

Next Steps—30 Day Review

Congratulations on completing your first thirty days! Hopefully, you've hit your 30-day goal. If so, this 30-day review will help you leverage that effort into residual income. If not, that's okay! You can begin to get your business back on track right here.

Network marketing can be a remarkable way to earn a living. Master the simple activity of inviting others and you can achieve in a few years what most people take decades to accomplish. Learn to invite people in an enthusiastic and warm manner, and you can:

- ☑ Earn a large residual income
- ☑ Control your own schedule
- ☑ Enjoy substantial tax savings
- ☑ Grow personally and professionally
- ☑ Positively impact the lives of hundreds, even thousands of people

Providing positive benefits to people you care about is very rewarding. First of all, there are the health improvements—spectacularly positive changes are not uncommon.

You will also help a lot of people get their products for free or supplement their income with a few hundred dollars per week. These modest amounts can make a big difference for people: funding an education, avoiding a bankruptcy, supplementing retirement, or making a car payment.

As you continue to develop your business, you will become part of a committed team of people who are dedicated to having a positive impact—and who are typically making four figures per month. Most of these people are working to join the ranks of the serious income earners—those who are making a strong five figures, or more, on an ongoing monthly basis.

These top leaders are a surprisingly diverse group of people with a wide variety of gifts and approaches—including remarkable lifestyles as entrepreneurs, world adventurers and philanthropists. You will be surprised at how readily accessible most of them are—they are available to answer your questions and offer support. Congratulations again on taking your first steps towards joining them.

The following pages will provide you with a blueprint as you transition from your first thirty days into a sustainable pace of steady growth over the long term.

Here are your next steps:

MEET WITH YOUR SPONSOR

Once you complete your first 30 days, there will be an opportunity to evaluate your progress with your sponsor. Part of our business system is to meet at this time to get you launched on the next phase of your business. At this meeting, we will track results with you and go over what worked and what didn't work. We will also be introducing you to some new tools and training materials.

COMPLETE THE ONLINE SURVEY

Please go to <http://teamcrown.net/survey> and fill out the Online Survey. Thank you for keeping track of your progress and sharing that information with us, using the records you have kept. This will serve two essential purposes:

- 1) Filling out the survey will provide important information for you and your upline sponsor. It will also help guide the next stage of your business development.
- 2) We will have the benefit of your feedback in our continuing efforts to improve LF tools and systems. Your input will allow us to make sure our work is on target. We are committed to providing the support you need to create a simple business that delivers results.

Your survey responses will not be shared with any other organization or for any other purpose, unless we have your specific permission to do so.

ESTABLISH TEN CORE COMMITMENTS

The Ten Core Commitments are the action plan for creating a large residual income—they are the proven path to producing big results. While you don't necessarily need these practices in your first 30 days, now is a great time to implement them in your business and daily work flow.

—Team Crown

The alliance of top Life Force leaders, formed to provide high level support to new members—like you!

Building Confidence

One of the keys to your continuing success is maintaining faith and confidence in what you are doing. This is what will sustain you through the inevitable ups and downs that come with any business enterprise.

Complete the exercises on the next two pages before meeting with your sponsor to celebrate your first 30 days.

The following paragraphs describe six areas of belief that are vital for accomplishing exceptional results with Life Force. As you read them consider your own level of knowledge and confidence in each area.

Please rank each area where 0 = no belief in this area and 10 = completely convinced in this area.

The purpose of this exercise is not to suggest that anything is wrong if you have a low level of awareness or belief in a given area. That is inevitable if you are relatively new to referral marketing and/or Life Force. The objective is to identify those areas where additional knowledge and understanding would be most helpful—and to develop a plan for getting that information to you.

1) OUR PRODUCTS

You have unshakable belief in the Life Force products. You know in your heart that there is a universal need for the nutrition they provide. You are convinced that they are among the very best wellness products available and are an excellent value for the money. You understand what is unique about Life Force products and have solid experience using them to improve your own health.

2) OUR COMPANY

You are inspired by the history of how Life Force began. You trust the Hillman family and their integrity. You have solid confidence in all aspects of Life Force International—management, finance, manufacturing, marketing, customer service and support. You understand that the company is solid financially and approve of their business practices. You are convinced that LFI compares favorably with similar companies.

3) THE COMPENSATION PLAN

You believe in the LFI compensation plan. This may not include knowing every detail—it does mean knowing the basic differences between the Life Force plan and a standard MLM plan. You know what a compressed unilevel plan is and why this is such a positive. You are familiar with the ways in which our plan is strikingly more generous to the Members, including part-timers. You understand the factors that make it possible for Life Force International to be this generous. You are able to describe the key elements that make our compensation

plan one of the most intelligently designed systems in the history of the industry.

4) NETWORK MARKETING

You enthusiastically endorse the network marketing economic model. You are confident when dealing with objections. You are aware of the history of referral marketing and its significant contributions to the economy. You are convinced that this a highly ethical and worthy method for earning a living. You are clear on the numerous advantages that network marketing has over other ways to earn income (including independence, substantial tax savings, and velocity of results) and can explain what the benefits of leveraged income.

5) YOUR BUSINESS TEAM/PROSPECTS

You respect and have confidence in the people who are training and supporting you. You believe that you can productively learn and grow from association with them. You trust their competence, integrity and sincere desire to support you. You have access to a training and coaching system that inspires confidence. You are familiar with the resources available to you on the local, regional and national (even international) level. You participate in crossline activities. You are part of a Core Team. You believe in your downline and your business prospects. You believe in the ability of ordinary people to create extraordinary results.

6) YOUR SELF

You believe in your own ability to be successful and are free from negative expectations or beliefs that might sabotage your success. You are relaxed when talking to people, proud of what you do and unafraid of what others may think. You expect things to go well for you in this business. You have practices in place to keep you focused and on-track. You have effective support systems for developing yourself and overcoming any stuck places. You will not be deterred. You are confident in the ultimate success of your business.

On the following page, fill in each corresponding section of the circle to match your score. When you are done, select appropriate activities that will support you in developing knowledge and confidence. Your upline sponsor will be able to offer additional suggestions when you meet. Asking other Life Force Members for useful tips is also a great idea.

If you believe you can, you probably can. If you believe you won't, you most assuredly won't. Belief is the ignition switch that gets you off the launching pad.

—Denis Waitley

- 6
- Ask mentors for help and feedback
 - Ask successful people you admire for suggestions
 - Just do it, and gain confidence that way
 - Personal growth seminars
 - Motivational tapes and books
 - Exercise, eat well and attend to your well-being
 - Performance or life coaching
 - Do a thirty day media fast
 - Create displays and vision boards
 - Spend time shadowing Life Force leaders
 - Role play with friend or coach
 - Meet new people, be a volunteer

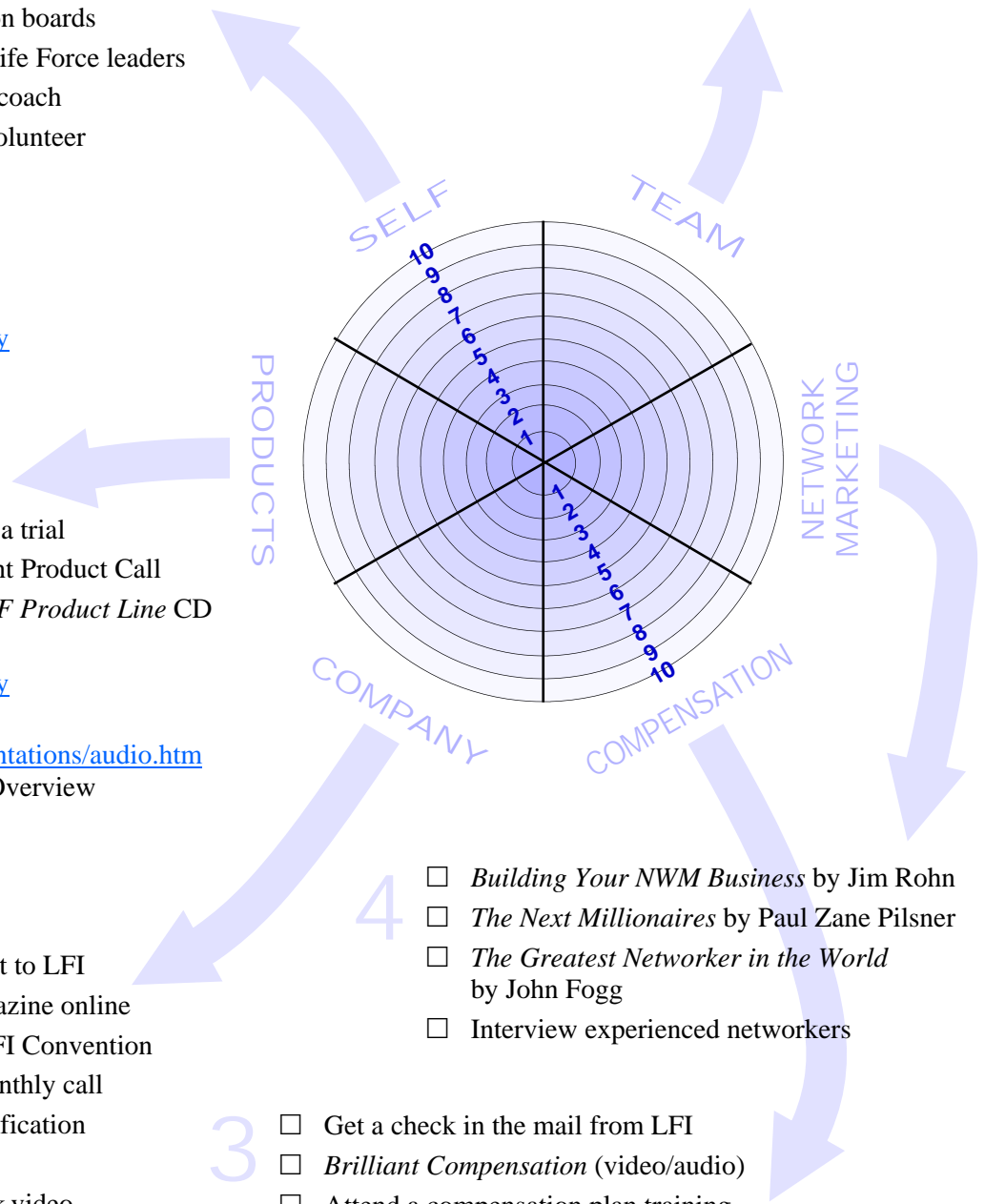
- 5
- Ask for upline support
 - Attend trainings and events
 - Interview your upline team about what experience they have, support they offer
 - Find business partners you respect and enjoy working with
 - Seek peer support (cross, up or downline)
 - Attend regional events and Convention
 - Appreciate and acknowledge your team

- 1
- Research science papers at <http://teamcrown.net/library>
 - Email questions to LifeForce@LifeForce.net
 - Try products yourself
 - Test market with friends
 - Ask nutrition experts to do a trial
 - Team Crown Tuesday Night Product Call
 - Listen to *Maximizing the LF Product Line* CD
 - Read testimonials at:
 - <http://teamcrown.net/library>
 - www.LiquidStories.com
 - <http://teamcrown.net/presentations/audio.htm>
 - 6: Christa Way—Product Overview

- 2
- Make a personal visit to LFI
 - Read Life Line Magazine online
 - Attend the annual LFI Convention
 - Listen to the LFI monthly call
 - Research GMP Certification
 - www.LifeForce.net
 - View *An Inside Look* video
 - Interview your upline about their experiences, including top leaders and LFI founder, Wayne Hillman

- 3
- Get a check in the mail from LFI
 - Brilliant Compensation* (video/audio)
 - Attend a compensation plan training
 - Ask for help comparing to other compensation plans
 - Interview LF members about their incomes
 - Investigate the potential tax savings with an accountant

- 4
- Building Your NWM Business* by Jim Rohn
 - The Next Millionaires* by Paul Zane Pilsner
 - The Greatest Networker in the World* by John Fogg
 - Interview experienced networkers



1. *Get Started Right*

Complete the *Getting Started System* booklet

Commit to going through this process with every new Member

2. *Take consistent Daily Action*

Make two exposures a day (part time)

Learn the simple three-step invitation:

- I've got something I want to show you
- It will take about 20 minutes
- You may, or may not, be interested

3. *Follow-up*

Commit to follow up with your exposures, both Customers and Members

4. *Attend all Local Events* *Attend all Conference Calls*

Build your team by creating and attending local gatherings

Use conference calls and the internet for out of town Members

Attend all upline & company conference calls

5. *Attend the International Convention* *Attend the Estes Park Event*

Focus your entire team on creating massive attendance at these outstanding annual events

6. *Build your Core Team*

Gather weekly with your committed core team to coach and support to success

7. *Recognize Advancements*

Offer immediate and personalized recognition for every advancement

8. *Practice daily Personal Development*

Twenty minutes per day

9. *Write your Business Vision*

Review it daily

10. *Commit to be here in One Year*

1—START RIGHT: LEARN THE SYSTEM

The first thing to do in order to succeed—whether you are building a business or losing weight—is to find a system that has been shown to work and duplicate it. You are already familiar with many key elements of this system, which is based on the Ten Core Commitments. Your sponsor will provide you with additional information when you meet for your 30-day review.

Just find out what successful people do, and do the same things until you get the same results.

Brian Tracey—Training and development expert

This does not mean that there is no room for creativity, because there is—it means making sure that you are being creative within an effective system, rather than outside of it. The only way to accomplish this is to focus first on mastering the system.

You've got to learn your instrument. Then, you practice, practice, practice. And then, when you finally get up there on the bandstand, forget all that and just wail.

Charlie Parker—Pioneering jazz legend

Of course the beauty of network marketing is that you are free to take whatever approach you wish. If there is a low payoff activity that you are more comfortable using, that is always an option. However, people who are serious about building a business inevitably come back around to the approaches that have been proven to work.

One way this happens is with folks who are gifted salespeople and are able to go out and quickly enroll large numbers of new people using their skills and charisma. The problem with this approach is that it is not duplicable. These folks end up doing most of the work themselves. This is not an effective way to create residual income! A duplicable system can be used by the average person to create predictable results.

The idea is to establish a standard method and culture for doing business that will continue replicating far beyond your personal involvement. This way, after a few years of diligent work, you can relax on the beach while people you may have never met or heard of are generating income for you—based on the duplicable nature of your initial efforts.

The knowledge and wisdom to accomplish this is available to you if you are open to it. The choice is yours.

Talent wins games, but teamwork and intelligence win championships.

Michael Jordan—All time basketball great



2—TAKE CONSISTENT DAILY ACTION

3—FOLLOW-UP

If you are committed to reaching your goals quickly, these practices contain the keys to the kingdom.

You cannot predict with any degree of certainty who is going to build a Life Force business with you. There is a percentage of people who will do this and a smaller percentage who will do it in an amazingly successful way. Every person you talk to increases the odds of finding one of these gems.

Be out there consistently introducing this concept to people in an excited manner. Don't try to convince people. It is their choice to make. If they see something for themselves and decide to participate, then roll up your sleeves and go to work alongside them—supporting them to get what they have said they want to achieve.

Two a Day—Ten in Play

A good rule of thumb is to shoot for two new exposures a day plus ten additional follow-up calls with people whom you have invited earlier. This works. The critical measure for successfully creating the results you want is the number of new people you are talking to.

This is the life of your business. It is also a very modest level of activity, given the rewards you can attain for this limited investment of capital and time. If you want a better team, just keep getting the story out there to new candidates and before you know it, you will be back on track. There is virtually no business problem that sponsoring a couple of excited new members won't solve.

These tools are excellent resources for managing follow-up communication with customers:

GS-08 Customer Tracking Form

GS-09 Customer Follow-Up Scripts

Available at <http://teamcrown.net/gettingstarted>

This is a great tool for managing follow-up with new Members:

30-07 Sponsor Checklist

Available at <http://teamcrown.net/30day>

Buy Business Tools

You will need prospecting tools to use for reaching out. Go to <http://teamcrown.net/tools> for recommended tools and set up an autoship. That will allow you to receive great tools at substantial discounts.

4—ATTEND ALL LOCAL EVENTS AND CONFERENCE CALLS

Listen to all conference calls and attend all local events. A searchable events calendar, including conference calls is available at www.LifeForce.net. At the top of the page, select the "OPPORTUNITY" drop-down menu and click "Events/Conference Calls."

Additional event listings are at <http://teamcrown.net/events.php>

Get the Team Crown Newsletter

Sign up for the Team Crown email news and reminder service at www.TeamCrown.net. This is the best way to stay abreast of new developments.

Get the Life Force Newsletter

Go to www.LifeForce.net—review the virtual office options and sign up for the email newsletter.

5—ATTEND ALL ANNUAL EVENTS

If you have not already done so, book the dates for the two following crucial events into your Calendar now:

Attend the Estes Park Event

The Team Crown intensive training is an annual spring tradition, produced by Life Force's most experienced and successful leaders. The name reflects the beautiful Estes Park, Colorado location where it is held, adjacent to Rocky Mountain National Park.

Go to <http://teamcrown.net/events.php> for details. Make sure to set aside the time to attend this important community-building and training event! There is no better opportunity for receiving targeted business education that you can translate into immediate results.

Attend the International Convention

Each year the company sponsors an International Convention somewhere in the US. Details are available at www.LifeForce.net. This event is essential for anyone looking to build a significant income.

The annual Convention is the most important event for you to attend. No other single activity is more likely to positively impact your quest for residual income.

Leaders never miss the Convention. A large percentage of the people who attend go on to achieve Platinum rank (averaging \$1500 to \$3000 per month) or higher.

The Ten Core Commitments

Consider the Life Force Annual Convention to be a core business expense. It is fully tax deductible, just like your other business expenses. Most important, it will give you a big return on your investment.

Bringing other people with you is a tremendous formula for success. Bring four and by next year, there is a good chance you will be a Platinum or Diamond earning \$2000 to \$5000 per month.

6—BUILD YOUR CORE TEAM

Once you reach Bronze, Silver rank is your next objective. The following pages describe how this is done. Getting to Silver in the next 60 to 90 days is very doable. But to establish duplication, you will need help!

Your sponsor will describe how to establish your Core Team. This team is a small group of Life Force members (3-15 people) who are all committed to consistently accomplishing the Ten Core Commitments.

Core Team Meetings

Your Core Team meets regularly (typically weekly) for ongoing training and support. These meetings can be held in person, or on a conference call bridge line (some core teams are combining conference calls with online meeting software). Core team meetings can leverage your success by rapidly training new people. They offer one of our primary training and support platforms.

If your sponsor is already running Core Team meetings, you can join in. If not, encourage your sponsor or other upline team members to start one. Keep reaching upline until you find someone who is willing to work with you.

Leadership by Example

In order to get to Silver, build a team of like-minded people and encourage them to consistently repeat the simple processes described in the Ten Core Commitments over time. Your good example is by far your most effective tool for accomplishing this.

If you are personally engaged in these activities you will have fresh and compelling experiences that you can share with others. Your active participation in the Ten Core Commitments will provide you with the experience and enthusiasm you need to be effective.

As prospects respond, enroll them, then follow up to make sure they get the product results they are looking for. As members join, immediately plug them in to our meeting and training system.

7—RECOGNIZE ADVANCEMENT

Studies on human performance consistently note that people achieve extraordinary results when they:

- 1) Belong to a high performance team along with people they respect
- 2) Are appreciated and acknowledged for their unique contributions

Core team meetings and shared business and social events provide a sense of belonging. Offering generous recognition on a regular basis will help solidify your team. Regularly acknowledging others helps create a culture where this becomes the norm.

In particular, note all rank advancements and Achiever's Club Members with a gift or celebration and a personal call. Use any opportunity to publically note these milestone achievements. People are nearly always willing to go the extra mile for leaders who recognize their worth.

8—DAILY PERSONAL DEVELOPMENT

Take at least 20 minutes a day to read, reflect, journal, or meditate on material that expands your awareness. Listen to inspirational CDs or engage in other activities that support your growth and development as a person.

Regular attendance at self-development seminars, support groups or other sources of guidance is also helpful for staying in balance and on track. We are in the people business. Anything you do that improves your equanimity and people skills will reap many rewards.

9—WRITE YOUR BUSINESS VISION

Write down your business vision and read it every day (or make a recording and listen to it). This is a detailed description, written with as much specificity as possible, of the actual experience of having achieved your vision. In other words, standing at that point in the future when your vision is a reality, write down your experience in the present tense. Vision boards or collages can also be used for this purpose.

10—COMMIT TO BE HERE IN ONE YEAR

Ups and downs are inevitable in any business. Committing to steady progress over time is what will yield results. After a year of consistent action you will be able to clearly see and evaluate your long term prospects.

SILVER RANK

Getting to Silver is a great accomplishment in the Life Force compensation plan. Doing so demonstrates that you have learned the basic skills required to excel. By applying the same set of essential skills on a larger scale, you can advance to Diamond and beyond, creating a full-time residual income.

Here are the accomplishments that will qualify you for the rank of Silver:

- Life Force Member
- Monthly 100 BV autoship (AS)
- Two 100 BV AS Members on your first level (personally enrolled and sponsored by you)
- Total of 2500 BV on your first six levels

To imagine the size of a Silver organization, think of it as having the following people (who could be either customers or members):

- 25 people on 100 BV AS = 2500 BV *or*
- 50 people on 50 BV AS = 2500 BV

So, a Silver organization typically contains a member/customer base of 25 to 50 people. Here's how quickly this can happen: If you establish a Core Team of four members and work along side them to bring in another 16 people—you now have 20 people just on your first two levels! Even very modest duplication on your third level will then get you to Silver.

SILVER RESULTS

Silver rank is typically worth \$300-\$500 in monthly income (residual commission checks). In addition, Silver pays out either \$250 or \$500 for the one-time Advancement Bonus.

To get the \$500 bonus, you must advance from Bronze to Silver by the end of the second month after reaching Bronze. For example, if you achieved Bronze in January, you would need to qualify for Silver by the end of March, and hold that rank through April, in order to get the Double Silver Advancement Bonus of \$500. If it takes you longer than two months to reach Silver level, no problem, you will still be eligible for the \$250 Silver Advancement Bonus.

Those brand new to Life Force who work their business steadily, often achieve Silver within two to six months.

There are no guarantees of income. Examples are hypothetical and are for illustration purposes only. Individual incomes will vary.

SILVER TRAINING

Another great reason to reach Silver is the Silver Training! This 3-4 hour training is delivered by top-ranked Team Crown trainers, at various locations around the country. These trainings have been very effective at equipping new Silvers to advance their businesses to Platinum. Advancing to Platinum, following the solid business-building principles you will learn, will set you up for long-term success and residual income.

NEXT STEPS

Work a minimum of 8–10 hours per week, following our simple system, and in 90 days you could earn over \$1,000 in bonus money and be making \$300 to \$500 per month in on-going income. (The \$1,000 in bonus money is a combination of your Fast Start bonuses and Double Advancement Bonuses for Bronze and Silver.)

See <http://lifeforce.net/comp-plan.php>

You could bolster your savings and pay for Thanksgiving and Christmas, or a great vacation, without tapping a credit card. Most important, you now have the skill and confidence to inspire others to do what you have just done. This is how large incomes are produced.

NOW IS THE TIME

Make simple invitations one person at a time. Use a tool like the Opportunity Presentation or the Retire Rich the 1099 Way CD. Make sure you follow up to the point where they are ready to make a decision.

If your prospect doesn't see the value right away, that's okay—don't take it personally. You are one person closer to your next *yes*. Some will come in as customers; some will start as members and do a little. Some will become members, work for a while, and then decide to stop. It is all good and every bit of volume is moving you closer to your goals—be grateful for all of it and all of them.

Every now and then, someone will be enrolled in your business (not even necessarily by you), who will see what you see and be willing to work steadily over time. They will engage with the Ten Core Commitments. When the multiplying effects of this persistence begin to kick in, Silver will simply be a milestone you both pass on the way to your dreams.