

Getting Your Waiora Business Started Correctly

(Coach's Version, pt. 1)

Welcome to your brighter future! It's true that you can rewrite your past and determine your future with the Waiora opportunity, because our products change the way millions look at their health and our opportunity can change the way people look at their future!

In order for you to make the most of your Waiora opportunity, you must start with a solid foundation, i.e. get a correct start. There are only a few things you must do in order to start your Waiora business on the best foot. However, these few steps are **CRITICAL**, and must be completed quickly and in the right order, to get a **CORRECT** start. A correct start sets the "course" for a successful journey. A haphazard start assures a longer, more arduous trip.

Most importantly, this business is built on the principle of **DUPLICATION**. Those that join your team will likely follow your example and will do what you've done the majority of the time. You want them to get started quickly, correctly, and successfully so they too can succeed. You can increase your chances of that happening by doing exactly what needs to be done; nothing more and nothing less. The good news is that there are only a few steps. We (your support team) have done it before, made all the mistakes, and can tell you exactly what works and what doesn't. All you need to do is be "coach-able" and follow the proven path.

This segment deals only with getting a correct start. In other modules, we'll examine the other elements of success. However, none are more important than building the correct foundation by completing the following steps.

So let's get you on your way to success with Waiora!

1. Become a distributor.

The basic cost is \$29.95 which includes your distributor kit, your own complimentary website with no monthly hosting fee, the ability to buy products at wholesale, and the ability to build an organization of product users and business builders.

You can register by doing one of the following:

- A. filling out a Distributor application and faxing it to 561-273- 8061, or online by visiting your sponsor's website at: [http://www.mywaiora.com/\(your sponsor's ID #\)](http://www.mywaiora.com/(your sponsor's ID #))
- B. calling toll free at 1-866-My Waiora (699-2467). The office hours for Waiora are from 9 to 6 ET. A customer service representative will assist you in signing up.
- C. or go to www.mywaiora.com , click on "join," then insert your sponsor's id number. Continue to follow the prompts to sign into the business. Wait for the process to be complete. You will be given a personal identification number and an order number.

2. Place your product order.

This step is necessary in order to:

- A. Get products you can use yourself. You'll have credibility if you're able to speak about your experience, even if it's only to "taste" or "feel." There is no other way to do that than experience the products yourself. Besides, to be successful, you **MUST** be a product of the product.
- B. Have small working inventory on hand to sell and to use as samples.
- C. Set up the right duplication. No one can be successful without products, so if you want your people to be successful, provide the right example and place your product order **RIGHT AWAY** because that is what you'll want them to do.
- D. Determine how much money you can earn in the Waiora Compensation plan right away and, when you consider the concept of duplication, over the long term as well. In considering this, you want to answer this question. Do you see yourself as:
 - 1. a **Product user**, just looking to use a few products yourself?
 - 2. a **Product Advocate**, who wants to use products and perhaps get them for free by referring our products to others who could use them?
 - 3. a **Part-Time Business Builder** who would like to supplement your income by a few hundred to a few thousand dollars a month over time?
 - 4. an **Empire builder** who wants this to provide a large, career-type residual income as soon as possible?

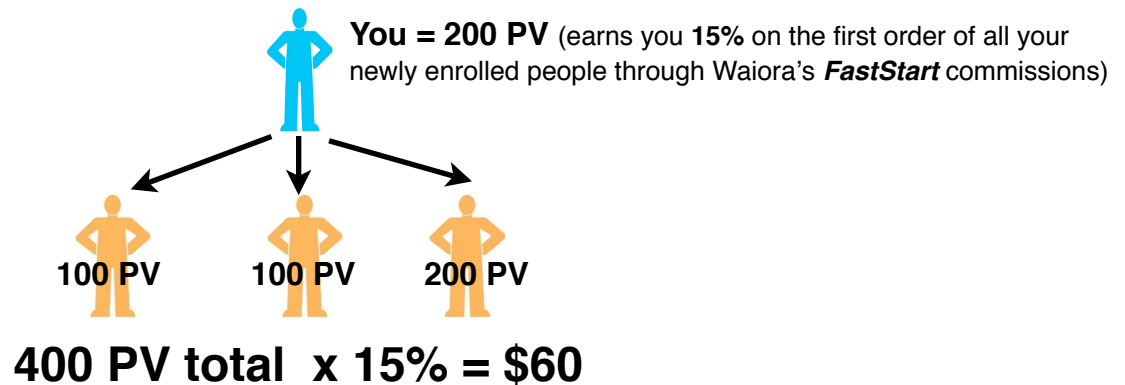
Once you've determined your category, proceed according your category below.

Option 1: Product User

If you just want to use product yourself and have no interest in generating income yourself, then you fit into this category. Since you've already purchased the \$29.95 distributor kit, you now have access to our cutting edge products at wholesale. Place an order for whatever products you'd like to use. Use your sponsor to help you answer any questions. You can also consult www.testimonyinfo.com to stimulate some other ideas about what products you might like. Use and enjoy them. This is your last step. If you decide to build the business at a later time, let your sponsor know and they will help you.

Option 2: Product Advocate

If you want to use product yourself and earn some additional money, perhaps even get your products for free, then you would be considered a Product Advocate. Since you've already purchased the \$29.95 distributor kit, you now have access to our cutting edge products at wholesale. Place an order for whatever products you'd like to use. Use your sponsor to help you answer any questions. You can also consult www.testimonyinfo.com to stimulate some other ideas about what products you might like. **We recommend that you place at least a 200 PV (order so that you can earn some good referral commissions.** Here is how the commissions structure will work for you.



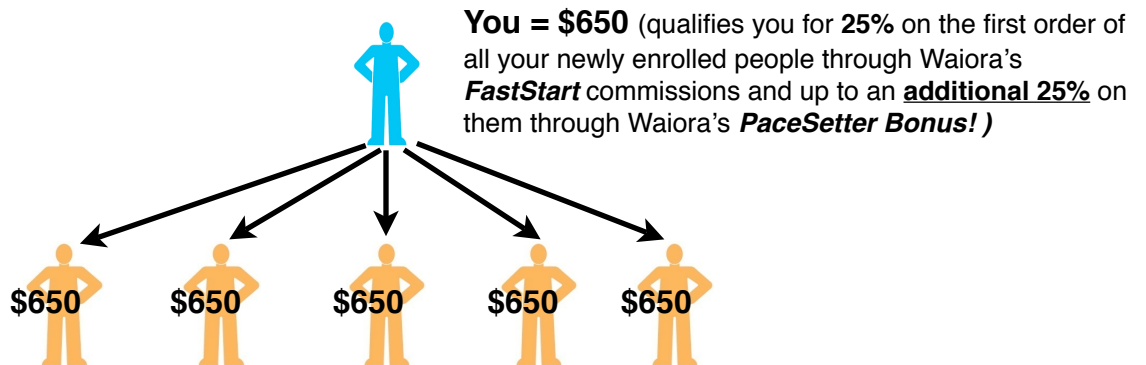
Note: If your personal 200 PV was on **Advantageship**, you would earn **25%** or **\$100**

Order your products now. Use them, enjoy them, and share your enthusiasm for them with others. The more of this you do, the closer you are to getting free products and to earning a little extra each month. If now or in the future you decide to upgrade to be a part-time business builder or more, get with your Enroller or Sponsor. We'll show you how to do it.

Once you place your order, continue with the rest of this training so that you can begin developing your consumer and referral base.

Option 3: Part-time Business Builder

If you want to earn \$1000 to \$3000 per month or more in your Waiora Business, then you fit into this category. Since you've already purchased the \$29.95 distributor kit, you now have access to our cutting edge products at wholesale and you have the exclusive distribution rights to the most high-impact health products available anywhere! You're also going to market the Waiora Business Opportunity. You'll earn income on products your team purchases for personal use, but you'll also earn income on products purchased by those you introduce who are looking to start a business as well. For the Part-Time Business Builder, we recommend you start with our **Pacesetter Value Pack** of products (item# 21002), which is \$650 plus tax and shipping. This will help you accelerate your earnings on those that you personally enroll. Here's an example:



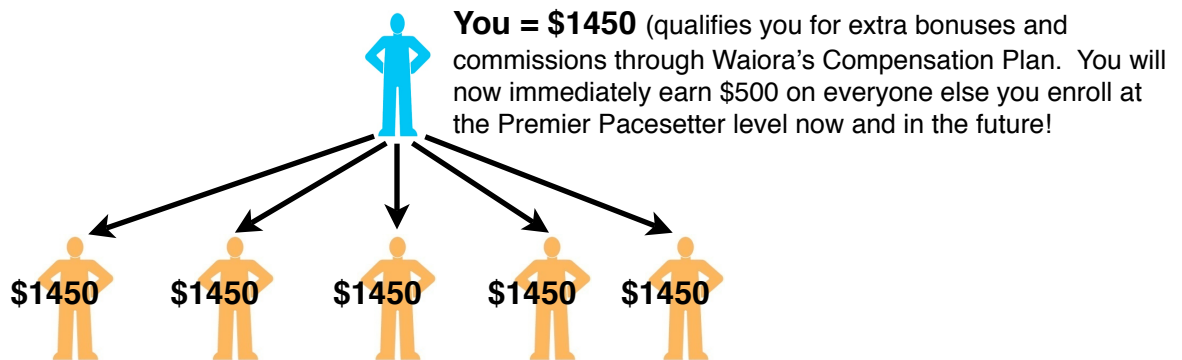
**5 newly enrolled at the Basic Pacesetter level =
*\$1000 in earnings for you!**

* \$1000 is the approximate total of earnings through **Fastart Commissions**, **Pacesetter Bonus**, and **Organizational Commissions** from Waiora's Compensation Plan.

Option 4: Empire Builder

If you want the opportunity to earn \$3000 or more in your first month, and want to earn six figures or more annually with your Waiora business, then you're ready to build an Empire and we're ready to help!

Since you've already purchased the \$29.95 distributor kit, you now have access to our cutting edge products at wholesale and you have the exclusive distribution rights to the most high-impact health products available anywhere! You're also going to market the Waiora Business Opportunity. You'll earn income on products your team purchases for personal use, but you'll also earn income on products purchased by those you introduce that are looking to start a business as well. We recommend you start with our **Premier Pacesetter Pack** of products (item # 21500), which is \$1450 plus shipping and tax (if applicable). This will help you accelerate your earnings on those whom personally enroll. Here's an example:



**5 new Premiers x *\$500 each = \$2500
earn and additional **\$500 Ruby Bonus
for a total of
\$3000 in earnings for you your first month!**

* \$500 is a combination of FastStart income, Pacesetter Bonus, Organizational Commissions, and Premier Bonus (available only to Premier Level Members).

** 5 New Premiers in a single month will qualify you at the Ruby Level and qualify you for the Ruby Bonus. The Ruby Bonus is made up of 1% of N. American Sales, divided among all qualifiers. Ruby Bonus amounts average between \$500 and \$800.

3. Establish your automatic product delivery through Waiora's Advantageship program.

This is the automatic delivery program that will ensure you receive the products of your choice, automatically, on the day of the month that you choose. This is also an important step because:

- (A) You ensure that you'll never run out of your own product for you and your family to use, and to use to build your business.
- (B) You want all of your people to be a product of the product and be regular product users. Your being on Advantageship will set the right example for them.
- (C) You will ensure that you will always qualify for your commission check if you have a standing Advantageship order of at least 100PV.
- (D) You will also satisfy one of the qualifications to earn additional bonuses if you have a standing Advantageship order of at least 100PV. (We suggest 200 PV for maximum FastStart income potential. See #2 (**Product Advocate**) above and refer to your category.)

<u>Business category</u>	<u>Recommended Advantageship</u>	<u>Benefit to you</u>
- Product Advocate	100PV minimum	- Qualifies you to earn commissions
- Part-time Builder	200PV minimum	- Qualifies you for maximum earnings (25% FastStart on the orders of all your new, personally enrolled Team Members and 10% on theirs.)
- Empire Builder	200PV minimum	- Qualifies you for maximum earnings (25% FastStart on the first orders of all your new, personally enrolled and 10% on theirs, and 5% on 3rd level enrollees' first orders)

Tip: Since you've already placed your product order, you can schedule your Advantageship to ship in the following month if you prefer.

You can set up your own Advantageship at the same time you sign up and place your product order, for simplicity sake. If you missed this step, then you can set it up by following these simple steps:

1. After your sign-in process is complete, log in to your own back office by going to www.Waiora.com, clicking on "Member" and then entering your username and password. (If you did not choose this yourself, check your e-mail, as you will have a welcome e-mail from the home office that will include that information.)
2. On the left side of the page you will see "My Advantageship." Click on that icon.
3. Click on "create" and follow the simple steps.

If all else fails, you can call your sponsor to help or 1-866-My Waiora (699 - 2467). Remember, you can cancel this at any time and change the product contents at any time. The important thing is that you get it done right away so you can set the right example for your team and so that you become and remain eligible for the Pacesetter Bonus and maximum FastStart income.

4. Order your sales tools so that you can do the job.

If you order them today, they'll likely be here the same time you get your products, and thus you'll be ready to build your business right away. We recommend at a minimum:

- (100) **Urgent** CDs () This will be a primary method of introducing the Waiora Opportunity to others.
- Sign up for **I-tools**. This is an electronic means of delivering various video presentations to your prospective partners instantly, to their e-mail inbox. The cost is only \$12.95 for unlimited Usage. Sign-up at www.waioratools.com.
- (1) Invisible Killers DVD 10-pack (WD007)
- (1) Jim Rohn's – Building Your Network Marketing Business audio CD (GC105)
- (1) Got Questions? CD (WC200). A great belief-builder and training tape on answering questions and overcoming objections.

All of the tools above are available at www.waioratools.com

5. Set a time with your sponsor or member of your support team to launch your business.

Now that you've correctly established your business foundation, it's time to get a good strategy. Be sure to get on their schedule and meet with them as soon as possible within the next 48 hours. That will ensure you keep the ball rolling which is what you will want your team to do.

6. Be sure to be on the next available conference call

Refer to the attached resource sheet and speak with a member of your upline support team to be sure of the schedule. These calls will help with your learning curve and probably spawn some great ideas on how to grow your business, and get you connected to the system that is going to help you build your bright future with Waiora!

Tip: If you have a friend, or two, that you know is looking for a business, invite them on one of the evening conference calls with you. (See attached resources sheet with details for the calls) Line up a time for these people to meet your sponsor by phone (preferably right after the conference call). You could also set up a phone appointment with your sponsor or upline mentor right away if there isn't a conference call for a few days. Discuss this with your upline mentor first, but there's no time like the present to get your business going!

Additional Note: Do not say much to ANYONE about this business yet. If you want to put someone on a call or give them a CD right away, by all means do so! However, let the tool (the CD or the Conference call) do the talking for you. The LESS YOU SAY, the more effective you will be. Remember, people tend to prejudge or compare this to something they've seen previously, so, the less you say the more likely they are to give it a fair review. You also want to prepare for those that prejudge this negatively. DO NOT LET THEM STEAL YOUR DREAM!!!

These are the initial steps to Getting Started Correctly that should be completed at sign-up. After you've completed each of these, move to the next module (steps 7-15) in order to launch your business successfully.

Resources

Company contact information:

Waiora USA, Inc.
791 Park of Commerce Blvd.
Suite 300
Boca Raton, FL 33426
Telephone 866-699-2467 (9 AM-6 PM, M-F Eastern time)
Fax to 561-273-8061
Email support@waiora.com

Conference calls:

- Business Overviews: Mon. Tues. Wed. and Thurs. 9:30 PM ET, 712-432-7575, pass code 133655#
These are great calls, conducted by Waiora Diamonds, to use to introduce the Waiora opportunity to potential partners and to provide belief and further information to those already exposed to Waiora.
- Product Training Call Sunday nights, 9:30 PM ET, 712-432-7575, pass code 133655#
This call is a great belief builder for all, those interested in the products, business, and for new Distributors. This call usually includes as a speaker or host, a member of Waiora's prestigious Scientific Advisory Board.
- Saturday Morning Boot Camp Training 11 AM ET every Saturday 712-432-7575, pass code 133655#
This call is a MUST for all new distributors. Even if you think you know it all, if you're not yet a Ruby you need to be tuned in as often as possible and have your team members do the same. This call is hosted by some of the most successful leaders in Waiora.
- **Monday Night Training Call:** Every Monday at 8:30 PM ET, 712-432-7600, PIN 52252#.
This is a special, interactive training for our team only, which means it's smaller and more intimate. This is your private opportunity to not only learn from Diamonds but also from your peers, and also get answers to questions and situations that you've encountered through the week.
- 5 Minute Initial Overview: 712-432-9103
This is a brief introduction that you can use to 3-way prospective partners into for an initial exposure. This overview will be an initial sifter, and, for those that want to know more, your next step would be to give them a CD, DVD or i-tools presentation, and schedule a time to get them on either one of the Monday through Thursday evening conferences calls, or a 3- way with a member of your upline, whichever comes first.

Websites:

www.testimonyinfo.com

Your support team:

Jeff Mack (JeffMack@earthlink.net)
John Haremza (JohnHaremza@aol.com)

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