



The New, Less Cash-Focused SEN2020: Everything You Need To Know About the Rewards

Let's listen to **Adekunle Ifabiyi**, one of my sons from Ilorin, Kwara State, before I reveal the exciting details of your new rewards in the new, improved, less cash-focused **SEN2020**.

Adekunle, a **SENetworker**, writes: "Good day to you sir. I must say that you're doing a very great job helping millions of lives fulfill their dreams in this great country. **SuccessDigest** is going a long way to giving people adequate information and bringing many out of obscurity and poverty caused by ignorance.

"Personally, **SuccessDigest** has imparted my life in a great way. However, there seems to be certain areas that give me doubts about **Successful Entrepreneurs Network**. I came across **SEN2020** online and decided to join.

"The **FAQ** portion of the site mentioned the benefits that each member stands to gain as he increases his or her downline. Despite the fact that I am cut out for entrepreneurship and desiring information to help establish me in business, I was disappointed when my hopes of the benefits expected to be received for bringing in 5 downline and so on were dashed.

"The information on the site really misled me and raised false hopes in me, as I was looking forward to getting my reward as soon as I get **Five downline**. This desire kept my adrenaline pumping and gave me the vigor to go about advertising **SEN2020**, and telling those I referred also that they will get these rewards.

"But since the time I qualified for the rewards and nothing was paid, it has reduced my passion and [it's] giving me doubt whether I should further pour myself out to this cause

as I'm not sure of whether I'll get anything at all from the programme. I would not have been disappointed if I was not told to expect certain benefits as a reward at different stages.

"I would not have been disappointed if my hopes were not raised. As I read your words on the current paper where you said ALL PROMISES KEPT, my heartfelt deceived and that feeling of disappointment came on me again.

"No matter what sir, I'll always respect you for you are a great man, you are a good father to us all. Your works have blessed us in so many ways. I just wanted to pour out things I've hid in my heart for a while. You are the best sir, and we'll always love you. Your little son, **Adekunle**, from Ilorin, Kwara State. [adekunleifabiyi@yahoo.com]."

Bravo, `Kunle! What a masterful, level-headed way to present a case that is obviously causing you to seethe with anger. There's no doubt in my mind that you've the wisdom of GOD. And I pray that it will continue to increase in your life. Amen.

You surely deserve a full explanation not only because it will help me to clear your doubts but also because I know that there are thousands of SENetworkers like you across the country who need to have a few things about SEN2020 cleared up once and for all.

So, let me roll up my sleeves and get the job done quickly.

When I read the following lines from Adekunle's email, my heart skipped a beat: "*The **FAQ** portion of the site mentioned the benefits that each member stands to gain as he increases his or her downline. Despite the fact that I am cut out for entrepreneurship and desiring information to help establish me in business, I was disappointed when my hopes of the benefits expected to be received for bringing in 5 downline and so on were dashed.*"

I said to myself: "Is it possible that we made a promise in the FAQs that we have not kept?" Without wasting time, I pounced on my mouse and quickly fished out SEN2020 website, racing to the FAQ section. And I nervously read through every line of the FAQ. And, by the time I was through, I was able to heave a sigh of relief.

Why? Because, I still find on the website all the things that I remember clearly that I emphasized at the launching of the network. Nowhere in the FAQ was it stated that as soon as you bring X number of people into the network, cash reward will immediately be paid to you.

As a matter of fact, when I was being asked persistently about when a SENetworker will receive the rewards, my standard answer was: "*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** available in every SENetworker's account and downloadable anytime, **24/7**].

So what could be Adekunle's source of unhappiness with my claim that we have kept ALL our promises as far as SEN was concerned? It certainly could not be because he had not been paid the **N15,000** cash reward for bringing FIVE people into the network. Why? Because, up until midnight of **December 31, 2008**, **ALL** the SENetworkers that our system came up with their names as having qualified for cash rewards were fully paid.

[**SIDENOTE:** Inside the old SENetworker's account which ceases to be as from midnight of **December 31, 2008**, you can follow our system as it shows you how your cash reward is building up, so that you will know exactly when you're due for payment. **You're NOT due for a cash reward until the system indicated that you've the exact amount for the level of reward in your account**].

If there is any SENetworker whose SEN account shows that he was due for **N15,000** as at **31st December 2008** and was not paid, I will pay **DOUBLE** that amount to the person without any argument.

However, Adekunle is already entitled to a set of entrepreneurial books for the FIVE people in his downline and I cannot tell why he has not received it because it could be due to one of many reasons.

For example, to get the books, a qualified SENetworker must send a text message to my Deaf and Dumb GSM number **0805-516-6529** to claim it, using the same GSM number that he or she used to register for the network to provide his username and the name and address of his or her Authorized Reseller [because the books will be sent to that address].

More than 600 SENetworkers across the country have received this set of books. And as I write, we have more than 200 sets of the books in stock ready to be shipped once we receive the claim. However, I should make a public confession here. I've discovered some flaws with the procedure that we are using to send the books and we are putting a better procedure in place that will remove hitches and delays in getting the books into the hands of those who are qualified for it.

If our internal procedure for handling the request is the cause of my son Adekunle's unhappiness with the network, I offer my apologies and promise [that word again, eh?] that the new procedure we are putting in place will address his concern.

There is one other issue that I should address before moving on to explain the new rewards. It is the question of the former rewards which we announced at the launching of the network. As I said in the last edition of **SuccessDigest Extra!**, we are repositioning SEN2020 because the cash rewards were becoming the major focus of the network and NOT the development of entrepreneurial skills which motivated us to launch it.

I have been asked by some of those who responded to my request for comments about the new SEN that what is the fate of those who have already had 50 and above downline in the old system. One of my daughters in the network, **Mrs. Love Oladele**, from Abuja, put it this way:

*"For the new measures, it means that those of us that have struggled to bring in more than fifty persons may find ourselves in **Group D**. This wasn't the deal. You said if one has a goal, one should continue to consult his compass and be doing course correction.*

"Well for me, I don't think that applies to network marketing. You had a deal with people. I remember when we came for the launch; someone asked how you were going to cope with the payment.

"You said why waste your time asking what is inside a radio [that is making it to talk when you bought it to listen to news and it's doing so]; that [that] is the business of the manufacturers; that we should go and get our 50 and leave the rest for you.

"You even said if these 50 persons bring in people or not, it does not affect us. For those of us that has brought in fifty persons, WE HAVE DONE OUR PART. We are waiting for you to do your part."

Well put, isn't it? But what are the facts? First, as you will discover in the detailed explanation of the new rewards, those who have brought in 50 downline and above are NOT going to go to **Group D**. We have recognized their contributions to the network and

are preserving their status as **Club 50** or **Club 100** members. We are not going to strip them of that title or down grade them. More on that later.

Second, I was quoted correctly as saying that a SENetworker need not worry about how the system would pay the rewards attached to the network. They should concentrate on bringing people into the network.

As all the SENetworkers who have so far received cash or kind reward will testify, we didn't invite any of them to our accounts department to help us to figure out how they would be paid. They were just paid when the system said it was time for them to be paid.

However, I could not have said or even imply in any way that if the people brought into the network were not active it would not affect SENetworkers. Do I have any evidence to support this position? Yes I do! Let's go back to the FAQs published on our website [which was taken directly from **SDE! Vol. 2 No. 16 Page 16 dated Tuesday, October 9, 2007.**

Under each of the **FOUR** reward categories, you will find this statement: ***In order for you to qualify for this reward, you must have introduced at least FIVE people [or whatever number of people that is attached to the level of reward] to SuccessDigest Extra! WHO MUST, THEMSELVES, BE ACTIVE READERS OF THE PAPER***".

That doesn't sound like me saying it wouldn't matter if the people you refer are active or not, does it? And I even went on to give a clear description of who an **ACTIVE READER** is when I was asked.

"An **ACTIVE READER,**" I explained, "*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 or her 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*".

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

As a matter of fact, I repeatedly emphasized the fact that if SENetworkers are not introducing more people to the network, the system will be so slow it will wear out the patience of those whose sole desire of joining the network is to get the cash reward and move on.

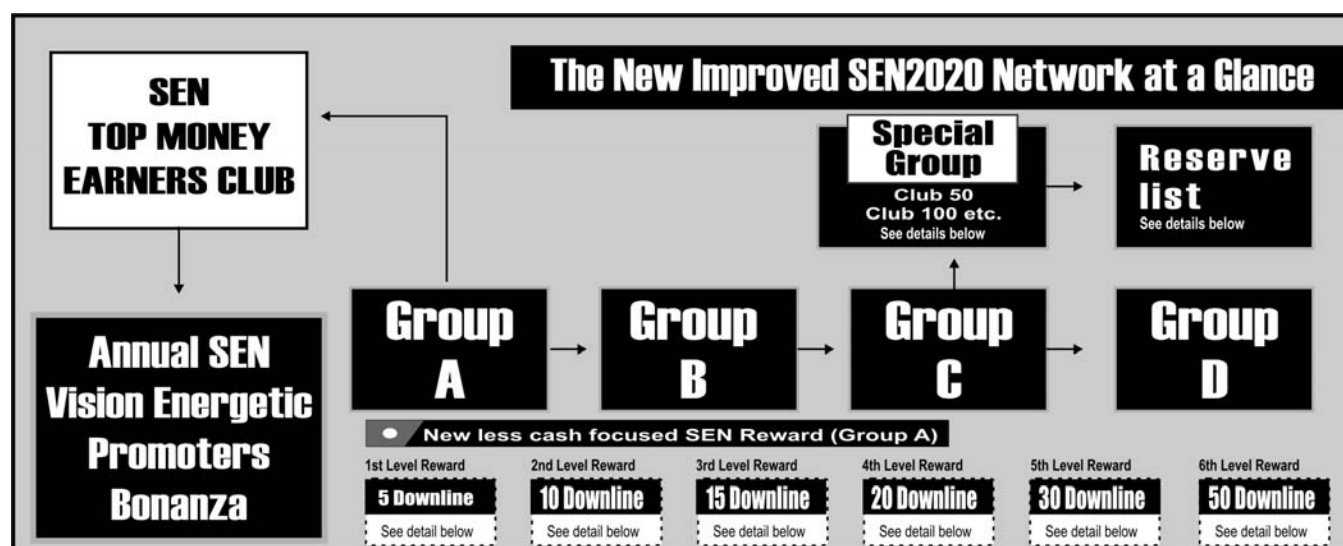
Go and read again the **SEN Benefits** that I quoted above while addressing Adekunle's concern or get a copy of the verbatim audio recording of my introduction of SEN2020 to Authorized Resellers which took place at SADC on Saturday, September 22, 2004.

Obviously, no one in the network can claim that they have done their part. Yes, you may have introduced 50 people into the network. But if the 50 people are not **ACTIVE** as the person who introduced them or if only a few of them are active, the system will be painfully slow as we have discovered.

The truth is, neither the SENetworker who introduced someone to the network nor SADC who has a mission to raise 1,000,000 successful entrepreneurs by year 2020 has a means of forcing anyone to become an entrepreneur. All we can do is introduce them to it.

The old system that we have now scrapped placed so much trust in everyone in the network doing the right thing. Apparently things don't work out that way in real life. That realization informed the total revamping of the old system.

We are doing away completely with cash rewards. Those who want to make money from the system will have to work hard for it in the **SEN Top Money Earners Club**.



Group A Rewards Step by Step

YOU already know what you have to do to belong to each of the FOUR main groups -- that is, Groups A, B, C and D -- by reading my introductory article on the new, improved SEN in the last edition. [If you missed it, go back and grab Vol. 3 No. 22 dated January 6, 2009 and read from my column on Page 3. You can find the same article online at www.sen2020.com/newsen1 or right inside your SEN account if you are already a SENetworker].

So, I'm only going to concentrate on the new rewards for those who are in **Group A**; explain more about **SEN Top Money Earners Club** and the newly introduced **Special Group** [for **Club 50** members] and the **Reserve List** as well as clarify one or two things on the other groups.

As you can see from the illustration [right], **Group A** has **SIX Reward Levels**. To earn each of the six rewards, you must have the following number of downline: **FIVE [5]** for the 1st Level; **TEN [10]** for the 2nd Level; **FIFTEEN [15]** for the 3rd Level; **TWENTY [20]** for the 4th Level; **THIRTY [30]** for the 5th Level and **FIFTY [50]** for 6th Level.

1st Level Reward [FIVE -5- DOWNLINE]:

The reward for this level is a set of entrepreneurship books. To get the books, a qualified SENetworker must send a text message to my Deaf and Dumb GSM number **0805-516-6529** to claim it, using the same GSM number that he or she used to register for the network to provide his username and the name and address of his **Authorized Reseller** [because the books will be sent to that address].

2nd Level Reward [TEN -10- DOWNLINE]:

A manual on a viable Business or Income or Investment Opportunity which a SENetworker can do either part time or full time. It will be downloadable from **SEN** Account. And it could also be ordered on CD or DVD if the networker is prepared to pay a token amount for the production and shipping cost. Visit www.sen2020.com for more details.

3rd Level Reward [FIFTEEN -15- DOWNLINE]:

The reward for this level is an invaluable **Home Study Course on Entrepreneurship**. It will be downloadable from **SEN** Account. And it could also be ordered on CD or DVD if the networker is prepared to pay a token amount for the production and shipping cost. Visit www.sen2020.com for more details.

4th Level Reward [TWENTY -20- DOWNLINE]:

Five-day, tuition-free **Information Marketing Business Workshop**. It's non-residential. Those who couldn't attend the live event will be able to download it from their **SEN** Account. And it could also be ordered on CD or DVD if the networker is prepared to pay a token amount for the production and shipping cost. Visit **www.sen2020.com** for more details.

5th Level Reward [THIRTY -30- DOWNLINE]:

Two-week, intensive, tuition free Internet training. It's non-residential. The best 10 graduating students will get a laptop each [See the condition attached to this offer on our website]. Those who couldn't attend the live event will be able to download it from their **SEN** Account. And it could also be ordered on CD or DVD if the networker is prepared to pay a token amount for the production and shipping cost. Visit **www.sen2020.com** for more details.

6th Level Reward [FIFTY -50- DOWNLINE]:

Three-week all expense paid **Basic Certificate Course in Entrepreneurship [BCCE]**. This is the Ultimate Reward for the new SEN2020. It's residential. Those who qualify for it **MUST** attend in person. CD or DVD of the course will not be available. Visit **www.sen2020.com** for more details.

[**NOTE:** All the rewards could be modified at any time to add value to the offer as well as to ensure their relevance in the ever changing business environment].

SPECIAL GROUP [FIFTY -50- DOWNLINE & ABOVE] and RESERVED LIST [INACTIVE FIFTY -50- DOWNLINE & ABOVE]:

The **Special Group** belongs to SENetworkers who have fifty [50] downline and above while the **RESERVED LIST** is for inactive member of this special class. In the old system, when you have 50 downline, you were paid **N15,000** cash reward and decorated with a badge. With the new system, the cash reward has been removed. But the badge identity will be retained and they will still be known as **Club 50 Members**. Ditto for **Club 100** or any other milestone clubs they may be introduced later.

Any SENetworker in this special class is free to maintain his or her **Group A** status by introducing **TWO** people into the network every month or even competing for the highest prize in the **SEN Top Money Earners Club** and going all the way for the **Ultimate Dream Prize** in the **Annual SEN Vision Energetic Promoters Bonanza**.

However, if you are a **Club 50** or higher member and you choose not to maintain your **Group A** status, the new system will automatically move you to the **Special Group** where you will be receiving the digital edition of **SDE!** for one year.

During that one-year period, you're expected to introduce **10 people** to the network to main your privilege status of downloading the digital edition of **SDE!** In the event that you fail to meet that requirement, you will be moved to the **RESERVED LIST**.

Once you're moved to the **RESERVED LIST**, you'll not be able to access the digital edition of **SDE!** or partake in the benefits that belong to those in the **Special Group**. Your status will be restored automatically at any time when you introduce **10 people** to the network.

[**NOTE:** If the system moves you to the **RESERVED LIST** on **February 1, 2009**, for example, and you complete your required 10 downline SIX months [or even 10 months] later, and your **Special Group** is automatically restored immediately, it will be for the number of months remaining in that year.

[To illustrate the point further, if you complete your 10 downline, say 10 months after February 1, 2009 when you were moved to the **RESERVED LIST**, you will have only **TWO months left** to access the digital edition of **SDE!** before you are due to introduce another 10 people to the network].

A SENetworker in **Club 50** or higher can switch back to **Group A** status at any time within the same month that he or she completes his or her 10 downline status by clicking on "**Join Group A**" button in the SEN account.

And the system will automatically restore his status to the **Special Group** if in the course of the following month he or she did not introduce **TWO** people to the network. In other words, unlike someone who is just joining the network for the first time who has TEN editions [plus TWO additional copies] before deciding to opt for the **Subscription Service [Group B]** or being moved to **Group C** where he will access the digital edition for another grace period of **SIX editions** before being moved to **Group D** and out of the system if they didn't meet the requirement, a **Club 50** or higher member will only be moved back to the **Special Group**.

SEN Top Money Earners Club:

As explained in the last edition, the top 50 in each given month will qualify for a slot in the **SEN Top Money Earners Club**. The **TOP THREE [3]** will get special prizes, the next **SEVEN [7]** will get consolation prizes while the remaining **FORTY [40]** will get a **DISCOUNT [or REBATE] COUPON** which they can use to buy products or services at any **SADC** or its partners outlets like **Fast-e-cash, SADC Bookstores, SADC Seminars,**

buy advertising space in **SDE!**, **SADC Manuals** etc. The coupon MUST be redeemed **within 30 days** after it is issued.

What is a DISCOUNT [or REBATE] COUPON and how does it work?

A **Discount Coupon** is a sheet of paper where it's stated that when it's presented at designated shop or business place, the bearer will be entitled to a discount or rebate on the purchases made; the value of which is clearly stated on the coupon.

For example, if you are given a **Discount Coupon** of 20% to shop at **SADC Bookstores** within a specific date, when you present that coupon at the bookstore, 20% will be deducted from the total amount of purchases that you made.