

# step 1: dreams fuel your business



## Welcome to Step 1. In this section, you'll

- Define your Why
- Put your big dreams into words
- Calculate how the opportunity to earn extra cash will bring you closer to your dreams
- Compose your own Vemma story

Every journey starts with the desire to go to new places. Taking the time to plan your route will pay off when it's time to get on the road. It all starts with your Why!

## Define your Why

What is your Why? It's your reason for building your Vemma business. Your Why becomes the foundation of your business ... and a good reminder of where you want to be headed.

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## what's important to you?

What motivates you to work hard? What do you see as a reward for your efforts? To help you figure out your Why, look at the list below and check off the things that are most important in your life. If possible, get a photo or image that defines your "why". Put it up on your bathroom mirror, the visor of your car, the refrigerator door, maybe even as a wallpaper on your computer and smart phone!

- Doing something I love and potentially making a boat-load of money
- Freedom and flexibility
- Spending time with family
- Helping other people
- Being debt-free
- Retirement savings
- A diversified financial portfolio
- Vacation and travel
- All of the above

How many of these motivating factors did you check? Were you surprised at the number?

## Test Track: Dream Big Dreams

Do you dream? If so, do you dream big?

As children, all of us were dreamers — one day we wanted to be a doctor; the next an astronaut. Sadly, most people abandon the ability to dream as they grow up... but it doesn't have to be this way.

Thanks to the Vemma business opportunity, you don't have to settle for mediocrity. Allow yourself to dream. Remember, your dreams are the foundation of your Vemma business — so dream big!

Take 5 to 10 minutes for a Big Dream Test Track. Accelerate to three years from now to envision the details of the life you want. Once you're firmly entrenched in your dream, answer the following questions.

- Where are you?
- What does your perfect day — or life — look like?
- How big would you dream if you knew you couldn't fail?
- Where do you live?
- How do you spend your time?
- Who do you spend your time with?
- Where do you travel?
- What charities and causes do you support?

Keeping an eye on the clock, continue to visualize for at least five full minutes. Elaborate about your dreams here. Have fun...and dream big!

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## Why is the Dream Test Track important?

Now that you've completed the Dream Test Track, keep it handy. Refer to it as you begin achieving your dreams!



# two kinds of freedom

What's keeping you from living the life of your dreams, right now?

For most people, there are two major culprits: time and freedom. Take a moment to think about how your life would change if you had more of them.

- Time freedom: What will you do with more personal time? Would you like to work from home in order to be closer to your children and/or spouse?
- Financial freedom: How much money do you want to make? What would you do with extra income? How would it feel to be in control of your financial future?



# beware of dream stealers!

## What are Dream Stealers?

They're the often well-meaning folks who may not see or understand the true potential of a Vemma business. While you see potential, they only see pitfalls.

Now that you're dreaming again, you need to protect and focus on those dreams. Here's where your Why comes in handy.

When a Dream Stealer attempts to chip away at your ambition, visualize yourself achieving your dreams. Surround yourself with positive influences, like CDs, books and people who build you up during this crucial period in your business-building. Before long, you'll be proving the Dream Stealers wrong!

Now let's get specific about our dreams. The following exercises are designed to help you put into words and quantifiable goals the reasons why you're building a successful Vemma business.

### Test Track: Residual Cash Flow Goal

Keep a dollar figure in mind as you work through the next exercise.

What is your 3-year monthly residual cash flow goal? \$ \_\_\_\_\_

Write down your top three dreams this amount of income would allow.

① \_\_\_\_\_

② \_\_\_\_\_

③ \_\_\_\_\_

Now break down your monthly residual cash flow into 1-year and 6-month targets.

What is your 1-year monthly residual cash flow goal? \$ \_\_\_\_\_

Write down your top three dreams this income would allow.

① \_\_\_\_\_

② \_\_\_\_\_

③ \_\_\_\_\_

What is your 6-month residual cash flow goal? \$ \_\_\_\_\_

Write down your top three dreams this income would allow.

① \_\_\_\_\_

② \_\_\_\_\_

③ \_\_\_\_\_

# step 3: synch your data



## Welcome to Step 3. In this section, you'll

- Create your Contact List
- Create sub-lists that will help you prioritize
- Log in to your Vemma Back Office
- Set up your Vemma website and profile page

Every journey starts with the desire to go to new places. Taking the time to plan your route will pay off when it's time to get on the road. It all starts with your Why!

## Why do I need a Contact List?

Creating a Contact List is one of the most important tools for getting your Vemma business going.

Vemma isn't about selling or recruiting or convincing — it's about sharing great nutritional products and an amazing opportunity. Your list is your first step in reaching out to hundreds or thousands of people about enhancing their physical and financial health.

## Drivers, start your pencils.

Take a few minutes to write down the names of everyone you know, and everyone who knows you. Include friends, family, neighbors, community workers, colleagues and friends of friends. Don't waste time thinking about who may or may not be interested in Vemma — just write. Scroll through your contacts in your phone and you'll be amazed at how many people are part of your life!



Turn over your memory with the following categories of people you come into contact with every day.

**People in Your Personal Life...**

Relatives, Parents, Brothers, Sisters, Aunts, Uncles, Brothers-in-law, Sisters-in-law, Cousins, Friends, Grandparents, etc.

**People who help or provide a service to you:**

Accountant, Aesthetician, Appraiser, Architect, Babysitter, Banquet Coordinator, Barber, Bookkeeper, Boss, Bridesmaid, Caterer, Chiropractor, Co-workers, Dentist, Dermatologist, Dietician, Doctor, Dry Cleaner, Exterminator, Florist, Fraternity Friend, Groomsmen, Gym Class Instructor, Hairstylist, Insurance Agent, Nail Technician, Neighbors, Notary, Online Chat Buddies, Optometrist, Painter, Personal Trainer, Pharmacist, Physician — General or Specialist, Plumber, Real Estate Agent, Seamstress/Tailor, Veterinarian, etc.

**People who sold you your:**

Air Conditioner, Boat, Business Clothes, Carpets/Tile, Computer, Furniture, House, Office Supplies, Timeshare, Vehicle, etc.

**People you see regularly or occasionally:**

Attorney, Baker, Banker, Bartender, Bus Driver, Butcher, Carpenter, Carpet Cleaner, Children's Friends' Parents, Coach, Deli Staff, Electrician, Engineer, Engraver, Financial Planner, Flight Attendant, Gardener, Golf Course Staff, Grocery Store Clerks, Gym Members, Hospital Staff, Hotel Staff, Housekeeper, Interior Decorator, Kennel Staff, Library Staff, Limousine Driver, Military Friends, Movie Rental Store Staff, Nurse, Nutritionist, Pediatrician, Photographer, Piano Instructor, Police Officer, Postal Carrier, Psychologist, Psychotherapist, Publisher, Recruiter, Recycling Center Staff, Security Guard, Surgeon, Tanning Salon Staff, Teacher, Volunteer Group, Wedding Coordinator, etc.

**People you know who:**

Were in your Fraternity/Sorority, are on your holiday card list, are very ambitious, are the life of the party, are considered leaders, are looking for a new profession, are known by everyone in town, are dissatisfied with their current career, were in your wedding party, are in a high-profile job, run a local deli, run a local bagel or coffee shop, you play cards with, are your college friends, are active in your church, are prominent business owners, you respect a great deal, recently had children, already take nutritional supplements, have influence with others, are from your old job, teach your children, have very stressful jobs, want more out of life, ride to work with you, are health conscious, exercise frequently, hike or rock climb, jog, ski (water or snow), want to get in shape, etc.

**Well done!**

Are you surprised by how long your list is? Keep in mind that this is an ongoing tool and exercise. You'll always meet new people, so keep your list handy and add to it regularly — daily is best!

Now expand upon that list so you will know at a glance how to approach each individual. Next to each person's name and contact information (usually phone and email), decide who:

- (S) Is Successful
- (P) Is a People Person
- (I) Has a Strong Influence with others
- (V) Has a Special Vemma product need

Here's an example of how your list may look:

Ex.	<i>John Doe</i>	<i>555-555-5555</i>	<i> johndoe@johndoe.com</i>	<i>I</i>
Ex.	<i>Jane Smith</i>	<i>555-123-4567</i>	<i>jane@janesmith.org</i>	<i>P</i>



### Prioritize your list

It's time to prioritize. This is where you'll pinpoint specific groups of people from the initial list, based on different sets of criteria. Putting together these subgroups will help you focus on different approaches for different audiences.

From your initial list, write down the names of 20 people who you know are looking to enhance their health.

- |           |           |
|-----------|-----------|
| 1. _____  | 11. _____ |
| 2. _____  | 12. _____ |
| 3. _____  | 13. _____ |
| 4. _____  | 14. _____ |
| 5. _____  | 15. _____ |
| 6. _____  | 16. _____ |
| 7. _____  | 17. _____ |
| 8. _____  | 18. _____ |
| 9. _____  | 19. _____ |
| 10. _____ | 20. _____ |



Again from your initial list, find 20 people you consider to be real influencers, with a high degree of credibility.

- |           |           |
|-----------|-----------|
| 1. _____  | 11. _____ |
| 2. _____  | 12. _____ |
| 3. _____  | 13. _____ |
| 4. _____  | 14. _____ |
| 5. _____  | 15. _____ |
| 6. _____  | 16. _____ |
| 7. _____  | 17. _____ |
| 8. _____  | 18. _____ |
| 9. _____  | 19. _____ |
| 10. _____ | 20. _____ |



# step 4: shop talk: building your business



## Welcome to Step 4. In this section, you'll

- Learn why it's important to be a product-of-the-product
- Find out what business tools are available to you
- Learn how to strike up conversations about the products and opportunity

## What you need to get started

“What does it taste like?” That’s the number-one question people will ask when you mention the products. So make sure you have plenty of samples to hand out!

As you begin, invest in yourself and your business with the Silver or Gold Builder Pack and get on the fast track to success. This makes it easy for you to experience the products for yourself and share the benefits with others. Builder Packs come fully equipped with the products you need to get started right away. Visit [vemma.com](http://vemma.com) > Back Office > News and Resources > Builder Packs, for complete details.

Purchasing a Silver or Gold Builder Pack in your first 60 days will qualify you for exciting incentives so you have the to opportunity to earn exotic trips, exclusive training opportunities and more! It also qualifies you for the Vemma Platinum Club, an opportunity to earn a platinum Vemma-branded BMW! Visit [vemma.com/platinumclub](http://vemma.com/platinumclub) to learn more.

In addition to the Builder Packs, Vemma has created a variety of effective business tools to help you present the Vemma products and opportunity to others. These tools help you build professional confidence by “doing the heavy lifting,” so to speak! Some of our most popular business tools are:

- Vemma Voice
- Reinvent Your Life DVD
- Product Comparison Charts
- Product Fact Sheets
- Vemma Product Guide
- Clinical Studies
- Vemma Brand Safety Manual
- Vemma Editorial Style Guide

To check out the selection of tools and marketing materials available for purchase, visit [vemmatools.com](http://vemmatools.com). Downloadable documents, and additional training and information such as Clinical Studies, can be accessed by visiting [vemma.com](http://vemma.com) > Back Office > News and Resources > Downloads.

## tools to get going



## How to start a conversation about Vemma

You'll see how easy it is to talk about Vemma with your list of prospects whenever the subject of health comes up. Following is an example of the kind of conversation you might have.

Here's how you might start the conversation:



Brand Partner

"Do you know anyone that would like an opportunity to earn extra income part-time each month by promoting a breakthrough weight management program?"

- OR -  
If you are speaking to a younger person, try this approach:

"How would you like the opportunity to get paid to promote and drink a healthy energy drink?"

Stop and Listen. Then continue the conversation like this:



Brand Partner

"Well, I've partnered up with a wellness company called Vemma and I'm looking for a couple of people that need to either find a healthy program to help lose weight or an opportunity to create residual income."

- OR -

"There's a hot new brand called Verve you can get paid to promote it."

Most people will ask, "What's it about?"



Brand Partner

"It takes about 20 minutes to get you the details. Is there a good time we could grab coffee? Or set up a 3 way call with your upline."

Reminder: No matter how you choose to introduce your prospect to Vemma, always ensure that he or she tastes the product, and that you keep the conversation brief.

## The next step:

Give your prospect a sample and encourage him or her to taste it, right then and there!

Your prospect might like to take a sample home, too. In that case, say, "I know you are going to love what Vemma/Verve/Bod•e will do for you."

Remember to give your prospect a copy of Vemma Voice and be sure to include your contact information. He or she will want something to refer to once your conversation is over.

## The follow-up:

Your conversation doesn't end there! After your meeting or 3 way call, follow up with your prospect in a few days to find out how he or she liked the sample(s). Get them talking about their experience by answering any questions they have.





# know your prospects!

Before you start your conversation, keep the following points in mind. They'll help you guide the conversation in a direction that will be meaningful to your prospects.

- What age is your prospect?
- Can they use additional income?
- Do they need to supplement their diet?
- Need to lose weight?
- Have they mentioned any health challenges?
- Do they have a busy, high-stress lifestyle?
- Do they exercise a lot?

## Test Track: Create your 10-Second Vemma Introduction

During that first conversation, sometimes it's best to say less instead of more because too much information can be overwhelming. Once you've given your prospect a sample and followed up, you'll find an opening for a longer talk.

One way to get the conversation started right is with your 10-Second Vemma Introduction. It's basically a script about Vemma that you've composed yourself, and that you will have practiced enough so that it feels comfortable and natural when you bring it up. That introduction intrigues others into wanting to hear more.

The examples below are of 10-Second Vemma Introductions written by successful Brand Partners. Use them as a guide, but use your own words. Now that you've learned about the products, this should be a breeze!

### Examples:

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"I always felt like I couldn't get ahead until I heard about Vemma, it's this great company that makes a liquid nutrition supplement that's fantastic! The products and the business opportunity have really made a huge difference in my life. I also have the opportunity to earn a little bit of extra money. May I give you a free sample to try?"

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"My family has a super-crazy schedule so we don't always eat like we should. I just found a liquid nutritional supplement called Vemma. It's amazing! Let me give you a sample: you'll love the way it tastes! It's made such a difference in my family, plus I have the opportunity to earn a little extra cash on the side."\*

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"I heard you mention that you wish you had more time in the day. I can totally relate. I was in your shoes, before I started my own business. You know, you can do the same thing too, and I can show you how to get started if you're interested?"



Now draft your own 10-Second Vemma Introduction here.

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Remember, don't pitch, just care about people, make some new friends and relax and have fun. You'll find conversation flows naturally when you start with a strong 10-Second Vemma Introduction. Build on that strong start by following the tips on these pages.

## conversation starters

Get your talk off to the right start with one of these attention-grabbing queries. Remember, no two conversations will be alike!

- "I own my own business. Basically I introduce people to this business opportunity and how to build an income through this product called Vemma that's changing people's lives."
- "I have the opportunity to earn extra money by helping my friends and young people build a part time income while they go to school through this energy drink called Verve. Everyone loves it!"
- "Have you heard of Vemma or tasted it? No? Well you can now!"
- Have you ever explored an opportunity to generate a parallel cash flow? It's a way to help generate additional cash flow without jeopardizing your full-time job or business."
- "I introduce people to a revolutionary weight management program that has shown amazing results. Plus it has the opportunity to earn extra cash."
- "If there was one thing you could change about your health, what would it be?"



### Key Points to Remember

When you're presenting the product and the opportunity, remember to:

- Present a brief introduction to Vemma.
- Provide a brief description with three parts: health benefits, reason to believe and dramatic difference. As a precaution, be careful not to make any health or medical claims.
- Request a third-party referral: "Do you know anyone who would be interested in learning about Vemma?" Make sure you write down the information.
- Leave your prospect with some points to ponder. For example, "If there was anything you could change about your health, what would it be?" or "What would you do with extra income each month?"
- Follow up with your prospect in a few days; respond to their questions as quickly as possible with answers!

### Congratulations! You've completed Step 4.

Your passengers are as important as your destination. It's easy to find people who want to hear more about your enthusiasm for Vemma, isn't it? Remember, you're providing information that people want to hear. And now that the conversation is underway, you're on your way toward getting a new customer or building a new Brand Partner.

Scan our QR Code with your smart phone to watch a video clip.



On to Step 5! 

# the positive f's: feel, felt and found

Be positive and sincere while acknowledging your prospects' questions and concerns. Understand that the hesitation may be based on false information they have heard.

It's your job to remain calm, educate and empower, which is easy with the "Feel, Felt and Found" method. Here's an example:

You: "I understand how you feel. I admit I felt the same way (or know someone who felt the same way) when first learning about Vemma. Now, let me tell you what I've learned since joining."

## The next step

Involve your prospect in a Home Event and get your Upline involved. Here are a few ways you can work up to this step:

- "Join me for a private business reception coming up on [DATE] at [TIME]!" (Note: Make sure you know when the next few Home Events your Upline hosts will be taking place! List them in a planner or mobile device so they'll always be handy).
- "Allow me to introduce you to my business partner [your Upline] over the phone."
- "Let's get together for about 45 minutes. Allow me to tell you the whole story."
- "Join me for a 30-minute conference call, and I'll tell you more!" (Note: Check with your Upline Success Coach on how to perform 3-way calls. It's a simple yet impressive business move that prospects really respond to).

## The Third-Party Approach

Involve your prospect in a Home Event and get your Upline involved. Here are a few ways you can work up to this step:



Brand Partner

"Would you help me?"



Prospect

"Yes."

Stop and Listen



Brand Partner

"I own a home-based business, and we are really expanding quickly. May I ask you one more quick question? Do you know of anyone who would be interested in an opportunity to add an additional full-time or part-time income each month to his or her current income, on a part-time basis?"

When you contact the third party, follow the conversation format in "The Direct Approach" above.



## Other approaches

The suggested scripts above are just that — suggestions. The more you talk to people, the more you'll find yourself developing your own style that reflects your personal story and enthusiasm for the product and the opportunity.

Here are a few engaging ways to start the conversation, whether you're standing in line at the grocery store, at a social function, or on the phone.

- *To a fellow guest at a party:* "I know you're a **fun person**, and I like to surround myself with people like you. I found a unique opportunity that pays full-time rewards with part-time efforts that may interest you.\* I'd love to introduce you to [Upline Brand Partner name] to hear his/her story. It just takes a few minutes!"
- *To someone whose success or lifestyle you admire:* "I know you're already a **successful person**. I've come across a unique opportunity that pays for product referrals. This may or may not interest you. My only goal is to invite you to hear a success story from a person who has created income streams from these types of referrals. Even better, it comes from a product that we never see, ship or exchange money for! Would you be willing to hear his/her story before deciding if this is a fit for you? It won't take long."
- *To an at-home parent or someone who is looking for a change:* "I'm looking for people **interested in working from home**. I realize this may or may not be for you. I'd like to introduce you to [Upline Brand Partner name], who is successfully making a full-time income with part-time effort.\* Would you be open to a brief conversation to see if this would be a fit for you? It should only take a few minutes."
- *To someone who may be struggling in the current economy, or who you know is saving for college:* "I'm thinking of **people who may have an interest in a second stream of income** without a traditional-type second job. This opportunity offers full-time rewards with part-time efforts and I realize this may or may not be for you.\* I'd also like to introduce you to [Upline Brand Partner name] to hear his/her story, which may help you decide if this is a fit for you. Would that interest you at all?"
- *To someone you know who has tried other network marketing businesses before:* "The reason for my call is I'm looking for **individuals who have experience in network marketing**. I know you've tried network marketing before, and this opportunity may or may not be for you. What caught my interest is the simple referral plan. Would you be interested in hearing the difference? I'd like to introduce you to [Upline Brand Partner name] to hear his/her story."

\*Results not typical. You may not do as well.

## Including your Upline Brand Partner

You've secured your prospect's interest. Congratulations! You've successfully shared the opportunity, and you'll have some great backup for the next step: your Upline.

When you bring your prospect and Upline Brand Partner together, think of a venue or time that works for all involved. It may help to let your prospect choose the situation that most appeals to him or her. For example, offer a choice of the following options:

- Home Event
- One-on-one coffee
- Phone appointment
- Conference call

If your prospect feels comfortable at this next step, he or she is much more likely to be receptive to your Upline Brand Partner's input.

## Develop and maintain detailed records

All successful business owners manage their contacts. In a people business like Vemma, it's crucial to keep track of your conversations and meetings, so you'll always know which products your prospects have tried, who to follow up with and what you can offer next. Update your records immediately after a conversation, while it's still fresh in your mind, and be sure to keep the information organized and current. You'll see these small steps really pay off when you're managing meetings with multiple prospects and Brand Partners!



## Here's an example of a Contact Log

Name	PH #	Home Event	One-on-One	Three-Way Call	Vemma Site or DVD	Follow Up Notes
John Black	309-555-1999	X				
Maria Sandoval	309-555-3770	X				
Nancy Snow	309-555-6336		X			
Jason Green	212-555-3290			X		
Marge Jones	760-555-7738				X	

# step 6: next exit: your dreams



## Welcome to Step 6. In this section, you'll

- Map out your short- and long-term goals
- Realize the importance of committing to ongoing activity
- Learn to work SMART!

## What are your goals?

Goals provide direction and motivation. They help you reach your destination by setting daily, weekly, monthly and yearly targets. When a destination feels far away, accomplishing short-term goals makes it real and attainable.

In this step of the GPS, let's define your goals by figuring out a long-term plan for where you want to be, then create a series of short-term goals to help achieve your plan.

## Your first objectives

To propel your business in the beginning, we recommend the following goals:

- Share the Vemma story with a minimum of two people a day, using Vemma business tools.
- Schedule one or more presentations per week, or 2-6 Home Events per month.

Doesn't that sound manageable? Starting with these smaller goals will help you keep the momentum going. Soon you'll be closer to your overall goal!



## the four steps of ongoing activity

- ① Schedule volume-producing activities.
- ② Set your monthly goals and create your plan of action.
- ③ Work to reach your goals by following your plan.
- ④ Get connected and stay connected to your Upline, utilizing local and company-owned training materials as well as online tools.

## Test Track: Goal Setting

Fill in the blanks in the following form to get a feel for your short- and long-term goals.

Short-Term Goals: Where do you want to be in 6–12 months? \_\_\_\_\_

Long-Term Goals: Where do you want to be in 1–2 years? \_\_\_\_\_

How do you define success? \_\_\_\_\_

What drives you and motivates you to succeed? \_\_\_\_\_

What's your passion? \_\_\_\_\_

What would you like to be doing? \_\_\_\_\_

Where would you like to live? \_\_\_\_\_

What types of vacations would you like to take, and with whom? \_\_\_\_\_

What type of car would you like to drive? \_\_\_\_\_

Which charities would you like to support or volunteer for? \_\_\_\_\_

Prioritize your list of goals and aspirations to define a “big picture” of the future. Then work backward to where you are today to break them down into individual, short-term goals ranging from daily to yearly, centered on things like business activity and personal development. When your list is specific and realistic, you will be successful in reaching your goals. But these goals should also challenge you. Don't sell yourself short!

## Get into revenue-producing activity

Volume-producing activity is telling the Vemma story to enroll new Brand Partners and boost Auto-delivery signups within your group. If you and your team are staying plugged in and focused on consistent daily activity, you'll be adding new Brand Partners and customers each week...and soon, it will be every day!

Your goal is to meet 20 to 30 people each month. The next step is to get into revenue-producing activity with Vemma Home Events. This is the fun part of the job! You'll get to meet people and spend time with friends and family, sharing nutritionally beneficial products and an incredible opportunity.





## Consistency is key!

The more people you meet and share Vemma with, the faster your business can grow. Consistent activity is the key to success, and momentum is your best business partner. Similarly, activity will create momentum, and momentum will grow your business.

There are two very effective reach-out methods for introducing your prospects to Vemma:

- Holding Home Events, where you explain the opportunity.
- Sharing product samples one-on-one so he or she can try before buying.

Choose one method that works for you, or vary your approach by incorporating both. And as you use these methods, remember to attach yourself to the activity, not the outcome. Your skills and results will improve over time. Stay committed and remain consistent in your activities, and watch your business grow!

## Help your team develop goals

Show your new Brand Partners that you believe in the process too! This isn't a get-rich-quick scheme; you are putting in consistent effort over time for a payoff that could be tremendous. Seeing your goals will help illustrate this to those who aren't as far along in the business as you are.

So share with your Brand Partners how important long-term goals are, and how to break them into smaller, more realistic goals. You all should have purchasing goals, enrollment goals, activity goals, and Home Event goals, to name a few. Write down and date each goal, and review your lists during your one-on-one accountability sessions.

## A sample outline for achieving goals

Here's how one Brand Partner set her goal of reaching the next level. Can you see how clear-cut this plan is, and how she broke each element into small, manageable tasks? If you laid out your goals in this way, how quickly could you make it to your next goal?

### Purchasing

- I will purchase a minimum of 60 QV per month, every month.
  - A minimum purchase of 60 QV monthly will qualify me for the Fast Start Bonus and my free Brand Partner website.
  - A minimum purchase of 120 QV monthly and two personally enrolled active Brand Partners (one in each leg) will qualify me for additional bonuses.
- For detailed information, go to [vemma.com](http://vemma.com) > Back Office >

# work SMART

To work SMART, break a task into SMART goals you can achieve every day:

- Specific
- Measurable
- Attainable
- Realistic
- Timely

A SMART goal is:

"I will make it to Royal Ambassador in three years. I will make Presidential in two years. I will make Platinum in the next six months by following the plan I have worked out to make sure I am meeting purchasing, sharing, enrolling, business-building and personal development goals."

(For an example of a great plan, go to page 38.)

A SMART goal is NOT:

"I want to be a Royal Ambassador this year."

## Vemma Pin Rank Advancement System



Bronze



Star Executive



Silver



Presidential



Gold



Star Presidential



Diamond



Ambassador



Platinum



Star Ambassador



Star Platinum



Royal Ambassador



Executive



Star Royal  
Ambassador



Pinnacle Leader

Compensation Plan.

### Sharing

- I will hand out Vemma samples to a minimum of 20 people per month, with a target of five per week.
- I also will follow up with five people per week to see if they would like to try other Vemma products and/or to place orders.

### Enrolling

- I will enroll a minimum of three Brand Partners per month, with all of them placing a minimum monthly order of 60 QV.

### Business Building

- I will host a minimum of three Home Events a month, with a minimum of five new people at each presentation.
- I will attend at least two Opportunity Meetings each month with two new people at each.
- I will generate this activity by personally talking to five people a week, either from my Contact List or people I meet during everyday life.
- I will meet with all new personally enrolled Brand Partners to coach them on how to get started within the first week of signing up.
- I will call and send a note to all new Brand Partners on my team their first week.
- I will conduct coaching sessions with all existing Brand Partners at least once per month.

### Personal Development

- I will read one book per month on content related to topics such as leadership skills, building self-confidence and understanding people's social styles.

### Activity goals

Use this form to help you map out your own plan for short- and long-term.

How much time will you commit to your Vemma business each week? \_\_\_\_\_

How many new people will you share Vemma products with each day?  
Week? Month?

Exposures Per Day \_\_\_\_\_

Exposures Per Week \_\_\_\_\_

Exposures Per Month \_\_\_\_\_

# step 7: your co-pilots and passengers



## Welcome to Step 7. In this section, you'll

- Learn why being a co-pilot — a role model and mentor — helps propel your business
- Realize that you can turn to your Enroller and Upline for advice, input and personal coaching

## Vemma is a people business

A Vemma business isn't just lucrative and life-changing ... it's fun! Whether you've enrolled a friend or family member, or you just like meeting new people with goals similar to yours, with Vemma you can truly enjoy the people you work with. That's the beauty of being part of a people business.

As you got your business off the ground, you counted on the support of your Upline to fill in the blanks, give you ideas and simply cheer you on. Now that you're building your own team of Brand Partners, it's your turn to be in the driver's seat.

## Be a role model

Your role as Enroller is very important. You became a leader as soon as you enrolled your first new member! Help them create short- and long-term goals and plans to achieve them.

It's likely you were your new Brand Partner's initial connection with Vemma and, in many cases, one of the reasons they started their own business. They already respect you and look up to your success, and now they are counting on you to guide them just as you were guided when you first started.



your brand partners look to you for resources

When you were first approached with the Vemma opportunity, you likely had questions — perhaps even some reservations. Now that you've "been there, done that," your experience will guide your new Brand Partners in their own venture. As their Enroller and Upline, you're there to help!

You already know that with Vemma, you're in business for yourself, not by yourself — so share that philosophy with your new Brand Partners. Know that the Vemma Home Office is ready to provide all the products and support you need, including websites, orders and product delivery, training, and business-building tools and guides. Because all of these services are taken care of, Brand Partners can focus their efforts on using the products, sharing the products, discussing the business opportunity and helping others do the same.

## Attitude is still everything!

Now your positive attitude is more important than ever. As you steer others toward success, keeping positive will keep your team going and maintain your Downline's faith in your leadership.

Here are some tips for remaining positive now that you're building your own team:

- Talk with your active Upline whenever you have issues or concerns. Any communications with your Downline should always be positive.
- Lead your Downline through actions and encouragement. Your group may avoid some of the setbacks you experienced if you use yourself as an example.
- Do the same things you're teaching and coaching your team to do. If you're telling your team to talk to two people a day, make sure you're also talking to two people a day! This shows duplication and solidifies your credibility — and it begins the process of developing leverage, too.

## Don't neglect your own needs

You've established a Downline team of your own, but that doesn't mean you always have all the answers. It's important to keep in touch with your own Enroller and others in your organization: your Upline. They're your support in helping you attain your dreams, which, in turn, helps you help your team.

Your Enroller and Upline have a vested interest in your success. Get connected and stay connected with others who are doing exactly what you're doing. Learn from them and teach others what you've learned. Your network is there to support you, just as you're there to support yours.

## Put me in, coach!

Think of your Vemma business as a team sport, and your Enroller as your coach. How can your coach improve your game?

Review your "game plan" — your time commitments, priorities, activities, results and progress. Present it to your coach, and listen to the feedback you get. Even when you think you've covered everything, your coach can approach your lineup from a different point of view and offer tips based on his or her wisdom and experience.

As you keep in close touch with your Enroller and others in your organization, be sure to share your goals and/or any obstacles you may have encountered. And if one coach is good, even more can be better! Identify an Upline Diamond (or higher) as part of your coaching team, too.

Scan our QR Code with your smart phone to watch a video clip.



## celebrate small victories

Small steps deserve recognition, especially when your new Brand Partner is just starting out. Take time to celebrate even minor accomplishments to show your support as an Enroller and Upline. Here are a few ideas:

- Handwrite a note of encouragement or congratulations. In this electronic age, people notice and appreciate the extra time a handwritten note takes.
- During team meetings, recognize a Brand Partner's accomplishment of key goals. It's a great motivator both for the honoree and the rest of the team.
- Take your Brand Partner to dinner. A social occasion is a great way to celebrate an activity or meeting a goal.

## Congratulations! You've completed Step 7.

As a mentor, help your Downline set a direction and navigate any bumps, and always maintain a positive attitude. But don't forget that you can always tap the resources of your own Upline when you run into roadblocks!

On to Step 8! 

# step 8: take it to the next level!



## Welcome to Step 8. In this section, you'll

- Put the steps you've learned into action!
- Set up your first Vemma Bod-ē Party or Home Event
- Get excited to keep your momentum going!

## Keep it going!

You've completed the preliminary work to get started as a new Brand Partner. Keeping your business going and growing is as simple as following these steps:

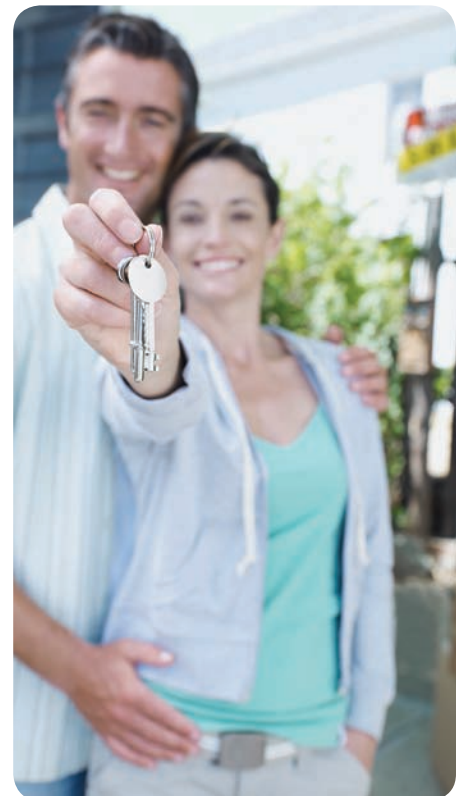
- ① Continue to schedule your activity every 30 days.
- ② Set monthly goals to create your weekly plan of action.
- ③ Work to reach your goals by following your plan.
- ④ Get and stay connected.

## You've done the learning; now start earning!

Remember the first five people from your Contact List in Step 3? Call them up, invite them over and share the Vemma products with them. It's as simple as that.

This is called a Home Event, and it is one of the very best ways to kick-start your Vemma business. Holding a Vemma Bod-ē Party or Home Event in your living room, office, clubhouse or even your kitchen provides a relaxed and comfortable environment for your first reach-out.

Remember, not every presentation has to be as elaborate as a Home Event. Reaching out to potential Brand Partners can be as simple as coffee or a lunch meeting. But a Vemma Bod-ē Party or Home Event is a great way to start. Once your first event is over, keep building relationships wherever and whenever you can. Sharing the product with people you encounter is like planting seeds that can blossom into wonderful relationships ... and a business that can reward your efforts and your family like no other!



“If you could secure your family’s health and financial future, how hard would you work over the next few years?”

—BK Boreyko