



# Diamond-Star Rating System

## What is it?

Like other star ratings for restaurants and hotels; businesses also have a rating system-the Better Business Bureau or BBB rating. Due to Pure Foundation's core nature and unsurpassed commitment to delivering and offering the most "breaking ground" business strategies and information to its clients, we've decided to incorporate a star rating system. The star rating system will be applied at ALL businesses that participate, implement Pure Foundation protocols along with further participating in any courses, webinars, info sessions, events, etc. Enrolled businesses can receive corresponding levels of recognition for fulfilling various requirements for each star level.

## How does it work?

As mentioned above, when an owner signs up, completes and implements the required protocols and/or procedures within the determined star level requirements then that business will receive a new star level. Star levels are from 1 to 5 with a potential for an exclusive star recognition to be created at an undetermined time.

To receive the first star a business must enroll and complete the Introduction to Pure Foundation online workshop which is 5 weeks in length. Business owners must meet and complete required tasks in order to be awarded Level One or Star One Rating.

## It's Purpose?

It's simple. To further, level the playing field. Pure Foundation is the only business system strategy protocol that not only levels the playing field for all businesses, regardless of size or length of existence. Pure Foundation opens up the gates to the limitless opportunities for those who never believed that they could find a way to earn and attract the amount of business that they could ever consider dreaming.

Across this globe, customers want real customer service, real services that deliver and products that do what they say they do. Customers want real respect, honesty, quality and integrity when interacting with any business. There are far too many swindlers, misrepresented advertising and straight out business soul stealing owners that a vast majority of consumers would easily "abandon ship" and become loyal customers to a business that fills the aforementioned criteria.


Pure Foundation Star Recognition Rating will do exactly that! Pure Foundation as it presents the stars to well earned businesses and their owners, Pure will also strive to market and advertise this

new business rating system to the general public and also help the starred business with their own promotion by offering tips and suggestions to increase public and market recognition.

### Advantages to obtaining PFR recognition?

- The uniqueness of what Pure Foundation's rating system is that it would be the "cherry on top" of any other business rating that could or would be obtained.
  - Recognition of brand
  - Increase of brand loyalty
  - Attracting better skilled and talented employees
- Build and increase business power for negotiation, acquisitions and market share
  - Reduce length of slow times (low sales due to seasonal or economic shifts)
- Gain the "cutting edge" and stand out from the crowd. The difference between being competitive and being in competition...it's a whole lot less stressful!!
- Build and grow your business with confidence and a level of assurance not offered by other avenues
  - An empowering sense of fulfillment and accomplishment
  - Ratings are updated on quarterly or bi-annual reviews

If you have decided that Pure Foundation is the system and the "go-to" reference strategy that you want to use into building your business and gain more comprehensive knowledge then I invite you to schedule your telephone interview to enroll in either the Pure Foundation Instruction & Coaching Program I or Pure Foundation Instruction & Coaching Program for Business Owners.



# YES! I WANT MY BUSINESS TO BE PURE FOUNDATION STRONG!

## Pure Foundation Instruction & Coaching Programs:


Will equip you to achieve and accomplish these and much more:

- Help you build & run your business without fearing the competition
- Enable you to operate your business within budget
- Optimize your business strengths
- Profit from your business' hidden assets: Employees, to just name one of them
- Expand & solidify your customer/client base
- Be successful in any economic condition...it's all about being scalable, flexible and creative
- Receive the newest standard rating for business:  
*Diamond-Star Rating: where its benefits, privileges, and perks are priceless.*

**1) Pure Foundation Instruction & Coaching Program I** is designed for individuals wanting to start their business or who have recently started (less than 1 year and no business plan) and who are looking to achieve the above-mentioned results.

Online instruction and coaching 1.5 - 2 hour sessions held twice weekly for 12 months. That's **over 160 hours** of hands-on real-time instruction and business coaching!

The average cost for business coaching is \$150 - \$400+ per hour (160 hours=\$24,000-\$64,000!!).



Enroll in the Pure Foundation Instruction & Coaching Program and gain access to continuous support for **only \$8175** for 12 months of instruction and coaching plus the eligibility to receive your business' first Diamond-Star Rating, and other benefits.

To book your scheduled telephone interview:

<https://www.facebook.com/purefoundationsuccess/>

**2) Pure Foundation Instruction & Coaching Program** is designed for current business owners who are looking for the above-mentioned results.

Online instruction and coaching 1.5 - 2 hour sessions held weekly for 12 months. That's **more than 80 hours** of hands-on real-time instruction and business coaching!

The average cost for business coaching is \$150 - \$400+ per hour (80 hours=\$12,000-\$32,000!!).

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## PURE FOUNDATION

Helping you to put the pieces together  
for greater success!

To your success now and beyond,

*Ladi*