



Simplexity Health
P.O. Box 609, Klamath Falls, OR 97601

www.SimplexityHealth.com
800.800.1300 Order Line
800.687.1107 Customer Service Line
800.797.8228 Fax Order Line

ADDITIONAL BUSINESS TRAINING

I. Words of Wisdom

To build a successful organization you must use the duplication methods described in this manual to at least three levels deep. Each level must be taught to teach and to sponsor new people, who then teach and sponsor new people, and so on. If people are not worked with consistently, they will become discouraged and give up. That's why it is best to teach no more than five serious business builders at a time. Help your new people to sponsor others, whom they will teach to do the same.

The only way to fail is to quit. After you teach your people how to teach their people, by the third and fourth level your organization will start to grow organically. Make sure that each new IBA understands the process of teaching and mentoring. Spend your time taking in knowledge and then sponsoring five serious business builders, who will in turn learn to do the same thing.

The product will be consumed by each person sharing it. A great deal of income can be produced by a lot of people, each doing a little bit. Your attitude should remain positive as each new person takes you closer to your goal for personal success. A foundation takes time to build. Although you may build your business more quickly, in general a minimum of six months is required to build a viable business foundation, and it will likely take three years to develop a consistent income.

Sponsor five serious IBAs in your first three months. Help them sponsor five in the next two months. Go with them to meet with each of their new people. When your first-level person becomes independent, sponsor a new IBA. Make sure you have worked with your IBAs and have shown and taught them how to build three levels deep, and then focus on someone new. Sponsor, teach, and mentor over and over again.

II. Tips of the Trade

1. Decide how soon you want to become Senior Manager. Mark the date on your calendar.
2. Buy a day planner and clean your office. Get a phone with speaker and three-way calling.
3. Study and use the products. People want to start a relationship built on trust. Make sure they trust you and know that you will work with them as long as they are committed. Mentor. Go upline for help.
4. Get business cards with your name, address, phone numbers, company, e-mail, personal website address, and other pertinent information. Business cards with the company logo are available through an authorized vendor.
5. Share your sponsor's health and business story, and your own. Speak from your own vantage point. Use three-way calling with your upline.
6. Make a list of all of your contacts—at least 100 names. This is your "warm list." It should be relationship-oriented. Who's on this list? Some networkers suggest that you stay away from your family members in the beginning until you are very successful. Then approach them. Your friends, barber, hairdresser, business associates...your true warm-list is made up of literally anyone you know. Find their need (health or income, or both), and let them know how you can support them.
7. Buy at least 100 CDs and/or DVDs from the company. A CD or DVD can tell the story and thereby make a perfect presentation for you. Your job is to invite people to play the CD or DVD. Say as little as possible about what's on it. Let the curiosity factor work its magic. Then invite the person to a meeting or conference call, or preferably a three-way call with your upline. You can also direct your prospect to the Simplicity Health website to access audio or video files.
8. Print a label to put on the CD or DVD sleeve with your name and phone number. Buy mailing envelopes for the CD or DVD. Write a little note that says, "Hi, I found this material exciting; you might too. Let me know if this is something we could do together." Or, "You mentioned you wouldn't mind some extra income (to take vacations, send kids to college, buy a new car, etc.). This CD [or DVD] might be the answer to your situation. It won't take much of your time. I'll give you a call in a couple of days to talk with you about it." Send nothing else.
9. Role-play with your upline to practice your phone skills. Your upline should have scripts that can help you (see section VI of Business Training Resources). To become a skilled master of this material, record your phone calls while role-playing, and listen to yourself. Practice, practice, practice.
10. People may have questions or objections. No need to argue or defend. Listen to them and repeat back what they said. Rephrase whatever they tell you in question form and say it back to them so they know you are listening to their point of view. For more information on handling objections, see Section V.
11. The first 90 days are the most critical in network marketing for any new enrollee. It is your job to be a good sponsor. This is the key to building a network. Once you are a Senior Manager, start thinking of yourself as a National Executive Director, which is the next big goal. If you assume the mindset of a National Executive Director, you will become one. Money is a great motivator. So is good health. So is the desire to help others. Help your network earn some extra income immediately; such results will motivate them. New enrollees who begin to earn even moderate commissions within three to six months will continue to grow their networks.
12. There is no need to reinvent the wheel. These are the steps to create a healthy income. Just follow them at first. Stay with what has worked. After you have achieved a level of success, go ahead and feel free to try different methods. You are now a coach, and your network is your team. Start holding meetings where you all share your experiences with one another. The most important thing in any network is to acknowl-

edge achievements of any kind. People often appreciate recognition more than money.

13. Advertise (be sure you are familiar with the company's advertising policy, clearly outlined in the Statement of Policies and Procedures). Use your local papers. Be creative. Example: "Earn solid income distributing superior wild-crafted, organic products. Call me at 800-xxx-xxxx and I'll send you a FREE CD [or DVD]." Have a recording on your phone and ask callers to spell their names, addresses, and phone numbers. These may well be people who are looking for a business opportunity.
14. Practice connecting with people.
 - a. Lots of groups need luncheon speakers...churches, Rotary clubs, Lions clubs, Soroptimists, medical organizations, realtor groups, etc. Speak about making money or about improving health. Be sure to keep it short and simple, and hand out materials. If you are fearful of speaking, then create flyers about making money or achieving better health. Have people call a number to receive a CD or DVD.
 - b. Set up booths at local gatherings such as farmers' markets, health fairs, and so on. Hand out prospecting materials. The message you want to convey is that you are trying to create a group that is interested in making money while improving health and helping others to do the same. Ask people to put their name in a drawing for a free bottle of product.
 - c. Use the Internet if computers are your skill. There are lots of different ways to attract people online. Chat rooms can provide endless possibilities day or night. Look for the health or small-business rooms.

If people are not interested, thank them for their time and ask them if they know of anyone who would be interested in this business and/or health opportunity. Get referrals, and add them to your contact list. Then get a CD or DVD to them. Even if these people don't want to do this business, you can always invite them to hear about the products. The whole idea is to invite people to learn more about experiencing better health and increasing their income.
15. Put your business cards on bulletin boards. Focus on some area in your business that you enjoy the most. Some people market just to veterinarians, focusing on animal health. Some focus on CoQ10 for cardiovascular health support, others on probiotics for healthy digestive and immune function. Products can be used to bring people to the business, but it often takes more time to do it that way.
16. Get an 800-number with a powerful message. You can create a strong message with the business opportunity described on it. Invite people to contact you for more details. Call professionals' voicemails after hours—people you want to target such as realtors, chiropractors, massage therapists, and alternative health practitioners—and ask them to call your 800-number to hear your brief recorded message. Or suggest a website.
17. When you send regular e-mails to your people with business tips, product information, etc., always include a link to your personal website or to the company's website. Put this on all of your e-mails; you never know what the results might be.
18. Follow through. Stay in touch with your network; be their mentor, as you are being mentored by your up-line. Start getting your genealogy from the company. To stay in touch with your entire organization, make sure people call in to the company's weekly conference calls. Remember that the people we value most in our lives are the ones who made a difference to us and showed us they cared—a teacher, a mentor, a religious person, a parent. We remember those who helped us to grow in some way. Your job as a sponsor, teacher, and mentor is to help your network members grow.
19. Teach the basics. To achieve their goals, your business builders need to know about group volume, personal volume, end-of-the-month orders, and the compensation plan. Eventually, an energy will take over that will keep your network flourishing. But like a garden, it must be nourished consistently. You plant it, then nourish it, and it becomes your "Field of Dreams." Help it to grow and expand, and soon you'll be enjoying the bounty of your labor.

20. Newsletters and e-zines (e-mail magazines) are an extremely effective way to keep in touch with your network and give them information and motivation. Short health or business-related articles may be sent monthly or bi-monthly. This will generate positive goodwill and can bring you referrals, which are the lifeblood of any business. Educate your people as to what they can accomplish—better health and greater wealth. Check the company website for ideas of what to send.
21. Use your website to attract new prospects. Most people go right to the website to check out the company after you give them an invitation.
22. Google and some of the other online search engines have pay-per-click advertising programs. You'll need to be familiar with the company's policies before using this approach.
23. Use existing social networks to provide you with new prospects, either through word-of-mouth or by passing along video clips, flash presentations, and/or text messages. The idea is to create a message that has a high probability of being passed along from person to person. This is called viral marketing (or advertising).
24. The company is constantly working on new and exciting methods of attracting people to this business opportunity. Check in regularly with www.SimplexityHealth.com to see what is currently available.
25. Have fun!

III. The Art of Connecting with Others

Your words are an extension of your thoughts, and they create an energy you carry with you that people intuitively tune into. Effective communicators really want to understand the person they are communicating with.

If you find one person per month who joins you and is prepared to do what is necessary to change his or her circumstances, you will have a loyal and strong team after one year.

If you embrace a humanistic approach toward potential customers, they will feel your intention and you will be successful. We create rejection because we don't explore what is behind people's needs. We bring up solutions far too early in our conversations.

The very thing we want other people to do—which is to listen to us so we can tell them about our products and our money-making opportunity—is the very thing we don't do ourselves. It does not matter what we think about our product or business. It's what they think that matters. If we tell them what to do, they will withdraw. They are looking for more meaning and understanding before we propose our solutions. They want to be heard. "People love to buy, but hate to be sold," is a time-honored marketing adage.

The purpose of your business is to help other people solve their problems. You must allow people to persuade themselves and take responsibility for their own actions. Let go of the outcome and your income will increase. Listening will draw people to you like a magnet. When you remove your ego and stop offering your solutions, you will connect. Real listening requires letting go and concentrating on the other person.

Starting off by telling people about your products, your company, and yourself may well be what causes the response of rejection and objection. Cause-and-effect is working against you. People already have the right answers. All you need are the right questions. Non-intimidating, non-intrusive questions are the key. You have to really want to serve and help other people achieve better health and financial success. If you are actually always selling yourself instead of the products or the business, your anxiety may be high because you are focusing on yourself.

Create a Dialogue

Suspend your judgments and prejudices and do not argue, debate, or defend your point of view. Just listen. Become partners, as your openness will bring out their openness. People are drawn to people who are genuinely interested in them and want to help them. It's the drawing out, not the pumping in, that counts. There is no need to sell or present anything. Having a friendly conversation will be comfortable for both of you and will produce the results you want without all the stress and anxiety.

Your objective is simply to help other people solve their problems. They will discover the freedom that they have to choose health and financial stability over a life of uncertainty and deficiency that may come from submitting to the status quo. Clarity is your first goal in helping others to express their own desire to change their present circumstances. If they decide to move forward, great. If not, that's okay too. They will remember the conversation and maybe return at another time.

What can you talk about?

1. Their history
2. The present moment
3. Their future desires

As your prospects share their stories, be sure to listen and then respond with more questions so that you can connect with them and discover more about their situations. Confirm that they wish to take action, then present your solutions. Be present. Acknowledge them. When you stop insisting, people stop resisting. Be curious. Listening occurs when you are neither expecting nor judging.

Your objective is to discover if there is a problem to be solved (health or money, usually). Do they want to change? Involve them, and they will understand both where they are now and where they can go. Your questions can discover and explore the circumstances surrounding their problem. By asking questions and listening, you can reach a mutual understanding with your prospect that will bring you to a successful presentation.

IV. Abundance Strategies

The Law of Attraction

Begin to visualize abundance in your life. Stop thinking about what you don't want. Focus on the things you do want; put all of your will into this, and the law of attraction will begin to work for you. It is always working whether or not you're aware of it. Mentally picture the specific things you want to bring about in your life. Thought is just another form of energy. Learn to harness your mental imagery for good. Whatever you're feeling is what you're resonating, and whatever you're resonating is what you're attracting.

Treasure Chart

Create a treasure chart. Use something like a cork message board or poster board that you can hang up in a private place in your home. Whatever material you use, it should have clearly defined borders. Add images to this board of all the things you desire in life. You may choose images of actual physical things, like a new car or a new house. Or you may choose images that represent what it is you want in life. For instance, if you want to be fit and healthy, you might find a photograph of a person who embodies your vision of being fit and healthy. Eventually, you will realize what you visualize.

Remember that manifesting what you wish is based on your thoughts. If you want business builders in your network, you must visualize them. Let your subconscious begin working after you reprogram your conscious mind. It is time to wake up from the sleepwalking world and take conscious control of your own life. Stop suffering, and manifest the good things in life for yourself and others. Just because we don't understand electricity doesn't mean we have to live in the dark.

Focus Within

Quiet your mind on a daily basis, through prayer or meditation. Do this each day, and you can gain control over your thinking and reinvent yourself. This has an enormous impact on your business. Use your emotions to feel good about yourself and others. When a negative thought or experience occurs, take deep breaths until you regain control of yourself. When you experience negatives, change the mood quickly—with music, a hug, loving thoughts, a pleasant memory, a walk in nature. Focus on thoughts of helping others, of love, of gratitude, of joy, and bring this excitement to your business. When you focus on good feelings, you create more good feelings. When you focus on abundance, you create abundance. This will help your ship of life stay on the course you have chosen.

Give Back to the World

Show gratitude. Once you begin to receive, the next important step is to recycle all that positive energy. Start by helping others. Help those in your network to also see these truths and become successful. As you gain wealth, help others to also gain wealth. As you practice these methods, teach others in your network to do the same. The power of a group of people in alignment is magical.

“Whether you think you can or think you can't, either way you are right.”— Henry Ford

V. Handling Objections

People will have concerns about network marketing, the products, their ability to do a business, and so forth. This is natural. Ask questions to determine the nature of each objection, and then educate the individual with information. First, you must get the answers clear in your own mind. If you are clear in your own position and all of your own questions are answered, that confidence will flow and easily attract strong business builders into your organization. Most objections you will hear are really questions in disguise. Objections will become opportunities for your business to grow. You may use the Zig Ziglar technique of “Feel, Felt, Found” to respond; that is, “I understand how you feel. I felt that way too, and here is what I’ve found.”

When dealing with objections, it’s important to keep these five actions in mind:

1. Listen carefully to the objection or question. Do not interrupt!
2. Go beyond the obvious objection, and look for the hidden question.
3. Either agree and acknowledge the reasons, or repeat the objection back so the person knows you understand his or her point of view. This will put the person at ease and create a sense of communication. Perhaps then he or she will be able to hear your point of view.
4. Respond as precisely and briefly as possible. Use the method of answering objections with questions.
5. Ask the person if he or she understands what you said, if it makes sense, or if it answers the question.

“What Do I Say When...?”

Here are some common objections you may hear and some suggested responses.

Q: “Is this a pyramid?”

A: “No. Pyramid schemes are illegal. This is referral marketing. For example, if you tell your friends about a restaurant and they tell their friends about it, and the restaurant gives you \$1 for each friend referred, that’s referral marketing.”

Most of the time prospects have no idea what network marketing is all about and are simply focused on their own conditioned responses. Listen to their response, then say, “Let me tell you what we do. We market a business opportunity centered on natural nutrition products. These products go directly from the company to the consumer, and we help one another develop a business to do this. Our company pays us commissions. Does this sound attractive to you as a way to make extra income?” Invite the prospect to a call, training, or meeting.

Q: “How do you do this business? How do I know it will work for me?”

A: “This is a business for people who like helping people. I’m part of a team that is successful and is making money. The company has a training program that is easily duplicated. Wouldn’t you want to check it out and see if there is any real potential for you to have your own business and become financially free?” Ask if the person has ever recommended a store or restaurant to a friend. Did he or she get paid in any way by the business for recommending it? Well, here is a business that pays for networking with friends and acquaintances. Invite the prospect to a call, training, or meeting.

If you continue to hear a negative tone, try to find out what it’s based on. If the person still will not budge, perhaps because of strongly entrenched belief structures, it might be time to say, “Well [person’s name], it looks as if this might not be for you after all, but thank you for your time. Perhaps you know someone who is looking for an opportunity like this. Our team is successful; we’re making money, and we’re looking for folks who are open to a business designed for people like us who enjoy helping others.”

Q: “I’m no good at selling or talking to people.”

A: “This is a business for people who like helping people. We market a business opportunity centered on natural whole-food nutrition products that go directly from the company to the consumer, and we help one another to market them. Most of the top income earners in our company are not ‘sales types’ either. They are teachers, moms, and everyday people just like us. You’re never alone; you work with a group committed to your success. Do you like helping people? That’s what this business is really about. Does this interest you?”

Invite the prospect to a call, training, or meeting.

Don't push, don't hype, don't predict that the business will work for all prospects. They may not be ready to change their mindset or belief patterns. Let them go, as this may not be their path.

Q: "How well are you doing? Are you making any money? I've been in network marketing before and didn't make any money."

A: What the person is really saying is: "Can I count on you to help me? Will this work for me? Is this any different from what I did before?" Your response could be: "I'm modeling myself after my upline and duplicating their strategies. My job right now is to build a solid foundation for my business. Working with serious people is my objective, and that's why I'm sharing this opportunity with you. I believe you have what it takes to be successful. There are as many failures in network marketing as there are in any other profession. It's up to you whether you wish to commit to build your future. As your sponsor, I'll do all I can to help you succeed."

Q: "How can I do this when I don't know many people?"

A: "If I offered you \$100 for every person you know, how many people could you think of? There are so many people in our lives whom we overlook. It's just a matter of taking the time to write down their names, and then contacting them."

Q: "How can I do this when I don't have the time?"

A: "I know how you feel. I felt the same way initially, but when I realized what an opportunity this was to change my financial future, I found the necessary few hours each week to get this business up and running. Now I have more time because I'm supplementing my other income with this."

VI. Sample Scripts for Approaching a Prospect

Your goal is to invite people to listen to a CD [or watch a DVD]. Be sure to ask for their phone numbers so you can follow up. Let the CD or DVD do the presentation for you. Call them within a day or two, and if they are interested, use three-way calling with your upline. These scripts will give you some clear ideas and simple information to effectively introduce people to this opportunity.

"I am looking for people such as you who want to improve their financial situation. If you want to earn more money each month, let's talk. Listen to this CD [or watch this DVD] tonight or tomorrow. It will tell you more about what I do. Let me jot down your phone number so I can call you tomorrow to see what you think."

"Are you making enough money on your job? If not, I have a business in which I teach people how to supplement their income. I am looking for a few people to coach on how they can create more income within the next few months. If you want to know more, please take this CD [or DVD]. Listen to [or view] it tonight, and I'll call you tomorrow. What's your phone number?"

"You impress me as someone who is quite sincere. I am looking for a few people to expand my business. If you are interested in earning more each month, then we should talk. But first, listen to this CD [or watch this DVD] tonight, and I'll call you tomorrow to discuss it. What's your phone number?"

"Hi, I liked the way you helped me today, so I know you have the potential to make a lot more money than you are probably making now. If you are interested in making more money, I can show you how to do that. Here is a CD [or DVD] that will tell you about what I do and how you can make extra income while at the same time improving your health and helping others to do the same. Please listen to it later today. What's your phone number? I will call you tomorrow."

"As a business owner, you probably have a large customer mailing list. I can show you how to use that list to generate extra income. If increasing your income appeals to you, please listen to this CD [or watch this DVD] tonight. I will call you back tomorrow and tell you more about this opportunity. What's your phone number?"

"Are you earning enough working here? I'd like for you to work with me. Would you like to earn more money? Then listen to this CD [or watch this DVD] tonight, and learn how you can begin earning more each month immediately. I will call you tomorrow. What's your phone number?"

Sample Phone Conversation

(Joe prospecting Dan)

Joe: Hey Dan, how are you doing?

Dan: Okay, been real busy at my job.

Joe: How's that going?

Dan: Still the same old grind; you know, blah, blah, blah.

Joe: Yeah, I hear you. What's happening at work?

Dan: Well, they're downsizing and so I'm working extra hours for the same pay.

Joe: Wow, that's too bad. What do you think is gonna happen?

Dan: I don't know; it's hard to tell the future. All I know is, I have no time for anything, and I'm beat.

Joe: Sounds tough. What can you do about this situation?

Dan: I'd like to change jobs, but I need the money. There's Sara and the kids.

Joe: Are you ready to make a change?

Dan: I'm stuck. I wish I had more time for the kids. And I would love to go fishing for a week.

Joe: Is there anything about your work situation that you like?

Dan: Yeah, I like working with some of the guys at the office.

Joe: If you could keep working with your friends, but change your circumstances, would you consider it?

Dan: Whaddaya mean?

Joe: Well, have you looked for anything else? What do you see as a way out of this?

Dan: I don't know, Joe. Like I said, I feel trapped, and I'm tired all the time.

Joe: Do you think you are ready to make a change?

Dan: Yeah, if I could do it without losing the paycheck right now...

Joe: Okay, so it sounds like you want more time to do what you want to do, but you need to keep the bucks coming in. And it sounds like you want more energy too.

Dan: Yeah! So what are you leading up to?

Joe: I found something recently that's going to help me solve my not-enough-money problem.

Dan: What's that?

Joe: Do you have a few minutes to hear about what I'm doing?

Dan: Sure.

Joe: Well, you know how you said you'd like more time and you'd still like that steady paycheck? What I'm doing is building a long-term income for myself by building a network of people who want to get healthy and make money.

Dan: Is this network marketing?

Joe: You bet! What do you know about it?

Dan: Oh, I tried that once and didn't make a dime. I'm no good at selling and I don't want to have to put out a lot of money buying products that I have to get rid of.

Joe: Dan, that is as far from what I'm doing as you can imagine. I wouldn't buy a lot of stuff either, and believe me, I'm no great shakes at sales.

Dan: So how does this work?

Joe: I'm working with some folks who've been really successful and have made a lot of money and know what they are doing. The best way for you to learn about this is to come to a meeting and meet these folks. I'd like to send you a CD [or DVD]. Listen to it [or watch it], and come next Wednesday night and I'll introduce you to my other friends. This is really great, Dan, and it's nothing like what you experienced before. This is for real, and these people are really helping one another. There's a lot of people in our situation that you'll meet, and you'll see a possible solution for you. If not, hey, what have you got to lose?

Dan: Okay, call me Tuesday night and remind me about the meeting.

Joe: Yeah, I will. And bring Sara with you. Judy will be there too.

VII. The Tax Advantages of Network Marketing

Although Simplexity Health does not provide tax advice, we do suggest that you take the time to locate helpful resources. For example, there several tax articles available online at www.mlmlegal.com, a site sponsored by Babener & Associates, a leading network marketing law firm. Online research will also help you locate tax software that is designed specifically for network marketers.

Even if you're not sure yet whether you will qualify for some of the tax deductions, it's a good idea to keep essential records so that you are fully prepared when that decision needs to be made. You should consult with an accountant, but you may want to keep records on the following expenses, some of which may be deductible:

- Business use of your vehicle
- Portions of rent, home mortgage, home maintenance and repairs
- Non-reimbursed medical, health care, insurance expenses
- Telephone, cell phone, gas, electric, water, and other utilities
- Hiring family to work in the business
- Computers, home office furniture, carpets, fax machines
- Business travel (and you may find that vacations often provide opportunities to connect with others)
- Meals, entertainment, gifts
- Marketing tools, supplies, meetings, conventions, etc.

How Hard Is It To Qualify for These Tax Deductions?

Jeffrey Babener, one of the leading network marketing attorneys, reminds us that "to be able to take advantage of tax deductions for your network marketing business, it has to be a real business. The IRS says that you can't deduct business expenses unless you engage in the business on a 'for profit' basis—not just as a 'hobby business.' How do you tell the difference? The IRS will look at one of two tests. The first objective test is whether you have made a profit in three out of five years. The second subjective test is whether or not you are prepared to demonstrate that you engage in your business in order to make a profit. Here, the IRS is looking at whether or not you carry on the business in a businesslike manner; the time and effort you put into the activity; whether you depend on income from it; your expertise in the business; how much profit the activity makes in the years it does profit; and other pertinent considerations."

You may qualify for some home-based business tax deductions, which could reduce your taxes by thousands of dollars every year, for the rest of your working life! It may be helpful to refer to Ron Mueller's **It's How Much You KEEP That Counts, Not How Much You Make!** for more tax information.

VIII. Prepare Yourself for Success

Robert Kiyosaki summed it up correctly when he said that network marketing is “the Business School for people who like helping people.”

So, why do so many fail in this business? The main reason is that people don't take their business seriously enough. They look at it as something not very important, and when they feel like playing with it, they do. Only when people have reached disgust with their current situation and want more money or time freedom in their life will they get serious about their network marketing business.

Few people are willing to invest time or money into their business. The majority who do get started with a business are never told that they must have a marketing budget to be successful. Even though network marketing is a word-of-mouth business, you still need some small budget to reach out to potential customers and prospects. CDs and DVDs are something tangible that new people can handle and learn from.

When you send a CD or DVD, send nothing else. People tend to hang onto CDs and DVDs for quite awhile. If you have labeled them with your name and phone number, at some point, when the timing is right and they play this information again, you may get a phone call. If you're serious about your business, you need to invest in your business. You need to invest in your customers and your prospects.

Take the right approach with this type of marketing. Don't get a list of names and send off marketing pieces without following up. Don't drain your bank account and marketing budget without working smart. Part of the sales process is to guide people to request more information. If you're talking with a prospect and he or she tells you to just send the information, don't do it unless the individual commits to letting you call within 24-48 hours. If the person is not willing to do that or doesn't listen to the CD (or watch the DVD), you've just answered the very important question, “Is this person serious about making this business work?”

Educate yourself in network marketing and learn to master the tools of the business. This is not a hobby! Treat it with seriousness. The only way to fail is to quit or to never start in the first place. The key to retention of network members is to help them see that this is a long-term commitment and that perseverance is required. Success in terms of wealth can be extraordinary for those who stay involved.

Accept the fact that there will be attrition in your downline, and do not take this personally. As long as new distributors get adequate training, support, and reinforcement, you have done your best. Some people have a difficult time moving out of their comfort zone, and will make excuse after excuse. Don't chase people. Coach them and let them learn, and help them when they ask for help.

Some individuals will experiment with joining your group and find it's not for them. Others achieve short-term goals and then find that they lack the energy level or the ability to become entrepreneurial, and so decide to move on. Quite a few people in the industry jump from company to company, always expecting the grass to be greener somewhere else. It is not. The only place to find the true entrepreneur is within yourself.

Worldwide, the marketing and distribution of products averages 60-75% of total product costs in many industries. Traditional distribution of products is not working as well as it did in the past. Many corporations are now beginning to recognize the efficacy of doing business with the network marketing model, and they are moving in with joint ventures and distribution. This is an explosive growth industry at the right time in financial history. Don't hesitate to bring friends and family aboard.

IX. Commitment to Success

The level of your success is directly related to the strength of your commitment. The following are commitments that have proven to be important to those who are successful at the Simplicity Health business. Think about each one as you start your business.

I will commit to organizing my Simplicity Health business. I will treat my Simplicity Health business like a business and operate it as such. I will organize my workspace and obtain all the tools I need. I will use a contact management system to track prospects. I will set up three-way calling on my telephone so I can conference with my sponsor and prospects. I am prepared for success from the start.

I will commit to using the company tools. I will participate in at least one of the company's conference calls every week. I will attend Simplicity Health training courses to enhance and reinforce my knowledge and understanding. I will use my upline to help me with my questions and also to help me enroll new people so I receive the best results and become a walking testimony of our team success. I will also utilize every service and take every course available through Simplicity Health so that I become "a product of the product."

I will commit to participating in all team and company functions. I understand how important this visible show of support is to my team members and to the whole Simplicity Health organization.

I will commit to never ever quitting. I understand that success has one given: "Quitters never win, and winners never quit." I am committed to my success, for my family and for myself. I understand that not everything will be perfect and that some days will be frustrating, even to the point of my wanting to quit. But I will not quit. I know that Simplicity Health is committed to me, and I am committed to Simplicity Health.

I will commit to setting my schedule. I will set my daily tasks at least a day in advance. I will schedule appointments for three-way calls with my sponsor and prospects. I will schedule appointments to demonstrate the opportunity every week. I will schedule and attend all local opportunity meetings and trainings possible, always bringing guests.

I will commit to increasing my knowledge. I will learn all I can about Simplicity Health, its services, and its compensation plan. I will read all materials thoroughly and attend as many opportunity meetings and trainings as I am able.

I will commit to being coachable. I realize that in order to achieve what I want I must be willing to grow and change. In order to do that, I need to set aside the old habits and thinking that have restricted my positive growth. It's not circumstances but choice that determines your present and your future. I understand that the Simplicity Health business model is a legitimate channel of distribution called network marketing, a concept backed by more than 50 years of history. I also understand that this method of marketing is the most effective way to start a home-based business.

I will commit to striving for excellence. I will become a model IBA. I will be accountable. I will become the person I deserve to be. I will maintain a balanced business and personal life. I will be the person my sponsor brags about, and I will be the type of sponsor I would like to have.

I will commit to changing from a mindset of survival to one of contribution. When I start helping others, I will quickly achieve my own success.

I will commit to building my Simplicity Health business, based on the following further commitments. After filling out this section, I will make a copy and send it to my sponsor.

Time Commitments

- ✓ I will allocate ____ hours a week to building my Simplexity Health business.
- ✓ I will make ____ three-way calls with my sponsor and team each week.
- ✓ I will attend Simplexity Health conference calls _____ times per week.

Resource Commitments

- ✓ I am prepared to allocate \$_____ monthly to building my Simplexity Health business.
- ✓ I will set up my work area with all the needed space and tools, including three-way calling and high-speed Internet by _____.
- ✓ I will keep ____ copies of Simplexity Health materials on hand to be able to help my organization start quickly.

Contact Commitments

- ✓ I will invite _____ new contacts per week to attend an opportunity meeting.
- ✓ I will use three-way calling with my sponsor to invite _____ new contacts per week to attend an opportunity meeting, listen to a company conference call, take a tour of the website, or watch the company video.
- ✓ I will invite _____ new contacts per week to listen to a company conference call.
- ✓ I will invite _____ new contacts per week to look at my website.
- ✓ I will personally enroll or help my team enroll _____ new IBAs each week.
- ✓ I will collect _____ names each week to add to my personal contact list.

X. Contacts and Prospects

Contacts are the lifeblood of your Simplicity Health business. The more people you know and get to know, the more success you will find.

Start today to make a list of everyone you know. Dedicate a block of time exclusively to making a list of everyone you know, everywhere in the world. Don't prejudge anyone; simply write down their names and phone numbers. If you don't have their phone numbers, add just their names to your list for now. Include acquaintances from years ago. Names of people who live over 150 miles away and those you do not see frequently should be written as a separate "long distance" list. Couples should brainstorm on this list together. Since your mind stores names by categories, systematically start your lists the same way.

One of the easiest ways to think of names is by occupation. Think of an occupation and make a list of everyone you know in that category, no matter where they live.

If your first list does not contain at least 100 names, you are probably pre-screening and should readjust your thinking. Keep this list at your workspace or on the kitchen table so you see it every day, and as you think of more names, add them. This is your "money list"; the more people on it, the more money you will make. So constantly create new contacts.

When you have written down at least 100 names, make a copy of your list and send it to your sponsor. Once you've contacted the people on your list for an appointment, your sponsor has the responsibility of helping you make presentations.

A follow-up system—either a card file or binder, or a contact management system on your computer—is essential in tracking the status of your prospects. The key thing is that the name and phone number are placed in your calendar or daily call sheet. When your call is complete, the name and number should be placed in the next date that you have scheduled to follow up, until the order has been placed or the sign-up complete.

Contact and Prospect List

Relatives		
Name	Phone #	E-Mail Address

Friends & Neighbors		
Name	Phone #	E-Mail Address

ADDITIONAL BUSINESS TRAINING

Friends & Neighbors		

Yearbook (School Friends)		
Name	Phone #	E-Mail Address

Friends from Work		
Name	Phone #	E-Mail Address

Professionals		
Name	Phone #	E-Mail Address

ADDITIONAL BUSINESS TRAINING

Professionals		

Acquaintances from Church or Community		
Name	Phone #	E-Mail Address

Others		
Name	Phone #	E-Mail Address

ADDITIONAL BUSINESS TRAINING

Memory Jogger Who is Your...?

Dentist_____

Newspaper Delivery Person_____

Doctor_____

Contractor_____

Obstetrician_____

Karate Instructor_____

Anesthesiologist_____

FedEx Driver_____

Pharmacist_____

Dance Instructor_____

Neighbor_____

Dental Hygienist_____

Veterinarian_____

Dietician_____

Antique Dealer_____

Day Care Provider_____

Art Instructor_____

Car Pool_____

Accountant_____

Electrician_____

Auctioneer_____

Gardener_____

Architect_____

Grocer_____

Bank Teller_____

Dry Cleaner_____

Builder_____

Plumber_____

Brick Mason_____

Nurse_____

Congressman_____

Painter_____

Insurance Agent_____

Fraternity Brother_____

Lawyer_____

Seamstress_____

Bus Driver_____

Deacon_____

Minister_____

PTA Leader_____

Delivery Person_____

Pediatrician_____

Carpenter_____

Physical Trainer_____

Mail Carrier_____

Dog Trainer_____

Chiropractor_____

Fireman_____

Landlord_____

Policeman_____

UPS Driver_____

Teacher_____

Computer Repair Person_____

Fishing Buddy_____

ADDITIONAL BUSINESS TRAINING

Furniture Dealer _____ Swim Instructor _____
Mechanic _____ Shoe Salesman _____
Maid of Honor _____ Store Manager _____
Bridesmaid _____ Missionary _____
Best Man _____ Sorority Sister _____
Golf Pro _____ Spouse's Boss _____
Insurance Adjuster _____ Motel Manager _____
Kid's Friend's Parent _____ Appliance Repair Person _____
Interior Designer _____ Motor Home Dealer _____
Pet Store Clerk _____ Boat Dealer _____
Photographer _____ Car Dealer _____
Lab Technician _____ Barber _____
Librarian _____ Music Teacher _____
PTA Members _____ Nail Technician _____
Lifeguard _____ Office Manager _____
Rotary, Lions, Jaycees _____ Hairdresser _____

Also consider:

- Online acquaintances (chat rooms, forums, etc.)
- Everyone on your birthday/holiday card list
- Everyone in your e-mail database
- Past business contacts and co-workers

Do's and Don'ts for Developing Prospects

- ✓ **Do** always work your contact list first.
- ✓ **Do** divide your list into those who look up to you, those who are your peers, and your "chicken list" of those you may be hesitant to contact.
- ✓ **Do** contact the people on your "chicken list" with the help of your upline team.
- ✓ **Do** help each of your personally enrolled IBAs to work their contact lists.
- ✓ **Do** talk to new people each day. Ask people about what they do, and give them the gift of genuinely listening. They may become prospects, but even if they don't, you will have made new friends.
- ✓ **Do** share your genuine enthusiasm for your Simplexity Health business if they ask you what you do.
- ✓ **Do** ask those who express an interest if you may contact them. Then write down their name, phone number, and the best time to reach them.
- ✓ **Do** talk with your sponsor and team about what methods are recommended by Simplexity Health for developing more contacts.
- **Don't** contact prospects directly by yourself until you are more experienced. Always use your upline team. If your direct sponsor can't help you, then go upline until you find someone who will. If you keep asking, someone will help you.

ADDITIONAL BUSINESS TRAINING

- **Don't** spend time or money developing "cold" leads at this point. Only when you have gone through your contact list should you start looking for other ways to create prospects.
- **Don't** try unproven methods of prospecting for new contacts that can waste your time, resources, and money. Focus on what has been proven to work.
- **Don't** force people to make prospecting calls or pitch things on the phone. Many people are uncomfortable making cold calls. You need to find people for whom this is the right thing to be doing now. The key is to use multiple methods of reaching out to people. Something will connect with someone you meet.

X: Recommended Reading

As you get ready to build your business, you may find it helpful to read what others have said about network marketing and concepts that will support your efforts. There are hundreds of books available, and the list below provides a starting point.

The Business School for People Who Like Helping People by Robert T. Kiyosaki

The Science of Success: The Secret to Getting What You Want by Wallace D. Wattles

Your First Year in Network Marketing: Overcome Your Fears, Experience Success, and Achieve Your Dreams! by Mark Yarnell and Rene Reid Yarnell

Nobody to Somebody in 63 Days or Less—The Ultimate Guide to Business Networking and Word of Mouth Advertising by Joseph Ilvento

The Secret by Rhonda Byrne

The New Professionals: The Rise of Network Marketing as the Next Major Profession by Charles W. King and James W. Robinson

The Zen of MLM by John David Mann

The Go-Giver: A Little Story About a Powerful Business Idea by Bob Burg and John David Mann

The Art of Business: In the Footsteps of Giants by Raymond T. Yeh and Stephanie H. Yeh