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VIDEO NUMBER TWO

SUBSTANTIVE SUMMARY

THE COMPREHENSIVE 10 STEP PROCESS THAT HELPS CLIENTS ACHIEVE CREDIT PERFECTION AND UNLIMITED FUNDING WHILE YOU GROW YOUR LAW PRACTICE EXPONENTIALLY

EVERYTHING SHOULD BE AS SIMPLE AS POSSIBLE BUT NO SIMPLER

– ALBERT EINSTEIN

STEP ONE –

THOROUGHLY INTERVIEW THE CLIENT AND ANALYZE THE SITUATION

We as attorneys always begin with the client interview so we can thoroughly analyze the situation and recommend a course of action. In order to properly analyze the clients' situation in the areas of credit perfection, unlimited funding, and consumer protection we should review all of the following:

1) The clients assets and liabilities

2) Credit reports

3) Income

4) Occupation

5) Personality

6) Current level of stress

7) Stated goals and dreams

8) How we can solve their problem

9) How we can help them reach their goals

10) How can we help them achieve for beyond their loftiest goals

STEP TWO

THE CLIENT PEP TALK ---- TELL THE CLIENT WHAT YOU AND THEY CAN ACHIEVE TOGETHER

The next step after gathering the relevant information is to give the client the client "pep talk." Tell the client what can be delivered in the areas of credit perfection, funding, and consumer protection. You should then lay out a short term and long term success plan for him.

STEP THREE

PICK A LENDABLE BUSINESS NAME AND FORM A SEPARATE ENTITY FOR BUSINESS CREDIT SEPARATE FROM PERSONAL CREDIT

The next step is for those individuals who should have a business entity created so they can establish separate business credit, shield their personal assets, and enjoy a variety of business entity benefits.

1. PICK A LENDABLE NAME

In terms of a name for the business, a LENDABLE NAME should be chosen which can borrow money solely on the business strength without personal assets. There are approximately 40 common words which if put into an entity name kill or severely hurt the ability to get business credit. Few attorneys know these so I have labeled them as "Schedule I." Such company names do not prevent a company from getting credit based on collateral, personal credit or other assets but they kill the chance to MAXIMIZE business credit obtained without anything other than the business credit ratings. Avoid them like the plague.

You may use the names of the avoided lists as a "DBA" filed with the country of in the headquarters of the company. I recommend you wait 4-6 months to do so for the purpose of giving you time to open a number of business trade accounts that report to the business credit reporting agencies. "Business Management" is always a good name to use.

2. CREATE A SEPARATE ENTITY

The next step is to choose an entity form for the business. It cannot be a sole proprietorship or a partnership for business credit purposes as there are tied to personal credit. The various remaining business entity forms to choose from are!

1) C Corporation

2) Professional Corporation — PC

3) Limited Liability Corporation — LLC

4) Limited Liability Partnership — LLP

The entity should be filed with the Secretary of State and an EIN number immediately obtained from the IRS. Form 2553 from the IRS should be strongly considered to treat the entity as a subchapter S corporation, thereby avoiding double taxation by attributing the

corporate income to the individual. You have 75 days after entity creation to make Subchapter S election. A Subchapter S Corporation ONLY exists for tax purposes, is only seen by the IRS, and does not otherwise change your entity status.

STEP FOUR

GET YOUR CLIENT IMMEDIATELY INTO THE BUSINESS CREDIT SYSTEM AND BEGIN BUILDING BUSINESS CREDIT

The next step is for those individuals or entrepreneurs who wish to or should turn their ideas into a separate business so they can immediately get into the business credit system. This system has no relationship to an individual or his social security number and is based on his federal EIN number issued to the business. Companies such as Coca-Cola or Walmart funding are based on the strength of the entity, not the owner credit. The reasons for getting into this separate credit system are numerous:

1) Separate them from personal credit system

2) No personal guarantee

3) No SS# purely by EIN#

4) No Doc apps

5) Stated income apps

6) 0% 12-18 month money

7) 10x or more higher limits

8) Can be used to pay down personal cc so score becomes high

9) Credit agencies on the business side are a joy to work with

10) Inquiries don't matter

11) The more credit you have the more you will get

12) Credit easily converts to pure cash at no net cost

13) Most money loaned is through business credit

14) You can create multiple companies but there is only you

Other steps which need to be taken include:

1) Get a business address, phone number, and fax number

2) Register the business phone number with the national 411 directory

3) Get a website and an email connected to the business

4) Get the proper business licenses

5) Get a business bank account and merchant account for credit card processing

6) Receive a domain name

7) Create a logo

STEP FIVE

PERFECT THEIR PERSONAL CREDIT

The definition of credit perfection, to borrow the phrase used in an Army recruiting advertisement, is "to be the best you can be." This is accomplished by four (4) separate and distinct steps:

1) Deleting negative information

2) Adding positive information

3) Practicing Good Credit practices going forward;

4) Apply secret tips to increase your score

1. DELETIONS

Deletions are the hardest part of the credit protection process as they take time, credit reporting agencies and information furnishers do not like to verify their accounts or correct their mistakes, and there is a delay built in the process. There is an art and science to doing this outlined in detail in the video which shows you how to delete
all the following:

1) Excess addresses;

2) Excess phone numbers;

3) Incorrect Employment Data;

4) Superfluous information;

5) Inquiries;

6) Bad Accounts;

7) Judgements;

8) Liens;

9) Bankruptcies;

10) Foreclosures

11) Student Loans

12) Medical Collections disclosing the nature of the disease treated as well as other medical collections

It must be noted that information may be deleted within 30 days of receiving a consumer dispute that is:

1) Inaccurate

2) Incomplete

3) Unverified

4) Outdated

5) Protected from disclosure by statute

6) Specifically limited by statute such as medical bills

The consumer advantage in the process created in the FACT that credit reporting agencies and information furnisher do virtually ALL "verification" by electronic means in a matter of seconds without review of documents, interview of relevant witnesses, or consideration of relevant evidence. They then violate their statutory mandates to use "REASONABLE PROCEDURES TO ENSURE MAXIMUM ACCURACY." The video shows you how to take advantage of the noncompliance with to the law by "verifiers."

2. ADDITIONS

The addition of good credit involves adding good "Primary trade lines" and "Authorized User" trade lines. Primary trade lines are those in the name of the consumer. Authorized trade lines involve a parent or friend adding you as an authorized user to their account, thereby giving you the benefit of their ENTIRE good credit history. An industry has

developed where Authorized User trade lines can be purchased through a broker.

3. GOOD CREDIT PRACTICES

Once the credit has been perfected and at all times, it is important to pay all debts as agreed or all the effort will go to waste.

4. SECRET CREDIT BUILDING TIPS

Secret credit building tips are provided in the video which will dramatically boost credit scores.

STEP SIX

AFTER PERFECTING THE CLIENTS' PERSONAL CREDIT GO BIG TIME TO MAXIMIZE PERSONAL CREDIT

Once you have perfected the clients personal credit you should map out how to maximize his personal and business credit using his personal guarantee. With the clients score at the maximum, I recommend using expert loan brokers being paid a percentage around 10% of the "success fee" for maximum funds for your client. They really know where they are doing and will get your client 0% moneys for up to 24 months which means the actual cost of the money is only 5% for 2 years including their 10% success fee. The video discuss this and also explains how to do it yourself although this is strongly discouraged.

STEP SEVEN

OPEN UP MULTIPLE COMPANIES AND FUND AND GROW ALL OF THEM

Once the client has perfected his personal credit, fully funded personally, obtained maximum separate business credit, and achieved profit in their business they are ready to repeat the process with multiple companies. They can do this by:

1) Opening another startup company.

2) Purchasing an operating business;

3) Purchasing a shelf or aged corporation;

4) Purchasing a super corp over 4 years old;

Each corporation can then be expected to generate hundreds of thousands of dollars in funds to fund various business plans. This is how financial empires are built.

STEP EIGHT

SUPERVISE YOUR CLIENTS BUSINESS SO IT CAN GROW AND NET TOP PROFITS

Now that your client is up and running and well-funded, it is important that they be guided along the path to grow and yield top profits. A variety of business law services help the client navigate the business and legal world and are discussed in the video.

STEP NINE

GET THE CLIENT INTO THE BIG MONEY CONVENTIONAL LOANS IN ADDITION TO THE NONCONVENTIONAL FUNDING

Once the company or corporation of your client is up and running and turning a profit for a couple of years, conventional lending sources requiring tax returns and after documents come into the picture. These include but are not limited to the following:

1) Business Loans

2) Cash Based Loans

3) Collateral Based Loans

4) SBA Loans up to $5 million

5) Peer to Peer Loans

6) Angel Investors

7) Investment Bankers

8) IPO's

STEP TEN

DETERMINE IF YOUR CLIENT NEEDS PROTECTION UNDER THE MORE THAN 200 CONSUMER PROTECTION STATUTES

This is covered at length in video number 3 so will not be included in video number 2 other than to list in a broad sense the weapons available for an attorney to perfect their consumer-clients:

1) Demand Letters

2) Government Complaints

3) Support from Trial Lawyers Association

4) Consumer Protection Groups

5) Injunctive / Declaratory Relief

6) Full Blown Lawsuits

7) Appeals

8) Supreme Court Appeal

SCHEDULE I

THE LIST OF WORDS TO AVOID PUTTING INTO YOUR BUSINESS ENTITY NAME

1. AVOID RESTRICTED ENTITIES (AUTOMATIC DELINE)
    a. AMMUNITION
    b. BAIL BONDS
    c. CHECK CASHING AGENCIES
    d. ENERGY OR OIL EXTRACTION
    e. FINANCE
    f. GAMING
    g. SPECULATIVE LOANS
    h. PAWN SHOPS
    i. POLITICAL CAMPAIGNS
    j. PUBLIC ADMINISTRATION
    k. X-RATED PRODUCTS
2. AVOID HIGH RISK INDUSTRIES (RIGID UNDERWRITING)
    a. AGRICULTURE
    b. AUTOSALES

c. COURIER SERVICES

d. COMPUTER SALES

e. DRY CLEANERS

f. ENTERTAINMENT

g. GENERAL CONTRACTORS

h. GAS STATION

i. CONVENIENCES STORES

j. HEALTHCARE

k. SPECIAL TRADE CONTRACTORS

l. HOTELS OR MOTELS

m. JEWELRY SALES

n. LIMOUSINE SERVICES

o. LONG DISTANCE TRACKING

p. MOBILE HOME SALES

q. LONG DISTANCE TRACKING

r. MOBILE HOME SALES

s. PHONE SALES

t. REAL ESTATE AGENTS OR BROKERS

u. REAL ESTATE DEVELOPERS OR SUB-DIVIDERS

v. RESTAURANTS

w. BARS

x. SOFTWARE COMPANIES

y. TAXI CABS

z. TRAVEL AGENCIES