



VitaStarTM
INTERNATIONAL

*New
Distributor
Training*



VitaStar International, LLC
PO Box 810576
Boca Raton, FL 33481
www.VitaStarIntl.com

Notes:

Contents

Notes:

Welcome	2
The First Step	3
New Distributor Check List.....	3
New Distributor Business Plan	6
VitaStar International Success System	9
The “Success Cycle”	9
Prospecting - Relationship Building	
Presenting - Telling the Company Story	
Sponsorship - Duplicating yourself	
Activity Tracking and Accountability	14
Compensation	15
Rapport Building - 101	17
Supporting your “Retail Customers”	17
Prospect List - Expanding Your Warm Market.....	18



VitaStar International, LLC
PO Box 810576
Boca Raton, FL 33481
www.VitaStarIntl.com

Notes:

Welcome to the VitaStar International Family!

Starting a new business is an exciting moment in your life. *Congratulations on taking this step to health and wealth!* Everyone wants these things, and at VitaStar International we give you the opportunity to have both. Everyone you know, everyone who joins you in your business, and everyone who uses the VitaStar International products you sell will benefit from the step you have taken.

By using these products you will gain optimum health benefits and a personal knowledge of the effects of the product that will help in your business. Your business will grow with your health and ability to meet the challenges of life in the modern world. When you sell VitaStar product or sponsor someone in the VitaStar business opportunity you will know that you are doing them a service that will benefit you both for the rest of your lives.

Only the best products will do the job and are products are the best. Because they are top of the line you can give 110% of yourself to the business with total confidence. We not only stand behind our products we stand behind your business.

We are here to help you achieve your goals by providing you with training, support and a great product. *Any problem that you have in the business is a problem we will help you resolve.*

We are excited that you have come into the VitaStar International family and we hope you are excited also as we begin the journey to health and added prosperity.

Sincerely,

Cory Greenberg
VitaStar International Founder and President

The First Step

Now that you have selected VitaStar International as a vehicle for providing solutions to several very important areas in your busy life its important to get a good start in your new venture. Whatever the pace you decide on to build your VitaStar International business it is very important you treat your business like a true business.

Now more than ever people are bombarded with many things competing for their attention. As you begin introducing VitaStar International to those you know and meet it is important that you are prepared, so that you can meet their needs should they have an interest in what you have to offer.

As an independent VitaStar International Distributor you are your own boss. You are a business owner, with that comes benefits and responsibilities. Unlike most business start-ups, it is not necessary for you to make a huge investment in the usual start-up expenses. What is required is an investment in your time and energy. You will succeed to the level you desire based upon your willingness to match your desire with the necessary effort to achieve that success.

Before you begin this exciting journey, take the time to establish a foundation for your business by beginning with these simple steps for creating your business.

Notes:

New Distributor Check List

Read all of your VitaStar International materials.

Read and study all of the materials that have been provided to you by both your sponsor and by VitaStar International. The sooner you are familiar with all of the important aspects of your VitaStar International business such as the VitaStar International Success System, Policies and Procedures, the Compensation plan and other facts, the sooner you can begin achieving you objectives.

Begin using VitaStar International products immediately

“Be a product of your products.” In today’s world of savvy consumers it is important that you have a strong belief in the products you represent. Your experience and testimony of the products will be one of the very most powerful tools you possess. Try all of the products and use all of the products you can, compare the products VitaStar International offers to other like products on the market so you become more familiar and confident in the products you represent. It is not necessary for you to become a “product expert” however you should become knowledgeable regarding the benefits each product provides so as to be able to help those you are working with to fit their particular product need.

Complete your New Distributor Business Plan

Success in any endeavor does not happen by accident, nor will your success as a VitaStar International distributor. The New Distributor Business Plan will be one of the single most import things you can do to start you on your path to achieving your goals.

Your New Distributor Business Plan, found on page 6, is an opportunity for you and your sponsor to create a road map for you based upon what dreams and goals you would like to achieve through this new business venture. You will set short term and long term goals, you will evaluate important issues pertaining to your strengths and or challenges, define your purpose and mission and with the assistance of your sponsor and the VitaStar International Success System you will create a clear plan of action. The number one reason most individuals do not meet or exceed their goals is a lack of a clear plan and not knowing where to start. If you and your sponsor will invest the time necessary to complete this section you will be well on your way to building a successful business.

After completion of the New Distributor Business Plan you and your sponsor will want to sign your plan in the appropriate place and make sure that you make a copy for your sponsor to keep on file. This is very important because this is a true partnership you have created with your sponsor for your success. Both you and your sponsor will want to refer to this plan often so as to help you to continue to focus on achieving your objectives. This will also serve as valuable experience for you as you will very soon be responsible for guiding those you sponsor through this same process.

Notes:

If your sponsor has not yet set an appointment for completing your Business plan, then call your sponsor to schedule this meeting. If your sponsor is not available then please call customer service to make arrangement to receive the needed help with this important step.

Order your business building and business management tools

If you are making a commitment to building a VitaStar International Business you will find it important to have the right tools. Your sponsor and others in your up-line can make recommendations on various prospecting and informational pieces, in the form of brochures, audios, videos and literature that you can use immediately in your efforts to introduce others to VitaStar International and your business opportunity. When you are new usually you have a high level of excitement but a low level of knowledge; these promotional and educational pieces can fill this knowledge void effectively and allow you to take advantage of the enthusiasm you have for your new venture. This means you don't have to wait for your knowledge level to catch up to your excitement level.

For additional information on options and availability contact VitaStar International literature fulfillment at www.VitaStarIntl.com

Create your prospect list

There is no time like the present to create your prospect list. This will become one of the most powerful tools in building a successful business. To do so simply list everyone that you now know or have known for as many years as you can think. It is important that you list everyone whether you think they are a prospect or not, you and your sponsor will review the list together to strategize and prioritize how and when it may be best to contact those on your list.

To create your list turn to page 20 in this manual and make sure you have your address book, business card files, directories, the phone book, etc... There are helpful tools located in the Prospect list section that will help to jog your memory.

Designate your work-space

Create a separate workspace in your home or office for your VitaStar International business. Make sure it is a place where you can work without distractions, have the tools you need handy such as a desk and a phone. A personal computer is a very valuable tool for your business however if you do not have one, it is not necessary to run out and get one. You can start your business without a computer and let the success you achieve fund this tool later as your business grows.

Managing your time

Set up your daily, weekly and yearly calendar. Get with your sponsor to be sure you have scheduled all important company training's, meetings and events you are able to attend. You may start out working your VitaStar International business very part time, only 5-10 hours a week but it is still very important that you manage your time wisely to make sure you take time for yourself and the truly important things in life. Also work with your sponsor to help prioritize the tasks that are most important for you to focus on immediately.

Order your business cards and stationary

You are in business, it is important that you have just a few of the basic trappings of business. Business cards and such can have a significant impact on your business image without having to spend a lot. Contact the VitaStar International fulfillment center for pre-designed and authorized business cards and other stationary items. You want a professional look and image to your business so as to create a greater level of trust and credibility with your customers and potential new distributors. The VitaStar International fulfillment center will offer additional printed pieces that can be important to your business, such as signs and banners and other promotional items.

Financial management of your business

Poor financial management is often the most prevalent reason for most business failures. It is of extreme importance that you take the necessary measures to manage your business finances well. Set up a separate checking account for your business, establish or designate a credit card specifically for your VitaStar International business and keep all records of business expenses either on a ledger or if you have a computer then a spread sheet or on a simple accounting software program.

As your business grows, use the money from your business (i.e. retail profit or bonuses) to make all payments or to cover your business expenses. Keeping things separate will help you tremendously come tax time. Remember the tax advantages of having a home based business are very significant. To learn more about these tax advantages and how to take full advantage of them you can call the VitaStar International fulfillment center and ask about literature and other tools related to tax advantages of a home based business. Also you may want to consult your tax expert for more information and or verification of certain strategies for small business taxation.

Notes:



VitaStar International, LLC
 PO Box 810576
 Boca Raton, FL 33481
 www.VitaStarIntl.com

New Distributor Business Plan

Name: _____ Date: _____ Sponsor: _____

Address: _____ Occupation: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Work Number: _____ Cell Number: _____

E-Mail Address: _____ Pager Number: _____

What attracted you VitaStar International _____

What attracted you to network marketing? _____

Are there any obstacles that you can see that would hold you back from taking full advantage of this opportunity? _____

List your long term goals or objectives, for the next three to five years (be specific and as detailed as possible. You might include plans for retirement, providing for your children's education, etc.):

List your short term goals or objectives, for the next 12 months (be sure to make these goals obtainable within a 12 month period, such as getting out of debt, establishing savings, etc.):

List immediate goals for the next 30 to 90 days (such as milestones for your business, advancement and sponsorship goals) _____

Setting your Performance Goals

Set your goal for your desired monthly earnings based upon this simple performance guideline below. You simply decide at what level of effort you are willing to commit to base upon the desired monthly income. Check the level you commit to.

Notes:

___ **Builder Plan** Approximately Monthly Income \$ 1,000

Sponsor 1 business builder per month and they each sponsor 1 business builder per month all doing \$ 75 PV* per month.

Based upon industry averages, you will need to contact approximately 3 - 5 people per week. Estimated time invested per week 2 - 3 hours**, including follow up calls and presentations. Will take at least six months based upon scenario to achieve.

___ **Career Plan** Approximately Monthly Income \$ 4,500

Sponsor 2 business builder per month and they each sponsor 2 business builder per month all doing \$ 150 PV* per month.

Based upon industry averages, you will need to contact approximately 7 - 10 people per week. Estimated time invested per week 4 - 6 hours**, including follow up calls and presentations. Will take at least six months based upon scenario to achieve.

___ **Wealth Plan** Approximately Monthly Income \$ 18,000

Sponsor 3 business builders per month and they each sponsor 3 business builders per month all doing \$ 250 PV* per month.

Based upon industry averages, you will need to contact approximately 15 - 20 people per week. Estimated time invested per week 8 - 12 hours**, including follow up calls and presentations. Will take at least six months based upon scenario to achieve.

The above are examples of estimated income based upon duplication of the scenario as listed above without any attrition. It is usual that a certain amount of attrition will be experienced. The above is for illustrative purposes only and is achieved only with duplication of said scenario. This does not represent an average of actual distributor earnings for any level or any time frame. This does not include any income from retail sales.

*PV represents personal volume.

**The estimated hours represent only the time necessary for prospecting to achieve the estimated number of new distributors per month. As your organization grows it will be necessary to invest additional time in managing your overall business.

The **Builder Plan** requires that you personally sponsor 6 people and that 64 are sponsored throughout your organization doing a combined \$4,800 in volume. The **Career Plan** requires that you personally sponsor 12 people and that 729 are sponsored throughout your organization doing a combined \$109,350 in volume. The **Wealth Plan** requires that you personally sponsor 18 people and that 4096 are sponsored throughout your organization doing a combined \$1,024,000 in volume.

The income in the Builder Plan is broken out with \$600 coming from Sponsorship bonuses and \$480 coming from your residual, level payout.

The income in the Career Plan is broken out with \$1,200 coming from Sponsorship bonuses and \$3,280 coming from your residual, level payout.

The income in the Wealth Plan is broken out with \$3,300 coming from Sponsorship bonuses and \$15,360 coming from your residual, level payout.



VitaStar International, LLC
PO Box 810576
Boca Raton, FL 33481
www.VitaStarIntl.com

With the help of your sponsor list all of the specific tools needed i.e. prospecting tools, time management tool, office supplies for keeping track of all activities, business cards and books or educational materials specific to your business _____

Notes:

To do list, toady and this week i.e. create prospect list, continue training with sponsor, make phone calls, set appointments with prospects, order supplies and tools, etc. _____

With help from your sponsor, create a short mission statement for your business (the core purpose for why your business exists) _____

Additional notes: _____

Distributor Signature _____

Sponsors Signature _____

Make several copies of this action plan, keep one with you in your planner and make/give one signed copy to your sponsor.

(Note: Here we will want to list all necessary corporate contact numbers and a place for the new distributor to list name and address of all critical sponsor and upline information.)

The “Success Cycle”

As has been mentioned success in this business does not happen by accident. This manual is designed for those serious about making this a business for themselves, whether part-time or full-time. This section of the manual will give you a clear and distinctive track to run on, this section will lay out a very simple system for you to follow based upon the level of success you desire and are willing to commit to. As an independent owner of your VitaStar International business it is up to you as how to go about building that business, however the system that is presented here is indeed your surest way to success. Many people desire a certain degree of success without a willingness to match the effort necessary for that success, which is not what this system is all about. There are no hollow promises here or short cuts, achieving your desired results will take effort, it is not easy but it is simple if you follow these steps and the rewards can be extraordinary.

The greatest thing about this proven system is that you are not alone. You have partners in your business that are as interested in your success as you are, your sponsor, your upline and the home office team are all in place to help you all along the way. This system was designed by top leaders, both from the home office and the distributor force as well as industry experts, all with your success in mind. The key is “duplication.” You will hear this word a lot and is the very thing that will allow this system to take you to where you want to go. You see in this business the fact that you have a desire and a willingness to do what it takes is only half of the battle, the other half is inspiring this shared vision with others and providing them a duplicatable system that they to can follow as well.

Using the VitaStar International Success System will:

Provide you with effective strategies that work right away,
Help you avoid mistakes by learning from those in place to guide you,
Provide a duplicatable system you can teach your new people, even while you are learning.

The first thing you must know about this system is it is not designed to get your prospects to say yes but rather to provide them enough information to make a decision that is right for them. Unlike the common perception of those offering different kinds of business opportunities it is important for you not to be pushy or over bearing in any way. You can not force anyone to do anything they are not willing to do, nor do you want to when it comes to sponsoring others into your business. It is important that as you introduce this opportunity to others that you always do so with professionalism and respect.

Below is an itemization of the three simple steps to the “Success Cycle.”

Prospecting

Building Rapport
Qualifying
Inviting

Presenting

The VitaStar International Story
Testimonials
How it Works (opportunity)

Sponsorship

Business Planning
Mentoring
Duplication

Notes:

Notes:

Prospecting is simply the art of building or strengthening rapport with those you meet or those you already know. Prospecting is not selling or so-called “closing the deal,” it is just talking to a lot of people to uncover a possible interest. During the prospecting phase you are also striving to qualify if an individual has what it takes to partner with you in your business or if they may simply have a product need that you can help them with. In this business you need both product customers and business partners, product customers sustain your business and business partners (distributors) help you grow the business. It is important that you identify the difference between the two:

Product customers are individuals that may have only an interest in the product at first. In the future faithful users of the product can become great business builders but it may take time for them to catch the vision, that’s O.K. remember we don’t need to force things.

Business partners (distributors) are those that not only have an interest in building a business with you but they are those that you recognize as individuals that possess the abilities to do so. Desire alone is not all that it takes to build a successful VitaStar International business, it also requires certain attributes that are necessary for success such as being outgoing, committed, proactive and trustworthy just to name a few. It is common for some in this business to feel that they must sponsor everyone and anyone. This is simply not the case; those that are extremely successful at this are often those who are most selective about whom they sponsor, working with those that they feel strongest about. Remember if an individual isn’t a good candidate for the business, then they are a prospect for one of the products in the VitaStar International product line. The only attribute necessary to be a product customer is need. Most product customers will not build a business but every business builder will use the product.

When you created your personal “Business Plan” you went through the goal setting process to establish both goals and objectives for your business as well as a level of activity based on your desired income (“Setting Your Performance Goals” in the New Distributor Business Plan section of this manual). This process has established criteria for your daily, weekly and monthly activity. If the number of people you must contact to achieve this income is say 10 people a week, then you must plan who you are going to contact within that week and then at week end you must make a record of those you contacted. (See the Activity Tracking and Accountability section on page 14) There may be nothing more important to your success than being a consistent prospector. Set aside time everyday to prospect and to make follow up calls, also look for opportunities to introduce VitaStar International to whomever and wherever you feel it is appropriate.

What do I say? One of the biggest obstacles to success is not knowing what to say to a prospect. This is really the simplest of all of the elements of the Success Cycle. Remember when you are prospecting you are not trying to get someone to say yes, but rather you are simply, trying to deliver information that might open the door to getting their agreement to listen to a short presentation. You may have a strong enough relationship of trust with someone to start right out saying “**Hey Jan I want you to take a look at these products and this business I’m involved in, can we set up a time later or do you have about 20 minutes now?**” Or you might say “**Jan, Steve and I have really enjoyed this new home based business we are involved with, the products are outstanding. I’m not sure if it is right for you but we would like to share some information on it. It will take no more than 20 minutes and if your not interested, that alright.**” With others you are just meeting for the first time, you may want to ensure that you make a connection or bond with them first before inviting. Other examples of ways to prospect are to leave printed materials, videos and or audio recordings that explain your products and opportunity. This is particularly good when you are brand new and not fully confident yet in what to say. Remember that you must still build rapport and always follow up later to try and schedule an appointment for a more thorough presentation. What you say and how you prospect though is not nearly as important as just getting out there and consistently doing it.

Do not be afraid to tell them right up front what the company is or what the opportunity is, home based business/network marketing. If you are too vague, your prospect may be concerned you are keeping something from them and really you have nothing to hide.

Always be mindful of the relationship you have with each person you are introducing to your opportunity. Make sure that they feel comfortable that your business will never come before your friendship even if they

have no interest at all. If they have no interest then kindly ask if you can keep them informed as to the progress of your business in the future and then keep in touch.

Which should I talk about first the opportunity or the product? This is the age-old argument in this industry but VitaStar International believes that if we start with the relationship first then we will find out which, the opportunity or the product is of most interest to them. You do this by qualifying what your prospects interests; desires and hot buttons are and then approach them based on their needs. When your really not sure try to introduce the opportunity. You see, if you respectfully and professionally introduce the opportunity first and they are not interested then you always have the product to fall back on. **“Well Jan it seems that maybe this business just isn't right for you and that's O.K. but perhaps you'll find that the products are of greater interest.”** You see if you start with the product and they aren't open to them then you certainly cannot suggest the opportunity, if their not interested in product then they definitely won't be interested in making a business of those products.

Second Phase: Presentation

After you have gained agreement from someone to take a look at your business or product then there are three things you must do, Prepare, Prepare, Prepare. When you are first new in the business you will need to use the help of your sponsor in making presentations. Also as with prospecting when you are new there are some very effective presentation materials that can be of great value in getting your message across without you having to be an expert. After several presentations you will begin to be comfortable and confident at this phase.

It is important to be somewhat flexible in scheduling these presentations; the best time may be right then during the first (prospecting) phase. If you invite them to learn more and the best time for them and you is now, then you need to be prepared to give a quick presentation right then. Also you may find its best for them and you to break the presentation up into several meetings. It is always best to try and keep each meeting as short as possible. If you tell your prospect that you only need 20 to 30 minutes then they may be more inclined to agree to meet. If you tell them 30 minutes then make sure you take no more than 30 minutes. This is very important, people are busy and there is a lot competing for their attention, so be respectful of their time and they will gain a greater respect for you which will likely translate into a greater willingness to listen to what you have to say.

What do I present? Well at this point you should have a fairly good idea of their interests and needs, so design your presentation to fit those interests and needs.

If the prospect is more interested in product then be sure to present information on:

- Specific products that address their need
- Testimonials regarding the effectiveness of the product or products
- Information about the company, it's quality, integrity and innovation
- Touch briefly on the opportunity, if only to say that you are excited about it

If the prospect is equally or more interested in the opportunity then present information on:

- The company, its history, quality, integrity and innovation
- Information on what this home based opportunity really is - Network Marketing
- An overview of the products, this may be brief depending on the prospect
- Testimonials of both the products effectiveness and the power of the opportunity
- The VitaStar International Success System, briefly explain the simple steps to success
- Show how the compensation plan works keeps this brief and simple

Notes:

There are effective tools and information that will help you present each of the above mentioned topics, products, company history, the opportunity and even the compensation plan. Study and internalize these topics so you can present with confidence. Remember it is always best to keep things brief, staying to the most important points. Also as has been mentioned, when you are new get and use all of the help that is available to you.

Notes:

Two very important ingredients to a great presentation are having **enthusiasm** for your message and the other is delivering a **compelling** message. Belief and passion for your message brings enthusiasm and knowing the facts and understanding the benefits of your business and products will make for a compelling story.

It is useful to create a presentation manual of some sort. You can acquire presentation folders at most any office supply store that make for a nice flip chart style presentation. Include in your folder VitaStar International literature, product information, articles about the company, product and the home based business industry. Also include personal stories, pictures and testimonials. Make sure that your presentation folder is always updated with the most current and professional information and designs.

One thing that is very important in maintaining the integrity of the company is to ensure that you always represent the company, the products and the opportunity factually and with full disclosure. It is not necessary to over hype, over sell or over promise anything regarding VitaStar International. Do not be afraid to tell it like it is, you have nothing to hide and should always be proud of what the company stands for. This openness will serve you well as you sponsor new distributors and they have a realistic view of what to expect, the challenges and the potential benefits.

Finally and maybe most important is you must offer at the end of a good presentation, a call to action. If you have done your job well in prospecting, qualifying and presenting, then you have earned the right to invite them to join you in your business. This is the point at which you offer them a partnership and promise them all of the support and training that you, your upline and the company can provide them to achieve their goals and desires. Not everyone will see the value or be willing to do what it takes to join you in this business, this is fine, this business is not for everyone. Do your best to answer any questions or handle any objections they may have. If they are still not interested then just offer to keep them informed as to the progress of your business and invite them to use VitaStar International fine quality products.

Third Phase: Sponsorship

This is really the duplication phase. Sponsorship is not an event it is a process. When your prospect agrees to join you in this business you have just taken on a big responsibility. Your new partner is placing their faith and trust in you to guide and mentor them towards the success they are looking for in this new venture. If your new distributor is truly committed to this as an avenue for them to achieve their goals then they will follow your leadership. Whatever you have done to this point, is what your new partner must also do. Reassure your new partners they have made the right decision and they can accomplish whatever it is they desire through their VitaStar International business. Remind them again that they are not alone in this venture.

The following is a review of the steps your new distributors should start on right away:

- 1) Read all of their VitaStar International Materials
- 2) Begin using VitaStar International products immediately
- 3) Complete their new Distributor Business Plan
- 4) Order their business building and business management tools
- 5) Create their prospect list
- 6) Designate their work-space
- 7) Managing their time
- 8) Order their business cards and stationary
- 9) Financial management of their business

One of these above listed steps that will help you the most as a sponsor is the New Distributor Business Plan. Just as you have or are in the process of doing with your sponsor, it is of vital importance that you go through this process with each of your new business partners. You will find that this tool will allow you as a sponsor to know exactly how and where you can provide the most support and direction. Help your new distributor design a business plan that will work for them to achieve their goals. Make sure you keep a copy of each of your new business partners plans on file. This will be extremely useful down the road if there comes a time where they might struggle and experience some failures, you can revisit with them the goals and desires they listed and find out if these are still important to them. If they are then re-commit them to the level of activity they agreed would get them the results they desired. If these things are no longer important to them then redesign their strategy based upon what is important to them now. This might mean that the business is not right for them at this time and as a sponsor it is important for you to know this so you do not spend any more of your or their valuable time doing things they are not committed to. Remember you need to help those who are willing and committed with their business and if someone is not willing then help and support them at the level they desire, which may mean just being their friend. The old saying is true in this business. "You can lead a horse to water but you can't make them drink." If you spend all your time trying to get an uncommitted horse to drink then you will miss a lot of opportunities to lead many thirsty horses to water.

Notes:

The 72-hour rule; if you can get your new distributors to duplicate within the first 72 hours of becoming a distributor, then their chances of success have just shot through the roof. The opportunity for your new distributor to experience success right away will build belief and commitment like nothing else. When a distributor is brand new their enthusiasm level is usually very high but their knowledge level is very low. So it is up to you to provide high direction and the best direction you can give them is to help them take advantage of their excitement and go right out and prospect, present and sponsor within the first 72 hours or so. Most new distributors will need you right by their side for their first few experiences (if long distance, then three way calling is your best option). The thing that makes this business so exceptional is that your success is completely dependent upon you helping others to achieve their success.

The more your organization grows the more time you will need to invest and the greater the rewards will be. No matter how large your organization does grow, it is always important that you continue to sponsor and train new distributors. This is necessary for two reasons; first there will always be some degree of attrition or people that quit the business and the second reason is that it is important that you always set the example for your entire group of how the business works. This is good duplication and leadership.



Activity Tracking and Accountability

Tracking Daily, Weekly and Monthly Activity

Notes:

A common theme to this training manual has been that success does not happen by accident. Tracking your activity is perhaps the most “on purpose” thing you can do. Tracking your activity is simply to mean that you must set goals and then quantify those goals after a certain time frame. When you determine your commitment level through completion of this training manual (Setting Performance Goals page 7) you will then be very clear on what time and effort you must invest to achieve your goals. This is what we might call an activity or performance standard. Once you have this standard you can easily plan your daily, weekly and monthly activity, or how many people you need to talk to.

Tracking and reporting your activity is only half of the battle. Once you start sponsoring new distributors that have a commitment to build a business you must encourage them to also track their daily, weekly and monthly activity and then report that activity to you their sponsor as part of the mentoring and goal achievement process.

How and what do I track? This is really very simple, let’s say that you have determined that you are going to commit to the 2 x __ performance standard, that is to sponsor two new people per month and they sponsor two new a month and so on. If you remember that to sponsor two people per month you have to contact about seven to ten people per week. Being that you are new and excited you decide that you are going to talk to ten people per week or two people per day, five days per week. So let’s say that on Monday you speak to two people, on Tuesday you talk to three people, Wednesday you talk to one person and then on both Thursday and Friday you speak to two people on each day. With that you have contacted your ten people that week. Out of those ten people that you have invited to listen to a brief presentation on your business, let’s say three agree to listen. Of the three that listen to your presentation, one agrees to become a distributor and one agrees to try some of the products. This is how that weekly activity might be easily recorded. (keep track any way that is convenient i.e. your planner, a wall or desk calendar, in your computer, on a dry erase board or even a sheet of paper hung on the wall or refrigerator)

	Mon	Tue	Wed	Thur	Fri	Totals
Contacts	2	3	1	2	2	10
Presentations	0	1	1	0	1	3
Sponsors	0	0	0	1	0	1
New Customers	0	1	0	0	1	2

It is important that you encourage your distributors to report their activity to you each week via phone, fax and or e-mail by the weekend. You should also report your activity to your sponsor each week so they can continue to help support you as well. Do not get in the habit of calling to retrieving these numbers; make this something that is up to the individual distributors responsibility to report these numbers themselves. If they choose not to report their numbers then this says something to you about how committed they are to their business. Remember this level of effort is for those that are very serious about this as a business, not everyone will be willing to do this, so you as a sponsor need to determine how to support each distributor at their level of commitment. Anyone who truly understands the roots of personal achievement will understand that being accountable to a system, a goal or a performance standard is vital. A goal not **written down** and not **accounted for** is only a wish.

5 Ways to Earn!


This is a simple business, if you use and like the products and enjoy the business opportunity then all you have to do is share the products and the opportunity. So since this is such a simple business then the compensation plan should be simple as well, and it is. Let me ask you, when you visit your neighborhood superstore to take advantage of their hottest deal, how much does the superstore send you in the form of a check each month for your purchases? Another question, if after you have taken advantage of this hot deal and then send a few of your friends over and they each buy, how much does the superstore send you each month in the form of a check for their purchases? Of course we all know the answer is nothing, nada, zip. Well this is the brilliance of how you get compensated for your VitaStar International business. You buy and use product and then you help others do the same and then VitaStar International sends you a check proportionate to how much is bought and used within your organization. So let's review the 5 ways to earn through the VitaStar International compensation plan:

Notes:

- 1. Retail Profits** VitaStar International has provided an opportunity for its distributors to resell a product line of the highest quality, high demand product at prices that are of great value to their customers. This is a great way to earn immediate income through retailing product.
- 2. Quick Start Bonus** Quick Start Bonus - A \$125 bonus will be paid to any Rep who sponsors a new Distributor that purchases the VitaStar Business System.
- 3. LeaderBuilder** LeaderBuilder Bonus - A one time 5% bonus will be paid to any Bronze Rep that advances a Silver Rep and then a one time 10% bonus will be paid to any Silver Rep that advances to a Gold Rep. Bonus paid on total volume from all levels. This bonus will pay down through all levels except and until another LeaderBuilder bonus is being paid.
- 4. Group Bonuses** VitaStar International will reward you generously for growing a productive organization. You can earn up to an additional 51% on 5 levels or generations of distributors in your group. This allows you to build and train a group of business partners who in turn build and train their group and so on. As this happens the power of residual income can be yours. Residual income is the true brilliance of network marketing, allowing you to earn income for your efforts from months and months ago.
- 5. Infinity Bonus** Gold Reps will receive an additional 1% infinity bonus for every qualifying personally sponsored Gold Rep up to 3 first level Gold Reps. This bonus will pay down through all levels except and until another infinity bonus is being paid.

Aside from retail profits you must qualify to earn additional rebates, VitaStar International volume splits and bonuses. The first qualification is that you must have a minimum of \$ 45 to \$150 (depending on title) in personal volume each month to qualify for any bonuses within that month. To qualify to achieve advanced titles in the compensation plan you must meet the advancement qualifiers for each title. You will always retain the highest title you have achieved but you will be paid at the title you qualify for on any given month.

Notes:

		Compensation Plan			
		Rep Monthly PV* \$45	Bronze Rep Monthly PV* \$75	Silver Rep Monthly PV* \$150 Monthly GV* \$5,000	Gold Rep Monthly PV* \$150 Monthly GV* \$15,000
Qualifications	Maintain PV	3 Qualifying Reps Maintain PV	3 Qualifying Bronze Maintain PV & GV	3 Qualifying Silvers Maintain PV & GV	
1st Level	8%	8%	8%	8%	
2nd Level	25%	25%	25%	25%	
3rd Level		5%	5%	5%	
4th Level			5%	5%	
5th Level				8%	
6th Through Infinity				UP TO 3%	

Infinity bonus** - Gold Reps will receive an additional 1% infinity bonus for every qualifying personally sponsored Gold Rep up to 3 first level Gold Reps. This bonus will pay down through all levels except and until another infinity bonus is being paid.

Quick Start Bonus - A \$125 bonus will be paid to any Rep who sponsors a new VitaStar Distributor who purchases the VitaStar Business System.

LeaderBuilder Bonus - A one time 5% bonus will be paid to any Bronze Rep that advances a Silver Rep and then a one time 10% bonus will be paid to any Silver Rep that advances to a Gold Rep. Bonus paid on total volume from all levels. This bonus will pay down through all levels except and until another LeaderBuilder bonus is being paid.

* PV, Personal volume (all volume you purchase for your own use or to sell). GV, Group volume (all volume within organization, all levels)

Bonuses are not paid out unless the qualifying monthly PV and GV is met.

If a Rep achieves a title and then in any of the future months does not qualify at that title, the Rep will be paid at the qualifying title they achieve. They will maintain the recognition of the highest achieved title however if the Rep does not achieve the title again within a six month period then they will be titled at the highest achieved title within that period.

Taking the Chill Out of “Cold” Prospects

It's surprising how many distributors think they will build a highly successful network marketing organization solely based on the friends, family and associates they know when they start their business. Certainly this is a great place to start, but experienced networkers will tell you that you might not have even met some of the people who could become your best business partners. As your circle of influence expands you will be exposed to many more people who, three to five years from now, could also be top leaders in VitaStar International.

This may be surprising, but in many ways, that's a good thing. When developing new relationships with those you just meet from what's called your “cold market,” you start fresh, without any of your prior relationship affecting their decisions. But the challenge is to “warm up” your cold prospects quickly by making their first impression a positive one. In fact, this is often even intimidating. Fortunately, this challenge can be easily overcome by developing rapport building skills.

What is rapport? According to the dictionary, rapport is “relation, connection, especially a harmonious or sympathetic relation.” In other words, rapport is a relationship where each person is open, comfortable, relaxed, and in-tune with the other; it is a relationship where there is trust. This is accomplished through a simple effort to get to know those you come across in your daily life. People skills are the key. When first getting to know someone, make special effort to listen to them and ask questions about them that might help them to open up to you. Taking a sincere interest in others is of utmost importance. If your interest is to warm someone up and then flood them with information about your VitaStar International business, they will quickly turn from warm to icy cold. If your interest is to create a sincere bond that can last a lifetime, then you will have much better success, not only in introducing your business, but also in creating a life full of friendships.

Doesn't it make sense that if you knew how to make even strangers comfortable and relaxed, each day would be full of new “friends” and “warm” prospects - all open to you, therefore, open to learning about your VitaStar International business.

Supporting Your “Retail Customers”

Is the Customer King?

All too often within network marketing the following scenario is true. A distributor sells a product to a customer. The customer likes the product. A month or two goes by and the customer hasn't heard from the distributor. The customer has lost the distributor's phone number and now can't re-order the product that they have enjoyed so the customer goes to their local superstore and buys the closest product they can find off the shelf.

This simple example happens every day within this industry and accounts for millions, maybe hundreds of millions in lost sales a year to network marketers. Network marketers too busy trying to manage their growing business to send even a simple post card to those who have purchased product from them some time in the past, are walking away from additional profits.

It has been mentioned how and why both retail customers and business partners are necessary to your business. So often a distributor more focused on building their business will forget about the retail side and visa versa. It is especially important for a new distributor to build a customer base of people that simply have an interest in buying and using the products. This part of the business will help you sustain the volumes you need to advance through the pay plan as well as provide a nice stream of additional profits to your business. Most importantly is the opportunity to help others solve some very important health issues in their life like weight loss and or other health needs. On occasion, retailing product is also a great way for you to grow additional business partners.

Notes:

The company will also help support your customer base through programs like the Preferred Customer program where your customers can order directly from the company via a toll free number.

Whatever way you determine to support your customer base it is important to remember to communicate with them and work to help them achieve their desired results. Doing so will also ensure that you are not turning your back on a virtual gold mine of repeat sales and potential business partners.

Notes:

Prospect List - Expanding Your “Warm Market”

Expanding your “Warm Market”

The average person is said to know 2000 or more people by name throughout their lifetime. At any given time we are associating with several hundred people in our day to day life. Though you will want to make a list of those you are most familiar with (see page 19 for creating your prospect list) and contact these people about your business, at some point you will need to expand beyond your closest circle of friends and family. Every day there are opportunities to meet new people and it will be important to look for these opportunities as they arise. Not every chance meeting will turn into an opportunity right away to talk about your business or your products, remember from the prospecting section that you must have established a certain level of rapport and trust before you pursue that. But every new person you meet does expand your warm market.

Meeting new people in your day to day life is the traditional way of expanding your warm market but not the only way. Below we will explore additional and focused ways of doing so.

The Internet - The Internet has become a vast opportunity for building relations. Anything that you can imagine someone has an interest in you can find chat rooms, on-line bulletin boards, e-communities and other avenues to connect on those interests. It is best simply to participate in these services that are available for your personal interests, meet people that you share common interests with and then at some point when you feel you have built a good rapport with them share VitaStar International. The Internet has been referred to as the great equalizer due to the fact that your status, appearance, education or any other factor really does not matter in building a relationship.

Clubs and Associations - Every community has certain club and or associations that will be of value to participate in. Investigate those in your area and then decide which might be best suited to you. Examples might be Chamber of Commerce, Exchange Clubs, Service Clubs or Professional Men or Women associations. There are many and this will provide you a way to meet with an expanding group of like-minded people on a weekly or monthly basis.

Charitable Organizations - A great way to get involved in the community is volunteering for some charitable cause that is near and dear to you. This really allows you to do two things at once, give something back to your community in the form of your time and talents and also this is a terrific way of meeting quality people that share a common passion or bond.

Direct Marketing - This method could require some small investment on your part. There are those that want to make a business of network marketing but may not want to approach those within their closest circle of friends and family right away. In this case it is still possible to achieve success. There are numerous services and methods to market yourself and your business. The Internet offers several ways to market to thousand or even millions i.e. personal Web sites, direct e-mail marketing services, etc. There are many other traditional ways to market as well, direct mail, small ads and even coop-advertising consortiums.

Booths or Displays - Gaining exposure in your community through local fairs or exhibits may

be an occasional good way to meet people and instantly introduce your product and opportunity. It is best to participate in events that are relative to your business or products i.e. health fairs, business or entrepreneurial expo's and Chamber of Commerce events. This is a method that can be costly and very competitive so if you should even chose this avenue, keep the costs down and don't expect big results. You may just get a lot of names to contact later. Always make sure, particularly in a public setting, to represent the company with the utmost professionalism. Check with your sponsor for any guidelines or policies that can be helpful.

Notes:

Telemarketing - Telemarketing is the good old fashion way to market. If you need to contact ten or so of your "warm market" a week to achieve your goals then with telemarketing cold calls you will have to make ten to twenty calls a day to achieve the same results. This takes a lot more of a commitment, but it definitely works if you stick to it and are persistent. Just open up the yellow pages and find a category that you feel are good prospects and then just start calling. Call Chiropractor's, call Travel agents, call Dentists, call Insurance agents, call any group of people or profession you feel will listen. If you reach them, just introduce yourself then ask for a few minutes to stop by and introduce your company and your products. You will get a lot of no's but if you are consistent you will get the occasional yes, probably about one in every twenty calls will say yes to you stopping by. This is harder than most methods but many people have created successful businesses through consistent telemarketing.

Prospect List

What if you had the opportunity to talk with every single person you know about the VitaStar International business, VitaStar International products? Do you think that out of the thousands of people you have known would be enough interest to create a great business? Of course, there would be, but first you have to identify who those people are so you can either contact them immediately, or remember to approach them on your next contact.

Prospecting is just an organized way to think of all the people to whom you might present the VitaStar International business opportunity. Really, it is a way to create partnerships with individuals who have the same goals, dreams and aspirations as you. After all, if no one talked to you about VitaStar International, you would have never had the chance to develop a business that will provide you financial, personal and social rewards for years to come.

There are three reasons to prospect:

- 1) find people interested in building a VitaStar International business,
- 2) find people interested in using VitaStar International products, and
- 3) find people who know of the other kinds of people.

Why Develop A Prospect List?

If you are new to network marketing you need one.

If you are experienced in network marketing...well, you still need one!

A prospect list is more than a good reminder; it is also a tool for helping you see the "big picture." Is everyone you speak to about VitaStar International going to be interested in joining the VitaStar International business? Or purchasing products? Of course not. In fact, chances are you will speak to many more people in developing your business than you will actually sponsor.

If you had a list of, say, three people, and approached one person who was not interested, you have lost over 30% of your prospects! You might even find yourself attempting to pressure someone in to making a decision, simply because you didn't think you had many chances to enroll others.

Finished? Now using the memory joggers below, go ahead and add to your list. Don't even worry if you don't have a person's full name; "the man who referees my daughter's soccer" is sufficient if it is someone you have a friendly relationship with.

Who are people:

I went to high school with

_____	_____
_____	_____

I went to college with

_____	_____
_____	_____

Who live on my street

_____	_____
_____	_____

Who have children

_____	_____
_____	_____

Are the parents of my child's friends

_____	_____
_____	_____

I vacation with

_____	_____
_____	_____

I play sports with

_____	_____
_____	_____

Belong to the same civic groups as I

_____	_____
_____	_____

Who are in professional organizations

_____	_____
_____	_____

Notes:

Belong to my religious institution

_____	_____
_____	_____

Notes:

Teach my children

_____	_____
_____	_____

I shop with

_____	_____
_____	_____

I send holiday cards to

_____	_____
_____	_____

Were in my wedding

_____	_____
_____	_____

I met at a party

_____	_____
_____	_____

I work with

_____	_____
_____	_____

I used to work with

_____	_____
_____	_____

My spouse works with

_____	_____
_____	_____

I interact with at my job

I see at the gym

I see at the library

I see at the post office

I see in the coffee shop I patronize

Accountant _____

Banker _____

Lawyer _____

Doctor _____

Plumber _____

Dentist _____

Hair Stylist _____

Veterinarian _____

Takes care of my pets _____

Sold me my house _____

Handles my home, auto, life Insurance _____

Provides me with health care _____

Sold me my car _____

Dry cleaners _____

Office supply _____

Notes:



VitaStar International, LLC
 PO Box 810576
 Boca Raton, FL 33481
 www.VitaStarIntl.com

Grocery _____

Florist _____

Auto mechanic shop _____

Video store _____

Gas Station _____

Tire store _____

Daycare/pre-school _____

Convenience store owners _____

Clothing store _____

Others:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Now that you have finished your prospect list prioritize the list by simply placing an A, B or a C next to the names. Of course the A's are those you feel the strongest about in terms of them being great candidates for the business. These are those that you might respect the most or those who have achieved a good level of success in their endeavors. The B's may be those you are not sure about but could go either way, great prospects for the business or faithful product customers. Then the C's are those who you feel are mainly candidates for the products, those who may not show any outward indication of having an interest in business or having the ability to build one. Don't rule this group out though they may end up becoming great business builders after sometime using the product. It is always best to first contact the A's that you have the highest respect and admiration for. They may be those that you naturally would want to contact later, after you gained some success or experience however contacting some of them right away is beneficial for several reasons. The first benefit is that if you approach them with the attitude that you need their help polishing your presentation for this new business you have started then they can be great practice and provide good advise to improve your presentation. Also if these are those that you might normally wait to approach due to fear of being new then contacting them first means that everyone else will be much easier. Then finally if they are indeed astute in business they may recognize the brilliance of the business model that you will present to them and want to be involved.

Whatever methods you decide on, make prospecting fun, it is the lifeblood of growing your business but it doesn't mean it needs to drain the life from you when you do it. And finally remember always prospect from a position of strength as opposed to a position of desperation. You must never be so desperate to sponsor someone that you pressure into being a business partner or ever sponsor people that you do not feel would make good business partners.

Notes: