

16 THINGS & ESNB “COMMUNITY PARTNERSHIP CENTERS”

Strengthening Communities by Transforming Lives

Providing Network of Essential “Social Responsibility” Services & Programs
Designed To Help People & Organizations “Save, Protect & Grow”



Free Community Workshops • Custom Benefit Programs • Fund-Raising
Mentorship Internships, Work Experience & Career Track Programs

Income Building • Asset, Family & Business Protections • Discounts & Savings
Debt Management • Legal Protections • Tax Services • Tax Reduction Plans
Retirement Programs • Children Educational Funding • Guaranteed Income
Health Benefits • Affordable Long Term Care & Chronic Illness Protections
Computer & IT Help • Telecom Services • Design, Printing, Marketing Services
Advertising • Branding • Business Development • Management • Entrepreneurship



Community Partnership Center

www.MyESBN.com • LyleBenjamin@MyESBN.com
20 East Broadway, 4th Fl • New York NY 10002
Tel 212 213-0257 • Cell 917 683-2625 • Fax 646 870-8169



The De-Evolution of Business:

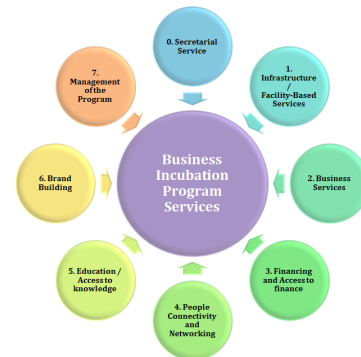
Business used to be much simpler. You rented a space, renovated, hired and trained some people, did some “Yellow Page” advertising, ran some promotions, and then you helped customers when they came in; and, if you treated your customers well, and did a reasonably good job meeting or exceeding their expectations ... you made enough money to move up the ladder, put your kids through college and hopefully have enough money to live out your golden years pretty well.



Well, times have certainly changed, and not always for the better. Competition for clients/customers is more intense now than ever because of the internet, rents are soaring, it’s harder and more expensive to get good help, the burden of taxes and government regulations - all make it harder to earn a respectable income.

A New Spin on Ownership:

What if you could have a business that was up and running quickly, didn’t cost you an arm and leg to establish or operate each month, had built-in (lead generation) advertising, marketing and social media programs, was bringing in new clients on a regular basis, was providing additional revenue streams, protecting your assets, and giving you better returns on your savings and investments while building for your retirement, children’s education, and wealth creation - tax free through IRS code ... Would you be interested? Now, if your business benefited individuals, families, churches, schools, temples, non-profits, government agencies and businesses ... Would you jump at the chance?



Getting Started:

We make it easy for you to sign up and get started. Simply complete the application and business background survey. We will then meet and go over the program. If both sides decide to proceed, we sign the Business Partnership Center Agreement and collect the fees. Within seven (7) days, you’re provided with a welcome package that includes your program benefits and support materials, and we’ll get to work on your business!

Building for the Future:

We’ll also schedule meetings to assess your needs, staff and client needs, and then work with you to provide viable solutions: We are in this together, helping you succeed faster, exceeding your expectations and being of service to the community.



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Community Service:

When a customer enters the Community Partnership Center your Community Outreach Coordinator asks them to sign in and complete an intake survey where he/she can detail the reasons for the visit - while seeing a list of other services your center provides. Coffee, a comfortable sofa and short video presentations on Business Partnership Center services is provided while completing the intake survey.



For example, someone comes in to inquire about insurance and learns that one of our Community Partnership Managers provides accounting services ... s/he would check the accounting services box on the intake survey and after the insurance meeting, s/he would meet about their accounting needs.

Simply put, it's a one-stop center where people and organizations can go to get a variety of issues taken care of under one roof. And for the Center, it's a great way to increase revenue through cross-marketing. But we don't leave it to chance that people walk through the door. We work very hard to provide the tools you need to get the exposure, contacts and relationships you want and need to grow your business.

Business Center Activities:

- Community Legacy Building Workshops
- "Money Matters" Workshops
- "Better Communication & Literacy Workshops"
- Debt Management & Reduction Workshops
- Legal & Tax Protection Workshops
- Networking Meetings
- Business Development Meetings
- 16 Things Social Responsibility Club
- Financial Services Management & Leadership Training
- Investor & Financing Pitch Presentations

Lead Gen Programs/Events:

Participation in a number of marketing activities and events during the course of the year:



- Workshops & Seminars
- Book Promotions
- Press Releases
- Social Media
- Business to Business Community Advertising Circulars
- Promotional Cards
- Brochures & Flyers
- Website & Blogs



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Partnership Center Operations:

Center Options:

• Office Desks	• Office Chairs	• File Cabinet
• Reception	• Broadband	• Copying/Printing/Fax
• Conference Area	• Conference Area	• Kitchen Area

ESBN Marketing Services:

• 5,000 Bus. Cards	• Workshops	• Networking Events
• 5,000 Brochures	• Seminars	• Client Events
• 25,000 Circulars	• Presentations	• Web Site Coverage

Provider Financial Services (Tax-Free Cash Accumulation/Asset Protection):

• Personal Analysis	• Income Growth	• Investments
• Business Analysis	• Safety	• Retirement
• Benefits Plan	• Tax Reduction	• Annuities
• Asset Protection	• Buy-Sell Agreement	• Estate Planning

WFG/AEGON Financial Services (Adding Revenue Streams):

• Referral	• Part-Time	• 5-6 Figure Income
• Residual Income	• Ownership	• Generational Wealth
• Bonuses	• Paid Vacations	• Stock Options

LEGAL SHEILD Services:

• Unlimited Advice	• Debt Collection	• Hiring & Firing
• Business Law	• Document Review	• IRS Representation
• Contract Law	• Correspondence	• Reduced Trial Defense

5LINX & Additional Discount Individual & Business Services:

• Text Marketing	• Video Conferencing	• Merchant Discounts
• Tech 24/7	• Printing Services	• Payment Solutions
• Utility Savings	• Security Services	• Payroll Services



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Center Set-Up & Expenses:

Business Partnership Fees:

• Center Acquisition Fees:	• \$10,000 +	• 16Things/ESBN: Usage/Programs
• LLC/Business Set-Up Fees:	• \$ 1,200	• Agreements, Legal Status, Filings
• External Partnership Fees:	• \$ 2,400	• 1 st 4: Financial, Legal, Business
• Licensing & Training Fees:	• \$ 5,800	• 1 st 4: Group, Team, Field
• Materials Fees:	• \$ 850	• Books, Workbooks, Manuals
• Total Partnership Fees:	• \$ 20,250	• Pay in Full or Financing Options

Business Center Operational Fees:

• Rent:	• \$ 1,000	• \$ 3,500	• Size/Location
• Utilities:	• \$ 200	• 700	• Electric, Gas
• Insurance:	• \$ 150	• \$ 300	• Rental, Business
• Taxes:	• Varies	• Varies	• Varies
• Internet & Phones:	• \$ 150	• \$ 250	• Office & Cell
• Equipment:	• \$ 150	• \$ 450	• Computers, Copier, Fax
• Furniture:	• \$ 150	• \$ 450	• Reception, Staff, Clients
• Supplies:	• \$ 100	• \$ 375	• Office
• Materials:	• \$ 100	• \$ 375	• Training
• Accounting:	• \$ 250	• \$ 350	• Bookkeeping
• Service Subscriptions:	• \$ 350	• \$ 350	• OBA: Business, Legal
• Marketing Materials:	• \$ 800	• \$ 1,600	• Print & Web
• Custom Benefits Plans:	• Varies	• Varies	• Safety, Growth, Protection, LTC
• Monthly Fee Estimate:	• \$ 3,500	• \$ 8,700	• Varies by Site, Size & Owners

Business Partnership Fees:

• 16T Program Fees:	• 10%	• Tax Deductible
• ESBN Licensing & Program Fees:	• 10%	• Monthly
• Marketing & Advertising Fees:	• 5%	• Monthly



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Center Revenue Streams:

Business Partnership Income Illustration (4-Person Team):

• DESCRIPTION:	• REVENUE (1 ST YEAR)	• REVENUE (2nd YEAR)
• Financial Services:	• \$ 200,000 +/-	• \$ 450,000 +/-
• Health Services:	• \$ 40,000 +/-	• \$ 80,000 +/-
• Debt Management Services:	• \$ 40,000 +/-	• \$ 80,000 +/-
• Tax Preparation Services:	• \$ 100,000 +/-	• \$ 100,000 +/-
• Insurance Services:	• \$ 40,000 +/-	• \$ 80,000 +/-
• Legal Services:	• \$ 25,000 +/-	• \$ 50,000 +/-
• Individual & Family Services:	• \$ 25,000 +/-	• \$ 50,000 +/-
• Business Services:	• \$ 40,000 +/-	• \$ 80,000 +/-
• Discount Services:	• \$ 5,000 +/-	• \$ 10,000 +/-
• Printing & Marketing Services:	• \$ 30,000 +/-	• \$ 90,000 +/-
• Community Circulars:	• \$ 75,000 +/-	• \$ 150,000 +/-
• Book Branding & Partnerships:	• \$ 15,000 +/-	• \$ 160,000 +/-
• Annual Income Estimate:	• \$ 635,000 +/-	• \$1,380,000 +/-

Financial Services Client Illustration: Safety, Growth, Tax-Advantages, Protection 1 Family (Husband, Wife, Child) or 1 Individual:

• Individual & Family Benefits:	• Client Illustration:	• Payment Illus.
• *Tax-Free, Penalty-Free Cash Accumulation	• \$ 833 Month	• \$10K Annual
• Average 9% Tax-Free Return Past 20 Years	•	•
• Guaranteed Protection Against Market Loss	• CPC Compensation:	• Case Earnings:
• Penalty-Free Withdrawals at Any Age	• Associate: 35%	• \$ 3,500
• Family & Estate Protection \$500,000 +-	• Senior Asso. 45%	• \$ 4,500
• Long-Term Care Protection (up to 10K month)	• MD: 50%	• \$ 5,000
• Funds Exempt from College Financial Aid	• Senior MD: 65%	• \$ 6,500
• 100% Portable Regardless of Employment	•	•
• Funds Protected vs Lawsuits, Judgments, IRS	• 4 SA Cases/Month	• \$ 216,000
• * for retirement, education, home, travel	•	•



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Community Partnership Center Application

Principal(s) Background Information (Please print clearly)

P1: First Name: _____ **Last Name:** _____ **Cell:** (____)_____-_____
Email Address: _____ **Email Address:** _____
Address: _____ **Apt:**____ **City:**_____ **St:**____ **Zip:** _____
I am: Employee Business Owner Independent Contractor Student Unemployed
Running a business, I have: No Experience Management Experience Ownership Experience
My main skills are: 1. _____ 2. _____ 3. _____
How many hours per week can you devote to your center? 0-5 <15 <25 <40 60+
I am a: Veteran Minority Woman

P2: First Name: _____ **Last Name:** _____ **Cell:** (____)_____-_____
Email Address: _____ **Email Address:** _____
Address: _____ **Apt:**____ **City:**_____ **St:**____ **Zip:** _____
I am: Employee Business Owner Independent Contractor Student Unemployed
Running a business, I have: No Experience Management Experience Ownership Experience
My main skills are: 1. _____ 2. _____ 3. _____
How many hours per week can you devote to your center? 0-5 <15 <25 <40 60+
I am a: Veteran Minority Woman

P3: First Name: _____ **Last Name:** _____ **Cell:** (____)_____-_____
Email Address: _____ **Email Address:** _____
Address: _____ **Apt:**____ **City:**_____ **St:**____ **Zip:** _____
I am: Employee Business Owner Independent Contractor Student Unemployed
Running a business, I have: No Experience Management Experience Ownership Experience
My main skills are: 1. _____ 2. _____ 3. _____
How many hours per week can you devote to your center? 0-5 <15 <25 <40 60+
I am a: Veteran Minority Woman

Nuts & Bolts Information:

- Please describe the main reason(s) you want to own a Community Partnership Center:
 Business Income Control Time Future Freedom Community Service Legacy
- Where do you want to open your center? City: _____ Zip: _____
- How many people are going to help make it happen? # of Full Time # of Part-time
- Depending on the size and location of the Center, it takes about \$30-\$45,000 to open your doors to the community, with another \$10,000 as reserves. How do you plan on funding your business?
 I have \$_____ in cash Partners Family Loans Cash & ESNB Financing
- When do you want to be operational? ASAP 3-4 Months 5-6 Months 6-12 Months



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