



Network Marketing Success Kit

*We were born to succeed,...
not to fail!*

TO BE SUCCESSFUL IN MLM – A COMPANY NEEDS THE FOLLOWING INGREDIENTS

- 1) **Outstanding Products**: The products must have a wide appeal, be of excellent quality and show measurable results. They have to **SIZZLE** and be able to back it up with **RESULTS**.

- 2) **Outstanding Company & People**: You are judged by the “company” you keep. The corporate office must have leaders in their fields (i.e., scientists and other professionals, with known and proven records). In other words, they **MUST** be credible. The company must have strong and stable management and be financially sound. Their management philosophy must be super “distributor friendly” and provide the best support for its distributors in all ways,... service, sales aids, promotional materials and most of all, a genuine friendly and appreciative attitude. They must have known trainers on staff, or even better, as distributors. The public should be able to recognize these names and associate them with respect and integrity.

- 3) **Outstanding Compensation Plan**: The compensation plan must be simple, straightforward, and easily duplicable. It must provide incentives for the part-time beginner as well as the seasoned “big hitter”. And, last but not least, it must have the possibility of showing results fast so that the new recruit will be encouraged to continue to build his business with enthusiasm.

- 4) **Timing**: The company must be past the risk stage and well into growth and momentum stage. Once a company reaches \$3 to \$4 million in monthly sales, it will reach a point of critical mass, where people around the company begin to hear of its success and will be strongly compelled to participate. This will start the super-exciting phase of explosive growth!

- 5) **Our Company Is That Company**, and more than qualifies for all of the above. The more you review the available information and the fantastic, professional promotional material, the more confident you will be that this is the right company at the right time for all the right reasons!

OWNING YOUR OWN BUSINESS
VS.
OPENING A FRANCHISE

	<u>GNC</u>	<u>Our Company</u>
Start-up Cost	\$35,000	\$49.00
Initial Inventory	\$50,000	\$110 to \$330
Monthly Overhead	\$10,000	\$120
Yearly Overhead	\$10,000 x 12 mos = \$120,000	\$120 x 12 mos = \$1,440
Profit First 1-3 Years	\$80,000 - \$120,000 With no guarantee	6% of volume in your downline
Earnings	You pay 15%-20% of your Gross sales to GNC	6% of all volume in your downline
Total Cost 1 st Year	\$205,000	\$1,440
Other considerations	Large Financial Risk	No Financial Risk
	Employees	No Employees
	Rent	No Rent
	Lawyer Fees	No Lawyer Fees
	Accountant Fees	No Accountant Fees
	Utilities	No Utilities
	Workman's Comp Ins	No Workman's Comp Ins.
Worst Case Scenario	Bankruptcy	Improved Health by Weight Loss Significant Income Stream

A CHECKLIST FOR SUCCESS For Our New Distributors

- ❑ Complete the company Distributor Application, Fast Start Order Form and AutoShip Forms. Sign up with One Executive Pack for a normal start, and Three Executive Packs for a Fast Start.
- ❑ Give the forms to your sponsor so they can be mailed or faxed to Corporate. Make sure the appropriate copies are distributed for good record-keeping and that the original Distributor Application is signed and mailed to corporate within 30 days of your sign up.
- ❑ Provide yourself with a good Voice Mail service, or get a separate phone line with a good answering machine that you can access remotely. Make sure that your phone service has a three-way capability.
- ❑ Take the time to log on to your own replicated web site, and access all that is available that your prospects will be able to see and hear. Learn what the web site is all about so you can talk intelligently with your prospects about it. Go into your Web Site Office and learn how to take advantage of the resources there.
- ❑ Review the product price list, and place an order for a supply of promotional materials, stationery and business cards.
- ❑ Develop your personal goals for your new Business and commit them to writing. Review your goals once a day to keep them fresh in your mind.
- ❑ Develop your contact list with at least 200 names. You should carry it with you.
- ❑ Meet with your sponsor to review your goals. Work together to develop your business-building strategy.
- ❑ Begin contacting the people on your names list, beginning with the “Four Star” prospects.
- ❑ Use email and the telephone to communicate with your upline and keep informed of new information from the Corporate Office.
- ❑ Attend and/or participate in local meetings whenever possible.
- ❑ Work closely with each new distributor you sponsor to help them follow each of these steps.

LEAD BY EXAMPLE!

TOP 10 ACTIONS OF SUCCESSFUL NETWORK MARKETING DISTRIBUTORS

They All:

- 10) ***Make Use Of Their Upline*** for support with three-way calls, meetings with prospects, etc.
- 9) Use the many ***Promotional Tools*** available through Isagenix and send out professional information packages
- 8) Make courteous, ***Regular Follow-Up Calls*** with prospects, and understand that 99% of people will not sign up as a distributor on the first, second or even third contact.
- 7) ***Communicate Regularly*** with their entire upline and downline to share ideas, provide training, support and encouragement and to set goals and objectives for success.
- 6) Make use of their own replicated web site ***Back Office*** to keep informed and keep others informed. Use the ***AutoShip Program*** to insure they and their downline remain qualified each week.
- 5) Conduct, participate in or ***Attend Regular Local Meetings*** with other distributors.
- 4) Take every opportunity to ***Learn More About The Network Marketing Business*** by attending seminars, reading industry publications and listening to audiotapes.
- 3) Are ***Proud*** to be distributors and ***Take Every Appropriate Opportunity*** to tell others about the Company's products and business opportunity.
- 2) Insure that they have a Complete Understanding of the Entire Isagenix Product Line and the generous Compensation Plan, to be able to effectively share that knowledge with distributors and prospects.
- 1) ***Set Realistic, Yet Challenging Goals***; learn to accept rejection as a constructive learning process and ***Never, Never Give Up!***

If They Can Do It,... So Can You!

THE PROSPECTING PROCESS

Begin contacting the people on your name list, beginning with the first “Four Star” prospects.

Send your prospects to your web site. Give or send your prospects Isagenix materials such as the tri-fold brochure, the Doctors’ Testimonials, videotape or audiotapes.

Arrange to call or meet with your prospects after they have received the material to review and answer their questions.

Arrange to have your sponsor or other upline member join you at the meeting, or participate in a three-way call.

When your prospect decides to join or company, follow steps 2 to 4 above.

If your prospect does not join at this time, ask them for referrals and ask that they keep our company under consideration.

Follow up with each viable prospect regularly (every 30 days or so) at least seven times.

Be consistent and persistent! Set a weekly goal for contacting people and stick with it for a minimum of one year.

If you have any questions regarding this Process, or your Checklist For Success, please contact Jimmy Smith, Executive, at 610-436-9899.

Remember, massive action will bring your massive return!

Why AutoShip?

The purchase of our company's products creates the revenue stream that supports and enables all of the company's activities; from manufacturing, marketing, distribution, to paying salaries and commissions. For our company—any company—to succeed, it is necessary for sales to grow consistently.

The **AutoShip Plan** is an important part of that sales growth, and needs to be your commitment of consistency to this business. Distributors using AutoShip to purchase their products regularly are feeling the effects of the products daily. By using the products on a regular basis, individual enthusiasm grows as they become a "product of the product" and develop their own best testimonial.

Consistency is essential to successfully building your business and your downline organization. Even on a part-time basis, consistency is a central factor in achieving success with any endeavor. **A good leader leads by example.** Many of the people in your organization will follow your lead

Some of the people you sponsor will ask your advice and opinion of automatic monthly purchases, so it stands to reason that you must be using the AutoShip Plan before you can advise them in good faith to make that commitment.

In our Compensation Plan, all volume generated by your downline accrues to your credit and is the basis for your commissions. It follows then that as your downline grows, you want the purchased volume to grow, increasing every month. By making sure that the people in your organization—new and veterans alike—purchase our company's products consistently, that growth is assured. That's the strength of the AutoShip Plan.

It is human nature for many people to put off making their product purchases from month to month. The reasons vary, from saying that their budgets are temporarily strained, to lack of planning with their monthly expenditures. But this is directly related to the success of their own businesses. Lack of consistency in regular purchase of the company's products usually reflects in the lack of growth of their individual downlines.

All of the most successful of our distributors are on the AutoShip Plan. The most successful people in the company use the products regularly. The most successful people in our organization emphasize the importance of the AutoShip Plan to the people that they sponsor to help assure their success cycle. It's really a win-win proposition for all concerned.

Sponsors succeed in their business because they have more people buying and using the company's products monthly. The people they sponsor succeed because they experience the effects and results of our outstanding products., causing them to become "products of the products", motivated and more enthusiastic.

We trust you can see and understand the incredible growth potential of being a part of our business and get a clear idea of your own amazing power to help people by sharing the products with them, and sharing your commitment to consistency.

Perceive it... Believe it... Achieve it!