

# TEN STEPS TO GETTING STARTED: TRAINING WORKBOOK



21TEN®

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My Distributor ID#: \_\_\_\_\_

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My Sponsor:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

My Upline Leaders:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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Name: \_\_\_\_\_

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

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“Leadership and learning are indispensable to each other.”

**John F. Kennedy**  
35th President of the United States

REVISED 7/20/2011

# COMPANY CONTACTS

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21TEN®

PHONE 877.469.2110 | FAX 800.990.5285

*CORPORATE HEADQUARTERS:*

1875 North Lakewood Drive | Coeur d'Alene, ID 83814

*HOURS:*

*Monday–Friday 7:00 am to 4:00 pm (PT)*

## FAST, HELPFUL, AND FRIENDLY

Your 21TEN Distributor Services team wants you to share their passion for the quality of 21TEN products and the income opportunity. That's why they make certain to answer any questions you ask, from the science behind our exclusive products to the health benefits and well-being these formulas deliver.

Customer service at 21TEN is the same superior quality as our products. Your Distributor Services team is here to help you with any 21TEN need. And you'll never have to navigate through menu options or sit on hold indefinitely when you call!

## SHIPPING EXCELLENCE IS OUR PROMISE

Our guarantee is that your premium 21TEN products will arrive in perfect condition ready for you to enjoy. We are proud of our delivery accuracy rate that is consistently above 99.7 percent.

# INTRODUCTION

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This Ten-Step Checklist gets you started, keeps you connected, and helps you transform dreams into very real achievements. Think of it as the foundation of your training. You'll find yourself returning to it again and again as you measure your personal progress and the progress of your team.

The coaches, mentors, and executives at 21TEN have been helping people achieve their goals since 1984, and we've been successful Distributors ourselves. We know what works immediately and in the long term, and we know that when you commit to these 10 steps with focus and persistence, you will see results.

Learning, living, and teaching these proven steps can produce thousands of success stories within your own team.

## 10 STEPS

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- 1 ORDER YOUR BUSINESS BUILDERS KIT AND SET UP YOUR AUTO ORDER
- 2 COMPLETE YOUR STRATEGY SESSION
- 3 CREATE YOUR PROSPECT LIST
- 4 MAP OUT YOUR INCOME PLAN
- 5 GET PLUGGED IN
- 6 LEARN AND GROW
- 7 INVITE YOUR PROSPECTS
- 8 SHOW THE OPPORTUNITY
- 9 EARN YOUR FIRST FAST PACK BONUSES
- 10 ADVANCE TO MANAGER AND BEYOND

NOW LET'S TAKE A CLOSER LOOK AT EACH OF THE STEPS.

## STEP ONE

# ORDER YOUR BUSINESS BUILDERS KIT AND SET UP YOUR AUTO ORDER

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## THE BUSINESS BUILDERS KIT

The Business Builders kit is designed to help get your business off the ground quickly. You may only order one Business Builders Kit, during either your enrollment month or first full month of business.

Because your Business Builders Kit order may represent a sizeable commitment, you'll want to balance your purchase with your ambition, your immediate sales goals, and your growth plan.

### EXAMPLE OF USAGE BASED ON CONSISTENT ACTIVITY:

30-DAY USE OF LIFE SHOTZ™	# OF BOXES
Personal Use	3
Spouse or Partner	3
Sales to Customers	7
Sales to Prospects/New Distributors	7
	<u>7</u>
	<b>20</b>

## THE AUTO ORDER

Establishing an Auto Order is the quickest, hassle-free way to ensure that you're taking the right steps to build your business, and if you're focused on your goals, establishing an Auto Order is essential. Why?

- ✓ You need the product, both for your own daily use and for all the people who will purchase Life Shotz from you.
- ✓ To earn commissions each month, you need to have an Active status, and the easiest and most cost effective way to do that is to establish an Auto Order.
- ✓ An Auto Order builds credibility with the people who turn to you for guidance.

You're setting the best example a leader can, and your team will follow that example.

The potential of Auto Order is clear when you break it down within the model.

## THE MODEL

You	First Generation	Second Generation	Third Generation	Fourth Generation	Fifth Generation	Sixth Generation	Seventh Generation
1	4	16	64	256	1024	4096	16384

All totaled, that's 21,845 people.

Now imagine that everyone in your downline places an Auto Order for \$100.

$$21,845 \times \$100 = \$2,184,500$$

And you would earn 7% on all of it.

$$\$2,184,500 \times 7\% = \$152,915 \text{ per month!}$$

Your actual downline will probably look different than this. You may have more people in your first generation. You may have larger second, fourth, or fifth generations. And, of course, building a large downline such as this one takes time, but people do it, and many do it fast.

It all starts with an Auto Order.

## STEP TWO

# COMPLETE YOUR STRATEGY SESSION

The Strategy Session is a personalized meeting with your sponsor and/or upline leaders that will help determine your goals, map out your business plan, and align action steps to help meet your goals. This is the critical first step in getting started the right way and avoiding pitfalls, wasted time, and fruitless efforts.

Contact your upline and request this meeting within the first 48 hours after you enroll. This can be done by phone, internet, Skype, or in person.

**NOTE:** It sometimes happens that your sponsor is as new as you are. In that case they may not be fully prepared to host your Strategy Session. If your sponsor is also new to 21TEN, start with your sponsor and continue to go upline until you find someone willing and able to get you started in the most powerful way.

## HERE IS WHAT YOU WILL WANT TO BRING:

- ✓ Your “Why” *See page 9*
- ✓ Your Investment *See page 10*
- ✓ Your Life Shotz Story and Testimonial *See page 11 - 14*
- ✓ Your Prospect List *See page 15*

Beyond these worksheets, bring an attitude that’s coachable. Network marketing is not a traditional business, and you’re not in a normal sales role. You’re not competing against others. There is no “territory.” Everyone works together to build a strong company with strong values, and your sponsor and upline have a vested interest in helping you succeed.

They have experiences, skills, and perspectives that will save you a great deal of time and income. Listen to them. Give them a chance to show you how the business model can work for you. Resist the temptation to reinvent the wheel. Proven methods are exactly that: proven.

Bring an attitude that says, “Let’s have fun and make this work.” Anyone can figure out why a new venture will not work for them. In fact, focusing on negatives does not take any brilliance at all, and it’s exactly this attitude that holds people back from achieving their dreams and setting ambitious goals.

21TEN is a great company and a wonderful option for enterprising entrepreneurs, and you have to want to do it. Your upline understands this and will help you work towards your goals, so let’s have fun and get it done!

01

Give some thought to what you really want out of 21TEN. If you want immediate income, how much and how fast? If you want longer-range income, what is that number, and what is the time frame? If you want to build permanent wealth, pick some targets that you feel are achievable or at least very important to you. The more you can tell your sponsor or your upline leaders about your motives and your time line, the better job they will do in designing your plan and helping you establish goals and strategies.

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Think about your other goals, too. Money and wealth are certainly excellent motivators, but people choose 21TEN for a host of other reasons:

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- ✓ Paying off \$10,000 in credit card debt

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- ✓ Making an extra \$1,000 mortgage payment each month to pay off the house

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- ✓ Building a \$2,000 to \$5,000 supplemental retirement income

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- ✓ Saving \$20,000 for a child’s college education

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- ✓ Partnering with friends and family to build a fun, successful, and rewarding lifestyle

As you begin to generate your “Why,” talk with your family and consider the following questions:

What do we need as a family that we don’t have (e.g., more money to pay bills, more quality time together, a college fund, etc.)?

What do we want as a family that we don’t have (e.g., more opportunity for vacations, a chance to retire early from full-time jobs, the resources to help others, etc.)?

If concerns about money vanished altogether, what would you do with your time?



## PLANNING YOUR INVESTMENT

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Think about how much time, capital, and travel you are willing to invest to achieve your goals. Are you willing to carve out 10 hours a week? 20 hours? More? Are you willing to invest \$500, \$1,000, or more?

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These questions are important. Your upline will help you match your expectations with your commitments. We want you to win. We do not want you to have any surprises, and we're committed to helping you reach your goals. This opportunity is extraordinary. You can earn a great deal quickly and you can build substantial wealth.

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But it also takes an investment of you. You'll need to decide how much of your investment is choice-based and what will be required of you to reach your goals. This balance of choice versus requirement will depend on your situation, on what you want to gain, and on how badly you want to gain it.

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MY 2 I TEN INCOME GOALS:

In 3 Months: \$ \_\_\_\_\_ In 6 Months: \$ \_\_\_\_\_ In 1 Year: \$ \_\_\_\_\_

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MY TIME COMMITMENTS FOR SUCCESS IN MY 2 I TEN BUSINESS:

Hours per day: \_\_\_\_\_ Hours per week: \_\_\_\_\_

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MY BEST TIMES DURING THE DAY FOR 2 I TEN ACTIVITIES:

\_\_\_\_\_

MY CAPITAL INVESTMENT FOR SUCCESS IN MY 2 I TEN BUSINESS:

\_\_\_\_\_



## EXAMPLE 1: DUNCAN AND JENNY ROBERTSON

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Dear friends,

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You may be asking yourself, "Why am I hearing from Duncan after all this time"?

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Well, a few months ago, a dear friend asked us to try a supplement that is the most potent nutrient package that I have ever tried. Our friend was looking for something to help her rebuild her immune system after a bout with skin cancer, and she raved about a new product.

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I was pretty skeptical, but Jenny and I tried it, and the results have been unbelievable for us and our daughter Jasmine — who's twelve now! Can you believe it?

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This product has the most ridiculous antioxidant blend I have ever taken, and it gives us sustained energy all day long and just makes us feel fantastic! If I went on and on about all the life-changing benefits we're experiencing, you probably wouldn't believe me anyway, unless you tried it yourself. So, for the sake of argument, let's just assume that the product's phenomenal.

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I felt so incredible in those first few days that I couldn't stop telling everybody about it! Everyone wanted to try it. So, before I knew it, I was a Distributor for the product! Now here's the best part.

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In our first five weeks with this company we made \$4,500 and earned a cruise for two to the western Caribbean on Celebrity's top-of-the-line "Solstice Class" ship! This thing is like a floating resort! It's even got a golf course on the top deck! We leave port in November, and we'll hit the shores of three foreign countries! Can you tell that we're a little excited?

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Here's a link if you want to check out the ship: < LINK >

We are still doing hair full-time, and we're doing our new business part-time, so we're only doing the new business when we want. It won't be long, however, before the income from our new business far exceeds the income from doing hair. I still love doing hair, but after 17 years of it, the spine specialist says I won't be able to keep it up much longer.

We are leading this company in the Phoenix area, and we would love to work with you! We'd love to show you how to start making a significant residual income and have fun doing it!

This may or may not be for you. You may not be interested. But in this economy, I'm sure you know someone who could use an extra \$500 or \$1,000 per month. Couldn't we all?

Maybe you know a real "mover-shaker entrepreneur-type" who's looking to build some serious wealth. Or maybe you know someone who just needs a "Plan B" and needs to earn a substantial income.

If you know someone like any of the people I've mentioned, there could be some money in it for you.

If you got this e-mail, then we miss you, and we'd love to hear from you. Please send us a reply to let us know whether or not you'd like to know more or if you think you know someone who would be interested.

I hope you and your family are enjoying health and abundance!

Love each other. Love the earth.

Duncan

## EXAMPLE 2: LISA JIMENEZ

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Hi there, Craig!

There is something I'd love to tell you about that I thought might be of interest.

I had this great opportunity fall in my lap recently that I am very excited about! Basically, it's a fantastic new company called 21TEN, and it's committed to helping others create income. It's based on a super-star health product that contains a perfect blend of Vitamin D, a Vitamin B complex, and antioxidants that enhance mood, give you an energy boost, build your immune system, and fight the aging process! It's called Life Shotz, and I'm hooked on it!

I'm inviting you to just take a look at this opportunity and see if it's for you (or someone you know who wants to make more money). I'm looking for 11 leaders who are fun, motivated, caring and excited about creating wealth for themselves and others. Will you give me 30 minutes to hear about it?

All I'm asking you is to just take a look! Email me and let me know if Tuesday or Thursday evening is better for you.

In the interim, here are a few videos to get you excited about this opportunity:

Watch this video to see a fun preview of Life Shotz: < LINK >

This video is a great preview of our income-producing business opportunity: < LINK >

I want you to know that my experience using this product has been profound! Besides experiencing focused energy, I notice that my mood is noticeably more positive and I have a much more restful sleep experience!

And I also want you to know that I'm being trained by a team of multi-millionaires who have made their fortune in this industry and who have personally committed to mentoring my team to six-figure incomes. People like Richard Brooke and Janine Avila.

Janine is one of the best trainers in the world, and I couldn't ask for more. She has years of experience and travels the country helping us grow our business. Then there's Richard Brooke, the founder of 21TEN, who has helped thousands of others achieve their dreams and has a proven success track record as a front-line leader in helping people start and grow their business. He's one of the industry's most ethical and insightful leaders, and his advice and strategies have helped thousands earn more and achieve financial freedom.

Also, you should know that I'm really picky about the products and the people I give my time to, and I am really blown away by this product and this company. That's why I am so excited to share it with you. Again, all I ask you is to just take a look!

This is exciting! Thank you in advance for taking a look and seeing if this may be for you or for someone you know who wants to make more money.

Just imagine what we can create together and the difference we'll make for the people we care about! I'd love to work with you.

Email me at < EMAIL > or call today at < PHONE >.

Looking forward to hearing from you soon,  
Lisa Jimenez M.Ed.

STEP

# YOUR LIFE SHOTZ TESTIMONIAL

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As a complement to your Story Letter, you'll want to have a Life Shotz testimonial. Not only does a testimonial build your credibility, but it demonstrates your engagement with Life Shotz and 21TEN.

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A great testimonial focuses on the changes Life Shotz has made in your life.

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Remember that you don't want to make claims in any written or verbal testimonial. Life Shotz is not a medical or pharmaceutical product, but it does contribute to nutrition and health. Focus on your increased and crash-free energy, your improved mood, and your overall well-being.

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Submit your testimonial to the 21TEN website so that we can publish it: <http://www.21TEN.com/product/testimonials.aspx> or you can record your testimonial by phone at **888.860.6335**.

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## YOUR TESTIMONIAL

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## EXAMPLE TESTIMONIALS

All I can say is WOW! Turbocharged energy levels, unbelievable mood elevation, and full-blown mental clarity! Combine this with proven anti-aging benefits and immune system support, and you've got an out-of-this-world health drink. I'm a product user for life!

**Michael Bonner**  
San Antonio, TX

As soon as I saw the ingredients in Life Shotz I knew this product was for me. I needed a nutritional boost, and I found it! Within one hour of first taking Life Shotz I felt the amazing effects of energy and mental clarity and stamina, and it hasn't left. I wake up feeling great and go to bed the same way. The feedback I'm getting from those I've shared the product with is the same kind of thing. I am so blessed to have found Life Shotz!

**Christine Schwan**  
Phoenix, AZ

## STEP THREE

# CREATE YOUR PROSPECT LIST

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This is the single most important part of the Strategy Session, and it starts by making a list of the first twenty people you know. These should be people to whom you want to introduce the opportunity and product.

Who are they? Where do they live? What do they do for a living? What does their spouse do for a living? How do you know them? This is the basic knowledge you'll need to have a meaningful conversation. And remember: you're not trying to figure out what makes people "tick" or how to "hook" them. Your job is just to tell your story, and this background information helps you transition smoothly and naturally into that conversation.

Continually add to the list each day for your first two weeks. During your initial Strategy Session, you'll discover how to turn your growing contact list into impressive income. Use the categories below to prompt your thinking about people you already know.

WORK  
SCHOOL  
CLUB  
COMMUNITY

NEIGHBORHOOD  
SPORTS  
RELATIVES  
CHURCH

PROFESSIONAL  
BUSINESS  
MILITARY  
SOCIAL NETWORKS

Although your list will first include mostly people you know, your Prospect List will grow because of the people you meet. Just ask people if they or anyone they know could use an extra \$1,000 per month. People welcome the chance to dream out loud and to tell you their goals and aspirations. You can discover their "Why" if you're willing to ask this initial question, and then you can ask them for more details and simply listen to their answers. Do this over and over during the lifetime of your business.

People need to feel like someone listens to their dreams and aspirations, and you can be that person.

## YOUR PROSPECT LIST

You can use the following form to keep track of all the information you will generate as you create your Prospect List.

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CITY, STATE														
ADDRESS														
EMAIL														
PHONE														
HOW YOU KNOW THEM														
OCCUPATION														
NAME														

PRINT COPIES SO THAT YOU CAN CONTINUE TO COMPILE YOUR LIST

## STEP FOUR

# MAP OUT YOUR INCOME PLAN

Create your business plan so that you can achieve your immediate income goals. If you would like to earn an immediate \$500 a month, we have a plan set up for that. Your sponsor will show you how this plan works so you can put it to practice and accomplish your goals.

If your goals are different, your sponsor can help you create a plan that outlines activities that will get you to your goals.

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### MY 2 I TEN INCOME GOALS:

In 3 Months: \$ \_\_\_\_\_ In 6 Months: \$ \_\_\_\_\_ In 1 Year: \$ \_\_\_\_\_

### MY TIME COMMITMENTS FOR SUCCESS IN MY 2 I TEN BUSINESS:

Hours per week: \_\_\_\_\_

### WHAT ORDER SHOULD I MAKE TO ACHIEVE MY GOALS? *Check all that apply:*

\$595 Business Builders Kit       \$100 Auto Order       \$200 Auto Order

HOW MANY PROSPECTS WILL I NEED TO TALK TO EACH WEEK? \_\_\_\_\_

HOW MANY PROSPECTS WILL I NEED TO ENROLL EACH MONTH? \_\_\_\_\_

HOW MANY FAST PACKS WILL I NEED TO SELL EACH MONTH? \_\_\_\_\_

### MY TRAVEL COMMITMENT FOR SUCCESS IN MY 2 I TEN BUSINESS:

Days per month: \_\_\_\_\_ Days per quarter: \_\_\_\_\_ Days per year: \_\_\_\_\_

STEP THE 90-DAY SUCCESS PLAN

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The 90-Day plan is designed to help you take consistent action on a part-time or full-time basis to build your 21TEN business. When you achieve the results of this plan you will break even on your investment in the first month.

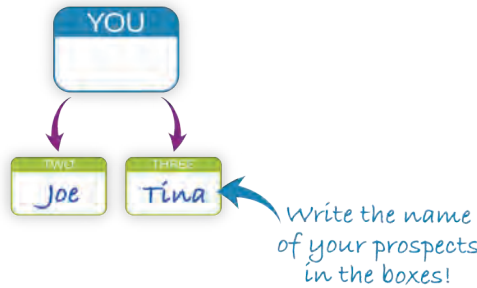


# EXAMPLE 90-Day Success Plan

21TEN's 90-Day Success Plan is a clear and simple guide designed to get you started on the right track to earning serious cash in your first three months.

## month ONE

You purchase a Business Builders Kit and sponsor two new Distributors who also purchase Business Builders Kits.



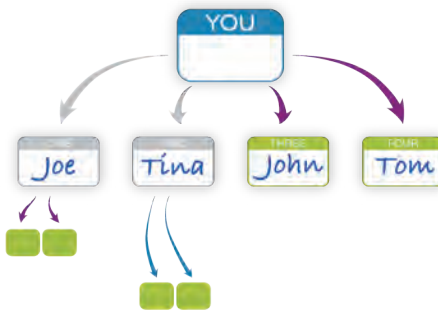
You advance to Manager!

Month 1 Income	
Manager Bonus	\$50
Fast Pack Bonus on Personal Recruits	\$200
Production Pool <sup>1</sup> (4 shares)	\$400
<b>Example Earnings<sup>2</sup></b>	<b>\$650</b>

## month TWO

Sponsor two new Distributors with a Business Builders Kit.

Help each existing Distributor sponsor two new Distributors who each purchase a Business Builders Kit.



You advance to Director!

Month 2 Income	
Director Bonus	\$100
Fast Pack Bonus on Personal Recruits	\$200
Fast Pack Bonuses as First Qualified Upline	\$120
Production Pool <sup>1</sup> (4 shares)	\$400
<b>Example Earnings<sup>2</sup></b>	<b>\$820</b>

<sup>1</sup> Share value can be anywhere between \$1-\$100. For this example, we are using \$100.  
<sup>2</sup> The income models shown here are examples only. Actual earnings will vary and depend on the business-building results produced by individual Distributors.  
 Additional requirements may apply.

So what does a successful day as a 21TEN Distributor look like?

## DAILY ACTIONS

### USE LIFE SHOTZ™ AND SHARE THE PRODUCT WITH OTHERS.

On an on-going basis, order enough Life Shotz to share with the people you meet. It's good for their bodies and it's good business, and the law of reciprocity will work in your favor. By helping others, they are ready and willing to help you.

**EVEN MORE IMPORTANTLY**, work to sell at least one box a week. This can easily be done, especially as you tell them that their purchase is RISK FREE. We have an incredible 100% Money Back Guarantee for all customers.

### TELL PEOPLE ABOUT YOUR 21TEN® BUSINESS.

A simple fact: people like money.

21TEN offers you and everyone you talk to the chance to build residual income that pays you indefinitely. When you consider that a monthly residual income of \$5,000 is worth over \$1 million in net worth, the value of your business becomes clear. After your first week in 21TEN you should have at least 10 people whom you've invited to review a brochure, watch one of our videos, attend an opportunity call, or visit your website. This one daily action will propel you to significant success as long as you take action daily.

## RULE OF THUMB

### *TWO A DAY*

*Invite 2 people per day to look at 21TEN.*

### *TEN IN PLAY*

*Follow up and build belief in the people who are looking at 21TEN.*

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**ALWAYS FOLLOW UP—AND DO IT WITHIN 48 HOURS.**

Every conversation and invitation can lead to a new customer, a new Distributor, or a referral. Develop a system that keeps these contacts from slipping through the cracks of your memory and schedule. A brief email or voicemail following a conversation can help to solidify a positive impression and can turn passive interest into active curiosity. Following up is a must, and this action will show even those you meet in passing that they are important. It has been said that the “fortune is in the follow up.” 21TEN leaders know this and act on it every day.

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**FIND PEOPLE WHO SHARE YOUR PASSION TO SUCCEED.**

Enthusiasm is contagious, and success has a way of breeding more success. In 21TEN you can choose the people you work with, mentor, and train. Many people who can talk about working hard are not hard workers, so while you need to be willing to talk to everyone, you also need to foster relationships with people who have high expectations and work hard to achieve their goals. The people and entrepreneurs who want to be the best will attract other superstars, and together they will propel your business forward.

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**PLAN EACH DAY'S ACTIVITY BEFOREHAND IN WRITING.**

Document your goals and plans for the day in advance. Then schedule your time. You want to ensure that income-producing activities—calls to prospects, sharing the business presentation, sharing the products, and follow-up calls—are accomplished first. Review the list of activities below and create a plan for tomorrow right now.

SHARING LIFE SHOTZ

SELLING BOXES

PRESENTING IN-HOME MEETINGS

ATTENDING TRAINING CALLS

GIVING ONE-ON-ONE PRESENTATIONS

ATTENDING WEEKLY MEETINGS

INVITING SOMEONE TO YOUR WEBSITE

DOING A THREE-WAY CALL

ATTENDING NATIONAL OPPORTUNITY CALLS

BUILDING YOUR CONTACT LIST



## STEP FIVE

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## GET PLUGGED IN

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This is how you stay informed, educated, motivated, and connected. 21TEN.com has a huge variety of resources created just for you. Sign up for 21TEN email groups, set up your own Marketing Center, order professionally designed business cards and apparel, put your team training call in your calendar, and program all the numbers in your phone. Make sure you can get to each resource 21TEN has to offer you.

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## CHECKLIST

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 **GET TO KNOW YOUR UPLINE**

Reach out and introduce yourself to your upline leaders. Tell them your goals and commitments. Start building a relationship with them since they will be helping you grow your business. If you don't know who your upline leaders are, you can call Distributor Services at **877.469.2110**.

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 **GET INVOLVED WITH EMAIL GROUPS**

These groups keep you up-to-date on new training, new tools, and the proven strategies that allow you to use resources at your peak performance.

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 **READ THE 21TEN BLOG**

You can find it here: <http://21TENblog.com/>. You can also subscribe via an RSS feed to be notified of every update.

 **CHECK OUT THE MESSAGE BOARD**

Located in the back office, this board will brief you on the corporate news and training tips that support your success. There's an RSS feed here too!

 **FIND US ON FACEBOOK**

Excitement is building, but don't just take our word for it: <http://www.facebook.com/pages/21TEN/>

 **SIGN UP FOR THE TUESDAY UPDATE E-MAIL**

The weekly news, notes, and practical insights will help you get closer to your "Why" and will help communicate 21TEN information with your team.

 **GET ON YOUR TEAM CALL**

Learn how to share your 21TEN business, and bring your prospects to the call. To get connected, contact your upline.

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### ❑ **EMBRACE THE SATURDAY TRAINING CALL**

From product highlights to business-building techniques, this is your chance to learn from the experts. The training call takes place on the second and fourth Saturdays of each month at 9 AM PT. To phone in, call 712.432.7676 and enter this PIN: INFO# (4636#).

### ❑ **EXPERIENCE WEEKLY LOCAL GET TOGETHERS**

Get together with your local leaders to turn strategy into action, fun, and lucrative productivity.

### ❑ **CHAMPION EACH REGIONAL MEETING**

This is your chance to hear one of our inspirational speakers live, and you can take advantage of these free opportunities to return home with new expectations and tools. Check the events section of [21TEN.com](http://21TEN.com) for details.

### ❑ **GO TO NATIONAL EVENTS WITH YOUR TEAM**

We bring the entire 21TEN family together to play, learn, and celebrate each other and our successes. Miss this and you'll spend the rest of the year catching up to those who were there.

### ❑ **LEARN FROM A MASTER**

Tap into the success of CEO Richard Brooke at [www.richardbrooke.com](http://www.richardbrooke.com). You'll find invaluable articles, unique tools, and expert advice about growing your business. The website also features in-depth quizzes to help you identify strengths, weaknesses, and the next steps along your path to financial freedom.

## STEP SIX

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**LEARN AND GROW**

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02

Now that you've got your plan, your prospects list, and your 21TEN network, it's time to focus on you.

03

Achieving financial freedom is as much about your growth as it is about the growth of your business.

04

In fact, you're more important than your business by far because no one can accomplish great things without making themselves better.

05

That's why you need to dedicate 30 minutes each day to personal development. Thankfully, financial and personal growth go hand-in-hand at 21TEN, and at every step you've got great tools that help you build the motivation, inspiration, and knowledge base you need to keep growing.

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**CHECKLIST**

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 **PLUG IN TO MINDKICK**

09

Your free monthly podcast features original content each month, including inspiration, wellness, and the inside scoop on 21TEN. It's available at iTunes and in your back office. Are you listening?

10

 **CHECK OUT THE AUDIO**

From can't-miss calls to personal messages, you've got great audio content for your commute to work, your day at the office, or your evening at home.

 **LISTEN TO AND SHARE THE SIZZLE CALL**

CEO Richard Brooke explains how 21TEN came to be and where we're going.

*1.800.765.7657*

 **FEATURED ARTICLES**

We've put together a great collection of articles in the Mind Kick library. From motivation to inspiration, from nutrition to environment, these are articles that support the philosophy and practices that define Life Shotz and 21TEN.

 **FEATURED BOOKS**

Whether you read the printed page, thumb through on your e-reader, or listen in the car, you need books that point you in the right direction. Here they are.

 **LEGENDARY LEADERS**

Your corporate leaders are industry giants and some of the world's best Network Marketing trainers. Tap that information and make it yours by visiting their websites.

## CHECKLIST (CONT'D)

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STEP

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### ▣ TRAINING EMAILS

For your first 10 weeks with 21TEN, you'll receive in-depth weekly training articles that provide unparalleled insight into the Network Marketing industry. Written by 21TEN CEO Richard Brooke, they give you all the advice you need to make growth easy.

It's all just a click away when you visit your back office and click on "Mind Kick."

## STEP SEVEN

## 01 INVITE YOUR PROSPECTS

02 Start inviting people to “just take a look.” It’s important that you do not attempt to sell people to  
03 enroll in the business. Just invite them to take a look, and use the tools to do the inviting. Be the  
04 messenger, NOT the message. What we mean by that is we want the message to be the same  
each time based on our high-quality, tool-based invites. This will allow you to keep your business  
fun, duplicable, and profitable. Trust us on this one.

## 05 THE ART OF PROSPECTING AND INVITING IS SIMPLE

## 06 YOUR ROLE

07 Your role is to dialogue with the prospect and let that conversation lead naturally to a discussion  
of the opportunity. You use your questions and listening skills coupled with your enthusiasm for the  
product and opportunity to lead people to take a look. You don’t need to enroll them today, and it  
shouldn’t be your goal. Take the process in steps. When you get enough people to just look, enough  
will enroll. Do not attempt to sell them on enrolling. Just sell them on taking a look.

## 08 YOUR LIST

09 You have your initial list. As you look over that list, decide how you will contact each person. Will you  
pick up the phone? Send an email? Write a letter? How does that person communicate, and how  
personal do you want the conversation to be?

Once you’ve determined the best way to contact each person, take action. Whether you’re on the  
phone, meeting in person, or sending an email, go down the list and begin to share your story with  
each person.

## YOUR PARTNERS

Refine the art of describing your partners. Think about it. Somewhere in your upline—maybe your  
sponsor or somewhere else—is someone who has made millions doing this. You are in partnership  
with all of the Advisory Board. Read their bios. Promote their bios. Sell them as your partners. How  
many people get to partner with multimillionaires to duplicate those millionaires’ successes? How  
many? Very few. It’s a rare opportunity. Sell it.

## YOUR STORY LETTER

You have it (*see page 11*), now send it to everyone you prospect. Combined with your personal credibility, your story is your best sales tool. Do NOT, however, send your letter to friends or family without a personalized introduction. You might just add a small note at the beginning: "Here is a letter I wrote to describe how and why I got involved in the business. I thought you'd be interested in seeing what I'm up to." Your Story Letter can stand on its own with people you know but are not close to. For your more personal connections you'll want to make sure that you personalize the letter.

## YOUR TOOLS

Study every tool available to you and decide which tool your prospect will respond to best. Either include it in the initial approach or send it with their permission.

### ✓ 30-DAY MONEY BACK GUARANTEE

We stand behind our product because we believe in it. If a customer is unhappy for any reason, they receive a full refund less shipping costs.

### ✓ JOIN THE BEVOLUTION

The four-minute opportunity teaser video.

### ✓ TESTIMONIALS

These are endless and one of your most powerful tools. People cannot argue with the thousands of positive results people are experiencing.

### ✓ CONTESTS

Use the current contest promotions to add extra motivation.

### ✓ BROCHURES

High-power print goes wherever you go and keeps the message simple.

### ✓ THE SIZZLE CALL

Listen to CEO Richard Brooke explain how 21TEN came to be and where we're going.

### ✓ SAMPLING TOOLS

From Sample Cards to Drink Mix flyers, there are plenty of tools to help you promote Life Shotz.

Use the best tools you feel will lead your prospects to say, "Okay, I will take a look" (meaning they will listen to a full presentation).

## 01 CLOSE FRIENDS AND RELATIVES

02 These are people with whom you have rapport, so do not attempt to build it. Just be straight  
 03 about what you're doing. Humor them a little if the relationship allows or be all business if that's  
 more their style.

04 BE STRAIGHT  
 BE EASY

BE CASUAL  
 BE ENTHUSIASTIC

05 BE CONFIDENT GIVE THEM ROOM TO SAY "NO"

06 Those closest to you may be the most resistant at times. For the future of your relationship and  
 your business, just let them know what you have decided to do. It is important that you not ask  
 07 for advice or even their support. Do not present your decision as contingent on their support. Let  
 them know you are doing this no matter what and that you just want them to know about it in case  
 08 they see something in it for themselves as well. They are best approached in person or by phone  
 as opposed to email.

### EXAMPLE 1: SOMEONE IN YOUR IMMEDIATE FAMILY

Hi Mom.

I wanted to call and let you know what your son is up to. I (or we) have started a new small business—something I can do from home. I fell in love with this wellness product I've been using, so I decided to build a second income with it.

It is fun and I am working with some very wealthy people who have already succeeded in the business. I'll bring some information by so you can see exactly what it is. (If your Mom's not interested in your new venture and says "no," it may be time to get a new Mom.)

### EXAMPLE 2: SOMEONE YOU CAN JOKE WITH

Hey Matt ... Don here.

Things are really good. I'm calling to let you know that I have just become a multi-millionaire, but I wanted you to know that I am not leaving my friends behind. You're still on my A list. (Pause. At this point Matt will say something like "Oh sure. How did you do that?" Then you get to tell him.)

A friend introduced me to some people who have been very successful in building second incomes with a business I can do from the house. I fell in love with the product, and it's really changed my life.

Well, one thing led to another and now they're partnering with me to help build a second income. Some of these people have earned millions doing this. I'd be happy with a few thousand a month—which I'm going to invest in the next Google, making me a multimillionaire virtually overnight. So I guess I'm not a millionaire yet, but I sort of feel like I am.

So do you want to come with or stay behind?

## EXAMPLE 3: THE NO-NONSENSE FRIEND

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Hey, Mary. Check out my new card. (She looks and naturally asks what it is.)

It's my new second income project. I started using this product Life Shotz a few weeks ago. It's one part longevity, one part feel-good, and one part immune system support. To tell the truth, I've never felt better. I really feel like getting stuff done, working out, and getting projects done around the house. I guess lots of people have the same experience, so the product is going crazy, and I decided to get on board. It's just a couple thousand a month, but it will allow me to take advantage of this buyer's market in real estate and build some wealth for Bob and me. You have done some investing haven't you? What do you think I could do with \$2,000 a month? (She pontificates for an hour).

Thanks, Mary. It is only \$30 for a ten-day supply. If you don't feel better than ever, you get a full refund. Would you try some for me?

**NOTE:** Anytime you can call your new business an income stream of some sort versus a business, do so. Businesses are scary to some people. Income streams are always pleasant.

## CLOSE ACQUAINTANCES

These are people you can call, visit personally, or email. You don't see them every day, and you may not talk all that frequently, but when you do talk the conversation is interesting.

When you tell your story to these people, you can just send your story letter with a simple introduction and tag the email with one of our videos or the testimonials page.

## EXAMPLE 1:

Robert, attached is a letter I wrote to explain what I am up to these days and why.

I would love for you to read it and watch the four-minute video. Let me know if you're interested or if you think of anyone who is up for building a substantial second income.

James

## EXAMPLE 2:

Melissa, I'm going crazy.

This is so much fun. Please read this letter I wrote about my new project. I would love to show it to you. There is a four-minute video here that shows some highlights. Let me know if you will at least take a look. I know you need the money as much as I do!

Karen

01

## EXAMPLE 3:

02

Mr. Sterling,

03

You may remember me from the neighborhood sand lot ethics committee. We served together for a few years. I always respected your ability to lead the group. You are someone I know gets things done. Enclosed is a letter I wrote to introduce people to a new income opportunity I am building. My partners are coaching me to replicate their own success. In their case that's tens of thousands a month. I have always wanted to build real wealth and this is my shot at it. You came to mind as someone from whom I could learn a great deal and perhaps someone who knows the kind of go-getters in this community who might want to build with me. Would you mind taking a look at my letter and the product endorsements? I would love to talk to you about it at your convenience.

04

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Harry

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## THE NEW ACQUAINTANCE

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Then there are the people you don't know very well or have just met. They require a distinct approach. They are people with whom you will want to build rapport over time. You'll want to be less direct about your own goals and more direct about theirs. You're trying to understand their motivation and their "Why," and let them know how they can achieve it. You want to find out what is important to them and what is missing from their lives. These conversations may take place over time—every time you visit the dry cleaners, for instance, or each time you eat at a certain restaurant. Or maybe things just click, and it all happens rather quickly in one conversation.

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## EXAMPLE 1:

Hi John,

I was thinking about what you said the other day, that you want to retire early and travel the world. I know a way you can probably do that quicker than you think. Would you be interested in taking a quick look at what I'm talking about?

Roger

## EXAMPLE 2:

Hi Mary,

Wow! Every time I see you, you seem so busy and—at times—stressed out. I can tell from our few conversations that your children are very important to you and you regret not spending more time with them.

I have a solution that might just be right for you. Would you like to take a quick look at what I'm thinking about?

Joan

## NOW FOLLOW UP

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STEP

Your ability to follow up will determine your success. Why?

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- ✓ Because people will remember you and that will make each follow-up conversation easier and more personal.
- ✓ Because your prospects will have an opportunity to explain how Life Shotz improved their daily life, and they'll talk themselves into the business.
- ✓ Because you'll have another chance to let them see how 21TEN will work for them.
- ✓ Because you want to move them toward a positive decision.

Not only will your ability to follow up increase your success rate, but it will increase your credibility. Following up shows that you care about the person, their experiences, and their feedback. It's a sign that you're willing to invest in a relationship, and it demonstrates that you're the type of person who always follows through. People like leaders who are there for them and who follow through on their promises. And even if you get a "no" for now, you've shown that the relationship matters, and when situations change—as they always do—that person knows that you're ready to help them.

Plus the follow up is your opportunity to measure your success. You'll find out what worked, what didn't work, and how people react to your style, your personality, and the tools you share.

While it sometimes happens that people are ready to commit immediately, it's more likely that they won't. By the time you talk to someone for the second, third, or fourth time, they've had a chance to ask questions and get detailed answers. They feel more comfortable. They've got a better sense of who you are and what type of leader you will be. Each and every follow up increases your chance of getting someone to "take a look."

For all these reasons, you need to follow up.

## STEP EIGHT

01

## SHOW THE OPPORTUNITY

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Direct your interested prospects straight to a 21TEN presentation. You can give the presentation via one of our online videos, via an opportunity conference call, or in person with your sponsor or upline. Keep track of how many prospects you invite before one decides to take a look. Then note how many take a look before one enrolls with a . These numbers will help you monitor your success ratios.

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The preferred presentation initially is one that your sponsor or upline does for you as you listen and learn. From this experience you learn what to say and how to respond to questions. This is the method by which you learn the presentation and teach it to others.

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**NOTE:** As a new Distributor, it is NOT your role to show the opportunity. It is crucial to use your upline and our excellent tools for presenting the opportunity. Your role is simply to ask people to “take a look,” and then you’ll steer them to the appropriate presentation. The presentation options are the Opportunity Presentation that is on the website OR a live presentation by someone in your upline. This could be in person or by phone. Just invite people and let them decide if now is a good time for them to build their income.

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To help you build your presentation skills, follow this optimized flow as you show the opportunity.

- ✓ Establish Rapport
- ✓ Find Out What They Want
- ✓ Present the Opportunity Presentation
- ✓ Leapfrog
- ✓ Talk About 21TEN
- ✓ Describe the Support Structure
- ✓ Make the Call to Action

## ESTABLISH RAPPORT

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Ask questions. You're listening for such things as the size of their sphere of influence, their needs, and their desires.

Ask questions sincerely and out of curiosity rather than in the form of an "interrogation." Take every appropriate opportunity to express your sincere praise and approval for anything that the prospect has achieved, opinions they have, places they have lived, or things they have acquired.

## FIND OUT WHAT THEY WANT

Start by asking simple questions: "What was it about 21TEN that interested you enough to want to find out more?" As you progress through the business presentation, listen closely for the things that the prospect desires to be, do, and have. A way to access what they want is to ask a more specific question: "If, after finding out more about 21TEN, you were to choose to become involved, and you become successful, say to the tune of \$2,000 per month, just out of curiosity, what would you do with it?"

Based upon the prospect's willingness to talk, continue the conversation until you feel that you have accomplished your listening goals.

## PRESENT THE 21TEN OPPORTUNITY PRESENTATION

Keep it quick, simple and exciting, and use your tools.

- ✓ Opportunity Video
- ✓ Opportunity Flip Chart

Personalize your presentation whenever possible by specifically referencing the things that the prospect has told you are most important to them.

Trying to divert from this presentation can create confusion and lead to mixed signals. Keep the 21TEN presentation intact! Our team has tailored this presentation based on proven success. Believe us: it works.

STEP

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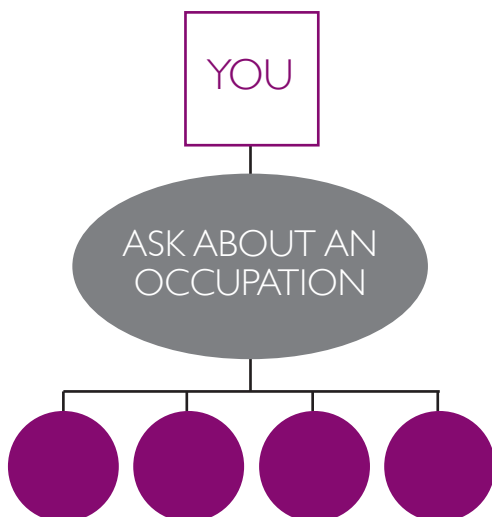
01 Leapfrogging is a form of presentation developed by Richard Brooke whereby your prospect is motivated to join 21TEN, not based on what they know about 21TEN or their belief in themselves, but rather based on *who they know by occupation*.

02  
03 The only reason some people do not become involved in 21TEN is because they don't believe they can do it. However, it is much easier for these same people to believe that other people can do it! Therefore, the best way to enroll a prospect is to ask them to name people they know would be great in a business like 21TEN.

04  
05  
06 As the prospect provides you with the first names of the people they know, write them down. Then draw circles that connect the names they have given you to the prospect's name. To assist the prospect in remembering those they know, ask them to think of people whose occupation or profession is associated with success in 21TEN. A few examples would be health care professionals, entrepreneurs, personal trainers, hair stylists, and real estate agents. Now ask the prospect additional questions about each of the names they have given you.

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08  
09
- ✓ Where do they live?
  - ✓ How long have they been in their profession?
  - ✓ Do they know other people in their profession?
- 10

Be enthusiastic about the prospect's responses and let them know that the people they have named have the potential to do very well in 21TEN. Explain why each occupation/situation lends itself so naturally to success in 21TEN and illustrate your points by sharing stories about successful 21TEN Distributors with similar occupations/situations. Keep asking the prospect for names until you have drawn four successful "legs" under them.



For an in-depth examination of Leapfrogging, see page 44.

# TALK ABOUT 21TEN

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STEP

Establish credibility for the company by talking about the 21TEN Vision to emphasize the integrity and longevity of this opportunity.

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02

Briefly review 21TEN's spectacular first product, Life Shotz. Emphasize that Life Shotz is all of the following.

03

04

## INNOVATIVE

Life Shotz is a game-changing product, and it's not going away.

05

## ECONOMICAL

A single stick of Life Shotz is equivalent to a 16 oz bottled beverage, and Life Shotz combines four distinct blends that boost mood, keep your energy high, support your immune system, and fight aging. That kind of versatility saves you money.

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## PURE AND NATURAL

With natural ingredients and no added sugars, preservatives, dyes, or flavors, Life Shotz keeps your body pristine.

08

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## GREEN

Next time you reach for a plastic water bottle, consider this: in the middle of the Pacific Ocean, there's a floating island of plastic debris known as the Great Pacific Garbage Patch. Believe it or not, this subcontinent of trash measures twice the size of Texas. No, that's not a typo: twice the size of Texas. With Life Shotz, you eliminate bottles. You cut carbon footprints. You support earth-friendly inks and papers. You make a difference.

10

## MOBILE

In a purse. In the car. At the airport. At home. Life Shotz goes where you go.

## EFFECTIVE

Life Shotz works and improves lives, and testimonials from across the country prove it.

## SAFE

As testimony to the quality of Life Shotz, fully one-third of 21TEN Distributors are health professionals.

## GUARANTEED

Life Shotz carries an unconditional 30-day, 100% money back guarantee.

## STEP

# DESCRIBE THE SUPPORT STRUCTURE

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01 Assuming that everything else about this business is a “fit,” the single biggest reason some people still won’t get involved with 21TEN is a lack of belief in their ability to succeed in the business. For  
02 this reason, it will be especially important for you to outline the support structure that is in place  
03 to assure their success. The prospect needs to know that they won’t have to “go it alone.” The  
support structure is there for them every step of the way.

- 04 ✓ A simple, duplicable system
- 05 ✓ Professional quality, company-produced support materials
- 06 ✓ National training calls and webinars
- 07 ✓ Upline support in the form of 3-way calls, 2-on-1 presentations, in-home  
presentations and training
- 08 ✓ Live local events
- 08 ✓ Regional and National Leadership Events

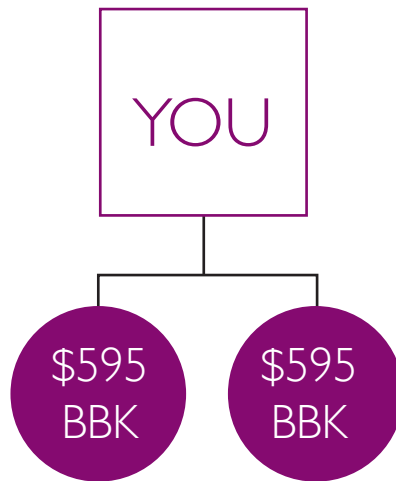
## 09 MAKE THE CALL TO ACTION

10 By the time you are done with the Leapfrogging portion of the presentation, you should have a good idea of the prospect’s level of interest. All that remains is to have the prospect verbalize their intention. This is accomplished by asking the question: “How soon do you think we can talk to these people?”

## STEP NINE

# EARN YOUR FIRST FAST PACK BONUSES

Every time one of your new enrollees orders a Business Builders Kit, \$400 goes to the purchase of a Fast Pack, and you will earn \$100. In addition, you will earn \$30 every time someone you sponsor sells a Fast Pack.



## FAST PACK BONUS QUALIFICATIONS

- ✓ You must be Active (\$100 Auto Order or \$200 Individual Sales)
- ✓ You must have produced \$500 in Personal Sales in one calendar month OR previously purchased a Business Builders Kit.

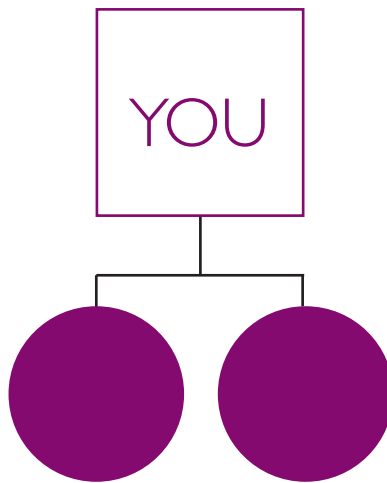


## STEP TEN

## 01 ADVANCE TO MANAGER AND BEYOND

02 Do this as fast as possible because this is where the profit dynamics of the business start. In a  
03 very real sense, this crucial position is just the beginning. It's as simple as personally sponsoring  
04 two people who are Active (\$100 Auto Order or \$200 Individual Sales). When you advance, you  
05 earn the \$50 Manager Bonus.

06 By enrolling two new Active Distributors, you advance to the rank of Manager.



07 Advancing to the rank of Manager in the 21TEN compensation plan accomplishes several things  
08 for you and your team.  
09

- ✓ Accelerates your income
- ✓ Moves you closer to your “Why”
- ✓ Proves to you that you can do this business
- ✓ Tells your group that you are serious

# BEYOND MANAGER

STEP

Now that you are heading down the path of success, the next step is to advance to Director. Personally sponsor two more people who are Active (\$100 Auto Order or \$200 Individual Sales) for a total of four in the same month, and you will advance and earn the \$100 Director Bonus. After that, keep duplicating your actions over and over again. You will advance to higher positions and take people with you. Teach your Distributors to do the same. You can do it and so can they.

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Enrolling your third and fourth prospects should be slightly easier because you've gone through the process before. Start with the ten prospects you have in play, contact everybody, and find out who is ready to move forward. In this process, you will hear the word "no" from time to time.

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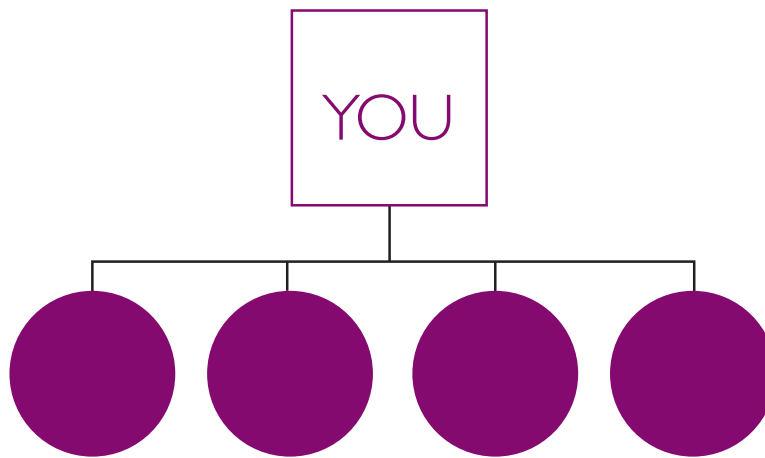
06

Once you've made the move to Director, you're on the path to financial freedom, and you're ready to emerge as a true leader. From here the only limit is your ambition.

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## SUPPLEMENT

# ADVANCED TRAINING

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As you advance in 21TEN, your ability to support and lead will determine your long-term success. You will still continue to enroll new leaders, and you will continue to invite two new people to your business each day. But on top of this you'll also have new Distributors who need your support as you sponsor and train them.

To remain successful and to keep your team at peak performance, you'll need to perform daily leadership activities.

- ✓ Support and train your active and successful Distributors.
- ✓ Review your team's product sales and enrollment activity in the Back Office.
- ✓ Work most closely with Distributors whose daily activity meets their business goals.

You'll also need to share three primary tools as you work towards advancement.

- ✓ The 10 Steps to Get Started
- ✓ The Training Workbook
- ✓ The 90-Day Success Plan

These activities and tools enable you to challenge your Distributors to make professional growth without personally having to push them through every step. The following pages are designed to help you develop the leadership skills that will help you guide your team as it grows and as you advance.

You are now entering the advanced training portion of this workbook. If you read further, make sure you've mastered all material up to this point, and make sure your Distributors have all the tools they need.

## WHAT COMES NEXT

- ✓ Leadership Manifesto
- ✓ How to Host a Strategy Session
- ✓ The Art of Leapfrogging
- ✓ Making Events Matter
- ✓ How to Host a Tasting Party
- ✓ How and When to Use Other Belief Tools
- ✓ Tracking Your Results

# LEADERSHIP MANIFESTO

## LEAD BY EXAMPLE

What you want your team members to do, you have to do. For example, you'll need to set clear goals. You'll need to study the products and always keep training. Create your own plan and stick to it. Invite prospects every day. Present daily. Attend conference calls and events.

## KNOW YOUR BUSINESS

To develop great leadership you'll need to know the ins and outs of products, tools, the website, and the compensation plan. Only when you know the business flawlessly can you teach it flawlessly to others.

## CONDUCT WEEKLY GET TOGETHERS

You'll build camaraderie and keep your team motivated, energized and connected.

## CONDUCT OR PARTICIPATE WITH YOUR TEAM IN YOUR UPLINE'S WEEKLY TRAININGS AND CELEBRATIONS

By working with your upline, you'll gain valuable insights and fully integrate your team with other teams.

## ATTEND EVERY CORPORATE SPONSORED EVENT

Whether live, via phone, or over the internet, these events offer you ongoing professional development and unique training opportunities you can't get anywhere else.

## LISTEN TO YOUR TEAM OF DISTRIBUTORS

Listen to their desires. Listen to their concerns. Listen to their ideas. Learn.

## CHAMPION PEOPLE

Be a wall for gossip. If you have constructive feedback, share it freely and directly to the person involved, and do not engage in critical conversations about others.

## MASTER THE ART OF BUILDING A 21TEN EMPIRE

You can improve your leadership skills with many of the articles that follow.

## MASTER THE ART OF VISION AND SELF-MOTIVATION

When you maintain an active and moving vision, you have goals and a purpose that will set you on fire and help you stay that way.

## PRODUCE

Be prolific. Always invite people to take a look. Present the opportunity with confidence and conviction. Enroll new Distributors with enthusiasm. Most importantly, always advance and lead like your future depends on it. After all, it does.

# HOW TO HOST A STRATEGY SESSION

You are attracting new customers and Distributors to your business every day. Most of them will model themselves directly after you. They will use the language you use to describe the business. They will often mirror your daily habits, attitude, and level of enthusiasm.

For the group of leaders that you recruit, you are their sponsor and upline leader. This role is equal parts cheerleader, coach, and dream protector for your Distributor, and it begins with the Strategy Session that you host.

1. **LEARN ABOUT YOUR NEW DISTRIBUTOR.**

What is important to them? What are their values? What is missing in their life that a successful career in 21TEN could provide? This information is critical. If your new Distributor is more interested in long-term wealth and personal development than they are fancy cars and big money, then you will want to focus on their personal goals and the strategies they will follow and the commitments they will need to make to achieve those goals.

2. **FIND OUT WHAT YOUR NEW DISTRIBUTOR WANTS OUT OF THE BUSINESS.**

Look for specifics. How much income do they want and in what time frame? What do they want income for? Drill down and get as much detail as possible. Details will be useful later in helping them focus and stay motivated.

The new Distributor's first product order should grow naturally out of the income goals and time commitments they establish for their business.

3. **USE THE PROSPECT LIST STRATEGY.**

This is the single most important part of the Strategy Session. You will want to go over in detail at least 20 people your new Distributor knows. Who are these people? Where do they live? What do they do for a living? What does their spouse do for a living? How does your new Distributor know them—that is, what is the basis for their relationship? Write this information down.

With this information you can design a plan based on the best tools and the best approach that will encourage your new prospect to “take a look.” As an example of how you will help your Distributor tailor their strategies, consider the relationship they have with each contact: the more personal and casual the relationship, the more personal and casual their discussions of Life Shotz and 21TEN need to be. For example, you don't send an email to your brother informing him of your new income opportunity.

This is key information and training that new Distributors are unlikely to gain on their own, and by using the Prospect List strategy, you help prepare them for success.

#### 4. **USE LEAPFROGGING.**

The concept of Leapfrogging can be used to effectively prospect someone, enroll them, and show them a strategy for getting started.

Leapfrogging is all about building visions and painting a picture of who might become part of the new Distributor's network. Help your new Distributor imagine what their network might look like and how they can make it happen.

Leapfrogging builds belief! Part of the Prospect List strategy is showing what will happen in terms of income and network growth as you and your new Distributor enroll some of these people in the business. Leapfrogging perfectly complements the Prospect List strategy.

For more on Leapfrogging, see page 44.

#### 5. **EMPLOY THE INCOME PLAN.**

Design a plan for when and how your new Distributor will advance to Manager, Director, and beyond, and show them how they will access all the bonuses that come with these advancements.

As you help them understand income potential, you will want to ask them specifically how many hours a week they are willing to invest, how many people they are willing to approach, and how much training they are willing to undergo. Do not try to teach them the compensation plan beyond the pieces they are ready to earn in the next month or two. Keep it simple and focused. You can always build upon a solid foundation in later Strategy Sessions. Use the 90 Day Plans.

#### 6. **GET YOUR NEW DISTRIBUTOR PLUGGED IN.**

Make sure their website is set up, that their email groups are selected, and that they are enrolled on Auto Order. Tour them around the website so they know how it works and where they can find important features. Show them how to send presentations to their prospects via email and how to run reports in their office. Go over all the upcoming events from weekly get togethers to conference calls to regional events. Show them the current contest to see if it sparks interest or increases their motivation.

#### 7. **CHEER! PEOPLE LIKE WHEN YOU CHEER FOR THEM.**

The positive energy helps them focus their own dreams and goals. Your credibility and influence as a leader will ultimately rest on your ability to connect to the dreams and goals of your new Distributors. If you consistently make your conversations and coaching about them, you will inspire them to achieve at a level they may have thought impossible.

The Strategy Session will set the tone for all your future coaching, and you'll want to cheer loudest for income-producing results. A new Distributor can get and stay busy with activities and projects that never make them a dime. By contrast, product sales and sponsoring will put money in their pocket. Keep directing them back to the 10 Steps, this workbook, and the 90-Day Plan.

Plus cheering is just good motivation. As you know, it takes courage and work to build a 21TEN business. In every professional sport, home teams usually perform better, and there's a simple reason why: people like to be cheered for. Your new Distributor learns from and responds to your excitement and enthusiasm.

# THE ART OF LEAPFROGGING

When you leapfrog with your prospect, you're motivating them to join. But you're not pitching the opportunity based on what they know about your program or even their belief in themselves, but rather based on who they know by occupation.

Leapfrogging is based on the fact that most people who choose not to join your team do so for two basic reasons:

- They do not believe they can be successful because of their own self-esteem (or lack thereof).
- They do not believe that their potential earnings will be worth the time and effort they would need to put forth. In other words, they hear "\$1,000 per month," and they expect it will take all their spare time to earn that money.

In either case, you are fighting a steep, uphill battle. If they lack belief in themselves or in Network Marketing as a concept, you should know that they have been building that belief for most of their adult life—and all of their life if their hesitation stems from a self-esteem issue. No matter how hard or well you sell the opportunity, you will not unwind that belief in a 30-minute presentation.

If as a prospect, I tell you, "I do not believe I can do this!" and that is my truth, then no amount of you telling me, "Yes you can!" will persuade me otherwise. You, as the salesperson, do not have the ammunition to overcome the 40 years I have spent repeating this mantra to myself.

The same is true for those who decide the amount of money available is not worth the time they think they need to spend. Who are you and I to argue with that very personal and credible decision? Sure we can argue, but where does it lead us? Nowhere.

## IT'S WHO YOU KNOW

Leapfrogging was designed to circumvent the above issues by never asking (or even allowing the prospect to assume that you are asking them) whether they think they can be successful, or whether it might be worth their time. Leapfrogging takes the presentation into a realm where the prospect does not have deep, personal convictions with which to argue.

Leapfrogging "leaps over" the prospect by asking them a simple question:

"Who do you know who is a \_\_\_\_\_?"

Notice that the question is not the typical referral question:

"Who do you know who might be interested?"

The question is this: "Who do you know who is a \_\_\_\_\_?" And you fill in the blank with an occupation that you know has been, can be, and will be successful in your business model. What is the occupation (or former occupation) of the number one Distributor in your company? You could fill in the blank with that occupation.

Everyone knows a couple of teachers, coaches, ministers, dentists, chiropractors, housewives, small business owners, firemen, policemen, and so on. Use occupations for which you can tell success stories. Use occupations for which you can logically explain and sell why that particular occupation does well in your company. Use common occupations that you know your prospect will have in their network of contacts.

For example, you could ask any of the following questions about people who work in the fitness industry:

“Who do you know who is a yoga instructor?”

“Who do you know who is a physical trainer?”

“Who do you know who likes to run or walk for exercise?”

This is just one category, and you can think of hundreds of other categories: part-time workers, medical workers, education employees, homeworkers, seasonal employees—and the list goes on. Everyone can tell you about people they know in these categories.

You will want to match the occupations both with Life Shotz and with successful Distributors so you can tell their success stories. Once you are clear on the occupations you will use, you will want to learn the stories of everyone in 21TEN with those occupations who has had some success. Memorize these stories. You will also want to map out on paper and memorize how Life Shotz is such a natural fit for a particular occupation.

Let’s say you want to use chiropractors as your occupation. You will want to learn all the success stories of chiropractors in 21TEN and map out a business plan for how and why they should be successful.

For example: The average chiropractor sees 10 patients a day, five days a week. That equals 50 people a week. If just 10 percent set up an Auto Order of \$100, that’s \$500 in sales per week times 4.3 weeks a month equals \$2,150 a month in sales. Memorize that little business plan as part of your Leapfrogging approach.

## WHEN AND HOW TO LEAPFROG

There are many places in the conversation to start leapfrogging a prospect. You can use this method in your initial interest-building conversations by asking: “Hey, who do you know who is a chiropractor?” Let them tell you who they know by name. You can tell them that you are involved in a business in which chiropractors are doing very well and you are looking for others to expand with. You can tell them that your company might even pay them a referral percentage if the chiropractors they recommend are selected.

Most often leapfrogging is used in the actual presentation towards the end instead of any kind of close on the prospect.

## THE SAMPLE LEAPFROGGING SCRIPT

“So Mary, now that you’ve seen Life Shotz and the opportunity, I would like to ask you who you know who is a hair stylist.”

“Well, I know Janine.”

“Great. Where does she have her salon?”

“Downtown.”

“Perfect. How long has she had it?”

“10 years.”

“Excellent. And does she have other stylists working with her?”

“Yes, I think about four others.”

"That is really good. Let me tell you why I ask that, Mary. One of the most successful leaders in 21TEN used to be a stylist. Julie used her salon as a platform to launch her business. Now she earns tens of thousands a month. And guess what? Her sponsor earns a bundle as well.

"And Mary, a stylist is in a perfect position to build a business with us. They see eight to 10 people every day, and for 30 to 60 minutes those people are a captive audience. So what Julie did was just display a couple boxes of Life Shotz right in front of the client on the shelf so they could look at them throughout their session. They would eventually ask her, 'What's that?' And she just told them what Life Shotz did for her. Guess what, Mary? Most of them bought.

"Let's look at the math. If even half of the eight clients Julie saw a day purchased a \$30 package of Life Shotz, that's \$120 a day, times six days a week equals \$720 a week. Multiply that times 4.3 weeks a month and she sold over \$3,000 a month in product. Julie earned more than \$500 a month in retail profit without styling any more hair.

"Now, you said Janine had four other stylists with her?"

"Yes."

"So, she could do even more than Julie did. Let's just say Janine did half what Julie did and she created \$1,500 a month in business. Do you know any other stylists?"

"Yes."

"Who?"

"Larry."

"Where does he have his salon?"

"He works out of his home."

"How long has he been doing styling hair out of his home?"

"Just for a couple of years, but he has a large clientele."

"Great. So perhaps Larry could also do \$1,500 a month in sales and earn himself an extra \$250 a month. But let me show you something even more powerful than that, Mary. How many other stylists, both here in town and all across the nation, do you think Janine and Larry know?"

"I'm not sure."

"Just guess."

"I don't know ... maybe 10 to 20."

"Great. Let's say Janine and Larry decide to try this and they introduce Life Shotz and 21TEN to 15 other stylists each. And let's say half of them get involved. Why wouldn't they, for an extra two days' pay for no additional work? So that is seven new Distributors each under Janine and Larry. Let's say each only does \$500 a month in sales. That's \$1,500 from Janine, \$1,500 from Larry, and \$7,000 from the 14 others for a total of \$10,000 in total sales. Do you see how that adds up?"

"Yes."

"Great. Now comes the good part for you, Mary. 21TEN will pay you over \$1,000 a month just for helping me introduce Janine and Larry. I can't guarantee they will do it, but if not them, then someone else you know. Do

you have any use for an extra \$1,000 a month right now?"

"Yes, of course."

"Good, then let's get started. How soon can you introduce me to Janine and Larry?"

"Anytime."

"Perfect. Let's do it this week. First, we need to get you registered to earn your royalty. I will present the opportunity to them and all I need you to do is get us an appointment and be an enthusiastic new Distributor yourself. So let's get you enrolled and started on the products yourself. Which of these packages will work for you to start?"

If your prospect balks at enrolling, just explain to them that you cannot effectively convince their prospects to enroll unless they are an enthusiastic Life Shotz user and Distributor themselves. Plus, enrollment is free!

Rarely will a prospect NOT flow with this enrollment presentation.

Leapfrogging works because you never ask the prospect if they think they can do it, or if it is worth their time, or if they even want to do it. The issue never comes up. What does come up is a crystal-clear vision of someone else doing it, and doing it successfully.

Your very clear plan is not something the prospect can argue with. It has nothing to do with their belief systems or self-esteem or personal preferences. It has everything to do with someone else, and you are the expert at whether that someone else will do well. They do not have any convictions to argue with you, and you have a well-stocked arsenal of examples of success.

You can continue to add occupations and additional people, and even additional levels (3rd Level: And how many stylists do you think each of them know?), until you have an overwhelming picture of what your prospect will be leaving on the table if they pass.

## KEY POINTS

1. Memorize your success stories.
2. Design and memorize your mini business plans.
3. Ask for specific occupations.
4. Ask for details about who they know: Where do they work? How long have they done it?
5. Be enthusiastic about their responses to your questions.
6. Draw it out on paper for them. If they are on the phone, direct them to draw it out. It is critical that they see the organization they will be letting go if they choose not to get involved.
7. Show specific income meant for them.
8. Assure them you will do the presentations.
9. Do not guarantee success.
10. Let them know their role is to get the appointment and be enthusiastic about the product themselves.

Most network marketers enroll 10 to 20 percent of their prospects. When you master Leapfrogging, you will enroll 75 to 80 percent and will very often have streaks of 100 percent. How can prospects say no?

# PROSPECTING STORY LETTER

1. Begin the letter with "Dear friend," or you may personalize it if you are producing it from your computer.
2. The first paragraph is only a sentence or two long. In it you must address why you are sending them the letter. For example: *I am sending you this letter because I believe you may benefit greatly from my story.*  
**OR** *The purpose of this letter is to let you know about an important and richly rewarding upturn in my life.*
3. Be very specific. Always explain your relationship to your sponsor including their city, state, and occupation. Explain why you allowed them to introduce you to 21TEN and why you were interested.

Also in this paragraph, tell the reader about Life Shotz and tell specific stories about the benefits you experienced.

4. In the next paragraph, tell a little about 21TEN, its success, and the success of a couple of people you know in 21TEN. Let them know you have decided to build a substantial residual royalty income, and tell them why.

Let them know how you intend to alter your future with this new income. It is okay to let them know how much you intend to earn.

The last paragraph asks them for their permission for you to show them the simple, proven system that you know they could do extremely well at themselves.

# MAKING EVENTS MATTER

21TEN is an event-driven business. It is important to understand how you can use events to leverage your time and gain and maintain momentum. There are several kinds of events. When you study each of these types of events you will understand the why and how of building and strengthening your business with events.

## IN-HOME TASTING PARTIES

These are a great way to let people know you are a 21TEN Distributor and to get people to try the product and share your story of how and why you got involved in 21TEN. You will want to study the training on page 51 to learn how to do these successfully. When you learn how to host and schedule these with others you will be able to help your teammates launch their business locally and get some great new product customers and business prospects.

## OPPORTUNITY MEETINGS

This is an event specifically designed to showcase the Business Opportunity that is available to guests and prospects with 21TEN. Your team should use these events to gain third-party credibility with their warm market and as a way to show the 21TEN Compensation Plan until they are ready to present it themselves. The objective of these meetings is to recruit and sponsor people into the business. These meetings should not be used as a first look and should be where you take an already interested prospect who has been using Life Shotz and knows a little about the business opportunity.

## CORPORATE CONFERENCE CALLS AND WEBINARS

These calls will be sponsored by 21TEN and will usually be hosted by someone from corporate headquarters. They will be used to inspire, train and make exciting announcements. You should always plan to attend and should make it a habit for your team to attend as well.

## TEAM CONFERENCE CALLS

You will want to host a weekly team conference call to bond with your Distributors, discuss what is new and exciting with 21TEN, answer questions, train, and inspire. Conference calls are almost the same as a weekly get together but these calls allow you to include your team members in distant cities and states.

## REGIONALS OR ONE-DAY SCHOOLS

One-day Schools are for education, training, and practice. You will want to introduce variety without straying too far from what 21TEN teaches and recommends that you emphasize.

## NATIONAL LEADERSHIP EVENTS

These are events that are put on by 21TEN Corporate. They are key to your success and growth in the business. The training you receive and the relationships you build will secure your future. Your role with the National Leadership Conference is to always plan to attend. Promote to your team and bring as many of your Distributors to Conference as you can. You will not believe the results you will see in your business when you do this. This is a critical must.

## VISIONS WORKSHOPS

These events are held by Richard Brooke. The power of having a clear vision has been detailed by Richard in his book, *Mach II with Your Hair on Fire*. This workshop helps create a powerful guiding vision by discovering what holds you back. Most importantly, Visions Workshops help you move forward and achieve lifelong success in all areas of life. Again, one of most important actions you can take is to attend the next upcoming Visions workshop and get everyone in your group to attend.

## THE WEEKLY GET TOGETHER

The foundation of your business is the relationships you build with people in your group and your leaders. By relationships we mean your friendship and understanding, your empathy, respect, trust, and admiration for the people with whom you work. Although relationships can be created over the phone or at big public meetings, they pale in comparison to the quality and strength of relationships built in person. It is, therefore, imperative that you participate either as a supporter or as a leader of “weekly get-togethers.” These meetings provide the opportunity for you and others to become friends and close business associates, as well as provide you with a fertile training source.

1. They are informal, sit-down meetings.
2. There are no public presentations.
3. They are held in free and comfortable locations, such as restaurants, living rooms, offices, or other meeting facilities.
4. They are held at the exact same place, on the same day, at the same time every week (to insure a clear understanding of where and when.)
5. They last 1.5 to 2 hours.
6. A minimum of two and a maximum of twelve people should attend.
7. When more than twelve consistently show up, the leader with the most people should start another meeting at a different location, day and time.
8. The agenda of the meeting is decided by the leaders and should include these topics:
  - Latest announcements from Corporate
  - Problem solving
  - Planning upcoming events
  - Product and recruitment training
  - Successful sales and sponsoring ideas
  - Coaching individuals on breaking through
  - Promoting upcoming Corporate events

# INCREASING SALES AND RECRUITMENT VIA A TASTING PARTY

People love to mix, mingle, and network, all while having the opportunity to learn and experience the changes Life Shotz will make in their lives. A Tasting Party makes it all possible.

A Tasting Party has three parts: preparation, delivery, and the follow up.

## PREPARATION

- When you invite people, let them know you're introducing a new product. You want their opinion on the taste and will tell them about the product's potential. Afterward, you want to get their opinion on the drink and its potential in the marketplace. Giving a free gift bag to each person guarantees it will be fun!
- Give people lead time (two weeks or more) and make sure they have directions and info.
- Clean, organize and decorate! Make it look like a fun party environment. Balloons, banners, streamers and other party atmosphere items are all great ideas.
- Be ready at least 30 minutes early, and have upbeat music playing in the background.
- Set up a table to hold your sign-in sheets, flyers, marketing materials, name tags, and any other materials.
- Set up a separate table with Life Shotz drinks premixed or ready to mix. Have several different mixing options: cranberry juice, lemonade, tea with lemon, grape juice, orange juice or any other mixer you personally like. Have a shaker cup ready to mix up individual drinks and special request concoctions. Have fun and test many options until everyone finds one they really like.
- Have many small and some large cups for people to drink from.
- Make sure the drink receipt flyer (Life Shotz Remixed Flyer) is available. Share your favor recipes.
- Set up a table with light, healthful snacks as your food option.
- Set up a computer with the Life Shotz slideshow ready to play.
- Be prepared to share your testimonial and your favorite testimonials from other Life Shotz drinkers.
- Be prepared to tell them about Life Shotz. Go through the product pages on the website and listen to the Product Slideshow so you will know how to answer your guests' questions.
- Display boxes of Life Shotz on the tables and in places where people can see and touch the box and sticks. You also want plenty to sell to your guests.
- Have the appropriate change for people who buy Life Shotz with cash. Your goal is to get everyone to buy a box that night.

## DELIVERY

- Treat the party and everyone as if it were a special event. It is! Like a wine tasting or a cheese tasting, you're sampling a premium product, and it should feel like it.
- Welcome people at the door and introduce them to the others there. Make them feel at home quickly and let them know where to taste Life Shotz.
- Have everyone sign in, and get their contact information at the door if you don't already have it. You will need this for your follow up.
- Encourage those who have not eaten in the last two hours to enjoy a light snack with their Life Shotz to prevent anyone from having an upset stomach.
- While you are mixing and sharing Life Shotz, make sure you are telling your testimonial and those of others.
- Encourage your guests to talk with other 21TEN distributors in the room to hear their stories and to start to building relationships.
- Point people to the computer that is loaded with the Product Slideshow. Encourage them to watch it and come back with any questions.
- Ask everyone to buy a box of Life Shotz. Tell them that they need to try Life Shotz for at least a week to get the full effect of the product. Let them know that it comes with a 100% money back guarantee so they have nothing to lose.
- Once everyone has arrived, thank everyone for coming, tell your story, and ask them all to watch the 11-minute Product Slideshow. You can show it to everyone at the same time and then discuss the benefits of Life Shotz, share testimonials, and answer questions.
- Let everyone know that there is a way for them to get their product free if they become a Distributor. Let them know that there is a way to make \$500 or \$1,000 or much more per month on a part-time basis.
- For those who are interested in the business, encourage them to stay after the tasting ends. Then give the opportunity presentation or show the online opportunity presentation. Answer questions and move forward with enrollment or building belief.
- Give guests small gift bags as a thank-you for their time. The gift bags should include a stick of Life Shotz, a brochure, a Sample card, your business card, the product comparison chart, the mix recipes (Life Shotz Remixed Flyer), a personalized thank you card, a sheet of your favorite testimonials, and flyers or tickets to upcoming 21TEN events. For those interested in the business opportunity, share the 90-Day plans and 10 Steps to Get Started.

## THE FOLLOW UP

This is the most important part of the Tasting Party strategy. If you don't follow up with your guests then you may have wasted a lot of time and effort!

- Several days after the party, call everyone and ask them what they like best about their Life Shotz experience so far. Encourage them to continue daily with Life Shotz and look for the benefits. Answer any questions and ask them if they have reviewed the contents of their gift bag. Encourage them to read the information if they have not done so already. Tell them you are looking forward to hearing about their whole experience after their first 7 days. Ask them if they have an interest in the business side of the opportunity. Direct them to the website for more information on Life Shotz and the 21TEN business opportunity.
- Five days after the party call again and ask them about their experience. Let them know they can order more product now so they don't run out. They can become a Preferred Customer or a Distributor. Explain the options and ask them which they would prefer. If they say they like the product but they don't have the money then explain how they can become a distributor and get their product free by becoming a Director in the compensation plan.
- Follow up with them again at the end of seven days to get their testimonial and encourage them to become a Preferred Customer or a Distributor if they have not already. Invite them to the next party, meeting or event. Keep them looking until they join. Build belief with all the tools and website. Get your upline involved to help you with three-way calls and meetings.

With a bit of effort, you can grow your business and simultaneously introduce people to a wonderful life-changing product. You'll also sell Life Shotz to earn retail profit and find out who is willing to "take a look."

# HOW AND WHEN TO USE OTHER BELIEF TOOLS

21TEN puts major tools into your hands to help you understand the business and its potential. More importantly, these tools help you teach the business and the possibilities to other people. Between the way you tell your story, your ability to get people to take a look, and your use of all the tools, you'll build a rock-solid training and recruiting platform that builds a strong and successful team.

The following tools are some of the best for helping you build belief and seal the deal. These are tools you'll want to share after the prospect has taken a look and after you've followed up. At this stage you'll understand their "Why" along with any objections, and you can choose which tools are most applicable to the situation.

## THE INCOME CALCULATOR

Imagining how the compensation plan can impact your life is a tough task. That's why we put together this handy calculator. After all, seeing is believing. <http://www.21TEN.com/opportunity/calculator.aspx>

The calculator lets prospects see what is possible. They can learn how geometric progression, residual income and our compensation plan can work for them. The numbers can be impressive, and it lets money- and wealth-oriented prospects see the potential.

Remember, the Income Calculator is just that: a calculator. It is not a representation of what anyone has earned or will earn. Use it as a tool to build belief and teach your group how to maximize our plan.

## THE FOUR-YEAR CAREER®

Here's another excellent video, and it talks about the potential of Network Marketing as a career choice. Unlike any other industry, network marketing gives you options, and our industry-leading CEO Richard Brooke explains how those options have revolutionized wealth building. <http://21TEN.com/Media/player.aspx?4yc>

This is a great tool for anyone whose "Why" statement involves goals that revolve around time, retirement, or freedom.

## MAILBOX MONEY

Richard Brooke has written an excellent belief-building guide for anyone considering Network Marketing. *Mailbox Money* covers industry statistics, a discussion of the myths and mysteries surrounding Network Marketing, and the real-life stories of network marketers.

Here's the resource you'll want to share with anyone who questions Network Marketing and its power to change lives.

# TRACKING YOUR RESULTS

## PROSPECTING

A prospecting event occurs when you invite someone to look at the income opportunity. Product conversations do not count: you have to make an invitation to take a look at the 21TEN opportunity.

Prospects are both people you have never talked to about the opportunity as well as people who have previously said “no” or “not now.” In fact, after six months pass, people who said “no” the first time are actually your best prospects as long as you listened to them, honored them, and left them with a favorable impression of you and 21TEN.

As you prospect 50-100 people, you will begin to establish your prospect-to-“take a look” ratio, the number of people you need to prospect (i.e. invite) before one says, “Yes, I will take a look.” Most people will start out with a 10:1 ratio. Keep track of your stats for a month to establish your ratio. Then talk to your sponsor to learn how you can improve your ratio.

## PRESENTATIONS

A presentation occurs when a prospect sits through a live or online presentation of 15-30 minutes. Whenever possible, presentations should be performed by someone in your upline who is experienced and has confidence to conduct them. You can use the online presentation if necessity demands it, but a live, personal presentation is much more effective. Chances are you’ll use both live and online formats, and you’ll want to keep statistics for both: how successful are your live presentations, and how successful are the online presentations?

## ENROLLMENTS

An enrollment occurs when someone signs up to become a Distributor.

## BUSINESS BUILDERS KITS

Monitor your Business Builders Kit sales: make a record of all Business Builders Kits purchased.

## RECORDING YOUR STATS

Keep your stats for each calendar month with the chart below. Your end goal should always be to personally sell one to four Fast Packs a month. Once you have your statistics and your ratios, you can work backward to determine an estimate of the number of people you need to prospect each week to meet your goals. You can also use your statistics to set your goals: how many prospects are you willing or able to talk to? Once you know that number, you can estimate your enrollments and your sales.

## YOUR 30 DAY CHART

DAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	TOTALS
PROSPECTS																															
PRESENTATIONS																															
└─ ONLINE																															
└─ LIVE																															
ENROLLMENTS																															
└─ DISTRIBUTORS																															
└─ CUSTOMERS																															
BUSINESS BUILDERS KIT SALES																															

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