

Life Force
INTERNATIONAL

Business Builder Training

Welcome!

Purpose

- Equip Business Builders for Growth in 4 Ways:
 1. Learn how to start your business right.
 2. Success principles to keep your business growing.
 3. Recognize advancements and achievements.
 4. Build a local team with a common vision.

My Business Story

Introduction to the Profession

- Key Benefits of Network Marketing
 - No Boss
 - Unlimited Income Potential
 - Work with People You Like
 - Flexibility
 - No Commuting
 - No Conventional Business Overhead
 - Security! No Downsizing.

Key Benefits of Network Marketing (cont)

- Tax Deductions
- Better Retirement Plans (SEP IRA's)
- Low Start-up Cost = Low Risk
- No Glass Ceiling
- No Discrimination
- No Experience Required
- No Special Education or Background Required

Key Benefits of Network Marketing (cont)

- No Administration Hassles
- No Employees
- Keep Your Day Job (for now)
- Create More Free Time
- Spend More Time with Your Family
- Travel the World
- Donate Time and Money to a Worthy Cause
- Impact Thousands of Lives for the Better

#1 Benefit of Network Marketing?

Residual Income!

L *residu(um)* what is left over

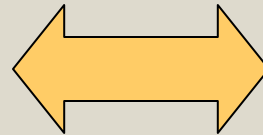
—*Synonyms* 1. continuing, lasting, enduring, lingering.

How is a Network Marketing Company Different than a Traditional Company?

Network Marketing
Company



Large Office
Building



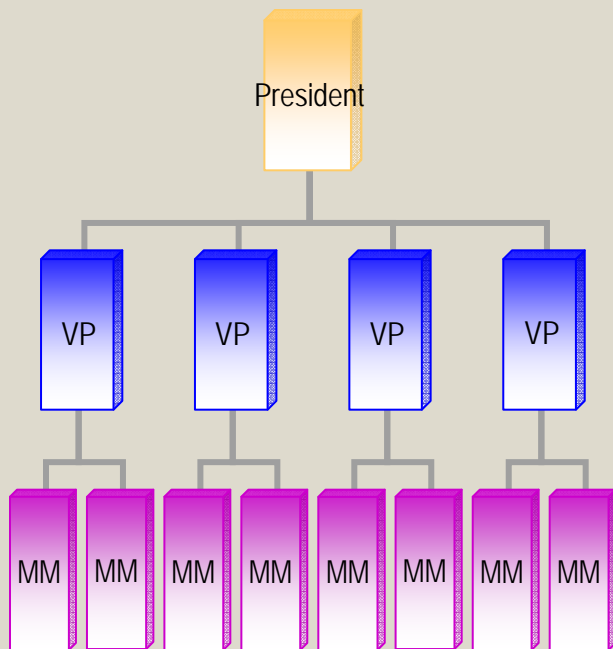
SAME

Traditional Company

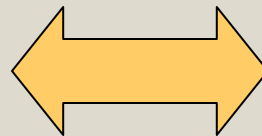


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Network Marketing Company

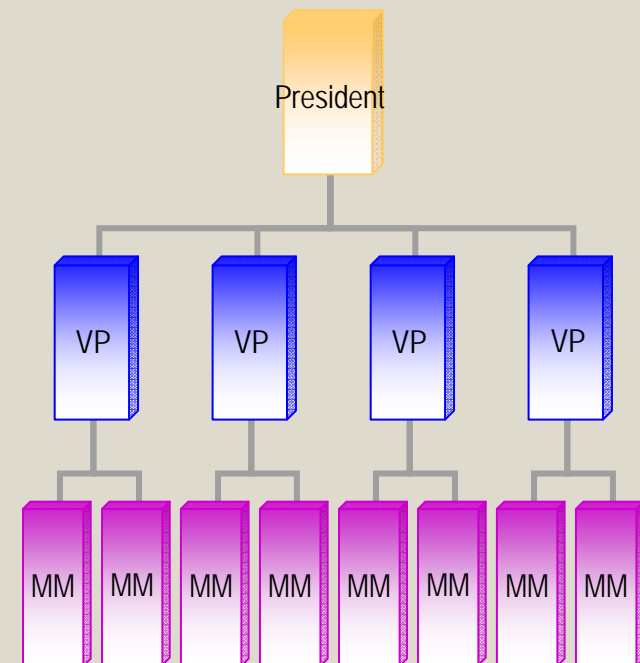


Presidents, VP's,
Middle Management,
and Staff



SAME

Traditional Company



How is a Network Marketing Company Different than a Traditional Company?

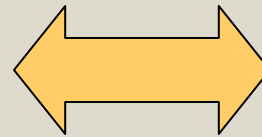
Network Marketing
Company



A network marketing company pays people like you and me to market their products, instead of paying celebrities.

Traditional Company

Who get's the
\$10 Million
Dollar
Advertising
Budget?



How Does It Work?

- You are an independent contractor representing the Life Force products and business opportunity.
- You have no territory restrictions (within the countries where LF does business)
- There are no limits on the number of people you can involve. Therefore, your income potential is theoretically unlimited.

How Does it Work?

(cont)

- Your basic job is to show this to people in an excited manner. They either:
 1. Become a member
 - Big business option
 - Small business option
 2. Become a customer
 3. Request more information
 4. Say no (which often means “not yet”)

How Does it Work?

(cont)

You make 3 types of income from your customers and members:

1. Linear

2. Leveraged

3. Residual

Business is BOOMING

- \$100 Billion in Worldwide Sales
- \$30 Billion in US Sales
- 20% of US Sales are in the Wellness Industry
- 14 million US participants
- 87% are part-time
- 12% are full-time (30+ hours per week)
 - 1.7million people

Business is BOOMING (cont)

- **Independent study of Network Marketing:**

- The average part-time distributor works 34 hours per month, earns an average of \$418/month, or \$12/hour.
- The average mid-level distributor works 76 hours per month, earns an average of \$2523/month, or \$33/hour.
- The average full-time distributor who works 169 hours per month, earns an average of \$12,217/month, or \$72/hour

Business is BOOMING (cont)

- **FTC Study of 2500 people at random:**
 - 19 people (less than 1%) said they got involved in a NM business that was NOT a pyramid.
 - 7 of the 19 said they were promised a specific income level. 5 of those 7 actually hit the level they were promised.
 - 7 of the 19 said they were promised assistance, 6 of the 7 said they got it.
 - 2 out of 2500 people said they had not made as much money as they had been led to believe.

Wellness is Booming:

- Baby boomers are aging (hitting 60). For 18 years (between 1946 - 1964) an average of 50,000 babies were born each day worldwide.
- A shift in mind-set from prescribed medicines to natural approaches to achieve good health
- Sales growth from \$200 Billion to \$1 Trillion in worldwide sales by 2010

Network Marketing is getting major endorsements from highly regarded business experts, economists, investors, and politicians.

- Donald Trump
- Robert Kiyosaki
- Warren Buffet
- David Bach
- George Bush
- Bill Clinton
- Success Magazine
- Paul Zane Pilzer
- Zig Ziglar
- Oren Hatch
- Tom Peters
- Stephen Covey
- Fortune Magazine
- Tony Blair

The benefits of choosing Life Force:

- You get stability & staying power
- You get financial strength
- You get a proven management team
- You get a proven product
- You get a high payout compensation plan
- You get professional support
- You get a proven business system

10 Core Commitments

1. Get Started Right
2. Consistent Daily Action – 2 exposures per day (part-time)
3. Follow-up
4. Attend Conference Calls and Local Events
5. Attend International Convention
6. Build Your Core Team
7. Recognize Advancements
8. Continuous Learning
9. Write a Vision
10. Be Here In One Year

5 Minute BREAK!

The Life Force System

- A series of events provided by the company and the leaders.
- A structure to grow your business.
- An event is when two or more people are discussing Life Force.
- All the events of the year culminate annually at the International Convention.

Examples of Events:

- Invitations
- Appointments
- Follow-up calls
- 3-way calls
- Conference calls
- In-home meetings
- Hotel events
- Regional Events
- Training Seminars (Silver, Platinum, etc)

How to use the system:

- You commit to the events in the system yourself and lead by example.
- You teach your new members to do the same thing.
- You create a culture in your organization that leaders attend everything.

It's a STORY business!

“I don't know about that, but what I do know is.....” stories (yours and others).

- Learn to tell your story!
- Expose your customers and members to your upline's stories (use 3-way calling).
- Come from your heart
- No health or income claims
- Keep it short
- Don't sell it

New Business Stories

Recognition

Local Team