

M O N A • V I E

GETTING STARTED

YOUR FIRST 48 HOURS
IN BUSINESS





WELCOME TO MONAVIE

THIS HANDBOOK WAS CREATED WITH THESE TRUTHS IN MIND:

- Success in *MonaVie* does not occur by chance.
- There is no luck or guesswork involved.
- There is a proven and predictable pattern of activities.
- You have the natural abilities to succeed; by refining these abilities into skills, you can be effective in the correct business building practices.

In this workbook, you will engage in a series of activities designed to allow you to borrow the skills of others as you develop the skills in yourself.

By following the steps in this workbook, your business can become profitable quickly—much more quickly than the standard, traditional business model, which requires years to become profitable.

For the select few who choose to take these steps to the top, the personal and financial rewards are potentially breathtaking.

STAIRWAY TO
SUCCESS

STEP 1 Enroll in MonaVie.

Go to www.monavie.com and click “enroll.” You’ll need your sponsor’s distributor ID number.

STEP 2 Place your initial MonaVie order.*

MonaVie’s success strategy is six or three. Placing an order for six cases, which is twenty-four bottles, will supply enough product for you to experience the remarkable results of the product yourself, as well as give you a sufficient supply to share with others for the business-building activities you’ll complete in this workbook.

If your circumstances dictate an order of three cases, recognize that you’ll need to reorder fairly quickly. Please be aware that those who join you in this business will do what you have done, expecting success. So if it is appropriate for you, it is recommended that your initial order be placed for six cases of MonaVie.

*Product purchase not required to become a MonaVie distributor.

STEP 3 Complete your AutoShip enrollment.

This service allows your business to flow smoothly by consistently providing the product your business requires, while greatly cutting down on the time spent on administrative tasks. To create a successful business strategy, you will need a monthly AutoShip order of 2–4 cases.

STEP 4 Visit MonaVie.com for tools and training support.*

Place an order for *The Invitation*, *The Evolution of Network Marketing*, and *Home Business Review/Tasting Party*. You can find these MonaVie sales tools in your Virtual Office.

* Purchase of tools is not required to be a MonaVie distributor.

STEP 5 **Build your belief.**

MonaVie's leadership has had incredible success. You can share in these results with four key beliefs.

- Network marketing has many advantages over conventional business.
- MonaVie is an excellent company with a superior product.
- MonaVie offers an experienced and effective leadership team.
- You can succeed when you apply the MonaVie business system.

You can build belief in each of these areas when you have the key information. Here's where to get it:

- **Network marketing**
Review *The Evolution of Network Marketing*
- **MonaVie, the company**
Review the MonaVie Distributor Kit, corporate websites, and Black Diamond documentaries.
- **MonaVie, the product**
Review corporate documents on the product and all product training on your country-specific website at www.monavie.com.

YOU CAN SUCCEED WHEN YOU APPLY THE MONAVIE BUSINESS SYSTEM

STEP 6 Your initial candidate list.

This is a crucial step. Don't skip it and don't do it halfheartedly. Simply write down the name of every single person you know without prejudging them. That means don't skip a name because "she's not the sales type," "he makes too much money," "he'd never be interested in this," or "I don't have the courage to talk to her." Simply write down the name of every person you know.

On your list, there could be one or two people with the potential to reach the rank of Diamond and numerous potential Stars and distributors. There are also likely to be 20 or 30 people who are not looking for a business opportunity at the moment, but who will want to use the products as a preferred customer. We don't know who's who and it's almost never who you think it is.

Begin with the memory jogger list, then look through the business cards you've collected. Go through your address book and your holiday card list. Finally, skim through the business telephone directory and scan the list of occupations as a reminder. Start with accountants, barbers, and contractors, and go to x-ray technicians and zoologists.

Don't make the classic mistake of thinking of the five or six people you think will be interested and stopping there. You will certainly be disappointed. Make sure you write down at least 100 names.

There's a memory jogger exercise and space to write down the names beginning on page 12. Turn there now and get started.

MONAVIE CAN HELP YOU ACHIEVE YOUR GOALS

STEP 7 Learn how to invite.

Review *The Invitation* every day for the next 30 days. Rehearse!

STEP 8 Build your business through Home Business Reviews/Tasting Parties.

This practice combines the best results of low-pressure business environments, casual and social atmospheres, and personal testimonials.

Establish dates for your first two home tasting parties. Listen to *Home Business Review/Tasting Party*.

Tasting Party #1 _____ Tasting Party #2 _____

For a handy tasting party checklist, please turn to page 17.

STEP 9 Understand the purpose and value of each tool in the Business Building Kit.

For face-to-face contacts, use *Your First Look*.

STEP 10 Put Steps 7–9 into action!

Utilize the scripts and tools to conduct your first two tasting parties. Use the *HBR/Tasting Party* DVD along with the *Momentum* DVD (available at www.monavie.com).

Note: if you ordered three cases of product initially, you'll want to reorder now to have enough for your tasting parties.



CONGRATULATIONS!

These 10 steps have taken you through the getting started process. You've reached a landing on your stairway to success. Take a look back and see how far you've climbed.

The MonaVie success system is designed to allow you to borrow the skills of others while you are refining your own. You have begun to do so by using the tools and participating in the process as outlined in this workbook.

Each time you engage in any of the activities outlined in this workbook, either for yourself or as a guide for your new team member, you begin to develop "network marketing muscles." These are muscles you will need for the steps ahead.

The Next Steps?

Phase two of your training begins with the *Staying Started* manual. The following sections are your candidate list worksheets and tasting party checklist.

WORKSHEETS

THE GREAT THING ABOUT YOUR BUSINESS IS THE PEOPLE IN IT

CANDIDATE MEMORY JOGGER

People you pay regularly:

Make a list of the people you pay on a regular basis, such as every week or every month. For starters, list your grocer, service station owner, dry cleaner, hairstylist, personal trainer, etc.

People you pay occasionally:

This list might include your pharmacist, plumber, decorator, clothing store clerk, furniture dealer, carpet cleaner, etc.

Professional people:

Think of the professional people you deal with frequently, such as doctors, attorneys, dentists, clergy, teachers, etc.

Organizations you belong to:

What about the church, temple, or synagogue you go to, the clubs you belong to, and the association meetings you attend?

Friends, neighbors, and relatives:

This is a huge list, probably numbering at least 100 by itself.

School classmates:

What about the people you went to school with? Don't forget any continuing education, trade schools, or professional schools you may have attended. With the Internet, all these contacts are now just a click away.

Previous jobs:

From your last job, you have a circle of friends and acquaintances with whom you used to work. Also, you must know people whom you used to think of as competitors or who were in a competing business at the time.

Recreation:

Do you play golf or tennis, swim or play softball? Are you in a fantasy league? Think of the people you enjoy these activities with.

Military:

If you served in the armed forces, think of the men and women you worked with there. You probably have a strong bond with many of these people.

Business cards:

Go through that collection of business cards you've been gathering in your desk or junk drawer.

CANDIDATE LIST

1 _____	11 _____
2 _____	12 _____
3 _____	13 _____
4 _____	14 _____
5 _____	15 _____
6 _____	16 _____
7 _____	17 _____
8 _____	18 _____
9 _____	19 _____
10 _____	20 _____

CANDIDATE LIST (CONTINUED)

21	43
22	44
23	45
24	46
25	47
26	48
27	49
28	50
29	51
30	52
31	53
32	54
33	55
34	56
35	57
36	58
37	59
38	60
39	61
40	62
41	63
42	64

CANDIDATE MEMORY JOGGER

WHO DO YOU KNOW...

who looks like a celebrity?
who just quit smoking?
who just moved away?
in politics?
who you met on a plane?
who flies planes?
in radio/TV?
who needs extra money?
at the gym?

WHO ARE YOUR...

parents?
grandparents?
sisters/brothers?
aunts/uncles?
cousins?

WHO...

lives next door?
lives down the block?
lives across the street?
lives upstairs/downstairs?
teaches your children?
was your best man/usher?
was your maid of honor/bridesmaid?
are your babysitter's parents?

WHO IS YOUR...

mail carrier?
newspaper carrier?
dentist?
minister/rabbi/priest?
florist?
lawyer?
accountant?
insurance agent?
pharmacist?
chiropractor?
veterinarian?
favorite waiter/waitress?
butcher?
baker?

bank officer?
printer?
travel agent?
hairstylist?
photographer?
pest exterminator?
dry cleaner?
mechanic?
landlord?
grocer?
carpet cleaner?

WHO SOLD YOU YOUR...

home?
computer?
carpet?
car?
tires?
TV/stereo?
wedding rings?
glasses/contact lenses?
vacuum?
boat?
camper?
furniture?
air conditioner?
appliances?

WHO...

did you go to school with?
used to be your teachers/professors?
is your old boss?
went with you to the beach?
owns a restaurant?
installed your appliances?
is the president of the PTA?
is in the local Chamber of Commerce?
goes to church with you?
watched the World Cup with you?
is a policeman?
is in the military?
is an actor?

CANDIDATE LIST (CONTINUED)

65	87
66	88
67	89
68	90
69	91
70	92
71	93
72	94
73	95
74	96
75	97
76	98
77	99
78	100
79	101
80	102
81	103
82	104
83	105
84	106
85	107
86	108

HOME BUSINESS REVIEW/ TASTING PARTY

TASTING PARTY 1

WHO IS INVITED?

1 _____	11 _____
2 _____	12 _____
3 _____	13 _____
4 _____	14 _____
5 _____	15 _____
6 _____	16 _____
7 _____	17 _____
8 _____	18 _____
9 _____	19 _____
10 _____	20 _____

CHECKLIST

- Overbook by 100%
- Method of invitation
- Confirmation
- Start time
- Home readiness
 - Offer refreshments
 - Provide music
 - Eliminate distractions (children, pets, telephones, etc.)
 - Verify presentation tools function
 - Prepare product samples
- Event beginning (schedule breaks and time to sample products)
- Support tools on hand
- Prepare conclusion of event
- Schedule next tasting party

TASTING PARTY 2

WHO IS INVITED?

1 _____	11 _____
2 _____	12 _____
3 _____	13 _____
4 _____	14 _____
5 _____	15 _____
6 _____	16 _____
7 _____	17 _____
8 _____	18 _____
9 _____	19 _____
10 _____	20 _____

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MONA·VIE

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