

How to Get to Platinum - This month

1. ***Make a decision - 90% is deciding to do it.
Write it down on paper right now!!***

Your Name _____
Upline Platinum _____

Why are you doing the Business - what's your biggest WHY?

- 1.
- 2.
- 3.

Are you willing to make this a high priority? _____ (yes)

Are you Coachable? _____ (yes)

Are you willing to work with your upline Team? _____ (yes)

*I am a Platinum Director as of _____ (ex: Day, Month Date, 2000)
I am committed to working day & night - right through the last day of the month to make it happen.*

2. ***Lead by Example***

Work with your upline Platinums - tell them you need their help and you're serious about getting to Platinum

Master the Basics - Practice by just doing it.

Do: Custom Leadership with Advanced Advertising. Then: Invite, Present & 3-way. Start with Inviting - Invite, Invite

Create Your Own Great Story - Your story is your story - this month, next month, 1 yr. from now, 5 yrs. from now, why not make it a Great Story!! Getting to Platinum is a 3 part story: your story for you to build your business, for your downline to use to build their business and for your upline to use to build your downline 2 - 10 levels deep. The better the story, the better it is for you, your downline and your upline to help you build your business easier and faster.

3. ***Action Plan***

Contacts: How many new people will you contact per day? _____

Presentations: How many TrainingXchange videos will you show or give out to your contacts per day? _____

3-way calls: How many 3-wayXchanges (3-way calls) will you do per day? _____

1. How many in your group this month want to be: Silvers _____ and Platinums _____

2. Draw a picture of what you're group will look like by the end of the month. Fax to your upline Platinums & Diamonds so they can help you achieve your goals faster.

3. Stay connected. Talk every day for 60 days with your upline Platinums & Diamonds to help you build your business easier and faster.

Fast Track to Platinum Checklist

- ___ Step 1: Get your Business Starter Kit
- ___ Step 2: Complete New Marketer Start-up Checklist
- ___ Step 3: Get Trained at Saturday TrainingXchange
Submit TVXchange LOI and Drive Time LOI
- ___ Step 4: **Order your Custom Leadership with Advanced Advertising**
- ___ Step 5: Make your list of people you know
Introduce yourself to at least 6 upline Success Team Platinums & Diamonds **and work with your upline every day for 60 days**
- ___ Step 6: Draw out your Map: use “Platinum Worksheet” to get to Platinum
- ___ Step 7: Complete “Get to Platinum – This Month!”
- ___ Step 8: INVITE, INVITE, INVITE. Become a Master Inviter
- ___ Step 9: Present using the TrainingXchange Presentation Video and set appt. for 3-way follow up
- ___ Step 10: Do 3-Way Calls with your upline Success Team
- ___ Step 11: Complete “Prepare for Success” Training and take your Priva Test and Fit Test
- ___ Step 12: Duplicate Success. Follow the proven system, Lead by example and Be Coachable.

Objective

Step 1: Get your Business Starter Kit

Step 2: Call Ideal Health with your sponsor to set up your membership

Step 3: Get trained

Step 4: Order your Custom Leadership Program

What you need to do

- ___ Meet with your Sponsor to purchase your **Business Starter Kit** in person or over the phone and receive your New Marketer Start-up Checklist. (Document #121)
- ___ Complete your **New Marketer Start-up Checklist**.
- ___ Set up membership
- ___ Enroll on to the Communications Package. (MessageXchange, WebXchange & Drive Time Series).
- ___ Order PrivaTest and FitTest
- ___ Set time to get trained...I P 3—Inviting, Presenting, 3-way calling
- ___ Watch TrainingXchange Presentation video within 24-48 hours **and attend Saturday TrainingXchange right away.**
- ___ **Submit your LOI's** (Letter of Intent) for TVXchange and Drive Time Series Bonus. (Document #145)
- ___ Attend all Saturday TrainingXchanges weekly, speak with upline success team every day for 60 days.
- ___ 3-Way call to the company with your upline Diamond/Platinum to create your CG (Customer Gathering) account, order Customized Leadership with Advanced Advertising. **Order 20-30 Integrated Income Strategies 2001, 10-15 TrainingXchange Presentation Videos, and 5-10 TV Integrated Income Strategy TV Show videos** (for your contacts and to have ready for your new Marketers when they get started in the business.)

A Proven Success System

Step 5:

Set your Business up for Success

- ___ **Make your list** of the people you know using the Memory Jogger System in Planning for Success.
- ___ Identify the **top 25 people** on your list and fax to your upline to decide how best to share information ... Flip Chart, Integrated Income Strategies 2001 Video, TV Show, MeetingXchange, In-home or Sunday night ConferenceXchange.
- ___ **Call your upline every day for the next 60 days** to shorten your learning curve and save you time.
- ___ Order 3-way calling from your phone company.

Step 6:

Creating your Story & How to get to Platinum

- ___ **Create a terrific story for yourself.** This is a business of stories – listening, telling and creating. Make your story a **great story – for you, your downline and your upline (Your Success Team) to use** – to help you build your business easier and faster.
- ___ Have upline explain Platinum requirements: 3 Marketers
6500 MAP – Compressed 3 levels
3 Silver legs

Step 7:

Declare your intention, develop an Action Plan and draw a map to get to Platinum

- ___ Use the **“Platinum Worksheet” to draw your map** of how your organization will look by the end of the month.
- ___ **Complete “How to Get to Platinum – This Month”** with your upline by writing your goals, your declaration, an Action Plan; and **fax upline**.
- ___ **Be coachable.** Those who are the most open-minded to direction and feedback are better able to mentor, coach and assist their group to create success faster.

Step 7 (cont'd):

Declare your intention, develop an Action Plan and draw a map to get to Platinum

___ Ask your upline for help if you have any questions.

___ **Fax your map and goals to your upline Diamonds and Platinums.**

Tip: Writing down your goals, map and action plan is the most effective way to tap into your subconscious mind to create the actions necessary for you to reach your goals.

Step 8:

Become a Master Inviter

[THE MOST IMPORTANT STEP!]

INVITE ...

INVITE ...

INVITE ...

Step 9:

Present using the InfoXchange System and the

___ **INVITING: Focus on inviting and setting appointments only.**

___ Role-play using the inviting script with your upline—Launching Your Business. (Document #147)

___ Practice, practice, practice.

___ **Lead with the presentation to get the best results.**

___ Avoid saying “vitamins,” “urine” and “network marketing.”

___ Create curiosity; be urgent and excited!

___ **Schedule a Business Launch meeting—In-home or In-office** with your upline within 5-7 days of your training.

___ **Schedule at least 2 additional In-homes** with your upline in your first 2-3 weeks.

___ **Be Excited and Urgent!** If your contact can't come to your scheduled In-home; use other tools, **Flip Chart, Integrated Income Strategies 2001 video, Sunday night ConferenceXchange or TVXchange** to get them in front of the information.

A Proven Success System

revised 10/16/01

Step 9 (cont'd):

Present using the InfoXChange System

Attend all Core City MeetingXchanges and TrainingXchanges

National Teleconference Call

Step 10: Do 3-Way calls with your upline

Step 11:

- **Present using the Flip Chart and Integrated Income Strategies 2001 Video** (Start meeting with Economic Opportunity Cover Page, pg. 2, and pg. 4...show Integrated Income 2001 video and end meeting with pages 13,14 & 15.)
- **After the Presentation** for those who haven't yet made a decision, give your contacts information to take home with them – 2-page Company Overview with **TrainingXchange Video or Integrated Income Strategies 2001 Video**. Along with an audio: Dr. Bezzoza's audio – Has the Fringe Become the Cutting Edge **or** Todd Stanwood's audio – Checkmate.
Tip: Less is More. Too much information makes it more difficult to do your 3-Way Call follow-throughs the next day.
- **Attend all Core City** Thursday MeetingXchanges at 7:30 PM every week and TrainingXchanges every Saturday morning at 9:00 AM – 12:00 PM.
- If you do not live within 45 min-1 hour of a Core City, create a Core City where you live. Ask your upline for details.
- Check the Core City schedule each month to invite nationally. (FaxXchange Documents #431 for current month & #429 for upcoming events)
- Use weekly ConferenceXchange call to sift prospects. (Sunday evening, 9:00pmET, 1-800-820-5847)
- **Schedule follow up calls within 24 - 48 hours** of your presentations with your prospects and then find an upline Platinum/Diamond immediately to help you with the call.
- **Starting your 3-Way Call:** call your upline first, give some brief information about your prospect, **then** call your prospect. Introduce your upline using the 3-Way Calling Script (Document #127) and let your upline take over while you remain silent.
- **Using 3-way calls** helps to validate, show support and assist your prospects in making a decision.

A Proven Success System

revised 10/16/01

Achieving Success

Step 12: Duplicate Success

Commit to following this proven success system. Commit to the process and the results will come.

Lead by example. Be coachable and do whatever it takes to make it happen – your Success Team will help you every step of the way.

- Complete your *Preparing for Success* Training.
- Take your PrivaTest and FitTest as soon as they arrive in the mail.

- Use all the Ideal Health products.**
- Use MessageXchange every day.**
- Work several levels deep to find “Hot Molecules” and the most excited people.
- Work with your upline Platins & Diamonds every day** for best results and to save you time.
- Introduce new Marketers to their upline support team – Your Success Team.
- Help others to be successful first.** Duplicate and help others achieve their goals; you get to achieve yours.
- Duplicate and help others get to Platinum.

Grow your business easier and faster by following a simple, proven success system.
The simpler it is to do, the more it will be duplicated.

Success comes to those who make things happen!

Benefits:

- Additional profits to pay you to service the increase in Direct Mail purchases.
- You make more money.
- Helps your new Marketers to realize their success faster and pays you to support them in their efforts.
- Increases Silver, Platinum and Diamond growth.
- Faster reimbursement for your “out of pocket” expenses.
- Expands Direct Mail Campaign.

Special Notes:

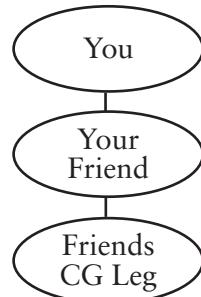
If you do not qualify for the Retail Sharing Profits (i.e. Silver, Platinum or Diamond) the Retail Sharing Profits will automatically roll-up to the next qualified Marketer.

Direct MailXchange Retail Sharing Profits are paid according to the pin level achieved in the current month (i.e. if you achieve Silver and qualify for Silver Retail Sharing Profits in February, you will be paid \$200 on each DMX your new Marketers purchased in February).

Direct MailXchange™ Retail Sharing Profits Program

Ideal Health®
The Custom Health Company™

Silver Retail Sharing Profits Programs



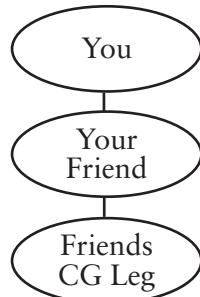
Simple Explanation:

Example: You enroll your friend. You become Silver and purchase a DMX in that month or in a prior month. Your friend purchases DMX in his Customer Gathering (CG) Leg. You earn the \$200 Retail Sharing Profit.

Simple Definition:

Silver Retail Sharing Profits are paid, when applicable, for the month you achieve Silver Director and purchase a Direct MailXchange product in your CG Leg in the qualifying month or any prior month. See Special Notes.

Platinum Retail Sharing Profits Program



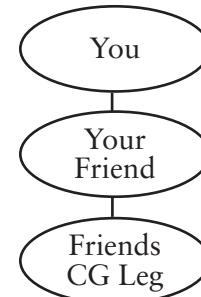
Simple Explanation:

Example: You enroll your friend. You become Platinum for the second consecutive month and purchase a DMX in that month or in a prior month. Your friend purchases DMX in his Customer Gathering (CG) Leg. You now earn as a Platinum* the \$200 Retail Sharing Profit and the \$50 Platinum Retail Sharing Profit for a total of \$250.

Simple Definition:

*Platinum Retail Sharing Profits are paid, when applicable, for the second consecutive month you qualify as a Platinum. Additionally, you must purchase a Direct MailXchange product in your CG Leg in this month or any prior month. See Special Notes.

Diamond Retail Sharing Profits Program



Simple Explanation:

Example: You enroll your friend. You become a Diamond for the second consecutive month and purchase a DMX in that month or in a prior month. Your friend purchases DMX in his Customer Gathering (CG) Leg in your non-Platinum group. You now earn as a Diamond* the \$200 Silver Retail Sharing Profit and the \$50 Platinum Retail Sharing Profit and the \$25 Diamond Retail Sharing Profit for a total of \$275.

Simple Definition:

*Diamond Retail Sharing Profits are paid, when applicable, for the second consecutive month you qualify as a Diamond. Additionally, you must purchase a Direct MailXchange product in your CG Leg in this month or any prior month. See Special Notes.