

GETTING STARTED CHECKLIST

Congratulations on joining Arbonne! You have made a decision to change your life! This checklist will show you how to accomplish your goals by following a proven roadmap for success! Duplication is KEY in this business, and this training will ensure you get on the right path!

YOUR TASK: Read through this document within the next 24-48 hours. Then contact your sponsor when you are finished. This is YOUR business. It is up to YOU to get it going. Your upline will support you, but no one will do the work for you. Consistent effort will take you far in this business. A little bit of Arbonne every day goes a long way!

Keep in mind that you do not need to know everything before you get started! One of the beautiful things about Arbonne is that you will learn as you learn! You will learn by doing, and that will build your belief in the products and in the industry, which will help your confidence grow!

Make sure you share this training with all your new Business Builders so your entire team stays on the road to success! Let's do this!

1. KNOW YOUR WHY AND YOUR "I" STORY:

- Your "Why" is important! It keeps you focused and will be the start of every presentation, every one-on-one and every DA (Discover Arbonne) Presentation you ever do.
- Your "Why" will change as you grow. Your "Why" may include part of your upline's story until you have a story that is big enough to inspire others on your own. It will happen!

Your "Why Story" is what you will say at the start of each group presentation or one-on-one appointment. It is how people get to know you and how they learn why this business is important to you. People will be a LOT more likely to support your business if they know you have started this business because you have a huge WHY and that becoming

successful in Arbonne is not optional for you. Your story can be very similar to the above story. You'll just want to add more details.

- **Background:** You can say the same as above, but add more details, such as how you were introduced to Arbonne.

- **Reason you started Arbonne:** Same as above, but add more detail. Instead of just saying you need to earn some extra money (or whatever your reason), add why you need to earn extra money. Talk about what was going on in your life that caused you to be open to Arbonne.

- **Then I found Arbonne:** The same as above or you can change it slightly. This is where you talk about why you were skeptical and how you overcame it. This is a great time to share a success story of your upline or someone that they might be able to relate to. This is important because it helps people relate to you in their own skepticism and helps them see how they can overcome it as well. (If you are doing a Healthy Living Workshop, share either your Bootcamp success or someone else's.)

- **Hope for the future:** This is the most important part. You should go into detail about your hopes for the future. What is your #1 why from your list? Talk about that! Talk about what your life will look like once you've achieved that. What are your other whys? Where do you see yourself? Say at the end, "I'm going straight to the top of this company and I'm looking for others to join me." Be excited! This is what will make people want to join your team.

2. MAKE AN ANNOUNCEMENT POST:

- Make a social media post announcing to everyone that you've jumped in to this business! Share your story and your why!
- Consistently post on social media, so people know you are SERIOUS about your Arbonne business! People are expecting you to quit, so prove to them that you won't!
- Draft a post from your heart and send it to your sponsor to edit and tweak it!

3. WRITE YOUR 100-PERSON LIST

- It's OK if you can't think of 100 people right away. This is not a list of people you think would want to do Arbonne with you. Don't make the decision for them. Just start by writing down all the people you know. This is your warm market.
- You can use your email address book, facebook contacts, Instagram friends, your cell phone, etc. to jog your memory. This is an EVER-EVOLVING LIST. You will continue to build this list, always.
- Circle the top 5-10 people you would love to have on your team! That's your potential DREAM TEAM!

4. GET INTO INCOME PRODUCING ACTIVITY:

- **SCHEDULE 2 LAUNCH DATES:** Book at least 2, back-to-back get-togethers for your sponsor to launch you. Your sponsor will do your launch presentation in person or via Zoom. Your sponsor will also show you how to make an invitation to text to your friends! Put 2 launch dates on your invitation so people can choose one.

*Download "Word Swag" app to make invitations.

- **CALL/TEXT YOUR FRIENDS** to invite them to your launches! Let them know you've started your business and that an invitation is on its way!

- **TEXT** the invitation your sponsor helped you create to your friends.

*****Sample body of text inviting friends to take a look at your business:**

"Hey, _____! I just started my business with Arbonne. I'm celebrating with my launch party! My sponsor with Arbonne will be sharing about our nutrition and skin care products! It would mean the world to me if you could come and just be a warm butt in the seat! Does 2/22 at this time or 2/28 at this time work for you?" **FOLLOW UP** with a phone call to confirm attendance at your launches.

FIND 4 HOSTS: Ask 4 friends to host get-togethers for you.

*****Example:** “Hi, Cecilia! I am so excited! I just started my Arbonne business because (share our reason). I was wondering if you could do me a huge favor and get a few friends together and let me come share Arbonne with them. I need to book 6 events this month, and I was hoping you could help me by hosting 1 of them for me! It would mean the world to me if you did!

FIND 4 BUSINESS PARTNERS DIRECT TO YOU RIGHT AWAY: This business is much more fun when you do it with business builders on your team! The faster you sponsor business partners the faster your business will grow! We are going to explain more about how this will benefit your business a little later in this document.

SCHEDULE YOUR DREAM TEAM CALL WITH YOUR UPLINE: Who are the top 5 people you would love to have on your team? Invite them to be on a live Zoom call with you and your upline. Your upline will do all the work. You just have to get the people on the call. This is an opportunity for you to get your friends on board, but also for you to equip yourself so one day you can do your own calls with your team!

*****Sample verbiage to invite people to Dream Team Call:** “Hey, friend! I hope you are doing well. I don’t know if you know or not, but I just started my own business with Arbonne and I’m loving it! I am super excited for my future with this company! I am doing this because (share your why). My sponsor has encouraged me to invite 5 people I would love to have on my team to hear her share her story and all about the business opportunity on a call this Thursday night. It may or may not be for you, but it would mean the world to me if you would just hop on the call for 30 minutes and then let me know what you think. All I ask is that you don’t say “no” before you know what you are saying “no” to!

USE RECORDED DISCOVER ARBONNE VIDEOS TO SHARE THE ARBONNE BUSINESS OPPORTUNITY:

· **This is as simple as: Reaching out to someone about the business opportunity.** *****Example call:** “Hey, Lindsey! I hope you’re doing well! I honestly am a little nervous to talk to you, but I’m so excited that I just had to call! I just started my own business with Arbonne and I am loving it! I thought about you right away because I KNOW this is going to change my life and I’d love to

share it with you! Can I send you a video to watch really quick that will explain just a bit about the business!? Trust me, I know about the doubts and reservations and judgements you might be having but is there any way you'll have an open mind to hear me out? All I ask is that you don't say "no" until you "know" what you are saying "no" to!"

- **After they say yes, send them a DA video!** Ask your sponsor for a DA video link if you don't have the link! Make sure you say, "Watch this and let me know when you're done! Do you have time now to watch it?!" Get a time that they can commit to watching it.

- **FOLLOW UP.** Example: "Lindsey! I'm dying to hear what you thought of the video!! What'd you think?!" Be pleasantly persistent... it might take a few follow ups to get a response and that's okay! People are busy.

- Now, after they watch the DA, they might have questions, concerns, doubts, etc... but this is not the time to answer. Explain that: "I know it's a lot of information! Actually, my sponsor _____ has been doing this for a little longer than me and she would be amazing at answering all of those questions!! What time today or tomorrow are you free to hop on a quick facetime with us both so we can explain the next steps and answer your questions?!"

- **BOOK THE FACETIME CALL.** (or zoom) This is so important. Your sponsor will be able to answer questions, and be that third-party validation. ! They'll be able to show your prospect their success story and share their passion!

- Sign them up as a consultant. You have your first business partner!

- Help them place their order

- Add them to the Team FB Page with a welcoming, exciting post to get them locking arms with other Consultants and show them that we have an amazing support system a community!

GET IN FRONT OF 40 FACES A MONTH: You need to share the business and the products with people every day. Just messaging someone on social media doesn't count as income producing activity, unless you are in a back and forth dialogue with them. You don't have to work Arbonne 24/7. You can weave this business in the nooks and crannies of your day.

Ø WAYS TO GET IN FRONT OF 40 FACES A MONTH:

- Group presentations
- One-on-ones
- Sending someone a Discover Arbonne video and following up after.
- Getting people on the 30 Days to Healthy Living Program.

5. GET THE PRODUCTS YOU NEED:

DOWNLOAD ARBONNE SHOPPING APP to your phone.

ORDER YOUR ASVPS (See “Arbonne Special Value Packs” sheets attached)

- You need products for your events, products to use as testers, and products to Arbonnize your home and your family! If you don't use it, you can't sell it!
- If Arbonne sells it, don't use another brand. Shop from your own mall.
- All the products you purchase to start your business are a tax deduction.

6. SET YOURSELF UP FOR BUSINESS:

GET YOUR WEBSITE READY:

1. Log in
2. Go to “My Dashboard”
3. Go to “Me”
4. Go to “Details”

5. Put your picture on your website.
6. Send your prospects directly to your site, and not to the general arbonne.com site.

DOWNLOAD ARBONNE'S "MY OFFICE" APP

USE SOCIAL MEDIA:

- **Be yourself:** Post your life! What do you love? Post about it. Drip Arbonne into those posts. When you are excited because you got an Arbonne package at the door, post that! When your jeans are too big because of Arbonne, post that! Just show how Arbonne is a part of your daily life!

- **Journal your story:** If you are doing the 30-day challenge, post 1-2 times a week about your journey. Don't sell; your story will sell for you. Even if people aren't commenting and engaging they are watching you!

- **Keep your page fun and personal (but not too personal):** A general rule is to post something personal, post something funny, post something family, and then post something Arbonne.

- **Add people on Facebook and Instagram right away:** As soon as you meet someone and make a connection, ask them if they are on FB or Instagram and add them right then and there. Begin liking and commenting on their posts to build a relationship.

- **Always Private Message:** When someone mentions something on their page that you think Arbonne can help with, don't comment in detail on their post about it. Send them a PM to get them the details. When you're doing this, don't think of yourself as a sales person, but instead as someone who is offering a service. Never push it. Just give them the info and then let them decide.

- **Put up lots of photos and keep captions short**

- **Don't offer sales:** It's against Arbonne's policy to offer a sale on Social Media. It devalues our products and can also hinder your sidelines efforts.

- **Celebrate your teammates' successes on their pages:** When you want to congratulate someone on their success, find a cute picture or image of a quote and write

up a congrats note on their page. It helps both people's friends to see what's going on in our businesses and how much we celebrate each other. Don't just "like" your teammates posts, but comment on them! Comments make their posts more visible and their friends more interested.

- **ALWAYS BE POSITIVE on social media!**

ORDER YOUR BUSINESS AIDS:

- Product catalogues and Opportunity brochures

GET READY FOR YOUR PRESENTATIONS/ONE-ON-ONES:

- **PRINT PRESENTATION FLIPCHARTS FROM YOUR NVP'S WEBSITE.**
- **OTHER THINGS TO PRINT FROM YOUR NVP'S WEBSITE.**
 - ASVP close sheets for your presentations – laminate
 - "Before and After" pictures – laminate a few
 - "Is Arbonne for You?" flyer
 - Order forms for your presentation – several copies (optional)

7. EARN YOUR CASH BONUS AS A CONSULTANT:

ACHIEVE \$500 Personal Qualifying Volume (PQV) in one month.

RECEIVE 6% Override on all personally sponsored Independent Consultants
PQV = what you order for yourself and what your DIRECT Preferred Clients order.

ACHIEVE 2,500 QV in Successline Volume (SLQV) AND Sponsor 2 Preferred Clients and/or Independent Consultants, who each do 150 PQV in the month.

RECEIVE \$100 cash bonus.

SLQV = what you order for yourself plus the orders from your PCs, PLUS the orders from your Consultants and their PCs and ICs. (Essentially everyone on your team!)

8. GET TO DISTRICT MANAGER:

YOUR GOAL: Promote to DM in 1 or 2 months. Why?

- Earn 8% override on your team and on YOURSELF!
- Your cash bonus goes from \$0 to \$200 a month.
- You have the potential to earn \$300 a month in bonuses your first 6 months as a DM. (\$200 DM bonus plus \$100 Bonus Booster).
- Don't leave money on the table!

QUALIFICATION REQUIREMENTS:

- \$6,000 in 1 or 2 months (this includes your orders, as well as the orders from your Preferred Clients, orders from your Consultants and orders from their Consultants and Preferred Clients. Everyone's order counts towards the \$6,000!
- Minimum \$1,000 PQV during qualification period. (PQV includes your personal orders and orders from your Preferred Clients.)

GOAL FOR MONTH 1:

- At least \$2,500 QV in group volume. Arbonnize your home, shop for yourself, sell products, etc.

*****Example:**

YOU: Buy at least 2 ASVPs: (1 Nutrition and 1 RE9) = \$657 QV

PLUS: Sell 6 Nutrition Kits = \$1902 QV

***This will give you at least \$2,500 QV to be in qualification for DM!

- You can achieve \$6,000 QV in group volume and become a DM in 1 month! OR f

*****Example:**

YOU: Do your \$2,500 QV plus find 3 people to do the same = \$10,000 QV

YOU and YOUR TEAM: Sell/order 20 Nutrition or RE9 ASVPs!

9. UNDERSTAND HOW WE GET PAID:

SIGN UP FOR PUREPAY WITH THE PUREPAY APP (DOWNLOAD IT).

- You will need this app in order to get paid.
- You can also go to arbonnepurepay.hyperwallet.com to sign up.
- We get paid every Tuesday from our personal PC sales, and every month from our team sales (overrides and bonuses).

RETAIL SALES: 35% commission

ORDERS FROM PREFERRED CLIENTS (PCs)

- 15% commission – when you sign up PCs instead of selling at retail, you give people the opportunity to shop for themselves at a discount. This creates loyal customers!
- As a Consultant, earn 6% override on all personally sponsored Independent Consultants when you have \$500 PQV in one month.

OVERRIDES

- As a District Manager, you will earn 8% override on all Consultants and PCs, including your own personal orders (You get paid to use Arbonne shampoo!)
 - 8% of a lot is bigger than 15% of a little. This is where real duplication takes place – focus on finding Business Builders and building a team of Consultants!

10. STAY CONNECTED:

FACEBOOK NATION PAGE:

- For business building Consultants only
- Turn on notifications and check daily
- Check documents under “files”

YOUR NVP’S WEBSITE:

- Presentations, flyers, documents and recorded calls.

APPS TO DOWNLOAD:

VOXER APP: (for team communication)

- Download it to your phone, put it on the front page of your phone and turn on Voxer notifications under your phone “settings.”

- ZOOM APP (for team meetings)

LOCAL MEETINGS AND EVENTS: attend everything recommended by your upline
Always ask your upline if other meetings are recommended!

GTC: Our Global Training Conference is not optional for business builders!

11. MATTERS OF THE MIND:

THINK LIKE AN ENTREPRENEUR:

Entrepreneurs invest their time and resources upfront for a big payday at the end!

YOU WILL GO THROUGH 3 STAGES:

“It’s not worth it!” “It is worth it!” and “I’m not worth this much!” In the beginning you will do a lot of things for which you don’t get paid, but there will come a day when you will get paid for a lot of things you don’t do.

MANAGE YOUR EXPECTATIONS:

Most people overestimate what they can do in 1 year, and underestimate what they can do in 5 years! Give yourself time to build a strong foundation and master this business. In any new business, there is a learning curve. It takes time and consistent effort to become successful.

BE COACHABLE:

- Follow our system for success
- Call your upline with your questions. You are in business for yourself, but not by yourself.

BE WILLING TO GET OUT OF YOUR COMFORT ZONE!

KEEP A FULL CALENDAR!

BE A LIFER! Don’t quit before payday!

FOCUS ON PERSONAL GROWTH:

- Listen to calls recommended by your upline
- Cecilia Stoll's "Belief, Attitude and Commitment" call on Cecilia's website.

*****www.stollnation.com ***password: consultant**

- Read books on leadership and on the industry of Network Marketing
- Your First Year in Network Marketing – by Mark and Rene Yarnell

“We cannot achieve your wildest dreams by remaining who we are.”

–John Maxwell