

## Congratulations!

You have made what could turn out to be the best decision of your business career!

By joining the “Billion Dollar Project” and the Isagenix International family, you have put yourself in a position to profit from one of the greatest trends in history:

*The Health & Wellness Trend.*



We have developed an “[Effortless System](#)” that could double, triple or even quadruple someone's current income by working just 5 minutes each hour from practically anywhere. The best part is that most people are already doing what the System calls for, they are just not getting paid for it, yet! No business experience is necessary, it costs very little to get started and the training is free. The icing on the cake is that by following the System, one could have more energy, better health and reach the ideal weight. Please see disclaimers on the Isagenix website.

## What’s In This Welcome Pak?

- ✓ The Four Phases Of A Successful Home Business
- ✓ [The New Associate Interview](#)
- ✓ [The Initial Names List Form](#)
- ✓ [The Weekly Ten Form](#)
- ✓ [Rank Advancement Road Map](#) (Becoming An Executive)
- ✓ [Important Numbers & Websites](#)
- ✓ [Your 30 Second Story](#)
- ✓ [Opening Lines](#) (What To Say)
- ✓ [What NOT To Say](#)
- ✓ [How To Handle Objections](#)

We invite you to review the contents of this Welcome Pak and once you complete the New Associate Interview, we urge you to share it with your Sponsor and your Upline, so that all together, we can prepare the Action Plan that will help you achieve your goals. Meanwhile, do not forget to join us for the Weekly Online Team Meeting at [www.HowToGetGoing.com](http://www.HowToGetGoing.com) and make sure you check the latest Isagenix news and join our [Notification List](#).

## The Four Phases Of A Successful Home Business



### Phase 1: **Understand**

You first must **understand** how Network Marketing works and why this is the best way for an average person to reach financial independence. You will learn the Basics, the concept of Duplication, the Power Of Two, the importance of a System, and why Consistence and Persistence are the common denominators of all Top Earners.



### Phase 2: **Prepare**

Next, you must **prepare** for the launch of your business. Here, the concepts of Consultant and Autoship combine with setting your goals, preparing your list, developing your story and learning the System. You need to lay the foundation first, and it needs to be rock solid.



### Phase 3: **Launch**

If you are serious about reaching financial independence, you must make sure your initial **launch** is as powerful as can be. If you were to be opening a small restaurant, wouldn't you want to tell everyone and invite absolutely as many people as possible to it's Grand Opening? Well, this is it! The most important Grand Opening of your life...



### Phase 4: **Grow**

This is where you can build the most amazing residual income. You will **grow** your business by helping others grow their businesses. Once you've helped enough people get what they want, you will have absolutely everything you ever dreamed of. A set of simple Daily Actions is all you need to keep the growth going.



## Understand The Business

### The Basics Of Network Marketing

This business is extremely simple. If you know how to wash your hair, you can definitely succeed. It works best when lots of people repeat a few simple actions:

- ✓ **USE** the products
- ✓ **SHARE** the products
- ✓ **SHOW** the business
- ✓ **TEACH** those that join you to do the same

### The Concept Of Duplication

In this business, we get ahead only by helping others. A brilliant motivator/speaker/trainer, Zig Ziglar once said: "You will get what you want, once you've helped enough other people get what they want." This means that part of your job is to find people that are unhappy with their current financial situation AND then identifying those that are willing to do something about it. The other part of your job then becomes "Duplicating" by teaching them the basic actions of Network Marketing: Use, Share, Show and Teach.

### The Power Of TWO

Help two people achieve their goals. Teach them to help two others achieve their goals and teach their people to do the same. Repeat 12 times and you have helped over 8,000 people duplicate! Do this, and you could be quite wealthy\*.

### The Importance Of A System

McDonalds Corporation is an incredible success story because it has a simple system it duplicates throughout it's franchisees. When given step-by-step instructions on exactly what to do and when to do it, even the most inexperienced teenager is able to run a multi million business. Our [System](#) is even simpler!

### Consistence And Persistence

Those that have succeeded in achieving financial independence have done so by consistently following a plan of action and being persistent. It is better to contact 2 people every day, than 20 one day and then not doing anything for a week.



## Prepare To Succeed In Business

### Laying The Foundation

This is where you have the opportunity to set your business up for success or failure, depending on whether you choose to follow the proven steps that have worked for many, or, choose to take unproven shortcuts.

### Know What You Want

Set your goals. Complete the [New Associate Interview](#) with your Sponsor. [Listen to this example interview](#) with Isagenix Founder Kathy Coover.

### Get Your Story Right

People are moved by success stories. You must borrow someone else's story while you develop yours. See [Appendix 3](#) to learn how to get your story right.

### Choose Those You Will Help

"You will get what you want, once you've helped enough other people get what they want." The bigger your list, the quicker your success. Use [this form](#) to make your list.

### Learn The System

Do not reinvent the wheel. [The Daily Action Three Step System](#) and the ["Effortless System"](#) (which is simply the online version of the Three Step System) will show you how to Contact, Present and Follow-Up your way to success.

### Work "Five Minutes" Each Hour

Value your time. Value their time. You can build this business working just 5 minutes each hour. Learn how in [Appendix 4](#).

### Use The Resources

They work! Present using the audios, videos, websites and more we have developed for you. Teach your new Team Members how to get going at [www.HowToGetGoing.com](http://www.HowToGetGoing.com)



## Launch Your Business

### **Become A Consultant**

That means, getting into "Money Making Mode". Do this as soon as possible. Choose two people close to you to help them achieve their goals. Jimmy "The Butcher" Smith, Isagenix's Top Earner chose his two daughters, and now, all of them are Isagenix Millionaire's\*.

### **Get On Autoship**

Autoship is the single biggest step you can take to assure success in this business. [Listen to this message](#) from Isagenix's # 1 earner and make sure you have set up your Autoship in your Back Office.

### **Order Your Tools**

Get your business cards, videos, audios and "Pads". You will need them for the Grand Opening of your new home-based business. Get them [here](#).

### **Plan Your "Grand Opening"**

If you were opening a new restaurant, wouldn't you invite everyone you know and ask them to bring their family and friends to your Grand Opening? Your new home-based business deserves the best chance for success. Use the phone, email, referrals and word of mouth to invite absolutely everyone to The "[Effortless System](#)" Webinar and/or your first home meeting. See [Appendix 5](#) for tips on how to do a successful home meeting.

### **Choose Your IsaBody Challenge Group**

Make sure they register at [www.IsaBodyChallenge.com](http://www.IsaBodyChallenge.com) and get the chance of earning thousands of dollars in prize money.

### **Introduce Your New Members To Your Sponsor**

Have your Sponsor or Upline help you welcome your new members. Read the "[Guide To Making 3-Way Calls](#)".



## Grow Your Business

### Stay In Touch

Visit [www.HowToGetGoing.com](http://www.HowToGetGoing.com) and learn about today's and upcoming events as well as Isagenix news. Attend the [Weekly Team Webinar](#), conference calls and check in with your Sponsor by phone or email at least once a week.

### Take Action

Each week, prepare a list of at least 10 people you are going to run through The ["Effortless System"](#). Use [this worksheet](#) and at the end of the week review your results with your Sponsor.

### Follow-Up With Your Team Members

Remind them of the basics: Use, Share, Show and Teach. Make sure they are enjoying the Autoship Rewards program AND that they are "Paid As Consultants". Additionally, help them Follow-Up with their Team Members. This is where the ["Power Of Two"](#) can help you, and them, achieve financial success.

### Participate In As Many Events As Possible

Visit the Events Calendar Back Office to learn about events close to you. Ideally, you should attend the yearly Isagenix Celebration, the Top Achievers event and the Isagenix University. Do this, in addition to your weekly/monthly local meetings.

## Becoming A Consultant: The Power Of Two In Action

To illustrate the power of becoming a Consultant and helping others do the same, I would like you to imagine the following: You decide to do the business and join. Your first day in the business you start at 9:00 AM with the goal of becoming a Consultant as soon as possible; you start calling your loved ones and friends to join you in this cleanse that has such great results. You show them the results people are having with tools such as the [www.WeightLossHallOfFame.net](http://www.WeightLossHallOfFame.net) website . Let's say that by 10:00 AM, your Spouse and one of your friends agree to join you. You are now a Consultant! Next, you help your Spouse and your friend become Consultants themselves, finding two people each to join you all on the cleanse. By 11:00 AM each one has found two people that agree to participate and they are now Consultants. You teach your growing Team to repeat these Actions again, and again by Sponsoring people and helping them become Consultants. We can see the following pattern developing:

9:00 AM	2 People Join
10:00 AM	4 More People Join
11:00 AM	8 More People Join
12:00 PM	16 More People Join
1:00 PM	32 More People Join
2:00 PM	64 More People Join
3:00 PM	128 More People Join
4:00 PM	256 More People Join
5:00 PM	512 More People Join
6:00 PM	1,024 More People Join
7:00 PM	2,048 More People Join
8:00 PM	4,096 More People Join

As you can see, at the end of 12 hours, there could potentially be over 8,000 people getting ready to start their cleanse. In a few days, they could be telling everyone about their great results and how they must try this. That would be an extraordinary first day in business...

Now, I realize this is a ridiculous example of the power of creating Consultants. Who would work 12 hours for one day if there was the potential of a large residual income for a long, long time? Would you? All kidding aside and without doing the math, I bet you can see some very big potential here. Even if your numbers are just half, a quarter, a tenth or even

one percent of the above hypothetical, this makes you think... What if it took you one month to become a Consultant? Then the numbers above under ideal conditions could happen in 12 months. As everything in this business, it's your choice how fast you want to go... The ["Effortless System"](#) Webinar runs 12 times each day for a reason!

### The Daily Action Three Step System

[Click here](#) to see one of the best introductions to the Three Step System. One of Isagenix's Top Earners, Jay Bennett, explains how to make the most of this incredible system in a short video.



Step 1: Contact	Step 2: Present	Step 3: Follow-Up
The objective is to connect with as many people as possible.	Present Isagenix using the Tools we have prepared for you.	Ask people what did they like most about Isagenix.
<ul style="list-style-type: none"> <li>✓ By Telephone</li> <li>✓ By eMail</li> <li>✓ By Mail</li> <li>✓ By Postcard</li> <li>✓ Face to Face</li> <li>✓ Referrals</li> <li>✓ Business Cards</li> <li>✓ Online Ads</li> <li>✓ Newspaper Ads</li> <li>✓ Magazine Ads</li> <li>✓ Sponsorships</li> <li>✓ Flea Markets</li> <li>✓ Health Fairs</li> <li>✓ Your Own Way</li> </ul>	<ul style="list-style-type: none"> <li>✓ <a href="#">"Effortless System"</a></li> <li>✓ Videos</li> <li>✓ Audios</li> <li>✓ Brochures</li> <li>✓ Websites</li> <li>✓ eMails</li> <li>✓ Your Replicated Site</li> <li>✓ Home Meetings</li> <li>✓ Hotel Meetings</li> <li>✓ <a href="#">SixFigureMakers.com</a></li> <li>✓ <a href="#">www.IsaMovie.com</a></li> <li>✓ <a href="#">DrSpeaksOut.com</a></li> <li>✓ <a href="#">WishComeTrue.com</a></li> <li>✓ Call (951) 262-3508</li> </ul>	<ul style="list-style-type: none"> <li>✓ Call them back</li> <li>✓ eMail them again</li> <li>✓ Meet with them</li> <li>✓ 3-way call w/Sponsor</li> <li>✓ Ask them what did they like most</li> <li>✓ Ask them to join you</li> <li>✓ Ask them to buy</li> <li>✓ Ask for referrals</li> <li>✓ Ask their opinion</li> <li>✓ Give them more information</li> <li>✓ Ask for permission to follow up in the future</li> </ul>

## Developing Your Success Story

[Click here](#) to find out how Top Earner Susan Sly will help you develop a truly effective success story of your own. Top Earner Kirk Metz also shares his advice on developing your success story [here](#).

[This link](#) has a great 30 second story you can use while you develop a truly effective success story of your own.

Finally, [click here](#) for Isagenix's Founder and one of the industry's most successful Top Earner Networkers, Kathy Coover's "What To Say" advice, including opening lines, Isagenix stories and, what is considered to be one of the most important skills of a Master Networker, how to ask for referrals.



## Top Of The Hour Prospecting

Each week, I write on a piece of paper 10 names of people I want to help by showing them what we have. I take that list with me, and when my wrist watch beeps, signaling the top of the hour, I spend the next 5 minutes, dialing the names on the list. If I reach someone, I walk them through the Daily Action Three Step System and direct them to one of the presentation tools (I use the ["Effortless System"](#) Webinar), setting up a time for Follow-Up.

The next time my wrist watch beeps at the top of the hour, I start dialing again. I repeat this process from 9:00 AM to 9:00 PM Monday to Friday. Given that it is hard to reach people without knowing their schedule, this Top Of The Hour Prospecting system allows me to try at different hours of the day, increasing the likelihood of connecting with them. If I have not connected with someone on my list of 10 by Friday, there's a good chance I will connect with them on Saturday. If not, I return them to my [Memory Jogger](#) and will try again in a few weeks.

Adapt this to your own needs and goals. Top Earners connect with 10 people or more daily, part-timers aim for 2. It's your choice.

In no other business could one earn as much working just 5 minutes. It's a beautiful thing!



## How To Do A Successful Home Meeting

[Click Here](#) to learn how Cindy Heughly, a mother of six and one of our Top Earners, does a Home Meeting. Also, review our [Home Presentation Guide](#).



## The Action Checklist

- I am a Consultant
- I am on Autoship
- I have set [my goals](#)
- I have prepared [my initial list](#)
- I have developed [my story](#)
- I use the Three Step System/"[Effortless System](#)"
- I contact two new people a day
- I visit [www.HowToGetGoing.com](http://www.HowToGetGoing.com) daily
- I understand the importance of Duplication
- I understand [The Power Of Two](#)
- I am [Training](#) & Helping my 2
- I know [what NOT to say](#)

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