

1. It Starts with You

The purpose of this training is to get you started with a solid foundation.

Getting people started effectively is the single most important skill you can develop. If you learn to start your partners well, your business will soar.

Getting started is like a diet. Will you stay on a diet for 90 days if you haven't lost a single pound? Not likely! People need to get results quickly — to get some “points on the board.”

That's the purpose of this Getting Started Training: to help you realize some reasonable economic results quickly, and help your partners do the same thing.

What Is Your COMPELLING “WHY”?

What are **your** reasons for building a XanGo business?

You're busy. Everyone is. The last thing in the world anyone needs is something else to do. *Everyone's* plate is full already!

If you're going to devote significant time and effort to this project, you need to have **very clear reasons** — *your* reasons. Real, personal and *compelling* reasons.

Everyone has good days and bad, up days and down. A strong **compelling “why”** will give you the discipline to put in consistent, long-term effort — and that's what it takes to build anything of value, whether it's a marriage, a friendship, your health, or a successful business.

Your **compelling “why”** is what will carry you through to your goals. Any time you face frustration, **go back to your why**.

What Are Your INCOME GOALS?

How much monthly income would you like your XanGo business to be producing one year from now?

Monthly: \$ _____

- Count on first six months as building a foundation.
- You can receive 5 checks per month:
 - The **weekly** checks are based on **recruiting** (your and your first-level partners')
 - The **monthly** checks are your **long-term residual**, based on group's **ADP volume**.
- How many hours per week are you able to commit to getting there?
- What do you see as your strengths?
- Your background? Skills? Resources?

2. The Core of Your Business

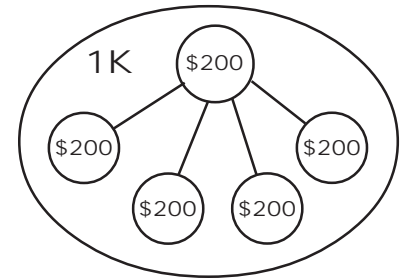
The key to success in this business is **duplication**.

- This is not a SALES business, it is a DUPLICATION business.
We are building a **network of distributors** who are actively building networks.
The key to a successful network is finding 4 to 5 key business partners who advance in the compensation plan from 1K to 5K to 20K and so on.
- What is it you want to duplicate? **Going 1K**.

Going 1K is the first step on the XanGo compensation ladder.

Going 1K is the foundation of growing your business.

- Once you go 1K yourself, your job is to help others to go 1K.
- How? By starting each new person you sponsor properly.
- How? By training each person with this exact training we're doing right now. Print it and follow it.



Going 1K is the core of the business.

Going 1K IS the business.

- After you go 1K, you become a 1K factory.
- All other titles — 5K, 20K, Premier and beyond — are built out of 1Ks

What is 1K?

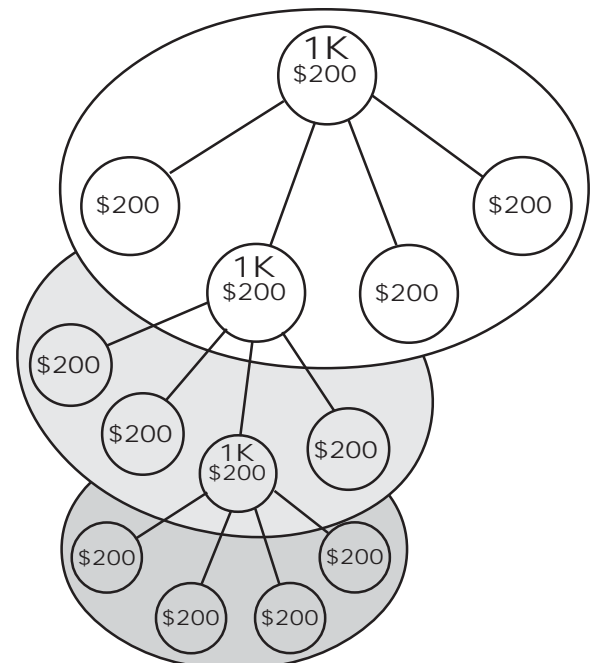
- Technical definition:
 - a) at least **3 people** on autoship (ADP), *plus*
 - b) at least **\$1000** in volume.
- Here's how we do that: **4 partners** each on **2-case ADP**.
- Step One is to get **yourself** on a 2-case ADP, otherwise you don't duplicate. Duplication is not a "system," but rather a *concrete series of actions* — in this case, getting on a **2-case ADP** and **going 1K**.

After this training, your very next step is to go 1K.

- Some people go 1K in 24 hours.
- Some go 1K within one week.
- Going 1K within your first month is important to get your business launched.
- People will duplicate what you do and the speed at which you do it.

By What Date Do You Plan to Go 1K?

Date: _____



3. Duplicating Your Business

You need four partners, each on two-case autoship.

- 80/20 rule says you may need to sponsor 20 to end up with 4 solid partners
- Don't be disappointed if you sponsor 10, and only 2 or 3 are working.
- We *expect* that ... it's built into our numbers.

Where will we find these partners?

- **Warm Market:** *Friends, neighbors, relatives, business acquaintances, anyone you know.*
- **Extended Warm Market:** *Referrals, your prospect's warm market, your bank manager, tellers, clerks at local markets, tax preparers, health professionals, marketers, etc.*
- **Cold Market:** *Leads from lead generation, advertising, shows, activities, events.*

Who are you looking for?

Success is not a matter of how many you sponsor. It's the **quality** of people you sponsor that matters! Stay away from people who criticize, complain or are constantly negative.

Be Selective. The **less time** you have available, the **more selective** you need to be.

Five qualities to look for:

1. People who are **warm, open, friendly and easy to talk to**. They have good people skills and communication skills. Others who know them, like them and trust them.
2. People who are **coachable**. Everyone needs a coach. Anyone at the top of his or her game has a coach, whether in music, voice, sports, or business. (Tiger Woods has a coach!)
3. People who are **reliable**. They do what they say, are impeccable with their word. Won't waste your time, won't create frustration!
4. People with **credibility and influence**. They can sponsor 20 to 25 people just because of who they are. E.g., doctors, chiropractors, dentists, accountants, teachers, and coaches.
5. People who are **industrious**. People who want more in their lives and are not afraid to **work for it!** Who wants more money, freedom or time with their family? Who's working a full-time job while going to school nights trying to better themselves? Who had a paper route as a kid? Baby-sat for extra money? Working two jobs? Who's making \$100, 200, 300 K per year but staying up nights trying to figure out how to double it? Who's making good money now but doesn't have a life? Who wants to double their income, but work half the hours?

Give three or four examples of people you know whom you'd put on this list, and why:

Name:	Why:
_____	_____
Name:	Why:
_____	_____
Name:	Why:
_____	_____
Name:	Why:
_____	_____

4. Putting It Into Action

There are two kinds of actions in your business:

- 1) **business-building actions**;
- 2) **support actions**, which includes training.

Both are valuable, but actions in the first category are the **only ones that will actually build your business**. Training, coaching, studying, self-development and getting organized are all important, **but none of them puts a dollar of volume into your organization**.

The key to staying productive is to make sure you spend the bulk of your available time in **true business-building actions**. What are these actions? They are: **sharing the opportunity, sharing the product, or following up**. That's the whole cake. The rest is icing.

Share the Opportunity • Share the Product • Follow Up

Business-Building Actions

- Order your CDs and DVDs. Choose 1 Business Presentation CD and 1 Product CD your upline recommends and order at least 50 of each.
- Make a list of your top 20 people and send your list to your sponsor by email.
- Get CDs and/or DVDs out to the people on your list.
- Follow up with the people on your list with your sponsor or other upline on three-way calls.
- Sign up and establish 3 to 5 business partners and **Go 1K!**

Getting New Distributors Started

- Get them enrolled and on ADP. (A 2-case initial order and 2-case ADP are recommended for anyone pursuing XanGo as a business.)
- Conduct a "Getting Started Training" with them.
- Make sure they've ordered their CDs and DVDs.
- Make sure they've sent out their 20 CDs and/or DVDs.
- Make sure they're following up, using three-way calls with their upline.
- Help them **Go 1K**.

Training & Resources

- **Our training web site: www.GoTeamTrainers.com**. Our site contains archived calls and audio training files to help you and your people start and build your business.
- **Monday night training calls**. Each Monday at 8:30 p.m. (Eastern). Each week covers a different subject to help you build your business. These are the most important calls.
- **Tuesday night "Getting Started" calls**. Each Tuesday at 8 p.m. (Eastern) a different trainer walks a new rep through this training. We recommend listening in at least 2 or 3 times to let the information sink in.
- **Recommended Training CDs: "Key to the Vault" w/ Bob Schmidt, Vols. 1 & 2; and "How to Build Your Network Marketing Business" w/ Jim Rohn.**
- **Generic CD/DVD on Network Marketing: "Business Is Booming"** is an excellent presentation on the industry and the potential for growth.
- **Recommended DVDs: "Exploration" (product) and "Expansion" (company)**, both available directly from XanGo.
- **"The Whole Experience,"** a visual presentation booklet available from XanGo, is excellent.
- **Get connected to the team e-mail list:** To opt in, send a blank e-mail to mastermindsteam@getresponse.com.