Want to Get Paid to Play Golf?

TwinCitiesGolf.com

Voted MN's #1 Golf Website

AMBASSADOR PROGRAM
What is an Ambassador?

ambassador

/əmˈbæsədər/

noun

- a person who acts as a representative or promoter of a specified activity.
  "he is a good ambassador for the industry"

synonyms: campaigner, representative, promoter, champion, supporter, backer, booster

"a great ambassador for the sport"
What is a TCG Ambassador?

- “Someone who loves golf, believes in TCG’s products & services, and wants to help grow the game while earning a side income.”

- In return, we reward you with a sales commission and *(if you choose to turn this into a side business)* teach you how to earn a part or full-time income while being able to write off your golf-related expenses.

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*You can have everything in life you want, if you will just help enough other people get what they want.*

- Zig Ziglar

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*Choose a job you love, and you will never have to work a day in your life.*

- Confucius
Introductions (1 of 2)

Kevin Unterreiner, D.C.
Kevin moved to Minnesota from St. Louis in 1994 after graduating from Chiropractic school. Moved to the North Pole (aka MN) chasing a beautiful girl (Jill) he’s still happily married to 21 years later. Started playing golf for enjoyment & to meet people. After realizing how expensive golf can be, started running golf tournaments so he could write off his golf expenses.

Once the internet arrived in 1997, setup the www.TwinCitiesGolf.com website began helping golf businesses with internet marketing and transitioned to working in the golf business full time in 2001. A career highlight was creating the “Hack to Jack Golf Reality Show” which won the worldwide TaylorMade HackGolf contest and earned him #6 in Golf Inc magazines 2015 issue of “Top 10 Innovators in Golf.”

20 years later, still practices Chiropractic part-time while running TCG full-time and continues to love his “work” more everyday. My main missions now are to grow golf & to help others enjoy the same fun and rewarding golf career path. As a 1 handicap, loves winning money off of golfing buddy friends and competing in tournaments. Feels incredibly blessed to have realized his “dream job(s)” and to have met so many great people through golf over the years while raising 2 great kids (Trent 19, Courtney 15).

Bryan Skavnak, PGA
Bryan Skavnak is the happiest golf professional in Minnesota. Through his heartfelt and sometimes goofy stories, Bryan blends humor and inspiration to teach you about golf and life.

He is the author of the #1 Amazon Best Selling book, Happy Golf Starts Here. He is the founder of the Bryan Skavnak Golf Academy, which for nearly 20 years has taught kids and adults how to have more fun and confidence by showing them that score doesn’t matter, people do. He is one of U.S Kids Golf’s Top 50 Master Kids Teachers in the world and a Junior Golf Leader award winner in Minnesota. He is also the creator of Battleball...the greatest game you will ever play.

As an inspiring speaker and writer, Bryan has helped thousands of golfers (and non-golfers) achieve their dream of being happier and more confident by revealing how to surround themselves with a team of good people and embrace how the game of golf can improve relationships. He is married to his beautiful wife Kim, and has two darn cute kids, Ethan and Ella, who eat more vegetables than candy. Weird kids.
Introductions (2 of 2)

Adam Thompson, Certified Business Coach

Adam has a passion for helping individuals and companies maximize their potential, and their opportunities. Throughout his career, Adam consistently outperformed sales goals for both himself and his teams. In management roles, he empowered his employees to find their own paths to success, while at the same time providing them with the guidance to achieve their goals.

He has sold products, built organizations and developed teams in various industries, including B2C and B2B manufacturing, media, and commercial services. As your business coach, Adam will work with you to find your version of success, whether that means a more profitable business, finding more time to spend with your family and friends, a clearer vision for the direction of your company, a path toward a successful exit from your business . . . or all of the above. Together, you and Adam will build and execute a plan based on proven business concepts and strategies that will help identify and solve the issues that keep you up at night—such as leadership, management, delegation, sales, marketing, productivity, growth, and decision-making challenges—always with an eye toward ROI.

Adam graduated the University of Iowa and is a proud Hawkeye. He lives in Plymouth, MN with his wife Carol, and their two children, Jack and Maggie. He is a passionately-involved member at Wayzata Community Church, and an active volunteer and strong advocate for the Alzheimer’s Association. When he isn’t working or volunteering, you can find him coaching Jack’s baseball team in the summer and Jack and Mags’ ski teams in the winter, on a boat on Lake Minnetonka with family and friends, or rocking weddings and gala events as a lead singer for PowerTap, a local cover band.

Trevor Lastoka, CPA

Trevor Lastoka, CPA, PFS, is the owner of Gopher State Tax Services - www.gopherstatetax.com, and has helped more than 600 clients reduce their taxes and grow their wealth. Trevor helps his clients take control of their finances and reach their financial goals and dreams without taking unnecessary risks. That’s why his clients think of him as their “secret weapon,” helping them build and safeguard their wealth.

Co-author with Pamela Yellen of the #1 Amazon best seller, The Secret to Lifetime Financial Security. 25 years of experience as a Certified Public Accountant and Personal Financial Specialist. Lives in the Bloomington area with his wife, Jenni, and their children, Grace and Tyler. When Trevor’s not working, you may find him playing with his kids, golfing, fly fishing, and pheasant hunting. Also active in the community, including attending New Hope Church and supporting Faith Search International.
Why We (TCG) Do What We Do

- We LOVE golf.
- We love helping golfers play more, meet other golfers, and have more fun playing golf.
- We love helping businesses be more successful.
- We love helping grow golf & believe that our “Build a Golf Community First” is the only existing model in golf that is actually achieving that.
- TCG Mission Statement: “To Make Golfers & Businesses Happy”
TCG History


1999: Started helping golf businesses with online marketing. Started Twin Cities Golf TOUR and hosting weekly fun golf events.

2000: Started the TCG handicap club which is now the largest handicap club in the United States with 1,500 members.

2001: Hired first TCG employee and started working TCG full-time.

2002: Voted Minnesota’s #1 Golf Website.


2014: Created the “Hack to Jack Golf Reality Show” and won the worldwide TaylorMade Hack Golf contest.

2015: TCG’s Kevin Unterreiner named #6 “Top 10 Innovator in Golf” by Golf Inc Magazine.

2016: Launched the Public Country Club with Bryan Skavnak in MN ($55/month for unlimited golf) year which grew from zero to 700 members & 15 participating courses first year. Finished 2016 with 35,000 email subscribers, 300k+ website visitors, 7700 facebook fans, 6700 twitter followers, over 2 million annual social media impressions & 125% business growth (vs 2015).

2017: Grew to 50 PCC courses & 2,000 PCC Members. Launched the TCG Ambassador Program with 100 reps.
TCG Products & Services to Help Promote

- **Weekly golf tournaments** (all year round - 50+ annually). Average entry fee is $40.

- **Public Country Club** membership ($55/month for unlimited golf at 50+ courses)

- **TCG Handicap Club** (1,500 members. $39.99 for USGA GHIN handicap card & 16 golf passes)

- **Charity event management.** Average fee = $1,200

- **Advertising & online reputation marketing services** for businesses. Average fee = $100/month.

- **Group golf trips** (in-state and nationwide). TCG hosts 6 group trips per year. Average cost = $300.

- **1-Day, 2 Hour Golf lesson clinics** (all skill levels, women, juniors, etc.). $39 per clinic.

- **12 week Golf improvement programs** (“Break 100/ 90/ 80/ 70”). $399 for unlimited golf & lessons.

- **TCG Ambassador Program**

- **Golf Special Ops (GSO) program.** Coming 2018. Get certified as an expert in Golf Operations, Marketing & Event Management. Cost will be $499 for a 3 month training & internship program.
TCG Goals for 2018

- Grow Public CC membership to 3,000 golfers and 55 courses.
- Manage Inside Edge Golf simulator facility.
- Help 150 TCG Ambassadors get paid to play golf.
- Grow TCG handicap club to 2,000 members.
- Increase to 12k facebook fans, 10k twitter followers, 45k email subscribers, 750k website visits & 5 million online impressions annually.
- Average 80 golfers per TCG event (4,000 annual total participants).
- Get 50 new advertising/ online reputation clients.
- Help 30 local courses have their best revenue year ever in 2018.
- Launch TCG Course Management division & Golf Special Ops program.
- Make the Twin Cities the best, fastest growing golf marketing in the U.S.
Desired TCG Ambassador Qualities

- Nice.
- Love playing golf.
- Love talking about golf.
- Social media savvy and active.
- High level of golf etiquette.
- Motivated to earn additional income.
- Want to have a side golf business so they can write off their golf & travel expenses.
- Believe in TCG products & services.
- Like meeting new people.
- Organized and professionally mannered.
How Much Does the Average Golfer Spend?

A 2009 survey by the National Golf Foundation & GOLF magazine found the average golfer spends $2,776 annually on golf-related expenses. Fill in the below to find out how much YOU spend!

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greens fees?</td>
<td>$</td>
</tr>
<tr>
<td>Golf trips? (including airfare, hotel, greens fees)</td>
<td>$</td>
</tr>
<tr>
<td>Apparel?</td>
<td>$</td>
</tr>
<tr>
<td>Equipment? (clubs, balls, etc.)</td>
<td>$</td>
</tr>
<tr>
<td>Practice range?</td>
<td>$</td>
</tr>
<tr>
<td>Food/ drinks while at course?</td>
<td>$</td>
</tr>
<tr>
<td>Tournament entry fees?</td>
<td>$</td>
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<tr>
<td><strong>TOTAL GOLF ANNUAL SPENDING:</strong></td>
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</tr>
<tr>
<td>Cell phone?</td>
<td>$</td>
</tr>
<tr>
<td>Internet?</td>
<td>$</td>
</tr>
<tr>
<td>Gas driving to/ from course?</td>
<td>$</td>
</tr>
<tr>
<td><strong>ADDITIONAL POTENTIAL BUSINESS WRITE-OFFS:</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

(Add up Total Golf Annual Spending + Additional Potential Business Write Offs)

**Combined Potential Annual Business Write-Off Amount:** $
How to Earn Money as a TCG Sales Rep

- Tell others about TCG by handing out your TCG biz cards, sharing on social media & talking with other golfers while at the course.

- Earn 10% commissions on referred TCG products/services (see page 8)

- For those looking to earn more, we’ll have opportunities to manage golf events, help with online marketing & assist with group golf clinics.

What are the realistic projected earnings?

The average golfer spends $2700/year on golf-related expenses. This business model allows golfers to channel some of their current golf spending through TCG. If a referred golfer spends $1,000/year with TCG, a 10% commission would produce $100 in commission revenue for you from that golfer.

With those projections, 10 referred golfers = $1000; 50 referred golfers = $5,000; 100 referred golfers = $10,000.

- Referring only a couple of golfers a month can quickly help you golf for free.
Choose Your Level

Level 1 Ambassador
- Opportunity to earn a little & receive some tax benefit savings.
- Get a yourname@twincitiesgolf.net email that forwards to your personal email.
- Receive 250 business cards with your name, phone, tcg email & a unique Promo code for tracking.
- Earn 10% commission on referred SALES (tracked by your unique promo code).
- Get our TCG “Golf Business Guide” - a checklist for how to do this as a legitimate & rewarding business.
- Free facebook business page for your golf business.
- $0 cost to start and $0 monthly fee.
- *For those looking to be part of something fun while making a little on the side & saving some money.*

Level 2 Ambassador
- Opportunity to earn a part-time income & receive significant tax benefit savings.
- We teach & support you in building a part (or full) time golf business.
- Your own stand-alone yourname@twincitiesgolf.net email to use for business communications.
- Receive 500 business cards with your name, phone, tcg email & a unique Promo code for tracking.
- Earn 10% commission on all referred CUSTOMER PURCHASES (tracked by customer).
- Get our TCG “Golf Business in a Box” guide & monthly business consulting to help you succeed.
- Free facebook business page for your golf business.
- Includes a Public CC membership ($59/month value) & $40/month in TCG store credits.
- Save $10 off every TCG event entry fee.
- $75(+tx) initial cost (waived if you’re already PCC) to start & $99 monthly fee (Note: $99 is equivalent to the value of a PCC membership + the monthly credits).
- *For those looking to channel all their current golf spending through a side business for significant tax savings AND make significantly more commissions* than Level 1. Includes lead referrals, value-added perks (extra golf, product & restaurant trials, early invites to special events) & free planning session with program CPA.
The difference between Level 1 and 2 is earning potential, savings and support/training.

Level 1 has the potential to drive *hundreds* of dollars in commissions annually. Level 2, *thousands*.

Here’s why:

- Level 1 commissions are paid on trackable sales made with your promo code. With this arrangement, people will often use the promo code the FIRST time they purchase but not for recurring purchases. This includes PCC referrals (commission on initial joining fee only @ Level 1). This is how Amazon initially built their business...gave a commission on the first referred sale then benefitted from the retained customers repeat business, only paying commissions when a promo code was used.

- Level 2 commissions are paid on referred CUSTOMER spending. In other words, once referred, that customer is tracked to you and you are paid commissions on ALL THEIR TCG & PCC *initial* AND *residual* spending. This results in a significant difference in potential commission earnings.

Common Question: *Why do we charge for Levels 2 and up?* Answer: To cover the cost of the PCC membership & monthly TCG store credits plus our administrative costs of managing this program and for providing the support/training consulting services to improve your success. *With only a couple referrals a month, reps will quickly be making more than the cost of the program.* If you are golfing frequently (with PCC), you will have plenty of opportunities to talk with other golfers and grow your business.

Note: This arrangement is month-to-month so you can modify your Level as you go.
It’s Easy to Own a Business in Minnesota


- Although not required for this position, if you plan on making more than a couple thousand dollars a year, you may consider registering a business name with the state of Minnesota.

- It only costs $55 to register an official business (Sole Proprietorship) in Minnesota. Step 1 is to register an assumed business name with the MN Secretary of State. To do so, fill out a Certificate of Assumed Name Registration. The filing fee is $30. Additional note: Individuals and businesses filing Assumed Name Certificates at the Secretary of State's office must advertise their intention to use a name in two consecutive issues of a legal newspaper in the county where the principal business is located ($25. See MN SOS website for links). A no charge annual renewal is required to retain assumed name. All details and info above at the MN Secretary of State website at [http://www.sos.state.mn.us/business-liens/start-a-business/how-to-register-your-business/](http://www.sos.state.mn.us/business-liens/start-a-business/how-to-register-your-business/)

- Setup a business checking account and get a business debit or credit card. TCG started with $100.

- Track your daily expenses (receipts), business miles and income. Recommend doing this on a phone app.

- At the end of the year, report your gross and net income for taxes. Recommended that you use an accountant to file your taxes (you'll save more money than they cost).

- Our TCG team of accountants & business consultants can help you determine the best path to begin and keep you on track. Ambassadors receive a free consultation if you have questions.
# Ready to Make the Golf Course Your Office?

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<thead>
<tr>
<th>First Name</th>
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<td>Middle Initial</td>
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<td>Last Name</td>
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<td>Cell</td>
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<td>Address</td>
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<table>
<thead>
<tr>
<th>Public CC Member?</th>
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<tbody>
<tr>
<td>No</td>
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<tr>
<td>Yes, If so what is your PCC number?</td>
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<tr>
<th>Desired Position?</th>
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<td>(check one interested in)</td>
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<tr>
<td>Level 1: Free</td>
<td>___ Level 1: Free</td>
</tr>
<tr>
<td>Level 2: $99(+tx) initial, $99/month (includes 1 PCC membership &amp; $40/month in TCG store credits)</td>
<td>___ Level 2: $99(+tx) initial, $99/month (includes 1 PCC membership &amp; $40/month in TCG store credits)</td>
</tr>
<tr>
<td>Thanks for the info but not interested</td>
<td>___ Thanks for the info but not interested</td>
</tr>
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</table>
Ambassador Training (Topics)

1. What To Do & How To Do It
2. How You Get Paid
3. How to Do This as a Business
1. Hand out your TCG business cards

2. **Talk to golfers** about TwinCitiesGolf
   “Have you heard of TwinCitiesGolf.com?
   “How often do you golf?
   “Where do you like to play?”
   “I could definitely help you save money.”
   “The 2 most popular items with our 40,000 members are:
   a) $39 for 16 golf passes and a handicap card
   b) Play unlimited golf at more than 50 courses for only $55/month
   “We also do fun weekly events for golfers of all skill levels.”
   “As an Ambassador for TwinCitiesGolf, I can often take people out for free golf & can get you a discount off everything on the website. Would you like me to keep in touch so I could invite you to some of those free golf opportunities?”

3. **Share on social media** (Twitter, Facebook work best)
   “Want to play unlimited golf @ 50+ courses for only $55/month with me? Check out the Public Country Club program at www.ThePublicCC.com. Use promo code XXX10 for priority invitation to join.”


   When we have an upcoming event, offer, or group golf clinic, share that and add your promo code.

   Like and share from your golf business facebook page (setup for you).
Ambassador Training (How You Get Paid)

Every 3 months (April, July, October, January), TCG runs reports on spending by customers on TwinCitiesGolf.com and Public Country Club.

Ambassadors get paid a 10% commission on referrals.

Level 1 are paid 10% commission on their PROMO CODE only (including only on the initial joining fee of PCC).

Level 2 are paid 10% commission on ALL REFERRED CUSTOMER spending (including monthly dues paid by referred PCC members).

Reports will be generated and Ambassadors can view/ double check.
Ambassador Training (How to Do this as a Biz)

Your support team:

Kevin Unterreiner, TwinCitiesGolf.com
952-240-1020 or kevin@twincitiesgolf.com

Trevor Lastoka, CPA, PFS @ Gopher State Tax Services (complimentary consultation)
800-657-0135 or trvtrv@msn.com

Adam Thompson, Certified Business Coach
612-965-2971 or athompson@focalpointcoaching.com

Here are the basic guidelines to doing this as a legitimate business:

- Register a business name for your golf business ($55).
- Use a separate credit card JUST for golf-business related purchases.
- Setup a separate business checking account for this business (TCG started with $100).
- Save all your receipts and document on each receipt the purpose of your business that day.
- Document expenses and income on a spreadsheet, app or program like QuickBooks.
- Track your miles and the purpose of each trip.
- Collect business cards when you visit golf courses you visit & take/ post pictures to prove you were there.
- Meet and play with new people (aka prospects) and get their email to build a lead database and to stay in touch with (eg. invite them to upcoming events, send them a link to PCC, etc.).
- Read Kevin’s ongoing tips and guides on how to build your business.
- Have a CPA do your year end taxes (Hint: it will save you more money than they cost).
- Read a book on starting a business to get comfortable with the process (eg. Starting a Business for Dummies. $15).
Questions?

Contact Kevin Unterreiner at kevin@twincitiesgolf.com