

**Want to Get Paid
to Play Golf?**



***AMBASSADOR
PROGRAM***

What is an Ambassador?

am·bas·sa·dor

/amˈbasədər/ 

noun

- a person who acts as a representative or promoter of a specified activity.

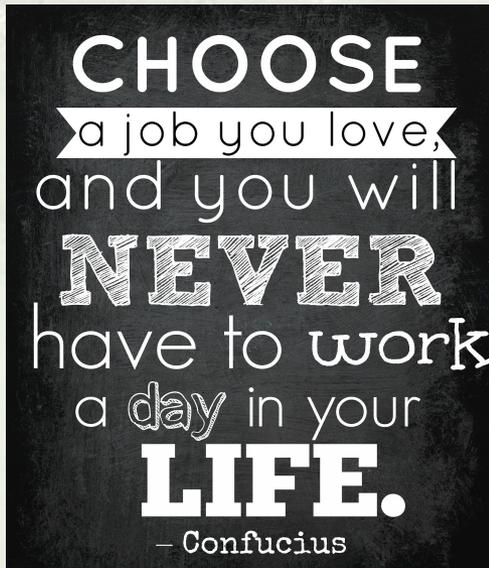
"he is a good ambassador for the industry"

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.



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 20 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 20, Courtney 17).

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)

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 Help People Play More Golf & Have More Fun.*”

TCG History

1997: Founded by Kevin Unterreiner as Twin Cities Golf Organization (pre-internet). Started with \$5,000.

1998: Launched TwinCitiesGolf.com website. 2001 version ---->

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.**

2004-2009: Created and managed **Golf Galaxy Tour in 42 cities** (500 events/ year).

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).

2018: Grew to **75 PCC courses & 3,000 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 \$35.
- **Public Country Club** membership (\$55/month for unlimited golf at 80+ courses)
- **TCG Handicap Club** (1,500 members. \$44.99 for USGA GHIN handicap card & 18 golf passes)
- **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.
- **Golf lesson clinics** (all skill levels, women, juniors, etc.) & **Golf improvement programs**
- **Free Course Reviewer & Product Tester program.** Play for free in exchange for posting reviews.
- **TCG Junior Program.** \$29 for kids ages 6 to 18. Get to play golf for \$5/round at 40+ courses and get a free golf lesson.
- **View ALL options at www.TCGA.GOLF** (Twin Cities Golf Association is our portal for all services)

TWIN CITIES GOLF ASSOCIATION

OF THE GOLFER. BY THE GOLFER. FOR THE GOLFER.

TCGA

PLAY MORE GOLF. HAVE MORE FUN.

TCG Goals for 2019

- Grow Public CC membership to 4,000 golfers and 100 courses.
- Manage Inside Edge Golf & Life Time Golf Club simulator facilities.
- Help 200 TCG Ambassadors get paid to play golf.
- Grow TCG handicap club to 2,000 members.
- Increase to 15k facebook fans, 10k twitter followers, 75k email subscribers, 1M website visits & 5 million online impressions annually.
- Average 80 golfers per TCG event (4,000 annual total participants).
- Help 50 local courses have their best revenue year ever in 2019.
- Continue helping the Twin Cities be the best, fastest growing golf market 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 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!**

Greens fees?	\$
Golf trips? (including airfare, hotel, greens fees)	\$
Apparel?	\$
Equipment? (clubs, balls, etc.)	
Practice range?	\$
Food/ drinks while at course?	\$
Tournament entry fees?	\$
TOTAL GOLF ANNUAL SPENDING:	\$ _____
Cell phone?	\$
Internet?	\$
Gas driving to/ from course?	\$
ADDITIONAL POTENTIAL BUSINESS WRITE-OFFS:	\$ _____
<i>(Add up Total Golf Annual Spending + Additional Potential Business Write Offs)</i>	
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 & build your commissions. *Regardless of results, though, everyone who attempts this program as a business enjoys the tax savings which more than covers the cost of the program.*

Choose Your Level

Level 1 Ambassador

- Opportunity to earn a supplemental income & receive some tax benefit savings.
- Get a yourname@twincitiesgolf.net email that forwards to your personal email.
- Receive a *digital* personalized business card with your name, phone, tcg email & a unique Promo code for tracking.
- Earn 10% commission on referred SALES (tracked by your unique promo code).
- Free facebook business page for your golf business.
- \$0 cost to start and \$0 monthly fee.
- Ongoing training and support.
- *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. Full support for everything you need to succeed.
- 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) *including* PCC referrals.
- Get advanced monthly business consulting and free golf opportunities with prospects 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 (use for events, equipment or 2nd Swing/ VISA gift card redemption).
- 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 INCLUDES a PCC membership & \$40/month TCG store credits to use towards events or golf equipment purchases).
- *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. Month-to-month. Continue as long as you feel it's beneficial.*

Advantages of Level 2

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 Side Business in Minnesota

- Did you know 44 million Americans own/ run a side business? (CNN <http://money.cnn.com/2017/07/12/pf/side-hustle/index.html>)
- 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/>
- 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 accountant/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?

First Name	
Middle Initial	
Last Name	
Email	
Cell	
Address	
Public CC Member?	<input type="checkbox"/> No <input type="checkbox"/> Yes, If so what is your PCC number? _____
Desired Position? (check one interested in)	<input type="checkbox"/> Level 1: Free <input type="checkbox"/> Level 2: \$75(+tx) initial one-time (no initial if already PCC member), \$99/month (includes 1 PCC membership & \$40/month in TCG store credits) <input type="checkbox"/> Thanks for the info but not interested

Ambassador Training (Topics)

1. What To Do & How To Do It
2. How You Get Paid
3. How to Do This as a Business
4. Checklist on First Steps

“What Do I Need to Do?”

#1 - Play golf.

#2 - Hand out your business cards that helps people save on golf.

#3 - Interact on social media. eg. Post course pics, invite friends to fun events.

#4 - Cash your commission checks.



AMBASSADOR PROGRAM

Ambassador Training (What To Do & How to Do It)

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 50,000 members are:

a) \$44 for 18 greens fee passes and a handicap card

b) Play unlimited golf at more than 80 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? (if yes) Let me text you my number and contact info and you can reply back with your email address and I'll add you to my free golf invite buddy list.”

3. Share on social media (Twitter, Facebook work best)

“Want to play unlimited golf @ 80+ 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.”

“Looking for golf discounts & fun golf events? Check out www.TwinCitiesGolf.com and use promo code XXXX10 to save 10% off.”

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 6 months (January and July), 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 for Ambassadors to view. See past reports at www.twincitiesgolf.com/ambassadors

Ambassador Training (How to Do this as a Biz)

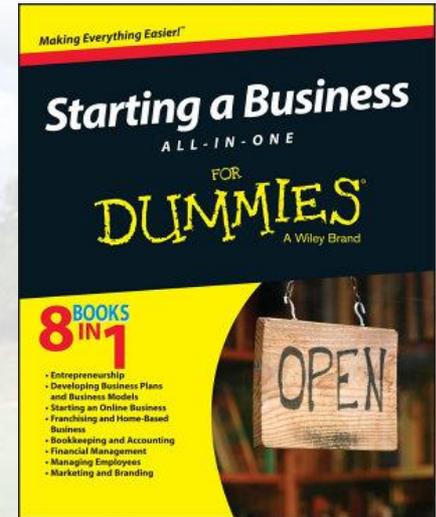
Your support team:

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

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

- Use a separate credit card JUST for golf-business related purchases.
- 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 on your golf biz facebook page (setup for you by TwinCitiesGolf) 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 (monthly email updates/ tips).
- 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).



Ambassador Starting Checklist

Here are the To Do's once you sign up for the Ambassador Program:

- ___ Receive **business card** (digital for Level 1; 500 cards for Level 2)
 - ___ (Level 2) Login to your **@twincitiesgolf.net email**. Level 1's get a **@twincitiesgolf.net** email that looks professional on the digital business card and forwards to their personal email. Use the **@twincitiesgolf.net** email for communicating with prospects and referrals
 - ___ Download the Facebook pages app
 - ___ Practice posting to your facebook golf business page
 - ___ Attend a TCG event (Tues nights 6-9PM, Saturdays 7am-8:30AM). Also do other days/times
 - ___ **Download the tax info** by Trevor Lastoka CPA on www.twincitiesgolf.com/ambassadors then **meet with Trevor Lastoka CPA** (or your CPA) to learn more about tax savings of a home-based business. Free consultation.
 - ___ **Get a separate credit card** just to use for golf expenses. Call your credit card company & ask to setup a separate account for a personal business.
 - ___ Get a ledger book, create a google doc or download an app (Like MileIQ) to **track your miles & expenses**
 - ___ **Save your golf-related receipts** in a folder. Need these for IRS verification
 - ___ When you golf, post several pics of the course on your fb biz page. Documents your activity
 - ___ **Setup a @gmail.com email** (used for google reviews)
 - ___ **Register as a Local Guide in the Google Maps app**. Open google maps, click on Your Contributions (in the Menu drop down). Login to google maps with your @gmail email
 - ___ **Post several reviews a month** on google for businesses & courses. Only post 5 stars if earned
 - ___ **Play in TCG events** to meet potential referrals.
- Come early & help too!
- ___ When you play @ golf courses, get biz card of the manager & text pic of the card to Kevin at 952-240-1020. Say to proshop staff *"I help TwinCitiesGolf with charity golf events. Could I get the business card of who the best person to contact for golf outing info to share with Kevin at TwinCitiesGolf?"* Then text a pic of the card to Kevin Unterreiner at 952-240-1020
 - ___ **Follow & interact** (like, comment, share) on TCG social media posts
 - ___ After 1st year (once you are earning an income from TCG), register an assumed name for your golf business (have Trevor help. \$55 filing fee).
 - ___ To keep it simply & easy, do as a Sole Proprietorship the first year (Trevor Lastoka CPA can share details in the complimentary consultation)
- ___ **Start sharing TwinCitiesGolf on your social media and talking with friends/ family** about what TwinCitiesGolf offers.
 - ___ **PLAY GOLF** (at our TCG-managed simulators - Life Time and Inside Edge Golf) in the winter, courses when open)

Questions?

Contact Kevin Unterreiner at kevin@twincitiesgolf.com

