The Blueprint is the proven, step-by-step process by which you can successfully attain prosperity and help others to do the same. With your enroller, or somebody who has experience, study, understand and practice the steps of the Blueprint. As you come to understand it, begin to train others. Your success will correspond not only to your understanding of the Blueprint, but to your ability to train others to follow these very simple, proven steps to prosperity.

Remember, you not only need to learn the Blueprint yourself, but you must learn how to effectively train others. See the On the Job Training section in the next two pages for more information and helpful tips.
ON THE JOB TRAINING

On the Job Training (OJT) is key to the success of your business. Experienced network marketers spend their time doing OJT, because they know that investing time in others’ success is the sure path to prosperity. For OJT to work you must be willing to spend a significant amount of time learning and putting in to action the steps that follow.

1. Receive and Practice On the Job Training

Don’t try to follow the Blueprint alone. As a new distributor, your role is to be an “apprentice.” Work closely with your enroller and upline support team to master the Blueprint for Prosperity. If your enroller is new to the LifeVantage business, find a mentor in your upline support team. Your enroller and upline partners’ job is to help you make money—ideally in the first week. They will do this by not only showing you the Blueprint but by performing each step of the Blueprint with you. The OJT process outlines how knowledge and skills will be transferred from your enroller to you and to your distributors. Think of the process like an apprenticeship or on the job training. OJT should be utilized throughout the Blueprint for Prosperity process: Getting Started Checklist, Database, Invite, Tell the Story, Follow-up, Resolve Concerns and Close.

2. Identify Business Builders

As an enroller, your role is to become a mentor to the business builders in your downline. As you enroll and place your distributors, sift and identify business builders. Business builders are distributors that take action by attending meetings, trainings, and inviting prospects. Identifying business builders isn’t about listening to what a person says, it’s about watching what they do.

3. Mentor Business Builders with On the Job Training

You will spend the majority of your time doing On The Job Training so understanding and becoming proficient at it is essential. The OJT process is simple: don’t just tell your enrollees about the Blueprint, perform each step with them. For example, help your enrollee create his/her database; then take a copy of their database with you and join them in their invitations for several prospects. The OJT process on the next page describes the best way to do OJT.

The On the Job Training (OJT) Process

You will bring several people to the presentation. Your upline partner will do 100% of the first presentation while you simply listen and see how the presentation flows. At the second presentation, your personally enrolled distributors will invite their own personal prospective partners; you and your enroller/advisor will each do part of the presentation. By the third presentation, you will be familiar with the presentation flow enough to do the entire presentation – however your advisor will still be there for support, and to help you as needed.

In some cases, more than three presentations are needed before you or the person you are training become effective at each of the steps of the Blueprint process. Remember the big picture, be diligent and you will find yourself reaching your goals very soon.
GETTING STARTED CHECKLIST

Day One
☐ Enroll by completing a LifeVantage application (see page 6).
☐ Establish clearly defined “written goals”, your “why” and contact your support team (see page 7).
☐ Start your “Database” of your top 20 contacts (see page 13-14).
☐ Invite 3-5 contacts with the help of your enroller to attend your meeting (in-home, coffee shop, 3-way call, etc.) within the next 2 days (see pages 21-24).

Date: _____________________ Time: _____________________

☐ Keep a record of each person you invite and follow-up with by logging this information on your Accountability & Tracking sheet (see page 25-28).

☐ Use Protandim daily. Suggested serving size: 1 tablet per day. Borrow one bottle and 10 samples from your enroller to get your business started today. Replace the bottles and samples when you receive your business pack.

☐ Start your On the Job Training (OJT) with your enroller - this is the secret to success. (see page 2-3)

Day Two
☐ Invite 3-5 contacts to attend your meeting (in-home, coffee shop, 3-way call, etc.)

☐ Track each person you invite and follow-up with, by logging this information on your Accountability & Tracking sheet (25-28).

☐ Set-up your personal website by going to: lifevantage.com and login to your back office.

☐ Prepare your schedule and participate in weekly conference calls (see www.bigbluecalendar.com).

☐ Attend weekly “The Proven Plan Training Call” (see www.bigbluecalendar.com), and study the “Blueprint”.

☐ Review LifeVantage website at lifevantage.com.

☐ Plan to attend the next Leadership Training Event. To enroll go to lifevantage.com and register early.

Date: _____________________ Location: _____________________
ENROLLMENT PROCESS

GOALS AND OBJECTIVES

“Whatever the mind of man can conceive and believe, it can achieve.”
- Napoleon Hill

I am starting my LifeVantage business for the following reasons (why and what). These goals should be specific and measurable to be accomplished within a specified amount of time (e.g., Pay off my credit card debt within a year, take the family on a European vacation within 18 months, quit my job within 2 years, pay off my home mortgage within 5 years, etc.).

Enroll online
To enroll online, you will need to log on to lifevantage.com and select “Join the LifeVantage family”.

or

Enroll by fax
Fill out the distributor application and fax to LifeVantage Corporate at (801) 206-3811.

Three things to know when you enroll

1. Your enroller’s ID number (Your enroller is the person that introduced you to the business)

2. Your activating order
   Suggested order for business builders is the Vantage Pack. Packs contains everything you need to successfully build your business and to qualify for the Infinite Fast Start Bonus. Cost is $600 (400 PV).
   An Alternative to the Vantage Pack is the Starter Kit ($50).

3. Your AutoShip
   Minimum monthly AutoShip levels to be eligible to earn commissions are $100 and $200, with more commissions available at the $200 level. Several autoship configurations are available. Suggested AutoShip for business builders is $200 (includes the most samples).

To assist you in obtaining your goals, you are surrounded by a team of “Business Partners” who are there to answer your questions, talk to your prospects with you and help you build your business.

Call right now and introduce yourself
(if they don’t answer the phone, they very well may be in a LifeVantage meeting, so make sure you leave a message).

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DATABASE LIST

The third step in getting your business started is to identify your network by creating a database of people that you know. The memory jogger on page 15 will help remind you of the people in your network; then, list them below.

In the beginning, don’t try to figure out who will or won’t be interested, just write the names of every person you can think of. We’ll talk about how to best approach them at a later date. We may choose not to contact some of them.

Also, don’t spend too much time hunting down the contact information for each person in your list. Fill in as much information as you can think of and move on. Continue to add to your database daily.

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### Memory Jogger

#### Business
- Succeeded in Network Marketing
- Entrepreneurial minded
- Didn’t get what they wanted in Network Marketing
- Ex bosses
- Insurance Sales people
- Local business owners
- Business/Money motivated
- Saved Business Cards
- Sell Avon or Mary Kay
- Who wants more money?
- Owns their own business
- Belongs to Chamber of Commerce

#### Community
- Bank tellers
- Car sales people
- Chamber of Commerce members
- Dentists you know
- Do fund raisers
- Do volunteer work
- Doctors you know
- Grocery checkers
- In the military
- Members of Church
- Mortgage people
- People at the fitness club
- Pizza delivery drivers
- Real Estate agents
- Restaurant servers
- The mail person(s)
- Travel agents
- Wealthy people you know
- Work on cars
- Your accountant
- Your barber / hairstylist
- Your children’s teachers
- Your electrician
- Your neighbors
- Lives near you

#### Friends
- Friends from a vacation
- Friends from college
- Friends of parents or in-laws
- From your high school
- Old friends you’ve lost touch with
- Old roommates
- Parents of your children’s friends
- People your friends know
- Watch TV often
- Your personal mentor

#### Family
- Extended Family
- Married children’s spouse’s family
- Mother & Father
- Your family members
- Your spouse’s relatives

#### General
- Baby Boomers
- Buy bottled water
- Buy supplements
- Concerned aging
- Ex girlfriends or boyfriends
- Fast food workers
- Has a lot of friends
- Health conscious people
- Help and support you
- Into politics
- Into sports
- Into Technology
- Into wellness
- Needs an extra $500/month
- On your holiday card list
- Over weight people
- People who call your home
- People you enjoy being around
- People you met at a party
- Reads self-help books
- Retired people you know
- The life of the party
- The person who does your nails
- Unhappy at their job
- Want to go on a vacation
- Enjoys helping people
- Someone you respect
- Likes to buys things
- Social networkers
- Has children in college
- Has health issues
- Needs/wants a new car
- Has been successful in life
- Health conscious
- Wants a promotion
- Works multiple jobs
- Exercises regularly
- Lost their job
- Who do you turn to for help
- Likes team sports
- At risk of losing their home

#### School
- College Friends
- Former Teachers
- People in the PTO
- People with children in college

#### Work
- Co-workers you associate with
- Co-workers you don’t know
- Out of work
- People who are retired
- Works part-time jobs
- Will retire soon
- Work for the government
- Work long hours
- Work night shift

### Database Cont.

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INVITE

Properly inviting someone to look at the business is a crucial skill. Do it well, and you’ll have people looking at the business and product – which directly leads to enrollments of business partners and customers.

Two key points in inviting are:

1. Remember, you are the messenger, not the message. Do not ‘tell’ them the story, invite them to get the info from a third party or a corporate sales tool. (see three options below).
2. Belief and positive energy are paramount to your success in inviting. Smile big and be positive – people can feel your energy 1,000 miles away.

Plug them into one of three options:

1. Live meetings: ABC (see pg 23), in-home meetings, large group meetings
2. 3-way conference calls
3. Pre-recorded presentation (e.g., web presentation, pre-recorded call, DVD)

Key Point: Make sure your prospective business partner or customer always has “homework” or something to do before your next meeting. For example, if your prospect attends a live meeting, you may want to have them review the LifeVantage website in preparation for the next meeting.

Below are examples of proven invite scripts:

Invite to live meetings:

“I’ve made a major change in my career (work, life, etc.). I’m working with a publicly traded company. [pause] It’s a big deal and I’ve got a chance to invite several of my closest associates to be involved. I want to get you some preliminary information immediately and introduce you to a couple of people I’m working with. When is better for you today or tomorrow?”

“I am involved in something very special and I would love to introduce you to a member of my ______ (e.g., business, leadership, women’s) mentoring group. What’s better for you, today or tomorrow?”

“What are you doing tomorrow night (or tonight)? Great. I have a business that I want to share with you and I’d like to introduce you to one of my business partners. It may or may not be for you, but I want to get some information into your hands - if it sounds interesting, let’s work together, if not, we can choose to be friends and not business partners. No pressure. What time works best for you?”

“I want to share something with you that I am passionate about. We have to get together. What’s better for you, today or tomorrow?”
EVENTS

Event Reference information

LifeVantage website
lifevantage.com

Corporate meetings
lifevantage.com/meetings

Distributor run meeting site
www.bigbluecalendar.com (you can list your meetings on this site)

Request a meeting
meetings@lifevantage.com

Meeting Types

There are several meeting types. Examples include: ABC meetings, in-home meetings, city meetings, monthly training meetings, quarterly training meetings and the Annual Convention. These meetings build on each other, from the smallest to the largest.

Here are some brief definitions of meeting types

ABC Meeting
This is a meeting between you, a prospect, and an upline business partner. It can be done in person or on the phone (3-way call). Top leaders often conduct several of these daily.

Advisor: This is usually your upline business partner – takes the lead and gives the presentation.

Bridge: This is the Team Member who invited the guest – edifies ‘A’ and listens attentively during the presentation.

Client: This is the guest who was invited by ‘B’. In-home meeting. This is a meeting held in the home of a LifeVantage distributor, where there is a small group of guests. The hosting distributor sets up the meeting and invites the guests. A visiting upline business partner gives the presentation, which consists of telling their story, the company story (using a DVD works best) and explanation of the compensation plan, and an opportunity for guests to enroll.

Invite to a three-way call:

“’I’ve made a major change in my career (work, life, etc.). I’m working with a publicly traded company. It’s a big deal and I’ve got a chance to invite several of my closest associates to be involved. I’m getting on the phone with one of my business partners in about 10 minutes. Are you free for a few minutes?”

“I am involved in something very special and I would love to get together to show you… I’m getting on the phone with a member of my ______ (e.g., business, leadership, women’s) mentoring group in about 10 minutes (or ‘right now’, etc). Are you free for a few minutes?”

“I have a business that I want to share with you and I’d like to introduce you to one of my business partners. It may or may not be for you, but I want to get some information into your hands. If it sounds interesting, let’s work together, if not we can choose to be friends and not business partners on this project. No pressure. I’m getting on the phone with one of my business partners in about 10 minutes. Are you free for a few minutes?”

“I want to share something with you that I am passionate about. We have to talk… I’m getting on the phone with one of my friends who I’m working with in about 10 minutes (or ‘right now’, etc). Are you free for a few minutes?”

Invite to a pre-recorded presentation:

“I’ve made a major change in my career (work, life, etc.). I’m working with a publicly-traded company company. It’s a big deal and I’ve to a chance to invite several of my closest associates to be involved. Are you in front of you computer right now? Great, go to ______________________. Watch the presentation and I’ll give you a call later today or tomorrow... Which is better for you?”

“I am involved in something very special and I would love to show you what I’m doing. Do you have something to write with? Great, go to ______________________. Watch the presentation and I’ll give you a call later today or tomorrow... Which is better for you?”

“I have a business plan that I want to share with you. It may or may not be for you, but I want to get some information into your hands. If it sounds interesting, let’s work together; if not we can choose to be friends and not business partners on this project. No pressure. Do you have something to write with? Great, go to ______________________. Watch the presentation and I’ll give you a call later today or tomorrow... Which is better for you?”

“I want to share something with you that I am passionate about. Are you in front of you computer right now? Great, go to ______________________. Watch the presentation and I’ll give you a call later today or tomorrow... Which is better for you?”
EVENTS CONT.

City meeting. A city meeting is a large group meeting, often held at a local hotel or other meeting center, usually with 100 or more people. These meetings are open to all LifeVantage distributors from all groups. Corporate executives often appear and present at these meetings along side distributor leaders. These are high energy meetings that build a lot of belief and always lead to many enrollments. When there are many in-home meetings going on in a given area, well attended city meetings are the result.

Premier schools. Held monthly at the local level, Premier Schools are designed to help you become a Premier ranking distributor (Pro 4-6) as fast as possible. Typically they run 4 hours.

The speakers come from our top distributors. They have demonstrated the ability to clearly define personal success, plot a course and accomplish what they set out to. They are fully qualified to teach you to do the same for yourself. Be sure to attend each month, as the content is new every month and the networking opportunities at these meetings are always new.

Elite Academy. Elite Academy is designed to help you reach the Elite ranks of distributors (Pro 7-9) as quickly as possible. At these ranks, you are really able to create full time, replacement and ownership income. All our distributor trainers are experienced, professional network marketers who have achieved this level themselves. You will also spend time with corporate Executives and our Scientific Advisory Board, including Dr. Joe McCord. Elite Academy is a highly transformational experience that will immediately impact your ability to grow your business. Also, special incentives and programs are released to Elite Academy attendees first!

Annual convention. Mastering your LifeVantage business is possible when you include participation in our annual convention. You will learn, grow, connect, discover and recharge over the course of 3 days. General Sessions featuring Dr. McCord, Dr. Perlmutter, CEO David Brown, and celebrity speakers. Breakout sessions train you in depth on the business and the product. Recognition and celebration permeate the entire experience. Businesses are changed, relationships formed, and belief raised at every convention.

ACCOUNTABILITY
PROSPECT TRACKING SHEET

In the boxes below, record the names of people you invite to look at LifeVantage. Also record the names of those with whom you follow-up. Record the date of these activities in the same box. It typically takes at least 5-6 ‘touches’ before your contact will enroll. Indeed, the ‘fortune is in the follow-up’. Your target is: Basic Track - 3/day; Pro Track - 5/day.

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# Accountability Meeting Tracking Sheet

Show the plan (Your target is: Basic Track - 5/month; Pro Track - 15/month) In the table below, keep accurate records of the people to whom you give presentations as an advisor.

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Additional tracking sheets available online for download.
<table>
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<th>DATE</th>
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Additional tracking sheets available online for download.
TELL THE STORY

**Who**

_**Advisor:**_ This is usually your upline business partner – takes the lead and gives the presentation.

_**Bridge:**_ This is the Team Member who invited the guest – edifies ‘A’ and listens attentively during the presentation.

_**Client:**_ This is the guest who was invited by ‘B’.

**What**

**01 YOUR STORY ➔**

- **Name** (first and last)
- **Where you live** (city and state)
- **Professional background** (what you do or did for a living. DO NOT say full-time network marketer. Use your profession before you went full-time in the industry)
- **Why LifeVantage** (describe the gap or problem between your situation and goals / dreams)

**02 COMPANY STORY ➔**

Show the Primetime video and/or Breakthrough Opportunity DVD.

Discuss the Protandim breakthrough science and its anti-aging properties using the Corporate PowerPoint Presentation or Presentation Tear-off Pad

**Timing**

- **Protandim:** Three composition patents
- **20+ Scientific Studies**
- **Reduces Oxidative Stress by 40%**
- **Product Testimonials**

**03 HOW TO MAKE MONEY**

- **Prosperity Plan:** Review the five ways to get paid.
- **Business Testimonials**
Live by the following saying, “The fortune is in the follow-up.”

There are essentially two types of follow-up.

Type 1
The first type takes place after a prospect receives some type of information about the business or product (e.g., live meeting, three-way call, etc.). In other words, most prospects don’t join after their very first look at the information. It is critical that you connect with the prospect immediately following the meeting. The following are examples of effective examples of what you might ask the prospect.

Sample follow-up scripts
“What did you like best about what you heard?”
“On a scale of 1 to 10, 10 being most interested ... what are you?”
“To help you make a decision, do you need additional company and/or product information?”

Key Point
Make sure your prospective business partner or customer always has “homework” or something to do before your next meeting. For example, if your prospect attends a live meeting, you may want to send them home with samples and a magazine to read in preparation for the next meeting. Or, if their ‘first touch’ was through a three-way call, invite them to take the next step and view a more detailed web-presentation.

Type 2
The second type of follow-up involves keeping in touch with prospects on a regular basis; even those who say they don’t have interest. Don’t be fooled, most individuals who will get involved as customers or business partners will require that you ‘touch bases’ with them at least five times before they sign up; yet most people in our industry don’t follow-up or contact their prospects 2 or 3 times. Plan on speaking (re-inviting) with your prospects (especially the ones who say ‘no’) every 60-90 days so you can bring them up to speed with the progress of your business.

Continue to keep a record of each person you follow-up with by logging this information on your Accountability and Tracking Sheet.
RESOLVE CONCERNS

The root of 99% of all concerns & objections is whether or not the product or business works, and if it will work for them.

Objections are questions to test your belief/conviction.

Sample resolving concerns script:
“I don’t know about that, all I know is (insert story).”

Feel-Felt-Found: “I can see how you could feel that way. I felt the same way. And I have found ______.”

“Most people feel that way at first. The last lady I enrolled actually told me she felt ______ before she started her LifeVantage business with me. She just started two months ago. In the last two months she has found ______.”

CLOSE

Decide that you will be successful – to make it work no matter what it takes to go to the top;

Not, “I will do it if it works” or “I’m going to try this out.”

No matter what the prospect says, objects – you are going with or without them.

Where is your conviction?
Do you believe that you are going to hit your goal?
Do you believe that you are going to finish what you started?
Confidence and conviction builds 5, 6, and 7 figure incomes.

Sample closing scripts:
“What did you like about what you heard?”

“At this point, most people find themselves in one of three types of people.”

Type 1 “Thanks but no thanks. I’m not interested in the business.”
Type 2 “Sounds good...I need to think about it or I need some more information.”
Type 3 “Yes, I see it. I’m ready to get started.”

“Which one of these types describes what you’re feeling right now?”
(Listen for response)

“So, do you want to make a little or a lot of money with our company?”

“How do you see yourself getting involved?”
RESOURCES

Websites

Your Virtual Office (VO)
This is your virtual office space from which you can run your new LifeVantage business. Instantly accessible from anywhere in the world. Access promotional and educational materials as well as business metrics like volumes and genealogies.
info.lifevantage.com/index.cfm
TrueTV
Video environment with downloadable and shareable content.
lifevantage.com/truetv.aspx
LifeVantageTools
Need more brochures, DVD’s or apparel? LifeVantage tools has a wide array of offerings. LifeVantageTools.com
ShopLVN
Branded items to include: sweatshirts, hats, US postage, mugs, key chains, etc. ShopLVN.com
Protandim.com
All things Protandim protandim.com
Your Replicated Site
Your replicated site allows you to direct people to online content and enrollment portals. Gives you a professional online presence and gives you instant online credibility.
mylifevantage.com/(Username)
LVNMedia
A dynamic site that functions as a one-stop-shop for all things distributor. Home to recognition, events, the corporate blog and portals to TrueTV, TrueMoments. Look for new news and update constantly. LVNMedia.com
LifeVantage.com
Our corporate site. Great overview information about our company and our products. www.LifeVantage.com
Big Blue Calendar
Distributor operated meetings calendar. BigBlueCalendar.com

Phone numbers

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Customer Service US SPANISH 877-398-9333
Customer Service MEXICO 001-877-398-9333
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Corporate Offices MX Front Desk 52-55-9171-2029

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Social networks

Facebook facebook.com/lifevantage
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YouTube youtube.com/lvnmedia
Blog lvnmedia.com/blog