

Building Your Herbalife Business



Herbalife... The Best Present!



Dream Box



- If money was not an issue, what would you put in you box of dreams?.....
- Focus on your Deep Core Passions
- The Promise is Worth the Price!

Sight vs. Vision

- What you can believe and conceive, you can achieve
- Walt Disney World, Orlando Florida
- Got to see yourself there **FIRST!**



Stair Step to Success



Pres

Mil

GET

W.T.

Sup

Dist

- Position Determines Income
- Your Income Determines Your Lifestyle
- We all do the Same Thing
- Higher the Position, Higher the Income

Getting Started

We Were Told To...

1. Use the Products
2. Talk to People (Products/Oppty)
3. Get to the Next Position – World Team FIRST month
4. Get to the Events
5. Qualify for Everything

Create Product Story

1. Use the Products...

- Commit: Maximum Results
 - Weight & Measurements
 - Picture
 - Upgraded Ourselves to Ultimate
- Create a FAST story – Why? Fast is better than Slow

Create Income Story

2. Talk to People- Retail the Products

- KEY: Fast Income Story
 - Tremendous need in marketplace for our products
 - Retail generates daily cash flow
- 2 Types of people:
 - People you know & People you don't know
 - Who do you know – Make a list – Grand openings
- Retail at EVERY opportune moment – Wear The Button

Talk to People: Recruit

2. Talk to People- Business Opportunity

“The speed of the exposure determines the speed of the growth.”

- It Takes a Team, to Build the Dream
- Build Residual Income
- Mark Hughes Plan
- 40-10-2
 - 40 Presentations
 - 10 Distributors
 - 2 Supervisors

World Team First Month

3. Get to the Next Position

Why World Team?

- Highest entry position one can get to their FIRST month in Business.
- Qualify for Higher Level Trainings
- Stepping Stone to the Infinity Bonus
- New Pin & Recognition
- More Supervisors this month means more Potential for Royalties next month.

Getting to World Team, Moves us Half Way up to our Goals



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How to Get to World Team

World Team Structure (3 ways to Qualify)

1. 2500 vp X 4 months in a row
2. 500 R.O points (10,000 vp under your Sups)
3. 10,000 vp in 1 Month

YOU **World Team = 10,000 vp**
2 People + Some Retail

4000vp

4000vp

Focus W.T. 10 Day Results

4000vp
10,000vp
WT

4000vp

4000vp

Asked: Who do you know?

Duplicated Downline.... Good copy cat: Copy Same Words.
Why World Team?

- Highest entry position in the company.
- Higher Level Trainings
- Stepping Stone to the Infinity Bonus
- New Pin & Recognition
- More Supervisors this month means more potential for Royalties next month.

Get to the Next Event

4. Get to the Event! (Very Important)

Our Mentor told us Recipe to Get Rich!

- Get to the events
- Qualify for everything
- Bring people with you

First event – Osaka – qualified for everything – brought 10 people with us – US\$5,500 first month PT – US\$117,000 first year

Promotions=Power Tools

5. Qualify for Everything: Promotions

“Promotions are the fastest and easiest way to get your check up!”

-Mark Hughes



Our Road to President's Team

Keys to Success...

Committed to Consistency

(Became a MUST)

1. Use the Products
2. Talk to People
3. Get to the Next Position
4. Get to the Events
5. Qualify for Everything

Took us from Bankruptcy to \$20K income in a little over 2 years!

Intro New Tools

Power Tools to Build
Your Business
Faster & Easier
Than Ever Before!

Samples Sell

Pharmaceutical Company's have built a Trillion Dollar Business on Samples.

- Samples create product awareness and desire.
- Samples create retail opportunities
- “Where Samples Go, Products Flow.”



Samples/Sample Packs Grow Royalties

- Gets your team and new Distributors to build a customer base Fast – Create Cash Flow Faster.
- Get “Product Awareness” Out to the Masses of People.
- Samples give people a Positive Result which causes them to want more!
- Supervisors Reorder Sooner.
- Supervisors Recruit Sooner.
- Quicker Cash Flow = Higher Retention.
- Higher Retention = Higher Royalties

Local Sample Results

- Kim's Sampling Results: July – Dec 2006 TEAM Numbers...
- How many months doing Samples: __6 months__
- Total Number of Samples out in Team during this time: ___587__
- Total number of New Customers in Team: _____ 160_____
- Total number of Upgrades: _____ 18_____
- Total number of Referrals: _____ 31_____
- Total number of Reorders: __115__
- Total number of New Distributors: _____38_____
- Kim says... “The Increase in My ORG Volume –
 - 90 day periods: 18,000vp Growth
 - 6 months period: 24,000vp Growth”

What to Sample?

- Sample Everything...
 - LiftOff, Shakes, Tea, Protein Bars
 - Herbalize your home
- Samples are the doorway to a life of health.
- Samples are conversation openers.
- Samples leads to a product purchase.
- Have samples on you at all times –
Sampling Opportunities are EVERYWHERE!

Sample Pack

- A Sample leads to a Product Purchase,
- A Sample Pack leads to a Wellness Purchase.
 - New Distributor is NOT the issue
 - Not the salesperson
 - Allows the Samples & Product DVD to do the work
 - Average Transaction is Higher
 - Increases Reorders & Customer Retention

Methods of Sampling

- People you know & people you don't know
- Person to Person –Daily Contacts
 - We don't go out to do Herbalife, we do Herbalife when we are out!*
 - Restaurant, Post Office, Hair Salon,
 - Gym, Work, Lunch Rooms, Friends & Family
- Drop Samples in every customer's order – Samples sell!
- Business to Business

Grand Opening

“I just got started in my own Health and Nutrition Business. As you know the Health and Nutrition is the fastest growing industry! I’m getting out Samples to expand my business.

Will you try my Samples and watch my DVD? Great, I’ll need to book an appointment with you within 48 hours.”

Distributor Events

- Locate Events in Your Area:
 - Contact local Chamber of Commerce, Convention Centers, Trade Associations
 - Check Newspapers, Wedding Fair's, Sporting Events, Health Fairs, etc.

Result: A couple had a table at a Chamber of Commerce event and Sampled LiftOff & Tea.

- ***In 3 hours got 63 Leads, follow-up and got out 27 DVD Sample Packages,***
- ***17 Customers, 1 SB & 1 Supervisor***
- ***Total Volume: 7000 VP in 2 weeks***

Corporate Events

- Booth Display – Large Regional Events: Sampling at Herbalife Corporate Events
- Sporting Events: Australian National Beach Volleyball Tour, Bay to Breakers, Tour of California, Nautica Triathlon, Tennis

Results:

1. *From Corporate Volleyball Tour, 1 couple after Sampling LiftOff purchased 2 cases. US\$448.80*
2. *From Bay to Breakers - LiftOff Sample lead – DVD Sample Pack - Customer – Distributor- Supervisor*
 - *Retailing US\$1500 - US\$2000 a month for last 4 months*

“Fortune in the Follow Up”

“One well taken care of customer can be worth more than \$10,000 in advertising.”

-Jim Rohn

Step 1. Samples = Product Interest

Step 2. Follow Up = Purchases

Step 3. Follow Up = Product Results

Step 4. Follow Up = Reorders

Step 5. Follow Up = Referrals (Back to 1.)

Follow Up Creates an Endless Cycle of Free Business.

1 Sample Could Lead to a Hundred Thousand Dollars



LiftOff Sample Lead

- January Got Sample became 2500 Sup 1st Mo
- February Completed 2500 Sup 2nd Mo
- March 06 Fully Qualified Supervisor & World Team
10,000 VP in business
- July 06: 4th Month Hit 1st Cut GET Team
- Sept 06: Fully Qualified GET Team (Quit Job)
- 6 Month Total Business Volume = US\$156,423 VP
1 LiftOff Sample (US\$1.50) = US\$156,423 VP

Take Action

- Don't STOP what's working for you - ADD to it!
- Follow Your Mentor. They know what works BEST!
- Get tooled up to get into ACTION
- Set & Commit to a plan: Number of invitations determine number of presentations
- Law of averages – 10/10/10

**Leaders Lead From the Front
Starts with YOU!**

Sample Challenge

**Get out 25 Samples
in the next 72 hours.**

90 Day Plan = Consistent Action

- A one day plan you do DAILY for 90 days!
- Do everything consistently...
- Be Consistent at being consistent!
- Your Business Thrives on Momentum



**Building Momentum is like a
Farm Pump Handle...**

A.B.P.- Always Be Promoting

What do you Promote? Everything!

“What’s in Your Bag?”

Products, Positions, Events, Calls,
Promotions within an Event

A.B.P.- Always Be Promoting

“When you promote, you go to the bank.”

-Alan Lorenz

Herbalife Promotions

- Active World Team
- Herbalife Vacation
- Local Success Training Seminars monthly
- March – USA Summit
- May – Australia wide Supervisor Workshops with President's Team members
- July – USA & Asia Pacific Extravaganza

It's Simple!

If you want to get RICH!

1. Use the Products
2. Talk to People
3. Get to the Next Position
4. Get to the Events
5. Qualify for Everything

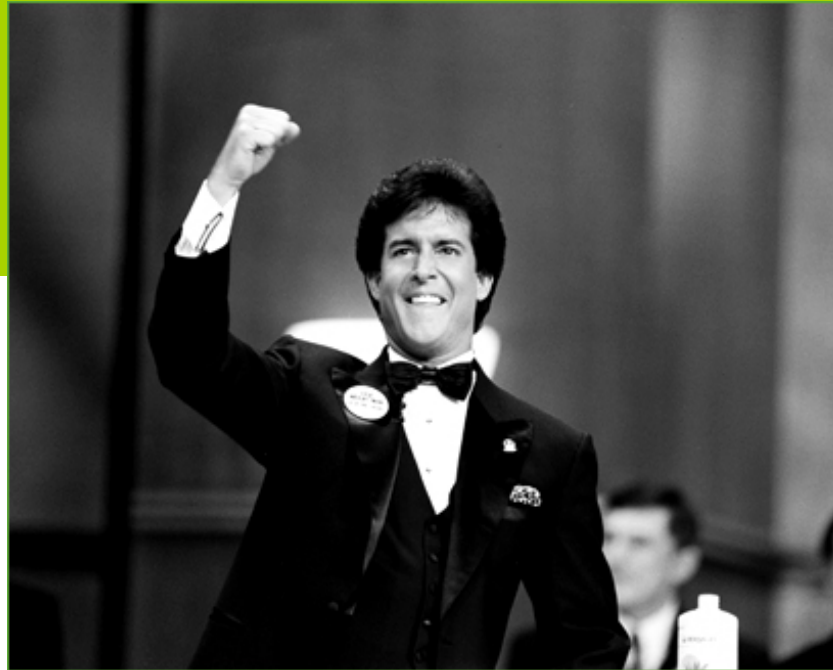
***Do it over & over
& over again & DUPLICATE***

As a Result of...

- July 2005
 - Royalty @ 10,500 (Org. Vol = 230,000)
- April, May June 2006
 - Qualifications for Earrings & Cufflinks – 15,000 Royalties (Org. Vol = 300,000)
- January 2007
 - Qualified for first cut of 20K Royalties (Org. Vol = 680,000)
 - Almost a **300%** growth in entire organization **in 18 months!**

Your Next Step: 7 Keys to Financial Freedom!

- 1) Know your WHY: Dreams/Goals – Write it down!
- 2) What Position in Marketing Plan must you get to in order to live the life of your dreams?
– Get to the NEXT Position NOW!
- 3) Commit to taking the products seriously and to get MAXIMUM RESULTS – What products MUST add?
- 4) Decide on your plan for Retail & Recruiting. Commit to it. Key is consistency. Do it UNTIL!
- 5) Decide what Promotions you are going for?
- 6) Work Event to Event. How many people @ next event?
- 7) Keep Everything: “Fun, Simple & Magical”



“Trust me, from a guy who knows... Anything is possible if you just keep using, wearing and talking and doing it over and over and over and over again!

The wildest dreams you ever thought of can come true in Herbalife!”

~Mark Hughes



Dreams Do Come True!

 HERBALIFE®

Making the world healthier.