COMMERCIAL CAPITAL TRAINING GROUP TRAINING** *(No experience required)*

A one-of-a-kind, intensive 7-day training program that gives you all the necessary tools and support to successfully own and operate your own commercial finance company without any finance experience. We help you launch your business (with marketing for your business included) and you have a full Support team for the life of your business.

● **THE ENHANCED PROFIT PACKAGE ADD-ON** *(No experience required)*

For a nominal investment, this training add-on features 2 additional days of training where you'll be able to offer any business marketing solutions to grow their business. **Every business needs capital and marketing to grow their business.**

● The continued explosive growth of Internet usage and the sheer number of choices for customers and clients means having a competitive advantage is *key for increased profits and businesses that are planned for longevity.*

● A modern competitive advantage today is tomorrow's means to **standing out in a crowded market.**

● With the Enhanced Profit Package, ***you'll start your business with that important competitive advantage.***

● **Think about this:**

As a broker, *you'll already be having conversations with decision makers.*
If you're equipped with the second of the two most important needs of any business today, you'll be automatically positioned for pitching marketing (on top of providing essential capital).

● **Think about this too:**

You'll have **more than one option** for generating profits:

1. Offering financing solutions (our proven model generates profit)
2. Offering critical marketing solutions (our proven model generates profit)
3. The game-changer would be offering both (our proven models would generate even more profit from a single client)



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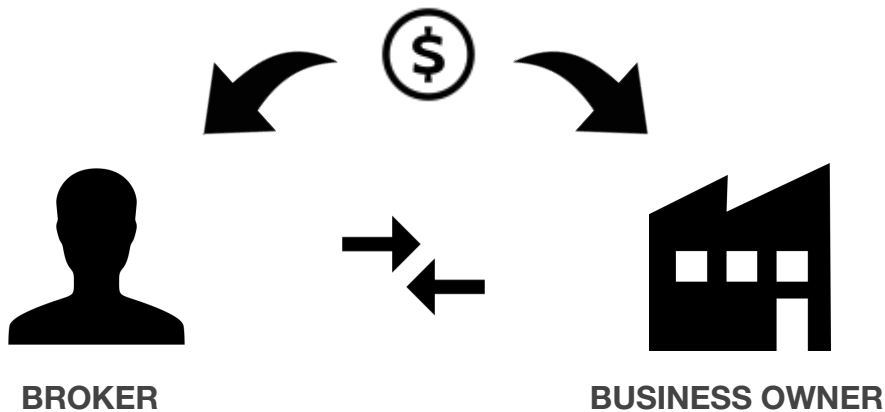


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a visual guide.

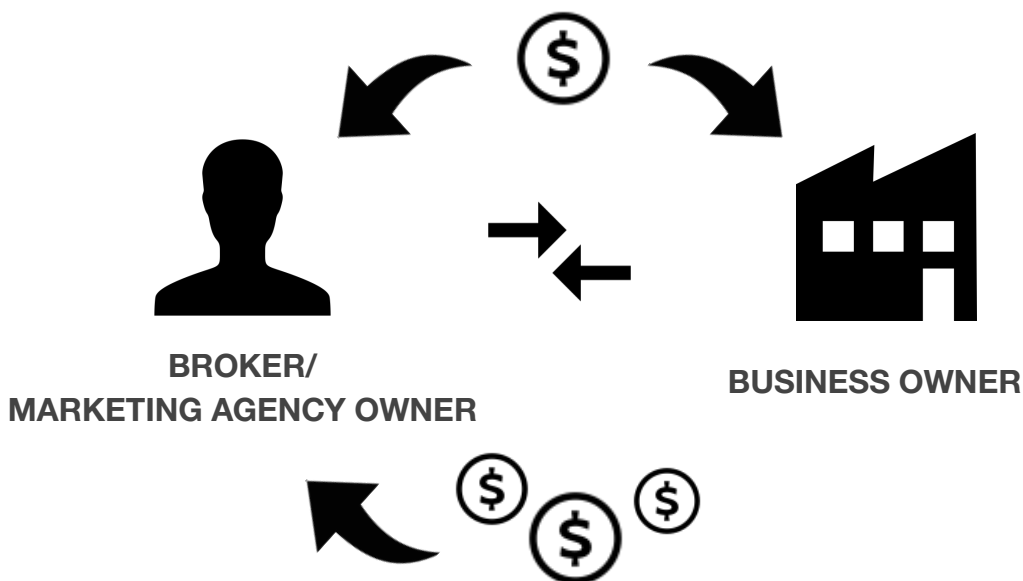
HOW THE MODEL WORKS (WITHOUT THE ENHANCED PROFIT PACKAGE):



As with all the brokers that come out of our program, they focus on helping businesses get capital only. Basically, a single scenario (profitable) model.

The broker assists a business owner in securing capital. The broker makes a profit & the business gets the critical funding it needs.

HOW THE MODEL WORKS (WITH THE ENHANCED PROFIT PACKAGE):



After training in both business opportunities, a broker can *initiate conversations about just financing, just marketing, or both.

** This creates 3 different scenarios where profit can be generated.*

One of the most profitable & key characteristics of digital marketing is the **recurring revenue** it can generate on a monthly basis.

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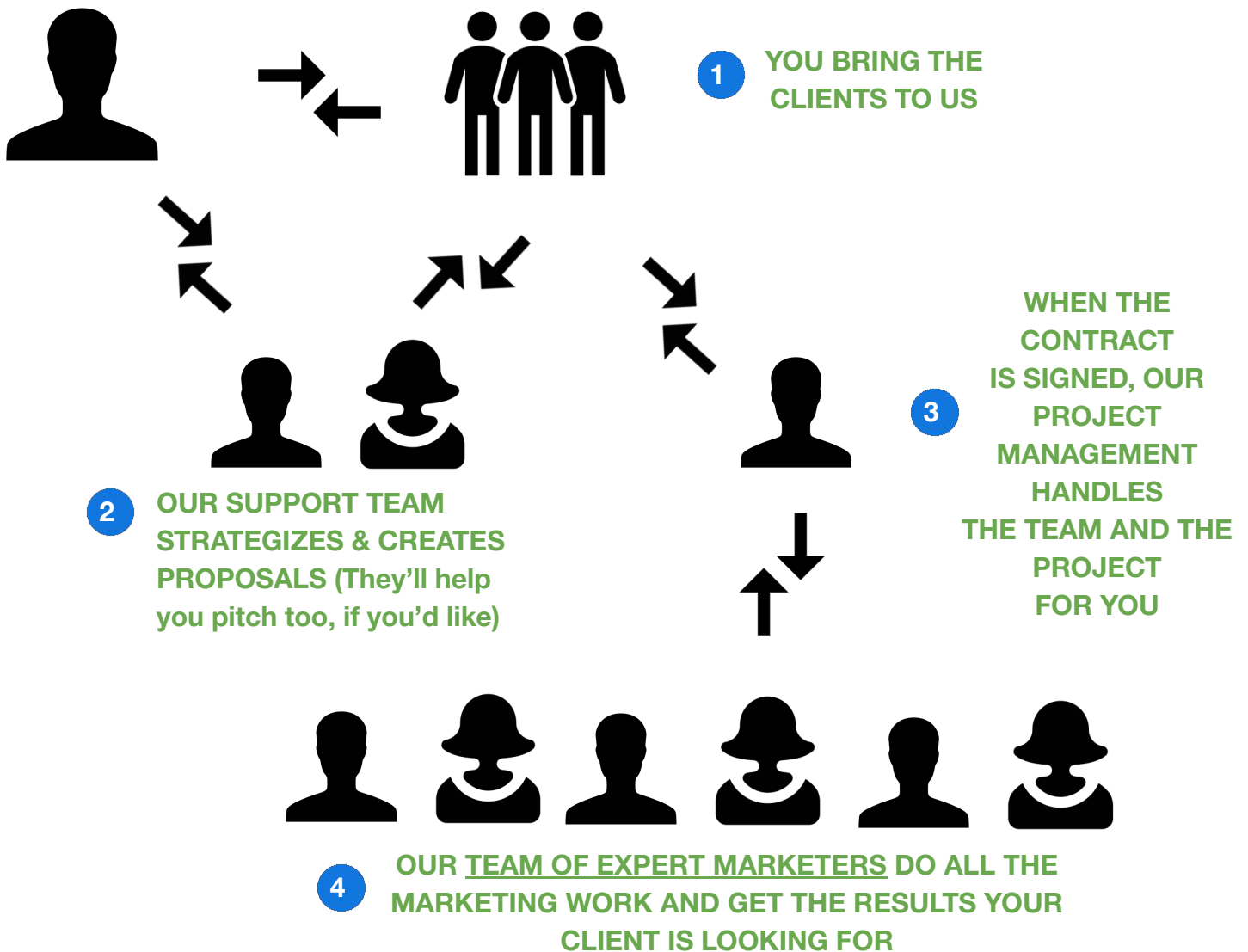
step by step.

Here is exactly how the digital marketing business model works (from a process standpoint)



Most important to note: Absolutely **zero technical knowledge or experience is required** to own and run a digital agency (when you come through our training and work the proven model that we are continually perfecting from day to day).

THE DIGITAL MARKETING PROCESS | THE 4 MAIN STEPS



[YOUR PROFIT IS DERIVED FROM OUR TRUE WHITE LABEL WHOLESALE PRICING]

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the money you can earn.

With hard work and dedication there is an unlimited amount of money to be made with your unique competitive digital marketing services. Don't forget you are combining this with your finance business which your clients are the same: *Business Owners*.

Below are only a **few** examples of how you can monetize the marketing services you will offer.

Website Development



Every business needs a website in this new digital age of marketing. Without a professional website you might as well set up your business in the middle of the desert. With great design and professional website development, you will be able to offer the perfect website for any client.

PER CLIENT:

RANGE: \$1,000-\$15,000+

Search Engine Optimization



This is a perfect example of a digital marketing agency not only building a long-term relationship with a client but also earning an ongoing monthly revenue stream.

PER CLIENT:

EXAMPLE MONTHLY AMOUNT: \$1,000 – \$10,000 *per month*

Pay-Per-Click Advertising



A great way to simply increase ROI and generate leads from every campaign while saving your clients valuable budgets for other things.

PER CLIENT:

EXAMPLE MONTHLY AMOUNT: \$1,500 *per month*

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