

# ROADMAP to SUCCESS



**VISUALIZATION**



**BE COACHABLE**



**ATTITUDE**



**COMMITMENT**



**STAY PLUGGED IN**



**DAILY ACTIVITY**



**FREEDOM!**

# **Roadmap to Success**

## **A Working Plan For Creating Wealth Through the Vemma Opportunity**

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Tom and Bethany Alkazin

# *table of* **CONTENTS**

Welcome Letter	4
Step 1: Your Dreams - The Foundation of Your <b>Vemma</b> Business	6
Step 2: Attitude - Setting Yourself up to Succeed	10
Step 3: Create A List - Your Most Valuable Asset	12
Step 4: Leading with <b>Vemma</b> and <b>Verve</b>	20
Step 5: Leading with the <b>Vemma</b> Business Opportunity	24
Step 6: Goal Setting - Your First Objectives	28
Step 7: Counsel Upline - Everyone Needs a Coach	31
Step 8: Get Started Now - Time for Action!	32
Stay Plugged In	35
Success Quotes	36
New Member Checklist	39

# Welcome and Congratulations!!

Congratulations on your decision to become part of the **Vemma** Team! You have just taken a positive step in your life that can truly change the future for you and your family. You now have an opportunity to design your own life. You now own your own business and have the opportunity to make your dreams and goals a reality by helping other people. Our mission is to make a positive impact in people's lives by providing a unique product and business opportunity that can help individuals improve their physical and financial health. We are proud of you for making a committed decision and stepping out in faith. This training and development program was created to set you up for success and give you a track to run on. You now have the opportunity to build a business and pay yourself what you are worth. Your income will match your efforts and commitment because you are in control.

Every new Brand Partner in **Vemma** has one thing in common, every one of us was a beginner at one time. Often the excitement and enthusiasm is high, but the knowledge is low. This program has been developed to help accelerate you through the learning curve. Keep your excitement and enthusiasm high and we will equip you with the knowledge and tools that you need to succeed. The rest is up to you. Many of our Brand Partners have gone on to achieve success beyond their wildest dreams.

Success in **Vemma** is not a mystery. The **Roadmap to Success** removes all mystery and doubt because these principles are a proven pathway to success. The **Roadmap to Success** is the EXACT roadmap that helped us make our dreams and goals a reality. This proven plan for success is simple and something you can do. This proven plan of action is built on a few simple fundamentals that, when repeated over and over, create momentum and can lead you to the success and results you are seeking. Your job is to learn these principles and fundamentals and put them into action consistently. Please do not try to reinvent the wheel. The plan works; it is your responsibility to work the plan!

It has been said that *success comes from doing the correct things, correctly, long enough*. Well, we are going to teach you how to do the correct things; correctly...the "long enough" part of this success formula is up to you. In other words, once you learn how to do the correct things, correctly; your success is dependent upon your PERSISTENCE. You must stay consistent and stay the course. Do not allow yourself to get off track or deviate from this proven plan.

As you learn these principles and fundamentals, you will begin to make progress when you consistently apply them. Then, as you begin to assemble a winning team, you will need to teach others these same principles and fundamentals. Teach and train your team that as soon as they enroll a new Brand Partner that wants to build a business, they must hand them the **Roadmap to Success** training book so they too can learn what to do and how to do it. It is all about duplication so remember these three words; LEARN, APPLY, and TEACH.

As you move forward, you will find that activity always comes before results. With your **Vemma** business, income follows the correct activity. As you learn, apply (by taking consistent action), and teach these proven principles and fundamentals over the next 12 – 24 months, you have the opportunity to succeed beyond your wildest dreams.

We recognize that everyone who enters our business has different levels of time, energy, self-confidence, desire, and talent. That is why we created this program to be adaptable to every Brand Partner. You can go at your own pace and build your **Vemma** business as big as you can dream.

Finally, we suggest that you review the **Roadmap to Success** audio CD and workbook several times. Each time you listen to the CD or review a step, you will pick up something new. We also encourage you to review the CD and workbook every 60 – 90 days to stay plugged into the key principles and fundamentals that will lead you to success.

Remember, **Vemma** is SIMPLE, it's FUN, and it's SOMETHING YOU CAN DO!! May God bless you on your journey and we look forward to seeing you at a **Vemma** event in the near future.

**Tom and Bethany Alkazin**  
Vemma Royal Ambassadors

## ***Step 1: Your Dreams—*** **The Foundation of your Vemma Business**

Your first step on the **Roadmap to Success** is to learn to dream! Your dreams will truly provide the foundation for your **Vemma** business.

Think about it...most of us as children were natural dreamers. One day we wanted to be a doctor, the next day an astronaut or veterinarian, or teacher, or explorer. Anything was possible and there were absolutely no limitations! Unfortunately, as we grew up; we all had our share (or more than our share) of disappointments and heartaches. As part of the life experience, we felt personal and professional rejection and disappointment. We had many hopes and aspirations and, of course, many of them did not become a reality. As a result, most people lose the desire and ability to dream. Most people begin to settle for mediocrity, for whatever life will give them as opposed to achieving an extraordinary life of their dreams. In fact, it has been said that most people work just hard enough to not get fired, and most employers pay people just enough so they don't quit. Many people go through their adult lives having never given their ABSOLUTE BEST to anything.

Well, here is the good news...it does not have to be that way! By choosing **Vemma** and the **Roadmap to Success** training, you can truly break out of this pattern, break away from mediocrity, and design the life of your dreams.

Learning to dream again means that you spend some time identifying what you want out of life AND what you want out of your **Vemma** business. **Vemma** is the vehicle that can take you where you want to go. It has been our experience that Brand Partners who clearly identify and envision their dreams are more excited, consistent, and persistent. You will consistently take the steps necessary for success as long as you have enough REASONS why you want to succeed.

Now, we want to take a few minutes to help you begin to shape your dreams. Remember, this is IMPORTANT! Your dreams will fuel your desire, motivation, and efforts as you launch and grow your **Vemma** business. Take some time with these simple exercises so your business will have a rock solid foundation.

First, take 5 to 10 minutes for a "Dream Big Dreams" exercise. In the space provided, fast forward 3 years and write down the details of your ideal life. Here's a question: How big would you dream if you knew you could not fail? Where would you live? How would you live? How would you spend your time? Who would you spend your time with? Would you travel? Where would you go? What would your personal income be? How much money would you have in the bank? What would you do for fun? What charities or philanthropic causes would you support with your time, money and resources? Who would you help? What would a typical day look like and feel like? (Please look at a watch or clock and keep your pen moving for at least 5 minutes. Don't worry about spelling and grammar...just have fun and get started!)



Now that you have completed this initial dreaming exercise, remember that you can modify and rewrite at any time. These next several exercises will help you begin to get specific with your dreams, and the reasons why you are going to build a successful **Vemma** business.

Next, write down your specific income goal for 3 years from today. In other words, what will your monthly residual cash flow be in 3 years? Don't be afraid to dream big dreams! Remember, we are engaging in "possibility thinking" with no limits. After you identify this income target, write down your top 3 dreams that this cash flow will make possible.

### **3 Year Monthly Residual Cash Flow Goal**

\$ \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Following this same methodology, break down your monthly residual cash flow objective into 1 year and 6 month targets. Then identify your top 3 dreams associated with each income target. Remember, the monthly residual cash flow is a measuring stick. The real power comes from your dreams. What will this cash flow make possible for you and your family? What will the "time freedom" that comes with a residual cash flow make possible? What are your REASONS?

### **1 Year Monthly Residual Cash Flow Goal**

\$ \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### **6 Month Residual Cash Flow Goal**

\$ \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Now that you have completed the initial Dream Big Dreams exercises, it is important that you continue to focus on them. Visualize with emotion your 3 year dreams. Imagine yourself living the life you have dreamed about. This will fuel your desire, consistency, and persistence.

One final thought on your dreams...**PROTECT THEM!** Protect them with a passion because they will be attacked. There are many negative people in the world and they are trained recruiters! They are focused daily on recruiting others into their world of negativity, pessimism, and complaining. We call them "dream stealers". Sometimes, it is a well meaning friend or family member who has settled for mediocrity and they "don't want to see you disappointed". More often it is someone who does not have the desire or discipline to change their circumstances (they would rather talk and complain than actually do something) and so they don't want to see anybody else step out in faith and make something positive happen. Remember the saying, "misery loves company"? Well, it is true. Protect your dreams with a vengeance. After all, this is **YOUR** life. This is not a dress rehearsal. The people that attack your dreams are not going to take care of you and your family, so don't listen to them. Don't follow them and their chosen path. We have always been amazed that often times, it is the individual who is unhappy, negative, and financially broke who claims to have all the answers! Do not be swayed. Remember your **REASONS**. Visualize yourself achieving your dreams and stay away from negative people. Protect your dreams by focusing on them. Each day when you do something positive with your **Vemma** business, imagine yourself one step closer to achieving your dreams.

It has been said that the journey of a thousand miles begins with the first step. You have just completed the first step in the **Roadmap to Success** training. Now let's build on the foundation of your dreams!

**"Dream big dreams! Small dreams  
have no magic!"**

**-Dottie Boreyko**

## **Step 2: Attitude— Setting Yourself Up To Succeed**

You may have heard the phrase that “Attitude is Everything” or “Your Attitude Determines your Altitude!” Well, these statements are so true. To set yourself up for success, you must recognize that your personal attitude is a choice. Each day, we have a choice as to what kind of attitude we will have for that day. Your responsibility is to choose to be positive and to **EXPECT GOOD THINGS TO HAPPEN!** The law of expectation teaches us that we typically get from life what we expect. Expect your **Vemma** business to grow! Expect people to have a positive experience with this tremendous product! Expect people to be interested in learning how to create additional income through the **Vemma** opportunity!

You will find that the top performers in the world of **Vemma** have challenges too. They have good days and they have challenging days. They experience obstacles, setbacks, and disappointments but they do not let themselves get down. They maintain a positive attitude and a positive expectancy. You must do the same. Expect good things to happen to you each day. If you have a challenge or problem, focus on the solution and ask yourself, “What am I supposed to be learning here?”

In addition, you must have a coachable attitude. Please recognize that we really want you to succeed in a big way! That is why we created this **Roadmap to Success** training program. These principles and this plan of action are a proven formula for success. Don’t get creative and try to reinvent the wheel. Commit to being coachable and learn and apply these proven principles and fundamentals. You will be glad you did!

How do you cultivate and maintain the right attitude? First, remain positive and enthusiastic by continuing to focus on your dreams. (Remember Step 1!) Fuel your dreams with a daily commitment to reading good books, listening to audio programs, and associating with positive people. Go now to your Back Office of your **Vemma** website and subscribe to **SUCCESS Club!** In addition, you must commit to the following two key success principles:

- 1. Stay plugged in** - Stay plugged in and connected to your upline success coaches. Listen to the weekly conference calls. Attend Local Area and Regional Events. Attend the Annual Leadership Weekend and Annual Convention. Listen to the marketing and training tools and stay connected. Never allow yourself to become isolated because this business is all about the **TEAM**. You have a team of people and a support system in place but it is your responsibility to stay plugged in.
- 2. Do something positive everyday to advance your Vemma business-** Commit to consistent daily activity and you will be amazed at your positive results over time. Let someone taste **Vemma**, share a CD or brochure, attend an event with a guest, or listen to a conference call. Consistency creates momentum and momentum is sustained through consistency. This simple commitment is something you (and your team) can do, and you will be amazed at the compounding effect over time.

Following these two key principles of staying plugged in and doing something positive everyday will help you cultivate and maintain a positive, winning attitude. This will put you in a position to succeed. As you begin to build a team and they stay plugged in and do something positive everyday, your business will begin to grow and duplicate. Over time, you will create an organization of positive people who are plugged in and focused on consistent daily activity. With persistence and time, you will build a massive organization as duplication continues, and leaders emerge in your group.

One final thought on the importance of the right attitude. Most people like to associate with positive individuals. Therefore, by cultivating a positive, winning attitude, you will attract the right people. As you continue to attract bright, talented people who themselves have a positive, winning attitude; you will put your **Vemma** business on the fast track!



**YOUR DREAMS AND  
YOUR ATTITUDE WILL  
DETERMINE YOUR  
ALTITUDE IN LIFE.**

## **Step 3: Create A List Your Most Valuable Asset**

Creating your Contact List is one of the most important exercises in building a successful **Vemma** business. Remember, this is an exposures business and your results will be dependent on the number of new people that you share **Vemma** with on a daily and weekly basis. Keep in mind that you are sharing a product and a business that could have a tremendous impact in helping people with their physical and financial health. Your mindset should be "share and expose" NOT "sell and recruit". We call it SHARING AND CARING! As you share the **Vemma** or **Verve** and the **Vemma** business to individuals, realize that we are in the sorting business, not the convincing business. Simply lighten up, have fun, and "say less to more people"! We will coach you on exactly what to do and how to do it.

Now before you begin sharing and caring, you must first create your Contact List. If you discovered a gold mine with an unlimited supply, who would you tell about it first? Always remember that you are offering people the gift of health and wealth. You are doing something FOR them!

The DOs and DON'TS of Making a List - DO make your list as long as possible.

- It's your game plan - your greatest asset when starting the business.
- The longer your list, the more confidence you will have. If you have a list of 10 people and the first five (5) say no, you will feel pressure to sponsor the next five (5) and this can put you into the "begging" mode and will greatly reduce your effectiveness. However, if you have a list of 100, and the first five (5) say no, you have 95 other people to contact and a game plan over the next 30 days. Remember, say less to more people.

The DOs and DON'TS of Making a List - DO NOT pre-judge anyone.

- You never know who will do this business. You never know the timing in someone's life.
- They could end up in someone else's organization.
- Sift and Sort -You want to give people enough information so they can make a good decision as to whether **Vemma** is right for them. Do not try and talk people into doing the business against their will.

Steps to Developing your Warm Market Contact List

1. Use the Memory Jogger in this section to make a list of at least 75 to 100 people that you know on a first-name-basis. If you have e-mail addresses, that is even better. In addition, you can use the internet or various social media networks as a Memory Jogger. Start with the letter A and ask yourself, "Who do I know who is an Accountant, a Banker or a Carpenter?"

2. In the left column (the 'Code' column), identify those people on your list who:

- Are "Successful" (S)
- Are "People" Persons (P)
- You have strong influence with Or they have a strong influence with others (I)
- Have a special **Vemma** product need (V)

These are the people you will contact first. Keep in mind, the ones that are geographically closer to you will be the best ones to start with, because you will be able to PLACE the product with them sooner.

Many times you will have the ability to influence people into the business by asking them to join simply based on your judgment. These are obviously strong relationships and may tend to be more local.

## People In Your Life...

Relatives	Uncles
Parents	Cousins
Grandparents	Hairdresser
Brothers	Doctor
Sisters	Attorney
Aunts	Mechanic

## Who Is Your...

Doctor	Pharmacist
Dentist	Chiropractor
Optometrist	Dietitian
Dry Cleaner	Pediatrician
Barber	Neighbor
Supervisor	Day Care Provider

## Who Sold You Your...

House	Computer
Car/Truck	Carpets/Tile
Furniture	Curtains
Boat	Storm Windows
Office Supplies	Aluminum Siding
Business Clothes	Vacation Package
Vacuum Cleaner	Air Conditioner

## Who Do You Know...

Golf Pro	Attorney	Financial Planner
Tennis Pro	Pediatrician	Graphic Artist
Physical Therapist	Football Player	Veterinarian
Chemical Engineer	Chiropractor	Dancer
Entrepreneur	Bank Teller	Lab Technician
Accountant	Real Estate Agent	Telephone Repair
Electrical Engineer	Insurance Agent	Surgeon
Bartender	Nurse	Architect
Bank Manager	Receptionist	Company Executive
Computer Programmer	Musician	Secretary
Fire Chief	Pastor/Minister	Radio Announcer
Business Manager	Actor/Actress	Anesthesiologist
Administrative	Police Chief	Contractor
Assistant	Carpenter	Electrician
Word Processor	EMT	Office Manager
Police Officer	College Professor	T.V. Reporter
Car Salesperson	Podiatrist	Plumber
Flight Attendant	Plant Foreman	Restaurant Owner
Business Owner	Salesperson	Journalist
Network Marketer	Airline Pilot	Photographer
Printer	Politician	Artist
Baseball Player	Teacher	Working Student
Video Store Owner	Social Worker	

## Who...

Was in your Fraternity/Sorority	Is from your old job
Is on your Christmas card List	Teaches your children
Is very ambitious	Is a fashion model
Is the life of the party	Are your golf partners
Is considered a leader	Has a booming business
Is looking for a new profession	Is in a new job
Is known by everyone in town	Wants more out of life
Is dissatisfied with their current career	Has a very stressful job
Is a Consultant or Trainer	Is from civic activities
Was in your wedding party	Is President of PTA
Is in a high profile job	Rides to work with you
Runs a local deli	Edits a newspaper
Runs a local bagel shop or coffee shop	Is a friend of the family
Do you play cards with	Is health conscious
Are your college friends	Exercises frequently
Is active in your church	Hikes or rock climbs
Is a prominent business owner	Jogs
Do you respect a great deal	Skis (water or snow)
Are your parents' friends	Often seems tired
Recently had children	Wants to lose weight
Already takes nutritional supplements	Is active in local politics
Has influence with others	







Now that you have created your initial Contact List, keep in mind that this is an ongoing tool and discipline. You are always meeting people and therefore should be adding new people to your list everyday. In addition, you will think of individuals that you left off your initial list. Therefore, keep your list close by so you can add to it daily!

As you created your list, we coached you NOT to pre-judge. Now we do want you to PRIORITIZE who you contact first.

From the initial Contact List that you created, prioritize the **Top 20 people that are having a health challenge:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

From the initial Contact List that you created, prioritize the **Top 20 people who are very successful, good at what they do, and real influencers**. These are the people who have a high degree of credibility and influence with people who know them:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

As you implement Step 3 and teach and train your team this important step; you will never run out of people to share **Vemma** with, and your business will continue to grow and expand!

## ***Step 4: Building Your Business*** **Leading with Vemma and Verve**

Are you ready? It's time for action!

The most important thing we can now do is to get you into ACTION and help you achieve some immediate SUCCESS! The scripts that we are going to teach you in this step are simple and effective. They WORK and they WILL WORK FOR YOU!

First, let us look at why **Vemma** is growing so quickly:

1. There is **tremendous acceptance** to the concept of **Vemma** as a product. This simply means that people know that they need to supplement their diets but most do not know what to do!
2. **Vemma** is **"the most complete liquid nutrition program available anywhere!"**
3. **Verve** is **"the world's healthiest energy drink!"**
4. It tastes great!
5. It's affordable!
6. It delivers results!

With these points in mind, let's get ready for action:

### **WHAT YOU NEED TO KNOW!**

We want you to remember just three key words that will act as talking points when you are in a conversation with someone:

- SIMPLE
- CONVENIENT
- COMPLETE

### **WHAT YOU NEED TO HAVE!**

We want you to become tremendously successful! You must make the commitment to have the tools necessary to succeed:

- **Vemma** and **Verve** products - to grow quickly, be certain you have a Gold, Silver, or Bronze Builder Package available.
- Tools - you need tools for credibility and duplication! Go to [www.vemmasuccestools.com](http://www.vemmasuccestools.com) and [www.vmatools.com](http://www.vmatools.com)
- Clinical Studies
- Stories - The results people are enjoying are remarkable, go to [www.vmastories.com](http://www.vmastories.com)!

### **WHAT YOU NEED TO SAY!**

The following is a simple conversation that you can have everyday with anyone, at any time when the subject of health comes up!

### **Vemma Approach**

*"Mary, is your health important to you?"* Or another way of saying this is *"Mary, on a scale of 1 to 10, how important is your health?"*

(Be quiet and listen!)

OR, if you know of a health challenge she is having say, *“If there was a natural way to help you with the symptoms of what you are dealing with, what would you say?”* (Be quiet and listen!)

*“The reason that I am asking is that I am curious— what are you doing to avoid and prevent disease?”* If you are talking to a younger person, say *“What are you doing to reduce stress and increase energy?”*

(Be quiet and listen!)

*“Specifically, what are you doing to supplement your diet?”*

(Be quiet and listen!)

*“I have to tell you about an **‘amazing nutritional discovery’** called **Vemma!**”*

Most will ask: *“What’s **Vemma?**”*

*“**The most complete liquid nutrition program that you can find anywhere— you will not believe how GREAT this tastes— you have to taste it!**”*

Take out a **V2**, shake it up, and open it for them and allow them to taste it! Be certain that you have the Nature’s Miracle brochure, the Vemma Voice newspaper with stories and at least 1 product CD.

### **Verve Approach**

*“Hey Mary, do you ever find yourself getting tired?”*

*“What are you doing for yourself to reduce stress and increase energy?”*

(Be quiet and listen!)

*“I have to tell you about an amazing energy discovery called **Verve!**”*

Most will ask: *“What’s **Verve?**”*

*“**It’s the world’s healthiest energy drink – you will not believe how great it tastes – you have to taste it!**”*

Take out a chilled **Verve**, open it for them and let them taste it!

At this point ALWAYS assume that they are going to want to take the product home with them and get started!

*“Mary, I know you are going to LOVE what **Vemma** or **Verve** will do— if I give this **Vemma** or **Verve** to you today, will you **PROMISE ME** that you’ll take it everyday?”*

Here is another tremendously successful dialogue that you can use:

1. **Taste** – Let the prospect taste the product.

The conversation begins with *"I want to share an incredible product with you! It tastes great! I want to tell you all about it, but you have to see how great it tastes first!"* Let the prospect taste the product before you go any further.

- A. If they agree it tastes good/great then you go to Step 2.
- B. If they have an adverse reaction to the taste then let them know that most people love the taste. Tell them the taste is not as important as the benefits of the product. Go to Step 2.

2. **Tell them what it is** – Tell the prospect what **VEMMA** stands for.

- A. Use "Nature's Miracle" or "**Vemma** Nutrition for a Lifetime" to show them the ingredients of the product. If they have their arms crossed or are standing off from you, they will draw closer to see the tool and be drawn into the conversation. Go to Step 3.

3. **Ask them what they are doing to avoid and prevent disease, or to reduce stress and increase energy.**

- A. If they tell you they are taking *pills, tablets, or capsules*, let them know that until now those delivery systems were the best, but now there is **Vemma!** "**The most complete liquid nutritional program that you can find anywhere.**" Go to Step 4.

4. **Tell your story or the story of someone close to you.** You must make it personal and not talk about "This guy or this girl" you know. Connect the prospect to real stories from real people (BY NAME) you know in **Vemma**. Go to Step 5.

5. **Ask the prospect to "Try Vemma" and enroll.** If they give any objection then answer the objection and ask them again to "Try **Vemma**". If at any point during the dialogue they ask for price I tell them, "That's the best part – it's a little over \$2.00 a day for the BEST nutritional insurance you can find!"

## CONCLUSION

What we want you to know is that this IS SOMETHING THAT YOU CAN DO! Everyday, hundreds of **Vemma** Brand Partners are adding new people to their group by simply using the simple conversation above! Try it – it WILL work for you!



## ***Step 5: Building Your Business*** **Leading With the Vemma** **Business Opportunity**

As much as people want to feel better and respond positively to the idea of **Vemma** and **Verve**, many people are looking for ways to do better financially! Many people have a genuine desire for change in their life and yet they don't know what to do or how to do it!

No matter what the desire is — get out of debt, purchase a new car, send their kids to private schools, money for travel, or perhaps even a whole new career — we must remember that the people we are looking for (those with a desire for change) are actually looking for us - they are simply looking for an opportunity!

So, when it comes to building your business by leading with the opportunity, here's how some new Brand Partners think: "I don't have any success yet" – "I don't know enough to talk about the opportunity" – "I will not know what to say if they ask me questions". Because of these concerns, guess what most Brand Partners do when it comes to leading with the opportunity? Nothing! Fear freezes them!

Our goal with this step is to build your confidence and your skills in leading with the opportunity. We want you to be as successful with the business opportunity as you will be with the **Vemma** and **Verve** product!

With all of this in mind, let's get you ready for action!

### **WHAT YOU NEED TO KNOW!**

Here's the great news! There is just a small amount of information that you need to know to be able to approach people effectively with **Vemma** business opportunity. For purposes of approaching people and following the script below, you simply need to know:

- \* **Vemma** provides immediate income – The Fast Start Bonus!
- \* **Vemma** provides long term income – The Cycle Bonus!

While there are a number of other powerful bonuses available to all Brand Partners, these are the only 2 that you really need to master. To read more about all of the bonuses in the **Vemma** compensation plan, go to the Back Office of your **Vemma** website and click on "compensation plan."

### **WHAT YOU NEED TO HAVE!**

In order to succeed and in order to have duplication in your business, you need to have the tools of your trade! Here are tools that you must have:

- The **Vemma** Voice Newspaper
- The "Reinvent Your Life" DVD
- The "Perfect Business" Brochure

Please understand that it is important for you to have these tools on hand. You need to be ready to give 1 or 2 of these items to someone after you have had the conversation below! Do not believe that giving them more information is better. The correct method is to give someone small amounts of information and allow their interest to grow!

You can order these tools from: [www.vemmasuccesstools.com](http://www.vemmasuccesstools.com), [www.vmatools.com](http://www.vmatools.com) and [www.vemmatools.com](http://www.vemmatools.com)

### WHAT YOU NEED TO SAY!

The following simple conversation works! If the person you are speaking with has a **desire for change**, you will see this work almost all of the time! This is not to say that everyone you talk to will get into **Vemma** with you – our business is not for everyone – but this script will cause conversation. Given time, you will become very confident and very successful!

**Direct Approach:** *“John, if I could show you how to invest \$120 per month in your family’s health and turn that into \$1000 to \$3000 per month, part time, what would you say?”*

(Stop talking and listen to what he says)

Most will say “what is it” or “It depends on what’s involved” or something like that. Here’s how you respond:

*“I own a business — we teach people how to earn additional income.”*

(Stop and listen to what he says)

Most will say “How do you do that?” You respond by saying:

*“It depends upon the person – some people want to earn as little as \$500 per month, some are looking for \$5000 per month.”*

Most will ask: “How do you do that?” You respond by saying:

*“We do this through an **amazing nutritional discovery** called **Vemma!** It tastes great — you’ve got to taste it!” Or, you can say “We do this through an **amazing energy discovery** called **Verve!**”*

You shake up a **V2**, peel off the top and allow them to taste it. There might be some additional conversation that should be very brief and should end with you saying:

*“John, if I give you this newspaper (**Vemma Voice**) and short DVD (“Reinvent Your Life”, would you promise me that you would watch it in the next 24 hours?”*  
*“Great — I’ll call you tomorrow.”*

The follow-up process begins the next day with you asking the following question: *"What did you like about the DVD presentation?"* After listening carefully to their response, you should say: *"The next step is... I want you to meet one of my partners - let me see if I can get him/her on the phone."*

Check with your upline coach as to how he/she wants to do 3 way calls with you when you have an interested person. After the 3 way call, the most important thing you could do is to get **Vemma** and **Verve** into your prospect's hands.

Other follow up options for a complete explanation of the business include:

- Local Home Event
- Local Area Event
- Monday Evening **Vemma** Overview Call

**Third Party Approach:** If the person you want to talk to never gives you an opportunity to bring up the subject of your business, try this!

*"John, would you help me?"*

(Most people always say "yes".)

*"I own a business and we are expanding really quickly -- do you know anyone that would be interested in adding \$1000 to \$3000 per month to their income on a part time basis?"*

(Then follow the same conversation as above.)

While you may feel uncertain about this approach in the beginning, we can promise you that this is something you WILL become very good at as long as you continue to practice!

Remember - it is **SIMPLE** - it is **FUN** - and it is **SOMETHING THAT YOU CAN DO!**



## **Step 6: Goal Setting**

### **Your First Objectives**

Goal setting is a skill and habit that all high achievers have mastered. It has been said that goals are dreams with deadlines. Put another way, we set incremental goals in order to make forward progress towards our big dreams. (Remember Step 1!) Goals provide direction and focus. Without them, we are like a ship without a sail just drifting aimlessly. J. Paul Getty said long ago that "in life, if you don't know where you are going, you're sure to end up somewhere else."

Here are a few tips for effective goal setting:

1. Goals must be written down
2. Goals must be specific
3. Goals must be measurable
4. Goals must have a deadline (target date)
5. Goals should be reviewed frequently for clarity and focus

In the following exercises, you will be coached to set some goals in the following areas:

1. **Your Consistent Daily Activity** - Remember that consistent daily activity creates momentum and growth. Even if you simply achieve one positive business building activity each day, you will be amazed at your growth and results over time.
2. **Your Results** - The only results that really count (beyond points 1 and 2 above) are the number of **new** Brand Partners and Customers on auto-delivery added to your group. If you and your team are staying plugged in, and focused on consistent daily activity, you will be adding **new** Brand Partners and Customers on auto-delivery each week. Soon, it will be every day!
3. **Your Progress and Advancement** - Please review the specifics of the **Vemma** PIN Recognition System following this section of your Workbook. The **Vemma** PIN Recognition System has been designed to give you targeted goals that will ensure the growth of your business. It is your map and gives you a track to run on. One of your first goals is to become a Bronze. Then you want to create Bronzes on your team. As you do this you will become a Silver. As you create Silvers, you will then become a Gold. As you create and develop Golds, you will become a Diamond Leader. You should put real focus and emphasis on the **Vemma** PIN Recognition System as you grow your business. Encourage your team to rank advance and recognize them as they make forward progress. Keep it simple and focus on becoming a Bronze as soon as possible and then create Bronze's in your group. You can build a huge business and exceed your wildest dreams by focusing on helping your newest Brand Partners become Bronze, then Silver, then Gold, then Diamond. When you focus on these first 4 PIN Ranks, and help your growing team make progress, the higher PIN Ranks (and residual cash flow) will take care of themselves!

#### **ACTIVITY GOALS:**

How many new people will you share **Vemma** and **Verve** with each week?

Exposures Per Week \_\_\_\_\_

### NEW Brand Partner/Customer Goals:

How many new Brand Partners/Customers will I enroll this **week** on auto-delivery?

### INITIAL OBJECTIVES:

1. Purchase a Builder Pack
2. Become a Bronze Leader
3. Momentum Bonus Qualified

As an initial goal, we want to help you get your auto-delivery 120 CV paid for! In other words we want you to be at a break-even place financially every month!

Here's how you do it:

1. Purchase your Builder Pack so that you will have product on hand and enjoy the 90 day Builder Flag. With the new Builder Flag, you will be able to earn the Momentum Bonus at the purchased level (Bronze, \$100; Silver, \$200; Gold, \$300) in the first 90 days from the date of your enrollment without any structure requirement.
2. Set the date when you will cycle for the first time! That is 360 CV total on one side and 180 CV on the other side!
3. Continue building to the point of having 500 CV total volume on each side of your business! This will qualify you to earn the Momentum Bonus (Bronze) and you will receive up to \$100 per month as an added bonus.

Congratulations! Once you have completed 1, 2, & 3 above, you will be earning enough to pay for your 120 CV auto-delivery!

### PIN RANK ADVANCEMENT GOALS:

When will you Achieve Bronze? \_\_\_\_\_

When will you Achieve Silver? \_\_\_\_\_

When will you Achieve Gold? \_\_\_\_\_

When will you Achieve Diamond? \_\_\_\_\_

Very little in life is gained without setting goals. Those goals are the steps that will lead you to realizing your dreams and your ultimate success. Success is built upon success. The level to which you succeed will be determined by the goals you set for yourself personally and for your **Vemma** business. Set the right goals that are worthy of your focus, time, effort and energy.

Remember, your goals should be reviewed frequently for clarity and focus. Keep them in front of you and you will be motivated to stay consistent. It's been said... "keep your eyes on the prize!" Stay focused on your goals and you will always remember WHY you are building your **Vemma** business.

As you develop the habit of setting and achieving goals, you will discover for yourself that your **Vemma** business is indeed SIMPLE, FUN, AND SOMETHING YOU CAN DO!

**A goal, not in writing, is simply a wish.**

# Vemma PIN Recognition System

Pin	Leader Rank	Number of cycles in a four-week period
	Bronze	1
	Silver	5
	Gold	10
	Diamond	20
	Platinum	50
	Star Platinum	75
	Executive	100
	Star Executive	175
	Presidential	250
	Star Presidential	375
	Ambassador	500
	Star Ambassador	1000
	Royal Ambassador	2000
	Star Royal Ambassador	4000
	Pinnacle	6000

## *Step 7: Counsel Upline* **Everyone Needs a Coach**

If you evaluate achievers from any walk of life, you will find that they have a coach. This is true of musicians, athletes, scholars and those that achieve in the world of business and networking.

Your **Vemma** business is a team sport and counseling with your enroller and/or active upline is an important key to your success. Success leaves clues, so tap into the experience and wisdom of those who have gone before you. Counsel with the wise, and become wise.

You will want to review your time commitments, priorities, activities, and most importantly results and progress. This is also the place to get help with any questions or challenges you have. Identify an upline **Diamond** (or above) success coach as part of your support team. Schedule a Strategy Session with the upline **Diamond** so they can help you learn, grow and improve. **ALTHOUGH YOU ARE ULTIMATELY RESPONSIBLE FOR YOUR OWN SUCCESS, YOU ARE PART OF A TEAM THAT WILL HELP YOU AS MUCH AS YOU WILL ALLOW.**

As you build and grow your **Vemma** business, you will find that your success is determined by how many people you can help and influence to become successful. Zig Ziglar says “you can have anything you want in life if you will help enough other people get what they want.” This powerful principle sums up what it takes to be hugely successful in **Vemma**. Just remember, you cannot want it more for your people than they want it for themselves. You build a winning team by attracting people (from all walks of life) who have a sincere **desire for positive change AND are willing to do something about it!**

Your active upline success coach can and will help you determine how often you should sit down to review your business plan and evaluate your progress. Remember, your upline coaches have a vested interest in your success, so respect their time and advice as it applies. Having a built-in consultant that is dedicated to assisting you in your success is just another example of why **Vemma** can and will work for just about any willing individual. When in doubt, ask questions of your upline. This team approach is a powerful key to your success so stay plugged into your coach. Learning from the experience of others who have gone before you is wise and will give you the opportunity to grow your **Vemma** business at a rapid pace!

## **Step 8: Get Started Now** **It's Time For Action!**

Congratulations on working through this **Roadmap to Success** training! We suggest that you listen to the CD that came with this workbook several times over the next 30 days. Review this workbook often, as well. As we have discussed, success in your **Vemma** business is determined by how well you LEARN, APPLY, AND TEACH these fundamentals.

Now is the time for action. Please tear out the perforated page at the back of this workbook, the "**Vemma** New Member Checklist". Complete the checklist, use it, and keep it in front of you to make sure you are positioned for success and a great start. Remember, be coachable and do not skip any steps!

As you get into business building action, remember that this is an exposures business. Your growth and success will be determined by the number of new people you (and your team) share **Vemma** with on a daily and weekly basis. The process is simple:

**Step 1:** Invite people to TASTE the **Vemma** Nutrition Program.

**Step 2:** SHARE the tools, SHARE the product stories.

**Step 3:** Follow up and enroll within 48 - 72 hours.

REPEAT OFTEN!!!

Your first task is to share **Vemma** with 5 people from your contact list in the next 24 hours! No excuses! Get into action and have fun. The more you share, the more confident you will become and your business will grow.

One of the best ways to get off to a fast start as you launch your **Vemma** business is by hosting a Home Event or Small Group Presentation. We often refer to these Home Events as "Private Business Receptions". The concept is very simple; work smarter rather than harder by sharing **Vemma/Verve** and our tremendous business opportunity with multiple people at the same time! The location can be your living room or kitchen, an office conference room, a clubhouse, etc.

Following are the details that will help you successfully host a Home Event/ Small Group Presentation:

Purpose of the Home Event/Small Group Presentation:

To efficiently and effectively share **Vemma** with new people in a relaxed, comfortable environment.

### **GETTING READY - Preparation is Key!**

- Product (Chilled **Vemma** and **Verve**)
  - For tasting and to send home with guests.
- Tools
  - "Reinvent Your Life" DVD
  - "Getting Paid" DVD
  - **Vemma** Voice Newspaper
  - Product CD's
  - Product Brochures
  - Business Brochures
  - Extra copies of the **Roadmap to Success** for those guests who are ready to get started immediately!

### TV & DVD player that Work!

- Chairs, pillows or a clean floor to sit on.
- Attire should be “Business Casual”.
- PC or Laptop with internet access.
- Tone of Event should be relaxed, warm and friendly. Light snacks (no alcohol). Keep it simple and inexpensive. It’s all about duplication!
- Schedule one of your Upline Success Coaches to join you for the Event. (In person or via a quality speaker phone)

### HOW TO INVITE

- Pick a Date and Time for your Home Event/Small Group Presentation. We suggest a Monday, Tuesday, or Thursday at 7pm (Invite guests to arrive at 6:45pm)
- Set a Goal – How many people do you want at your Home Event? If you invite properly you can expect a 50% show ratio. Therefore plan accordingly! If you want to have a minimum of 5 guests, then you need to have 10 guests confirmed prior to the Event.
- Key Phrases-
  - “What are you doing Tuesday evening at 7pm?”
  - The reason I am asking, recently Bethany and I discovered a concept that has tremendous financial potential...”
  - “We have scheduled a Private Business Reception and we are inviting a few key people that we like, trust, and respect...”
  - “Do me a favor...”
  - “I really would welcome your feedback/opinion, can I count on you?”
  - “Do me a favor; if something comes up please call me ASAP so I can fill your seat!”

Very Important- The invitation process is the only real work that is involved. Pay the price with this important step and everything else is easy!

### HOME EVENT

Be prepared and set up EARLY. This way, you can focus on the PEOPLE as they arrive. Relax, smile and have FUN!

Home Event Process (Begin promptly at 7:05pm)

- Host(s) welcomes guests and describes evening. (Be relaxed, confident and keep it fun!)
  - Sample introduction: “Welcome everyone – we’re going to get started! Bethany and I are really glad you are here tonight! Anytime you discover something really good, you share it with the people you care about – that’s why we invited you! We’re going to start with a short 10 minute film on this company called **Vemma** & an amazing nutritional discovery called the **Vemma Nutrition Program**. Enjoy!”
  - Play “**Reinvent Your Life**” DVD
  - Host introduces Upline Success Coach
  - Sample introduction: “We hope you enjoyed the film! As I think you can tell, we are really excited about the potential of **Vemma**. It’s my pleasure to introduce to you (name of success coach) who has committed to help us and coach us in the building of our business. He/she has agreed to come tonight to support us and to explain the possibilities of what can happen for you with **Vemma**.”

- Upline Success Coach shares personal experience and story (in person or via speakerphone)
- Product Testimonies and results are shared
- Compensation Plan brief discussion
  - Play “Getting Paid” DVD
  - Brief Overview of System, Tools and Resources available to help them build. *“We have a proven SYSTEM that you will plug into that will help you be successful.”* (Training, Upline Support, Tools, Events, Recognition, etc.)
- Closing Statement: *“In closing, we are glad you joined us tonight! We suggest, at the very least, that you make a decision for good health and get started on the product! For those of you that see the opportunity here, we suggest you begin with one of our Business Builder Packs which we will discuss with you as we adjourn”.*
- Product Tasting

### Ending the Home Event:

Ask Questions & Answer Questions  
LISTEN, LISTEN, LISTEN!!!

*“What did you like about what you saw and heard?”*

*“Do you see yourself having an interest in the health and energy benefits of **Vemma/Verve** or are you also interested in creating a residual cash flow?”*

*“Do you want to make a little money, or a lot?”*

*“How fast do you want to build your **Vemma** business?”*

*“What kind of residual cash flow would you like to create?”*

*“The next step is.....”*

- Place Orders and Setup Autoships
- Send Guests Home with Product/Tools
- Establish Clearly Defined Next Steps

**FOLLOW UP AND DUPLICATE!!** When you enroll a new Brand Partner who wants to build a business with us, put a **Roadmap to Success** in their hands immediately and schedule a **Roadmap Strategy Session** with you. This is a short 45 minute meeting reviewing steps 1, 3, & 8 in the **Roadmap to Success!** From this meeting you can then schedule their first 2 Home Events or Small Group Presentations!

Don't forget to:

#### 1. STAY PLUGGED IN

#### 2. DO SOMETHING POSITIVE EVERYDAY TO GROW YOUR VEMMA BUSINESS

Continue to lead by example. Remember that this business is all about duplication. No matter what you do, those you bring into your organization will duplicate most of your habits and commitments. Make sure you are setting the right example. The leader sets the pace. Each day, ask yourself... *“If everyone in my **Vemma** business did what I did today, would my business have grown?”*

Keep your business simple and recognize that you will build a team where everyone does a little bit. Through time and duplication, amazing things can happen with your business, so stay the course! Actions always speak louder than words so JUST DO IT!

Finally, remind yourself and your team everyday that **Vemma** is SIMPLE, FUN, AND SOMETHING YOU CAN DO!! Let's go build something extraordinary together!

# ***Stay Plugged In***

## **Important Phone Numbers & Contact Information**

Enroller Name: \_\_\_\_\_

Primary Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Upline Diamond Name: \_\_\_\_\_

Primary Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### **Vemma Member Services**

Phone Number: 800-577-0777

Email: [ms@vemmasuccess.com](mailto:ms@vemmasuccess.com)

8322 East Hartford Drive

Scottsdale, AZ 85255

### **Monday Vemma Opportunity Call**

Time: 6:30pm Pacific/ 9:30pm Eastern

Dial-in Number: 218-486-1412 Pin: 10419#

Alternate Dial-in Number: 712-338-8155 Pin: 10419#

### **Saturday Quick Start Training Call**

Time: 9am Pacific/ 12noon Eastern

Dial-in Number: 218-486-1412 Pin: 10419#

Alternate Dial-in Number: 712-338-8155 Pin: 10419#

### **Tuesday Monthly Vemma Corporate Leadership Call**

Open to Everyone

1st Tuesday of Every Month

Time: 5pm Pacific/ 8pm Eastern

Dial-in Number: 712-338-8130

Pin: 222741#

### **Marketing and Training Tools:**

[www.vemmasuccess.com](http://www.vemmasuccess.com)

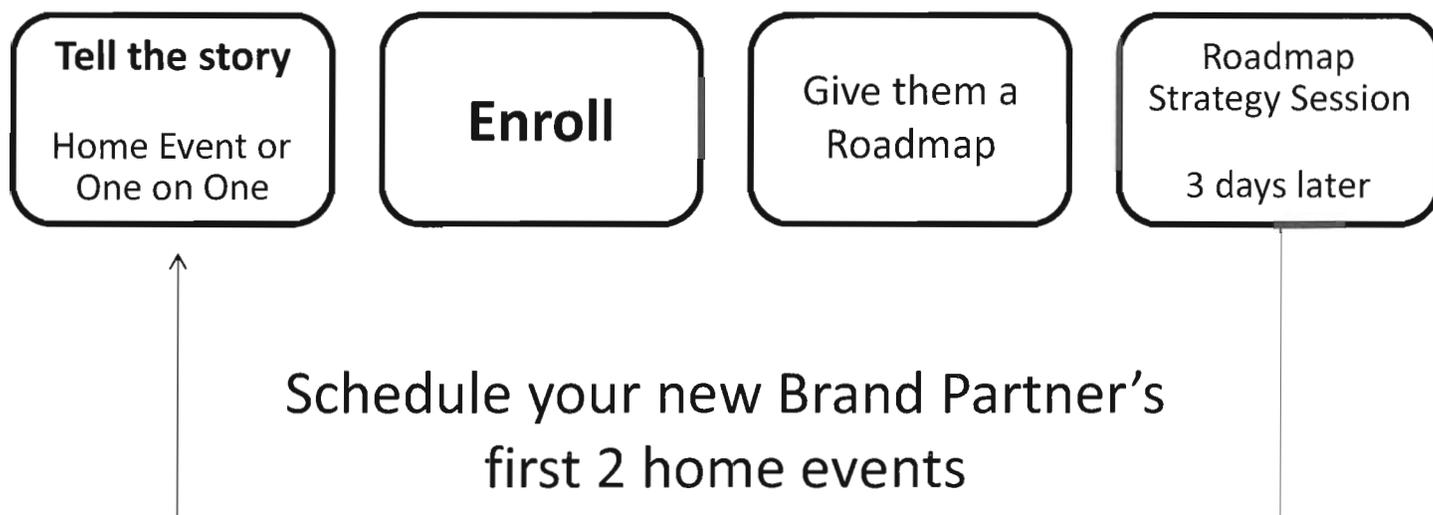
[www.vmatools.com](http://www.vmatools.com)

[www.vemmatools.com](http://www.vemmatools.com)

### **Product Testimonials:**

[www.vmastories.com](http://www.vmastories.com)

# THE ENROLLMENT PROCESS



## ***Success Quotes*** **Your DREAMS**

At least once a day, allow yourself the freedom to think and dream for yourself.

*-Albert Einstein*

Most of us are so busy doing what we think we have to do, that we do not think about what we really want to do.

*-Robert Percival*

Dreams are what get you started. Discipline is what keeps you going.

*-Jim Ryan*

Believe it! High expectations are the key to everything.

*-Sam Walton*

## **COMMITMENT and DESIRE**

To be a champion, you have to believe in yourself when no one else will.

*-Sugar Ray Robinson*

Ignore people who say it can't be done.

*-Elaine Rideout*

Only when I fall do I get up again.

*-Vincent Van Gogh*

I attribute my success to this: I never gave or took an excuse.

*-Florence Nightingale*

Show me someone who has done something worthwhile, and I'll show you someone who has overcome adversity.

*-Lou Holtz*

I am not concerned that you have fallen; I am concerned that you arise.

*-Abraham Lincoln*

Victory belongs to the most persevering.

*-Napoleon*

Whoever perseveres will be crowned.

*-Herder*

## THOUGHTS FOR THE ROAD

It is never too late to be what you might have been.

-*George Eliot*

Don't let anyone steal your dream. It's your dream, not theirs.

-*Dan Zadra*

Never place a period where God has placed a comma.

-*Gracie Allen*

Some things have to be believed to be seen.

-*Ralph Hodgson*

As you get older, don't slow down, speed up. There's less time left.

-*Malcolm Forbes*

When the grass appears greener on the other side of the fence...

fertilize your grass.

-*Author Unknown*

Be gentle and patient with people. Everyone's bruised.

-*Katie Lambert*

May you live all the days of your life.

-*Jonathan Swift*



## New Brand Partner Checklist

Goal/Objective: Get your new Brand Partner started correctly. We want to help them decide what they want, equip them with some effective basic training, and then get them into action!!

- 1. Place Initial Product Order and Setup Auto-delivery
  - a. If your goal is to get off to a fast start and create a meaningful cash flow, then get started with either the Bronze, Silver, or Gold Builder Package. Remember, your people will do what YOU DO. (It's all about duplication!)
  - b. Setup your monthly Auto-delivery and make sure it is for at least a 2-pack.
  
- 2. Order Marketing and Training Tools
  - a. Go to [www.vemmasuccesstools.com](http://www.vemmasuccesstools.com), [www.vmatools.com](http://www.vmatools.com) and [www.vemmatools.com](http://www.vemmatools.com) and order the necessary marketing and training tools. Your enroller will tell you the best tools to begin with. Have several additional copies of the **Roadmap to Success** training system so you can get your brand new Brand Partners off to a great start.
  
- 3. Study and complete the **Roadmap to Success** training system. Listen to the **Roadmap Training CD**.
  
- 4. Become familiar with your **Vemma** website.
  
- 5. Commit to listen to 2 very important calls each week:
  - 1. Vemma Quick Start Training Call**
    - a. Complete with detailed training and success interviews.
    - b. This 45 minute call is live every **Saturday 9am Pacific, 12 noon Eastern**.
  
  - 2. Vemma Business Opportunity Overview Call**
    - a. This 30 minute call is every **Monday, 6:30pm Pacific, 9:30pm Eastern**.

The dial-in number for both calls is:  
**Dial-in Number: 218-486-1412. Passcode: 10419#.**  
**Alternate Dial-in Number: 712-338-8155 Pin: 10419#**
  
- 6. Schedule a **Roadmap Strategy** session with your upline **Silver, Gold, or Diamond** (or above) Success Coach. Review Top 20 product prospects list and Top 20 business prospects list.
  
- 7. Get into ACTION!! Exposure and Follow up...Repeat often! **Schedule your first 2 Home Events with your upline Success Coach.**
  
- 8. Set a Goal and a Time line to attain the **Bronze Leader** level in our PIN Recognition Program.

The logo for Vemma, featuring the word "VEMMA" in a bold, white, sans-serif font. The letter "e" is replaced by a lowercase "e" inside an orange circle. A registered trademark symbol (®) is located to the upper right of the final "A".

VEMMA®

For additional copies of this workbook:

**800.500.0456**

VemmaSuccessTools.com