

**According to The Wall Street Journal, Time, Entrepreneur Magazine and the L.A. Times:**

**You have just inquired about the “up and coming service industry of the decade!”**

These prestigious publications have all reported that *College Financial Aid Counseling* is the hottest, new business opportunity in the country today.

**The need for college financial aid planners is immediate and overwhelming and the market is enormous!**

There are only a handful of *College Financial Aid Planners* across the country yet there are millions of families with children in college or planning to attend college. This business opportunity was created out of necessity and is the first of its kind to be offered nationally.

What you are about to read will be different from any other business opportunity you have ever seen.

This easy to operate, one-of-a-kind opportunity is designed for innovative, serious individuals who are looking for a fresh and exciting business to call their own. If you are in this select group, read on...

## **A Real Problem**

Today, the cost of a college education is skyrocketing at more than twice the rate of inflation. Believe it or not, the cost of a public university averages about \$15,000 per year and in order to educate a child at a private college, a family can expect to spend between \$80,000-\$100,000 over a four-year period.

Just to give you an example, the following are estimated total costs for the 2005-2006 school year:

College	Est. Total Cost/Year
University of Maryland (In state student)	\$21,000
Rice	\$39,000
Duke	\$46,000
Princeton	\$54,000

However, even though the cost of a college education is expensive, it still pays enormous dividends. A college education is the first step that a student will take toward his career and his future. It is also a proven fact that on the average, individuals with a college degree are able to earn a much higher income than those without one.

Something else to consider is that in today's tough job market, a degree from a prestigious university will give a student a definite career edge.

However, no matter how valuable a college degree, **most families cannot afford the**

**rising costs of a higher education.** As a result, many base their college selection entirely on financial, rather than academic considerations.

By becoming a financial aid advisor through the **College Financial Counselor's** proven program, you can solve this dilemma.

## **A Real Solution**

### **A Buyer's Market!**

The biggest myth in America is that it's too expensive for parents to send their children to the college of their choice. Today, college is a buyer's market. Since the baby-boomers left the halls of higher education, there are far fewer students in the market place and colleges are competing heavily for their money.

### **The Government Wants Students to go to College!**

What most families don't realize is that our government and universities don't expect students to pay for the entire cost of their education. Actually, many schools have empty seats and will give sizeable tuition discounts to fill those seats in order to cover a portion of their operating costs. There are also a variety of programs such as the Pell Grant, the Stafford and Perkins Loans along with university based grants, scholarships and work study programs to help students finance their education.

### **Billions in College Financial Aid Goes Unclaimed!**

Every year, billions of dollars in college financial aid go unused because parents get lost in the financial aid system or they assume that they make too much money to qualify for this aid. That's where you, the *College Financial Aid Advisor*, can help.

Here at the *College Financial Counselor*, we have gone to great lengths to take the complexity out of the financial aid maze. We have developed an easy to follow education program that teaches you the ins and outs of the college financial aid system.

Included with our educational package is the *Wizard Software Program*, available exclusively through the *College Financial Counselor*. *The Wizard* is a state of the art, user-friendly software package that allows the financial aid advisor to calculate the financial aid eligibility of college and college-bound students.

You will find that in a very short time you will be able to run your own lucrative business helping families through the financial aid system. More important, you will feel good about what you do. There are not many business opportunities that offer the personal reward of helping young adults fulfill their educational potential.

## **A Real Market**

Each year, millions of college and college-bound students work towards a higher education. These students face an incredible academic challenge. At the same time they must

struggle with the tremendous financial burden of paying for their education.

As a *College Financial Aid Advisor* you can become the most sought after consultant in your community by helping families save money on their children's education. We will show you how to obtain at least \$2,500 in college financial aid for every student that becomes your client.

One of the main advantages of this business is that you can quickly develop a strong client base using simple marketing techniques and the referrals from satisfied clients.

### **Repeat Customers!**

Students need to file for financial aid each year and it takes most students 4-5 years to obtain their degree. This means that a family with three children could potentially become your client for a period of 10 years or more.

### **Unique Marketing Tools!**

There are a number of ways to establish your original client base and we have developed an extensive program of unique marketing techniques that makes it very easy for you to get started. It includes direct mail letters, take-one brochures, a video presentation of our program and advertisements for high-school newspapers, just to name a few. We have also found that this service travels very well by word of mouth and once you have successfully helped a few families, your referrals will become your most important asset.

## **How the Business Works**

### **Owning Your Own Business**

As a *College Financial Aid Counselor* using the *College Financial Counselor* system, you will be in business for yourself. You will be your own boss in a business that can be run full or part time. Many advisors begin on a part-time basis, working during their spare time and find that they can easily develop their service into a full-time business.

### **Hands on Support**

Although you will be running your own business, we will be there every step of the way to help you get started. We have an extensive support service that can answer your questions and help with unique situations that you may come across. In addition we offer ongoing education seminars that will help you to further develop your expertise and stay up to date with the latest developments in the college financial aid system.

### **Here's What You Get**

When you purchase our business opportunity, you will receive an extensive education package that will teach you how to become a college Financial Aid Counselor. This package includes our easy to follow *College Financial Planning Education Manual*, the *Quick Start Marketing Manual*, our *Video Guide to College Financial Counseling*, the *Financial Aid In-home Presentation Manual*, and *Wizard Software* to process your first client. When you receive

your package, just place the *Video Guide to College Financial Counseling* in your VCR and it will take you step by step through our educational system.

*The College Financial Planning Education Manual* will teach you the "meat" of college financial planning. It will teach you how the financial aid system works, how to obtain aid for your clients and how to negotiate with a college for a better financial aid package. If at any time you have questions, you can call our support services for clarification.

Once you have an understanding of the college financial aid system, you will need to set up your business. Our *Quick Start Marketing Manual* will take you from developing a business plan to setting up a home office and obtaining your first clients. You will soon find that in no time, you will be on your way to an exciting career in College Financial Planning.

Finally, the *Wizard Software Program*, a one of a kind software package available exclusively to our financial aid advisors, is a user-friendly software package. *The Wizard* will do most of the work for you. It will analyze your clients' income and assets, suggest strategies that will lower their out-of-pocket college expense and provide a line-by-line answer sheet to the complicated college financial aid forms. If you don't own a computer, don't worry, we can process the information for you.

### **Bottom Line – Your Income Potential**

Our financial aid advisors are free to set their own fees for their services. Most of our advisors charge a \$495 fee and guarantee their clients \$2,500 in college financial aid. In order to process each student you will need to purchase a *Wizard Software License Code* at the low cost of \$50. This leads to a profit margin of \$445 for every student that becomes a client. Since we provide your first Wizard Software disk, you will be able to recover your initial investment with your first client. Add it up for yourself, if you help just one student per week this can amount to a very good, part-time income. If the only student that your work with is your own son or daughter, you should easily regain your investment in college savings and we will be there to help you along the way.

### **Obtaining Clients**

Here at the College Financial Counselor, we have spent the last five years developing programs that take the guesswork out of finding clients. Our package includes a number of marketing programs that range from direct mail and take-one brochures to ready-made advertisements that can be used in newspapers. We also include telemarketing scripts and other marketing ideas to help you find clients. With our package, you will be able to quickly produce a personalized marketing campaign that best suits your needs.

If you need help getting started, we offer a complete marketing service that includes direct mail and follow-up calls to provide you with a list of interested contacts.

### **Closing the Sale**

We have developed an excellent presentation that you can use when you first meet with the family. Most important, this presentation is not a sales pitch. All you do is teach them about the college financial aid system and gather some basic information about their income and assets. If you need a little help getting started, the presentation is included in our *Video Guide to College*

**Financial Planning** and can be used in place of a personal presentation.

You enter this information into **The Wizard** Software Program which will produce a letter to the family estimating the amount that you will be able to reduce their out-of-pocket college expenses.

All you have to do is sign the letter and drop it in the mail. It's easy, **The Wizard** closes the sale for you.

## **Success**

Imagine, after your first six months you have built a client base using our **proven marketing strategies**. Our **take-one brochures** got things rolling. With that income you placed an ad in the local newspaper. From there you used the **College Financial Counselor's direct mail service** to bring on more clients. Now, your clients are telling their friends, your reputation is starting to spread and clients are coming to you. You're running your business on a part-time basis, in the comfort of your own home, and making a sizeable income.

Sound too good to be true, it's not. **College financial planning** is one of the hottest opportunities of the decade and we were the first company to offer such an extensive college financial planning package. Many newspaper and magazine articles have recently appeared across the country indicating that now is the time to get into this exciting field.

## **Don't Wait!!**

Take a moment to read the enclosed articles on the future of **College Financial Planning**. You will soon see the potential of this exciting field. We have also enclosed articles on individuals who have created a successful businesses as **College Financial Advisors**. From their stories, you can see not only the financial rewards but the excitement they find in helping a young student see their dreams come true.

**You can join these successful entrepreneurs and start down this exciting path by ordering today!**

Call us today at \_\_\_\_\_ and join us as a member of the **College Financial Counselor**. We will priority ship all everything you need to be up and running in no time.

**We look forward helping you in becoming one of the most wanted consultants in your community!**