



Live The Life You Dream To Live



BLUERINT FOR PROSPERITY

Meet the Cliff Notes Blueprint! It's a step-by-step guide designed to help you build an incredible business, and help others do the same. Use it, study it, and practice it with other successful distributors. The steps are SIMPLE but CRITICAL. As you learn and apply them, the skills for success will become second nature. And once they do, you'll be ready to teach others

STEP 1 - GETTING STARTED

WEBSITE, GOALS, PAY & PARTNERS

A) SET UP YOUR WEBSITE

Your distributor ID: _____

EVO or Back-Office link:
<https://evo-lifevantage.myvoffice.com>

Set up your replicated site from Account Services tab then Business Site Admin.

Your replicated website is:
_____.lifevantage.com

B) QUALIFY TO BE PAID

Subscription or monthly order determines the percentage you'll be paid when new customers and distributors join your business. Check your current amount.

___ 100-199 PV = 30% Pay

___ 200+ PV = 40 % Pay

C) SHORT TERM GOALS

To get your business started right away, we recommend establishing clear goals. How fast do you want to go?

I WILL have my ROI by _____

I AM a Pro 1 by _____

I AM a Pro 2 by _____

I AM a Pro 3 by _____

YOUR WHY

Your goals behind building a business with LifeVantage are important. **They are everything!** Setting specific and measurable goals can become your motivational foundation for years to come. The next page is for your why, so give it a try!



Your Support Team

Now that you've set your goals, we'll provide the support you need to reach them. Your team of Business Partners can help answer your questions, talk to your prospects with you, and help you build your business. Write down their name, # and email.

Personal Enroller _____

Phone Number _____

Email _____

Support Team _____

Phone Number _____

Email _____

Support Team _____

Phone Number _____

Email _____

YOUR WHY

A series of horizontal blue lines for writing, with a vertical red margin line on the left side. The lines are evenly spaced and extend across the width of the page, providing a structured area for text entry.

STEP 2 - DATABASE

A List of Who You Can Help & Why

A) Start Your List

The next 2 pages contain a blank list you can utilize to start your database. You'll want to write down as many people as possible. The larger your list, the more potential for your business. Trust us, the initial learning curve will be much smoother if you take the time to create a list of everyone you know.

B) Don't Prejudge!! Write Everyone

The biggest advice we can provide when coming up with your database is **DO NOT PREJUDGE**. Just write down everyone that pops in your head. People that need better health, better finances, healthy people, wealthy people, friends, family, mentors, EVERYONE! Get out your phone & jot down all the contacts you missed. Who do you send Christmas cards to? Who lights up the room? Who do you want to travel with? Get creative & get a massive list upfront!!

C) Add a second column WHY

Once you have a minimum list of 50 (we recommend trying to get 200-300) go back to your list to fill in the second column, WHY. This will help with your invite down the road. Why do they need to hear the information? **Make this about them.** Fill a need or pain in their life. For some people it will be health reasons. Some people it will be financial. Some you won't know why, you just wrote their name down. It's ok!

Database List

Your network is the lifeblood of your business. Creating a database that helps you identify and track contacts can help make sure your business is built to last!

<u>Name</u>	<u>Why</u>
Bob	heart problems
Amy	amazing business woman
Lisa	love doing life together

This database never goes away

Now that you've created your initial list, add to your list all the time - **EVERYDAY** if you can. When someone pops in your head make sure they are on your list. When you run into someone at the grocery store, at church, a kid's event, anywhere, make sure they are on your list. At a minimum, everyone needs to integrate our products into their health strategy. The only time someone is taken off your list is when they join your business as a distributor. You'll utilize your list over and over and over again down the road when new products are launched, new studies are released, new countries are opened, etc. Do yourself a huge favor, take this initial database list very serious and make it absolutely everyone you can think of. Again, the longer the list, the better!!

	Name	WHY	ABC Report
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	Name	WHY	ABC Report
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STEP 3 - INVITE

YOUR ROADMAP TO SHARING

2 VERY IMPORTANT POINTS TO REMEMBER

1) Messenger vs. Message

You are the messenger, not the message. Instead of telling the story, send your contacts to a third party or to a sales tool, so they can learn the story there.

2) Be Positive and Passionate

Believe, and think positively, and don't forget to smile! People can feel your energy 1,000 miles away, even if it's over the phone. Your passion and posture about the company and products will trump any lack of knowledge. People are attracted to positivity and excitement!

3 PLACES TO SEND THEM

- 1) Live Meetings: one on ones, in-home meetings, large group meetings
- 2) 3-way conference calls, webinars, zooms
- 3) Pre-recorded presentations: calls and webinars. **there are many pre-recorded webinars to the YouTube channel Shawn and Michelle Poe. Make sure you subscribe so you get updates as we post new videos.*

INVITING

Inviting people to learn more about your business is a critical skill. Do it well, and you'll have more people looking at the business and products. And that means more Distributor and Customer enrollments as well as a stronger business! **ensure you use words that sound like you*

Quick Texts:

“Hey, when can we meet up?”

“You in town? Let's catch up!”

“What are you doing Thursday night?”

Use Your Database Why:

“What's up (fill in name)! I know you (fill in Why). There is this ABC Primetime investigative report you have to watch. It will blow your mind!! Do you have a few minutes to check it out?”

Business Professional or Mentors:

“I just launched a new business and I truly respect your knowledge, expertise and opinions. I couldn't think of a better person to give me some thoughts on what I am starting. Can we meet up for 30 minutes sometime this week?”

What if They ask Questions:

“I don't want to ruin it. You have to see it like I did. I cannot do it the justice it deserves!”

If Now Isn't a Good Time:

“No problem. This is really important for you. When is the soonest that works?”

STEP 4 - TELL THE STORY

YOUR STORY, COMPANY STORY, BUSINESS STORY

The Company Story

Let the ABC Primetime report do the heavy lifting of telling the company story. Even today, it still sets the backdrop of what we have our hands on. IT'S 3rd PARTY VALIDATION AND IT ENDS POSITIVE!
www.BiohackingYourBody.com

Follow up the video with what happened after, why it is in network marketing, and where we are today.

Until you've heard the company story over and over again and know it inside and out, make sure you use tools to tell the story. This can be a live 3rd party business partner or a prerecorded call or webinar. Don't try to fake your way through this part. People will love they don't need to know everything to make it work. They just need to know where to find the tools to use and know they have a team of experts ready to help them.

The Business Story

Let them know how we build the business and how we get compensated. We have a proven roadmap for them to follow in the Blueprint. The earnings claim statement shows the average monthly income by rank and the 1 page commission summary PDF shows the 6 ways we get paid. Again, until you become more comfortable with the business story, use business partners and videos to do the work for you. Both the earnings statement and commission summary links can be found at the bottom right of lifestantage.com.

Storytelling can bring LifeVantage and your business to life in a powerful way. And we're not talking fiction either. Learning how to tell your personal story, combined with the LifeVantage story, is an amazing business-building tool that NEVER wears out - and one that can serve you for years to come.

YOUR STORY

- 1) Your background (what did you or do you do for a living. DO NOT say full-time network marketer or professional network marketer. Use your profession before you started this industry)
- 2) What didn't you like about it (your pain)
- 3) What have you found (the solution)
- 4) How you feel about your future (where it's headed) or what has happened (your results)

Example 1: I used to work corporate treasury for Citigroup. I hated the fact the higher I climbed the corporate ladder, the more time I was expected to be at work. I found this business model offers time freedom for me to be with my family more. I was able to walk away from the corporate world. I want to help as many people get time freedom too.

Example 2: I used to work in the mortgage industry. I loved 100% commission, but I didn't like that every month I started at zero. I found this business model offers true residual income. You get paid over and over for work you did in the past. Nobody knows about our technology yet! We're excited to help many other people get financial freedom too!

STEP 5 - FOLLOW-UP

FOLLOW-UP, FOLLOW-UP, THEN FOLLOW-UP SOME MORE

Tenacity Builds Your Business

- 44% give up after 1 no
- 22% give up after 2 no's
- 14% give up after 3 no's
- 12% give up after 4 no's

This tells you that 92% of people give up before the 5th time. Only 8% will ask a 5th time. However, 80% of prospects say no at least 4 times before saying yes. So you can assume 80% of the people who will join, join with those 8% who continue to follow-up over the course of time more than 5 times. Don't give up and take your time! New data is showing with all the marketing we see online, it may take 15 times now for someone to make a buying decision!

Take Your Time

This business does not build itself and it does not happen over night. Maintaining the relationship with your friends and family is more important than having them in your business. Your only obligation is to share the information with them and follow-up. What they do with the information is completely up to them. Give them the room to be who they are. It will be a huge benefit to your business down the road when they actually are ready to join. You want people who are ready to go, not people you have to remotivate month after month. People often overestimate what they'll achieve short term, but they drastically underestimate what they will achieve over time!

The *FORTUNE* is in the follow-up.

Following up can make or break **EVERYTHING** else you do. The fortune really is in the follow-up. And in the world of following up, there are 2 types!

Type 1

Some prospects don't join right after they learn about your business through a meeting or a call. They need an immediate follow-up. Here are a few examples:

“What did you like best about what you heard?”

“On a scale of 1 to 10, 1 being not interested at all and 10 being let's get started immediately, where do you find yourself? Why not a 2?”

“What additional information do you need to help make a decision if this is right for you?”

Type 2

Some prospects claim disinterest. Keeping in touch with everyone on a regular basis can build a powerful business. The strongest prospects still require **at least 5** follow-ups before they truly consider signing up. This doesn't mean follow-up 5 times a day or even 5 days in a row! Plan to reach out or re-inviting **all** your prospects every 60-90 days. Bring them up to speed with all the great things happening with your business and the company. Then, keep a brief record of each interaction and where they are at that time in their life. Maintain the relationship above all else.

STEP 6 - CLOSE & RESOLVE CONCERNS

ARE THEY READY TO JOIN YOUR BUSINESS?

The CLOSE

The difference between success and failure often comes down to conviction.

It's the difference between, "I'll do it if it works" and "I'll make it work." No matter what your prospects say, the belief that you're going places with or without them will help you close better than any other tip or technique. Do you believe that you will reach your goals? If you don't, why would anyone else? Conviction is what businesses thrive on!

CLOSE LIKE THE PRO'S

After someone has seen a presentation they'll find themselves in 1 of 3 positions.

- 1) "Thanks but no thanks. I'm not interested in the business."
- 2) Sounds good....I need to think about it or I need some more information."
- 3) Yes, I see it! I am ready to get started!!"

Ask them which one they are. You may be surprised by asking them which of these 3 they are, how many people are ready to start.

Ask if they are already thinking of others?

Another great question to ask is, "How do you see yourself getting involved with LifeVantage? As a customer or a distributor?"

99% of all concerns and objections boil down to a simple question, "Will this product and business work for me?"

Learning how to answer this concern can take your business to another level. Remember, objections are just questions that *test your conviction*.

Get all their concerns on the table. Money and time are the biggest. Ask questions like "If money wasn't an issue is there anything else that would prevent you from starting right away?" Or, "If you had the time is there anything else that would prevent you from jumping in?"

Feel, Felt, Found

Master this technique and you immediately help prospects resolve concerns. Here's the method:

"I can see how you could feel that way, I felt the same way, but what I found was actually _____."

Always tell the truth. The truth is good enough! If you didn't feel the same way make sure you don't say you did. Relate their concern with someone who did feel that way.

"Most people feel that way at first. A lady I enrolled actually told me she felt the same way before she started her LifeVantage business with me. She just started 2 months ago. In the last 2 months she has found _____."

STEP 7 - ACCOUNTABILITY

HOLD YOURSELF ACCOUNTABLE TO IMMEDIATE PROGRESS

Action vs Activity

There are all sorts of tasks we can fill our day with that do not directly impact the growth of our business. Most people are working this part-time, and as such, they need to ensure the time they spend building their business is as productive as possible.

Activities do not have a direct result in building your business. This may include getting organized, reading studies, watching videos on YouTube, listening to calls.

Action however, directly builds your business. There are 3 specific actions that if you focus most of the time you dedicate to building this business that will produce the most positive results over time.

- 1) Sharing the ABC Primetime report with someone new.
- 2) Following-up with someone who has already seen the information.
- 3) Personal growth - setting aside 15-20 minutes a day. This can be reading one of the classic business books or motivational books. Meditating in gratitude. Listening to someone who's had the success you're looking for - Master Tracks Series. Find what works for you and be consistent doing it.

Being accountable to yourself is an indispensable life skill and absolutely *critical* in building your LifeVantage business.

One aspect of accountability is keeping track of the who and when you talk to and meet people.

Some people find themselves more accountable if they have an accountability partner. If this is you, let your support team know that you're serious about your goals, and you want them to actively hold you accountable to the necessary actions to achieve the results you want.

If you're ready to commit

- 1) Sign up for the next Elite Academy or Convention which is _____ at _____

*these are approximately every 4 months

- 2) Sign up for LifeVantage Academy which is _____ at _____

*these are 3rd Saturday when no EA or Convention

- 3) Date of First Home Meeting or Webinar _____ at _____

- 4) Date of Second Home Meeting or Webinar _____ at _____

STEP 8 - RESOURCES

Social Media, Calls, Trainings

Sunday Night Zoom Training 9:30 - 10:00 PM EST

zoom.us meeting ID 778733844

<https://zoom.us/j/778733844>

Call-in # 408.638.0968

Hosted by Elite Distributors

Monday Daily Runners Call 9:15-9:40AM EST 515-739-1034 - Access Code 545679#

**Hosted by Marci Steiner and other
leaders**

Monday Motivational Call 12:00-1:00PM EST 712.432.0075 Access Code 699737#

**Hosted by Carrie Dickie & Stu
Brodie**

Wednesday Night Business Training Zoom 8:00 - 8:40 PM EST

<https://zoom.us/j/924535650> or dial in
646-558-8656 ID: 924535650

Hosted by Amy Holmwood

Thursday Night Opportunity Call

9:30 - 10:00 PM EST 712.432.0075
Access Code 699737#

Show the ABC Primetime and invite to
hear from various **Elite Distributors**

LifeVantage Customer Service

866-460-7241

FaceBook Groups

1. LV Believe Pro 8 Cherise Matthews Team
Distributors ONLY to this group.

<https://www.facebook.com/groups/475593315931396/>

**This group is a mentoring, educational, and
celebration platform for our personally enrolled
Business partners.

2. Biohacking the Aging Code

LifeVantage distributors & customers including potential
customers & prospects to this group.

<https://www.facebook.com/groups/1548740545180543/>

**This group contains personal testimonies and stories
from our customers and distributors. The Pinned Post is a
great place to start. You can also search this group by
using keywords in the magnifying glass...never share a
story without permission and remove the person's name.

3. LV Opportunity

Distributors AND PROSPECTS to this group

<https://www.facebook.com/groups/209965619568640/>

**This group is specifically for someone looking at
the LifeVantage business opportunity. This includes
information about company, compensation & stories.

Recommended Books

The View from Venus - Carrie Dickie

Your First Year in Network Marketing - Mark Yarnell

Go Pro - Eric Worre

15 Invaluable Laws of Growth - John C Maxwell