



Keep It Simple & Stop

Dennis and Cindy Hamand talk with Hugh Graham

Married at 16... divorced at 18... made a great deal of money for others for 18 years – including George Best ... eventually founded own business... hit recession in 1991... this was followed by severe depression ... several network marketing nightmares ... and then, finally, a massive success. Dennis and Cindy Hamand are Independent Marketing Directors with the Utility Warehouse Discount Club, a company operated by Telecom Plus PLC. Both are graduates of the University of Hard Knocks and both nearly said “No” to a concept so simple they shudder every time they think about the business opportunity they nearly missed – an opportunity which has cleared more than £130,000 in debts, and now provides them with a lifestyle to which others can only aspire. Dennis Hamand first got married at 16 because his girlfriend was pregnant. No regrets, because the result was a fantastic son, now 39, and eventually two fabulous grandsons. He also joined the menswear trade at 16 but within a few months

decided he wanted his own business. He divorced two years later but always held on to the dream that one day he would be his own boss.

For the next 18 years he ran other people’s businesses, including two years running the clothing shops for George Best. It was a great life, which got better in 1969, when he met Cindy who became both his wife, and the source of his inner strength. Cindy left school happily at the age of 15 with no qualifications. She tried various things, but when she and Dennis met in 1969 she was a dancer. She then got a job running the music and records section of a well known high street retailer – WH Smith. Within 32 years she became a store manager. She points out it doesn’t take the Utility Warehouse people as long to recognise success.

Their first success, as a couple, came in 1983 when they finally established their own menswear business in Knutsford, Cheshire. Dennis ran this with great enthusiasm because it was their own. “We enjoyed great success,” he remembers, “lifestyle, holidays. We thought nothing could go wrong, and we were right until the major economic recession which came in 1991 sent our business into freefall, because everyone stopped spending.

“When success has taken so long to find, it’s difficult to give up, and we did everything we could to survive. Re-mortgage, cut orders, reduced prices, you name it we did it.”

“We were so desperate I allowed a friend to trick me into attending a business presentation by a company. I listened, I watched, joined and then went home to face the music. Fortunately I got great support. We tried promoting that company then another and another and so on. All the time we were selling or explaining the benefits of using products and carrying lots of stock. WE WORKED ALL HOURS AND TRAVELLED ANYWHERE TO ALL THOSE WHO WOULD LISTEN.

“We enjoyed a degree of success because the income it created helped us to struggle on with the shop until 1997 when we finally said it’s got to go. By then we had debts of £130,000 and the bank also wanted their pound of flesh.

THE REAL DEAL

“Just when things were at absolute rock bottom I was introduced to another MLM/Networking company. I nearly walked away but for reasons I cannot explain; I listened. I was very wary because Cindy had warned she would divorce me if I mentioned any further wonderful opportunities. But this was very different. We would no longer be selling anything because the customers were already using what we were offering – so there was no stock to carry, only literature.

“I told Cindy all about it, and, after her initial reservations, she studied the plan and remarked that it seemed the company was like a co-operative. By becoming a customer you became part of their buying power. The more customers join; the greater the buying power. All we needed to do was recommend the services on offer to others. They’d then benefit by saving money on the services the club provided. They will then be happy and recommend us to their friends.

“It’s a simple system which we still follow to this day. In fact we have proved that anybody following this system, and prepared to consistently put a few hours in every week, for three or four years, can become financially free.

“We’ve proved this. We now have NO Debt. We live in a beautiful 4 bedroomed detached house which is just having another \$40k spent on it. Paid in cash; NO loans. We also have thousands of shares and share options in the company. We enjoy three holidays a year and a great lifestyle with NO Worries.

“Cindy gave up on WH Smith because the job had become stressful. We now enjoy time with each other. NO alarm clocks. NO traffic jams. Work when we choose to. I drive a brand new silver Mercedes SL – the real version of a model toy, I’d dreamed about as a 14-year-old boy. We know that goals will always be achieved if you REALLY want them.

“Just let YOUR imagination run free for a few seconds. You are an Authorised Distributor for the Utility Warehouse Discount Club. You have introduced a few members, who are recommending lots more to you because they are experiencing great savings on the services. You have also introduced some Distributors into your team and they are doing the same and

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they are all recommending more Club members. NOW, picture this. Every time a Club member, introduced by you or your team, uses their electricity, gas, Internet, mobile or landline phone; YOU GET PAID! And the best news of all is that Club members continue using these services, so you continue to get paid!

"Your reward? Up to 6.38% of their monthly bills plus a one-off payment for every customer who joins. Nor does it take long to build a team. The team we started in our lounge eight years ago is now nearly 2000 strong and has now generated tens of thousands of Club members.

"Utility Warehouse Discount Club main points:

1. No staff to employ
2. Ideal part time, full time, any time home based business
3. Retirement income
4. No complicated paperwork
5. No money to handle
6. FREE Website to register your Club Members and Distributors based anywhere in the UK
7. FREE training and support for all

"We now have old age security in place. We know we won't live forever but the great thing with the Utility Warehouse is that our residual income will continue with our son and grandsons. That's our legacy. Since we told him; he has become a Distributor too.

"It's been an incredible journey: eventful, tearful and down right exciting. Would we change it? Never! The one thing we'll never change is our gratitude for the Utility Warehouse Discount Club opportunity. If you are looking for an opportunity to rid yourself of debt, grab a life, then we suggest you follow our example.

"We joined on Thursday 31st July 1997 and had our first meeting at home the next night. We invited 30+ friends and acquaintances to attend. We told them: We've found a way to save money on something we all use a lot. We explained how people could get a discount on their land-line telephone calls by following a simple procedure. We immediately gave application forms to those who said yes.



We then asked: Would anyone like to get paid an introduction fee for recommending this to other people and then get paid on a monthly basis on all the telephone calls they make?

"We told them that it costs only ** £199.75 to set up their own home based business recommending this service. We finished the presentation by asking: Who wants to join us and build a fabulous TEAM? We gave application forms to those who said yes; the others were invited to help themselves to a drink and nibbles in the kitchen. We were astonished at how many accepted our invitation. They went for it because the concept was so simple. Remember, K.I.S.S. - Keep It Simple & Stop!

Today the proven multi service package on offer to Club members comprises:

- Phone: guaranteed savings compared to BT's best call prices and savings on

BT line rental, with unlimited free calls to other Home Phone club members*.

- Mobile: simple great value tariffs offering free handsets and BlackBerry's with low call charges and rental.
- Broadband: incredible deals offering a variety of speeds and inclusive telephone calls.
- Utilities: the UK's best value domestic energy supply.
- Freephone: now you can afford to have your own 0800 number.
- Shopping Mall: great savings on thousands of products.

"The Business services portfolio is just as impressive: exceptional service and savings on office phone calls. Cheaper phone line rental, business mobiles including BlackBerry packages, internet packages for single and multiple/network users, energy and non-geographic numbers such as 0800, 0845, 0870 and 0871.

"The really exciting thing about the Utility Warehouse opportunity is this: There are approximately 27 million homes in the UK, of which over 220,000 are currently saving money with the Utility Warehouse. This means that there are over 26 million homes remaining that can still benefit considerably by becoming Club Members. The company has only scratched the surface of the potential membership base. More than 70% of the population are still with BT or their original energy supplier so! it's like digging in a never ending gold seam.

"If you are interested in finding out more about the Utility Warehouse Discount Club ring our 24hr info line on 0208 955 5678 or visit our FREE website: www.getpaidforever.co.uk

To join our fast growing team call Freephone 0800 074 6344 or email to: dennishamand@uwclub.net

* Price guarantee applies to residential customers using the Utility Warehouse Discount Club for all their calls.

Stop Press!
Now get an
EXTRA 25% off
your UW bill by
using our
CashBack card
when you go
shopping

Now 392,000
customers



** Set-up fee is normally £199.75 for your pack and website with FREE training included.

Set up fee is just £100 for a limited period.

If you decide this business is not for you within 90 days of registration just return your pack for a 75% refund. This fail safe guarantee gives you the opportunity to learn while testing the system.