



# How To Get Started And On The Right Track With Your Celljetics Business

## Your 12-Week Training Course



# TEAM CULTURE AND PURPOSE

## Mission Statement

Create an atmosphere to attract positive and uplifting people that want to make a difference in people's lives.

## Put People First

People don't care how much you know, until they know how much you care!

Build friendships and the products will flow and the profits will follow!

Even if people don't join our business, they walk away with a positive feeling about us and our company!

Build your business with **K**indness, **I**ntegrity, **N**obility and **G**ratITUDE!

# Table of Contents

Team Culture and Purpose	2
Introduction	3
3 Keys to Your Success	5
Key #1 – Your Desire	5
Key #2 – Your Understanding	7
Proven Concept to Build a Large Organization	8
Key #3 – Your Willingness To Follow The Pattern	9
Your Action Steps	9
The Order Of Prospecting	10
Memory Jogger	12
Prospect List	13
Prospect Sheet	14
Contacting and Inviting	16
Cycle of Success (6 Simple Steps)	17
6 Simple Steps Detailed Guideline	18
Step 1 (Contact)	18
Step 2 (Invite) choosing the right Landing Page	18
Tips on Inviting & Exposing the business/products	19
Posture Building Tips	20
Text and Social Media	21
Step 3 (Follow Up)	21
Step 4 (Introduce) how to do a 3-way call	22
3-Way Calling Script	23
How To Build Rapport on a 3-way call	25
Step 5 (Enroll) tell them how to get started script	26
Questions to check their interest level	27
Step 6 (Teach) get your team plugged in	27
Set Your Activity Goal to establish momentum	28
Setting Goals for Your Business	29
High Five Club	29
Your Rank Goals (achievement chart)	30
Customers help your business grow	31
The Penny Doubled	32
The Drive for 5	33
Learn To Employ Yourself	34
Become a Leader	35
Make A Long-Term Commitment	35

## INTRODUCTION

The Celljetics Online Learning Center is a complete support system that can help you learn how to reach your financial goals in Celljetics the fastest and easiest way possible.

One of the reasons people fail in network marketing is because they do not have a clear and precise pattern to follow. You can have the best company, products and pay plan, but you still need to learn the concepts and principles of success.

If you look at the success of the McDonald's franchises, you'll see they have a clear-cut system and method for how they run their business that is easily duplicated. Then they teach and train their franchisees their step-by-step process on how to succeed.

This is why we created our Online Learning Center and this training manual. We will teach you step by step how to get started and how to follow our proven success system.

The key is to study the information and then take immediate action. Knowledge is only potential power. Action is the biggest difference between success and failure.

**Action Items:** Throughout this manual there are areas where you will see a box (☐) next to bold print. These represent an “*Action Item*” and something you should check (✓) off after you complete the task.

When you sponsor new brand partners, you simply get them plugged into our Online Learning Center support site and teach them our simple steps to success.

As your business grows to new levels, we will help you understand how to lead a large organization and reach the highest levels of success with Celljetics by becoming a leader and by developing leaders within your organization.

After you finish reading this manual, be sure to discuss your goals and what you learned with your sponsor. This will allow them to understand your goals and how to best help you with your business.

Thank you for your involvement and for allowing us to be part of your journey to success. Let's do something absolutely incredible together and Live a Healthier, More Active... and Prosperous Life with Celljetics.

See You on the Bridge to Success!

*Todd & Angela King*

Todd & Angela King  
Founders of Celljetics

## **THE 3 KEYS TO YOUR SUCCESS**

There are three key ingredients that will determine your success with your Celljetics business.

### **KEY #1 - YOUR DESIRE!**

The single most determining factor to be successful in this business is to have a strong desire to succeed.

How bad do you want something that this business can give you? For some people it's more money, others it's more time with their family, and some people absolutely hate their job and would like to be their own boss.

Whatever you want out of this business, you need to identify it and create a burning desire to accomplish it.

### **WHAT'S YOUR WHY?**

Sometimes we hear people say they don't want to join our business because they are satisfied with their current job or income.

When I was first introduced to network marketing years ago, I was told by my mentors to find my "WHY" before my "WHY" finds me. I remember them saying...

"Just because you may be comfortable now, if your life was disrupted in a way that you could not show up for work tomorrow, would you still continue to receive your paychecks?"

Take for instance the natural disaster that happened with hurricane Katrina or more recently, hurricane Ida. It was devastating for the people who lived in those states. There were people who were forced to move and start their life and career over again in a new area.

I personally cannot even imagine how devastating that would be to lose everything you've worked for, and then have to move to another city without having a job to provide income for my family.

Having said that, if something like that happened where I live, it would be devastating to lose everything, however I would still have my business that I could move and take my residual income with me.

We could buy a new house wherever we choose because our income is not controlled by where we live. With Celljetics, if we have a phone and access to the internet, we can work our business from anywhere.

Nobody likes to think about something that could happen to them like this (and I'm not recommending you focus on that either), but we do need to think about how we make our income.

If you have to show up to a job or have a business that depends on your physical skills and ability to earn an income, the bottom line is it could all be taken away from you in an instant.

The key to financial security is to create a permanent residual income and I don't know of any better way to do that than by building a network marketing business, especially one with high impact consumable products like Celljetics that people continue to purchase each and every month.

It's important to determine your reason **“WHY”** you want to build this business. The **“How To”** doesn't matter until your reason for doing this becomes big enough.

### **□ DEFINE YOUR DREAM (be specific)**

If you won the lottery tomorrow, how would that change your life?

Would you buy a new house? Would you quit your job? Would you spend more time with your children? Would you travel more or give more money to your favorite charity?

To reach a level of financial freedom for you and your family, write down how much you would want your monthly income to be.

**□ FINANCIAL FREEDOM FOR ME = \$ \_\_\_\_\_ PER MONTH**

DREAM BIG and don't let anybody steal your dream or distract you from reaching your goals.

## **KEY #2 – YOUR UNDERSTANDING!**

It's important to learn and understand what network marketing is and what it isn't.

Network Marketing: "A lot of people all doing a little bit."

One of the most important things to understand is what your objective is when you get started. This alone is probably the biggest cause for failure in this industry.

### **Fundamentals.... WHAT, WHY, HOW...**

**"Simplicity is Evidence of The Most Advanced Teaching".**

Don't over complicate things... don't think you have to have all the answers... don't get stuck in getting started. As soon as we complicate things and get away from the simple fundamentals of success... the growth STOPS. Learn from your ACTIONS!

We are building a "NETWORK" of people to use, distribute, and market products.

We only do 3 things....

#### **1. We use the products**

BECOME A PRODUCT OF THE PRODUCT... this is the first step in building your belief and confidence in our company and products... when you BELIEVE in these products...and are PASSIONATE about them.... You will be unstoppable.

Use as many of the products that you can.

#### **2. We distribute some products to others (find customers) ....**

If you believe in these products... you will want to tell others... The essence of this business is this simple: Use the products... TELL OTHERS...

Example: "If you go to a movie ...and loved it... and you walk out of the theater and see a good friend, you say... "YOU HAVE TO SEE THIS MOVIE!"

#### **3. We Find other people to do the same (find Brand Partners)**

If you want to grow a large, solid, business that pays you a residual income for years to come.... You need to do these three things... use the product, find a handful of customers... and find a few other people that want to do the same thing.

We'll teach you our process on how to get customers and distributors.

## Proven Concept to Build a Large Organization

Most of the time people learn about the Celljetics products and hear the results people are getting, so they automatically try to figure out a way to market this product to the masses, or even other businesses.

It's a natural tendency for people with little experience or success in network marketing to think that if they just promote the product, when someone gets fantastic results, they will just naturally want to tell someone else the same way and it will just continue to spread around the world.

It doesn't work that way and it ends up ruining their chances of recruiting someone into the business because they create an image of being a "vitamin salesperson."

Probably 95% of the people do not want to "sell things" to make their income. This means you will eliminate 95% of the people you try to sponsor if they perceive you want them to sell a supplement based on what you say and do during the initial contact.

Your main objective should be to ***"Aim for Business Builders, Get Customers When You Miss."*** This concept has been proven over and over to produce many more Business Builders and Customers than "aiming for customers and getting Business Builders when you miss."

Always aim for Business Builders first and don't forget to go for a customer every time you miss! This does not mean you have to talk about the business to every potential customer (for example your 95-year-old grandmother).

What it does mean is that you do not pre-judge who will or will not be interested in an opportunity to create a residual income by partnering with you and Celljetics.

The key is to mention the business on the initial contact and make every attempt to get them as a customer if, and only if, you ever get to a point where you absolutely know they have no interest in building a business.

The art of recruiting and duplication starts with your initial contact. Everything you do to a prospect from the minute you contact them about Celljetics is what they think they'll be doing to others when they get started. This is why it's important to keep the business simple and FUN!

Consciously or unconsciously, they are evaluating your recruiting process in their mind and asking these questions:

- 1) **Can I do what you are doing?**
- 2) **Would I be comfortable doing what you are doing to the people I know?**
- 3) **Do I have time to do what you are doing?**



## **KEY #3 – YOUR WILLINGNESS TO FOLLOW THE PATTERN!**

The growth of your organization will be determined by how well you can follow the pattern and teach others to follow the pattern. You will need to accept on faith the proven techniques we recommend until, in the weeks ahead you find out for yourself how well they work.

The key to your success with Celljetics is duplication. The fastest way to duplicate is by following a simple pattern that is proven.

Although this might sound like common sense, many times people come into this business and want to reinvent the wheel to find a shortcut. There is no shortcut except the one we have already developed for you. You just must be willing to follow it.

All the information you need to reach the top of the pay plan will be in this manual and by the continuation of your commitment to calls, webinars, recordings, events, and by direct contact with your upline support team.

Don't try to become a product expert or get too heavily involved in all the details of how everything works. This is what is what is called "Detailitis." It will only bog you down and keep you from having fast growth in your organization.

To duplicate fast, you need to keep everything very simple and do not stray from the pattern.

Our simple action plan we will be teaching you is called the 6 Simple Steps and absolutely anyone can learn them!



**EVERY CHECK MARK LEADS YOU  
ONE STEP CLOSER TO YOUR DREAM**

## **YOUR ACTION STEPS**

### **□ MAKE A LIST OF 30 PROSPECTS**

The people you know are the assets you bring to your Celljetics business.

Just as many traditional businesses that have assets like buildings or equipment, your list of names is your "Contact Capital" and should be respected and viewed just like any other valuable asset you might own because it can be worth a lot of money.

I look at each person on my list like they are potentially worth \$1 Million Dollars in residual income to me over 10 years if they just qualify as a Diamond. Let me explain.

If you have someone on your list that qualifies as a Diamond, if they are not your only leg and you have some outside volume, that person could be worth \$10,000 a month to you.

If your annual income from that one person is \$100K, then and over the next 10 years it would add up to \$1 million dollars in residual income. Image if they qualified as a Crown Diamond.

## **THE ORDER OF PROSPECTING**

There are four types of prospects. You should start working in the following order.

Start with your hot and warm market (anyone that would recognize your face or name)...

### **1) Hot Market** (closest friends, family, etc.)

These are the people who Know, Like and Trust you. It's easy to start with them because you are around them more and communicate with them often. We know going into it not all or anyone of them will join. Just get them off your list.

### **2) Warm Market** (acquaintances, co-workers, church)

- Who do you know that keeps their financial options open? (in fact, that is a great question to ask people "do you keep your financial options open?")
- Who do know that is entrepreneurial? Outgoing? Business minded?
- Who do you know that has great business contacts?
- Who do you know that's influential in your community?

### **3) People You Meet**

People you meet – 3 ft. rule.... anyone that comes within 3 feet of you is a prospect... malls, church, out for a walk, at work, etc. Strike up a casual conversation to get to know them and ask " who do you know..." or "I don't know if this would be of interest to you..."

**Networking groups** - look for local chamber of commerce, lion's club, rotary club, BNI, and other networking clubs to join... and meet people and network.

### **4) People you FIND**

Ads, social media, leads, direct mail, referrals, business expos, health fairs, etc. The people you will MEET and FIND is a never-ending list of growing prospects to build your business.

During your first 72 hours, make a written list of everyone you know. Include acquaintances from years ago. Brainstorm with your spouse and you'll create twice as many prospects.

Always keep a pen and paper with you at all times, or create a contact list on your phone for prospecting. If during your normal activities you think of someone, add their name and then transfer the name to your prospect list when you get home.

Use the Memory Jogger and Prospect List sheet on the following pages to start writing down names and try not to prejudge who you think would do the business or not.

Then pick your Top 30 Prospects that you will contact first. There are more prospect sheets available on the Celljetics Online Learning Center.

### **Cultivate Your Path to Success!**

It's easy to fail in life because it does not require you to do anything.

The "weeds of failure" will grow without any cultivation. You don't have to set goals and plans. You don't need good work habits. You don't need to learn anything special, and you don't ever have to watch a video or read a positive book. In fact, the less you do, the more you will succeed at failing.

Success takes preparation! You'll need to cultivate your path to success by getting rid of your prior bad (weeds) habits.

Let's clean up your garden and plant some new seeds this year.



#### **Seeds to Plant**

**Belief**  
**Opportunity**  
**Happiness**  
**Prosperity**  
**Optimism**  
**Action**

#### **Weeds to Kill**

**Doubt**  
**Risk**  
**Sadness**  
**Poverty**  
**Pessimism**  
**Procrastination**

# Memory Jogger

## Who are my...?

Relatives  
Friends  
Neighbors  
Co-Workers  
Business Contacts  
Classmates

## Where do people work?

Accountant  
Actor  
Acupuncturist  
Advertiser  
Airlines  
Bakery  
Banking  
Barber  
Baseball Player  
Basketball Player  
Beauty Salon  
Business Broker  
Cable Company  
Camper Sales  
Car Rental  
Chiropractor  
Church  
Coach  
Computer Engineer  
Consultant  
Cook  
Dance School  
Dentist Office  
Dermatologist  
Designer  
Dietitian  
Doctor  
Driver  
Dry Cleaner  
Electrician  
Employment Agency  
Engineer  
Entertainer  
Environmental Scientist  
Farmer  
Fireman  
Fitness Instructor  
Florist  
Food Services  
Football Player  
Fundraiser  
Furniture Salesman  
Gardener  
Geologist  
Golfer  
Government worker  
Graphic Artist

Gymnast  
Hairdresser  
Handyperson  
Health Practitioner  
Home Builder  
Hospital staff  
Human Resources  
Insurance Agent  
Interior Design  
Investor  
Jeweler  
Karate School  
Kickboxing  
Lab Technician  
Landscape Gardener  
Lawyer  
Leasing Manager  
Lifeguard  
Loan Officer  
Locksmith  
Makeup Artist  
Manager  
Massage Therapist  
Mechanic  
Medical Professional  
Midwife  
Military  
Minister/Pastor  
MLM  
Mortgage Broker  
Music Teacher  
Musician  
Nail Salon  
Nonprofit Organization  
Notary  
Nurse  
Nutritionist  
Office Manager  
Optometrist  
Orthodontist  
Painter  
Party Planner  
Pediatrician  
Personal Trainer  
Pet Care  
Pharmacist  
Phone company  
Photographer  
Physical Therapist  
Piano Teacher  
Police Officer  
Postal worker  
Property Manager  
Psychiatrist  
Psychologist  
Publisher

Radio / TV  
Railroad worker  
Realtor  
Recruiter  
Rehabilitation Specialist  
Repairman  
Restaurant  
Roofer  
Salesman  
Satellite Provider  
Scientist  
Security company  
Shoe repair  
Singer  
Skater  
Skier  
Skin Care Consultant  
Small Business  
Social worker  
Software Engineer  
Swimmer  
Tailor  
Tanning Salon  
Teacher  
Tennis Instructor  
Therapist  
Truck Driver  
Tutor  
Valet Attendant  
Veteran  
Veterinarian  
Volunteer  
Waiter or Waitress  
Web Designer  
Wedding Planner  
Welder  
Writer  
Yoga

## Who sold us...?

Appliances  
Boat  
Carpet  
Cars  
Cell Phone  
Clothes  
Computer  
Furniture  
House  
Insurance  
Lawn Service  
RV  
Windows  
Wedding Ring

## Who lives in a different city?

## Who lives in a different state?

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
Missouri  
Montana  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
South Dakota  
Tennessee  
Texas  
Utah  
Vermont  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

## Prospect List

#	Name	Phone	Comments/Notes
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			

## Celljetics Prospect Sheet

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
City: \_\_\_\_\_ Best time: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

**STEP 1 – INITIAL CONTACT** (Date): \_\_\_\_\_

Comments: \_\_\_\_\_

**STEP 2 – INVITE TO LOOK AT BUSINESS** (Date): \_\_\_\_\_

Sent to website: \_\_\_\_\_

\_\_\_\_\_

Additional Info: Email, Text, Booked Appointment, etc.

\_\_\_\_\_

**STEP 3 – SCHEDULED INTRODUCTION** (Date): \_\_\_\_\_

3 Way Call with Sponsor/Upline: \_\_\_\_\_

Appointment with Sponsor/Upline: \_\_\_\_\_

Booked into local meeting: \_\_\_\_\_

Scheduled for a regional event: \_\_\_\_\_

**SPONSORED** (Date): \_\_\_\_\_

**Celljetics Starter Pack**

**Celljetics Builders Pack**

**PLUGGED INTO SYSTEM** – Went over the Get On The Right Track Checklist

Details/Notes: \_\_\_\_\_

\_\_\_\_\_

# Monthly Activity Tracker

It's important to keep track of your daily activities and results.

Day	Invites	Agreed to watch video	Follow Up	Introduced sponsor	Enrolled
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					

# **CONTACTING & INVITING**

## **INTRODUCTION**

You've made your prospect list and now it's time to take ACTION!

Contacting our prospects and inviting them to look at our opportunity is the most important part of the recruiting process.

With rare exceptions, the best way to contact someone on your "HOT MARKET" list is by telephone or in person because you want it to sound important and have a sense of urgency. If you are truly excited about something, you will not take the time to send a letter or an email to your friend. You'll pick up the phone and call them immediately. It's almost as if your warm market can feel you are hiding behind a letter.

Obviously, there are many people on your list that you typically communicate through text, email, or even social media, so use the most common form of communication to open the door with your initial contact.

## **ATTITUDE & POSTURE**

When contacting your prospects, it's not so much what you say, it's the attitude you have when you say it. Do you believe you have a \$100 business or a \$1,000,000 business?

You do not need any one person. Some people the timing won't be right for them. Don't take it personal. They might be interested six months or a year from now. Never shut the door on a good prospect.

Treat them with respect and don't chase them. Keep them informed as you climb each step in the compensation plan and notify them about new and exciting announcements with your business.

Some will, some won't, so what, NEXT! Just move on to the next person.

## **STRATEGY & TACTICS**

Some people on your list you might contact on the telephone and others might be co-workers and you would feel more comfortable contacting them in person right after work. This is where your strategy is important. You need to review your Top 30 list and decide the best method to contact each one of your prospects.

As stated previously, the key to your success in network marketing is duplication. To keep the business simple so it duplicates, just follow our [6 Simple Steps](#) on the next page.



# 6 Simple Steps



More exposures in the shortest amount of time, the better your sponsoring rates will be.

- STEP 1 (Contact):** Contact your prospect
- STEP 2 (Invite):** Invite your prospect to watch a video on one of your Celljetics landing pages
- STEP 3 (Follow up):** Confirm a time to follow up within 48 hours
- STEP 4 (Introduce):** Introduce your sponsor or upline
- STEP 5 (Enroll):** Help them get signed up
- STEP 6 (Teach):** Teach the 6 Simple Steps

Simply repeat the 6 Simple Steps with your team.

Remember! Duplication is the Key to success.  
Whatever you do your downline will do.

**GETTING A FIRM “NO” IS BETTER THAN  
GETTING A HALF-HEARTED “MAYBE”**

# 6 Simple Steps Detailed Guideline

## STEP 1 (Contact)

After you make your list, you need to decide the method you want to use to reach out to your contacts. Brainstorm with your sponsor and upline support team for ideas. There's the adage, "two brains are better than one." It can help to talk it through with your sponsor. This is not a "do it by yourself" business.

## STEP 2 (Invite)

Invite your contact to watch a video on one of your Celljetics landing pages. This is where it can really help to go through your contacts with your sponsor or upline.

Choose the best page for each prospect.

1. **Caveman video** – Great for someone who is familiar with MLM. After watching, the "delayed" button under the video directs them to your main landing page (lp101).
2. **Your Time Matrix video** – Educates someone about our industry and how to create a residual income in a home business. This is good for business minded people you know. It's also good if you are working with leads because it will educate and screen out the tire kickers, so you are only working with serious people.

The Your Time Matrix page does not mention Celljetics anywhere are they are not links to your Celljetics site. This is by design to create curiosity and to direct the prospect back to you for information on the company.

3. **Landing Page (lp101)** – This is your main Celljetics Business Opportunity landing page and is good for most people to watch the recorded webinar. This way they learn about the products and business opportunity. They also see the business testimonials.

The words you say when inviting should fit your own personality and your relationship with the person you are calling. Depending on how you know them, you may want to exchange some "small talk" before getting to the point of the call.

When you make the initial contact, tell them you are busy and in a hurry with a sense of urgency in your voice. You need to act "a little bit more excited than usual" and force yourself to not answer a lot of questions.

The objective of your initial contact with any prospect is to get them to say, ***“Okay, I’ll take a look at the information.”***

Once they agree to check out the website, you need to get off the phone! This is NOT the time to explain in detail everything you know about the product and what you have learned since joining Celljetics.

## **Tips on Inviting and Exposing the Business / Products**

EXPOSING them to the business / products ... or INVITING them to take a look... Be Brief... short.... DO NOT SAY TOO MUCH... it’s all about piquing their interest... “see if they grab the bait.”

Example.... in the case of “People you know”.... you may call a friend and say:

*“I have no idea if this would be of interest to you, but I’m very excited about a new business... and thought of you because (INSERT SINCERE COMPLIMENT) and there’s some income potential... If you’d be open to taking a look, I’ll send you a link... if not, not no worries.”*

Example of “People you Meet”: you maybe you strike up a conversation with someone at the mall.... you might say something like:

*“You seem like a really sharp guy (or gal)... do you keep your income options open? (if yes)... I don’t know if this would be of interest to you or not, but I’ve got something with a lot of potential... I don’t have time to get into things now, but if you could jot down your email and / or phone number... I’ll send you out some more information and if it sounds like something you’d want to know more about... we’ll talk more.”*

“PEOPLE YOU FIND” from generating a lead through some type of advertising and say to responses:

*“You responded to my ad... I don’t want to waste my time or yours if you’re not interested in what we offer... so I’d like to have you check out a short video. Check it out and I’ll get back with you in the next 24 hours and see if it’s something that piques your interest... and if so... we’ll spend as much time as needed to get your questions answered.”*

The key is to prospect and Expose as many people as possible. It’s a numbers game! The only thing you have control over is who you are going to contact... so that is where you should focus your effort knowing... “some will, some won’t, so what, NEXT”

The scripts and initial contact messages on the Celljetics Online Learning Center are designed to give you the basic idea. Practice them and put them into your own words so it sounds like a natural conversation.

## POSTURE BUILDING TIPS

Having the right posture is very important, especially if they start to ask you questions or act like you want or need them for your business.

✓ **You Have the Cookie:** Take the attitude that you have something to offer them, and you are going to succeed with or without them. Remember, you don't need any ONE person and some of your friends won't join you on your Celljetics journey.

✓ **Create curiosity:** People are curious by nature, so use it to your advantage to get people interested in "taking a look" at our business. Refuse to answer all their questions or tell them too much. Emphasize that you don't have a lot of time during the initial contact.

✓ **Take It Away:** Learn to use phrases and responses that will create the right posture and take it away from people who think you want or need them.

### **Examples:**

- "I can't promise you anything."
- "I'm not sure this will be a fit for you."
- "This may or may not be for you."
- "I don't know for sure if you qualify yet."
- "I honestly didn't think this would be for you, but I thought you might know some sharp business minded people who are open to looking at a way to generate a serious income stream."
- "I'm only looking for 5 key people and I've already got 1, 2 and 3 in place and I think I just got off the phone #4, so I was hoping you would be #5."
- "Just take a look at the information. If you don't see what I see, it hasn't cost you anything but a little time. But if you do see what I see, it could dramatically change your life when you start making the kind of money you can make with this thing."
- "You owe it to yourself to take a look."
- "I'm going to build this with or without you."

✓ **Check-Up from the Neck-Up:** Make sure you are in an "up mood" or "positive mindset" before making the call. If you're not, make the call later.

□ **Progress Check:** If you are having trouble getting the first 3-4 people to look, get with your upline immediately and troubleshoot. Don't wait until you contacted your 30 prospects to make refinements.

## TEXT AND SOCIAL MEDIA POSTS



When you send a text, keep it short and simple, and communicate like you would naturally communicate with them. If you use slang, use slang. If you abbreviate, then abbreviate.

Curiosity is one of the biggest motivators you can use to your advantage. When you make a social media post, do not mention the products or the company in your post. Have them send you a Private Message for more information.

Later on in your business after you think about everyone on your Friends list has either replied or ignored you, you can make a decision to post about the products and your success as you achieve new levels in the compensation plan.

There are sample posts you can use to craft your own post in the Celljetics Online Learning Center.

### **STEP 3 (Follow up)**

The follow up is a very important part of the process. As Jim Rohn says, *“The fortune is in the follow up.”*

It’s vitally important to confirm a time to follow up within 48 hours. When they agree to look at the information, you want to get good at asking when they will have an opportunity to review the information, so you can **book a time** to follow up and answer their questions.

When they agree to look at the information, you could say something like...

*“Great, I’ll check back with you tomorrow around this same time because you’ll no doubt have some questions. Will this same time tomorrow work for you?”*

If you start with contacts that Know, Like and Trust you, telling them you’ll check back with them should not be difficult. As you go outside your “Hot” market, it takes a little more confidence and posturing, but you will increase your skills and confidence, no different than anything else you have learned.

## **Following up and Sponsoring is a process, not an event**

The goal is not how fast you sign someone up. More importantly, it's the number of times you can communicate and move them on a track to view more information in a small window of time, typically the first 48-72 hours.

The more often we talk with someone and the more information they review about our business, the more they will start to see the BIG PICTURE. Each time, we are bringing them up the ladder so to speak to understand the potential with our opportunity.

When it comes to sponsoring, it's not a "sales and closing" process like it might be if you are just getting a customer to purchase a product.

When you are sponsoring a brand partner, you are creating a partnership and you will invest your time and money to help them.

Selling someone on an enrollment pack is just the beginning. The real work and financial success come from helping your brand partners build a large organization.

Sometimes, the follow up and communication can take years to bring someone into the business. Some of my top leaders years ago took two years of dripping on them and staying in contact before they joined. More people will join later the more you succeed, so stay the course.

### **STEP 4 (Introduce)**

Introduce your sponsor by 3-way call, Zoom, one on one meeting, or a local meeting within the first 48 hours if possible. By introducing them, it adds credibility and shows them they don't need to have all the answers and there is a line of support.

When you book the time to follow up, you can let your sponsor or upline know you might have a three-way call. If the call is going well, sometimes you can text your sponsor while on the phone with your contact to let them know you would like to introduce them.

The other option is to book a confirmed time to introduce them to your sponsor and support team.

### **THE PURPOSE OF A 3-WAY CALL**

It's essential to make sure you know how to use your 3-way calling feature with your phone. If you have never done a 3-way call before with your phone, practice with your sponsor so you get comfortable with merging the two callers.

The purpose of a 3-way call is to introduce your sponsor/upline to your prospect after they have reviewed some information. It is one of the most time proven and powerful tools for building your business.

It's not meant to pressure or strong arm your prospect into joining. In fact, the sponsor or upline should focus on building rapport and making a new friend.

**Key Point** ⇒ Your goal is to get people to **Know, Like & Trust** you. You do this by asking “sincere” questions and being interested in the person you are talking with.

Here are a few reasons to do a 3-way call:

- ✓ It gives you credibility because your sponsor will confirm what they have already been told and edify you (build you up) during the call.
- ✓ Your friends will be more attentive with a stranger on the line and less apt to steer the conversation from the business.
- ✓ It shows the person that they will be part of a support team with someone to help them become successful. It lets them know they don't have to be an expert to do this business.
- ✓ Keep in mind that the duplication process starts during the recruiting process. By doing 3-way calls with your prospect, you are teaching them how to do the business when they get started. If you don't do 3-way calls when recruiting, it's highly unlikely that they will use 3-way calls to build the business.

## **3-WAY CALLING (script and guideline)**

**STEP 1:** When you are on the phone with your prospect and they start asking questions, say something like the following.

*“This would be a great time to introduce you to [sponsor name] the person I'm working with and I've told you about. Hold on and let me see if I can catch him/her. They're really busy, but I want to take just a minute to connect you with them.”*

### **Look for a Reason to get your upline on the Phone**

*“That's a great question... I think I know the answer, but let me try to get [sponsor name] (or other available upline) on the phone... he/she can answer that better (and I'd love to introduce you anyway)...”*

If people ask technical questions, or begin to “argue” with you about the product, the best response is: “I don't know about that, but what I do know is...

- the product is working REALLY well for so many people
- it is a new liquid delivery system that gives you better absorption and results
- it is safe, GMO free, Gluten Free, all natural and based on valid science
- it has what most people (including doctors) agree are important for optimal health like antioxidants, superfoods, vitamins, minerals, trace minerals, etc.

**STEP 2:** Every phone can be different, but to make the 3-way call, dial your sponsor while you have your contact on the phone with you. When your sponsor answers, ask them if they have time for a quick three-way call and let them know you have someone on the other line you'd like to introduce them to.

If they have time right then, take just 10 seconds to let them know who you have on the other line (how you know them) and tell them what information they have reviewed. They don't need the full backstory because part of their job is to ask questions to build their own rapport with your contact.

**Note:** Do NOT have the prospect listening in on your conversation with your sponsor. Bring them into the conversation after you have a chance to talk with them quickly by Merging the two calls.

**STEP 3:** Once you connect both parties, you need to introduce your sponsor/upline.

□ **Ask Your Sponsor:** Before you start calling your prospects, one of the questions to ask your sponsor is how you should be introducing them when doing a 3-way call.

Sample script for introducing your sponsor:

The Prospect is Ashley and the Sponsor is Scott...

*"Hey Ashley, I want to introduce you to the person who introduced me to Celljetics. He's a great guy and we really work well together. I've already learned a lot from him and wanted to take just a minute to introduce you to Scott and let him tell you why the timing is perfect with Celljetics and get your questions answered."*

*"And Scott....Ashley and I have been friends for over 10 years. She's a super lady and a real people person. Everybody loves her. I think she will do great in this business."*

*"So Scott meet Ashley....Ashley meet Scott."*

**STEP 4:** Put duct tape over your mouth and let your sponsor do the talking and get to know Ashley. You can talk to your friend all you want after the call is finished. This is a chance for your sponsor to build rapport by asking questions and listening to her. If your sponsor wants to bring you back into the conversation, they will ask for you.



## HOW TO BUILD RAPPORT (The role of the sponsor/upline doing the 3-way)

### Questions to ask on the 3-way call to build Rapport

- 1) **Where do you live (city or state)?** Ask even if you were just told privately by their sponsor. If you know someone from there or have been through that area, mention something about it. If not, ask them something about their town or state and be sincerely interested in what they say.
- 2) **What do you do for your work?** This will tell you a lot about a person. If you know anything about their profession or someone else who does that, mention it to them. Sometimes you can ask, *“Are they paying way more money than you can spend?”*
- 3) **Have you ever been involved with or looked at network marketing as a way to generate a residual income?** If yes, ask them what type of companies they have been involved with. If no, then you understand to talk to them based on their level of knowledge about MLM. This is why we ask questions.

Once I ask these three questions, I have a pretty good feel for who I’m talking to, so I can now give them my 1-2 minute commercial of **“Why Celljetics?”** and **“Why Now?”**

► **Edify Your Brand Partner:** Before you get done, make sure you edify Scott who brought Ashley over to you. This is very important to say something like below.

*“Once you find the right company, the other key to your success is the team you get involved with and we have one of the fastest growing teams in Celljetics. And the reason is we have a very simple system that we teach people how to duplicate our success.*

*And Scott is doing a great job and following the system to the letter. He’s definitely on track to build a big business and make a lot of money, so you’ll be in good hands with Scott as your sponsor.*

*“It was my pleasure talking with you today and I hope you come on board. Like Scott said, I think you’d do really well with it.”*

**End call option #1:** Depending on how far along they are on the track and their interest level, you will close out the call by thanking your sponsor (Scott) and that you appreciate his time. Then edify your upline support team to your prospect again once you disconnect from your sponsor.

**Tell how to get started option #2:** If you feel your prospect has viewed enough information and they are at the point of decision, ask your sponsor if they can tell your contact (Ashley) how to get started.

**Sponsor note:** ⇒ You need to learn the “How to Get Started” script.

**There are 3- types of people at this point:**

1. They are excited and ready to get started in the business.
2. They are not quite sure, or the timing isn't right, but they'd like to try the product.
3. They simply are not interested at this time, in which case... you put them in your follow up file for 3-6 months down the road and/or ASK FOR REFERRALS (who do they know that would be interested in our product or extra income?)

## **STEP 5 (Enroll)**

Although sponsoring brand partners is not considered a “sales and closing” process, you do need to ask questions to find out their interest level and where they are in the process.

After your contact has viewed the information and you introduced them to your sponsor, you'll want to tell them how to get started.

You can choose to have your sponsor do this on your three-way call. It's done in a tactful manner without any pressure, but they need to be told how to get started.

Telling them how to get started should be super easy and effective, especially if you followed the previous four steps and they have reviewed information.

**Sample How to Get Started script:**

*Celljetics makes it simple and easy to get started. There's a \$25 enrollment fee, but they waive that if you just purchase a starter pack with a couple products.*

*However, if you can swing it and want to make the most money, you can come in with a Builders Pack and that does three things for you.*

*#1 – You advance to the 1-Star level on day one.*

*#2 – You get paid at the Star-Maker level for 12 months on your Fast Start Bonus.*

*#3 – But most important, you qualify for a 25% Matching Bonus on the people you sponsor for 12 months... and you never know who you might sponsor.*

*Let me ask you a question. What pack do you see yourself wanting to start out with?*

*Great! All you need to do is go to (sponsor's) website, click on Join Now and that will take you to the enrollment form to fill out and choose your pack. You can pay with any major credit card.*

*I'm happy to stay on the phone with you now and walk you through the process. It's a piece of cake... and only takes about 5 minutes.*

## Questions to check their Interest Level

#1 – *“Is there any reason why you wouldn’t take a leap of faith today and get started?”*

#2 - *“On a scale from 1 to 10 (1 being you’re not at all interested and 10 being you’re ready to get started today) where do you see yourself?”*

When people are interested, but not sure, it means one or more of the following:

- They don’t know if they can do it, so they are afraid to fail.
- They don’t understand something, so it’s hard for them to make a decision.

The key is to find out what is holding them back. If they’re an “eight” on a scale from 1-10, then ask, *“What else do you need to know to move to a ten?”*

Sometimes people just don’t know what’s holding them back or they are afraid to tell you. You’ll need help them with their believe level and assure them they will be in business for themselves, they won’t be alone.

**Tip:** Many times, they are concerned about what their spouse will think, or they got a negative response when they tried to explain it. It’s always best to see if you can meet with both of them or have them both on the phone during the three way call with your sponsor.

## **STEP 6 (Teach)**

If the key to building a large organization is duplication, then learning to teach others how to follow the steps is vitally important.

I was taught that ***“We are teachers teaching other teachers how to teach.”***

As soon as you enroll a new brand partner, get them plugged into the support and training system. Make sure they have our training site to download and read this manual and send them the 6 Simple Steps and Get On The Right Track Checklist.

Schedule a strategy call to help them launch their business and introduce them to their upline support team. Plug them into your team support system and make sure they know about the conference calls and webinars.

# SET YOUR ACTIVITY GOALS

## #1 Goal – Establish Momentum

Your #1 goal should be to establish momentum. It's very important to hit the ground running to create a fast success story.

Moving fast in the beginning draws other sharp people like a magnet because “No one wants to get on a train that isn't going anywhere.”

To develop team momentum, you must first develop personal momentum. You are the leader of your team, and the speed of the leader determines the speed of the team.

Your team will copy your actions, urgency, attitude, and results. Your action creates an exponential ripple effect throughout your entire team.

Whatever you “do” or “don't do” has exponential repercussions on your momentum and success in your Celljetics business.

✓ **MASSIVE ACTION in a short time frame = MOMENTUM**

You need to do more activity in a shorter time frame to establish momentum.

To illustrate this, you could take the 30 prospects you came up with and contact one new person each day for 30 days.

In theory, it sounds like a logical plan based on consistency, but it will not create enough urgency and excitement to establish momentum.

If you contacted your 30 prospects your first week, it requires more throttle on your part and people will sense the urgency and excitement about the business.

Contacting your 30 prospects in 3 days produces even more urgency and momentum. This is known as “compressing activity.”

☐ **Week (1) Activity Goal:** Contact all 30 prospects and follow the 6 Simple Steps.

☐ **Week (2-4) Activity Goal:** Follow up on your prospects and teach your new team members to do what you are doing by getting them plugged into the system.

☐ **90-Day Activity Goal:** Look on a calendar and write down what the date will be 90 days from today. Set a goal to be consistent and give it **maximum throttle** during your first 90 days.

It's best to set 90-day goals and focus on your consistent efforts over 90 days than to set one long-term goal. It's too hard to look much farther than this. You may have a

goal to qualify as a Crown Diamond five years from now, but you set and work your plan to reach it one day, one month, and one 90-day period at a time.

**My 90<sup>th</sup> day working Celljetics will be (date):** \_\_\_\_\_

## Setting Goals for Your Business

Another important part of momentum building is setting a goal to advance through the ranks in the Celljetics compensation plan. This again sets the pace for your team.

You obviously want to sponsor as many people as you can but remember that network marketing is about building a team and helping other people succeed.

**“It’s not so much what you do personally, it’s what you can teach, inspire and motivate others to do that makes the biggest difference.”**

Learning how you are paid through the Celljetics compensation plan is not that important but knowing the volume requirements and what you need to do to achieve the ranks are extremely important.

You do not have to be a compensation plan expert, but you do want to take the time to figure out what the different ranks are and how the pay plan works. Not so you can explain it to a prospect, but so you know how to advance up the ladder.

With any business, you need a business plan with steps for how you will reach your goals. In our business, the Celljetics compensation plan with the ranks is our step-by-step business plan.

**Important Note:** Everyone sets their own goals depending on their desire, commitment level, time, and experience level. You obviously want to go as fast as you can, but it’s your persistent effort over time that will make the biggest difference in your success. It’s much better to set a goal and miss than to not set a goal at all.

## Goal to achieve High Five Club

Set a goal to personally sponsor and maintain five brand partners that have at least 80 QV in a calendar month. When you accomplish this, you will be recognized in the **High Five Club** and receive your T-shirt.



This shirt creates curiosity and people will ask you... “What’s the High Five Club?” Show it off and wear it proudly. You are making it happen! Some people have done this their first week, and others it may take the full 12-weeks to have five active brand partners. A good goal would be to try to accomplish this your first 30 days.

**My goal is to qualify for the High Five Club by (date):** \_\_\_\_\_

**Set new goals each month:** Every month, you need to set three new goals:

1. How many new people you will personally sponsor? \_\_\_\_\_
2. How many new people will you and your team sponsor? \_\_\_\_\_
3. What do you want your monthly volume to be? \_\_\_\_\_

## YOUR RANK GOALS

### Personal Production Rebate

<input checked="" type="checkbox"/> <u>RANK</u>	<u>Date Achieved</u>	<u>What did you learn to teach others</u>
<input type="checkbox"/> 1-Star	_____	_____
<input type="checkbox"/> 2-Star	_____	_____
<input type="checkbox"/> 3-Star	_____	_____
<input type="checkbox"/> 4-Star	_____	_____
<input type="checkbox"/> Star-Maker	_____	_____

### Star-Maker Generation Override

<input checked="" type="checkbox"/> <u>RANK</u>	<u>Date Achieved</u>	<u>What did you learn to teach others</u>
<input type="checkbox"/> 5K Star-Maker	_____	_____
<input type="checkbox"/> 10K Star-Maker	_____	_____
<input type="checkbox"/> 50K Star-Maker	_____	_____

### Trifinity Bonus Ranks

<input checked="" type="checkbox"/> <u>RANK</u>	<u>Date Achieved</u>	<u>What did you learn to teach others</u>
<input type="checkbox"/> Bronze	_____	_____
<input type="checkbox"/> Silver	_____	_____
<input type="checkbox"/> Gold	_____	_____
<input type="checkbox"/> Platinum	_____	_____
<input type="checkbox"/> Ruby	_____	_____
<input type="checkbox"/> Sapphire	_____	_____
<input type="checkbox"/> Emerald	_____	_____
<input type="checkbox"/> Diamond	_____	_____
<input type="checkbox"/> Blue Diamond	_____	_____
<input type="checkbox"/> Black Diamond	_____	_____
<input type="checkbox"/> Crown Diamond	_____	_____

**Print the Celljetics Compensation Plan** – Study the “Ranks” at the end of the night after you are finished with your contacting and working with your team members. Check your progress and visualize your accomplishment.

## Customers help your business grow

In the process of looking for business builders, more people will say “NO” to the business than will say “YES.” It’s just a fact and you need to know this upfront.

If you know this, it’s not a big deal when people don’t join your business. Remember, we only need to find a few who find a few who say yes.

When someone chooses not to join your business as a brand partner, it’s a great time to ask them to order some products as a customer.

If you presented the business in the correct manner by following the 6 Simple Steps, if they decide to start as a customer and try the product, it’s possible they will have a positive experience and eventually decide to do the business later.

- It's typically easier for someone to get a Customer than a Brand Partner
- You earn a profit and it builds your confidence and income story
- New customers can turn into repeat customers creating a residual income
- Happy Customers can turn into Brand Partners
- Happy Customers can refer other Customers that you also earn 20% commission
- Referred Customers may become a Brand Partner – you never know

## Your Customer Goal

It only takes having five customers to earn the full 20% Customer Retention Bonus, plus you earn on the customer volume from the Personal Production Rebate and other parts of the compensation plan.

Therefore, you should set a goal to get 5-10 customers over time. Again, it should be a natural process that happens by exposing the business and products at every opportune moment.

My goal is to have 3 active customers by (date): \_\_\_\_\_

My goal is to have 5 active customers by (date): \_\_\_\_\_

My goal is to have 10 active customers by (date): \_\_\_\_\_



## THE POWER OF A PENNY DOUBLED

J. Paul Getty is credited for saying, “I would rather get paid 1% from the efforts of 100 people verses getting paid 100% from my own efforts.” That saying fits perfect for our Celljetics business because that’s exactly what can happen for you when you start building your organization.

It’s easy to build a large organization if you have a simple pattern to follow and teach, along with the patience and understanding to wait for geometric progression.

Geometric progression in our business is similar to the penny double for 30 days. If you take a single penny and double the amount each day for 30 days, it will add up to over 5 million dollars, but in the beginning, it looks like it’s impossible to add up to that amount.

### A Penny Doubled For 30 Days

<u>Day</u>	<u>Amount</u>	<u>Day</u>	<u>Amount</u>
1	\$ 0.01	16	\$ 327.68
2	\$ 0.02	17	\$ 655.36
3	\$ 0.04	18	\$ 1,310.72
4	\$ 0.08	19	\$ 2,621.44
5	\$ 0.16	20	\$ 5,242.88
6	\$ 0.32	21	\$ 10,485.76
7	\$ 0.64	22	\$ 20,971.52
8	\$ 1.28	23	\$ 41,943.04
9	\$ 2.56	24	\$ 83,886.08
10	\$ 5.12	25	\$ 167,772.16
11	\$ 10.24	26	\$ 335,544.32
12	\$ 20.48	27	\$ 671,088.64
13	\$ 40.96	28	\$1,342,177.30
14	\$ 81.92	29	\$2,684,354.60
15	\$163.84	30	\$5,368,709.10

Building your Celljetics business can work the same way as the penny doubled if you and your entire team just sponsor a few and keep duplicating the process. It takes time to create exponential growth.



## The Drive for Five – “Long Term Big Picture”

To help you learn how the compensation plan works, below is an illustration if you have five active brand partners who have five brand partners down five levels all averaging 100 PV in volume each month.

**Income Disclaimer:** This chart is for educational purposes only and is not intended to serve as a guarantee of income. Success in this business requires hard work, dedication, skills, and leadership. Please refer to the Celljetics compensation plan complete details. This is put together to help you learn how the commissions are calculated and help you figure out how to set your goals.

### 5 who get 5 down 5 levels

Level	Brand Partners	PV	Level Volume
1	5	100	500
2	25	100	2,500
3	125	100	12,500
4	625	100	62,500
5	3125	100	312,500
<b>Total</b>	<b>3905</b>		<b>390,500</b>

Star-Maker 3% Generation Override	\$11,715
Black Diamond Trifinity Bonus	\$12,000
Infinity 4%-1% = 3% NET	\$11,715
Matching Bonus 25% on 5 Emeralds	\$ 2,500

**Monthly Commissions** **\$37,930**  
**One-Time Rank Bonus** **\$50,000**

RANK	PGQV	PA	TDQV	Max % One Leg	Max TDQV One Leg	Trifinity	Matching Bonus	Infinity	One-time Rank Bonus
Bronze	80	2	1,000	60%	600	\$50			\$50
Silver	80	3	2,500	60%	1,500	\$100			\$150
Gold	80	3	5,000	60%	3,000	\$200			\$250
Platinum	80	4	8,000	60%	4,800	\$300	25%		\$600
Ruby	80	5	14,000	60%	8,400	\$500	25%		\$1,000
Sapphire	80	5	30,000	50%	15,000	\$1,000	25%		\$2,000
<b>Emerald</b>	80	5	50,000	50%	25,000	<b>\$2,000</b>	<b>25%</b>	<b>1%</b>	\$3,000
Diamond	80	5	100,000	45%	45,000	\$4,000	25%	2%	\$15,000
Blue Diamond	80	5	200,000	45%	90,000	\$8,000	25%	3%	\$25,000
<b>Black Diamond</b>	80	5	300,000	40%	120,000	<b>\$12,000</b>	25%	4%	<b>\$50,000</b>
Crown Diamond	80	5	600,000	40%	240,000	\$25,000	25%	5%	\$75,000

Must have at least one personal active (PA) brand partner in a leg to earn commission from that leg.

## **CONFERENCE CALLS & WEBINARS (continuing education)**

You'll find there are several recordings of previous conference calls and webinars inside the Online Learning Center. Although they are convenient to listen to around your schedule, you don't hear the entire call and it doesn't have the impact as listening to a live call or webinar.

Be a sponge to learning. Immerse yourself into the training materials by listening to as many calls and watching as many webinars as you can your first 12 weeks.

## **LEARN TO EMPLOY YOURSELF**

The worst days of those who work for themselves are better than the best days of those who work for someone else. One of the biggest benefits of being in business for yourself is the personal freedom you can enjoy. But freedom carries with it the need for responsibility and for discipline.

To reach your objectives you must make your home-based office a center of constructive, focused, and intense activity. You must learn to leave the television off and to avoid the many other distractions that can make working from your home an adventure in achievement.

If there is one discipline in particular that you need to master, it is the art of "employing" yourself. It's not enough just to "be" your own boss. You've got to play the part by establishing specific performance levels for yourself and by "supervising" yourself to ensure that those levels are achieved. Your sponsor and upline leader can help you, but ultimately it will come down to your own self-discipline.

To master this technique, you need to practice developing your habits daily. You need to develop a routine and set aside the days and times you will be working your business.

The one thing that helps me employ myself is the use of a Franklin Day Planner. You can write out your daily task list at the beginning of each week and add to it as new tasks arise. At the end of each night, you can review what your schedule will be for tomorrow and what you want to accomplish. Without writing it down, it is easy for the day to pass by without consciously realizing you did not work your Celljetics business.

It's important to remain consistent without letting "life" distractions get in the way of your business. People have distractions every day, but they still show up to work at their job or most would be fired.

If you are willing to work hard for someone else, why not work hard for yourself? The bottom line is most people would succeed in Celljetics beyond their wildest dreams if they just worked for themselves half as hard as they did for someone else.

## **BECOME A LEADER**

I challenge you to become the leader of your team; to become the one who assumes the responsibility to put forth the action necessary to build your organization. Instead of waiting for someone in your upline or downline to do it for you, why not do it yourself? Be the one to set the example and the pace for the growth of your group.

Be the one to clear the path through the obstacles. Develop new plans and establish new goals. See the future which does not exist yet, and by your own example of faith and determination, you'll transfer possibilities to others that seemed impossible.

You can't lead the troops from a distance. You've got to be out there in the trenches with them. Whatever you want them to do you've got to do it first. Wherever you want them to go you've got to go there first.

People won't respond to your battle cry if you're sitting on the beach calling to them through a megaphone. If you want them to go forward, you've got to lead the charge!

What you do affects what they do. If you're building, they'll build. If you're staying in touch, they'll stay in touch. If you're taking the month off...don't be surprised when they do too!

## **MAKE A LONG-TERM COMMITMENT**

Make a commitment to work this business diligently for at least 5 years. Making a long-term commitment will help you stay focused and positive about your progress.

Your self-image and posture are largely dictated by where you see yourself in the future with Celljetics. You need to visualize your success and what your lifestyle will be like a couple years from now.

This will give you confidence TODAY and your posture will project to people when you are communicating with them. They will FEEL and SENSE your conviction and belief about where you are going with your Celljetics business... with or without them.

## **CONGRATULATIONS!**

You have completed the training manual. Now let your sponsor and team leader know what you've learned and what your commitment level is for the business.

Then it's time to take all out massive action. Remember, it is when you apply your newfound knowledge is when you really begin to understand it.

The only thing that stands between someone and what they want from life is often merely the will to try it and the faith to believe that it is possible. -- Richard M. Devos