



DOXGETY

Training System

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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!
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- 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

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 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

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.
-

- 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.
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- 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!

Get My Y Worksheet

“Goals not written down are just wishes“ (Fitzhugh Dodson) If you really want to succeed in building a successful Unicity Business, you must take the time to clearly identify your goals and establish deadlines for their accomplishment.

This worksheet is a starting point to help you determine your goals and identify what is important to you. When you have completed this worksheet, fax, mail, scan or hand deliver a copy to your sponsor/upline. The better they understand your goals, the more successful they will be in helping you achieve them.

Big Picture:

What are my top 3 reasons for building Unicity business?

1.	
2.	
3.	

Health Goals:

What are my top 3 health goals and when will I achieve them?

1.		When?	
2.		When?	
3.		When?	

What will I start doing immediately to achieve my health goals?

Income Goals:

How much money will I earn in each of my first three months?

Month 1: \$	
Month 2: \$	
Month 3: \$	

How much will I be earning per month after one year?

\$

When will I reach each of these ranks?

(Achieving new ranks qualifies you to receive increased commissions and bonuses.)

Manager (Recommended to end your first month as a Manager)	
Director (5K OV) Bonus \$2,000 + \$200 X 12	
Sr. Director (10K OV) Bonus \$3,500 + \$300 X 12	
Exec Director (25K OV) Bonus \$5,000 + \$400 X 12	

Personal Growth Goals:

What am I going to start doing immediately and with consistency to achieve my income goals?

1.	
2.	
3.	

What am I going to give up so I have time to build my business?

1.	
2.	
3.	

What obstacles might I face that I am committed to overcoming?

1.	
2.	
3.	

Notes:

Who Knows Me?

#	Name	Phone	Email	Why?
1				
2				
3				
4				
5				
6				
7				
8				
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10				
11				
12				
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32				
33				
34				

My Daily Action Plan For the Week of _____

Commit to Making Two Invitations Every Day or More!

# Name, Phone, Comments	Contacted	Talked	Invited	Accepted	Presented	Open?	Firm F/U	Three-Way	Customer	Partner	Strategy	Started
	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N
1.												
2.												
3.												
4.												
5.												
6.												
7.												
8.												
9.												
10.												
11.												
12.												
TOTAL												

Weekly Activity Summary

Personal Volume (Goal/Actual)

G _____ /A _____

Group/Team Volume

G _____ /A _____

	Goal	Actual
Contacted		
Talked		
Invited		
Accepted		
Presented		
Open?		

	Goal	Actual
Firm F/U		
Three-Way		
Customer		
Partner		
Strategy		
Started		



Independent Distributorship Agreement



Phone Application: 1-800-UNICITY (864-2489) • Fax Application: 1-800-226-6232

If you apply by phone, you must send the original application to Unicity within 30 days or your application will be void.

1201 North 800 East • Orem, UT 84097

Check here if this is an amended agreement.

Applicant Information

Name (Last, First, Middle Initial) or Business Name*

Social Security Number (or Federal Tax ID Number**)

Co-Applicant/Spouse Name/Principal owner of Business Entity (Last, First, Middle Initial) (if applicable)

Birth Date (MM/DD/YY) M F
Gender

Street Address (Current Mailing Address)***

Area Code Home Phone Number

City State Zip Code

Area Code Work Phone Number

E-mail Address

Area Code Cell Phone Number

Sole Proprietorship Partnership Corporation Husband/Wife Co-Applicants

Area Code Fax Number

*If applying under a business name, additional information is required. Please contact Customer Service at 1-800-864-2489.

**For business entity only.

Enroller Information

The Enroller is the Distributor who is recruiting an individual to become a new Distributor with Unicity. The Enroller may also be the Sponsor.

Distributor ID Number Enroller Name

Area Code Daytime Phone Number

Sponsor Information

The Sponsor is the Distributor who is the immediate upline of a Distributor.

Distributor ID Number Sponsor Name

Area Code Daytime Phone Number

Distributorship License and Automatic Refill Payment Information

Please accept my payment of the \$40 Distributorship License fee plus any applicable sales tax and shipping/handling.

MasterCard* VISA* Discover* American Express* Auto-Payment/Bank Draft (Bank Draft form must be attached)

I want to participate in the Auto-Refill program as indicated below. I understand placing an Auto-Refill order enables me to receive my favorite Unicity products automatically every month. This Auto-Refill order section is included on this application for my convenience and is not mandatory. There is no minimum order requirement. Shipping, handling, and any applicable sales tax will be added to each order.

Credit Card Expiration Date (MM/YY) CVC

Cardholder's Name (Last, First, Middle Initial)

Start date of Auto-Refill
(MM/DD)

Item Number	Product Description	Quantity	PV	Unit Price	Total PV	Extended Price

***Please verify your shipping address above as you may be subject to fees due to UPS/USPS address corrections. Refused orders will be charged a \$10.00 fee per box.

By signing and submitting this form and payment for my Distributorship License, I acknowledge that I am applying to become a Unicity Distributor, also referred to as a Franchise Partner. I consent to Unicity contacting me at the telephone numbers, fax number, and/or e-mail address listed on my application or as updated. I certify that I have read and agree to the Terms and Conditions on the reverse side of this form. I further certify that I have received, have read, understand, and agree to the Unicity Compensation Plan and the Unicity Policies & Procedures, which are incorporated herein and made part of this agreement.

Applicant Signature

Date (MM/DD/YY)

Co-Applicant/Spouse Signature

Date (MM/DD/YY)

The Distributorship Agreement

Terms and Conditions

1. I am 18 years of age or older and legally competent to enter into a contract.
2. Upon acceptance of this Distributor Agreement by Unicity International, Inc. ("Unicity"), I will be an independent contractor and licensed Distributor (hereinafter "Distributor") of Unicity, which gives me the right to sell Unicity products (the "Products") in accordance with the Unicity Compensation Plan (the "Compensation Plan"). This Distributor Agreement will be deemed accepted by Unicity in its sole discretion when it is entered into the Unicity database, so long as there have been no violations with respect to this application and the Policies and Procedures. Distributor Agreements submitted by telephone will be temporarily accepted; however, the original Distributor Agreement or a facsimile thereof must be received by Unicity within thirty (30) days for it to be considered for acceptance. Distributor Agreements appropriately entered online will be considered for acceptance. The acceptance by Unicity of this Distributor Agreement may be rescinded if it has been determined there has been any misrepresentation or violation of the Distributor Agreement.
3. I have read the Compensation Plan as well as the Policies and Procedures for Unicity independent Distributors (the "Policies & Procedures"). I agree to be bound to and abide by the terms and conditions of each of these documents, and the terms and conditions of the Compensation Plan and the Policies & Procedures, including revisions, supplements, and amendments thereto, and further agree they are incorporated herein by this reference. This is an integrated Contract (the "Contract") that also includes the Compensation Plan and the Policies & Procedures. Other than these referenced documents, no other promises, representations, guarantees, or agreements of any kind shall be valid unless in writing and signed by an authorized officer of Unicity and me. I acknowledge that any violation of the Contract or any other agreements or obligations I may have with Unicity or any of its affiliated entities may result in the termination of my Distributorship or other disciplinary action, as deemed appropriate by Unicity, in its sole and absolute discretion. In the event of any inconsistency between the Policies & Procedures, any amendment hereto, and any other publication of Unicity, including the Compensation Plan, the current Policies & Procedures shall govern.
4. I understand that no product purchases are necessary to become a Distributor and the only payment required to become a Distributor is the Distributor License fee referenced on the front of the Distributor Agreement form and which authorizes me act as a Distributor under the Contract and to receive all of the benefits of such Distributorship.
5. Automatic Refill Agreement. If I elect to participate in the Automatic Refill program, by entering into an Automatic Refill Agreement, I authorize Unicity to ship my order to me no later than the 20th of each month, after processing the payment method that I have indicated. Unicity is under no obligation to ship any products until full payment has been received. Shipment will take place approximately two days from payment confirmation. Any new Automatic Refill Agreement received will cause an order to be shipped within two days of receipt of said agreement. Each month thereafter, my Automatic Refill order will be sent. Each Automatic Refill order will be shipped within three to five days after the date of receipt or as specified in the order. Shipping and handling charges will be applied to each Automatic Refill order.
 - a. Automatic Refill. This program allows me to automatically receive my product order each month and guarantees that, as a Distributor in good standing, I will meet the PV qualification requirement to be eligible for Awards under the Compensation Plan in that month, if my Automatic Refill order is for at least the minimum qualifying amount required by the Compensation Plan.
 - b. Revision. I may revise my Automatic Refill Agreement according to the Policies & Procedures.
 - c. Cancellation. I may not cancel my Automatic Refill Agreement for the first 90-days after it becomes effective. Thereafter, I may cancel my Automatic Refill Agreement by submitting a new Automatic Refill Agreement with "Stop Automatic Refill" written at the top. The Customer Service Department must receive the cancellation notice no later than 10 business days prior to my next Automatic Refill shipment date. If the cancellation is received less than 10 business days prior to shipment, there will be no guarantee that the last order will not ship. I will not be allowed to return any Automatic Refill orders to Unicity if I remain a Distributor, unless I can provide evidence to show that the cancellation had been received more than 10 business days before the order as shipped, such as a fax transmittal sheet.
 - d. 70% Rule. When placing any product order, I certify I have sold or consumed a minimum of seventy percent (70%) of all previous orders (the "70% Rule").
6. This Distributor Agreement shall be valid for one (1) year from the date of acceptance and is subject to a required annual renewal. Unicity is not obligated to renew this Distributor Agreement. I acknowledge that this Distributor Agreement and the Distributorship created hereunder may be terminated by Unicity if the Distributor Agreement is not renewed for any reason. The Distributorship created hereunder is a licensed right that is revocable, and the position this Distributorship creates in the Unicity Distributor Organization and/or database is the property of Unicity.
7. If I wish to terminate this Distributor Agreement, I will deliver to Unicity written notification of my intent to terminate. My voluntary termination will be effective as of the date such notice is received and accepted by Unicity.
8. As a Distributor, I am an independent contractor. I am not an employee, partner, agent, joint venturer, or legal representative of Unicity. I agree that I am solely responsible for my compliance with any and all laws or regulations related to my business in any jurisdiction exercising authority over me, including but not limited to the duty to license my business and to collect and pay sales or use tax on sales and on products I consume (unless Unicity otherwise agrees to collect and remit such taxes). I will obey any and all federal or local laws, statutes, and regulations applicable to my business and me.
9. Although Unicity or any of its affiliated entities may assist me in becoming aware of applicable laws, rules, and requirements, the sole responsibility to lawfully conduct my independent Unicity business in any jurisdiction rests with me. Therefore, I release Unicity and any of its affiliated entities and their officers, agents, and employees from all liability for any of my actions or omissions. I also waive any claims or causes of action which I (or others acting in my interest) may have occasion to assert respecting my status or conduct as an independent Distributor or Sponsor of Unicity arising out of any of my acts or omissions. I agree to indemnify and hold harmless Unicity, its officers, employees, successors, Distributors, and any of its affiliated organizations for any claim, action, or liability asserted arising out of my actions, omissions, admissions, or representations in sponsoring or conducting my independent Unicity business.
10. This Distributor Agreement allows me to recruit prospective Distributors of Unicity in my home country. I may only sponsor Distributors in other countries pursuant to the conditions of Unicity's International Sponsoring, which is included in the Policies & Procedures.
11. I understand that only Distributors in good standing (as such status is determined by Unicity) may Sponsor new Distributors. Unicity, at its sole discretion, may reject this Distributor Agreement without disclosing any reason therefore. If this Distributor Agreement or any renewal hereof is not accepted or approved, I release Unicity and its officers, agents, affiliates, advisors, and employees from any and all liability, claims, damages, or cause of action.
12. I understand that I am responsible for training and supporting any Distributors I Sponsor and/or recruit under the Compensation Plan. I will perform a best effort bona fide supervisory, soliciting, distributing, and/or selling function in connection with the sale of Unicity products to the ultimate consumer. I also agree to train any Distributor whom I may Sponsor or recruit in the performance of these functions. I will maintain continuing communication with and supervision over my Unicity Distributor organization.
13. I understand and agree that any Awards I receive from Unicity are granted under the rules of the Compensation Plan or the rules of a Unicity program as may be established from time to time.
14. I agree that I may not alter, repack, relabel, or otherwise change any Unicity product, nor will I sell any such product under any name or label other than that authorized by Unicity. I further agree that I will refrain from producing, selling, and using any compensation plan, program, writing, recording, or any other materials that have not been previously approved or provided by Unicity.
15. I understand and agree that I may not convey, assign, or otherwise transfer any rights arising hereunder without the prior written consent of Unicity. Unicity may assign the Contract without my consent.
16. I agree not to use proprietary trade names, trademarks, or other property of Unicity without the prior written consent of Unicity.
17. I will make no claims of therapeutic or curative properties regarding Unicity products or claims involving the Compensation Plan that are not contained in official Unicity literature that is produced and distributed by Unicity.
18. Unicity and its affiliated entities have proprietary rights to its Distributors and lists of Distributor names. I will not use any Unicity Distributor Lists or other Unicity contacts to promote the sale or use of any products, programs, or services other than those offered through Unicity, to any Unicity Distributor whom I do not personally Sponsor. I further agree that I may not hold a beneficial interest in more than one Unicity Distributorship except as expressly allowed in the Compensation Plan. I will return all existing Distributor Lists upon request by Unicity or upon my termination.
19. In the event I choose to purchase Unicity Products on my credit card or banking debit card, my signature on this Distributor Agreement hereby constitutes my authorization to process any order I place to those accounts and to use this as my "signature on file."
20. If any provision of this Contract is found to be unenforceable or invalid, the validity of the remaining provisions shall not be affected.
21. This Contract shall be governed under the laws of the State of Utah. I agree that proper jurisdiction and venue shall be in the state and federal courts in Salt Lake County or Utah County, Utah. In the event of a dispute, the prevailing party shall be reimbursed attorney's fees and reasonable travel and accommodation costs by the other party.
22. I agree that regardless of the form of claim, whether in tort, contract, or other, Unicity, its subsidiaries, and affiliated companies and their officers, employees, and agents shall not be liable for any consequential, incidental, special, or punitive damages, including lost profits or any claims against Unicity. No legal action may be brought by either party to this Distributor Agreement more than one year after the event giving rise to the cause of action has occurred.
23. I certify the accuracy of all information provided by me in this Distributor Agreement and agree that the providing of false or misleading information authorizes Unicity, at its election, to declare this Distributor Agreement void from its inception.

STEP 2. INTRODUCE THE UNICITY BUSINESS

Welcome to Step 2—Introduce the Unicity Business.

As you begin this step, it's important to understand that finding people to join your business or to purchase our products is a numbers game: the more people you introduce to the Unicity business, the more people will join your team, and the more sales you will make.

This training will teach you how to improve your odds, but remember that *it's a numbers game*. This is a concept you'll hear throughout your Unicity business training.

Of all the information contained within our five step training system, Step 2 is the most important for you to master. The reason is simple. If you are successful in introducing others to the Unicity business, you will be successful in building a network of business partners to help you reach your goals.

“Successfully Introducing the Unicity products and business to others is one of the most important keys to success for new business partners.”
Todd Smith

Let's take a look at how we present our Unicity business and products.

We've learned after more than 20 years of personal experience that the easiest and most effective way to build our business is by introducing our products and business through professionally produced videos. When using the videos, we are simply messengers sharing our powerful message through videos.

You don't need experience or special skills to begin; anyone can ask someone to watch a video.

Here are the three most common ways to introduce our business using our professionally produced videos.

1. Verbally provide the website address and schedule a follow up time.

This approach involves having a conversation with someone over the telephone and asking them to review one or more of our videos. With this option, you simply give your prospects the web address of our presentation site and schedule a FIRM time to talk with them after they've watched the videos.

2. Ask people to watch our videos while you remain on the phone.

This approach involves an interactive phone call when you ask someone to watch one or more of the videos while you're on the phone with them. The benefit of staying on the phone while people watch the videos is that you are able to control the process and discuss what they are learning as they watch the videos.

3. Meet in person.

There are times when it's best to introduce our business in person. It could be with one person or a small group of people.

In this case, you can download the videos to your computer, tablet or phone and play them. Or, you can play the videos from our website using a Wi-Fi connection. All our presentation and training websites are mobile and tablet friendly, so people can watch the videos on any device.

These are the three most effective ways to use our professionally produced videos to introduce our business.

Although you may be tempted to do so, experience has shown over and over that simply sending people a video presentation link in an email and skipping the phone or in-person invitation does not work. Therefore, it is critical, and in the best interest of your time, that 100% your invitations begin with a personal (verbal) conversation.

HOW TO INVITE PEOPLE TO LEARN ABOUT THE BUSINESS

Now let's take a look at how to invite people to learn about the Unicity business.

The first way is by sending someone an email, a text/SMS, or a direct message through a social media site requesting a time to talk. The second way is by calling them and inviting them over the phone. Let's look at both options starting with email, text/SMS, and social media invitations.

Inviting Through Email, Text/SMS, or Social Media

The only time to ever consider using email, text/SMS messaging, or social media in the invitation process is to send a personalized, direct message to schedule an appointment to talk by phone or to meet in-person. Mass invitations sent to everyone you know, whether it is by email or through a social media site are NOT effective when inviting people to learn about our business.

Here is an example using email to schedule a time to talk over the phone.

- Hey Emily,

I hope you had a great weekend. I would like to talk with you for 15 minutes sometime in the next couple days. It would need to be a time when you have Internet access. I have something I want to show you.

Would you be available to talk tomorrow evening between 6:00 and 8:00 or Wednesday afternoon between 2:00 and 5:00? If those times don't work, please give me a couple times that work for you. Please confirm the number you want me to use.

Thanks so much!

Sue

Here is an example of using text/SMS messaging to schedule an appointment.

- Hey Bill, I have something I would like to discuss around with you. Would you be available for a 15-minute call after you get home from work today?

The advantage of these invitations is that you will be more productive with your time because you will be calling people at a time when they are expecting your call. For your friends and acquaintances who prefer communicating through email or text/SMS, this is an ideal way to schedule appointments.

Many Unicity business owners use this method to schedule appointments. It's simple, comfortable, and highly effective.

When you call people at the scheduled time, begin by showing an interest in them. After some small talk, ask a question such as, "Just between you and me, how are things going with your job/career?" This is an effective way to determine if there is a need or desire that our business could fulfill. Based on your relationship and their answer to this question, you can proceed with your business invitation.

Now let's take a look at how to invite someone by calling them. Even if you plan to schedule appointments by sending text/SMS messages, emails, or direct messages through social sites like Facebook, the phone invitation skills described below will help you when you call at the scheduled time of your appointment.

Here are 10 steps to follow as you go through the process of inviting someone to look at our business using the phone. Keep in mind that the ideas and approaches discussed can easily be modified to invite someone in person as well.

STEP 1. PREPARE FOR THE PHONE CALL

As you get ready to make your invitation calls, find a quiet place where you can make your calls without distractions.

Start by selecting someone on your list of contacts. Take a minute to concentrate on this person. Ask yourself, "Why might this person have an interest in my business?" Think of reasons why the Unicity business may be attractive to him or her. Also reflect on the reasons you would want to be in business with this person. Knowing this information will help you craft the most effective invitation.

STEP 2. MAKE THE CALL

Always call with positive expectations. When you think things will turn out well, they generally do. For best results, keep your energy level high; speak with confidence and controlled enthusiasm. How you sound when making an invitation call is just as important as what you say.

When you are ready, relax, and make the call.

STEP 3. DETERMINE AVAILABILITY

When starting a conversation, always be personable and friendly. After a pleasant hello, determine if the person you're calling is busy on another line or doing something that would distract him or her from listening to you. You could ask, "*Do you have 15 minutes?*" or whatever you feel comfortable asking to make this determination. If the person is busy, ask, "*When would be a good time for me to call back when you would be near your computer?*" and schedule a time to call again.

STEP 4. SHOW AN INTEREST IN THE PERSON YOU ARE CALLING

One of the best ways to positively influence people is to show an interest in them. You could ask them how they are doing. You could ask about the kids, a hobby, a sport, or whatever you feel would be appropriate based on your relationship. Remember, when you show an interest

in others and the things that are important to them, they will show an interest in you and the things important to you.

STEP 5. COMPLIMENT YOUR PROSPECT

As you transition your conversation from small talk to your invitation, consider how you could offer a genuine compliment.

If you express admiration or respect for people, you will have better results. When you compliment people, it makes them feel good and usually results in their being more open-minded. It also positively influences how they feel about you. If for no other reason—make someone's day by giving a sincere compliment.

STEP 6. CONFIDENTLY GIVE YOUR INVITATION

The main objective of your invitation is to create interest and curiosity. Regardless of which method you use to give your invitation, you need to be well prepared and approach each invitation with the right mind-set: Be confident and in control. You are a professional—a business owner who is serious about success. Here are some tips to help you project this mind-set to others:

- Never say anything that would be perceived as begging a prospect to look at your business. Instead, be proud, strong, and confident! If they don't have an interest, that's okay; just move on!
- As you invite someone to learn about the Unicity business, you want to be deliberate and controlled in your conversation. The less you say during your invitation, the better.
- If you are intentional in what you say, you will be highly successful in gaining positive agreements from people to learn about Unicity. If, on the other hand, you talk too much because you are either not prepared or lack self-control, you will likely struggle and get a low percentage of people who accept your invitation.

Based on your relationship with the people you call, think about the approach you believe would be most effective at getting them to take their time to review the Unicity business.

Below are some options for giving your invitation. As you read each one, think about those you would feel most comfortable using.

The Discovery Invitation

With the discovery invitation, you seek to identify a need, pain, or concern that you feel our business can help address. If you can first recognize a way that you can help people achieve

something important to them, they will be much more inclined to take their time to learn about your business. Here are some examples of how you might do this:

- When talking with Bob, you could ask, *“Bob, how is the economy affecting your business?”* If what he does for a living is being negatively impacted by the economy, you could ask him to elaborate. Then when the time is right simply ask, *“Would you be open to diversifying your income?”*
- If you are on the phone with your friend, you could ask, *“George, how are things going with your job?”* If he mentions anything negative about his job, ask him to elaborate. As he tells you about his areas of concern, listen and consider an approach that would be most effective. After he finishes, you could say, *“Let me ask you a question. If there were a business you could start working part-time from your home that could later replace your full-time income, would it be of interest to you?”*

Identifying a person’s need, pain, or concern FIRST, and then offering our business as a solution is a highly effective invitation strategy. This strategy is especially productive with the people you meet in the course of a normal day. As you meet new people each day, ask questions about their jobs. When they respond, listen carefully to what they say to see if you can identify a need, pain, or concern that your business could fulfill.

The Direct Invitation

With the direct invitation, you invite someone to watch our introductory video without giving them any information. Here are some examples of the direct invitation:

- You could call Mark and say, *“I have just a minute, but wanted to give you a call. Mark, what’s your schedule this week when you would have 15 minutes? I have something I would like to chat with you about.”* Proceed to set up a time to talk again when he will have access to his computer. On this second call, you will ask Mark to go to our business presentation website. You will then remain on the phone as he watches each of the videos. This allows you to control the process and answer his questions as he learns about the Unicity business and products.
- If you were talking to Mary and knew she was at home you could say, *“Mary I have something I would like to show you briefly, do you have your computer handy?”* If yes, ask her to go to our business presentation site and watch our introduction video while you remain on the phone. When she is done watching the Introduction video, discuss what she saw and determine her interest in learning more. If she is open to learning more, direct her to the next video to watch while you remain on the phone.

My-Story Invitation

When using the my-story invitation, you will share with people why you have made the decision to diversify your income; then invite them to explore what you are doing. Here's an example of this style of invitation:

- After talking about Randy's weekend at the lake, proceed by saying, *"Randy, as you know I've enjoyed a successful real estate career. But because of the constant demands of my time as a real estate agent and the uncertainty surrounding the industry, I've made the decision to diversify my income. After considering my options, I made the decision to team up with a highly respected international company to help expand their business here in (City name). It's a well-established company looking for the right people to help them develop this region. As I considered those I respect and admire, I thought of you. Would you have an interest in reviewing some information to see if this might appeal to you?"*

If Randy agrees to review information, schedule an appointment to either get together in person or on the phone. During this appointment, you would walk him through the first two videos then determine if he is open to learning more.

After someone watches the first two videos, here's a great question to ask, "Randy, if you were to diversify your income and start your own part-time business, why would you do it?" The goal is to get them talking about their needs and desires so you can position our business as a solution to help them achieve their goals.

Remember that regardless of their circumstance, people want to connect with you as a person before anything else. That's why the my-story invitation is one of the most effective business-building strategies at your disposal. You'll feel good when you use it. You'll see great results when you perfect it.

The Health Care Provider Invitation

We do not recommend you begin your business by calling on physicians; cold calling doctors' offices does not work. However, we do offer this invitation strategy as an option if you currently work in the medical field or if you have a close relationship with a medical professional.

- *"Hey Dr. Patel, if there was a program available that could help you help your patients with Metabolic Syndrome, Diabetes, Cardiovascular Disease and Obesity that was natural, safe, physician endorsed and could provide an additional revenue stream for your practice, would you want to know more about it?"*

Effective Invitations Using Voicemail

When you call people, you need to be prepared to leave a voicemail message if they don't answer. Here's an example of the type of message you could leave.

- *“Tim, I hope you had a great weekend. When you have a chance, give me a call on my cell phone. I have something I want to discuss with you. My number is 555-1234. The number again is 555-1234. I look forward to our conversation. Take care.”*

When Tim returns your call, if you are not in a quiet location where you can focus on your invitation, answer the phone and tell him you are busy but that you do want to talk with him. Then schedule a firm time to call him back when he will be near his computer with Internet access.

Create Your Personalized Invitation Script



TAKE ACTION: Now that you have read about a variety of invitations, you need to create the script(s) you will use when you call people. It has been proven that those who use a script or outline of what they want to say enjoy the best results.

When creating your script, make certain it sounds natural and that you can read it smoothly and with feeling. Don't forget to create curiosity and interest, and be careful not to say too much. Also be sure NOT to talk about the products during your invitation calls or people may pre-judge our business. If you noticed, none of the invitations said anything about a product.

If you do not feel comfortable working from a script, then create an outline of talking points to guide you through the conversation.

STEP 7. PREPARE FOR QUESTIONS

If you are successful in arousing interest and curiosity, it's likely that you will be asked questions during the invitation process. It's important to anticipate questions and be prepared to immediately address them with confidence. The objective is to present logical and reasonable responses to their questions, not to create resistance. Rather than answering a lot of questions over the phone during the invitation, it's best if you answer specific questions briefly.

As you answer people's questions, it's critical that you not talk too much. Don't talk yourself into thinking *this person is different, I can tell them more*. If you want to accelerate the duplication process within your business, you must always lead by example and follow the system correctly.

Here are some of the most commonly asked questions and responses you will hear when inviting people:

“What are you doing?” “What kind of business is it?”

When someone asks a question seeking more information, they are not looking for a phone presentation. They are simply curious. Here is an effective response:

- *“Bob, when I was first introduced to the business I had a lot of questions, and you will too. If you don’t mind, I would ask that you watch a short video. It’s very impressive. It’s designed to give you a professional overview of the business; then, if you’re interested in learning more, we can get together and discuss it in greater detail and go over all your questions. Are you near your computer?”*

“Is this Network Marketing, Direct Sales, or MLM?”

No matter how well you invite, you will get this question from time to time. If you hear it frequently, you will want to modify your invitation so it doesn’t sound like you are inviting them to look at a network marketing business.

When you hear this question, be prepared for those who don’t understand the industry or who have been turned off by someone’s approach, get-rich-quick promises or pressure tactics.

Here are two different options for responses:

- *“Yes it is, Tom. Are you familiar with the industry?”* Then discuss his experience. If he has had any negative experiences, ask him to elaborate on them. When he’s done, try to point out the differences with Unicity and keep the conversation positive.
- *“Joe, our business model is built on the strengths of different business concepts, including network marketing. When you learn more about our company and what we’re doing, I believe you’ll see what makes us unique. I was very skeptical at first, but I have really been impressed with what I’ve seen. Would you be open to watching a short introductory video to decide if this might be of interest to you?”*

“I don’t know if I’m interested.”

If someone says anything that would make you feel like they are pondering your invitation, make a strong statement about your business and then ask for a decision. Here is a good response.

- *“Well, it’s up to you! This would only take 15 minutes of your life to learn more. If you’re not interested, you’ve lost 15 minutes. But, what if this was the perfect fit for you and*

you choose not even to take the time to make an honest evaluation? What have you got to lose?"

If someone seems hesitant after hearing one of your invitations, or if someone responds with a negative comment, here's a great response.

- *"Terry, I have the utmost respect for you. When I thought of people that I like and would enjoy working with, I put your name on a short list. If you don't have an interest in learning more, that's fine. I was just thinking of you."*

Wait for a response. If he doesn't respond with a decision to learn more, thank him for his time, move on, and make the next call.

STEP 8. GET A FIRM COMMITMENT

When people agree to learn about the Unicity business, your goal should be to have them watch our introductory video as soon as possible. If they are available with Internet service at the time of your call, then verbally give them the business presentation website's address while you remain on the phone.

If they will be watching the video(s) at another time, get a FIRM commitment for an exact time when you will follow up to discuss what they have learned.

If you are scheduling a time to follow up, always secure a FIRM commitment on the time you will call.

There are three reasons to schedule firm appointments:

1. It serves as a deadline for your prospects to watch the video(s).
2. It allows you to spend your time productively, because you won't be playing phone tag trying to chase people down.
3. It shows you take your business seriously, which in turn builds your personal brand.

How soon should I follow up?

When setting up times to meet or to talk again, remember you always want to create a sense of urgency.

The two best words to use in building a sense of urgency are *how soon?* "*How soon can you watch the video?*" or "*How soon would you be near your computer with Internet access?*" or "*How soon would you be available to meet?*" When you ask people how soon they can do something, you will generally get the earliest possible time.

Setting up a follow-up time by phone

While we recommend that you always try to be on the phone or with your prospects at the time they watch the videos, we also know that is not always possible. If you are going to give someone the website's address and schedule a follow up time to talk, simply ask, *"Tim, how soon would you be able to take 10 minutes to watch our first two videos?"*

If he says he would be able to watch them tonight, try to schedule a time to talk tonight immediately after he watches the videos. The reason you want to set up a time to talk immediately after he has watched the videos is because that is when his interest will be at its peak. With every passing moment, from the time he finishes watching the videos to the time you actually talk again, his interest will likely decline. Therefore, it should always be your goal to talk as soon as possible.

You also want to avoid general follow up times. If Bryan suggests that you give him a call on Wednesday, you should respond with, *"Wednesday works for me. Knowing how busy we both are, I would prefer if we could set up a specific time to talk."* After that response, people are always willing to set up a firm time to talk.

If people can't commit to a firm time for whatever reason, try to at least set up a tentative time, and then tell them if there is a conflict to let you know.

If you feel it's appropriate, you can invite the spouse to watch the video(s) as well. Having the spouse be supportive of our business is very important. Spouses are often the biggest dream stealers if they don't understand our business.

STEP 9. GET OFF THE PHONE

After you have a firm commitment, you want to gracefully end the conversation as soon as possible. If you continue with small talk after you have a commitment, your prospect will likely ask questions about your business. The best way to end a conversation is by saying something positive. For example, *"I'm looking forward to talking with you again tonight at 7:00 (day and time)."*

STEP 10. SEND A SHORT FOLLOW UP NOTE

When you get off the phone with someone, immediately send them a short email. Here's an example:

Hi Mary,

I really enjoyed our conversation.

I look forward to discussing this project with you tonight at 8:00. As a reminder, the website address is _____.

Karen

If you verbally gave them the website address while on the phone, include it again in your email. This brief note confirming the time you will be calling increases the odds that she will be ready when you call.

When you get done with each call, evaluate and refine your invitation

Ask yourself three questions.

1. *“Did I create curiosity and interest?”*
2. *“Did I talk too much?”*
3. *“Did I get a firm time to talk again?”*

As you strive for excellence in the invitation process, you will want to continue to refine your approach.

When someone declines your invitation, STOP and reflect on the conversation and see how you can improve. If you get three *no's* in a row, stop making calls and watch this video again. But when you watch it this time, be ready to take notes. At the top of your pad of paper write: *What Am I NOT doing?* Then write down everything you are currently NOT doing. This is also a great way to troubleshoot your business.

As you strive for excellence at the invitation process, not only will your results improve, you will become more effective at teaching others how to invite correctly.

INTRODUCE THE UNICITY BUSINESS: NEXT STEPS

As this lesson concludes, we want to challenge you to make a minimum of two invitations every day. Just think, “Two a day, every day!” Over the span of our careers, we’ve seen thousands of people fail and thousands succeed. If we were to point out the single most important element to succeeding in this business, it would be discipline.

If you want to achieve your goals, you must be consistent and push yourself to make at least two invitations every day. If you miss a day, then make four invitations the next day. As you look at your goals and reasons for doing this business, ask yourself, “Is what I want worth making two invitations a day?”

The #1 benefit of this business is that anyone can succeed. It doesn’t require any special skills or experience. It just requires that you be coachable and follow our system with consistency.

If you are like most new owners, you may feel uncomfortable at first when inviting people to learn about the Unicity business. When people are uncomfortable with any activity, they generally avoid doing it. That's human nature.

Challenge yourself to be disciplined and consistent in your prospecting efforts. If you just can't muster the effort to call people, then send a short note requesting a time to talk as described in this lesson.

People like you are succeeding every day.

Believe in yourself and you, too, can achieve whatever you desire!

STEP 3. ASK FOR A DECISION

Welcome to Step 3—Ask for a Decision.

After you introduce our business to others, your next step is to determine whether they are open to learning more. For those who have an interest, your goal will be to take them through a logical, belief-building process to the point where they make a positive decision to join you in this business. The more effective you are at leading them through this process, the more people you will add to your team.

The days of using the salesman’s selling tactics to close people to purchase a product or join a business are over. Gaining positive decisions is about treating people with respect and courtesy. Today, people do business with people they like, trust, and believe can help them with their needs.

Another important factor to remember is that you are looking for business partners with whom you will work for many years. This business is about finding the right people who truly have a need or desire for the benefits offered by our company and then working together in a win-win relationship.

IDENTIFY YOUR PROSPECT’S AREA OF INTEREST

After you have successfully introduced our business, your next step will be based on your prospects’ areas of interest. Knowing their areas of interest may be obvious based on your conversation; however, if it is not apparent, you will simply need to ask one or more questions in order to categorize their interest.

Let’s take a look at the three categories people could fall into after learning about our business and what to do.

Category #1: People who have no interest

When you have introduced our business to people who show no interest in our products or business, here is what you should do:

- Remain upbeat and do not appear to be disappointed or discouraged.
- Thank them for taking their time to review your business.
- Request permission to stay in touch. You could say, *“Would you mind if I stayed in touch with you from time to time to let you know how things are going?”*

Staying in touch with people is very important because many of the people who will join your business will be people who weren't interested the first time they learned about Unicity. By staying in touch they will see that you have remained committed to your business; then, if the circumstances in their lives change, they will often take another look at what you are doing.

Category #2: Potential Consumers—these are people who have an interest in using one or more of our products

When you have introduced the Unicity business to people who have an interest in using our products, here is what you should do:

- Answer any questions they may have about our product(s).
- Explain the pricing.
- Highlight the money-back guarantee. A Unicity customer can return our products within the first 90 days of purchase for a full refund less shipping and handling costs.
- Ask for a decision. If the decision is positive, arrange a time to get together if they are local so you can get them started and explain how to use our product(s) for best results. The sooner you can schedule this appointment, the better. Be sure to always keep a small inventory on hand so you can get your customers started while their interest is high.

Category #3: Potential Business Partners—these are people whose primary interest is the Unicity business opportunity

When people are open to learning more about our business, your next step is to take them through our five-step formula to gaining a positive decision. Let's review it together.

FIVE-STEP FORMULA TO GAINING A POSITIVE DECISION

1. Strengthen relationships with prospective business partners

What do you believe is the No. 1 factor in people's decision to start their own businesses with our company? Is it Unicity, our products, our training and support or our company's management team? The answer is *none of the above*; it is YOU. If people don't feel a connection with you, it doesn't matter how good our business is, they won't join it.

This business is all about relationships. Building meaningful relationships are not only necessary for people to choose to work with you; they are also the glue that holds your

business together. If you treat people as friends, rather than objects from which you will earn a profit, you will be much more successful.

2. Identify people's reasons for considering your business

By understanding why people have an interest in our business, you can customize your approach to show them how they can achieve their goals.

If it is not obvious from your conversations why they are considering our business, just ask a simple question like, "*Terry, why would you consider doing a business such as this?*"

Encourage them to talk about their needs and desires that our business may help them address. Have them elaborate on each point and listen carefully. They will often have a list of reasons, and you want to make sure that you understand each one of them.

Example: Pam wants a college fund.

Suppose you have a prospect by the name of Pam who is considering starting her own business because she wants to start building a college fund for her two children. Now you know her No. 1 reason for looking at your business because, most of the time, the first reason people give is their top reason. Compliment her for going the extra mile to help ensure a good education for her teens. Then show an interest in her children by asking about them. She'll gladly share because, like all parents, she is proud of her children.

After discussing the importance of saving money for her children's college fund, ask her what other goals she would like to accomplish by starting her own business. As she shares her key motivating factors one at a time, write them down.

Be intentional about getting her to talk about these points in a way that gets her excited about them. The more passionate your prospects are about achieving the things that are important to them, the more likely they will be to join our business. Another benefit that comes from showing an interest in the things that are important to people is that it strengthens your relationships.

3. Determine what your prospective business partners need to know about the business in order to make a decision

By understanding exactly what a person needs to know in order to make a decision, you can focus your time discussing those things, rather than guessing what they need to know.

Here is a sample question you could ask, "*Pam, based on the information we have reviewed thus far, what else do you need to know in order to make a decision as to whether this is something you would have an interest in pursuing?*"

When people tell you what else they need to know, understand that often times there is more than one thing they need to know. As an example, if Pam said that she needs to know more about the company, ask, *“Pam, other than learning more about the company, is there anything else you need to know?”* If she says she would need to know more about the compensation plan, then say, *“I would be very happy to help you understand any aspect of the compensation plan that is important to you. Pam, other than learning more about the company and the compensation plan, is there anything else on your mind that you feel you need to learn more about?”* Continue this process until you have identified each of the points that are important to her.

The reason you want to understand the issues on her mind is because only then can you address them. You also want to make sure that you are being productive with your time by talking about the points that will ultimately lead to a positive decision.

4. Provide the information in a positive, helpful manner

After learning what your prospective business partners still think they need to know to make a decision, spend your time talking only about those points. Ask good questions and listen well. Don't talk too much. Be sure to address their questions and/or concerns and be careful not to address concerns they don't have.

Before addressing the points they have told you are important to them, make sure you are crystal clear on exactly what they really need to know. As an example, if Pam says she needs to know more about the company, then before rambling on about the company, ask her what she feels she needs to know about the company. Her answer may be as simple as, *“Where are they headquartered?”* By identifying exactly what she needs to know, you can then focus on addressing the specific point on her mind.

To summarize, the first thing to do is understand the big picture of what people feel they need to learn about our business. After identifying all of their questions or concerns, go over each point, one at a time, and as you do, get specific with precisely what they need to know.

As you go through each point and before moving on to the next point, ask if your response answered their question. Make sure they are comfortable with your response. Once you have addressed a point to their satisfaction, continue until each point has been discussed to their satisfaction.

Remember, in all your conversations, focus on what is important to your prospects. Try to avoid talking about yourself. This is not about you; it's about them.

5. Ask for a decision

When you are successful in building your prospects' belief and confidence in our business and in their ability to succeed, they will generally be ready to get started. Sometimes they will tell you they are ready to get started; sometimes you will need to ask for the decision.

When asking for a decision, be sensitive and perceptive. Be aware of the signals your prospect is sending you. If you sense someone is not prepared to make a decision, don't push it. Nobody likes to be pressured. When people are not ready to make a decision, something is holding them back and you need to identify what it is.

On the other hand, if you're talking with someone who is positive about your business, you need to ask for a decision.

Here is an example of the type of question you can ask:

- *"Hey, Pam, now that we have talked about each of the things you wanted to learn more about, are you ready to learn your next step?"*

When people are ready to learn the actual steps to getting started, walk them through the process and the cost of get started. The "Next Step" video on the business presentation site does a great job of explaining someone's next step. You want to get people started in the business the same way you got started.



TAKE ACTION: Once you explain to people how to get started, ask for the final decision to get started. Here's an example:

- *"Pam, I'm really looking forward to working with you. I feel that we can build a successful business together. I understand your goals and I believe that we can accomplish them by working together. In fact, I would really enjoy helping you achieve them. Is there anything else you need to know before we get started, or are you ready to go?"* If there is still something she needs to know, discuss it and then ask her if he's ready to get started.

When asking for a decision, if you sense some hesitation, continue with a little gentle probing. You might ask,

- *"Hey Pam, I can tell you're excited, but at the same time I sense there is something holding you back. Is there still something unresolved in your mind?"* If there is something, ask her if he would be open to discussing it with you.

Some people will be reluctant to share what's holding them back. It may be that they are questioning whether they will have adequate time available. It may be that they are questioning whether they think they can really be successful. They may be wondering how supportive their spouse is going to be. It could be any one of 50 different things that have nothing to do with you or our business.

When there is something holding people back, carefully identify what it is so that you can discuss it with them. As an example, when people question their own skills and abilities, they generally won't volunteer this information. However, if you treat them like a friend and ask them what's on their mind, they will generally tell you what's holding them back.

By taking your time to learn more about people's hidden concerns, you will often be able to help them work through whatever it is that is holding them back. If you don't identify people's hidden concerns, you can't help them and, even worse, you won't know why they aren't making a positive decision.

BUILDING BELIEF

When you are not successful in gaining positive decisions for any reason, then you need to continue to build people's belief—in themselves and in your business.

For most people, their greatest reservation is a lack of self-confidence. Since building a business is something they may not have done before, it's natural for them to have reservations about their ability to build a successful business. Knowing this, continue to say things that will build their confidence in their ability to be successful. Look for the positive attributes in people and tell them why you believe they can be successful in this business. The more convinced you sound when building their confidence, the more confident they will become and the more likely they will be to join your business.

BELIEF-BUILDING STRATEGIES

When people have been introduced to our business and are open to learning more, your goal is to build their belief. Here are the most popular strategies being used to build belief in people who have an interest and to help them make a decision. Discuss these options with one of your upline business partners to see which of these options are available to you.

1. One-on-One Belief-building Session

This is when you get together face-to-face with people who have been presented our business and who are open to learning more. This in-person meeting should be scheduled within 48 hours to keep the momentum moving while their interest is high.

Since these people have already been introduced to the business, you will not be giving a presentation when you get together. Instead, your agenda will be to review the five steps to gaining a positive decision. They are:

1. Strengthen your relationship with them so that they build their belief in you as a caring person and a competent leader.
2. Identify their needs, desires, and concerns that our business can help them address.
3. Explore what they need to know about our business to determine if it is something they would have a serious interest in pursuing.
4. Discuss the points they have determined to be important in their evaluation.
5. Ask for a decision if our business appears to be the right fit for them.

If your interested prospects are local, it should always be your goal to get together with them in-person as soon as possible. When you get together with people, you are able to strengthen your relationship, focus on their specific areas of interest, and receive their undivided attention. Getting together face-to-face produces the highest percentage of positive decisions.

2. The Two-on-One Belief-building Session

This is when you and one of your upline business partners get together with your prospect. Your agenda is the same as in the One-on-One Belief-building Session, but in this case, your upline business partner will do most of the talking, providing you an opportunity to learn.

3. The Private Business Rally

With this type of presentation, you will be inviting a small group of people to your home, or to the home of one of your upline business partners, or some other desirable location free of distractions.

At this presentation, one of your upline business partners will give a professional presentation to the entire group at one time. This is a productive way to provide more information because you will be providing more information to the entire group at one time.

If you have introduced the business to someone who is interested in learning more, but the next Private Business Reception is more than 48 hours away, then use one of the other belief-building options so that you don't lose momentum.

4. A Large Group Presentation

This is also commonly referred to as a hotel meeting. These larger presentations are one of the most powerful ways to build people's belief. These gatherings provide your people an opportunity to mingle with successful Unicity business owners, to hear a presentation from one or more local leaders, to see company information and products displayed on tables, to hear testimonies, and to feel the excitement that comes from these events.

When inviting people to any event, encourage them to block out enough time to be part of what's planned at the event and to spend private time with you after it's over. When people are excited about our business after an event, you want to be prepared to get them started.

Once again, if this presentation is more than 48 hours away, use one of the other belief-building options so you don't lose momentum.

5. A Three-way Call

A three-way call is when you and one of your business partners get on the phone together with one of your prospects. Three-way calls have been proven to be one of the most effective options for building people's belief, especially for long distance prospects.

The goal of a three-way call is to answer any remaining questions your prospects may have, to show them the type of support that is available, to give them the opportunity to talk to other people in the business, and to hear their stories. Often times just talking to someone else in the business helps validate our business in his or her mind.

How to schedule a productive three-way call

When you want to schedule three-way calls with your interested prospects, explain that you would like to have them meet one of your business partners. If your prospects have asked specific questions, tell your prospects that you would like them to meet one of your business partners and have your partner offer his or her insight into the questions asked. Your goal is to give them a logical reason for taking their time to speak with one of your business partners.

Steps for setting up a three-way call:

- 1) Give your prospects one or more reasons why you would like to have them speak with one of your business partners. The better your reasons, the more likely they will be to make time available for the call. It could be to address one of their questions or concerns.

- 2) Ask for a couple windows of time when they will be available in the next 48 hours. You always want to get at least two windows of time, so you will have some flexibility.
- 3) Tell your prospects that you will be checking the availability of your business partner(s) and that you will get back to them with a confirmed time for the three-way call. Ask if they would prefer to have you call, text/sms or email them once the time is confirmed.
- 4) Call, text or email your upline business partners and ask who is available to do a three-way call during one of these windows of time.
- 5) When you have a confirmed time with one of your partners, either call, text or email your prospect confirming the exact time of the call.
- 6) Five minutes prior to your three-way call, call your upline partner and tell your partner about your prospect and any concerns or questions your prospect shared with you that you want your partner to be aware of in advance.
- 7) At the exact time of the three-way, add your prospect to the call. Begin the call by telling your prospect briefly about your partner, tell your prospect that you have already told your partner about him or her; then introduce your partner. Your partner will then take control of the call while you listen.

If you do not have the three-way phone-calling feature available with your phone service, you will need to have this option added. You will also want to become familiar with how to use this feature before doing your first three-way call.

Leadership Tip: Leaders when you do three-way calls, follow the five-step formula for gaining position decisions.

6. A Webinar Presentation

Webinars are seminars or presentations that are transmitted over the Internet. Often these presentations are simply online PowerPoint or slide presentations.

Webinars are another highly productive way to provide more information for your interested prospects.

If you plan to invite people to watch an upcoming Webinar, here are the steps you should follow:

- Confirm the date, time, and details of the Webinar with your prospect.
- Schedule a time to follow up immediately after the Webinar concludes.
- Send a professional email with a link to the Webinar and any other instructions you feel would be helpful.
- Call or text your people 15 to 30 minutes prior to the Webinar to offer a friendly reminder. If you don't remind them, about 50 percent of the people will forget about the Webinar. Simply say, "Looking forward to speaking with you after the Webinar concludes."
- Follow up as soon as the Webinar concludes so you can discuss it with them while the information is fresh in their minds.

If the next Webinar is more than 48 hours away, use one of the other belief-building options so you don't lose momentum. Remember: *do not let more than 48 hours go by without your prospects doing something to learn more about our business.*

7. A Conference Call Presentation

Like the Webinar, these presentations can be an effective way to provide your prospects more information about our business. When inviting people to hear one of our company's conference calls, follow the Webinar instructions.

8. Watch More Unicity Videos

Unicity and its leadership have produced several professional video presentations to help build your prospects knowledge, confidence, and belief in our business and products. Ask your sponsor for the web address of these websites.

9. Unicity.com

Sending people to Unicity's website is always a good thing to do, but don't rely solely on the website to build your people's confidence and belief in our business. Since very few people get emotionally excited about a business by reading words on a website, it's best to use the website in conjunction with one of the other methods.

KNOW YOUR NEXT STEP

One of the most important things to focus on in the recruiting process is to always know your next step. When people review information but aren't ready to make the decision to get started, you need to continue to build their belief until the time when they make their decision.

Knowing your next step is a critical part of this process. Whatever you do, never get off the phone or leave an appointment with a prospect without having scheduled the next step. Any of the above options can be used for a person's second, third, fourth, and even fifth exposure to your business.

Whatever method you choose to provide more information, make sure you schedule the next appointment. If you do not schedule a time to talk by phone or meet in person, you will lose your momentum which will greatly reduce the odds of them joining your business.

Always try to schedule the next appointment within 48 hours. If you set a FIRM appointment to either talk by phone or to get together in person, then your prospect knows the next step, you know the next step, and ideally your prospect will have reviewed the information you gave him or her and will be prepared for your next conversation.

ASKING FOR A DECISION: NEXT STEPS

The one thing that stands between the prospects on your list and their long-term success in our business is this: *The belief that the time they spend in eager pursuit of our business, utilizing the strategies and principles taught herein, will cause them to get more than they might get by directing those hours in any other business effort.* That's your job.

One of the most unique benefits of the Unicity business model is the fact that anyone can build a successful business if they will apply themselves and commit to growing and developing each day.

If you will work your business diligently over the next three to five years, focusing on constant and never-ending improvement, you can enjoy a quality of life that very few people are fortunate enough to enjoy.

When you have people who are ready to get started, move on to Step 4, "Get Your Partners Started" and learn how to get your new business partners off to a successful start.

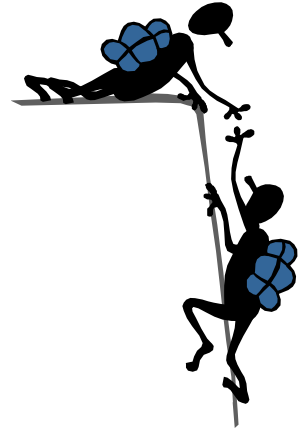
Congratulations on completing the third lesson of the *Do X Get Y Training System!*

STEP 4. GET YOUR PARTNERS STARTED

Welcome to Step 4—Get Your Partners Started.

Now it's your turn to become a coach and mentor.

This simple illustration conveys the essence of this step in the Do X Get Y Training System. This is precisely what you will be doing in helping your new partners get started. How you accomplish this step is critical for the long term success of your business. It's important to not only get your new partners started right, but to understand that *how* you get them started becomes the pattern they will use to get *their* new partners started. It sets a pattern of duplication for your business.



Your success will be harder to earn if you do not get your new partners started correctly. Your partners will not know what to do. As a result, they may flounder and fail. It's easier to build your business faster than it is to build it slower. Getting your partners started right will quicken the pace of your business and your success.

Don't allow yourself to be intimidated or overwhelmed by this part of your business. Your sponsor or one of your upline business partners or mentors will be happy to help you get your first few partners started with you.

LET YOUR PARTNERS KNOW WHAT TO EXPECT

Once your prospect has made the decision to join you in Unicity, you need to finalize that decision, express appreciation and excitement, and welcome them as a new business partner. Here are some belief-building strategies you can use to let them know what to expect:

- Point out their strengths and how you look forward to working closely with them to help them reach their dreams.
- Explain that the synergy from the both of you working together will be dynamic.
- Tell them that you accept the responsibility to be the best coach and mentor possible.

In addition to giving your new partners the right mind-set, you need to be sure they are equipped with the right tool-set. Help them enroll immediately by completing the enrollment yourself rather than tasking your new partner with this responsibility. You can do this very simply by using the online enrollment in your Unicity back office or filling out the agreement form offline.

If you filled out the agreement form, you will fax the form to Unicity or call Unicity Customer Service with your new partner on the line with you to complete the enrollment.

If you use the online enrollment in your Unicity back office you need to set up your new partners User Name and Password. As the user name use: your new partners first and last name (all in lower case and no spaces for user name) and as a password use: unicity. The User Name and Password can be changed at any time.

Scheduling the Strategy Session

Make it your goal to schedule the strategy session within 48 hours to keep the positive momentum going. If you delay in having this strategy session for your own convenience, you diminish the chances of your new partner's success. If it is not possible to schedule the appointment within this timeframe, schedule it as soon as you can. Explain to your new partner the importance of their homework assignment, which is to watch Step 1 - Start My Unicity Business.

If your partner is local, schedule the strategy session at a mutually convenient location that has Internet access. This will allow you to review any online information during the session. If they are not local and you will be doing the strategy session over the phone, make sure they will have access to a computer during the call.

Schedule 2 hours for your strategy session so that you have time to work all the steps and answer questions without rushing.

Once the appointment has been made, remind your new partners not to talk with any potential business prospects until they are properly trained. Although well intentioned, the failure rate is high when the proper approach is not used. This can result in discouragement and wasted contact opportunities. Help your new partner channel his or her enthusiasm into learning the system rather than talking to people before they are trained.

As you conclude your conversation, express again how excited you are about working with them and say something encouraging. You want them feeling good about their decision to work with you and to believe that they can build a successful business.

Next, send them an email welcoming them to Unicity and provide them with their Unicity ID#, login information, and order number. Within this email, remind them of the date and time of the

strategy session and their homework assignment. Their homework assignment is to watch Step 1 - Start My Unicity Business. Here's a sample email:

Hello _____,

Congratulations and welcome to Unicity. We are excited to have you join our team and look forward to working with you to build a successful business.

Your application has been processed successfully.

I look forward to our Strategy Session on (Date) at (Time). It is important that you complete your homework assignment before we meet. Please watch Step 1 - Start My Unicity Business and complete the worksheets. You can find this video training at www.doxgety.com

Your order and account information is below. Look for your shipment in 5 - 7 business days. You may receive an email from Unicity as well. Your user name and password can be changed at any time.

To login and get started setting up your web office go to www.unicity.com and click on "login" and enter the information below.

Again, thank you for your order and we look forward to working with you!

Please contact me if you have any questions. Thanks for all your help.

Best regards,

Your Name

- Your Order Number is: _____
- Your Auto-Refill Order Number is: _____
- Your User Name is: _____
- Your Password is: _____
- Your total is \$ _____

Preparing for the Strategy Session

Make sure your partner has completed the homework assignment and watched the first video, Step 1 - Start My Unicity Business. There is no point in getting together if they have not completed their homework assignment. It's highly recommended that you call a day before the appointment to confirm the appointment, make sure the assignment will be completed, and to answer any questions.

As you prepare for the strategy session, briefly review Step 1 - Start My Unicity Business to refresh your memory of what is in that lesson.

Conducting the Strategy Session

As a reminder, the strategy session should take place within the first 48 hours of your partner's enrollment. Sit for a few minutes with your new partner and help them feel comfortable. Remind them of your genuine interest in them. Build your rapport with them and strengthen your relationship. Answer any questions they might have before you get started.

Dealing with Doubt

By this time, people often begin to have self-doubt. The voice in the back of their mind tells them they don't have time, they don't know enough people, or they don't know if they can be successful. It's important that you are intentional about building their belief and confidence in Unicity and in you.

One of the best ways to do this is by sharing your own experiences and the experiences of your business partners that have been involved for a longer period of time than you have and have had success with the business. This is a great way to illustrate the power of the Unicity business.

REVIEW THE 7 POINTS TO GETTING STARTED TOGETHER

1. It's About Me!

The first point is to understand your new partner's vision and purpose for being involved with Unicity. Knowing their vision will help you keep them on track. Get specific on their goals, dreams, and aspirations with Unicity. Review their goal worksheet and, with their permission, make a copy for your future reference.

"When we deal in generalities we shall never succeed. When we deal in specifics we shall rarely have a failure."

Thomas S. Monson

2. Who Knows Me?

This list of contacts is a capital asset for their business. Have they started their “*Who Knows Me?*” list? Take a few minutes to review the list and help them to expand it. If they have not started their list, take the time to begin it now!

You may also want to share with them some of the helpful things you did when making your list. If necessary, conduct a brainstorming session to help them add more names to their list. Remind them not to make any judgments or perceptions as to who would or would not be interested in Unicity. Often, those we think may be interested in our business are not and those we might dismiss as not having an interest become some of our best customers and partners. If time allows, you may want to ask them to tell you about some of their key contacts.

3. Make My Commitment

Ask them to tell you about their commitment to their business. As you discuss their commitment, make sure that they know the importance of not only making commitments, but keeping commitments as well. Help them to understand that this commitment will be one of the determining factors to their long term success. There might be times that their business will not be growing as fast as they thought it would or they might be faced with other discouragements. That sometimes happens, but it is our long term commitment and vision that keeps successful business owners going, even when they are frustrated and feel like giving up.

Remember to confirm the days and number of hours they will be working their new business. Tell them that your commitment to them is to work alongside them every step of the way. They are in business for themselves, but they are not in business by themselves. Again, share your commitment to them to achieve their vision with Unicity.

4. Review My Tools

Show them the product focused website that is designed to create interest and inform people about Unicity’s products, create Preferred Customers, and enroll in the Prime Challenge. Show them the business website that is focused and designed to create interest and inform people about the Unicity business. Lastly, review with them the training website. They should be a little familiar with this website already since it is where they went for their homework assignment.

5. Establish My Monthly Auto-Refill

Explain the importance of having a monthly auto-refill. The 125 PV Auto-Refill (U.S and Canada) is the basis of Unicity's compensation plan. Encourage them to have the shipment date at the beginning of the month. In order to qualify to receive weekly commissions from Unicity, your Auto-Refill must have been shipped. Help them determine which products they want to use each month. We certainly encourage the Prime Health Pack. It time allows tell them about the "Three for Free" program, where if they get their Preferred Customers buying the Prime Health Pack, they get theirs free.

6. Work My Daily Action Plan

When you cover this step, your goal is to help them put together their Daily Action Plan. Based on their goals, share with them how you feel they should start building their business. Instill in your new partner the importance of making a Daily Action Plan for their Unicity business and then working that plan. The goal is to encourage them to do something every day. They need to know what to do each day.

Your new partners need to set a goal as to how many people they will contact each day. Step 2 – Introduce the Business, includes a challenge to make a minimum of two invitations every day. It's a good idea to link this goal with your new partner's vision by asking, "Is what you're working toward worth making two invitations a day?"

Don't forget that it's a numbers game. The more contacts made each day, the faster the business grows.

The contacts made each day are designed to fill a prospecting pipeline. So they might have a goal of "two a day, every day, keep ten in play." Keeping ten in play means that you will always have ten people in your prospecting pipeline. Or four a day, every day, keep 20 in play, and so on based on the time they are putting into their business each day. With the understanding of this principle, the more time they give to their Unicity business, the faster it will grow.

*"The faster your business grows, the easier it becomes.
People want to be involved in a fast paced, dynamic organization."*

Rick Jordan

After you have helped your new partner put together their plan, ask them, “What would you like me to do if I see you getting off track?”

This is a great question to ask your new partner because everyone gets off track at some point. By gaining their permission now, it allows you to hold them accountable in a manner that is agreeable to them when they get off course. What defines great leaders is that they are able to get more out of people than they can get out of themselves.

7. Meet My Business Partners

This is where you introduce to your new business partner to key partners available to help them build their business. Write down the names of those key business partners along with their contact information. This list may include those who have achieved the rank of Director and above. Take a few minutes and tell them about each individual. You may want to schedule a 3-way conference to introduce them to one of these key business partners. Perhaps that would be their closest Presidential Director or above.

TEAM = Together Everyone Achieves More

Explain the importance of working closely with their upline business partners and that they are available to help them build their Unicity business. You cannot build this business as effectively by yourself. Stress the importance of utilizing the entire team for their success.

As you conclude this strategy session with your new business partner, give them their next assignment, which is to watch the next training video titled Step 2 -Introduce the Unicity Business. Highlight the scripts that have worked well for you. Tell them to review the various scripts and to choose the ones they like best.

Ask them to report back to you with the scripts they have chosen and schedule a time in the next day or two to review them. This will also be a time that they can practice the scripts and roll play with you. Allow approximately 30 minutes for this next meeting or call.

Protecting Your Partner’s Vision

Finally, prepare your new business partner for dream stealers. These are influential people in their lives who feel they have their best interests at heart, but have not seen your new partner’s Unicity vision. This might be because they have do not have enough information.

Prepare your partners by telling them to thank the person for their concern and then asking the person to review some information. It’s foolish to allow people who have no idea what they’re talking about to steal their dream or discourage them.

After you have successfully reviewed the homework lessons from Step 1 and set up the next appointment to discuss how to properly introduce the Unicity products and business, you can conclude your strategy session. Congratulate your new business partner on completing this process and reiterate your commitment to them and to their business.

GET YOUR PARTNERS STARTED: NEXT STEPS

The next lesson in the Do X Get Y Training System will cover Step 5 – Follow Through – Leading My Partners. As you complete these lessons, you will have worked through the entire Do X Get Y System.

This training system lays the foundation of a wonderful and powerful business for you. As you continue to follow this sequence with your business partners and their customers, you will create a long term, sustainable business.

Congratulations on completing the fourth lesson of the *Do X Get Y Training System!*

STEP 5. FOLLOW THROUGH – LEADING MY PARTNERS

Welcome to Step 5—Follow Through – Leading My Partners.

If you plan to build a large business of other Unicity Business Builders and Sharers of the Product, you need to learn how to effectively build, lead, and support this organization.

Effective follow-up is key. As you have learned in Steps 1- 4, you extend invitations and you follow-up. As you get your partners started, you will teach others to extend invitations, and teach them to follow-up in the same manner. Then as a leader, you follow-up on those folks to ensure they are extending their invitations and following up.

As you begin your business, your *first goal* is to learn how to sell our products and attract Business-Builders. As you start recruiting other people, your *next goal* is to teach them how to sell product and present the Unicity business model to others. Then, as your business begins to grow, you will need to provide leadership and ongoing support to your growing team.

This section reviews the different roles you will assume as a Unicity business owner: teacher, coach, mentor, and supporter. You will need to serve in each of these roles to be successful. As in all areas of your business, we'll help you do so.



TAKE ACTION: Use the notes sections throughout this lesson to jot down your own ideas and take-aways after reading. What will you commit to doing as a leader to support your team members?

YOUR ROLE AS TEACHER AND COACH

1. Duplicating

Duplication is the foundation upon which the Unicity business model is built.

To be successful, it's vital that you have a clear and effective system you follow and teach to others. That system is the "Do X Get Y" model you've been learning about in your training.

The fastest path to success comes from building your business correctly and duplicating the steps of this training.

A word of caution: it's natural for new business owners to look for faster and easier ways of doing things. As a new Business Owner, however, the smartest thing you can do is first become familiar with this training system. If you want to try doing something a different way, treat your new idea like an investment. Just as you would not spend all your money on an unproven investment, don't spend all your time on a new idea.

The best way to teach your team members what to do is to lead by example and do the things you want your people to duplicate. Your team is watching you. Only do the things you want your downline partners doing. Avoid doing things that cannot be duplicated by the majority of the people in your business.



2. Communicating

“Tell me, and I’ll forget; show me, and I may remember. Involve me, and I’ll understand.”

People learn best by doing. Involve them in the training process, business events, planning, and whatever else you can. Communicate clearly when teaching new business partners. Don’t use lingo or jargon. Always speak on the same level as your audience and make sure they understand what you are saying.

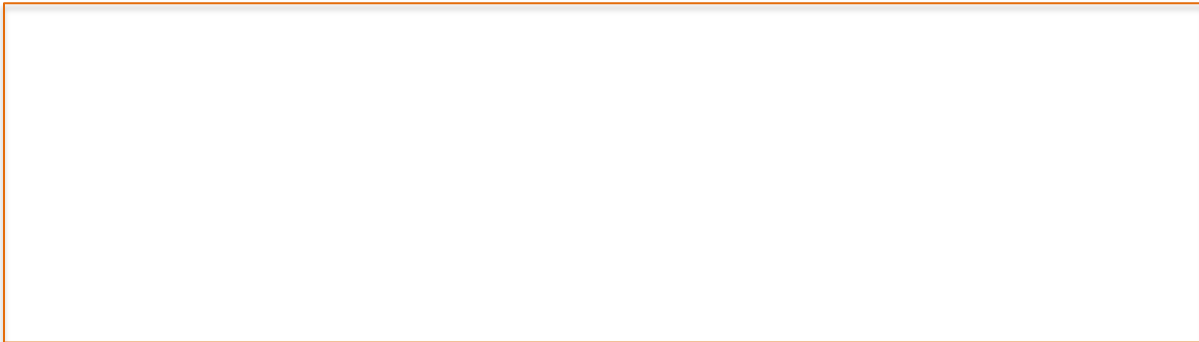
Don’t tell people what to do; instead, explain *why* something is important and offer your support. Adults appreciate fully understanding why they are doing something before they do it themselves or teach it to others.

When you see people off track, try to help them understand why they are off track. Many times people get off track because they did not understand something. When you offer corrective feedback, look for the most positive way to offer your suggestions.

When communicating with your downline partners, always remain upbeat and positive. Your downline partners feed off your energy and enthusiasm. If your downline partners sense you are feeling *down* for any reason, it will automatically bring them *down* as well. For the same reason, it’s advisable to avoid talking about personal problems with your downline partners.

Communicate regularly. It’s important that you talk to your new business partners at least every other day as you help get them started. Your goal for these calls is to make sure they are doing the activities in their daily action plan. If you don’t help them remain accountable to their goals, and Daily Action Plan no one else will. This is part of being a great coach. When you talk with them, review what they have done since your last conversation. If they have been calling people, ask how the calls are going. Have them walk you through the conversations so you can help them based on your experiences.

Remember that it is very important to use the method of communication that individuals prefer. This should be noted on your *“Who Knows Me Worksheet”*.



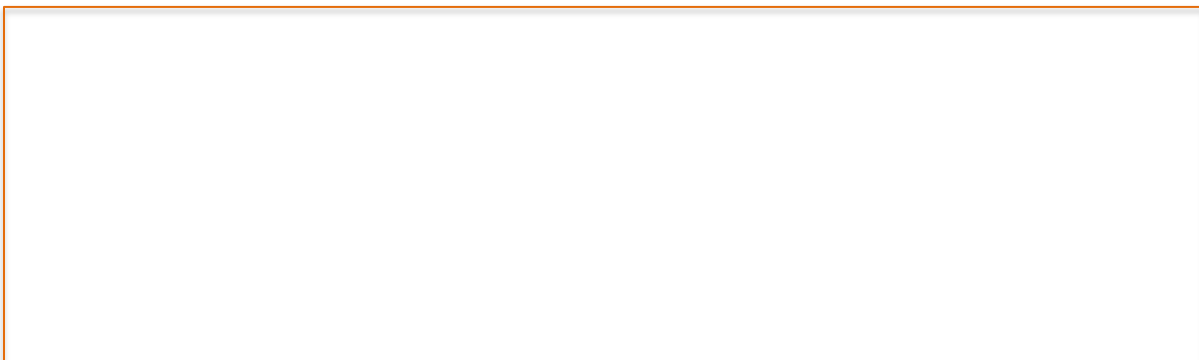
3. Building Belief

Belief is empowerment. Believing in Unicity and the Do X Get Y business model is one of the most important building-blocks in building a successful business.

Recognize that inexperienced business partners don't have the same level of belief that you have. They may still be a bit reserved, doubtful about the product's capacity to produce positive results, or even skeptical about the company and, most often, their own ability to be successful. Consequently, you must constantly be aware of your role as a belief-builder.

As a coach, you should constantly guide your people into doing the things that will build belief and confidence in their Unicity Business and in the health benefits of Unicity Products. You can do this by recommending a new audio or a conference call, or by reminding them about an upcoming event to attend.

Events are one of the most effective ways of building your downline partners' beliefs. You should set a goal to attend all local, regional, and national events, and encourage your partners to join you. If you don't go, they won't go.



4. Managing Your Time and Energy

The most successful business owners have been those who have learned how to be extremely productive with their time. We all have the same number of hours in a day, but how we spend our time determines the level of success we are able to achieve.

Your success will be largely dependent on how productive you are with the time you have set aside to build your Unicity Business. The key to being productive is to set priorities and then spend your time on the most important things first. As a new business owner, the most important use of your time initially is to prospect for new customers and business owners. If you are like most new business owners, this is where you should be spending the majority of your time in your first six months. This is the “prime time” activity we discussed in Step 1 when you built your Daily Action Plan.

As you begin building your business, make a commitment to yourself that you will focus on the activities that bring you closer to accomplishing your goals. Ask yourself each day, “*What is the most important use of my time right now?*” Then look at your plan and make sure you are doing the things that you have already determined to be the most important activities, and those over which you have complete control.

FOCUS ON THE FACTS:

Work with partners based on their goals, not yours. Avoid wanting the business more for others than they want it for themselves. Managing the time you spend helping others is important to your own success.

Only coach those who are willing to be coached. Don’t waste your time with people who are unwilling to be taught. Always match your energy with their energy. Don’t ever expend more energy on your partners than they are expending on building their businesses.

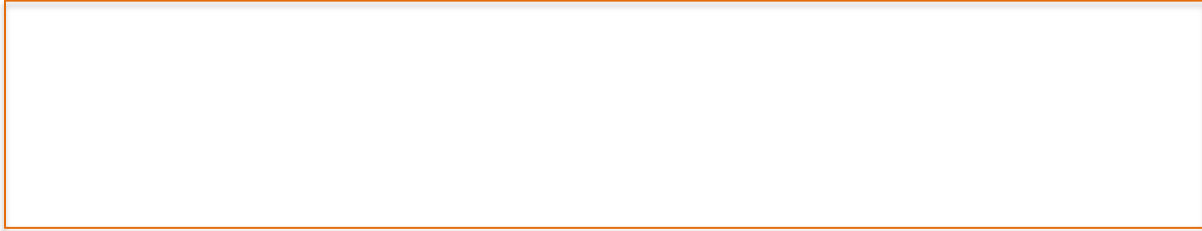
Remember, you are the coach. Don’t let people intimidate you based on their prior business success. Initially, you know more about this business and the model for its success than they do!

YOUR ROLE AS A MENTOR AND SUPPORTER

1. Build Relationships

Successful businesses are relationship-driven, so it’s imperative that you focus on building friendly and productive relationships with your customers and partners. Just as your upline partners serve and support you, you will now develop warm working relationships with your downline partners. Let them know you care about them as people as well as business partners.

Never do anything that could cause someone to question your integrity. You are trying to build a lifelong relationship with those who join you. Don't ever do anything that could cause people to question your character. If people don't trust you, they won't respect you, and you can be sure they will tell others!

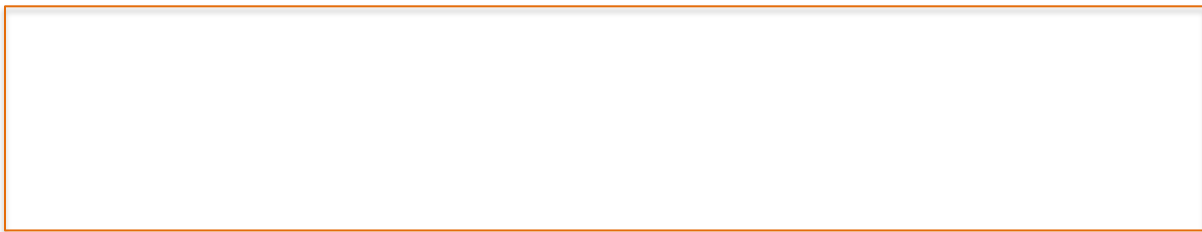


2. Lead Your Team

This is a leadership-based business and you are the leader of your team. Your primary responsibilities are to teach, motivate, inspire, and counsel others to help them reach heights of success that each one could not achieve alone.

Be consistent. Ensure your people know what they can expect from you and “how you are.” If you are inconsistent, you'll have a business that is likewise.

Get copies of your downline partners' *Get My Y Worksheets* and do everything you can to help them achieve their goals. Help them clarify their goals and establish plans for the direction they must take to succeed. Offer suggestions and ideas that will help them avoid mistakes, save time, corral their resources and energies, and develop effective strategies.



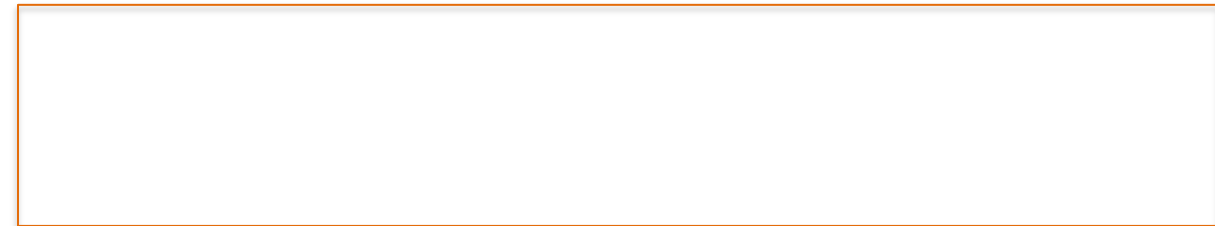
3. Offer Encouragement and Recognition

Be the kind of person who encourages. Remember to be patient with your new business partners. Most people need a great deal of support and encouragement as they get started.

Help your team members envision what they can become tomorrow rather than who they are today. Remind them that success in building their team is in direct proportion to their commitment to excellence.

Recognition is an excellent communication tool that rewards and reinforces actions and brings about the results you want from your downline partners.

Surprise your people with a card, phone call, or small gift as a form of reward and recognition for a job well done. Unexpected recognition is powerful because it's genuine.



NEXT STEPS

Congratulations on completing the *Do X Get Y Training System!*

If you have not signed up to receive our video blog trainings on our Do X Get Y website, do it now. We also encourage you to watch these training videos frequently. Each time you watch them, you will learn something new. Best wishes for a productive and successful career!