

## STEP 1. START MY UNICITY BUSINESS

Welcome to Step 1—Start My Unicity Business.

This training module is your first step in learning a very powerful, very effective system designed to help you launch your Unicity business. When you follow the clear directions and helpful instructions we provide, you'll benefit from more than 80 years of combined experience that's gone into perfecting it.

### DO X GET Y TRAINING SYSTEM™

We call our system “**Do X Get Y**” for a very simple reason: the goals you achieve in your Unicity business are a direct result of the actions you take. If you do “X”, you'll get “Y”. It really is that simple.

What's even better, this training is all about the “X's”—the actions you need to take to help you reach your business goals. We'll teach you the skills, aptitudes, and disciplines you need in order to achieve the goals you've set for yourself and your business. You don't have to figure it out on your own.

All you need to do is follow the system. In order to get to “Y” (your goals), you need to follow the system (do the X's). The system only works if you follow it.

### Step 1 Overview

*Start My Unicity Business* is about laying the foundation for your new business. It includes a set of exercises that will help you think through why you're in this, what you want to get out of it, and how you're going to go about running your business whether you're beginning part-time or full-time. After all, if you don't know where you're going, how will you know when you get there?

Because Step 1 sets the tone for the rest of your training, we encourage you to devote the necessary time and attention it deserves. Here's what you'll be working on:

- Vision and goal setting
- Beginning your contact list
- Setting commitments to your business
- Learning about Unicity tools
- Product order planning
- Daily action plans
- Formulating a plan for networking

Let's begin by taking a look at why you're doing this. Why are you engaging with us to build a Unicity business?

### 1. It's About Me!

This section helps you define your “Y”—your goals and what you want to achieve. It really is all about *your* vision. What's your “Y” (your goal)? What's your passion?

This is something that *you* determine. When you do, it sets the direction, the speed, and the size of business that you aim to build.

We will help you, teach you, and walk with you as we seek to achieve your goals together. Our job is to work with you and for you in the process of achieving your goals.



**TAKE ACTION:** Use the “**Get My Y Worksheet**” to get your vision and your goals out of your head and on to paper. This helps you to do two very important things:

1. Share your goals and vision with your sponsor and others.
2. Track your progress toward your goals. It's absolutely true that what gets written gets done. It's too easy to let ourselves off the hook if the only place we've committed to something is in our heads!

We recommend that you consider setting goals in three specific areas:

- **A Health Goal.** Because you're starting your Unicity business, you're already well on your way to achieving any goal in this area. Consider which products you need to help you get there.
- **An Income Goal.** What income do you want to earn with your Unicity business? If you haven't already, be sure to explore all of the growth options with your sponsor. Whatever your goal, Unicity can help you get there.
- **A Personal Growth Goal.** We believe that *what* you are and how you are *growing* is a large determinant of success. That's why setting and achieving goals in this area is vital to your business success.

Here are some helpful tips for completing the “Get My Y Worksheet”:

- Use it! Fill it in after some meaningful thought. Then do what is needed to achieve what you've set.
- Use more than one sheet if you have more goals than space allows; just remember not to spread yourself too thin!

- Note the items to keep focused on at the bottom of the sheet:
  - **Time frames**—they are almost as important as the goals themselves
  - **What is it you'll do to achieve each goal?** Make it measurable, specific, and consistent
  - **What meaningful milestones** do you want to set as interim steps towards your goal? One may be to become a Director.
  - **What are you prepared to give up** in pursuit of your goals? What's holding you back now? What keeps you from being productive now?

Use the data to your benefit: If having a “dream” or a goal is worth ‘x’, then writing it down (and the meaningful pondering involved in such), increases the likelihood of obtaining it by two times.

Then, if you share that with those who can be helpful or influential, it increases the likelihood of success by three times!

So write it down and share it appropriately.

### **Let's take a look at some sample goals.**

**A Health Goal.** Maybe you want your weight at a certain level; your cholesterol at a certain level; your run-times or other gym measurements to be at a certain level. What will you DO to make these things a reality? What do you have complete control over in this area that leads you to the results you want? Do those things—these are your action steps. Write them down and fill in the worksheet.

**An Income Goal.** You want the income from your Unicity business to be at \$\_\_\_\_\_ by a certain date; you want to achieve the rank of Director, etc. Write that down. Ponder what you'll do consistently (and maybe have to give up) in order for that to become a reality.

One goal you might consider if you have not yet already achieved is to end this month as a Manager. That locks in maximum earnings thereafter as well as a lot of other significant benefits. DO that; end your first month having achieved a great first goal!

As a follow-on goal to that, you might consider setting and achieving a goal of Director. Simply put, that is you plus 4-5 other Managers—just help folks do what you've done. If you do that within a month, structure it properly with your sponsor's help, you will be well on your way to significant earnings and the building of a great sustainable team.

Achieving these two ranks may not directly line up with your income goals, but doing one certainly leads towards the other in a meaningful way. Learn these two ranks—how to

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achieve and sustain them; and find and help others do likewise. Set those goals, achieve them, and you and your team are well on your way.

**A Personal Growth Goal.** These are a little harder to measure, but equally as important. In a positive area, what aspect of your life do you want to improve on, augment, and make even stronger? In a less positive area, what habit do you want to stop, lessen, or negate? What will you do (over which you have complete control) to assist yourself in achieving such?

One thing to keep in mind in this area is that for things to change, *you* need to change. If you want to achieve a level of success you've never achieved before, you've got to become someone you've never been before. Thanks about it!

## 2. Who Knows Me?

**This section is the beginning of a critical capital asset for your business.**

By creating a “*Who Knows Me?*” list, helps you consider your relationships with others from their perspective, not your own.

This causes you to think about how others know you, what *they* think of you, the nature of your relationship from *their* perspective, and a host of other out-of-the-box, helpful perspectives.



**TAKE ACTION:** Use the PDF form provided to build your “*Who Knows Me?*” list.

The form should include details such as name, phone number, email, and which of these is their preferred method of contact. Most importantly, is the answer to this question: **Why is what you have, at Unicity, of value to them?**

By answering this question, you are positioning yourself as a **solution-provider**, not a transaction-seeker. You've got their name, you know what you have that is of value to them, you know you want to provide that for them; this sets up your invitation.

You can probably add more people to your list than you realize. Think of all your cell phone contacts, look at all your email address book contacts and online address book contacts, go through your Facebook and LinkedIn accounts, etc.

You can, and should, begin building your list before you meet with your sponsor. Spend some time pondering who to put on the list and, just as importantly, what priority to assign

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to them so that you can approach those with the highest interest, in the highest priority, and with the best match for the issues for which you have the solution!

You maintain and manage your list so that you can invite people to learn about the Unicity business opportunity. Your goal is to invite them to either of our “invitational” sites, to a meeting with you and your sponsor, or to a product or business rally. You will learn more about each of these options and how to determine which is most appropriate for your contacts in Step 2. Introduce the Business.

For now, it’s important that you keep building your list with the following mind-set:

- You have the solution to the big needs in people’s lives—health, income generation, and freedom to live the life they’ve always wanted.
- You now hold the key to what others want. Don’t your friends and acquaintances have dreams and goals similar to yours?
- You are happy—excited and enthusiastic—to share what you have discovered with others.

### 3. Make My Commitment.

A commitment is a promise you make to others. It’s also, however, a promise you make to yourself because it takes at least two people to form a commitment.

This section is about getting in the habit of making and keeping commitments. Whether or not you can keep commitments will determine the success or failure of your business.

The first commitment you need to make is to yourself and to your Unicity business.



**TAKE ACTION:** Block out time each day—whether it is minutes or hours—that is committed to your Unicity business. Plan it in advance to ensure that it is time well spent and that you are productive.

Other business-related commitments you might consider include:

- Commit to tracking your progress consistently. This helps you stay focused and motivated.
  - Commit to completely professional and ethical behavior.
  - Commit to being the person that you would want to be. More importantly, commit to being the sort of person that you would want to partner with in business.
  - Commit to investing in yourself. *You are the primary asset of your business*, so commit to making yourself the best possible version of you that you can be.
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- Make a commitment to stick with it. Life has its ebbs and flows, its ups and downs. The great thing is the overall upward trend.

These are just a few examples of worthwhile commitments. All will add great value to you and your business if you make and keep them.

#### 4. Review My Tools

Unicity has many tools to help you in your business. They are effective, easy-to-use, and they work. ***If you use them.***

This section includes an overview of the most commonly used Unicity tools.

##### **Product Presentation Website**

The Product Presentation Website is designed to help you attract and acquire customers. It's focused on that customer-up, product-first process and mindset. It is designed to help you share the products and to share, build, and validate peoples' belief in them. Ask your sponsor for the web address of our product website based on your location in the world.

##### **Business Presentation Website**

Our Business Presentation Website includes a great Introduction video, details about the products and the business, and a great "Next Step" video. It will walk you (and your prospects) step-by-step through who we are and what Unicity has to offer. Once again, ask your sponsor for this website's address.

##### **System Training Website**

This is how we teach you, and your team, how to start, grow, and manage your Unicity business. This is how we establish the pattern of duplication for you and them to follow in order to build your network.

The resources that you'll find on the System Training Website are plentiful and relevant to your business. They're designed to help you become what you need to become to grow and lead a rapidly growing, vibrant, consistent, and wonderful business.



**TAKE ACTION:** Come back to this site frequently as new content is added regularly. It's also highly recommended that you schedule refresher courses for yourself on this material as well as use it to teach others.

## Unicity Corporate Website

The website of our corporate partner, Unicity, is where you place your orders, check your volume, and conduct your transactions.

By leveraging the professional, Internationally-scoped resources that Unicity provides with our own and those of our other partners, we create very powerful and dynamic partnerships. We constantly strive for this synergy when two or more parties work together toward the same goal: this is where great things happen.

Remember, you are the CEO of your business. Invest in yourself. Keep your commitments. These and other Unicity tools exist to help you get your “Y”!

## 5. Establish My Monthly Auto-Refill

This section is about one of the most important business assets you have—Unicity products. In order to deliver results—health, financial, and other, they must be used. The key to ensuring this happens is to **establish your monthly auto-refill**.

Monthly Auto-Refill gives you complete control as to the products you receive monthly. And having the products arrive at your door automatically means that you’ll be more likely to use them in your life and in your business.

*“Doing things that you ask others to do—like setting up monthly auto-refill—increases your credibility. It shows that you lead by example.”*

*Aaron Webber*



**TAKE ACTION:** Know how much **PV (Personal Volume)** is required in your country. The Compensation Plan requires that minimum on amount on Auto-Refill. The U.S and Canada require 125 PV on Auto-Refill to qualify for commissions.

### Monthly Auto-Refill Tips

- The Prime Health Pack is a key item for your Auto-Refill. It includes our best-selling daily use products. Everyone should be on the products in this pack.
- Fulfill your required volume early in the month so that you can devote your time and attention to others as you help them build their business.

- Use the monthly Auto-Refill feature to begin to build your structure.  
Example: If you and at least 3 of your front-line people are all doing your qualifying PV on Auto-Refill of 125, you're qualified in terms of your Team Volume. That requirement, for 500 Team Volume, is met.

Make a business commitment that you and your team members will have standing Auto-Refills in place.

## 6. Work My Daily Action Plan

Consistent, daily action is what drives your business. This section is about keeping track of your "X's"—the tasks and activities you do that will advance your business on a daily basis and help you reach your goals.

Just like you learned about why it's important to write down your vision and your goals, the same is true when it comes to your daily action plan. Think of it as a how-to plan for getting to your "Y".

**Before you write your first Daily Action Plan, let's talk about the difference between *prime time* activities and *non-prime time* activities.**

Sending emails to your upline or the company asking a few questions, reading a newsletter, are all worthwhile activities; but they're *non-prime time*. As your first priority, do the things that have the greatest impact on your business and that require you to work around the schedules of others (ie, prime time).

Other items can be deferred. For example, this training can be deferred to non-prime time. Move other investing in yourself activities to a time that isn't quite as productive—early mornings or later evenings when you can't reach out to other people.

Remember to prioritize and conduct prime time activities during prime time. Do other activities that are just as important, but less time-specific, during times that are not quite so prime.

### FOCUS ON THE FACTS:

#### High-priority, prime time activity

If you extend 2 invitations per day, the data shows that this leads to 2 productive presentations or conversations per week.

This leads to 2 people joining you per month. And, they will join you at the exact same place and level that you began. If you start as a Manager, they will as well (remember the pattern of duplication = people do what you do).

This success is predictable. **The key is extending 2 invitations on a consistent, daily basis.**

Likewise, following up on those invitations is a critical prime time activity.

### Your Daily Action Plan

- **Make and work the plan.** Your first step is to align your Daily Action Plan with where you want to go. Do what you have complete control over. Focus your activities on the things that you know you can, and should do.
- **Record your activity and track your data.** Be confident and absolutely certain about what you've done. Know, at any time, where you are, how close you are, to your goals.
- **Return and report to your sponsor.** Let them know that you're on track; that you're doing. Review your data and ask them how you could be more effective or more productive.



**TAKE ACTION:** Download and use the “My Daily Action Plan Worksheet” PDF to focus on key activities and data you will need to report accurately to yourself and your mentor.

Remember, there's value in accountability. Learn and practice the skill of being accountable to yourself and others.

### 7. Meet My Business Partners

You are not alone in your Unicity business. Make sure you have the contact details, and have been introduced to the following key people:

- Your Sponsor \_\_\_\_\_
- Your Sponsor's Sponsor \_\_\_\_\_
- Your next upline “Presidential” \_\_\_\_\_

These are 3 people who are key to you and your business. In fact, they are essential to your success. It's their job is to work with and for you. Get to know them, how to reach them, and be comfortable in asking for their assistance.

Keep in mind, they can't, and shouldn't, do it for you, but they certainly can be helpful to you as you put forth your best effort.

These individuals are your Unicity business accelerators. They'll help you do what you're doing better, faster, more efficiently, and help you achieve a higher return on your effort.

### **START MY UNICITY BUSINESS: NEXT STEPS**

Congratulations on completing Step 1—Start My Unicity Business! You've taken an important first step toward your goals.

Your Unicity business training will continue with **Step 2—Introduce the Business**. This is an essential skill you'll need to master, but one that you're now well prepared to begin. Best wishes in your training and remember to call upon your sponsor and your other business partners at any time for support. We're here for you!