

**VALENTUS SUCCESS GUIDE**



**VALENTUS**

**POINT... CLICK... SHARE...**

**YOU NOW HAVE A**

**... NEW WAY TO LIVE,**

**... WITH NEW OPPORTUNITIES,**

**... NEW CHALLENGES TO CONQUER.**

Dave Jordan, CEO



When Dave Jordan realized he had the skills of both a distributor and business owner, he decided to start his own company that harnessed the power of the network marketing industry. His basic belief was passion, integrity and a love of his distributors. Every dimension of Valentus is fueled by love. Every product of the company is something Dave not only saw the need for, but something he wanted in his own life—such as the Prevail Immune to promote enhanced wellness (which stems from growing up in a family of 16 where someone always had a cold) or a weight loss product that helped him lose weight. The distributors, whom Dave calls his family, have a say in the company. From July 2014 to January 2015, the company generated over \$300,000. In 2015, with the addition of Prevail SlimROAST™, the company generated \$3 million in sales and then made over \$32 million in 2016. And the growth keeps coming. “Leader after leader are choosing to build with Valentus,” Dave says. “These are people who were making strong incomes at other companies but they want the Valentus culture.”

It’s all part of Dave’s goal to create a company that fulfills the dreams of the distributors. “We help each other,” Dave says. “We are part of the family. There are a lot of people looking for a home and the company that won’t let them down.”

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*“This is a business, a company and products that can change your life.  
You can be all you want to be. It’s your business.”*

– Dave Jordan

**VALENTUS: WHERE DREAMS ARE FULFILLED,  
AND POTENTIAL IS DISCOVERED.**



# VALENTUS CORE PRINCIPLES

*Where dreams are fulfilled, and potential is discovered.*

## MISSION

To make network marketing great again.

## VISION

To create a safe place for every Independent Representative to thrive and grow without the threat of interference.

To have a positive influence on the lives of our Independent Representatives through our products and opportunity.

To develop unique and impactful products.

To offer a life-enhancing financial opportunity.

*If we want to be different, we cannot be the same.*

## CORE VALUES

Treat everyone the way you want to be treated.

Be honest and respectful.

Honor your commitments.

Work as a family, as a team.

Do everything to the best of your ability.

Always do the right thing.

# TABLE OF CONTENTS

Valentus Core Principles **2**

Circle of Success **4**

## **STEP 1**

Prepare Yourself for Success **5**

Your New Member Checklist **6**

Your WHY / Set Your Goals **8**

Get Your Story Ready **9**

Three Stages You Will Pass Through **10**

Whom Should You Approach? **11**

Memory Jogger **12**

Your Contact List **13**

Scripts Make It Easier **14**

Handling Objections **15**

Mindset **16**

Your DMO **17**

## **STEP 2**

Share the Product and Opportunity **19**

The Valentus Sample System **20**

Warm Market **21**

Cold Market **22**

Frequently Asked Questions **22**

10 Tips for Social Media **24**

## **STEP 3**

Follow up and Build Belief **27**

Three Way Follow Up **28**

Follow Up On A Timely Basis, One-on-one, Websites, Magazine. Conference Calls, Events **30**

Your First Gathering **31**

Tips on Follow Up **35**

## **STEP 4**

Get a Positive Decision **37**

The Psychology of a Decision **38**

5 Benefits of the Biz Pak **39**

Creating Positive Cash Flow **40**

Ben Franklin Analysis **41**



This is your guide to YOUR success.

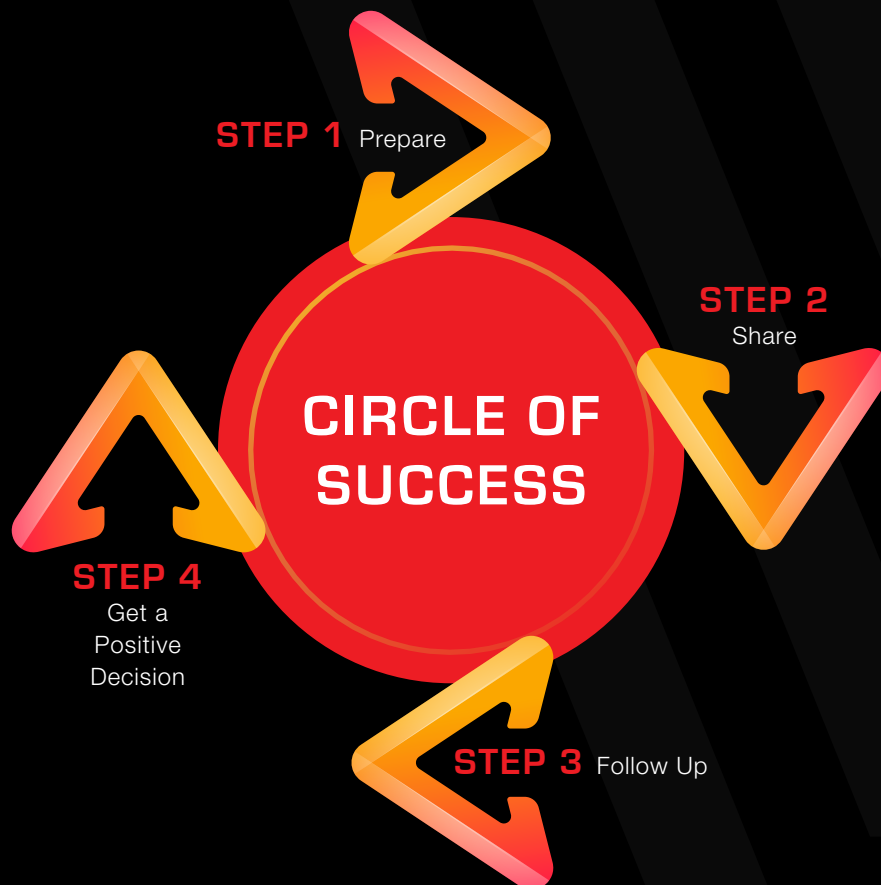
Some people talk about luck.

Luck is really when preparedness meets opportunity.

Every successful enterprise, such as franchise retailers,  
uses a proven system, and the

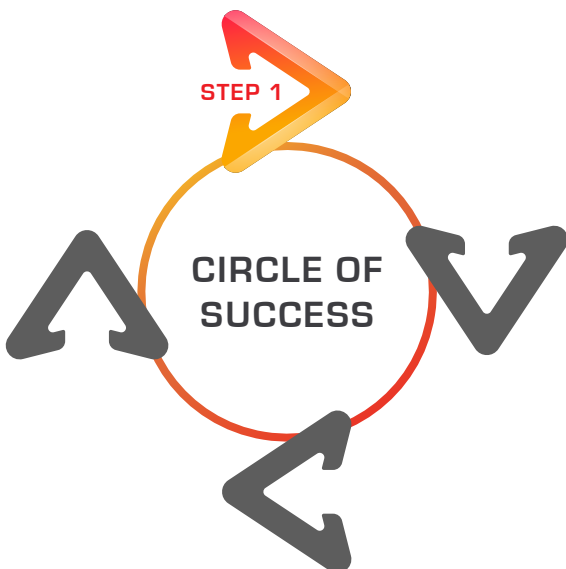
**POINT... CLICK... SHARE...**

is the proven Valentus system.



# STEP 1

## PREPARE YOURSELF FOR SUCCESS



- Your Member Check List
- Your Why / Your Goals / Your Story
- Phases You Will Pass Through
- Who Should You Approach
- Memory Jogger
- Scripts
- Handling Objections
- Your Contact List
- Mindset
- Your DMO



# VALENTUS INDEPENDENT REPRESENTATIVE

You have taken your first action in opening your own business by completing the Independent Representative Agreement. Your initial cost is \$20.00 USD, which is a one-time membership fee. Now, you'll receive seven of your own websites, a very powerful back-office, and products at wholesale.

## YOUR NEW MEMBER CHECKLIST

- 1 Establish your WHY.
- 2 Set your goals to review morning and evening and allocate the time you will focus on your business.
- 3 Fill out your contact list using the memory jogger. Never, never prejudice.
- 4 Order your sample pack.
- 5 Download and set up the **Sample Valentus** App. You can set this up on your desktop by going to [www.sharevalentus.mysecureoffice.com](http://www.sharevalentus.mysecureoffice.com). You must use your Valentus user name and password to log into the site or App.
- 6 Sync your phone.
- 7 Send out 20 sample packs.
- 8 Join the text broadcast by texting (**prevail**) to 76000.
- 9 Purchase your sales tools.
- 10 Become familiar with your back office.
- 11 Set up your Valentus payment options.
- 12 Take advantage of the convenience of our LOYALTY purchase. A 100-point monthly order is required for Ranks of Ruby and above.
- 13 To earn dual team commissions, you must have 1 PERSONALLY enrolled IR (Independent Rep) in each leg with a minimum of 1 box / 50 point order.
- 14 Know your conference calls, be on them, 3-way a guest on them, and promote them to your team. If you miss these calls you can listen to the recordings at [www.ValentusCalls.com](http://www.ValentusCalls.com).

**Monday/Saturday Training** 9:30am Pacific, 10:30am Mountain, 11:30am Central, 12:30pm Eastern

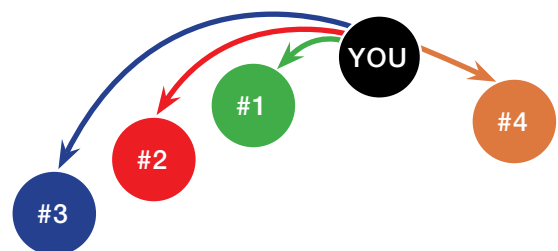
**Tuesday/Thursday Opportunity** 6:00pm Pacific, 7:00pm Mountain, 8:00pm Central, 9:00pm Eastern

**Number** (530) 881-1212    **Pin** 745 112 327#

- 15 Customer service can be reached at [support@valentus.com](mailto:support@valentus.com) or via live chat in your back office from 7:00am to 4pm Eastern.
- 16 Set your Rotator to your team leg that you were placed on (check with your sponsor to learn what team leg you were placed on, either left or right) and then sponsor your first 3 enrollments onto your same team leg. Then, change your Rotator to the opposite team leg for your next set of personal enrollments. Teach this to your team.

Figure 1

Example: in **Figure 1**, you would personally sponsor YOUR FIRST 3 representatives onto your Outside Left Team Leg – **Blue (#3)** placed beneath **Red (#2)**, who is placed beneath **Green (#1)**. Once you have satisfied this "Team Leg Binary Momentum Strategy", you would then personally sponsor your 4th enrollment, **Orange (#4)** onto your Outside Right Leg to begin teaching & duplicating this same Sponsoring Placement Strategy (but mirror image) to help build Momentum equally onto your Right Team Leg.



- 17 Do a "Connect call" with your upline team.
- 18 Get your DMO (Daily Method of Operation) in place – use it to plan every day on paper.
- 19 Mindset – start today with your investment in YOU ... your best investment.

Your User Name	_____	Your Password	_____
Your Enroller	_____	Phone Number	_____

## RECOMMENDED BUSINESS TRAINING SITES

You will receive seven websites. Review them to select the ones you will use.

***www.valentusevents.com***      Keep track of what's happening and where

***www.valentusproducts.com***      Comprehensive list of all products

***www.trymymax.com***      More product information

***www.valentuscalls.com***      If you miss a conference call

***www.valentustools.com***      To buy your tools

***www.bestweightlosscoffee.com***      Great testimonials

**Facebook Groups** - Valentus Builders, BestWeightLossCoffee (testimonials only)

## YOUR WHY

The challenge of our **"WHY"** is that so many of us cannot articulate it on demand. It takes us time to think through what we really want. But it is your **"WHY"** that drives you. It is the emotion behind your desire.

The following is a guide, with trigger words, to help you identify it and get your **"WHY"** down on paper.

Need extra money

Hate my job

Get out of debt

Save for retirement

Create a college fund

Get my health on track

Lose weight

Have more time

Take that 'dream vacation'

Get a new car

Get a new house

Get a new boat

Get a new motorcycle

Pay off my mortgage

Get a bigger house

Help others

Contribute more to causes

## MY WHY

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Once you have your **“WHY”** in writing, review it every morning and evening. Keep it on the forefront of your mind. Every time you review it, it will stimulate the emotions you had when you made it.

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*Help me understand, circle, how important your “WHY” is to you. Imagine that one is “It would be nice” and ten is “I’ll do whatever it takes”.*

**1      2      3      4      5      6      7      8      9      10**

## SET YOUR GOALS

I suggest that you set your goals in 30 day, 90 day, and 1 year increments.

<b>30 Days</b>	RANK _____	INCOME _____	SAMPLES _____	OTHER _____
<b>90 Days</b>	RANK _____	INCOME _____	SAMPLES _____	OTHER _____
<b>1 Year</b>	RANK _____	INCOME _____	SAMPLES _____	OTHER _____

\_\_\_\_\_ I hereby make a 1-year unconditional commitment to achieve my goals.

## ACTION PLAN

Be sure your action plan will take you to your goals. For instance, if you want to earn \$10,000 a month by the end of the year ... **BUT** ... your action plan is to talk to 2 people a month and work 1 hour a week, it won't work. Be sure that your action plan is in line with your goals.

**YOU MUST...** Stay plugged in to the conference calls

**Monday / Saturday Training**                      9:30 AM Pacific, 10:30 AM Mountain, 11:30 AM Central, 12:30 PM Eastern

**Tuesday / Thursday Opportunity**                      6:00 PM Pacific, 7:00 PM Mountain, 8:00 PM Central, 9:00 PM Eastern

**Number** (530) 881-1212    **Pin** 745 112 327#

**Your team call/zoom**    **Phone** \_\_\_\_\_    **Pin#** \_\_\_\_\_    **Day** \_\_\_\_\_    **Time** \_\_\_\_\_

## TIME ALLOCATION TO YOUR NEW BUSINESS

Select the category you will commit to along with the weekly hours you will allocate to your business:

**Spare time**    1 hour when \_\_\_\_\_    **Full time**    8-12 hours when \_\_\_\_\_  
**Part time**    2-3 hours when \_\_\_\_\_    **Big time**    12 hours + when \_\_\_\_\_



## GET YOUR STORY READY

Your story is key. You learned everything you need to know about network marketing in kindergarten—it's called "show and tell." We tell stories about our company, our products and what's happened to us and to others. It must be a story that you can tell with energy, passion and purpose. It should be told with enthusiasm that excites you and will attract others.

In this section develop your story. But expect it to change as you grow, learn and have results. It should include WHY you're excited, what your background is and what your experience has been so far.

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**It should not be more than two minutes long. Your upline can help you develop your story**

***"Get your story down cold so you can deliver it hot."***

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If you don't have a story yet, then use someone else's story until you have your own.

PLEASE NOTE: This is an example—not a real person.

*"My sponsor was a hockey coach deeply in debt and struggling to make ends meet. He was at least 30 pounds overweight and felt as if he was in the rat race, on a treadmill going nowhere. Of course, he was skeptical when he heard our weight loss claims, but with nothing to lose, he tried it for 30 days. He lost 28 pounds and he quickly discovered that all his friends wanted to lose weight, and no one said 'no' to an additional \$100 or more a month."*



# THREE STAGES YOU WILL PASS THROUGH

## STAGE I

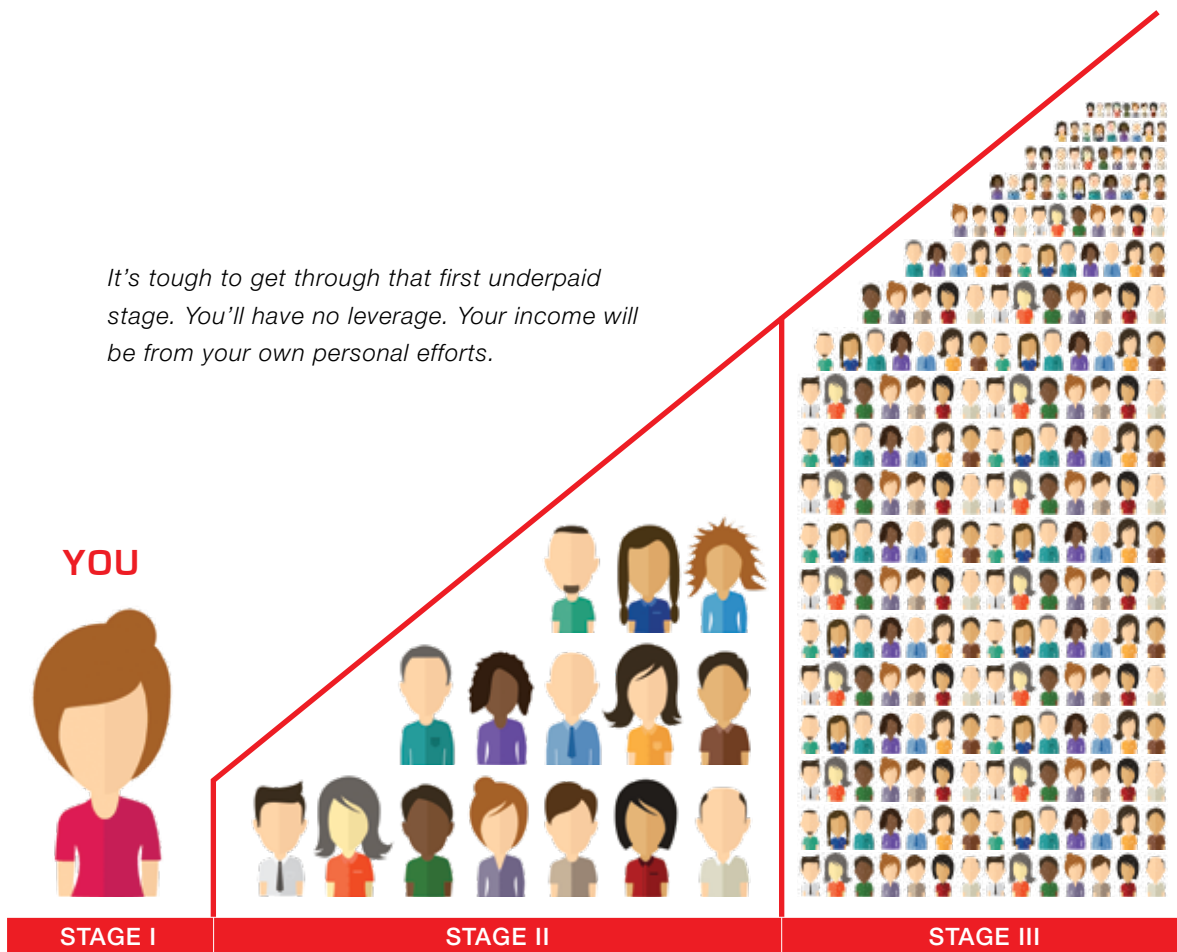
You'll be underpaid. You'll have very little leverage and you'll be looking for your leaders and beginning to build your team. Most of your income will be from your own personal efforts. It's tough to get through that first underpaid stage. The first \$5,000 you earn in this business will be the toughest \$5,000 you will ever earn. You have to hold the vision and continue to move forward.

## STAGE II

You'll begin to feel that you're being paid what you're worth. Your team will be growing and your leveraged income will begin to kick in. Your income will no longer be based solely on your efforts.

## STAGE III

You'll be paid far more. Now your business has a life of its own. It grows without you. Very little of your income is based on your own direct efforts.



*Over time you leverage more people and get paid more than you're worth!*

## TIME VERSUS MONEY

# BUILDING YOUR BUSINESS: WHOM SHOULD YOU APPROACH?

## A. WARM MARKET

Your best market is always your warm market, including friends, family and your associates at work. Use the memory jogger to start you thinking. You will be amazed at how many people you really know when you go through this process. Write each name on your contact list, along with their phone number.

## B. COMMON MARKET

Your next best market is your common market. This includes people in your networking groups, the parents of your children's friends, church groups, business organizations, community groups, volunteer groups and professional associations. Use your memory jogger to stimulate your thinking as you consider this group.

## C. REFERRALS

Always ask referrals from everyone you talk to. There is nothing quite as effective as a personal referral.

When you say, "Bob Jones suggested that I call you about a business you can work from home," you will find a receptive ear in most cases.

The best way to ask for a referral is to use the exact same question every time.

Memorize a few questions that you feel comfortable with.

"Who do you know that might be interested in a business they can work from home?"

## D. COLD MARKET

Once you have approached as many people as possible in your warm market and common market, you could consider the cold market. You can use classified ads, direct mail and flyers.

My personal favorite is the 3-foot rule. If anyone comes within 3 feet of me I find an excuse to talk to them and ask them to visit my website. Here's an example: I'm filling my car up, I ask the person at the next pump if they have a computer. Most people say yes and I say, "You might find this site interesting."

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***The key to growth is to move out of your comfort zone.  
Do something you've never done before. Get a complete stranger to visit your website.  
Can you do it?***



## GETTING STARTED MEMORY JOGGER

Relatives	Who is your...	Who is your...	Who is your...
Parents	Hairdresser	Optometrist	Neighbor
Grandparents	Doctor	Dry Cleaner	Day Care Provider
Brothers	Attorney	Pediatrician	Insurance Agent
Sisters	Mechanic	Pharmacist	Landscaper
Aunts	Minister	Real Estate Agent	Accountant
Uncles	Mailman	Mortgage Broker	Personal Trainer
Cousins	Best Friend	Barber	Veterinarian

Who do you know who is a(n)...		
Golf Pro	Attorney	Veteran
Chiropractor	Accountant	Architect
Naturopath	Paramedic/EMT	Roofer
Physical Therapist	Bank Teller	Contractor
Engineer	Nurse	Electrician
Bartender	Receptionist	Restaurant Owner/Manager
Bank Manager	Carpenter	Photographer
Computer Programmer	College Professor	Lab Technician
Police Officer	Podiatrist	Company Executive
Car Salesperson	Salesperson	City Commissioner
Flight Attendant	Pilot	Security Guard
Business Owner	Teacher	Politician
Network Marketer	Social Worker	Travel Agent
Athlete	Financial Planner	Journalist
Store Owner	Graphic Design Artist	Florist

Who sold you your...	Who...	Who...
House	Is on your Christmas/Holiday card list	Is from an old job
Car/Truck	Is ambitious	Teaches your children
Furniture	Is the life of the party	Wants more out of life
Boat	Is considered a leader	Is President of the PTA
Office Supplies	Is known by everyone in town	Is friends with the family
Computer	Was in your wedding party	Is health conscious
Flooring	Do you play cards with	Is in a Fraternity/Sorority
Air Conditioner	Are your college friends	Is active in your community
Jewelry	Is active in your church	Installed your phone or cable
TV/Sound System	Already takes supplements	Services your car
Window Treatments	Is a prominent business owner	Are parents of your children's friends



## SCRIPTS MAKE IT EASIER

Use these scripts with “energy and excitement”

### WARM MARKET

Do you know anyone who wants to lose weight?

Do you know anybody who would like to make extra income?

Just between you and I how are things really going?

Do you have a Plan B?

I just found out about a brand-new company and products.

I just got started with a ground-floor new business ...

Have you ever thought about doing anything different?

I know that you don't have the time or interest but whom do you know that might?

Have you ever wanted or thought about starting your own business?

Have you ever thought about changing your job or your career path?

Would you be interested in starting a business part time if you could do it without interfering with your job?

Could you use a safety net for your current situation?

### COLD MARKET APPROACH

These can be random meetings at the cash register line, in an elevator, at the gas pump, etc. Open up with a comment such as, “Nice weather, nice car, nice outfit,” then engage in some small talk with a comment that starts a conversation. You can then ask what they do. That can open the door to them asking what you do, which is your opening. The key is to build rapport first.

*I have this little part time thing going. I sell weight loss coffee. Ask for their phone number so you can text them a link to get a free sample or if you have one with you, trade a sample for a phone number.*

### ANSWER TO “WHAT DO YOU DO?”

*You won't believe it. I sell weight loss coffee. It's the easiest thing I've ever done. You can't NOT sell weight loss coffee.*

*I help people with their plan B.*

*I help people get out of a bad work situation.*

*I help people get their health on track.*

*I help people live a better life.*

**“You miss every shot you don't take.” Wayne Gretzky**

## HANDLING OBJECTIONS

**Answer a question with a question** to really understand what they are asking or what their perception is about network marketing, natural products, etc. (keep asking questions and listen to fully understand what they are asking).

**Is this a pyramid?** You say, “What’s a pyramid?” In most cases they will infer something illegal.

Now you say, “Do you mean where the person at the top makes all the money and the many at the bottom only make a little? No, but I used to work for one: it’s called a corporation!”

**Is this like Amway?** You say, “What’s Amway?” They will give you some off-the-wall perception.

You say, “No, it’s not like that at all and if it was I would not be involved.”

**Feel Felt Found (FFF):** Will help you move the prospect to a positive decision.

**FEEL:** When you say, “I know how you feel”, you are agreeing with prospect instead of being confrontational or arguing.

**FELT:** When you say, “I felt the same way”, you are empathizing with the prospect and saying that you and they are alike.

**FOUND:** When you say, “Here is what I found out”, it creates curiosity. You know how they feel because you felt the same and now you have opened their mind to see what you found out.

Here are some examples of using feel, felt, found.

**These things never work! (FFF)** *“I know how you feel. I felt the same way; I thought that network marketing was one of those businesses where you make no money and lose your friends. What I found out is that it is the most effective method of distribution. Rather than paying professional athletes and actors hundreds of millions of dollars to get you to buy a product that they don’t use themselves, that money is used to pay real people with real results.”*

**I can’t sell – (when most people say this they mean they cannot convince people to buy something that they really do not want to buy) (FFF)** *“I know how you feel; I felt the same way. I thought that selling was trying to get someone to do something they really don’t want to do. I just can’t do that. What I found out is that it is not about selling; it’s about sharing. Sharing something you believe in, like going to a good movie or eating at a good restaurant. Don’t we do this every day? Network marketing allows us to get paid for it.”*

**I don’t have time: (FFF)** *“I know how you feel; I felt the same way. What I found out is that network marketing actually gives me more time because of the leverage it brings,” or “Let me ask you a question: How much would you need to make, to make time?” They will answer with a number such as \$2000 a month, whatever that number is, you say, “So if I can show you how to make \$2,000 a month you’ll make the time?” They will typically say, “I guess so.”*



## MINDSET

Everything is tied to mindset. In fact, mindset is everything. It controls and directs everything we do. Earl Nightingale has a great audio entitled, "The Strangest Secret" and the secret is that, "We are what we think about." In his book, "Think and Grow Rich,"

Napoleon Hill says, "Whatever the mind can conceive and believe it will achieve." His contention is that you would not have had a thought unless you were capable of its accomplishment.

**WHATEVER THE MIND CAN CONCEIVE AND BELIEVE,  
IT WILL ACHIEVE!**

A major point is to be conscious of what you're thinking about. It takes a definite, determined, conscious decision to resist all that negative self-talk.

As Zig Ziglar said, ***"You have to keep putting the good stuff in."***

## THE KEY TO A WINNING MINDSET

Be aware of your thoughts, your thinking

Stay plugged in to the conference calls, events, upline

Review your **"WHY"** and your goals morning and evening

*Listen to your personal growth mentors*

Earl Nightingale	The Strangest Secret
Napoleon Hill	Think and Grow Rich
Jim Rohn	Building your Network Marketing Business Challenge to Succeed
Robert Kiyosaki	Rich Dad Poor Dad
Tony Robbins	Awaken the Giant Within



## YOUR DMO – (DAILY METHOD OF OPERATION)

Your DMO (Daily Method of Operation) is critical. It must become a routine, a solid locked-in habit. As automatic as brushing your teeth or combing your hair, it's something that becomes routine. You just do it.

These activities absolutely must all become part of your DMO

- ✓ Using the product
- ✓ Sharing the product and opportunity
- ✓ Send samples out everyday. Always ask, "Who can I send a sample to today?"
- ✓ Following up (within 24 hours)
- ✓ Who do I need to encourage?
- ✓ Personal growth

Think about your business every day, every day, every day. Who can you share it with? Don't even think about going to bed without sharing the product or the opportunity with at least one person and then follow up.

## PERSONAL CHECK-UP

The key is to be honest with yourself and scale yourself from 1 to 10 with 10 being perfect and 1 doing nothing.

**If you rate yourself as anything less than 10 in any activity, then there is room for improvement.**

<i>Is my story getting people's attention?</i>	1	2	3	4	5	6	7	8	9	10
<i>Am I prospecting every day?</i>	1	2	3	4	5	6	7	8	9	10
<i>Do I follow up within 24 hours?</i>	1	2	3	4	5	6	7	8	9	10
<i>What kind of example am I setting?</i>	1	2	3	4	5	6	7	8	9	10
<i>Am I plugged in? (calls, events)</i>	1	2	3	4	5	6	7	8	9	10
<i>How is my personal development?</i>	1	2	3	4	5	6	7	8	9	10
<i>Am I doing 3-way calls?</i>	1	2	3	4	5	6	7	8	9	10
<i>Am I attending events?</i>	1	2	3	4	5	6	7	8	9	10
<i>Am I adding people to my list?</i>	1	2	3	4	5	6	7	8	9	10
<i>Am I sending out enough samples?</i>	1	2	3	4	5	6	7	8	9	10
<i>Will my effort bring me to my goals?</i>	1	2	3	4	5	6	7	8	9	10



**Sharing** is the key to your business. The concept of sharing is NOT to tell everybody how much you know.

**Sharing is to introduce the Valentus products and opportunity and, MOST importantly, to create interest. You want them curious to know more. Essentially, you want to stimulate their interest not sell them the opportunity.**

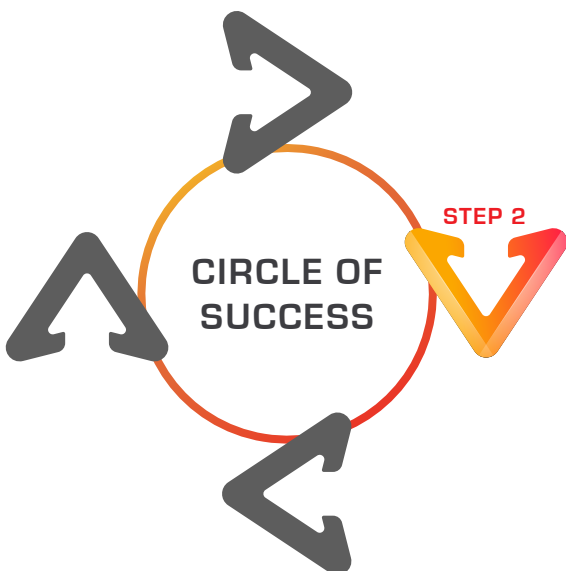
The sample program described on the following pages does an excellent job of getting samples in people's hands and giving you a great reason to call them.

Your objective is to get them to watch a few videos and pre-enroll to lock in their position.

**WARNING:** *Everything you do sets an example that they will follow.*

# STEP 2

SHARE THE PRODUCT AND OPPORTUNITY



**SHARE** the Opportunity and Product With Others

The Valentus Sample System

Warm Market / Cold Market

Frequently Asked Questions



## THE VALENTUS SAMPLE SYSTEM

Take advantage of the convenience and low cost of the Valentus sample program by sending samples to everyone you want to introduce to the Valentus company and products. The company is able to do this for far less than you could on your own. The total cost is \$4.00 USD a sample within the USA and \$5.00 USD a sample in Canada.

For those that request a free sample through social media or any cold market outreach, it is free for you. The requesting prospect pays just \$4.95 USD for shipping and handling for both the USA and Canada.

1. Purchase your samples at \$79.95 USD for a pack of 20 USA. Canada is \$79.95 USD for a pack of 15.
2. Download and set up the **Sample Valentus** App. You can set this up on your desktop by going to **sharevalentus.com**. You must use your Valentus user name and password to log into the site or App.
3. SYNC the App with your cell phone contact list.
4. Using your telephone contact list select your top 20 and identify them as “hot.”
5. That’s all you have to do now let the system go to work for you.

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**Suggestions:** If you don’t know your prospect’s address, don’t call them, text them.

**Suggested text:** *I have something I want to send you. What’s your mailing address?*

## WARM MARKET STEPS

Follow-up within 3-5 business days to see if they got it (unless they call you).

Determine their interest. Are they interested in the product or in sharing samples with their friends?

Send them the *coffee video* from the App and encourage locking in their spot by pre-enrolling.

After you get notified that they watched the video and/or pre-enrolled, send them the *Powerline video* that explains the power of the system.

Invite them (ideally 3-way them on) a Tuesday/Thursday night conference call.

Additional follow up videos and audios can be sent from within the App.

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SUGGESTED SCRIPT 2: *Bob/Sally, I see that you watched the video. Exciting, wasn't it? This sampling program is so easy. Everyone drinks coffee, everyone wants to lose weight and it seems like everyone I've spoken to wants to participate in this sample program. Would you like to know how you can participate?*

If they want to participate, tell them that now they have pre-enrolled, they can click on any company email and follow the three-step process to sign up. *I will send you a video on the benefits of getting started with the Business Builder Pack.*



## COLD MARKET

In the cold market or through any social media outreach you can share an image with a link offering a free sample. These samples are at no cost to you. They will not go against the sample packages you bought. The prospect requesting the sample will pay \$4.95.

The App will notify you as soon as your prospect requests it. Now it's up to you to follow-up immediately to determine their interest.

Determine their interest. Are they interested in the product or in sharing samples with their friends?

Send them the *coffee video* from the App and encourage them to lock in their spot by pre-enrolling.

After you get notified that they watched the video and or pre-enrolled, send them the *Powerline video* that explains the power of the system.

Invite them (ideally 3-way them on) a Tuesday/Thursday night conference call

Additional follow up videos and audios can be sent from within the App.

The company will also send emails to your prospect, but this is NOT a replacement for you to follow up. You MUST ... MUST ... MUST follow up. If they are local, meet them over a cup of coffee or host a party in your home to show them more. If you cannot meet with them or they are long distance, then get them on a 3-way and or ZOOM with your upline and 3-way them on the Tuesday or Thursday National Call.

Once they have been exposed to the business or have pre-enrolled, send them the Powerline video from the video section in the **Share Valentus** App.

## FREQUENTLY ASKED QUESTIONS

### **The App says that my contacts are not available to send to.**

In order to send a sample to a contact, the address must be complete including the country code.

### **Instagram will not allow me to share a link**

You must put the link in your Instagram profile and in the post tell them to click on "the link in my profile" to get a free sample.

## FOLLOW UP

Following up on a timely basis is crucial, ideally within 24 hours of your first contact.

The best approach is to set up your follow-up when you first talk to your prospect.



## **SOCIAL MEDIA IS AN UNLIMITED GLOBAL REACH AND A HUGE TOOL TO GROW YOUR CONNECTIONS AND PROSPECTS WORLDWIDE.**

Social Media can completely transform your ability to convert a significant percentage of cold market prospects into members of your warm market, a great resource that will help you get prospects to the point of talking with them over the phone and/or meeting with them in person or via computer. Facebook, LinkedIn, Twitter, Instagram, Google and Pinterests are all great, but it is recommended that you pick 2 platforms to focus on.

### **10 TIPS FOR SOCIAL MEDIA**

- 1. Make sure your profile is Public!** You want the whole world to be able to see you, not just your friends.
- 2. Have a professional and genuine picture of just you, preferably a headshot.** This is YOUR page. You do not want your dog, your spouse, your family in your profile picture.
- 3. Optimize your profile.** Be authentic. If you are on Facebook, make sure to fill out the detailed about me section. You want to complete this section. You want tons of information in your profile, no matter what Social Media platform you are using, so people can learn more about you, who you are, relate to you. Write a good description about you, what is your background, what are you proud of, your children, your spouse, what are your likes, dislikes. The more information you share, the more people relate to you, the more you have in common, the better!
- 4. Do NOT POST the name Valentus on your social media.** Why? Because it eliminates all curiosity. You want to do posts that make people curious so they reach out to you with questions or conversations. A great post when you get started, "I am so excited, just had my first cup of weight loss coffee and it tastes great." Do NOT use the word SlimROAST™. Do not try and sell. Just share your excitement. Every few days you can share your progress. "I am so stoked, lost 2 pounds and feel great, love this stuff!"
- 5. Post consistently at least 2 times a day with content,** something that gives value, i.e., inspirational quote, pictures of you, your family, actives, fun facts.  
  
Always be positive and inspiring. No politics, religion or negative posts. Be someone people want to follow. Ask engaging questions. Share valuable information that people can learn from. 90 percent of your posts should be "giving," i.e., inspirational quotes, links to interesting and uplifting stories, helpful nuggets on personal development, nutritional tips, healthy recipes, appropriate jokes. You want to inspire, entertain. The other 10 percent can be about your progress, your lifestyle with Valentus (without using the name Valentus.)
- 6. Comment on other's posts.** Do not just like. Remember, you are trying to build relationships and engage people and the best way to do that is to interact with them. When they post an article or share a story or post a picture, comment in an appropriate way so they know you took the time to read it. When they comment on your posts, make sure to acknowledge and thank them.
- 7. Do NOT SPAM!** Tagging people in photos that they are in is accepted and it will get you more exposure as all their friends will see it too, but tagging them in a post that they are not in is considered spamming and people do not generally like that.



**8. Send 5 friend requests each day.** The object is to grow your connections. Look through your friends' friends. Search for your old high school, college, relatives' friends. You can find people in groups who might be in your target market, i.e., nutritionists, fitness professionals, nurses, teachers, networkers, weight loss groups, etc. join some groups and connect with people there. Do NOT pitch people in groups, just connect with them. Private message them. Get to know their pains, their problems, their needs. Show them you care and see how you can help them.

**9. Hashtags are great and should be used in most of your posts.** When people search different topics, they can search hash tags. Do not use too many hashtags though. The

recommended number is 3. Some examples: *#healthylifestyle #prevail #entrepreneurallife #coffee #nutrition #inspiration, #workfromhome #dreams #success #motivational*

**10. FOLLOW UP!** Private messenger is going to be your greatest tool! That is where you will build relationships that will lead to the PHONE!!! Your ultimate goal is to get prospects on the phone with you, and when qualified, to do a 3-way connect call with your upline. When people accept your friendship/connection, private message them. Thank them for connecting with you. Ask them what they do, get the conversation started. You are getting to know them. Do NOT pitch them. Simply ask them if it would be okay to call them. Network Marketing is Relationship Marketing!

**BE CONSISTENT!**

**BE AUTHENTIC!**

**BE INSPIRING!**

**FOLLOW-UP!**



The fortune is in the ***follow-up***. The key is follow up on a timely basis within a 24 hour window and to be sure that you are using every tool. Remember that everything you do sets an example that others will follow.

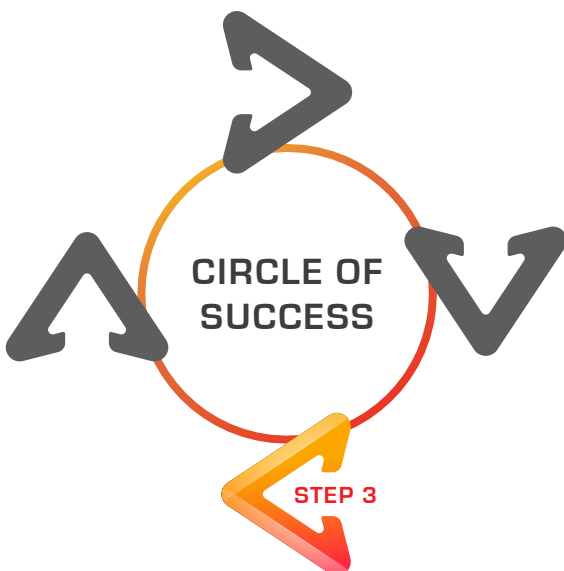
If you're not following up on a timely basis then you are starting over all the time. The danger is that if you do not follow up quickly your prospect will grow cold.

**WARNING:** *The longer you wait, the more likely your prospect has grown cold.*



# STEP 3

## FOLLOW UP AND BUILD BELIEF



### **FOLLOW UP** & Build Belief

3 Way Calls

Timely, One-on-One, Websites,  
Magazine, Conference Calls, Events

Your First Gathering

Tips on Follow Up



# THREE-WAY FOLLOW UP

The absolute best first step in building belief with a prospect that has shown interest is to get them on a 3-way call with your upline Emerald or Diamond. There is a wealth of talent in your upline that is yours for the asking, and there is nothing more powerful than getting an interested prospect on a 3-way call with your upline.

Many times, you might feel like the prospect is not worthy, or that you can handle it on your own and don't want to bother your upline.

The problem is that if you don't do 3-way calls with your prospects, they won't do 3-ways with their prospects. This breaks a critical step in the duplication process.

## BENEFITS OF A THREE-WAY CALL

### 3rd Party Calling & Edification



**Note:** If you ask permission to do a 3-way, most prospects will say they don't want to. The best way to do a 3-way is to have your upline on the line, briefly tell your upline about the prospect, then put them on hold, call your prospect, ... *George I'm following up and I thought you might have some questions and I'm very new in this. I have Eddie on the other line, I hope you don't mind. Eddie has been doing this longer than I have and he wants to meet you. Then connect the call, and introduce Eddie. Let Eddie talk and do not interrupt him.*

**... Then stop talking ...  
listen.**

1. A third-party source always sounds more credible.
2. It's a learning experience for you. As your upline answers questions, overcomes objections, and leads your prospects to a decision, all that information passes through your ears and into their ears. It's the absolute best way to learn the subtleties of the business.
3. It builds belief in your prospects and in yourself as you hear the information again and again.
4. It demonstrates support to your prospects. They then see that they're not alone and there is someone to help them get going.

**... Will I be comfortable with my first few 3-way calls?**

**... Absolutely not! ...**

We are all reluctant to do 3-way calls at first.

Over time, as we see the value they bring, and how essential they are, we come to believe in them 100%.



## FOLLOW-UP ON A TIMELY BASIS – IDEALLY 24 HOURS

One of the keys in the cycle of duplication is following up on a timely basis, ideally within 24 hours of introduction. Timely follow-up is absolutely critical. If you are not following up, you are starting over and over again all the time.

## MEET ONE-ON-ONE / TWO-ON-ONE

There is nothing quite as valuable and critical as you getting in front of your prospect, ideally with your upline there. If you can arrange a meeting between your prospect, yourself and your leader, do it as soon as possible and in a neutral setting such as a coffee shop. This gives your prospect first-hand evidence of the support they will receive as they build their business.

## WEBSITES

Websites can be used to create initial interest, and as a follow-up tool.

## MAGAZINE/BROCHURES

Our Valentus magazine and our brochures are a great leave behind to reinforce the message after meeting them face-to-face.

## CONFERENCE CALLS/ZOOM/FACE-TIME LIVE

A conference call exposes your prospect to others with experience in the business and to success stories. It is a convenient and effective way to build belief. Your prospect is able to learn from the comfort of their home. If you use conference calls to build belief in your prospects, your IR's will do the same and you will set up a cycle of duplication.

*"Bob, most of what I know about this company and its products I learned on conference calls. There is a conference call tonight at 8:30; I'll 3-way you on the call. Are you available at 8:30?"*

## EVENTS

We are in an event-driven business. An event, such as a business meeting, gives your prospect exposure to leaders and others who are doing the business and using the products. Now they see that it is not just you but others who believe in the product, the company and the business.

***Remember that the secret of success in your new business is duplication.***

***Whatever you do in building belief your new distributors will do.***



## YOUR FIRST GATHERING – LAUNCHING YOUR NEW BUSINESS

Hosting your first gathering is easy and, most importantly, FUN! Think of it as your grand opening of your very own business! For example, if you opened up your own restaurant or cafe, you would invite everyone you know to your grand opening. The same goes for your Valentus Business. You want to expose the Valentus products and opportunity to everyone you know. Start your launch with the five "p's" – Proper Preparation Prevents Poor Performance. Let's get started.

### PREPARING

1. Schedule your gathering within 5-7 days of joining Valentus. Make sure you have posted on Facebook by posting "I just started drinking weight loss coffee and it tastes great!"
2. Schedule a second gathering about a week later to make sure you can host those that could not attend the first gathering.
3. Make a list of everyone you know, separating the list of local contacts from long distant contacts—the first being friends, family and co-workers. Fill out the memory jogger to help you create a nice big list. Do not leave anyone out as you are not pre-judging. Let them make the choice for themselves, don't make it for them.
4. You will start your inviting 4 to 5 days prior to your gathering date. You are going to practice out loud to yourself, then when you feel comfortable, you will call your up line Diamond and role play with them. This is all done verbally as you ALWAYS call your guests—never text or email them. This is done via **phone calls only**.
5. This is how a call could be done:

Small talk first, for just a few minutes, then say, *"the reason for my call is to find out what you are doing on \_\_\_\_\_ at \_\_\_\_\_."* When they reply nothing you simply say, *"I started my own business and my grand opening is \_\_\_\_\_ at \_\_\_\_\_. I would really like for you to be there, can I count on you to come?"* Do not say any more. Wait for the response. If they say yes, say, *"Great, I will see you then*

*and we can catch up,"* or if they say no say *"I understand but I have other calls to make so can we catch up later?"*

Move onto the next call. Another inviting script idea would be—Small talk first, for a few minutes, then say *"I started a new project that I am extremely excited about! I am having some friends over to share it with them. Can I count on you to be there?"* Again, if they say yes, say, *"Great I will see you then!"* If they say no, then say, *"We can catch up another time, I have other calls to make."* Don't get caught up answering questions. Don't tell them what it is. Keep things a bit mysterious.

The last alternative inviting script could be—small talk, for just a few minutes, then say, *"Do you keep your income options open?"* The key to the call is your excitement and tonality. People will come based on how you sound over the phone! Be excited!

6. As a precursor to your phone call, you can have Valentus send them a sample.
7. Two to three days prior to your gathering, you should make sure you are prepared to have your friends over to your home by making sure you have plenty of supplies. Supplies include cups, creamers, and small healthy snacks. Check that your TV and wifi are working. Have several Prosper Magazines on hand, along with a guest list for people to sign in on and member/customer applications and pens.





8. Secure your "expert," who will be speaking on your behalf, either live or via Zoom.
9. Practice your "hosting" skills for you are going to open the room when it is time to begin. As you open the room you will say "Thank you all for coming. I am excited to have you here. I started Valentus \_\_\_\_\_ days ago." Give your why and edify your speaker by saying, "I am

*honored to introduce to you our speaker of the evening, who is having a ton of success, Blue Diamond \_\_\_\_\_ or Diamond \_\_\_\_\_ or even Emerald \_\_\_\_\_ (depending on who is doing the presentation for you), let's give a warm welcome to \_\_\_\_\_!" Make sure you know what you are saying and whom you are edifying! Practice makes perfect!*

## DAY OF THE GATHERING

(Note: 50% of people that said they would show don't. Do not let this get to you! This is normal! Those that do arrive are the most important!)

1. Call or send a text message to everyone who said they were coming as a reminder.
2. Have products, samples, etc. set up in the kitchen. No need to use a lot of product. Fill one water bottle with each different water-based product and have hot water set up for tasting coffee. Purchase small cups to sample only of coffee—no need to give each person a full cup. Make sure sign-in sheet is also present and everyone is filling it out.
3. In the area where the presentation will be held, have magazines displayed for others to browse and view. Have applications, Valentus Training Guides, and pens set aside.
4. Turn your air conditioning or heat—depending on time of year and where you live—to a comfortable (but not too warm) temperature.
5. Make sure all pets and children are nicely tucked away, so as to not distract from presentation.
6. Have soft, fun music playing in the background before and after presentation.
7. As the host, be prepared at least 30–45 minutes ahead of scheduled time, as people may arrive early.

## GATHERING

1. Welcome your guests at the door.
2. Have them sign guest sheet.
3. Offer samples to taste. Start pouring them and get the product in their hands! Don't "ask" what they would like—get each product out to them to try!
4. Spend the first 30 minutes of the gathering for people to arrive, taste samples, discuss products, etc.
5. Respect guest's time by sticking to 30 minutes for the product and business overview.
6. Open the room as you have been practicing, introducing your "speaker/expert." Make sure to tell everyone to silence cell phones and hold all questions until the end.



7. Make sure that you sit front and center, acting engaged and excited. Your guests will be watching you!  
Do not go hide in the back of the room or disappear in the kitchen!
8. After the presentation is completed, pass out applications and pens to each guest and go turn the music back on.
9. Go person to person and sort the room! Find out who has questions, who is interested in product and who is interested in an opportunity!
10. When someone says yes, immediately fill out their application, then announce it to the room to show your excitement and theirs. Many may follow their lead!
11. Enter them into the computer, making sure they have their loyalty purchase is set up as well. Set their date for their launch at that time as well, putting the date in your calendar. Help them Go Public on Facebook by properly posting a catchy post! Make sure they leave with the Prosper Magazine, Valentus Training Guide, and brochures in their hands to reinforce the message before they leave. Be sure to send along a box of product for them to take home and start drinking. Tell them they can return the box to you when they get their product in.
12. For those that want to "*think about it*," put a Prosper Magazine in their hands to take home and tell them you will get it back later. Great for follow up!
13. Those that want product, make sure you sell them a box or two!
14. Those on the fence, put them on a tour before they leave your house! Let the tour do the work for you!

## THE NEXT DAY

1. Fortune is in the follow up! Find out who didn't show, then call and share your excitement and invite them to the second date/time you set for your second gathering.
2. From your sign in sheet, follow up with those that needed time to think about it.
3. Those that joined, do a connect call with them and your Diamond up line to welcome them to the team!
4. Those that took a magazine, set up a time to go see them and get your magazine back, answer questions, and direct them to a positive decision.

\*Long Distance market—you will do an on line gathering via Zoom. The only difference is they will try the coffee via the sampling program.

## TIPS ON FOLLOW UP

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### ***Never ask a yes/no question.***

It's not, *"Did you like the video?"*

... It's, *"What did you like best about the video?"*

It's not, *"Would you like to try our products?"*

... It's, *"Which product would you like to try?"*

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Remember that the secret of success in your new business is duplication. Whatever you do in the sponsoring process, your new IR's will do the same. Follow a simple system using the best tools and your new IR's will do the same.

Use the tools and your upline as much as possible in building belief. Remember that the secret of success in your new business is duplication. Whatever you do in building belief, your new distributors will do.

Always follow up on every prospect within 24 hours.

Set up a follow-up time and date with your prospects when you introduce them to Valentus.

Suggested script, *"Bob, is it okay to give you a quick call tomorrow at 7:00 to get your response to the video?"*

Expect that most prospects will not have watched the video.



Your objective in this phase is to get a **positive decision...** to have the prospect join the business and / or become a customer. Be sure you review this section carefully so that you understand the psychology of a decision and the benefits of the Business Pack. The key is setting the right example, right away such as a 3way call and using the techniques of the 1-10 scale and the Ben Franklin process.

**WARNING:** *You will never get a decision unless you ask.*



# STEP 4

## GET A POSITIVE DECISION



### **GET** *a positive decision*

The psychology of a Decision

Business Pack

Getting Your Investment Back

Ben Franklin Analysis

Scale of 1 to 10



## THE PSYCHOLOGY OF A DECISION

If a prospect is just looking to buy your product, it's an easy decision—no more difficult than buying groceries. The decision to join a business is far more complex. Whether you or the prospect realizes it, these are the things the prospect is thinking about:

### **FEAR OF FAILURE AND REJECTION.**

#### ***WHAT IF IT DOESN'T WORK? WHAT WILL MY FRIENDS AND FAMILY THINK?***

The key here is building their belief. Before someone will say “yes” to you, they must say “I can” to themselves. Part of helping someone build belief is showing them that their sponsor, their upline, their leaders, and the company are all there to support them, and that many others have done it. They need to understand that when they say yes, that's when our job begins.

#### ***DO I HAVE THE TIME FOR IT? I'M SO BUSY RIGHT NOW.***

Most people are working very hard just to make ends meet. The sad thing is that they are working hard to build

someone else's dream, someone else's security. I explain this to them, and ask if they could dedicate just one hour a day to build their own financial security. I explain that they may have to sacrifice something they love to do, like watching TV, or bowling, or playing a sport. I ask if they are willing to make that sacrifice to build their dream.

### **THE COST—CAN I AFFORD IT? THIS IS THE EASIEST OBJECTION TO OVERCOME.**

If you can show them how they can get their money back, their hesitancy to invest goes away. Help them understand that can get their investment back by selling product and enrolling people.

## HELP YOUR NEW INDEPENDENT REPRESENTATIVE

### SELECT AND ORDER THEIR PRODUCTS

This is perhaps the most important decision they will make in establishing their new business as a Valentus IR (Independent Representative). Keep in mind that whatever they do, others will do. Everything duplicates!

### *Jump in between serious and nervous*

**A**

#### **Starter Pack**

\$129.95 (100PV)

A 24-day supply for one (1) person (1 coffee, 1 trim, 1 immune).

**B**

#### **Advanced Pack**

\$199.95 (150PV)

A two (2) person supply, or extra sampling inventory.

**C**

#### **Business Builder Pack**

\$499.95 (400PV)

The business builder pack is designed specially to give an excellent selection of products so that they can get familiar with Valentus and launch their business.

## 5 BENEFITS OF THE BIZ PAK

### 1. SET A GOOD EXAMPLE

People do what you do, not what you say

### 2. WORKABLE INVENTORY

You can't sell from an empty basket

### 3. BEST VALUE

Your product cost goes from \$59 a box to \$31 a box

### 4. DEMONSTRATE COMMITMENT

No one wants to follow someone who is not committed

### 5. MAXIMIZE EARNINGS

- Instant Ruby Status
- Go from 5% to 20% on Dual Team Commissions
- Gain access to Legacy Qualification
- Automatic 4 Levels Matching Check

**THE BEST OPTION FOR YOUR PROSPECT TO GET STARTED IS THE BUSINESS BUILDER PACK AT \$499 USD.**

Statistically, those that start with the Business Builder Pack have the highest rate of success. Speak to your enroller about what products you wish on your LOYALTY ship for the following month to insure maximum qualification for bi-weekly FastStart commissions.



# CREATING POSITIVE CASH FLOW



Lets assume that you want to get started with the Business Builders Pack. The question is how can you get your money back?

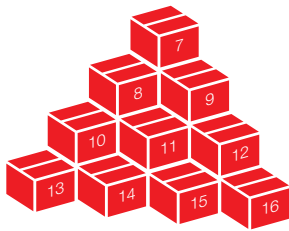
When you join with a Business Pack (\$499) **What do you do with 16 boxes?**



**3** Set 3 aside for personal consumption



**3** Set aside 3 boxes for sampling locally or to use at a gathering



**10** Sell 10 boxes at \$74.94 **\$749.40**

**16 TOTAL BOXES** (Subtotal) **\$749.40**

*As a result of selling and sampling you should enroll*



3 people who do what you did and start with a Business Pack. You would earn \$100 on each. **\$300**



Three personally enrolled with a Business Pack within 1 Calendar month will entitle you to a share in the Global Pool with an estimated average share value of \$ 200 **\$200**

**POTENTIAL RETURN ON YOUR INITIAL INVESTMENT** (Total) **\$1,249.40**



This also qualifies you for the Legacy Bonus starting with your fourth person. This is another \$100 USD on every Business Pack you personally enroll, and \$100 USD on every Business Pack to infinity on your Legacy Team.

## THE BEN FRANKLIN ANALYSIS

Your prospect must know that when they say “yes,” that’s when our job begins. Use the “*Ben Franklin*” approach of listing out the pros and cons. Ben took a page and drew a line down the center. He then listed the pros on one side and the cons on the other side.

The key to this approach is to make a shared commitment up front, that no matter what, they will do whatever the comparison indicates.

PROS	CONS
<i>Own your own business</i>	
<i>Time freedom</i>	
<i>Tax benefits</i>	
<i>Work from home</i>	
<i>No commute</i>	
<i>Leveraged income</i>	
<i>Residual income</i>	
<i>Low risk</i>	
<i>Own your own life</i>	
<i>Work on your dream</i>	

## SCALE OF 1 TO 10

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

- ✓ They do not understand something
- ✓ They don't know if they can do it
- ✓ Their belief is not there yet
- ✓ They are afraid they will fail

The key is to find out what is holding them back. I like to ask, “*On a scale of one to ten, with ten being ready to get started, where are you?*”

If they say, “*seven,*” then I ask, “*What else do you need to know to move to a ten?*”

Sometimes people just don't know what's holding them back. In this case, they may be afraid. You'll need to assure them that even though they will be in business for themselves, they will not be alone.





**MAKE YOUR DREAM LIFE YOUR REALITY. ENSURE EVERY STEP YOU TAKE IS IN THAT DIRECTION.**

Many years ago, in ancient Greece, a traveller met an old man on the road. The traveller asked him how to get to Mount Olympus. The old man (who happened to be Socrates) replied by saying, “If you really want to get to Mount Olympus, just make sure that every step you take is in that direction.”

The moral of the tale is simple. If you want to be successful, if you want to see your dream become your reality, be sure that every step you take is in that direction.

\*Distributor earnings vary as a result of numerous factors. Earnings statements made in this brochure are not intended to guarantee a particular outcome, but rather show what is possible based on a broad range of distributors' historical data, personal commitment, and skill level. All references to income, implied or stated, through the Valentus Compensation Plan are for illustration purposes only.