



The
VEMMA TRAINING BIBLE

Your Go-To Guide on Everything Vemma

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Congratulations on your decision to become a Vemma affiliate! Affiliate marketing isn't perfect, it's just better. This document will give you ALL of the information that you need to succeed and to become independent in your Vemma business. Let it be known that your success, or your failure, will be directly correlated with how well you learn and implement all of this information. You have upline leadership, but it is up to YOU to connect with them and get your questions answered. Your upline may or may not be adding new affiliates into your organization, either way you must take full responsibility for your own business. The sooner you internalize this quote, the better:

"If it's to be, it's up to me"

You must first decide what you truly want out of Vemma. Do you just want free products? Do you want a few hundred dollars a month on the side? Do you want to make a six-figure income? A million? All of this is possible but you have to know where you want to go to determine what, and how much you have to do. On the to-do list on page 4 you will be writing down some of your goals and your 'why', but start thinking right now about what you really want. Do not underestimate the importance of a big picture *vision* partnered with short and long term *goals*.

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Vemma Vocabulary

VERMA (Vitamins, Essential Minerals, Mangosteen, Aloe): The original liquid multivitamin/antioxidant that is clinically studied to strengthen your immune system and decrease inflammation. This formula is in every product.

YPR (Young People Revolution): The movement and culture of **people helping people** built around the brand

Affiliate: A member of the Vemma business who is qualified to earn residual income (long term money)

Customer: Someone who purchases any of Vemma's products from an affiliate's website strictly for consumption. Customers are people who enjoy Vemma's products, but have no interest in the money making aspect of Vemma.

Affiliate Pack: (Verve, Bode, or Vemma pack) this is the package that qualifies you for the Premier Club Bonus and the Frenzy Bonus; cost is around \$500 depending on shipping and tax (one time purchase)

Premier Club Bonus: When you reach the rank of Diamond (20 cycles) with a gold leader in your personally enrolled lineage on both teams of your business, Vemma will pay \$400 per month for your choice of any car over \$30,000 or college tuition (the car can't be older than 3 years). You must have purchased your affiliate pack within your first 60 days of enrollment to qualify for the Premier Club Bonus (can also be applied to student loan debt).

PEQ (Personally Enrolled Qualifier): An affiliate that you personally enrolled into the business

QV (Quantity Volume): Amount of 'points' associated with each product (1 case of verve = 60 qv)

Upline: The affiliates on your team who signed up before you (do not necessarily make more money)

Downline: The affiliates on your team who signed up after you (do not necessarily make less money)

Crossline: All of the affiliates in Vemma who are not on your team (they are your friends, not competition)

Home Event: A host invites teammates and prospects (potential affiliates or customers) to a venue where their upline helps them make an exposure. A typical home event can have anywhere from 5-500 attendees.

Cycle Commission: One of the nine bonuses the company offers. This is the most basic and exciting residual bonus, and also determines your success via rank. See 'compensation plan' (page 23).

Cycle Week: The Vemma pay week, from Friday through Thursday.

RAP (Rank Advancement Period): Four week period (**4 cycle weeks**) in which your rank is determined (You can see what the current cycle week is in your 'my account')

Rank: Amount of cycles in a given rank advancement period determines your rank, see rank advancement chart

Auto-Delivery: Every affiliate purchases **120 qv** of products every month to be fully qualified, **automatically** billed to them (you can cancel your auto delivery at any time through your website or by calling Vemma - **1 800 577 0777**)

Front Office: Your personalized web page where future affiliates or customers that you refer go to purchase products (username.vemma.com)

Username: Your first then last name (JohnSmith); if that username is taken, simply place your favorite number after your name (JohnSmith7)

My Account: Management tools for your business displayed when you log on to vemma.com (this is the first thing you should become familiar with as a new member)

Genealogy: A tool in your 'my account' that allows you to visually see your network

Placement Strategy: The default placement of a customer or affiliate into your genealogy when purchases are made through your Vemma website (i.e. Power Team, Profit Team, Left, Right, etc.), ask enroller for clarification

Personal development, PD: The investment of knowledge for the betterment of oneself. See list of books, audios, etc. This is one of the most important aspects of this business.

Edification: Talking positively about an upline or downline in order to develop trust and respect between them and the prospect, edify every single person in your business and your results will multiply. The best way to do this is by telling the person's story.

Leverage: An increased means to attain something. In Vemma we use leverage to earn passive, residual income. There is no other way to earn *long term* income other than this kind of leverage.

Prospect list: A list of people whose lives could be positively impacted by any of Vemma's products or the business opportunity Vemma offers (customers/affiliates). This list is EVERYONE that you know by first name, such as your friends, family, co-workers, classmates, gym friends- go through your Facebook, Twitter, Instagram, yearbook, etc.

Warm Market: All of the people that you know on a first name basis. Ex. friends, family, co-workers, peers, etc. These will be the people on your prospect list that you introduce the opportunity/products to first.

Cold Market: The people you have yet to meet that you will introduce the opportunity/products to

Club Verve: The University sanctioned and registered student organization comprised of Vemma affiliates. The club is expanding weekly and was originally founded at Michigan State University. Typically, Club Verve will host opportunity events and training meetings every week. We are also very active on the social and philanthropy scene. The club is more like a culture and goes outside the bounds of the business.

Opportunity Call: A conference call led by leaders to expose the opportunity to prospects. We will provide you with the number and access code (they will always be posted on the Future Millionaires Facebook page) then all you have to do is call in, put in the access code, hit pound, and take notes. Your line will be muted.

Opportunity Event: (Home Event) This is an exposure of the Vemma opportunity for prospects at someone's home

Training Call: A conference call led by leaders to train and motivate their downline, **not for prospects**

Training Event: (Home Event) This is a time for affiliates to learn from the leaders, **not for prospects**

Now that you have the vocabulary down, one final thing that you must know is that the Vemma Training Bible will show you the **SYSTEM** (Save Yourself Time, Energy, and Money) that will work whether you are a Harvard graduate or a high school dropout. This system will only produce massive results if you do everything, and do everything correctly. If you skip ANY one of the steps that are in this document, you will greatly reduce your chance for success. Nothing is put in this training document to hassle you or give you busy work like an employer would, and it will be used to hold every affiliate accountable. If you ask a leader in your upline why you are not finding as much success as fast as you want, they will ask you if you have completed every step in the checklist, so hold yourself accountable first. Don't expect to get paid a professional income on an amateur skill set; your income will only grow as much as you do as a person.

TO DO LIST

It is in your best interest to complete these tasks before talking to anybody!

- ☐ **Find your ‘WHY’. (See page 5)** This is your purpose, your belief, your cause, your end destination that this Vemma vehicle will take you to.
- ☐ **Goal setting. (See page 6)** This should be done with your enroller in order to set realistic, attainable goals. First goals are typically getting a frenzy bonus and getting free product through the Customer Referral Program.
- ☐ **Housekeeping. (See page 7)** Get familiar with your ‘my account’, set the placement strategy, and personalize your website. Get in contact with your enroller for help with your ‘my account’.
- ☐ **Get connected and STAY plugged in! (See page 8)** Join Facebook groups, subscribe to leaders on Youtube, download video calling services and plug in!
- ☐ **Make a prospect list.** Make a list of 100-500 people in your warm market. The bigger your list, the bigger your business. You should write down every single person who you know on a first name basis.
- ☐ **Learn the SYSTEM. (See page 9)** If you follow the steps outlined and put in massive effort, you will find massive success. You cannot duplicate people, but you can duplicate a system. Remember that even if you find some other techniques that work well for you; it does not matter what works, it matters what duplicates. Before you begin implementing the system you should watch all of the videos that are listed below, and if you really want to find success you should have ordered or somehow obtained the books listed as well. Also visit the site www.vemmatips.com for more training and video resources.
- ☐ **Introduce yourself to at least 4 upline leaders.** It is in your best interest to have your enroller get you in contact with more of your upline. You will get many different perspectives and have more resources available when you need help with any phone calls, Skypes, Oovoos, one on one meetings, or home events. This is very important for building the team oriented culture. If you have questions, they can answer them. Even if you just need to be motivated or reassured, they can do that as well!
- ☐ **Watch ALL of the videos in the video links section below... and take notes!** You only retain about 10% of information that you hear for the first time. Taking notes is an invaluable skill because you will save time by retaining much more information and have to watch the videos fewer times. By having notes and looking over them regularly, you will learn much faster, and LEARNERS ARE EARNERS!

All of the videos on – www.verveworks.org

Tim Sales: Brilliant Compensation – <https://www.youtube.com/watch?v=PM7ohQklLe0>

Simon Sinek: How Great Leaders Inspire Action – <http://www.youtube.com/watch?v=qp0HIF3Sfl4>

Jim Rohn: Building Your Network Marketing Business – <http://www.youtube.com/watch?v=Ie8reWV6dlg>

- ☐ **Read ALL of these books ASAP.** These are the FUNDAMENTALS. Also take diligent notes on each book. Reading these books will probably be the most important thing you do in this business. You can find these on audio or eBook online in some places, but a hard copy is better. IF YOU REALLY WANT TO BE SUCCESSFUL, YOU MUST STUDY SUCCESSFUL PEOPLE. See other books on page 20.

Eric Worre – Go Pro (audio available for free on Spotify)

Robert Kiyosaki – The Business of the 21st Century

Darren Hardy – The Compound Effect

Find your WHY

What do you want to get out of Vemma?

In all aspects of life, you need to know where you're going, and why you're going there. Some may compare it to driving in a car. When you drive a car, you don't just hop in and start driving for no reason without a destination in mind. If that were the case, you would drive aimlessly throughout the night until you eventually ran out of gas. You would be left on the side of the road alone, discouraged and confused, asking yourself, "Why did I just do that?" For some, this is how life is. In life we need to have a clear destination and a purpose or one day you will wake up, looking back on how you spent the last 40 years, and ask yourself, "What the heck just happened?" (this is about where midlife crisis kicks in). However, once you realize your destination and find your purpose, life becomes meaningful and exciting as long as you have a vehicle that can successfully get you to your destination and fulfill your purpose. Without a vehicle, you're just like a 15 year kid, who really wants to go to a party to see all his friends, but has no way of getting there because his mom doesn't want to drive, so you're stuck daydreaming about how much fun everyone else is having and how amazing it must be to be at that party. Well it's time to stop daydreaming and start doing, because your vehicle has arrived! Vemma has served as the vehicle to financial freedom for many thousands of people just like you, and has been a proven path to success for people no better, no smarter, and no more talented than yourself! The only question you have to ask yourself now is "Where do I want this vehicle to take me and why am I going there?" Do you want to make an extra \$500-\$1000 in order to quit your part time job, or do you want to make six figures to gain the time and financial freedom that you have always dreamed of? Both are achievable, and both have been done before, you just need to ask yourself... how big do you want to dream?

Watch the Simon Sinek video that is mentioned above, "How Great Leaders Inspire Action" again. Then again. This Ted Talk is one of the best videos about the 'why' and how to use it to really connect to your prospects and your teammates on a much more personal and intimate level. This is critical.

Write down your 'why' in the space given in your **Vemma Workbook**, and **always** keep this with you. Some general 'whys' are already written, but this must be something that is very personal and generates an emotional response within you. If your dream is to make music the rest of your life, write that. If your dream is to retire your mom and take care of your family, write that. Seeing these reasons on paper will be the most important thing you can have when the going gets tough (it will) and help you push through any doubt, negativity, or rejections you may face. Motivation comes from within, and you must clearly define what motivates you in life in order to succeed in any endeavor, not just in your Vemma business.

"People don't care what you do, they care why you do it"

Goal Setting

New members should connect with your upline to set realistic goals.

Dottie Boreyko once said, “Dream big dreams, small dreams have no magic”, and this statement couldn’t be more true! Take the next 5-10 minutes to think about what you would do with your life if your dreams became reality. Whether your dream is to make an extra \$500-\$1000 dollars a month to not have to work a job in college, or to take your Vemma business to the top in order to gain the time and financial freedom that most only dream of, you need know what you would do if that dream was reality! What would typical days in your life look like? How would you feel? What thoughts would be running through your head?

Define your Why

The first thing that you need to do when you join Vemma is figure out the true reason why you need to make this work. This is what is called your “WHY”. The reason is so important to establish and clearly define your “WHY” is because this business is hard as times. Having a strong “WHY” will help you get through any and every struggle you have and lead you to success. The larger the “WHY” is, the easier the “HOW”. Your “WHY” should not just be for money or nice cars, it should be much larger than that. Many young people are doing this to be able to retire their parents, and animals already have. Others may want to establish time freedom for the rest of their lives so they never have to work a job again. Having a powerful “WHY” such as this will allow you to have the strength that is needed to succeed in Vemma.

START WITH WHY
SIMON SINEK

People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.

Simon Sinek

Time Freedom—What will you do with more time? Would you like to work from home to be with your children?

Financial Freedom—How much do you want to make? What will you do with the extra income? Would you like to be in control of your financial future?

What's Important to You?

- ☐ Freedom and flexibility?
- ☐ Spending time with family?
- ☐ Helping other people?
- ☐ Being debt-free?
- ☐ Retirement savings?
- ☐ A diversified financial portfolio?
- ☐ Vacation and travel?
- ☐ All of the above?

The Golden Circle

Goal Setting

VEMMA AFFILIATE PACK

- ☐ Purchase a Vemma Affiliate Pack
- ☐ Qualify you for Weekly Priority Bonus
- ☐ Qualify you for BMW/Mercedes Car Program
- ☐ You have Vemma products to share

CUSTOMER LOYALTY PROGRAM

Your monthly subscription of products is FREE when you enroll three or more customers who use the same volume of products as you.

- ☐ Customer #1
- ☐ Customer #2
- ☐ Customer #3

FRENZY BONUS

Find 3 people (in 1 week) who see what you see, who earn an extra \$750 (approximate)

- ☐ New Affiliates #1
- ☐ New Affiliates #2
- ☐ New Affiliates #3

ACHIEVE BRONZE LEVEL

- ☐ You are on Auto-Delivery for 100 GM (Qualifying Incomes)
- ☐ You have 250 GM on either your left or right distribution team
- ☐ You have 100 GM on either your left or right distribution team

Dream Big Dreams

Short-Term Goals Where do you want to be in 6-12 months? _____

Long-Term Goals Where do you want to be in 1-2 years? _____

How do you define success? _____

What drives you and motivates you to succeed? _____

What's your passion? _____

What would you like to be doing? _____

Where would you like to live? _____

What types of vacations would you like to take, and with whom? _____

What type of car would you like to drive? _____

Here are the pages found near the back of your Vemma Workbook to use for writing your ‘WHY’ and setting your goals. These are two of the most important steps that many people skip because they don’t understand the importance of doing these things. The ‘WHY’ is your destination and your goals are how you get there. After you fill these pages out, you should also fill out your prospect list. As it is said at the beginning of the Workbook section, you should make copies of the specific goal setting sheet and each of the lists. It is encouraged that you get with your enroller or your upline when you are in the process of defining your why and setting your goals so they can help you set realistic goals and find a powerful why in this business. Don’t ever think that you are bothering your enroller or upline, they are always happy to help. Don’t delay! Go ahead now and write down your why and fill out the section ‘dream big dreams’.

Housekeeping

Essential tasks that you do not want to skip on your way to success!

- Download the Vemma app for your smartphone!
- Login to vemma.com and tour your ‘my account’. This is where you will manage your business.
 - Auto-delivery
 - Genealogy
 - Cycle tracker
 - Direct deposit (optional, checks will be delivered via mail)
 - Other great tools!
- Under “My Account” tab, click the drop down box and set your placement strategy to “power team”. See placement strategy on page 27.
- Set up your “front office” –your own free marketing website! In ‘my account’, under the “Business Tools” tab, click “Manage Website.”
 - Customize this website any way you like. Choose a simple URL –something you could put on business cards.
 - Remember that any customers or affiliates who would like enroll will do so through this website.
 - People who want to be customers will click the ‘Shop Now’ button while those who want to be affiliates click the ‘Start Your Business’ button.
- It is EXTREMELY IMPORTANT that you submit your tax form to 1099@vemma.com ASAP. If you fail to do so, then after you earn \$600 the IRS will withhold 27% of your earnings!
 - It is easiest to go to (<http://www.irs.gov/pub/irs-pdf/fw9.pdf>).
 - Fill out (check individual/sole proprietor), save it to your computer, then use a pdf editor to edit in the digital signature, then email it to Vemma (email address above).
 - If you have any trouble, please contact your enroller.
 - You can also print and manually fill out this form and fax it, if you prefer
- LEARN HOW TO FILE YOUR TAXES!!
 - As small business owners, we are able to save thousands of dollars on our taxes every single year!
 - A great start is to save all receipts from business related expenses.
 - Ex. meetings, food, phone bill, gas, miles, etc.
 - A phenomenal book written by Glen Polcyn outlines EVERYTHING that you need to know about filing your taxes.
 - www.howtodeductalmosteverything.com

Get Connected to the YPR

“Your business is like your phone. If you don’t get plugged in, then it’s going to die!”

Video Calling Services

A YPR essential for training and exposing the opportunity to out-of-state or out-of-country prospects.

- Skype
- Oovoo – like Skype, but free video conferencing for up to 12 people in one chat room
- FaceTime for Apple users
- Google Hangout

FaceBook

- Make sure your enroller adds you to all of the groups.
 - Ex. Vemma Brand Partners/Future Millionaires
 - **CHECK THIS PAGE DAILY FOR NEWS, INFO, UPDATES, MOTIVATION, OPPORTUNITY/TRAINING CALLS, ETC. THIS IS THE PULSE OF YPR!!!**
- Add leaders: CEO Bk Boreyko, Pinnacle leader Tom Alkazin, Pinnacle leader Brad Alkazin, CFO & Presidential leader Glen Polcyn, Presidential leader Grady Polcyn, Ambassador leader Luke Hessler, Star Executive leader Chase Glass, Platinum leader Jake Stap, Executive leader Alec Friel, Executive leader Kyle Lokar, and Diamond leader Marco Drayton.
 - Add other YPR leaders as you go.
- Like FaceBook pages: Vemma, Mercedes-Benz USA, BMW, Jim Rohn, ET the Hip Hop Preacher, YPR Unlimited, YPR All Access, Bob Proctor, Darren Hardy, Network Marketing Pro, LeadLinePro, AlexMortonYPR and How To Deduct Almost Everything.

YouTube

- Be sure to subscribe to YPR All Access for training, leader spotlights, culture, etc.
- Subscribe to the aforementioned YPR leaders and pages.
- Search for Tim Sales, Ray Higdon, and Eric Worre, they have excellent content

Others

- Some groups choose to use applications such as Voxer, WhatsApp, and GroupMe to enhance internal communication. Ask your enroller to add you to these.
- Add leaders on any other social media platform that you use

***IMPORTANT:** Building the culture of the YPR is essential to our success as a brand. Please add all fellow YPR leaders on Facebook, Twitter, Instagram, Vine, etc. and acknowledge their content (like, favorite, retweet, etc.). This greatly improves our appearance. If you see an Instagram post, like it! A Facebook status, like it! A new member posts in the Facebook group, like and comment! When any prospects see that posts like this are getting such phenomenal feedback, they will become much more interested in what’s going on. This is a small tip, but it is very important! It takes very little time to do!

The System

The system is simple, memorize these four steps and you should know them like the back of your hand.

RECRUIT

EDUCATE

MOTIVATE

DUPLICATE

These are the steps you must master in order to become successful. After you have made your prospect list, you can begin to implement this system. Each step is broken into parts that we will explain in detail.

1. Recruit: Invite - Expose - Close

Invite: The key is to not say too much! You just want to get them interested in hearing about it. Your job in the beginning is not to present the opportunity; just invite them to hear about it from someone with more credibility. Think of the person who got you so excited. Give your friends a chance to hear about it from the same person!!!

Invite Process:

- 1. Clear the schedule: Find free time in their schedule.
 - “Hey man. What are you doing tomorrow at 9pm?” Wait for an answer. “Nothing.” “Perfect!”
- 2. Compliment them (Tell them why they could be good at this, or how it could positively affect their lives)
 - 90/10 Method (examples):
 - “You’re a social guy and a hard worker. I just got involved in a business where being social and a hard worker is about 90% of it. I’m sure I could teach you the other 10%.”
 - “You’ve always been someone that I’ve looked up to and I respect your opinion. I found something that you’d be great at. You already have 90% of the skills you need to succeed in this. If I could teach you the other 10%, I think this could really change your life.”
- 3. Leverage Credibility; the key is to give them a reason to **want** to hear about this from your upline
 - “I am teaming up with a few special people that I met. (Edify your upline by sharing their story, income, etc.) They are in the process of teaching me exactly how to duplicate what they have done and I’d love to share this with you!”
- 4. Get a commitment
 - Getting a commitment is very important. You want to confirm a time that they can talk with you and your upline or use a tool to cover the basics and peak their interest. “**If I... Would you?**”
 - “If I sent you a (recorded/live call, video, website, etc.) explaining the basics, would you take 15 minutes to watch it?”
 - “If I could schedule a (three way call, video call, etc.) with one of my teammates, would you chat for a few minutes?”
 - “If I invited you to a (event, get-together, etc.) with my team, would you come with me?”

Expose/ Present: Your job is to give your prospect the best first experience hearing about this! There are a few different ways to expose people to this opportunity (see exposure tools on page 16):

- **Introduce them to a tool:** verviews, youtube video, recorded opportunity call, live conference call
- **Get them on a call with a credible upline:** 3 way phone call or video call using: skype/oovoo/facetime
- **Home event:** bring to an event with a leader or have an event at your home with your friends and upline

The goal is to get you to the point where you can confidently present this opportunity in a logical order that makes sense to the newest person. The key is to be excited but also to know what you're talking about. Be educated!

- The structure to a good presentation requires you to master 5 stories:
 - **Your story:** Who you are, where you're from, where you were before Vemma, first time hearing about it, how life/mindset changed since you joined, your dreams/goals/ambitions, your why.
 - **Upline's story:** Ask your upline to tell you their story and use it as an example for credibility in your presentation. Tell your upline's story to show your prospect that they can do it too!
 - **The company story:** The company history, the products, the CEO (BK Boreyko), the vision of the company, word of mouth advertising vs commercial advertising, the company's mission
 - **The industry story:** Affiliate marketing, talk about how this industry has created more millionaires than any profession other than professional athletics, talk about this industry vs traditional employment, etc.
 - **The economic story:** People are losing their jobs, companies are shutting down, people are overqualified for their jobs or completely unemployed, there aren't many other options for work right now in an economy getting compared to The Great Depression, student loan debt, etc.

Listen to others speak. Record them. Write your own WORD FOR WORD SCRIPT of exactly what you would say.

- The key is to PRACTICE, PRACTICE, PRACTICE.
- You need a structured, scripted presentation and you need to practice it every day.
- The only reason other leaders can give a better presentation than you is because they have done it more.
- You have to say it over and over again or you will never become confident presenting it.
- Record yourself saying it.
 - You will hate the sound of your own voice, you need to record it until you like the way you sound.
 - This will help you become conscious of not just WHAT you say, but HOW you say it.

Start presenting!!!

- DO NOT wait until you are a high rank to speak, start speaking immediately.
- The people speaking in the front of the room make the most money because they are independent!

Practice with your upline

- **Do calls together with your upline**
 - First time:
 - Downline tells why/story/edifies upline
 - Upline tells company story/industry story/economic story/big picture/close
 - Second time:
 - Downline tells why/story/company story/edifies upline
 - Upline tells industry story/economic story/big picture/close
 - Third time:
 - Downline tells why/story/company story/industry story/edifies upline
 - Upline tells economic story/big picture/close
 - Fourth time:
 - Downline tells why/story/company story/industry story/economic story/edifies upline
 - Upline tells big picture/close
- You need to share the exposure with your upline until you can do the full presentation.

Master the presentation and you will have no limits on your success!

Close/ Follow Up: ALWAYS start with:

“So what did you like best; the products, the opportunity to earn money, the time freedom, or the people?”

NEVER start with “What did you think?” You’ll get a negative reaction by activating the critical part of their brain.

- **Example:** “Hey man! I know you've already heard a lot. You watched some videos and had this thing explained to you a few times. Out of everything that you heard, if you were to hypothetically get involved with this business, what do you think would attract you most towards this opportunity? Do think it would be the opportunity to make money, the opportunity to create time freedom, the products, or the people?”

Depending on their answer, talk about their favorite aspect then remind them not to forget the other three.

- Money- tell a story about someone you met or work with in Vemma who is making some serious money
- Time freedom- tell a story about someone who has created time freedom with this opportunity
- Products- tell them about your favorite product as well as product testimonials. Go over our different product lines within Vemma; Vemma, Verve, and Bod-e to find out what they are most interested in.
- The people- talk about the friends you've made, the culture, and being a part of the Vemma family.

Then ask them:

“On a scale of 1-10, 1 being not interested and 10 being ready to get started, where do you think you're at?”

- 1-4: Ask why they think their number is so low.
- 5-9: Tell them that they are obviously excited, but your job is to get them to a 10.
- 10: You're excited! The next step is to get you educated, your product purchased, and website set up!

If not 10, talk about the reasons people do not join Vemma. Overcome the skepticisms before they bring it up.

- **Example:** “Now, one thing I want to go over really quickly before we take the next step is the four main reasons why people do not get involved in Vemma. They either: don’t understand it, don’t believe it, don’t have the time, or don’t have the money.”
 - **If you don’t understand it:** We can all agree that we don’t know what we don’t know. There is a learning curve to this and it takes time to understand everything. You can take comfort in the fact that every single question has an answer. So please feel free to ask me any questions.
 - **If you don’t believe it:** You can take comfort in the fact that there are already thousands of people all around the world finding success with this opportunity. So it’s not a matter of if it works, it’s a matter of if it’s going to work for you and if it’s going to be the right fit for you. I can set up a call with my upline who has been doing it longer and can show you more of the big picture vision.
 - **If you don’t have the time:** Sometimes you have to be willing to give up some free time to become successful. Also, this is a business that you can start part time. Do it whenever you have time. Put in the effort that you choose. But you have to understand that if you treat it like a hobby; you'll get paid like a hobby. And if you treat it like a million dollar business; it can pay you a million dollars.
 - **If you don't have the money:** We all spend money on rockstar, monster, redbull, coffee, smartwater, powerade, pepsi, etc. If we can transfer all those dollars we spend once a day at the gas station or convenience store to once a month, then we can run our own business in an economy that is being compared to the great depression. There have been tons of people who sold their tv’s, laptops, xbox’s, blood plasma, etc. to get started with this company. When the WHY is big enough, the HOW doesn't matter. If you see what we see, you'll find a way.

“Do you think that any of those things are holding you back?”

- Yes - Answer any of their questions, get them on the phone with an upline, and keep the process alive by setting up the next exposure to overcome their skepticism.
- No - Awesome! The next step for you is to get you as educated as possible. Let’s get your account made, your product purchased, and your website set up.

Perfect. Let’s stay in contact. Grab my phone number. Its ____ and shoot me a text with your name so I can save it and send you some websites. **If I sent you some websites, would you check them out? When?** (Set up a follow up).

2. EDUCATE: Tools - Books - Application

KNOWLEDGE = CONFIDENCE

Tools: Take advantage of all of the new tools that we have to help you get educated! Your upline is there to teach you as much as they can, but when it comes down to it, you need to take advantage of the tools in your free time to get yourself fully educated. Take notes and ask questions when you do not understand something!

- The Vemma Workbook
- Conference Calls (recorded and live)
- www.verveworks.org
- www.YPRtraining.com
- www.YPRzone.com
- www.myroadmaptosuccess.com
- www.vemma.com/science
- www.news.vemma.com

Books/Audio: Personal development through books helps you to become a better you! Personal development can teach you the skills and help you develop the mindset necessary to become successful. Remember, **IT'S NOT YOUR JOB TO BE THE GUY, BUT IT'S YOUR JOB TO BECOME THE GUY!** So read these books, take notes, ask questions, and start conversations with others who read the books to develop a serious understanding.

- **Go Pro** by Eric Worre
 - This book will teach you the skills that you need in order to becoming a professional in network marketing. Eric Worre says, *"You cannot create a professional income on an amateur skill set."* This book will teach you 7 basic skills: Prospecting, Inviting, Presenting, Following up, Closing, Getting the Newest Member Started, and Promoting Events. This is the first book to read.
- **Business of the 21st Century** by Robert Kiyosaki
 - This book will get your belief level up in this industry. It will share some scary truths about the real world but it will show you why we have a better way. This book is written to help people understand why network marketing/affiliate marketing is truly the business of the future!
- **The Compound Effect** by Darren Hardy
 - This book will teach you how to form healthy habits, as well as hold you accountable for the little decisions that we all make in life that add up to a specific end result. It shows you how to form habits and become exponentially more efficient and productive each and every day.
- **Audio Programs (Youtube videos, MP3's, etc.)**
 - "Your First 7 Days: Making the Shift"
 - Jim Rohn: Building Your Network Marketing Business
 - Jim Rohn: The Best Life Ever
 - Earl Nightingale: The Strangest Secret

Application of Knowledge: "To know and not to do is not to know"

- If you do not apply the information that you learn, then it is wasted knowledge.
- Knowledge is not knowledge until it is applied.
- So many people AIM and never FIRE.
 - You can spend your entire life trying to learn everything before taking action.
 - You must learn by taking action.
 - Start taking shots! "You miss 100% of the shots you don't take."
 - If you AIM for the rest your life you will never get anywhere.
 - Go out and apply the knowledge into real life situations and you will find success!

3. MOTIVATE: Communication - Social Media - Team Accountability

Communication

- Staying in contact with the team is one the most important factors to staying motivated.
- You should call or text your upline/downline every day!
- Communication is KEY!
- “Your business is like your phone. If you don’t get plugged in, then it’s going to die!”
- Appreciation = Motivation
- Always communicate your appreciation for anything your upline or downline does
- Edification is also an excellent way to motivate others

Social Media

- See the ‘Get Connected to the YPR’ page (page 8) again
- Make sure you are on your team Facebook page!
 - Like every post that is Vemma/Verve related to show support to your team.
 - Welcome new team members to the team via Facebook post.
 - Post things that motivate and inspire you in the team pages.
 - Make sure you are passing information down to the team.
 - When there is a conference call, tag the team.
 - When there is a home event, tag team members in that area.
 - When there is any relevant update, tag the team
- Create a Twitter and Instagram, Jim Rohn says sometimes the best recruiting tool is the change in lifestyle
 - Start creating a brand around yourself.
 - Post things that inspire you and motivate you.
 - Post pictures of meetings
 - Follow all top leaders!

Team Accountability

- Build culture
 - Home events
 - Late night mastermind sessions
 - Traveling to meet up with team
 - ‘WHY’ circles, discussing reasons why in Vemma
 - Non-business related activities
- Find a mentor, mentee, and grind partner. This is huge!
 - Mentor is usually an upline teammate. They are someone you learn from.
 - Mentee is usually a downline teammate. They are someone you teach.
 - Grind partner is someone you work with every day and hold each other accountable.
- It is so important to stay plugged in with your team on a daily basis.
 - This is a business best built fast. This is the best way to create momentum and massive success.
 - You should know every single person in your downline’s ‘WHY’ and their goals
- Be on every single training and opportunity calls with your team, LEAD BY EXAMPLE.
- Team conference calls/oovoo calls are great to keep everyone excited as well as make sure everyone is on the same page.

4. DUPLICATE: Dependent - Independent - Depended On The Purpose of the SYSTEM

The goal is to get the newest members independent ASAP!

- More leaders = More enrollment
- More leaders = Higher retention (less people quit)
- Duplication is something everyone should strive for
 - This is how you attain true passive income
- Don't focus simply on what works; **do what duplicates**

3 Stages of Duplication

- 1. Dependent: Being taught
- 2. Independent: Teaching others
- 3. Depended On: Teaching others how to teach others

1. Dependent

- In the beginning, you need to be as teachable and coachable as possible.
- Your upline is there to literally teach you everything they know.
- In this stage you are dependent on your upline to:
 - help you talk to prospects
 - teach you the basics of the business
 - answer your questions

2. Independent

- As independent leaders you should be:
 - Able to do your own calls
 - Able to speak at meetings
 - Proficient in the 7 basic skills
 - Prospecting, Inviting, Presenting, Following up, Closing, Getting the Newest Member Started, and Promoting Events
 - Able to understand/teach the compensation plan
 - Able to create an organized schedule of meetings and calls each week
 - Productive all the time

3. Depended On

- To get to the depended on level you need to be able to teach people how to teach. You need to know the basics so well that you can go through them without even thinking.
- You will be able to teach people how to teach by showing them how you do it!
 - Show them how you:
 - Prospect
 - Invite
 - Present
 - Follow up
 - Close
 - Get the Newest Member Started
 - Promote Events
- Being depended on means creating leaders!
 - Would you rather be a leader with a team of followers? Or a leader with a team of leaders?

Alternate Invite Processes

There are many different invites for people that you have different relationships with. As we like to say, “Different strokes for different folks.” You will not use the same invite for every single person you know.

Bread and Butter Invitation

I was looking for a way to (insert your why) and I finally found it! I’m very excited and I would really like to share it with you. When are you free? **(This is the simplest and possibly most effective invite).**

Lead with the Product Invitation

This is also a very simple invite. You let them try one of the products and ask how they like it. This works best when you give them a week’s sample and simply say “Try this for a week and tell me how you feel.”

The Go Pro 8 Step Invite (in person or by phone call)

1. I’m in a rush, but I’m glad I caught you...

This step will prevent them from asking too many questions that you can’t answer

2. Sincere compliment (emphasis on sincere)

This must be as sincere as possible, it’s the reason you think that your prospect would be interested in the products or could do well in the company. Tell them they are social, fun, motivated, well connected, hardworking, etc. Let them know that you respect their opinion and they will be more likely to comply.

3. Invitation (direct, indirect, and super indirect approaches)

Direct: “when you said to me that you wanted to make some extra money, were you serious?”

Indirect: “do you think you would know anyone interested in making some additional income?”

SI: “I recently became involved with a company that I know it isn’t something that you would be interested in, but I truly respect your opinion, so could you let me know what you think about it?”

Different invitations are useful for your different relationships with people; you decide which approach is best

4. If I send you a video, would you watch it?

“If I... would you” works because you get confirmation that they will watch it, otherwise they *won’t*

5. If I send it to you, when would you watch it for sure?

Asking when they will watch it confirms again that they will watch it, you show you really expect it

6. If I call you after that, you will have seen it?

This is an important skill, you should always schedule the next exposure or communication; it takes on average 4-6 exposures for someone to enroll, your job is to make them as close together as possible

7. What is the best time and number to get a hold of you?

If in person, physically write the number and time on paper and hand it to them so they don’t forget

8. I have to go! (you’re in a rush, remember)

Example: “Hey John how are you today man?!.. I’m actually on my way to class but I’m glad I got a hold of you. I’ve always known you as a really social and well connected guy, I was wondering if you knew anyone who is hard working and looking for some side income around what they already do?.. Ok if I send you a video would you check it out?.. Great so if I sent that when do you think you’d check it out for sure?.. Perfect, if I call you right after that you’ll have seen it?.. And I can reach you on this number at 9?.. Thanks John you’re the man! I have to run but I’ll talk to you at 9!” (then text him a tool or video)

The key to the invite is for it to sound sincere and genuine, not scripted. Use the sample invite scripts above as guidelines, but be sure to make it sound like something you would actually say!

Send your prospect to one of the videos or websites on the following page, “Exposure Tools”.

Exposure Tools

There are many different videos and tools that you can use to send prospects to for their first exposure or any subsequent exposure. You must remember; there is no cookie cutter method to invite and no cookie cutter video to send them to because you have so many different relationships with people and they are also going to be interested in different aspects of the company. Below are some basic sites and tools.

You should listen to and watch every single one of these exposure tools in order to accurately predict which one of them would peak each of your prospect's interest and make them excited for a follow up.

For prospects you think are interested in becoming an affiliate

www.verveworks.org

www.yprzone.com

www.yprvideos.com

Recorded Opportunity Call available 24/7 - number: (559-726-1300) pin: (797555#)

Live Opportunity Calls - stay connected in the Facebook groups to know when these happen

John Melton: Vemma Overview - <https://www.youtube.com/watch?v=aDnXMBM9Yd0>

Tim Sales: Brilliant Compensation - <https://www.youtube.com/watch?v=PM7ohQklLe0>

Vemma 2013 Recap - <http://www.vemma.com/our-story/>

YPR All Access - <https://www.youtube.com/user/YPRAllAccess>

For prospects you think are interested in becoming a customer

www.yprcustomer.com

www.vemma.com/science

www.vemma.com

www.verve.com

Live Product Calls - stay connected in the Facebook groups to know when these happen

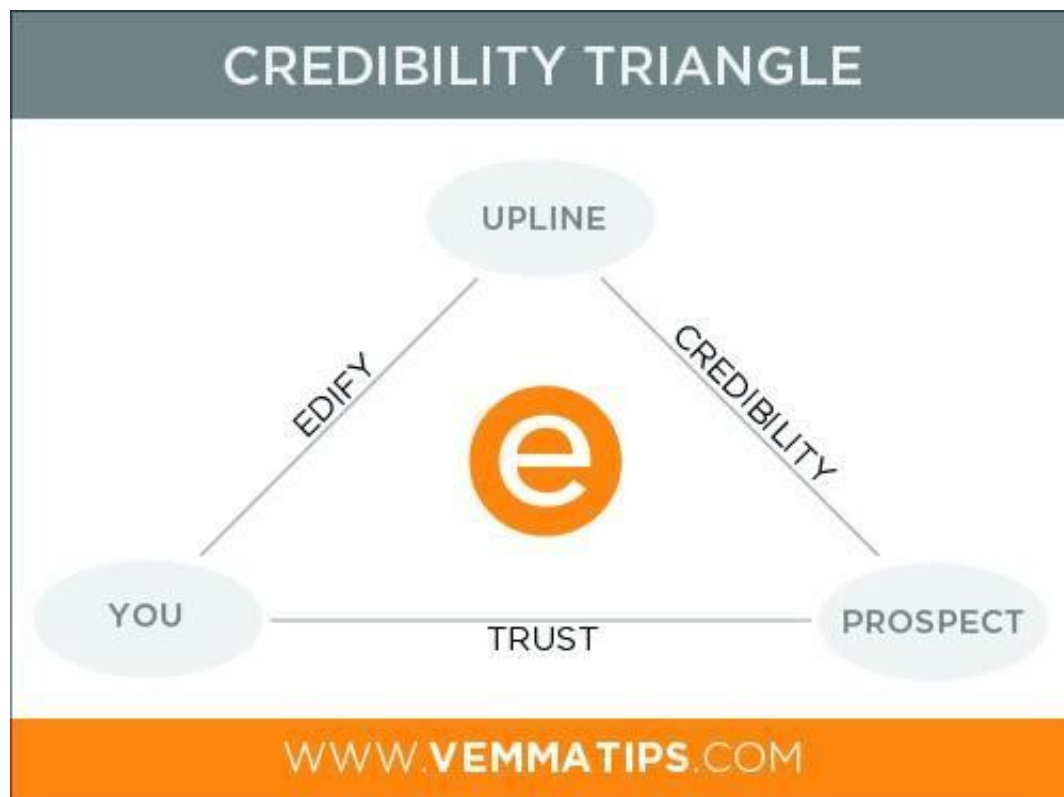
Credibility Triangle

The credibility triangle is a very simple concept. You have a preexisting relationship with your prospects, and when you get them on a three way call, Skype, or Oovoo you want to act as a mediator. You want to

EDIFY your upline leader as much as possible so there not an awkward transition when you get your prospect talking to your upline, you want your friend to be *excited* to get on the phone with your upline! You bring the **TRUST** between yourself and the prospect, and your upline brings the **CREDIBILITY**.

DON'T SAY: Yea I'm kind of doing this thing, I can't really tell you what it's all about, just get on the phone with my friend he'll tell you some stuff about it and let me know if you're maybe interested in it.

DO SAY: I'm so pumped about this company I'm involved with, I'm gonna call in my good friend Kyle Lokar! He's a really smart guy and has a company paid for 2013 Mercedes Benz and has helped a ton of kids become successful, and he's showing me exactly how he did it! I can't wait for you to meet him!



* The 'EDIFY' leg of the Credibility Triangle works both ways. Not only should you edify your upline leader, but they should **also edify you**. When you get on a call with someone in your downline, make sure you talk them up and let the prospect know that they should be **excited** to work with your teammate.

How to Have a Home Event

A host (typically a new member) invites affiliates to a venue (home, hotel conference room, etc.) where their upline helps them make an exposure to new prospects. This business is built upon relationships and trust. The purpose of a home event is to provide space for a culture to form within your team and to establish trust between your team and the new prospects when presenting the Vemma opportunity. Effective and efficient home events are *essential* to your Vemma business because they offer extensive “social proof” that what you are doing is *legitimate, stable* and *duplicatable*. Remember: Business partners will quit on other business partners, but family never quits on family. **A typical home event usually has anywhere from 5-500 attendees and lasts no longer than an hour and a half.**

Host’s responsibility is to make their guests feel comfortable, as well as ensuring that the event is as effective and efficient as possible.

- Adequate seating
- Wifi access for Skypes, videos, and enrollments
- Bathroom access
- Timeliness - don’t be late!
- Cleanliness
- Music playing before and after the speakers present the opportunity
- Provide enough parking
- Space for presenters
- Food is optional, NO ALCOHOL.

****It is not the host’s responsibility to provide cold samples for prospects****

Speaker’s responsibility is to bring passion and enthusiasm. It is not what you say that makes the most impact on your audience; it is *how you make them feel*. Remember: you get what you give. If you want your audience to feel excited, then you must feel excited! (We have a lot to be excited about).

- Stand tall with good posture
- Speak with conviction; have a large belief and opinion
- Use gestures and inflection
- Feel relaxed and free to interact with your audience
- Tell a good story
- If you are going to use facts, make sure to have sources ready
- NEVER make health claims

Guest’s responsibility is to bring positive energy.

- Respect the home or venue
- Respect the speakers (i.e. no cell phones, talking, etc. during presentation)
- Respect other affiliate’s prospects - cross-recruiting can be *fatal* to business
- Bring excitement, it’s contagious!
- Bring cold product samples for your prospects
- Timeliness - don’t be late!
- Be professional
- Express gratitude toward the host - it takes a lot of effort!
- Introduce your prospect to plenty of other affiliates! Remember: the culture sells itself when you do it right.
- Don’t forget to follow-up! *The fortune is in the follow-up!*

REMEMBER: FAM-BAM – From A Meeting, Book A Meeting. The only reason to have an exposure is to set up another exposure. This means that before leaving the event the details of the next event are announced to the audience. This is essential for duplication and building the culture.

To further your education on how to have a successful home event please check out:

<http://www.vemmatips.com/how-to-have-a-home-event/>

Predictable Home Event Growth

“Remember the 5 M’s – more meetings means more money”

By #1 Income Earner in Vemma, Pinnacle leader Tom Alkazin

Anyone, who has a minimum of three Members in their organization, can do the following. Thus the bigger your organization, the easier the following would be to accomplish.

How would you like to increase your organization by 100 Members next month? Here is how.

Schedule three Home Events (HE) on Mon, Tues & Thurs, every week, over the next four weeks. That would be 12 total.

12 HE's x 4 Members = 48 HE's over the next four weeks.

Average attendance is four prospects with a 50% enrollment average or two new Members per HE.

48 HE's x 2 new Members = 96 new Members over 4 weeks!

So for ease of this example that would mean 100 new Members/month x 12 months = 1200 new Members in the next year WITHOUT ANY geometric/exponential growth!

So what kind of volume and income would this be at the end of the next year???

1200 Members x 120 average QV autoship = 144,000 / 540 = **266 cycles**.

And what would your rank be? **Presidential!**

And what would your income really be with all of the additional bonuses? **\$10,000+ / month!!!**



Additional Personal Development

By the time you get through all these, if ever, there is no question that you will be a six figure income earner.

“Learners are Earners”

Books

Rich Dad, Poor Dad. - Robert Kiyosaki
How to Win Friends & Influence People - Dale Carnegie
Secrets of the Millionaire Mind - T. Hare Eker
Think and Grow Rich - Napoleon Hill
The Law of Success in 16 Lessons - Napoleon Hill
Rules for Revolutionaries - Guy Kawasaki
Secret to Success - Eric Thomas
The Magic of Thinking Big - David J. Schwartz
Secrets of Power Negotiating - Roger Dawson
The Pebbles Principle - R. Donahue Peebles and J.P. Faber
The Greatest Salesman in the World - Og Mandino
The Richest Man in Babylon - George S. Clason
The 4 Hour Workweek - Timothy Ferriss
The Four Year Career - Richard Bliss Brooke
Tribes - Seth Godin
Jab, Jab, Jab, Right Hook - Gary Vaynerchuk
First Year In Network Marketing - Mark Yarnell
The 10x Rule - Grant Cardone

Individuals

Tim Sales
Eric Worre
Bob Proctor
Les Brown
Simon Sinek
Tony Robbins
John Maxwell
Eric Thomas

Online Articles and Videos

How We Did It: 21 Tales of Mega-Success - http://www.inc.com/multimedia/slideshows/content/hidi_pagen_1.html
The Best Life Ever by Jim Rohn - https://www.youtube.com/watch?v=3a_AzFk32oo
The ‘Secret’ Documentary - Netflix
Youtube: TedTalks

“I haven’t failed, I just found 10,000 ways that won’t work”- Thomas Edison

Network Marketing: The Business of the 21st Century

The profession dates back to 1959 when Amway was founded in Grand Rapids, MI. Amway is now an \$11.3 billion/year giant, along with Mary Kay, Avon, Herbalife, Tupperware, etc. This is amazing growth and these are certainly very reputable companies. However, network marketing has left some people with a sour taste in their mouth. Here's why: The distributors were trying to *network* without the use of cell phones, internet, or social media websites. Can you imagine how hard it would be to sell mops, soaps, etc. by going door-to-door, sending letters through the mail, or cold-calling? **Extremely difficult.**

The network marketing companies of the late 1900s got a bad reputation with many for the simple reason that they would show up on your doorstep uninvited, sell you a big dream of becoming a millionaire, leave and you would never hear from them again. This is why Amway is still called a scam even though they pulled in \$11.3 billion in revenue in 2012. In my opinion, those companies were before their time.

It is important to know where we've been, in order to know where we're going.

The internet has opened up a new frontier for entrepreneurs. We can now connect with 60 friends in 60 different countries in 60 seconds with the use of cellphones, Skype, Oovoo, Facetime, Facebook, Twitter, Instagram, etc. This is really how networking should be. With the economy moving toward performance-based income, there is no better arena to be a part of than network marketing, multi-level marketing, or affiliate marketing (Vemma). You get to own a business, while a host-company takes care of all the hassle and headaches of logistics, production, procurement, branding, employee payroll, distribution, human resources, public relations, and the list goes on. All we have to do is buy the product and share the story! In a recent Gallup poll, it was found that 70% of Americans are negative about their jobs. There has never been and will never be a better time than RIGHT NOW to be a part of the Vemma revolution!



Vemma is NOT a Pyramid Scheme!

Without a doubt, you will encounter some people that will call this a pyramid scheme because they don't fully understand it. They have no other way to communicate their opinion into words. They are unaware of the terms like affiliate marketing, social network marketing, and multi-level marketing. It is especially important to be educated in order to have the ability to defend our business in a **respectful** manner.

To elaborate, the Merriam-Webster Dictionary definition of a pyramid scheme: a usually illegal operation in which participants pay to join and profit mainly from payments made by subsequent participants. A **pyramid scheme** is usually started by a con-man that will ask for an investment (could be of multiple thousands of dollars) in exchange for no real product or service, therefore giving no real value in return. **Business** is defined very simply as "an individual or a group of individuals giving value to others in exchange for compensation." Furthermore, a **scam** would be defined as "an illegitimate business that obtains compensation in exchange for no real value."

Here are some reasons why Vemma is **not** a pyramid scheme...

- Pyramid schemes do not have a tangible **product** of any value.
 - Vemma was rated #1 overall super juice by Men's Health Journal in 2012.
 - Miss Fitness Magazine named Verve, "Product of the Year."
 - Verve has been featured on the Dr. Oz show.
 - However, Dr. Oz does not endorse Verve
 - <http://www.esquire.com/features/ask-dr-oz/dr-oz-0308>
 - Verve is the official drink of the Phoenix Suns with a Verve Lounge located in U.S. Airways arena.
 - Free for all Vemma affiliates to attend
 - <https://www.youtube.com/watch?v=KyXJbHP786E>.
 - Bold as named "Best Health Product" People's Choice Stevie Award in 2013.
 - <http://www.prweb.com/releases/2013/9/prweb11087278.htm>
 - Our Bod-e line was created and is endorsed by fitness expert Chris Powell, who is the host of ABC's hit television show, Extreme Makeover Weight loss Edition
 - <https://www.youtube.com/watch?v=edN7R8sVvbs>
- Pyramid schemes are **illegal** under United States law.
 - Vemma is a member of the Direct Selling Association.
 - <http://www.dsa.org/forms/CompanyFormPublicMembers/view?id=185800000094>
 - With all of its publicity, Vemma would have been shut down if it were deemed to be an illegal pyramid scheme.
- Pyramid schemes are meant to be quick. The person starts the scheme to get in and out ASAP so they can make their chunk of money without getting caught. Also, a pyramid scheme cannot sustain past a few levels without a customer base reordering the products every month.
 - Vemma was founded in 2004 and generated over \$200 million in sales in 2013.
 - Clearly, Vemma affiliates are encouraged to produce customer sales.

We encourage you to invest 30 minutes to watch "Brilliant Compensation" (second link in the to-do list) about the morality of multi-level marketing. Vemma is affiliate marketing, but the principles still apply.

Understanding the Compensation Plan

<https://www.vemma.com/backoffice/pdf/compensationPlan.pdf>

**There are 9 different ways to get paid and we will cover 8 of them.
Some of the commissions are short-term, others are long-term.**

ELIMINATING OVERHEAD

1. Customer Referral Program

When at least three *customers* (not affiliates) that you have enrolled purchase product within the calendar month and you have generated customer volume that is three times your auto-delivery quantity volume, you will receive your auto-delivery for free the following month. This is your first priority as an affiliate.

Example:

- 3 Customers ordering 120 qv each (2 cases of Verve)
- 6 Customers ordering 60 qv each (1 case of Verve)
- 12 Customers ordering 30 qv each (1 bottle of Vemma)

Each of the above scenarios, or a combination of them, will qualify you to get 120 qv of free product (minimum qv to be a fully qualified affiliate) thus eliminating overhead (other than tax and shipping).

IMMEDIATE INCOME

2. Retail Bonus

(one time payment)

This is the simplest bonus offered. This commission is paid to you one time every time a new affiliate purchases product through your personal website, or you personally enroll through your 'my account'.

If the new affiliate orders:

- 1 case (60 qv) you receive **\$10**
- 2 cases (120 qv) you receive **\$20**
- Affiliate pack (400 qv) you receive **\$100**

3. Frenzy Bonus

(one time payment, only with affiliate pack qualification)

When you bring in 3 or 6 people in **one cycle week** you get a \$200-\$800 bonus on top of the retail bonus.

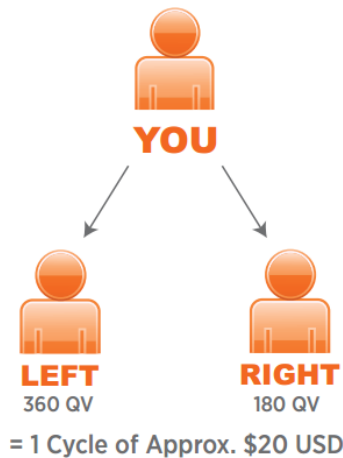
- 3 people on 2 cases = $\$20 + \$20 + \$20 + \$200 = \mathbf{\$260}$
- 6 people on 2 cases = $\$20 + \$20 + \$20 + \$20 + \$20 + \$20 + \$400 = \mathbf{\$520}$
- 3 people on an affiliate pack = $\$100 + \$100 + \$100 + \$400 = \mathbf{\$700}$
- 6 people on an affiliate pack = $\$100 + \$100 + \$100 + \$100 + \$100 + \$100 + \$800 = \mathbf{\$1400}$

LONG-TERM, RESIDUAL INCOME

Residual income is passive income received on a regular basis with little effort required to maintain it.

- The best example of this concept is if you got paid to get water from a stream to a well. Most people would fill up a bucket in the stream and then pour it in the well. They would earn money bucket by bucket. This seems like a good idea because you can fill lots of buckets and choose how much you make. The more buckets you fill, the more money you make. But eventually you would begin to hate that bucket. Some days it would be too cold. Some days you'll want to sleep in or hang out with friends. But remember, if you don't use that bucket, then you don't get paid.
 - **The bucket represents your job. If you don't work, then you don't get paid.**
- A smarter way would be to build a pipe from the stream to the well. Sure, it will take a lot of time to build the pipe! You probably don't know how to build one so you'll need to get some help and learn from someone who does know. But once you do build that pipe and turn it on, you will get paid on water flow that **never** stops. So even if you're on a beach, sleeping in, or partying with your friends your water is still flowing from the stream into the well and you are still getting paid.

THIS IS THE POWER OF RESIDUAL INCOME.



4. Cycle Commission (residual)

Golden Ratio - 360 qv : 180 qv

- When you bring in a PEQ they will be placed on one of your two teams that you need to build.
- All of the products in this business are worth a certain amount of points called **qv**, and every purchase is worth a certain amount of **qv**, depending on how much product is being ordered.
- The points are:
 - **1 Case = 60 qv** **2 Cases = 120 qv** **Affiliate Pack = 400 qv**
 - The first month you order product, the qv is half (because of both the retail bonus and money back guarantee) and then goes to full amount when you reorder the next month.
 - The above picture is an example of **1 cycle**.
 - 1 cycle = \$20 and you can cycle an unlimited amount of times every week.
 - To cycle you must reach 360 qv on one team and 180 qv on the other team. It doesn't matter which team has the 360 and 180. You cycle as many times as you hit this ratio.
 - Once points are used they don't come back until new orders or repurchases are made.

5. Momentum Bonus (residual)

(must have purchased affiliate pack; if not reduce each bonus by \$100)

- 500 qv in your personally enrolled lineage on each team gives you a **\$100/month**
- With a Bronze leader in your personally enrolled lineage on each team you earn **\$200/month**.
- With a Silver leader in your personally enrolled lineage on each team you earn **\$300/month**.
- If you have a Gold leader in your personally enrolled lineage on each team of your business you receive **\$400/month**. This then turns into your Premier Club Bonus (see below).



6. Premier Club Bonus (residual)

(must have purchased affiliate pack)

- When you have reached the Gold Momentum Bonus, you receive \$400 every month as long as you remain qualified (see below). The \$400 per month will go toward leasing or owning any car over \$30,000. They will also pay the \$400 toward college tuition or student loan debt payments.
 - Purchased your affiliate pack within 60 days of enrollment.
 - Maintain Diamond rank (20 cycles per RAP).
 - Maintain Gold leaders in your personally enrolled lineage on both teams.

7. Matching Commission (residual)

- First-Tier: When you have 4 PEQs, you earn 10% of their cycle commission.
 - You earn \$2 every time one of your PEQs cycles.
- Second-Tier: When you have 6 PEQs, then you earn 10% of their PEQs cycle commission.
 - You earn \$2 every time one of your PEQ's PEQ cycles.

* PEQs still earn \$20 for cycles, you are just being matched. You are not taking away from their bonus.

8. Rank Advancement Bonus (one-time)

- Your rank in the company is dependent on how many times you cycle in a 4 week period known as a Rank Advancement Period, or RAP. You are paid this bonus one time per rank when you hit that rank during any given RAP and hold it for the next RAP. See the rank advancement chart on the next page. The bonus amount is shown as “one-time bonus” directly under the rank title.

V e M M A Rank Advancement Chart

PIN	REWARD	RANK	CYCLES 4 Week Period	APPROXIMATE MONTHLY INCOME	APPROXIMATE NUMBER OF MEMBERS ON AUTOSHIP Either Left or Right Leg
		BRONZE	1	\$25 - \$150	5/10
		SILVER One-time Bonus = \$100	5	\$150 - \$300	10/20
		GOLD One-time Bonus = \$250	10	\$300 - \$600	20/40
		DIAMOND One-time Bonus = \$500	20	\$600 - \$1,500	40/80
		PLATINUM One-time Bonus = \$750	50	\$1,500 - \$2,200	100/200
		STAR PLATINUM One-time Bonus = \$1,000	75	\$2,200 - \$3,000	150/300
		EXECUTIVE One-time Bonus = \$1,500	100	\$3,000 - \$5,200	200/400
		STAR EXECUTIVE One-time Bonus = \$2,000	175	\$5,200 - \$7,500	350/700
ELITE LEVEL					
		PRESIDENTIAL One-time Bonus = \$3,000	250	\$7,500 - \$11,000	500/1,000
		STAR PRESIDENTIAL One-time Bonus = \$5,000	375	\$11,000 - \$15,000	750/1,500
	 Paradise	AMBASSADOR One-time Bonus = \$10,000	500	\$15,000 - \$30,000	1,000/2,000
	 Personalized BILLBOARD www.yourname.com	STAR AMBASSADOR One-time Bonus = \$15,000	1,000	\$30,000 - \$60,000	2,000/4,000
	 Caribbean	ROYAL AMBASSADOR One-time Bonus = \$25,000	2,000	\$60,000 - \$100,000	4,000/8,000
	 Alaskan	STAR ROYAL AMBASSADOR One-time Bonus = \$100,000	4,000	\$100,000 - \$175,000	8,000/16,000
	 Mediterranean	PINNACLE One-time Bonus = \$250,000	6,000	\$175,000 - \$250,000	16,000/32,000

For more Information | www.VEMMATIPS.com

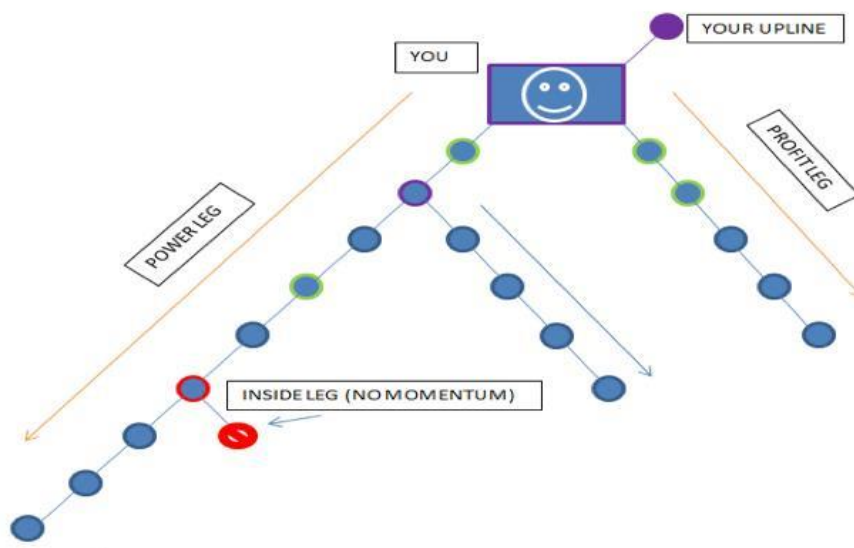
Understanding Placement Strategy

Placement strategy is very simple, although it may seem complicated at first. While you will have an explanation here, always talk to your enroller and your upline before you enroll any new members, just to be safe. The 'power team' and 'profit team' are arbitrary. Basic rule: keep your friends from the same demographics/social circles/mutual friends on the same team so they will benefit each other and build their teams together. The first thing that you want to do for your business as far as placement strategy is:

Go to your 'my account'
Hover mouse over the tab that says 'My Account'
Click 'My Account' under that tab
Click the dropdown box and set it to 'Power Team'
Click 'Submit'

Now anyone that orders product from your website will automatically be placed on your power team. When you first start, you should get momentum going on your power team before you start your profit team, because you are going to be building leaders on your power team before you shift your focus to the other team (explained below). How do you build leaders? Empower them and help them find success. If you do this with every person in the business, and the members of your downline are getting the help they need and are finding success in their first months, your business will eventually build itself.

“You build the people, and the people will build the business”



The **GREEN** circles represent your PEQs. As we know, you need at least one PEQ on each side of your business. In order to POWER BUILD, we are going to build **one team at a time**. Note that your upline is in **PURPLE**, as well as your upline's PEQs. For example, your upline placed you on his **left team**. Now, you and your upline are going to work together to build that left team. You are helping each other and your downline create excitement and momentum on this team, and setting each other up for **SUCCESS**.

When building that left team (could be right or left, the side you build is arbitrary), you are going to place your first few personal enrollments down that team. You also make sure that your enrollments place their first few enrollments down the same team to start building up momentum. This is your 'power team'.

Rule of thumb: you enroll 2 and help those 2 each enroll 2 down that same team (the power team) before switching to your other team. This rule needs to also be applied to everyone in your downline. Every new person that enrolls should enroll 2 and help those 2 each enroll 2 down one team in order to create what is called a RUNNING TEAM and create MOMENTUM. When this one team has enough momentum, you are now ready to switch teams and begin building your other team now known as your PROFIT TEAM.

When starting your profit team, you want to start it with one of your own PEQs. And then you are going to repeat the same process used on your power team. But now you are the upline and you are in this case going to be helping your PEQs build their own power team down the right side. Enroll 2 on the right, and help those 2 each enroll 2. **REPEAT THE ABOVE PROCESS.** Now by creating this running team for your profit team, you have now successfully helped these new enrollees create a power team of their own!

DON'T EVER ENROLL SOMEONE ON THE INSIDE TEAM WHEN IT'S TOO EARLY. As you see in the picture with the red X symbol, someone enrolled an affiliate too early on their inside team. Not everybody has the ability to enroll a new affiliate. Sometimes, new members struggle. So when we place someone on an inside team like it is shown, they have no momentum and their business is at a **standstill**.

Also, as an upline, it is your responsibility to help your new affiliates build at least one team under them. Let's say, the affiliate highlighted in **RED** enrolls an affiliate on the inside team. Now let's say this same affiliate quits. Now the affiliate denoted by the red symbol has no momentum and no help at all from their enroller. This new affiliate has a hard road ahead. They will have to build both teams all on their own.

In short, power team building is the best way to build. It creates excitement and makes affiliates want to get their friends in ASAP so they can gain all the benefits of everyone building the power team together.

Once again, this explanation may seem like a foreign language to you at first, but when you actually start enrolling affiliates and customers it will become much simpler and clearer. If this section is overwhelming to you right now, just make sure to contact your upline before enrolling anyone.

****Note:** you are going to use this 'power team' as leverage when you are talking to a prospect that is going to sign up. Even if you don't fully understand the 'power team' and 'profit team' system, you can understand that when you sign someone up, all of the work that you do benefits them because you are signing people up under them as well. Say something like "There is a spot in my business today that will not be there tomorrow, my team and I are going to be consistently signing new affiliates onto our team, and while you think about if you want to join or not, you could benefit off the work we do **now!**" In this way you instill a sense of urgency and help them understand 'first mover's advantage'. If they don't sign up today and you enroll a superstar tomorrow, don't you think they would have wanted to know this?

Understanding the Value of Vemma Nutrition

V-E-M-M-A: The Science Behind the Product

Vitamins- 12 full-spectrum vitamins

-The body cannot survive without vitamins, and yet the body cannot manufacture them.

Essential Minerals- 65 plant-sourced minerals

-Much like vitamins, the body cannot survive without minerals, and yet the body cannot manufacture them. They are required for a multitude of biological and physiological processes necessary for the maintenance of life (organs, bones, tissues, and the immune system).

-Vemma chooses plant sourced minerals because that is where minerals are found in the highest concentration in nature. We as humans are designed to acquire our minerals through plants and in this day in age it is hard for us to get ONLY minerals when eating plants. Unfortunately, due to food processing we ingest an unhealthy amount of chemicals (free radicals) along with our food.

Mangosteen- Rare “super-fruit” found primarily in Southeast Asia

-Contains 30 xanthenes, biologically active phytonutrients with antioxidant properties

-Antioxidants are nutrients that protect cells from oxidative damage resulting from the presence of free radicals. Free radicals are unstable oxygen molecules that attack stable molecules and wreak havoc within the body. They occur in the body when we overexert ourselves, when we get exposed to pollution or intake chemicals from processed foods and other impurities in our environment (all of which are becoming more and more prevalent in our environment).

-Because mangosteen is not readily available in the United States, the best way to obtain this fruit is through dietary supplements such as Vemma.

Aloe Vera- Powerful glyconutrient that supports healthy digestion, immune function as well as antioxidant benefits. It also improves bioavailability of Vitamins C and E.

Green Tea- Aside from its antioxidant properties, conclusive scientific evidence is now showing that it also has heart-health benefits.

FACT: Almost 80% of Americans do not consume the recommended five daily servings of fruits and vegetables that would provide sufficient amounts of key vitamins and minerals needed for a healthy diet.

Bottling Methods Matter

- It is no secret in the nutrition industry that it is inefficient to “hot-fill” (packaging while liquid is hot) any liquid supplement into its package.

Here are a few of the problems associated with exposing a nutritional drink to high heat over time:

* Denatures proteins and enzymes * Breaks polysaccharides * Destroys some vitamins * Changes taste
* Destroys some phytonutrients * Increases oxidation and neutralizes antioxidants * Changes color

VEVMA practices the “cold-fill” method when packing their products to ensure the highest quality.

www.VMAstories.com for testimonials

Representing the Brand with Integrity

“The best thing is that anyone can do it. The worst thing is that anyone can do it.”

Word-of-mouth advertising works both ways: positive and negative. Remember, that the brand image (how other people perceive Vemma, Verve, & the YPR) is the sum of ALL of the affiliates choices and actions when it comes to representing the brand. You will be portraying this brand every day, whether you choose to or not. Therefore, it is **critical** to not only your individual success and the success of your team, but the success of the entire company, that we as a collective hold each member of our teams to a higher standard in public and on social media.

DO NOT

- Spam friends on social media with posts like, “Join my team!” “I’m going to be a millionaire!” “If you don’t buy Verve you will die poor, broke, and average!”
- Try explaining the business over a Facebook chat.
 - The ideal way to use Facebook is to reconnect with old friends and then invite to an exposure. Also, staying connected with your team and leaders.
- Argue with idiot people who may give you any resistance or hate. They will drag you down to their level and beat you with experience.
 - It does no good to try to set anyone straight over social media. If you see a “F*** Vemma!” tweet, then let it go. Beat them with success.
- Burn bridges
 - This is a business based on building relationships, not breaking them. If a friend does not want to be a customer or affiliate, then let it be and try again in a few months. We do not need to sound desperate.
- Post pictures of you with incriminating evidence (drugs, alcohol, etc.) and Vemma products. That not only makes Vemma look bad, but you as well.

DO

- Be professional in public and on social media.
 - When people start to notice you carrying yourself in a professional manner (dress, conversation, social media content, etc.), they will be intrigued by what you are up to.
- Be friendly, motivated, and excited.
 - We are in the business of building relationships. There are people everywhere watching your every move. When they see your personality develop into a friendlier, more motivated and excited individual, they will be more intrigued by what you are up to and be much more likely to ask you about it.
- Give value to others.
 - Welcome people to your home events, encourage others, post motivating/inspirational content on social media, etc.
 - The more you give, the more you get.
- Be proud of your mission!
 - We are creating a *culture of excellence* by helping others to live better lives! You have made the decision to take control of your circumstances and make a positive change in your life! Now, let’s tell the world!

Common Questions from Prospects (and your answers)

What do you do?

I actually have a really fun business where I get paid to promote healthier lifestyles!

How do I get more information on that?

The really cool thing is that most of my business is automated! I'd love to share more information with you, if I sent you a link when would you check it out?

Is that a pyramid scheme?

No, and I know how you feel, I actually felt the same thing before I started this. After doing some research I found out that pyramid schemes are illegal and don't actually provide any real products or services. Obviously we have some real products right in our hands!

Where does the money come from?

Well instead of spending billions on commercial advertisements, this company just pays affiliates like me instead, about 50 cents of every revenue dollar goes back to us.

So, you're making money off of me?

No, the only way that I make long term income is by helping you make money. We are both completely independent, but the company incentivizes us to help each other succeed.

So, am I making money off of other people?

No, you are making money based on how many products are being purchased in your organization. You don't make money off of people; you make money on product sales.

How do you get paid?

We are paid every Thursday; you can get a check in the mail or direct deposit.

How often do you get paid?

Weekly, we get paid every Thursday.

What do I have to do?

You simply follow the system already established by those who have made it work already.

What if I don't know anyone?

You know more people than you think, how many people in the world need to be healthier, have more energy, or make more money?

Quick Product Guide

Quick reference guide to Vemma products, separated by our 3 brands: Vemma, Verve, and Bod-ē. Understanding each product and becoming a ‘product of the product’ will increase your success.

Vemma

Vemma Juice - 2 oz shot, original Vemma complete nutrition formula, integrated into every product

Vemma Next - 2 oz shot, 1 oz Vemma, enhanced nutrient blend, specially made for children 2-12

Vemma Renew - 8.3 oz can, 2 oz Vemma, 20 mg plant sourced silica for skin, hair, and nails

Verve

Verve Original - 8.3 oz can, 2 oz Vemma, 80 mg caffeine

Verve Sugar Free - 8.3 oz can, 2 oz Vemma, 80 mg caffeine

Verve Bold - 8.3 oz can, 2 oz Vemma, 120 mg caffeine

Verve ParTea - 8.3 oz can, 1 oz Vemma, 40 mg caffeine

Verve Energy Shot - 2 oz shot, 1 oz Vemma, 160 mg caffeine

Bod-ē

Bod-ē Shake - 1 scoop powder, ½ oz Vemma, 16 g protein, 7 g fiber, 690 mg omega-3

Bod-ē Burn - 8.3 oz can, 1 oz Vemma, 100 mg caffeine, 20 g protein, 7 g fiber, calorie burner

Bod-ē Burn Concentrate - 3 oz shot, 1 oz Vemma, 100 mg caffeine, 20 g protein, 7 g fiber

Bod-ē Burn Zero Caffeine Concentrate - 3 oz shot, 1 oz Vemma, 20 g protein, 7 g fiber, EGCG

Bod-ē Cleanse - 2 oz shot, 1 oz Vemma, 7 day program to detoxify body and manage weight

Bod-ē Rest - 3 oz shot, 1 oz Vemma, weight loss aid, key nutrients that prepare body for sleep

Bod-ē Thirst - 3 oz shot, 1 oz Vemma, weight loss aid, replenish electrolytes, hydration formula

This guide is just a very brief overview of the product line. For more in depth information, refer to the Vemma Presentation Document in your **Vemma Workbook**, your product catalogue, or vemma.com.

Congratulations!

Congratulations on making it through the Vemma Training Bible! This document contains EVERYTHING that a new affiliate needs to understand and implement in order to build a large, sustainable, and **profitable** organization. It is important to continue to reference this document as you continue your journey to the top. But, it is even more important to ensure that every new member in your organization understands and implements these basic steps as well. The key to earning the freedom you desire from Vemma is **duplication**. That means it is imperative that you forward this document to EVERYONE that you bring into the business. Keep in mind that this is a proven SYSTEM (aka Save-Yourself-Time-Energy-&-Money) that has worked for countless people. The leaders who created this document did so *in your best interest* to help shorten your learning curve. If you can master these basic principles and take massive, relentless action, you can earn ANY level of income through Vemma. We would say good luck, but you don't need it!

To your continued success in business & life.

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Affiliate Transition - TERM LIST as of January 1, 2014

Original Terms

Associate, Brand Partner, Distributor, Member

Back Office

Back Office Pro

Builder Pack

Builder Pack Flag

Customer Referral Bonus Plan

Cycle Bonus

Enroller Matching Bonus

Enrollment Tree

Fast Start Bonus

Multi-Level Marketing/MLM, Network Marketing, Social Network Marketing

Platinum Club Car Bonus, Platinum Club College Bonus, Platinum Club

Power Leg

Profit Leg

Rank / Title / Level

Recruit

Referral Bonus Plan

Residual Income

Reward Points

Right Leg/ Left Leg

Right Side/ Left Side

Second Tier Matching Bonus

Side

NEW Terms for Use

Affiliate

My Account

My Account Pro

Affiliate Pack

Affiliate Pack Flag

Customer Referral Program

Cycle Commission

Matching Commission

Enrollment Line

Retail Bonus

Affiliate Networking

Luxury Bonus

Power Team

Profit Team

Rank

Introduce

Compensation Plan

Income

Points

Right Team/ Left Team

Right Team/ Left Team

Second Tier Matching Commission

Team