



New, Improved and More Entrepreneurship Focused SEN 2020:

Your Ticket to the Financial Freedom YOU Desire!

Eureka! We have cracked the code!

Oh yes, we did! Our new, improved Successful Entrepreneurs Network [SEN 2020] system is now entirely focused on raising and nurturing genuine entrepreneurs. This is exactly what it should've been originally. But never mind, it's better late than never.

Now, we've got the real deal. We've got a system that would help us raise genuine entrepreneurs and not people who are more interested in getting cash and walking away without the slightest desire to be an entrepreneur.

Let me explain. When we launched SEN 2020 last year September, the first thing I noticed was that I was bombarded with questions about the **N4,000,000 Ultimate Reward cash prize**. Where would the money come from? Would you be able to pay it? If I bring 50 people now, will you give the N4,000,000? I've introduced 50 people to the network; when do I get my reward? And so on and on.

Here was my standard answer to that perennial question:

"The SEN system is not focused primarily at the reward but at helping you to achieve your dream of becoming a successful entrepreneur. If your objective of joining the network is to get the reward and move on without the slightest intention of becoming an entrepreneur as a means of creating wealth in order to become financially free, then you'll be wasting your time by joining SEN. As a matter of fact, you will be so frustrated you'll regret joining the network. That is the blunt truth.

"However, if your reason for joining the network is the same reason for which we introduced it, then you will discover that you will enjoy every mile of the ride.

"Payment of reward has no time frame. It depends on the speed with which the network grows. If everyone in the network is active, then SENetworkers will get rewarded faster.

That is why it's important that SENetworkers should be sure that those they bring into the network are interested in entrepreneurship as a way of life."

[**Source: Your SEN Benefits At A Glance** under **General Information** in every SENetworker's account and downloadable anytime, **24/7**].

At the time I crafted this response to the persistent question, I thought I couldn't be blunter than that in stressing the fact that the SEN2020 system was for those who wish to become entrepreneurs and not for people who are looking for **money doublers**.

Genuine entrepreneurs know that they have to patiently and persistently work towards the rewards they desire before they can get them.

That was the way I grew my own wealth. And I could only take people who want to learn how I got to where GOD has brought me through the same process that worked for me. I didn't have the faintest idea that the statement in italics [above] was not strong enough to discourage the people seeking money doublers from joining the network.

But, as events have proved, those words were just not strong enough to deter them. Initially, it appeared as if people understood what our mission was as those questions stopped coming. But in the last few months, I started receiving them again.

Just last month, I received a text message from somebody who said where was the integrity I was hammering on when, after he had introduced 5 people into the system, he was not given the N15,000 that he was promised and that, even the books, he did not see.

This fellow, whoever he or she was, did not bother to include username or name in that text message. How on earth does that person expect me to be discussing the network with a total stranger, a faceless person?

The question is, if you introduce FIVE people into the network, who register with N1,000 each, making a total of N5,000; and we write a cheque of N15,000 for you as your reward, shouldn't that be enough reason for you to distance yourself from anything with SADC attached to it?

Think about it! Only someone who has the intention to defraud people will make that promise. We never made such a promise. Not even remotely did we imply it. What we said; what the system that we designed promised, is exactly what I reproduced in italics above. No more. No less.

Let me repeat an aspect of that statement: *"Payment of reward has no time frame. It depends on the speed with which the network grows. If everyone in the network is **active**, then SENetworkers will get rewarded faster. That is why it's important that SENetworkers should be sure that those they bring into the network are interested in entrepreneurship as a way of life."*

Well, the system is obviously slow. In fact, too slow. And the reason is obvious: there are too many **INACTIVE** members in the network. Who is active? And who is not active? According to the same **Your SEN Benefits At A Glance** referred to above which is downloadable from every SENetworker's account, an *"active reader" is someone who joins Successful Entrepreneurs Network because he or she wants to create wealth and be financially free.*

"By joining SEN, he or she begins to get a free issue of SDE! which he or she reads religiously in order to learn the strategies and discover the opportunities that will help him or her to achieve his goal of joining SEN.

"As he or she reads the paper, he or she is so excited about what he or she is learning and discovering that he or she is inspired to introduce the paper to others -- his or her friends, relations, neighbours, co-workers, church members etc.

*"If the people he or she brings into the network also follow his or her example, the Successful Entrepreneurs Network will continue to grow. And our goal of raising 1,000,000 successful entrepreneurs by year 2020 will become a reality. That is my simple definition of who an **active reader** is."*

But the reverse was the case. That was why we thought of introducing incentives at the beginning of this year to fast-track the reward system.

For example, among the incentives we introduced was the close to **N5,000,000** that we invested in the first **Basic Certificate Course in Entrepreneurship [BCCE]** last August; the entrepreneurship books that more than **700** SENetworkers have now received and so on [see a full list of the benefits that SENetworkers have been enjoying in the **SDE! Vol. 3 No. 17 dated October 17, 2008**].

This is not adding the **1st Annual SEN Vision Energetic Promoter Bonanza** with a brand new **KIA Picanto** car as its first prize, second prize a **N500,000** worth of stocks in First Bank, Cadbury, Nestle and Cornerstone Insurance and third prize a brand new laptop computer as well as other prizes like refrigerators; microwave ovens; cash prizes etc.

Nor does it takes into account **Authorized Resellers** like **bauer, lodiv2007, teemybiyi, chineredike** and **jowaol1st** who have received in excess of **N180,000** at the highest

point and **N100,000** at the lowest point as commission earned from giving **SDE!** to SENetworkers who choose them as their collection points for receiving their paper.

On the occasion of the first anniversary of SEN2020, we published a report card in the **Vol 3 No 17 edition of SDE!** page 11 titled: **What We Achieved In A Year At A Glance** and **SEN: The Way Forward**.

Under the way forward, we stated our intention to “clean” the system. This was how I put it: “To turn things around, we have decided to introduce two new measures. The first one is that anyone who has been in the network for more than SIX months or has received 12 consecutive issues of **SDE!** but has not introduced anybody into the network will no longer receive the paper edition of **SDE!** as from the next edition after this one that you are reading.

“They will only be downloading the digital edition from their SEN Account to read.

“The second measure is that as from **December 1, 2008**, it’s now mandatory for anyone in the network to introduce at least **FIVE [5]** people into the network within the first six months of joining SEN.

“In other words, only those who have **5 people** in their downline when they are receiving their 12th copy of **SDE!** will continue to receive the paper edition. Those who fail to meet that basic requirement will now have to download the digital edition from their SEN Account. And that edition will be downloadable **SEVEN days** [that is, the Wednesday after the paper edition] is issued.

“This measure comes into effect as from December 1, 2008

“Another negative development that we have decided to put a full stop to is that of SENetworkers who are not collecting their papers from the Authorized Resellers [ARs], thus constituting AR’s storage facilities into a dumping ground for our precious product.

“Watch out for other ground-breaking measures, incentives and innovations that are designed to strengthen the network in the next edition.”

In the last edition of **SDE!**, under my column titled: **SEN 2020: The Promises We Have Not Kept Are The Ones We Are Yet To Make!**, I did a follow-up to that topic where I concluded: “However, if you are familiar with how goals are set and achieved, you know that you’ve to continue to consult your compass and be doing course corrections. That is where we are with SEN and SuccessDigest Leaders Club [SDLC] now.

"To arrive safely at our predetermined destination, we have already engaged in course corrections. We started the process in October when we said that anyone in the network who does not have a single downline AFTER six months shall be receiving only the digital edition.

"We also announced that, effective from December 1, 2008, any SENetworker who does not have FIVE downline after receiving 12 issues, will also be getting the digital edition of the paper. This will also be implemented but the take off date is now January 1, 2009 and NOT December 1, 2008.

"This is an extension of one month, or two extra issues of **SDE!** before we implement that decision.

"As you were told earlier, other decisions are being considered to ensure that our system rewards active members of the network adequately. So, standby for a comprehensive plan in the next edition of **SDE!**"

Following below is that "comprehensive plan," starting with the highlights:

No. 1: Because of the negative impact that the financial rewards attached to the network have had on our primary objective of setting up the network, we are de-emphasizing monetary reward in our new system.

The system will now focus entirely on developing the entrepreneurial skill of SENetworkers and relegate financial rewards to the background. Only those who actually work for it will now get the rewards.

No. 2: It's no longer possible for a SENetworker to remain idle in the network. You will either be contributing to the system or you will be eased out by the system. A situation whereby somebody knows he has to bring 15 people into the network to attend the BCCE and stop from bringing more people after that is no longer possible.

You are either active or inactive. If you're active, there will always be an ongoing reward for you for being active. If you're not, the system will ease you out gently. No hassle.

No. 3: As we discovered, there were those like **bukasin, appahamaebi, chinyeredike, foramoch** and others who were always pressing forward with the network, reaching new heights and breaking barriers. The former system does not encourage these enterprising networkers adequately. The new system has now addressed that aspect. Every SENetworker who is a go-getter will now get their just reward without being hampered by others who are slacking behind.

Here is the brand new system step-by-step --

There are **FOUR** distinct groupings in the new system, labeled **A, B, C** and **D**. **Group A** consists of the SEN System as it currently stands. **Group B** belongs to "**Subscribers**". **Group C** is for those who will be downloading the **Digital Edition of SDE!** while **Group D** is for those eased out of the system for being **inactive**.

There are two other groupings. These groups are for the "**hyper active**" SENetworkers. By "hyper active," we mean those go-getting SENetworkers who see the system as a means of genuinely helping others and becoming a true leader in their own rights and, in the process, enhancing their income and well-being. This group will belong to the elite **SEN Top Money Earners Club**.

Those who already have the track record of belonging to this group are **bukasin, appahamaebi, chinyeredike, foramoch** and so on.

The other group is for those who will qualify to participate in the **Annual SEN Vision Energetic Promoter Bonanza** to be held during the annual **SuccessDigest Enterprise Awards**.

How the new, improved SEN 2020 will work:

Group A --

Group A is comprising of all the SENetworkers who joined the network since inception up to, and including, December 31, 2008. According to the changes already announced which come into effect on **January 1, 2009**, only SENetworkers who have at least FIVE downline after being in the network for six calendar months are entitled to the paper edition of **SDE!**

All those who have been in the network for any period longer than six months who are not having up to FIVE people in their downline will automatically be moved to **Group C** by our new system. And they will be having access to only the digital edition.

It's important for the existing SENetworkers who will be affected to note that the new system which will become operational as from January 1, 2009, is designed to give them access to the digital edition for **SIX editions only**.

If after receiving the digital edition for SIX issues and the SENetworker fails to regularize his or her account, the new system will move the networker to **Group D**, which is for **Certified Inactive ExSENetworkers [CIE]**.

If a SENetworker allows the system to move him or her to this group, his or her account will be closed permanently. The only thing that such a person can salvage from the account in the future if he or she decides to renew his or her interest in SEN is the **username** and **password**. Every other record will be wiped off from SEN system for good.

To forestall this from happening, a SENetworker should, as a first step, ensure that he has the mandatory FIVE downline before the midnight of **December 31, 2008**. That way, he will preserve his status and his position will be intact.

That is the best option. But if a SENetworker finds that difficult to achieve, he should aim to bring in the FIVE people within the 90 days when he or she will still be able to download the digital edition of **SDE!**

Failure to take advantage of this opportunity within 90 days means that the person is no longer interested in the network and the account will be closed permanently.

Now, **as from January 1, 2009**, all existing SENetworkers in **Group A** and those joining as from that date, are to introduce a minimum of **TWO PERSONS** into the network every month in order to remain in the group. If a networker fails to do that, the new system will bring him to **Group B**, which is for "**Subscribers.**"

Group B --

As stated above, **Group B** is for **subscribers**. This group was created because we were informed by our Authorized Resellers in the field that there were some people who were not interested in the rewards offered by SEN but to be getting their supplies of **SDE!** regularly.

So, once someone joins the network with N1,050, which entitles him to 10 issues of **SDE!**, he will be expected to renew after the 10th issue of **SDE!** is supplied to him. A text message will be sent to each SENetworker at this point to either meet up with the mandatory number of downline [which is TEN] or renew their subscription in case they are not interested in the rewards.

Every new SENetworker will be entitled to TWO free copies of **SDE!** after the initial TEN copies. The extra two issues of the paper edition [which is a 30-day grace] is to cover the period when a networker is expected to bring his or her account up to date.

Failure to do so, the system will automatically move the networker to **Group B** from **Group A**. On getting to **Group B**, if your reason for joining SEN was just to ensure that you are receiving the paper edition of **SDE!** regularly, all you have to do is pay another

N1,050 [or whatever the cover price of **SDE!** is at the time] for another 10 issues of the paper. And your supplies will continue.

But if you fail to renew, our new system will automatically move you to **Group C**, which is for those who will receive the digital edition of **SDE!** for a grace period of SIX editions before they are again automatically moved to **Group D**. And once they get to this group, they will no longer be regarded as SEN members unless they register afresh and start all over again.

Now, for a SENetworker who is interested in the rewards but somehow allowed the system to move him to either **Group B** or **Group C**, the way back to **Group A** is by providing the mandatory minimum number of downline for FIVE months which is TEN if he hasn't any before being moved or whatever the number is that is left to make up that number.

In other words, if you join the network by January 2, 2009 and for FIVE months you don't have anyone in your downline and the system moves you to **Group B** and, maybe from there to **Group C**, you must introduce no less than **TEN** people into the system before the system can move you back to **Group A**.

And let's assume that you have NINE downline as at the time you allowed the system to move you to **Group B** and from there to **Group C**, you'll need to add just one more person to your downline to make up 10 and be restored to **Group A**. And once you're back in **Group A**, you will be adding two people to your downline every month to maintain your status there and be in line for all the juicy rewards that are reserved for only those in that hard-working group.

The SEN Top Money Earners Club

To qualify as a member for this exclusive club, you must be in the Top 50 of **Group A** every month with a **minimum** of **FIVE** new downline each month but with no ceiling. That is, this club is for those who introduce the highest number of people into the network in any given month, starting with a minimum of **FIVE** people upwards.

For example, let's take **bukasin**. He has **180** plus downline coming into December 2008. That makes him the overall highest recruiter in SEN, the record holder. But with the new system, if he only adds TWO people to his downline between December 1 and December 31, and somebody else, maybe the person even joins the network on December 15 and ends up introducing say, 15 people into the network by midnight of December 31, that person will be on top of bukasin for December 2008 Top 50 Recruiters.

In other words, what you did last month does not count as far as getting the reward reserved for the **SEN Top Money Earners Club** is concerned. This is strictly get rewarded as you go on a month-to-month basis system.

Each month, the new system will select the Top 50 recruiters and enroll them into the **SEN Top Money Earners Club**. Out of the 50, the highest three recruiters will get **first, second** and **third** prizes. [Prizes will be announced only at the end of each month and not before and it could be just about anything under the sun, including an all-expenses paid holiday abroad or a Plasma TV and anything in-between. Yes, you get the idea ... the suspense is just to keep you guessing and keep you motivated].

The remaining seven networkers in the Top 10 will receive consolation prizes. Then all the TEN of them for each month will qualify for the **Annual SEN Vision Energetic Promoter Bonanza**.

It's important to note that if someone makes the top ten more than once before the **Annual SEN Vision Energetic Promoter Bonanza** draw is made, that person will get a coupon for each time he makes the **Top 10**.

For example, if a SENetworker was No. 1 in January 2009 and number 7 in April and number 5 in September, he has featured in the **Top 10** three times. That means the networker will have **THREE Coupons** [or three entries] and increase his chances of winning the prizes on offer for the **Annual SEN Vision Energetic Promoter Bonanza** as against someone who makes the **Top 10** only once or twice in the year.

So, that is it. The graphic illustration below makes it even clearer. But I will still provide more details in the next edition that will make you to see, clearly, that this is indeed a new, improved, more entrepreneurship focused SEN 2020.

In the meantime, email your reaction to me at **sooj@sadcnergia.org** [Please note: that is my new official email address from January 1, 2009. I'm doing away with **sunny@sadcnergia.org** So bear this in mind].