

e-Z START

BUSINESS PLAN

**GETTING STARTED
IN THREE EASY PHASES**

The “e-Z Start” system has been designed to give you the most effective, concise, and duplicatable business system possible. The Introduction Page and each of the three Phases were designed to be torn out and used, in order, to get your new IBO’s started correctly.

Please note that the Introduction Page and the Health Challenges Pages can be used separately in conducting your business presentations.

In addition to the Professional Presentation Booklet from Sound Concepts, the e-Z Start Business Plan and all other information referred to in it, as well as additional business tools for your use, can be found on-line at www.eaglefocus.com.

This training program has been created and prepared by Independent Business Owners. The authors of this “**e-Z START Business Plan**” believe that the information in this handbook is accurate. However, no expressed guarantees are given and the authors do NOT in any way give an opinion nor guarantee as to the success an individual IBO can achieve by following this program. You are encouraged to do your own research for verification of all facts and information supplied.

"e-Z START"

Introduction

In exploring the products, as well as acquiring the ability to capture distribution rights via the Internet and word of mouth advertising, you will fall into one of four categories.

(Please Select Your Level)

- √
- A. **Business Advocate** –
1. **Part Time Business Builder:** You want to focus on the business 10-20 hours per week, utilize these products, share the business with others, and find 3 people who want to do the same while teaching them the process of duplication. *(Action Items: Congratulations! Now please complete Phase I, Phase II and Phase III of the e-Z start program.)*
 2. **Career Replacement Business Builder:** You want to focus on the business full-time, utilize these products, share the business with others, and find 3 people who want to do the same while teaching them the process of duplication. *(Action Items: Congratulations! Now please complete Phase I, Phase II and Phase III of the e-Z start program.)*
- B. **Product Advocate** – You want to focus on the products and use them to enhance your health. You can acquire these products at wholesale, augment your income by sharing them with others, and if desired, teach them to do the same. *(Action Items: Congratulations! Now please complete Phase I, Phase II and Phase III of the e-Z start program.)*
- C. **Product Consumer** – You want to acquire these products and use them to help enhance your health. *(Action Items: Obtain from the person who shared these products with you a list of products and the health challenges they address. If you want to save additional money, and for added convenience, obtain their website address, pin number, and wholesale code so you can “subscribe” to your favorite products by executing an Easyship Agreement via the telephone or Internet.*
- D. **No Interest** – You are not interested in personally benefiting from the products and not interested in the chance to diversify and create secondary income. *(Action Items: Please provide us with referrals of anyone you know who has had personal experience with, or who might be personally interested in products to help them live a more healthy lifestyle, and/or diversifying and creating additional income.)*

By becoming a Business or Product Advocate you may be eligible for significant tax savings. Consult your tax advisor to find out how!

PHASE I

(Getting Your New Business Started)

Congratulations! You have chosen to join our team as a Business and/or Product Advocate. Whichever method you have chosen, whether to focus on the Product or Business approach, your business considerations and activities are similar.

The following three phases of considerations and actions were designed to help you keep your Business Plan as simple as possible. Remember, new IBO's should only focus on one phase at a time! Once Phase I is complete move to Phase II etc. This will allow you to easily duplicate your efforts and help those with whom you share the business and products achieve their goals without confusion. After all, this is about achieving our goals by assuring the success of others!

BUSINESS INVESTMENT CONSIDERATIONS

1. **Execute The Independent Business Owner (IBO) Application & Agreement**
Deliver the application to immediately register yourself as an IBO (*fax, phone, mail or on-line*).
cost: \$29.95 plus tax and shipping
2. **Purchase The Product Pack(s) That Are Most Appropriate For You And Your Family.**
3. **Purchase A Website Toolbox On-line For Your Own Personalized Web Site (Optional)** Set up your web site address so that you can direct those you know and people you meet on a daily basis to your own personal web site. Cost: \$20.00 one time fee if purchased at the time you become an IBO or, \$24.95 if purchased at a later date
(There is a \$14.95 per month hosting fee beginning the first day of the following month)

ACTION ITEMS FOR PHASE I

1. **Review The List Of Products And The Health Challenges They Address**
(Separate Download)
2. **Make A List Of People With Whom You Would Like To Share The Products/Business**
3. **Put Your Personal Goals In Writing**
Make a list of what you want this business to provide for you and your family. Create your business goals and list them on the "Business Plan Goal Sheet" (*Next Page*).
4. **Complete A 3-Way Call With Your Upline**
5. **Attend All Local Events, Including Regionals, Business/Product Presentations, And Trainings Etc..**
6. **Schedule A time To Talk With Your Sponsor In Person Or Over The Phone For Phase II. (This meeting should be scheduled within 48 hours of signing your IBO Agreement)**
(Projected) date: _____ time: _____ location: _____

Business Plan Goal Sheet

(To Be Completed By Business/Product Advocates As Part Of Phase I)

In order for your goals and dreams to come true, you must be able to visualize them. Imagine yourself actually living them! This section is designed to sharpen your focus and help you accomplish your desired life's goals. Review these three thought-provoking questions carefully:

- 1) If I had all the *money* in the world, how would I spend it?
- 2) If I had all the *time* in the world, what would I do with it?
- 3) What *personal health concerns* do I have, and what *major diseases* do I most want to prevent?

Identify **why** you joined the business; **what** you want to accomplish, and the time lines by which you want to accomplish this; **how** you plan to implement the activities to reach these goals; and **when** these activities are going to take place.

Goals and Dreams Not Written are only Wishes!

My **Why**: _____

My **What**: _____

- My **How**: **(30 Day Goals)**
1. I will effectively contact ____ prospects per day for a total of ____.
 2. I will follow up with every single prospect that I approach! ____√.
 3. With support from my sponsor, I will discuss the business/products with ____ prospects.
 4. I will assemble my "Desired Partners" and host ____ Business/Product Events.
 5. I will sponsor ____ new IBO's and create ____ product customers.
 6. I will repeat steps 1-5 every month until I reach the _____ level ____√.

My **When**: _____

What do you expect of your partner/sponsor? _____

PHASE II

(Business Plan Review)

BUSINESS INVESTMENT CONSIDERATIONS

- √
1. Review Your Goals And Completed "Business Plan Goal Sheet"
 2. To Achieve the Greatest Rewards In Any Endeavor It Is Important To Focus, And Be Extremely Serious About That Endeavor. You Can Place Your Business/Product Orders By Fax, Phone, Mail Or On-line. We Strongly Suggest That Your Orders Equal \$1,000 P.V. Or More, So You Will Begin To Earn Up To 25% Commissions On Your Personal Volume, 20% Commissions On Your Personally Sponsored IBO's, And Up To 20% Commissions On Your Team.
* Remember, this is simply a Credit Line you're providing for yourself to get your business started. This money will be returned to you as your prospects purchase these wonderful products for their own personal needs. This order also comes with a money back guarantee. Place Your Business Order Now!

THE BUSINESS/PRODUCT ORDER AND IT'S IMPACT ON FUTURE EARNINGS

It is important to understand that your order is for product you will want to:

- A. Experience beyond your personal needs and/or your automatic monthly shipment.
- B. Share with others as they explore these wonderful products and business.
- C. Share with your family and loved ones.
- D. Use for creating sample packages.

NOTE: Ask your sponsor which products make the best samples.

THERE ARE FIVE BUSINESS PRINCIPLES YOU SHOULD CONSIDER WHEN PLACING YOUR ORDER:

- * **As you conduct your Business/Product Events** it is desirable to have products on hand to share with those who want them.
- * **Very Little Financial Risk. Big Rewards!** For up to one full year, the company will buy back any unused portion of your product order at 90 cents on the dollar, provided it is your most recent order.
- * **Higher Commissions!** You will earn higher commissions on your personal orders.
- * **Duplication.** Experience has taught us that most new IBO's turn to you, their sponsor, and ask what order you made. They will want to follow your example! Have them place an order for \$100 P.V. and sponsor 3 people who do the same, or place an order for \$1,000 P.V. and sponsor 3 people who do the same. This is a one-time order that will define your future organization, *forever!*
- * **Commitment.** You and your partners will recognize the initial commitment, and motivation will follow. As a result, you may experience greater success.
- * **Enjoyment Of Health Benefits!** Experiencing the positive health benefits of these science-based and cutting edge products is critical to your success. It will increase your personal belief of the tremendous good you're doing by "spreading the word".

3. ___ **Purchase Your Sales Aids From Unicity Network**

(See your sponsor for recommended materials)

NOTE: These can be purchased on-line at: www.unicitynetwork.com or by calling (800) 233-2071.

4. ___ **Purchase Your Training and Follow-Up Tools From Sound Concepts**

(See your sponsor for recommended materials)

NOTE: These can be purchased on-line at: www.Soundconcepts.com or by calling (888) 507-3925.

5. ___ **Join Unicity-Link And Obtain Your Own 1-800 Voice Mailbox**

Call 1-800-353-0037 and sign up for your own voice mailbox. You will receive a personal U-Link Voice mailbox and password, which will enable you to stay in close communication with the entire organization.

Cost: \$9.95 set-up fee

NOTE: The 3 plans are: \$10.95 per month for 30 minutes, \$19.95 per month for 200 minutes, & \$29.95 per month for unlimited usage; cost per minute after that is 5.9 cents per minute.

6. ___ **Order Your Business Cards**

You can accomplish this on-line at www.unicitynetwork.com and go to the IBO link and tools for "Bizstrata"

ACTION ITEMS FOR PHASE II

1. ___ **Experience The Products**

When you first receive your products, begin using them *immediately*. Fashion your own compelling "health success story" by personally using these products and encouraging your family, friends and business associates to do the same.

The goal is to recover all of your investment, plus profit, in your first 30-60 days!

2. ___ **Create Your Personal Story By Using Your "Business Plan Goal Sheet"**

Have a compelling answer when people ask, "Why do you do this?"

3. ___ **Make A Commitment To Be Coachable And Follow Through**

Listen to and follow the guidance provided by your sponsor. It is important that you follow through with your "Personal Goals".

4. ___ **Utilize Voice Mail Daily For Your Bulletins And Personal Messages**

Learn how to effectively use U-Link Voice Mail to save valuable time. Make sure you and your sponsor send a voice message to your active upline partners advising them of your Voice Mail number and E-mail address.

5. ___ **Familiarize Yourself With Your Unicity Business Center Website**

From the "password-protected" section of your Web Site, explore it's full power and potential, including "News and Events", the "Performance Manager", "Compensation Program" and the other valuable training areas.

Do NOT spend more than 15 minutes per day doing this!

6. **Set A Plan To Present The Business To At Least 15 Qualified Prospects in Your First 30 Days. One Of The Best Ways To Do This Is To Immediately Schedule One Or Preferably Two "Business/Product Event Presentations" (Optional)**
 Coordinate the dates with your Sponsor so you can "build" towards these events.

Review the instructions on how to conduct your Special Interest Product or Business Event at www.eaglefocus.com, or obtain a copy from your sponsor.

7. **Complete Your List Of The 50-100+ People You Know**
 Do not pre-judge or assume what their level of interest might be. Include on your list their complete mailing address, phone numbers, and e-mail addresses, if available.
8. **Review The "Inviting" Scripts**

THE TEAM CONCEPT

We've developed this system to help you get started as an integral part of our team. This is your individual business; however, in order for you to maximize your results and obtain a high level of success, we suggest you use your team's experience and expertise to help you. The following are your team (upline) members.

<u>NAME</u>	<u>U-LINK VOICE MAIL #</u>	<u>E-MAIL ADDRESS/PHONE NUMBER</u>
Immediate Upline		
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
Extended Upline		
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____

(Insert 8 ACTIVE upline members.)

*We recommend you photo copy this list and place it next to your phone, and whenever you contact individuals to provide information and answer questions you may want to have a member of your team on the phone with you. Utilize their experience and the power of third party verification. This is a key part of your initial training. Further, our organization has continuing training calls. Check with your sponsor or Voice Mail for scheduled times and phone numbers.

INVITING

Be Yourself And Have Fun – Remember, Everyone Should Do This!

Important points: (Review these points prior to making the call.)

- **The purpose of the call is to set an appointment**
- **Use F.O.R.M. (Family, Occupation, Recreation, Money)**
- **Stress urgency (...I only have a minute...)**
- **Compliment the prospect (must be sincere)**
- **Invite**
- **Be very brief.**
- **DO NOT** for any reason give out too much information about Unicity/Rexall, the products or anything. Keep them in suspense. If they keep pushing, you have two choices. (1) You can tell them that if you start talking it's going to take 45-60 minutes to explain everything and that you doubt they or you have the time. Make a viable excuse to postpone the discussions till the meeting day. Or, (2) You can ask them if they have five minutes, and patch them into a pre-recorded telephone call, describing our business and products, then ask for the appointment.

PRODUCT EVENT INVITATION

For A One On One Or Two On One Use The Same Script But Modify It Accordingly

“Hi (Name), this is _____. How are you doing?” (Carry on a casual conversation based on F.O.R.M.)

The reason I called is because I and some of my closest friends are getting together at _____ to _____ (See a video, hear an expert, discuss) _____ about some breakthrough natural products that _____ (State the health challenge focus of your event) _____. You're probably just as fed up with what's happening as we are and we'd really like you to join us on _____ at _____ o'clock.

If they hesitate: **(Name)** I've seen an advanced copy of the material and it's really amazing what's happening behind the scenes that most of us don't know. I know you'll be impressed!

If Positive: Great! I'll let them know you'll be there and I'll see you then. By the way, if an emergency comes up could you give me at least a 24 hours notice, and of course I'll do the same for you.

Unsure: **(Name)** These are breakthrough products created by the largest research facility in the world out of the Netherlands. (The video has the Cardiologist to the President of the United States and other researchers revealing things the medical community doesn't even know yet.) I know you'll be impressed and I would really value your input.

Negative: 3-Way them into a 5 minute call, give them your website, or ask them if you can contact them after the event to let them know what happened.

*** Always invite their spouse if applicable.**

BUSINESS EVENT INVITATION

For A One On One Or Two On One Use The Same Script But Modify It Accordingly

Warm Market First Contact:

“Hi (Name), this is _____. How are you doing?” (Spend a minute talking casually.)

“Well I know you’re very busy, and I only have a few minutes myself. But, I called you because I’m launching a new business and, in thinking of people I’d enjoy working with, I immediately thought of you. Would you be open to looking at a way to make money if it didn’t interfere with your current career/job?” (Wait for a response. Most people will ask you what this is all about.)

If so, ask: “Do you have five minutes right now?”

If They Have Five Minutes:

“Great, hang on and I’ll conference us into an overview explaining the details.” (Three-way your prospect into one of the taped overview calls.) (After listening, continue with the following:)

“I think this has a lot of potential (Name). Would you like to learn more?”

Two on one/one on one - If yes, say: “That’s great! What time is good for us to get together for a cup of coffee or soda in the next day or so?” Set the appointment, then say: “Also, if you have a chance check out my web site between now and then, it’ll save us a lot of time when we get together.” (Give them the appropriate web site address, and request their e-mail address so you can send them a confirmation of the appointment details.)

Business Presentation Event (BPE) - “That’s great. A few of us are getting together on (*day, time, location*) to kick around some ideas. Would you like to be included?” If yes, say: “Well, I’ll see you then. By the way, if an emergency comes up could you give me at least a 24-hour notice, and of course I’ll do the same for you? Also, if you have a chance, check out my web site between now and then, it’ll save us a lot of time when we get together.” (Give them the appropriate web site address, and request their e-mail address to send them a confirmation of the appointment details.)

If They Don’t Have Five Minutes:

“No problem. Can you find five minutes sometime today to listen on your own?” “Great, the phone number is (*provide the number*). By the way, a few of us are getting together (*day, time, location*) to kick around some ideas. Would you like to be included?” If yes, refer to the **BPE** script above and ask for a 24-hour notice. If no, set up a follow-up phone call to get their response to the overview call.

* **Always include their spouse if applicable.**

(Your Goal Is To Schedule The Appointment!!)

Additional Responses/Scripts:

If at any time during this process they let you know they’re not interested in the business, share the products and ask for referrals.

Warm Market (prior contact):

“(Name), our company was just purchased by Royal Numico, which is one of the largest Nutritional Companies in the world, and we now have our own personal internet-based business model. They’ve also changed the amount of money they’re paying out and it’s incredible! Do you have five minutes right now?” (If yes, Three-way them into one of the taped overview calls.)

Cold Market:

We suggest that you focus only on the warm market until you have exhausted your ENTIRE WARM LIST AND ALL OF THEIR REFERRALS. Remember the cold market is cold! If you find yourself in a position of having to work the cold market use the basic information in the warm market scripts above and make them more formal.

Long Distance Sponsoring:

Follow the scripts for prospects that are not in your local area, but substitute your website, or the mailing of a video and/or audio-tape in place of the presentation. Confirm they will review the information and schedule a phone appointment within the week to follow up.

(See www.eaglefocus.com or Your Upline For Additional Inviting Scripts)

PHASE III
e-Z SUCCESS CYCLE
(See Baseball Diamond, Page 10)

“THE GREATEST RISK IS NOT TAKING ONE”

1. **1. ___ First Base - Invite Your Candidate To Listen To A 5 Minute Overview Call**

Follow-up Phone Call After Their Review Of The Five Minute Overview Call (Schedule The Appointment!)

It is **always** best to **three-way** your prospect directly into the overview call. Never give them the number and have them call on their own because you want to be on the phone with them at the end of the call to set the appointment for the next step. If, however, that is not possible the following script should be used after their scheduled time to review it.

After the call say “well _____, **OBVIOUSLY** Rexall and Unicity are on to something important here and it is going to be huge... tell me, does this sound like something you would like to learn more about?”

2) **If they are:**

- a. **Positive** - *(Script 1)* "Great, let's get together. I'd really value your feedback."
"What's good for you this week?" (Schedule a or Business or Product Event, one on one, or two on one.)
- b. **Unsure** – Immediately three-way them into one of your business partners.
(Script 2) "Let's take five minutes and talk to somebody I know that was just like you, and they're doing great! What would be a good time?"
(Remember, your goal is to get a “firm commitment”!)
- c. **Negative** - *(Script 3)* "(Name), thanks for your time. Do you know anyone who might be interested; or who's had cancer, heart disease, or other health problems, and would benefit from these great products?"

*** If they will not meet, but are still interested:** (See Page 10 2b.)

2. Second Base - The Presentation Appointment

Share The Business/Product Via A Business/Product Event (video), One on One, Two on One, or Your Personal Web Site (Only use the web presentation when you are with your prospect)

* See Special Interest Business/Product Event www.eaglefocus.com or see your sponsor.

(Script after one of the above is shared)

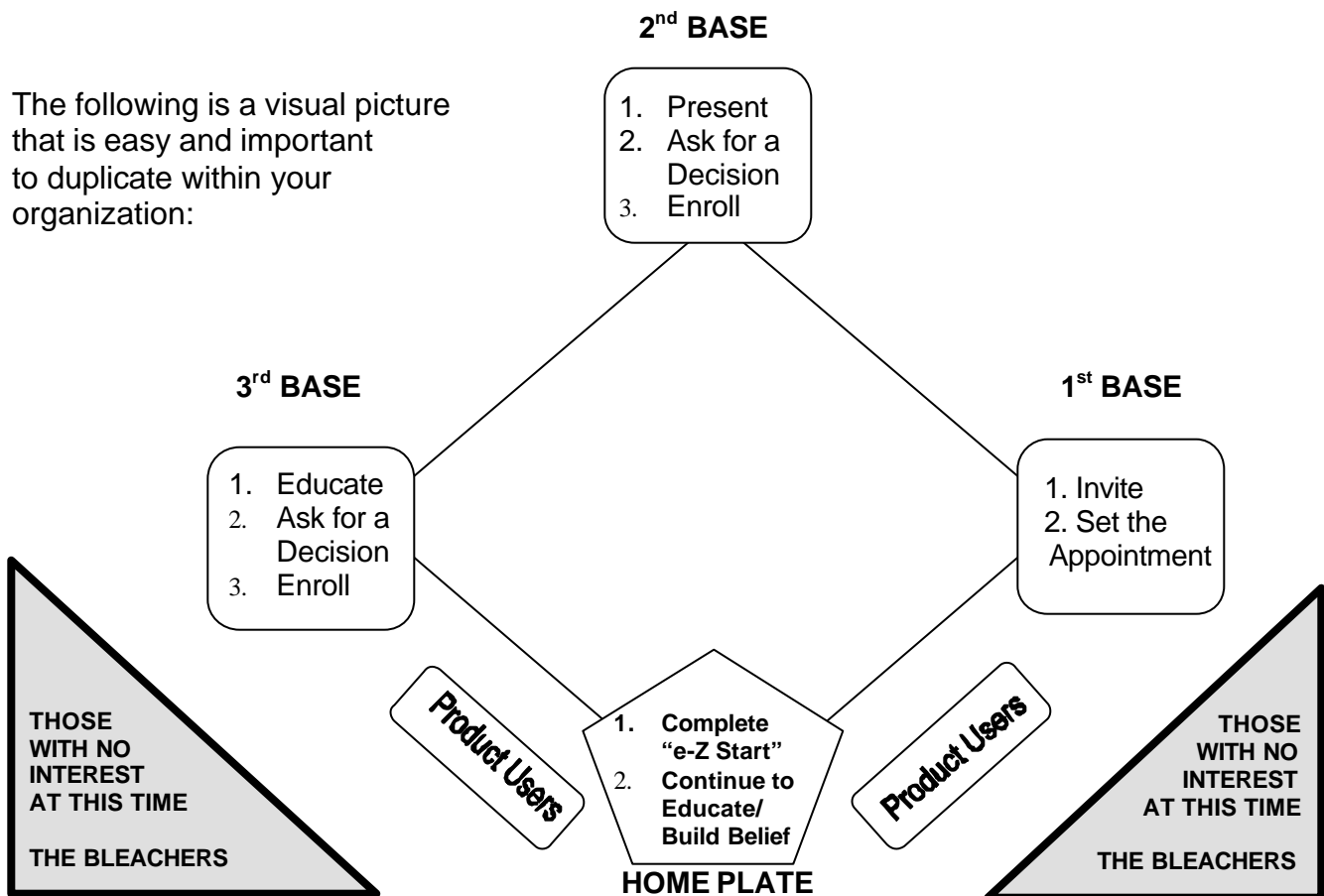
"(Name), would you like to know how I got started?"

If they are:

- a. **Positive** - *(Script)* "Great. Let me show you our e-Z Start Program."
(Introduce them to "e-Z Start Program" Introduction and Phase I.)
- b. **Third Base - Unsure** - Utilize "belief building" tools such as an overview call, video, your personal website, or an audio (*whichever they have not reviewed*); or invite them to a weekly meeting, an event, or a three-way call (*see page 9, Script 2.*) Schedule a follow-up contact time prior to them leaving.
- c. **Negative** - *(See page 9, Script 3.)*

Answer to Objections - For any objection utilize the following clarifying statement:

"(Name), (I know what you're saying and I felt the same way, but) you and I have the chance to improve our health, and possibly save lives. These are ground breaking products and a franchising opportunity with one of the largest companies of its kind in the world. We're going to use the Internet, have access to their million-dollar web site for almost nothing. What else do we need to know?"



BUSINESS

TOOLS

www.eaglefocus.com