

Isagenix is The Perfect Way to Achieve Better Health, More Wealth and Time Freedom!



Alex & Marlena Kokin

Congratulations on your decision to try Isagenix. We are 100% confident that you will love the products! Isagenix has helped thousands to enjoy better health, more wealth and have the time freedom to enjoy it all. Now, it's your turn!

To help you get started, Marlena and I want to share with you this Fast Start Guide. It will help you get the most out of Isagenix. It all starts with the products... And once you experience the life changing benefits (better health*) daily use of Isagenix brings, you will feel compelled to share with everyone you know, how they too can benefit. It is when you share, ask others to share, and repeat the process, that so many have been able to achieve more wealth* and time freedom* as well.

At Isagenix we say: Eat It, Love It, Share It!

Marlena and I consider Isagenix the most amazing, natural, organic super food on earth. We have been eating, loving and sharing this super food since we first joined Isagenix, on March 27th, 2003. We had such amazing results with the products, that we started telling everyone we knew and met. Within a few weeks, dozens of friends, family members and even total strangers were enjoying Isagenix products. Word of mouth marketing helped our group grow into the hundreds, then thousands. We could no longer welcome each new customer personally. That's how this Fast Start Guide was born. This guide has been downloaded thousands of times, and is the reason our Personal Team has grown to well over 25,000 customers. As a result, we have been blessed with a great income working part-time, and became Isagenix's 75th Millionaires. Imagine earning over a million dollars by simply recommending and promoting Isagenix products part-time! Now, there are more than 250 Millionaires in Isagenix and many thousands of extra income earners that not only followed the **"Eat It, Love It, Share It!"** saying, they took it up a notch, and followed the **"You Share, They Share, Repeat"** system. Even if you are not looking for extra income, use our system to get your Isagenix products free.

Keeping in mind that most people join Isagenix to enjoy **better health, more wealth and time freedom**, we have divided this guide into two parts. In **Part One - "Eat It, Love It, Share It!"**, we will share with you the resources that will help you get the most out of your products in your pursuit of **better health**. In **Part Two - "You Share, They Share, Repeat"**, we will share with you everything we learned and all we did, are doing and will continue to do in pursuit of **more wealth and time freedom**. This is the closest thing to having a turnkey Money Making System and it starts with showing you how one could earn \$820* in the first week by following the **"You Share, They Share, Repeat"** System. Here's an amazing fact: [You can save \\$1,392 yearly using Isagenix!](#)

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Part 1: Our Product

“Eat It, Love It, Share It!”

Since it all starts with the products, we will begin with our recommendations on how to get the most from them. Isagenix has created many resources to optimize your results and motivate you, so we will start with them here:

- **[IsaProduct.com](#)**: IsaProduct is the ultimate resource for everything you want to know about Isagenix products. Whether you're looking to lose pounds and inches, improve performance and recovery, or combat the aging process and improve overall health, Isagenix has long-term health and fitness solutions for you.
- **[WeightLossHallOfFame.net](#)**: Life-Changing Stories and pictures of people who use the Isagenix solutions to achieve their goals.
- **[The IsaBody Challenge Program](#)**: The IsaBody Challenge is a 16-week total body transformation challenge for Isagenix Customers and Members . Because we believe that transformations are for everybody, we award all who successfully complete their IsaBody Challenge with \$200 of Isagenix Products. And the best part? Everyone who completes the IsaBody Challenge also has the chance to win their share of over \$200,000 USD in cash, prizes, and trips!
- **[The Healthy Mind and Body Program](#)**: Dramatically transform your mind—and your body—in the next 60 days! Healthy Mind and Body is an innovative program, custom designed for Isagenix, so new members can achieve and sustain incredible, long-lasting results.
- **[InternationalTeamCall.com](#)**: Our International Weekly Team Call is a mini Product and Business Meeting that you (and your guests) can attend from the comfort of your own home ~ Every Week. You (and your guests) will hear product information, testimonials and ideas to inspire and excite you about the Isagenix Products and Business.

The above resources should be enough to help you get started. Do not hesitate to contact us to get your questions answered, or help you make an effective plan of action.

Here are some [Important phone numbers and websites](#) you might need.

We wish you unlimited success... Isagenix, Love it, Eat It, Share It!

Part 2: Earning Extra Income

“You Share, They Share, Repeat”

“Your ability to get a large group of people to consistently do a few simple things over an extended period of time will determine your success”

“You will get all you want in life, if you help enough other people get what they want.”

After you make your LIST, you Connect, Present & Follow -Up with 2 people daily...

Eat It, Love It, Share It!
Get Your People Paid. Get Paid.
Watch: You Share, They Share, Repeat

- 1.- **CONNECT** to Create Curiosity
- 2.- **PRESENT** to Create Desire
- 3.- **FOLLOW-UP** with Solutions

Use The Three Step System Cheat Sheet

It's called
netWORK
marketing...
Nothing happens
until you WORK it.

Not everyone will say “YES” right away.
SW, SW, SW... Next!
Some Will, Some Won't, So What... Next!

Learn how to save
\$1,392 Yearly!

This part of the FAST START GUIDE will teach how to get started in your Isagenix Business successfully, by getting you into MONEY MAKING MODE fast.

Help enough people get **Better Health, More Wealth and Time Freedom** by sharing Isagenix and you will get all you want. How do we know? One of our mentors in this industry said it. Here's his quote:

“You will get all you want in life, if you help enough other people get what they want.” ~ Zig Ziglar

Another one of our mentors, Tony Robbins said that if we wanted something, we should look for someone that already has it, ask them how they got it and then do exactly the same (ethically of course!).

As Marlena and I started to see and understand the powerful business model that's used by Isagenix, and Network Marketing in general, we took the time to talk to many top earners and find out what they were doing, reading, learning, etc.

It took us some time to learn the business, but thanks to it's simplicity and the fact that you can **earn while you learn**, we were in money making mode within hours of starting our Isagenix business. A huge contrast to the learning curve I had getting my Bachelor of Architecture degree. It took years of college before I got my first job earning \$300 weekly at [Skidmore, Owings and Merrill's](#) New York office in 1979. Of course, adjusted for inflation, those \$300 are equivalent to just over \$1,000 in today's money. The fact that just about anyone that learns in just hours, and strictly follows, the "[You Share, They Share, Repeat](#)" System could earn \$820* their first week, which is close to what I earned my first week after years of college, is quite exciting!

Now compare that income to Marlena's income as a school teacher... No comment! It's a shame what they pay our children's teachers. But no worries, there's Isagenix!

Since Network Marketing is such a simple business, here's another quote from a great trainer, Eric Worre. It illustrates the essence of the business:

"Your ability to get a large group of people to consistently do a few simple things over an extended period of time will determine your success"

Basically, if you share Isagenix with many people. Teach those people to share. And, Repeat, that's what it will take to earn money in Isagenix. The beauty of Network Marketing is that you will get paid, when the people in your Team get paid. We say:

"Get Your People Paid. Get Paid."

So, if you choose to take advantage of the generous Isagenix compensation plan, Marlena and I will teach you exactly what we did to become Isagenix's 75th Millionaires.

What follows is a crash course that will teach you in just over a couple of hours, what took us years to learn. The good news is that the knowledge to get into MONEY MAKING MODE will be yours by the time you reach page 15, which should be in less than 30 minutes! At that point, you should get started and enroll your first two customers (friends, family members, co-workers, acquaintances) and earn your first bonuses. You will love getting your Isagenix Debit Card loaded with cash every week!

NOTE: Appendix 1 has the action steps we followed to start earning a great income. They are listed in the EXACT ORDER they must be completed, along with links to all forms, documents and websites you need to get started.

Welcome! The Best Decision Of Your Life...



My name is Alex Kokin. While working as an Architect, I found and fell in love with the concept of Network Marketing and understood that for many, this is the only way to achieve **Total Financial and Time Freedom**. As a Network Marketing Millionaire, I will personally teach, coach, mentor and guide those that are part of my Team. This includes you!

By joining the Isagenix Family, you have made what could end up being the best decision of your life! Why? We all know how hard it is to earn a living working full-time. We also know that it is really hard to find the time to do the things we really want to do. With Isagenix, many have found a way to significantly increase their income -and free time- using skills they already have, and skills you will learn in this Fast Start Guide.

I will show you how to do this in just a few minutes each day. By the time you are done reading, you will have the knowledge, tools and skills to achieve the **Total Financial and Time Freedom** that could help make your dreams come true!

"Mi Knowledge Es Su Knowledge"

In this guide, I will share with you the knowledge I gained, after having spent many years and quite a bit of money learning exactly what it takes to make a very good income in Network Marketing. It took me over 8 years to earn a Million Dollars in this industry working part-time. So this not a get rich quick scheme, you can get there faster, slower or not at all. It all depends on your efforts. I will show you what Worked for me. In just a few hours, you will know exactly what to do, say and think in order to achieve your goals. All I ask in return, is that you share this same knowledge with everyone that joins your business, and that you personally help them achieve their goals, as I will help you.

Disclaimer: There are lots of so called "Experts" that will sell you good looking guides, courses, books, audios, videos, seminars, bootcamps etc.. Most have never earned a significant amount, if any, in this industry! What you will learn in this FREE Fast Start Guide is the exact same knowledge that has driven the sales of my personal organization to over \$30 Million.

Where To Start?

As I was writing this, I was asking myself where should I start? The following story came to mind and it might help you understand how to make the most money, fast...



I love to restore classic "Muscle Cars". Some years ago, while working on a rare "Banana Yellow" 1970 Dodge Challenger T/A, the State of Florida's Department of Motor Vehicles sent me a letter asking me to become licensed as a Motor Vehicle Dealer or face fines. When I asked why, they replied that anyone buying and/or selling three or more cars in a year had to be licensed. Since I had to go through many old cars to get the parts for one restored car, I became associated with a local Acura Dealer and

although as an Architect I was earning a good income, I figured I would make some extra money selling cars. My first sale was a \$34,000 new Acura to a hard bargaining Attorney, who after hours of dealing with the sales manager, got the car for just above dealer's cost. When it was all over, my commission was a paltry \$70! My next sale happened to be a used Volvo. It was not even my department, but I was the only one around when a man with a thick accent asked me: "How much?" I looked at the car (there was no price sticker) and guessing the price, I replied: "I think they want \$7,000 for it, but I'll check with my manager." As I was walking towards the office, the man yelled: "Tell him that car is not worth a penny over \$5,400!"

Once in the managers office, I mentioned the customer's offer and was instructed to counter with \$5,800 "And not one penny less!" The car finally sold for \$5,500. When I asked about my commission, I was told it would be \$2,350! Putting this into perspective, remember the \$70 earned on the \$34,000 Acura? Well, I found out that on a new car, most commissions were so called "Mini Deals", while used cars had a different bonus structure, including in this case, a special \$800 "spiff" for having been on the lot over 90 days, and several other incentives. On top of that, the asking price was only \$4,000! So we split the extra profit 50/50, in addition to the regular commission. What this experience taught me, is that **in order to make the most money, you need to know the pay plan and where to concentrate your efforts.**

How does this apply to your new Isagenix business? Isagenix offers a great compensation plan, and a series of both permanent and temporary bonuses. I will personally guide you, to make sure you maximize your income by emphasizing the specific set of "Actions" you need to take to cash in big. I will start with the single most important action EVERY Isagenix Millionaire and Six Figure Earner took when they first got started. Without this essential action, NOTHING financially significant can be achieved...

The Single Most Important Action In Your Isagenix Business Career:



YOU SHARE: Become a CONSULTANT ON AUTOSHIP As Soon As Possible... Specifically, try to achieve this within your first 48 hours. It is extremely simple to do, and it will set the future pace, income and momentum of your new business. My friend and mentor, Jimmy Smith, a retired butcher in his 80's and Isagenix's Top Earner, became a CONSULTANT ON AUTOSHIP within hours of joining, by sponsoring his daughters Grace and Kathy. Today, all three of them are Millionaire's.

George Ruiz, my friend and personal Sponsor, became a CONSULTANT ON AUTOSHIP within hours of joining by sponsoring his wife and a friend. He's also a Networking Marketing Millionaire, as am I. Can you guess how long it took me to become a CONSULTANT ON AUTOSHIP? My Wife Marlena and a close friend joined the first day!

Since then, my personal organization has grown to thousands of members and more than \$30 Million in sales, in great part, because most customers I Sponsor, and those they Sponsor, become CONSULTANTS ON AUTOSHIP within 48 hours of joining. You can do the same in your new business organization!

The Basic Building Block - “YOU SHARE”:

Become a CONSULTANT ON AUTOSHIP Within 48 Hours

A CONSULTANT ON AUTOSHIP is the basic building block that will put you -and keep you- in AUTOMATIC MONEY MAKING MODE. To help you understand how to do this, I have listed below some of the terms used in this business:

- ✓ BUSINESS VOLUME (BV): A point value assigned to each commissionable product.
- ✓ ACTIVE ASSOCIATE: An Associate that has generated at least 100 BV in the last 30 days.
- ✓ CONSULTANT: Any Active Associate that accumulates (100 BV) on each side (Left Team and Right Team) from Personally Enrolled Customers and/or Associates in the last 30 days.
- ✓ AUTOSHIP: A pre-selected order shipped each month providing additional savings and convenience.



NOTE: “The best way to SHARE and become a CONSULTANT ON AUTOSHIP fast, is by ASKING 2 people amongst your Family, Friends and/or Co-workers to HELP YOU get started in your new business by joining you in your first Isagenix Cleanse.”

All of you will benefit from the Cleanse and you will have earned your first commissions, bonuses and, in a “Perfect World*”, you could stop learning this business at this point! Sounds extreme, but if EVERYONE that joins you becomes a CONSULTANT ON AUTOSHIP and helps, teaches and encourages their two personally sponsored become a CONSULTANT ON AUTOSHIP, over time your income could grow to an astounding \$702,000 yearly. All this is possible thanks to the incredible “Power Of Two” which you will see next...

* I know it is not a “Perfect World” out there, and I know not everyone will join your business. That is what initially stopped me from going ahead full speed in this business, until Jimmy Smith, Isagenix’s Top Earner, and my Sponsor George Ruiz personally taught me how to make the incredible “Power Of Two” work for me. I will be teaching you those same techniques in this Fast Start Guide.

What's Next? - "THEY SHARE, REPEAT"

By now, you can already see the incredible potential the Isagenix pay plan holds. You might have heard of the hundreds of Millionaires and thousands of Six Figure Income earners that Isagenix has helped create. And, you should be wondering what is it that these people do to earn those incredible incomes, what is their secret?

Well, just as they learned that YOU SHARE (CONSULTANT ON AUTOSHIP) is the building block of your business, they all went a step beyond and helped each of their 2 personally enrolled achieve CONSULTANT ON AUTOSHIP status using the YOU SHARE concept. We have prepared a short video which could serve as your roadmap to creating your own personal fortune*! [Watch it now..](#) and then use the diagrams below to earn \$600, \$820 and more in the next 30 days...



*The specific market values are calculated using the Foreign Exchange Multiplier. To calculate your market's equivalent, simply multiply the U.S. amount shown by the applicable Foreign Exchange Multiplier for that specific market. This value is subject to change every quarter based on published exchange rates and will be valid for the following quarter.
**See Holiday Bonus Pool promotion details at IsaFYI.com under "Business Building" by clicking on "Holiday Bonus Pool" in the right-hand sidebar.
Earning levels for Isagenix Independent Associates depend on time and commitment and may vary. For more information, visit IsagenixEarnings.com.



The Incredible Power Of Two In Action!

To illustrate the power of becoming a CONSULTANT ON AUTOSHIP and helping others do the same, I would like you to imagine the following:

You decide to do the business and join. Your first day in the business, you start at 9:00 AM with the goal of becoming a CONSULTANT ON AUTOSHIP as soon as possible; you start calling your loved ones and friends to join you in this cleanse that has such great results and invite them to share in the HUGE PRIZE MONEY when they register at the www.IsaBodyChallenge.com site . Let's say that at 9:00 AM, your Spouse and one of your friends agree to join you. You are now a CONSULTANT ON AUTOSHIP! Next, you help your Spouse and your friend become CONSULTANTS ON AUTOSHIP themselves, finding two friends each, to join you all on the cleanse. By 10:00 AM each one has found two friends that agree to participate, and they are now CONSULTANTS ON AUTOSHIP. You teach your growing Team to repeat these Actions again, and again by Sponsoring people and helping them become CONSULTANTS ON AUTOSHIP.

We can see the following pattern developing:



▶ 9:00 AM	2 People Join (spouse + friend)
▶ 10:00 AM	4 More People Join
▶ 11:00 AM	8 More People Join
▶ 12:00 PM	16 More People Join
▶ 1:00 PM	32 More People Join
▶ 2:00 PM	64 More People Join
▶ 3:00 PM	128 More People Join
▶ 4:00 PM	256 More People Join
▶ 5:00 PM	512 More People Join
▶ 6:00 PM	1,024 More People Join
▶ 7:00 PM	2,048 More People Join
▶ 8:00 PM	4,096 More People Join

As you can see, at the end of 12 hours, there could potentially be over 8,000 people getting ready to start their cleanse. Soon, most of them could be telling everyone about their great results, and how they must try this. That would be an extraordinary first day in business...

Now, I realize this is an extreme example of the power of creating CONSULTANTS ON AUTOSHIP. Who would work 12 hours for one day if there was the potential of a large residual income for a long, long time? Would you? :) All kidding aside and without doing the math, I bet you can see some very big potential here. Even if your numbers are just half, a quarter, a tenth or even one percent of the above hypothetical, this makes you think... What if it took them one month to become CONSULTANTS ON AUTOSHIP? Then the numbers above under ideal conditions could happen in 12 months. As everything in this business, it's your choice how fast you want to go...

Job Description: YOU SHARE, THEY SHARE, REPEAT

When anyone starts a new job, they're told what is expected of them, and what they can expect to get in return. Let's take a teenager at a fast food chain. They're told to take a bag of frozen french fries, empty them into the fryer, and when the bell rings, take them out and add salt. In exchange for that, they can expect to get paid minimum wage.

Since our job as Sponsors is to **build** a Team and **teach** people what it takes to achieve **Total Financial and Time Freedom**, here's your job description:

"Help as many people as possible do YOU SHARE, THEY SHARE, REPEAT"

If you get that engrained in your mind, you'll be very successful!

The first 2 people are the easiest to enroll as you will be asking your spouse, family members and/or friends to HELP YOU¹ by joining you in your first Isagenix Cleanse. But what about the next CONSULTANTS ON AUTOSHIP that you want to develop?

That's what I will teach you next. You will learn the skills to:



✓ Create Good Prospects By Speaking Their "Secret Language"

✓ Use Our Proven THREE STEP SYSTEM:

1. **CONNECT** To Create **Curiosity**

2. **PRESENT** To Create **Desire**

3. **FOLLOW-UP** By Providing **Solutions**

✓ Finally, **Teach** Those That Join You **To Build And Teach**. Then Repeat!

Lets take a moment to look at the big picture of building your Isagenix business. Over time, you will have an organization that consists of product users, part-time income seekers, full-time income seekers and mega income seekers. There will also be many that do nothing or just complain. Don't waste time with the last group, Isagenix is just not for them.

The way you **build** a successful organization, is by letting everyone know what you do, and then **teach** those that join you to do the same. You use the THREE STEP SYSTEM to **build** and you use this FAST START GUIDE to **teach**.

Let's concentrate on the **build** part. In order to use the THREE STEP SYSTEM, we need to have people to talk to. We call these people PROSPECTS...

¹ Read the SUPER SPECIAL YELLOW note section on page 15

The Definition Of A Prospect

A Prospect is anyone that could benefit from what we have in Isagenix, and can make a decision to either join you, or not.

Prospects are “Neutral” until we approach them. After they hear what we have to say, they can turn into either “Bad” prospects, or “Good” prospects. This means, that before we open our mouth, we need to know a bit about human nature and the way most of us are “Pre-programmed”. Let me show you what I mean with a brief example, remembering that what we say can mean the difference between a good prospect and a bad one.

You go into a store, and as soon as you start looking at some item, you hear: “May I help you?” to which you most likely will reply: “No thanks, I’m just looking!” If that sounds familiar, you are ready to understand one of the most fundamental concepts in this business: Most people are “Sales Resistant”. This means, that they have a built-in program in their minds that throws up red flags as soon as they perceive that someone is trying to sell them something. In this case, the words “May I help you?” made a neutral prospect into a bad prospect. But what if when you walk into the store and while you are looking at the item, the salesperson approaches you with a nice smile and says: “Welcome! Here are some special discount coupons and a copy of our price matching guarantee. Please let me know if you need some help.” Chances are this approach will convert neutral prospects into good ones.

Here’s another one... A young man wants to ask a girl he likes -but hasn’t talked to- out on a date. When he sees her he says: “Hi! How much do you weigh?” and then adds: “Is that your real hair color?” The likelihood is he will never get the date, and it was all because of the words he used when he first talked to her. As you can see, what we say can definitely make a difference. There are many other such programs in us humans, and most of them run in the subconscious mind. If we understand that, then we can consistently turn neutral prospects into good ones. It makes sense then that when using the THREE STEP SYSTEM, we do so, only on “good prospects”.

But there’s one more thing; although all of us share some of these subconscious mind programs, not all of us are the same. Some people are givers, others are takers. We need to know a prospect’s “Secret Language”. There’s a whole lot of studies about personalities, and they are mostly boring, but let’s not lose sight of the purpose of this FAST START GUIDE, which is to **teach** you the skills and provide tools to successfully **build** your business by enrolling prospects that will become CONSULTANTS ON AUTOSHIP.



That’s why, I will just give you a super quick overview of the different personalities types I learned from my mentor, Tom “Big Al” Schreiter. Before I start, a word of caution: The personalities we will talk about will be easy to identify only 50% of the time, but knowing what to say to each one of the 4 types Big Al refers to, will at least quadruple your chances of sponsoring them. So it is well worth to spend a few minutes talking about the Yellows, the Blues, the Reds and the Greens...

Yellows Want To Help, Blues Want To Have Fun...

Reds are all about the money and Greens are professional information collectors. Those are the main traits of the four different personalities. Some people's color is very easy to spot, while others, might have a main color and some subtle hints of another.

You might be asking yourself how is this helpful to **build** your business? After I share this next story, you will understand...

Many years ago, I was approached by a friend to attend a meeting. I was enthusiastically told that it would be a lot of fun, with lots of people, and that there would be a Caribbean cruise giveaway, etc. I politely declined, since I did not care for any of that. Shortly thereafter, another friend called me and invited me to an informational seminar where they would present some facts and studies about preventing illness and slowing down aging. This really appealed to me, and I agreed to go. While I was enjoying the presentation, the friend that invited me to the "fun meeting" tapped me on my shoulders and whispered: "You told me you were not interested when I invited you! How come you're here?" I was a bit embarrassed and surprised, but it was then I realized, that both my friends were talking about the same meeting. The first one was talking in the "Blue" language, while the second one was talking to me in "Green". Some years later, I came across Big Al's training on this subject and discovered I am a Green type. Basically, all I care about are numbers, data, information, etc. That is why, I accepted the Green invite!

There's a lot more to the 4 colors than I can cover here, and to get started, you do not need to know everything about the subject. But I wanted you to be aware that there is a big difference in how to approach people. Below, you will find my one minute summary of the 4 colors, which will give you 80% of what you need to know when approaching people of another personality color.

- **The Yellows:** They are the nurturers and all about helping others. They'll do the business if you let them know they can help Moms earn enough money to stay at home with their children, and the products will help everyone as well.

- **The Blues:** They are all about having fun, talking and telling lots of stories. They will join if lots of people, parties, travel, etc. is involved.

- **The Reds:** They talk money. Big Money! It's all about them, and about competition. They will show off all their achievements and awards. They'll make a lot of people join!

- **The Greens:** Are information gatherers. Tell them they can do their "preliminary" investigation at your website or a meeting. Greens will always have more questions, and, are almost impossible to close. When they're ready, they will enroll online and call you to let you know they joined. Then, they will study and research, rarely talking to anyone before they have all the answers. This FAST START GUIDE is ideal for helping a Green get started!

Shortcut - SUPER SPECIAL YELLOW NOTE SECTION

Keeping in mind that the first milestone you **MUST** achieve, as you are trying to get into MONEY MAKING MODE, in pursuit of your **Total Financial and Time Freedom** goal is:

To become a **CONSULTANT ON AUTOSHIP** As Soon As Possible... **YOU SHARE**

I will share with you a tip that will accelerate your organization's growth exponentially, if most of your people follow it. With the knowledge you now have about personality types (the colors), you are to look amongst your family, friends and co-workers for those with a Yellow personality type (people that LOVE TO HELP others) and simply ask them to HELP YOU, by doing your first Isagenix Cleanse with you. If they hesitate, remind them of the 30 day money back guarantee, or in some cases, as Isagenix's Top Earner Jimmy Smith suggested to me, you might want to help them pay for their product. When I joined, I paid for my Wife Marlena's Cleanse. Who do you think paid for Jimmy Smith's Daughters to join?

IMPORTANT: This is only done once! And it is done, with the specific purpose to become a Consultant right away and get into MONEY MAKING MODE. I cannot overemphasize the importance of becoming a **CONSULTANT ON AUTOSHIP As Soon As Possible!** This is the heart of your business, without that, you have no business.

I will repeat it once more: The foundation of YOUR SUCCESS in this business, as written in your "Job Description" is to help as many people as possible to become **CONSULTANTS ON AUTOSHIP**. **And the FIRST ONE that needs to become a CONSULTANT ON AUTOSHIP in your own organization is YOU!** Therefore, you should not delay or underestimate the importance of that fact, nor should you hold back on using any of your skills, talents or tools you have at your disposal.

**Ford Motor Company had a very effective slogan some years ago.
It said "Quality Is Job #1". In YOUR business, "YOU SHARE... Is Job #1"!**

You

Remember your Mission:
Get Paid And Get Your
People Paid!



Your First Two

Don't forget to help
your 2 get their 2 to
continue with
**YOU SHARE
THEY SHARE
REPEAT**

YOU SHARE: Your spouse and/or a family,
friend or co-worker will help you become a
CONSULTANT ON AUTOSHIP

In A Perfect World, You Could Stop & Keep Earning

Yes, if EVERYONE that joined your Team became a CONSULTANT ON AUTOSHIP right away, your income would be capped at \$702,000 yearly. Nice! But back in the real world, We have to **build** and **teach** our Team to reach our goals.

Let us do a brief recap: After completing Job #1, which is becoming a CONSULTANT ON AUTOSHIP, what's left, is to **build** and **teach** our Team to grow. We **build** using the THREE STEP SYSTEM, and we **teach** using this FAST START GUIDE.

Going back to the story of the brand new Acura and the used Volvo... Remember how it was a lot of work to earn the \$70 on the new car sale, and how the used car almost sold itself and made me \$2,350? Now comes the time to show you how to work this business smart and not hard. What is the basic building block of your business? If you answered "CONSULTANT ON AUTOSHIP, you are right!

The continuous growing of CONSULTANTS ON AUTOSHIP action, is what will give you the most bang for your buck. Isagenix will PAY YOU \$100 for each new CONSULTANT ON AUTOSHIP you develop. They will do that for your first 20! And then, something "Magical" happens... When you have at least 5 personally enrolled CONSULTANTS ON AUTOSHIP on each side, you will additionally earn 10% of what each one of them earn! One of our Isagenix Team Members has 2 Top Earners in her organization and that bonus alone is over \$5,000 weekly! Additionally, you can participate in the HUGE Executive monthly bonus pools and Rank Advancement Bonuses worth thousands of dollars!

To top this off, if you personally enroll 2 or more new Associates in the same week, the Product Introduction Bonuses of which I have not even talked about yet, are DOUBLED! So what are these so called PIB's? On select packages, you earn an additional bonus. As an example, our Team's most popular package, the VALUE PAK, has a \$80 PIB. If you bring in the same week, two new personally enrolled Associates with that pak, instead of getting the \$80 PIB for each, your bonus is doubled to \$160 each, meaning you get paid \$320 for those 2 Associates, in addition to the BV they generate.

I know many people who work hard 40 hours each week and take home less than the \$320 you can earn by bringing 2 new Associates with a Value Pak! [HERE you can find a list of the Product Introduction Bonuses for various paks](#). It should be noted that in order to earn the PIB, the pak must be purchased at the time of enrollment.

It is general knowledge that a Genie can grant only 3 wishes. By repeating the THREE STEP SYSTEM over and over, you will feel like you have an unlimited supply of Genies! So remember the steps to **Better Health, More Wealth and Time Freedom**:

1. **CONNECT** to create **Curiosity**
2. **PRESENT** to create the **Desire**
3. **FOLLOW-UP** to provide **Solutions**



The Three Step System - Step By Step

Remember that you will use the THREE STEP SYSTEM to **build** your organization, by using the system with as many “good prospects” as possible.

Keeping in mind that we can make a neutral prospect good or bad depending on what we say, it seems important to learn what to say to prospects. Starting with **Step 1 - CONNECT to create Curiosity**, we need to be aware that in order to help a prospect keep an “open mind”, we need to build some credibility.

As we talk about credibility, it is now a good time to explain why connecting with people that know us, is much more effective than connecting with those that don't know us. The first group is called our “Warm” market, while the second is the “Cold” market. The biggest difference between the two, is that **people in your Warm market know and generally trust you**. In other words, the credibility factor is high in the Warm market and practically nonexistent in the Cold market, where you build trust over time.

Here's a tip that will allow you to talk in a way that your credibility is increased, no matter what group you talk to. This again is based on programs imbedded in the subconscious mind... People tend to believe you when they agree with what you say, so if you start out with a statement that is generally known to be true, followed by another statement accepted as true, you can then introduce a fact, that they will be inclined to accept as true. **Truth, Truth, Your Fact**. An example would be:

“We all know how hard it is to earn a decent living. We also have very little free time in our hectic lives. Some people have discovered a way to increase both their income and free time, with a clever use of a couple of skills, most of us already have.”

Let's breakdown the above statement...

- **We all know how hard it is to earn a decent living** - Most people would agree.
- **We also have very little free time in our hectic lives** - Most people can agree.
- **Some people have discovered a way to increase both their income and free time, with a clever use of a couple of skills, most of us already have** - This is our opportunity pitch slightly disguised. It arouses curiosity in our prospects, as they want to find out: A.- What 2 skills we are talking about, and B.- What's the “clever use”².

There are many such tips I have learned from my mentors over time. And I will share those with you in ongoing training. Since the initial objective of this FAST START GUIDE is to get you up and running, I am going to quickly review the mechanics of the THREE STEP SYSTEM, and as you start to build your organization, and have questions, just remember I am always available to guide you through the process. If you are personally Sponsored by me, I will establish a direct communication via an application called **GroupMe**. If you are sponsored by someone else in my Team, you will be connected directly to me, via their GroupMe link.

² The ability to RECOMMEND and PROMOTE are the skills. The CLEVER USE is doing so for Isagenix.

Organizing Your Prospects

You might have heard this before, but it is worth repeating... In order to use the THREE STEP SYSTEM, you must have prospects. The better the prospects, the better the results. You also know that what we say to prospects can make them good prospects or bad prospects. In real life there are other considerations that add to the “goodness” or “badness” of a prospect. Generally, happy people are better in this business than grumpy people. Complainers and pessimists will be harder to work with. Extroverts do quite well, but contrary to what many believe, introverts do great in Network Marketing, mostly because they don't talk too much and end up LISTENING to prospects. Prospects like being listened to!

On the other side of things, it is best if we do not prejudge. A grumpy prospect might have in **their warm market**, a potential Super Star. And what makes your business grow fast is big numbers. So the larger the number of prospects you run through the THREE STEP SYSTEM, the bigger your success over time.

Either way, the most important action you can take right now, is to start building a list of prospects. At the beginning, write as many names down as you can remember. If you have a cell phone or computer, use your address book to get some names. What I do, is every time I meet someone new, or think of someone, I ADD them to my list.

My personal goal since getting started in this business was a very modest one. I would only connect with two people each weekday. By doing this consistently, over the years, my organization has grown to well over 25,000 people. But, there was **something else** I did at the beginning of my business to set my business in motion and increase momentum... Right after I became a CONSULTANT ON AUTOSHIP by enrolling my Wife Marlena and a friend, I made it a point to launch my new business with a “[Launch Party](#)” invitation to several hundred people over the first 90 days. This, I believe was a great factor in my initial growth, and is something you should seriously consider if you are looking to seriously increase your income. If all you want is a modest part-time income, then connecting with two people each day, AFTER becoming a CONSULTANT ON AUTOSHIP, might be enough. But, the additional effort to do a proper launch over 90 days, to hundreds of people, might be well worth it. Nowadays, you can accomplish much more via text messaging and emails, than what I could in the days of 25 cents per minute long distance calls and using a FAX to share information.

To get you started, [HERE is a form that will jog your memory](#) and help you remember names of your potential prospect pool. Also, remember that as a CONSULTANT ON AUTOSHIP, you have free access to a great prospect managing tool at [IsaTools](#) which I use daily to help me prospect long distance and to provide my new Associates and Customers an excellent experience in their first cleanse. This is done with a fantastic auto-responder series of emails, tailored to either the 9 Day, or the 30 Day programs.

Contact me, if you want me to set you up on the email coaching program for your Cleanse. It is well worth it!

The DOM - Daily Method Of Operation

Once you have **at least one prospect** on your list, you are READY to get started in the **build** phase of your business. Every week is a new start for me! No matter how well, or not so well I did the past week, I reflect on what a blessing an Isagenix business is. One can start the week with a list of names and begin using the THREE STEP SYSTEM, with the clear understanding that if all one does is find a couple of good prospects that see what you and I see in Isagenix, and join, you can expect a very nice bonus. If they join you with a Value Pak, the Product Introductory Bonus alone is \$320 (\$160x2)! That is HUGE, and it's immediate! **Think about that next time you get an unexpected bill or expense.** What an incredible feeling it can be to know, there is the Isagenix "Safety-Net" available in the event one where to lose their job or income!

I also highly recommend you [Click here](#) to see a collection of training videos that show you how to build your Isagenix business. Consider the THREE STEP SYSTEM the most profitable set of Income Producing Actions (IPAs) you can ever do!

Step 1: CONNECT <i>Create Curiosity</i>	Step 2: PRESENT <i>Create Desire</i>	Step 3: FOLLOW-UP <i>Provide Solutions</i>
Connect with as many people as possible.	Present Isagenix using the Tools.	Share how Isagenix can help solve problems.
<ul style="list-style-type: none"> ✓ By Telephone ✓ By eMail ✓ Text Messaging ✓ By Mail ✓ By Postcard ✓ Face to Face ✓ Referrals ✓ Business Cards ✓ Online Ads ✓ Newspaper Ads ✓ Facebook ✓ Flea Markets ✓ Health Fairs ✓ Your Own Way 	<ul style="list-style-type: none"> ✓ Home Meetings ✓ Your Replicated Site ✓ Text Messaging ✓ eMails ✓ IsaTools ✓ Videos ✓ Audios ✓ Brochures ✓ Websites ✓ Hotel Meetings ✓ www.IsaMovie.com ✓ Facebook ✓ Instagram ✓ Twitter 	<ul style="list-style-type: none"> ✓ Call them back ✓ eMail them again ✓ Send a text message ✓ Meet with them ✓ 3-way call w/Sponsor ✓ Ask them what they liked most ✓ Ask them to join you ✓ Ask them to buy ✓ Ask for referrals ✓ Ask their opinion ✓ Facebook ✓ Ask for permission to follow up in the future

We recommend using our [One Page Cheat Sheet found here...](#)

The Problem Of (Not Having Enough) Time

We all seem to have a problem finding the time to do this business. There's always something going on... Work, family, friends, school, TV, problems, illness, the unexpected, etc. It seems you can never set aside a couple of hours to use the THREE STEP SYSTEM. Good News! You don't have to set aside a couple of hours! You can successfully do this business by efficiently using little chunks of time. Five minutes or less is all it takes to CONTACT someone by phone, email, text message or what have you. Five minutes is all it takes to do the [M&M Routine](#) -Monday Morning Money Making Routine. 5 minutes is all it takes to review the [weekly newsletter I post with updates](#) of what is happening in Isagenix and your Team at our <http://goodmove.com/members-page/> NOTE: if asked for a password, use **family**

Being a procrastinator, I have become fascinated with the "Five Minutes At A Time" tip! I have come up with an incredibly simple time management system, which I call "Top Of The Hour Prospecting". When my watch beeps at the top of the hour, I take five minutes to do my Isagenix business. That's it! During the week, starting at 9:00 AM, I take those 5 minutes to call, text, email the people on my List Of 10 for the week. I keep on trying every hour, until I've connected with at least 2 of them in a day and have invited them to see a presentation. The same goes for my follow-ups. I make sure I connect with those that have seen a presentation, so I can offer them a solution. [If you want to build your business "Quicker, Faster, Better" watch our training videos.](#)

"The Power Of Five (Minutes)" has not ended my procrastination, but now more than ever, I can afford to procrastinate while enjoying the income generated in my prior efforts to **build** and **teach**. :)

One more thing: Those Five Minutes you need to be laser sharp 100% focused!

[For a humorous video look at the power that 5 minutes hold, click here...](#)



A Tip Picked Up From Steve Jobs' (Apple) Philosophy

When Steve Jobs decided to **build** his company into a giant, he followed 4 basic principles and made sure to **teach** them to his Team. Thanks in great part to his philosophy, Apple has turned into one of the largest companies in the world. While I am at it, let me say that since 1985, I have been recommending and promoting Apple products, even though I have never received even a penny for doing so. Makes me really appreciate the generosity of the Isagenix pay plan!

Well, here are the 4 principles:

- ✓ **Focus** - Concentrate on the job at hand. YOU SHARE, THEY SHARE, REPEAT.
- ✓ **Simplicity** - Follow a simple system consistently. THE THREE STEP SYSTEM.
- ✓ **Courage** - Keep going, success might be closer than you think. YES YOU CAN.
- ✓ **Commitment** - Put your full efforts forth. THE 90 DAY CHALLENGE.

Just as in our business, were we **build** and **teach** to grow our Team, Steve's approach was to **build** and **teach** his Team, in order to grow.

Special Note On The Concept Of Duplication

If you have not heard yet, sooner or later, you will run across some training that mentions DUPLICATION. In this business, some even say "Duplicate Or Die"! I want to make sure you understand, that what needs to be duplicated, is very simply, the results. Not the way the results were achieved. For example, if I am able to connect with someone online, establish a relationship via email and then help them become a CONSULTANT ON AUTOSHIP, what needs to be duplicated is the end result: CONSULTANT ON AUTOSHIP. Not the specific actions that led to that result, mainly connecting online and an email relationship.

Some people might dislike working online, and prefer to connect with a prospect face to face, build a relationship in person and then, help their prospect become a CONSULTANT ON AUTOSHIP.

The result is what I mean when I use the word DUPLICATION. By the way, being an introvert, I panic at the thought of meeting a prospect face to face! Yet, I have built a Team of thousands, by building online, and then helping each person I Sponsor, use their individual talents to build their Team. If you are wondering what the most effective way to build is, in my experience, building within your warm market, specially, inviting people and their warm market to a home meeting works best. If that is not your cup of tea (it certainly is not mine!), don't worry! As your Team grows, there will be many talented people joining, and some will love to do home meetings!

Easy To Do. Easy Not To Do. - Power Of Persistence

It was puzzling to me that some people reading this Fast Start Guide were NOT succeeding. Why not? Everything I had done to earn my first Million* in Network Marketing is spelled out, yet only some actually started getting the expected results.

After a while, the reason became clear to me. Those that succeeded, myself included, had followed all the steps, but also had an advantage, a slight edge, over the others. And that slight edge turned out to be a difference in attitude. You see, those that succeed, understand that the secret lies in repeating a series of very simple activities (easy to do) consistently over time. While those that fail, sometimes do, sometimes don't do, those simple activities (because they are also easy not to do!). There is no consistency in doing the actions, yet they are consistently NOT doing the actions. ???

Let me clarify the concept of easy to do, easy not to do and the effect on desired outcomes. Let's take someone that wants to lose some weight. When given a choice of eating a greasy burger and fries or a healthy meal, whether the choice is the burger or the healthy meal, there are no immediate consequences Today. The choice for only one day will neither help nor hinder weight loss. But, if there is a consistent choice made over a period of time, the outcome will depend on the choice. By choosing the burger, weight gain is guaranteed. Choosing the healthy meal, a healthy weight is assured.

Keep in mind that both choices are Easy To Do and Easy Not To Do. Choosing to eat healthy is easy to do. Short term, it might be uncomfortable but long term it will be rewarding. It is also easy NOT to do. In that case, short term is rewarding. But long term, it is uncomfortable.

By now, you can start to see a pattern here: In general, what's good for you long term, requires a small amount of discomfort short term. What's bad for you, will hurt you in the long term, but short term it's enjoyable.

So, as you might have guessed by now, those that actually did the income producing actions you have read in the Fast Start Guide - such as CONNECT, PRESENT and FOLLOW-UP - consistently over a significant period of time, are the ones that have achieved great incomes in Isagenix. On the other hand the ones that failed, where those that either never got started OR started, then stopped, then started, then stopped...

Key Concepts Drawn From Observing Successes/Failures Of Others:

DO Income Producing Actions (IPA's) such as CONNECT, PRESENT, FOLLOW-UP. DO them CONSISTENTLY. DO them over a significant period of time. Since they are Easy To Do and Easy Not To Do, don't cheat your family and yourself out of a very comfortable future! And remain 100% laser sharp focused on your goals...

In Conclusion - Unlimited Success Is At Hand!

I am not going to waste time reminding you that you catch more flies with honey than vinegar, you need to have a good attitude, goals, the world is round, etc.

What is helpful, is to know what to say, what not to say, when to say it and so on. The EXACT ORDER in which you must execute the Income Producing Actions you read and learnt about in this FAST START GUIDE, is listed as promised, in Appendix 1.

Appendix 2 (available to CONSULTANTS ON AUTOSHIP only) is packed with information that can be of great help in your ongoing training. The information is in no particular order but will provide you with a wealth of knowledge that took me years to collect.

And one more thing, I want you to know the following:

*"I am 100% confident, that with what you have learned so far, you have everything it takes to become a CONSULTANT ON AUTOSHIP. You can immediately start to **build** and **teach** your organization one CONSULTANT ON AUTOSHIP at a time! More importantly, you now have the knowledge that in tough times, you, and anyone you know, are only two Value Paks away from at least a \$320 bonus in a week. And considering that my first job after years of college paid only \$300 weekly, it is quite possible that the hour or so that it took you to read this FAST START GUIDE, could turn out to be the best investment of your financial life! Once you personally become a CONSULTANT ON AUTOSHIP, you will have completed your initial training - Don't forget to ask me for Appendix 2's Advanced Money Making Tips. And although the sky is not the limit, a CONSULTANT ON AUTOSHIP's Top Earnings Limit is \$702,000 yearly. That's what I call a NICE, VERY NICE, LIMIT! To **build**, go talk to everyone. Create Curiosity, Create Desire and Provide the Solutions. In other words, repeat the THREE STEP SYSTEM over and over. To **teach**, share this Fast Start Guide with those that join you AND with customers that want to get their product for FREE! This is truly the Perfect Way To Get Exactly What You Want!"*



Appendix 1: The Exact Order In Which To Get Started

Keeping in mind that CONSULTANT ON AUTOSHIP IS JOB #1, here are the steps I followed when I got started. I had no experience in Network Marketing, but following the advice of my Sponsor and these steps, my group grew to several thousand Associates, and I replaced my full-time Architect's income, with a larger, less stressful income, working a fraction of what I was working before. You definitely can take these steps!

1. **Enroll On AUTOSHIP**

Not only will you ensure you always have your product on hand, you will activate the bonus portion of the pay plan. You also will get [additional discounts, rewards, access to optional health care plans, and coupons](#). IMPORTANT NOTE: You have only 60 days from the date you signed up to purchase a Value Pak at the discount price.

2. **Become A CONSULTANT (ON AUTOSHIP)**

Enroll two people in your FIRST 48 HOURS following the tips [HERE](#). That's JOB #1! Make sure all of you are also registered at www.IsaBodyChallenge.com to qualify for exciting prize money. Also, contact me so I can send your Cleanse Coaching emails.

3. **Download [Your Road Map To Financial Freedom](#)**

Advance through the ranks in Isagenix and keep track of cumulative bonuses. Add Golden Circle recognition levels: 1 Star = \$1,000 / 2 Star = \$2,000 / 3 Star = \$3,000 and \$1,000 for up to 10 Consultants more, for a great total of \$10,050 ON TOP of your Product Introduction Bonuses & Commissions. Some Isagenix Team Members have earned³ twenty, thirty, even over forty thousand dollars in their first couple of months!

4. **Complete The [INITIAL INTERVIEW](#)**

Once you have completed it, call your Sponsor so that together we can work on a custom tailored ACTION PLAN. During this step, you will also be assigned a [GroupMe](#) Link that gives you direct communication with your Sponsor and me.

5. **Complete Your List Using The [MEMORY JOGGER](#)**

This will become the most valuable asset of your business. In addition to the instructions on the list. For your initial "Grand Opening" launch you will want to notify by email, text, etc. as many people as possible, with the purpose of letting them know that you have found a way to increase your income and free time.

6. **Keep In Touch**

The difference between success and failure in this business can be traced to how closely you stay in touch with your Sponsor, your Team and Isagenix. I issue a weekly newsletter every Monday and we have a Team Call Wednesday Evenings at 9:00 PM Eastern time and much more. Here is a list of [important Isagenix numbers, emails and websites](#).

³ See disclaimers at www.IsagenixEarnings.com

7. Learn What To Say And How To Develop Your Story

Once on the Isagenix Cleanse, you will see and feel the results. You will want to tell the whole world! It is important that you tell your story and here are some tips on [how to develop your story](#). While you are developing your story, here is a [30 second introduction](#) you can start using right away or use this template. I have provided you with [OPENING LINES](#) that you can use as you talk to people about Isagenix. Read what our Team Members have said at www.WeightLossHallOfFame.net. Important: [Here](#) are some tips on things you should avoid saying.

8. Do An INITIAL LAUNCH PARTY - [Use the Eat It, Love It, Share It Kit](#)

If you were opening a restaurant, would you keep it a secret? Letting everyone know what I was doing propelled me to a six figure income much faster than if I had only told a few people at a time. It's as simple as giving EVERYONE a link to your Isagenix Replicated site. During my INITIAL LAUNCH PARTY, I sent a link to the Isa-Videos section followed by a phone call. You should also hold an INITIAL LAUNCH PARTY. Here's a [video on how to hold your INITIAL LAUNCH PARTY](#) and an [audio on inviting people](#).

9. Download The [3-Way Calling Guide](#)

Your Sponsor is willing to help you with a prospect via a 3-way call. In order to maximize the effectiveness of 3-way calls, you MUST have COMPLETED the THREE STEP SYSTEM, meaning you 1.- Connected with the prospect, 2.- The prospect saw a Presentation and 3.- On your Follow-Up call, the prospect expressed some interest. When this is done, then contact your Sponsor to schedule the call and give a short overview of your prospect (interested in the business, ready to get started, wants to lose weight, etc.).

10. WEEKLY: Use [The M&M Routine](#) - Monday Morning Money Making Routine

On Monday Mornings, I go over my main prospects list (Memory Jogger) and look for 10 names that I will connect with during the week, then I use [THIS Contact Follow-Up Form](#) and the [Crystal / Executive Goal Sheet](#) to keep track of my progress.

11. Connect DAILY With At Least Two People Using The THREE STEP SYSTEM

The essence of your Isagenix business lies in running as many prospects as possible through the THREE STEP SYSTEM with the purpose of helping the ones that join us become CONSULTANTS ON AUTOSHIP... That's JOB #1!

12. The Moment Someone Joins Your Team...

Contact your Sponsor so we can all welcome them, customize an Action Plan, and help you train them. Give your new Team member a link to to download this FAST START GUIDE. - **One more thing...** [CLICK HERE](#) to learn about our current promotions and how to earn extra with contest and bonuses.

Appendix 2: The M&M Routine AKA The Monday Morning Money Making Routine

One very important “Secret” we use in our quest for unlimited residual income is what we call the Monday Morning Money Making Routine, **M&M Routine** for short...

Every Monday Morning, Marlena and I follow these steps:

1. We check the [Members Page](#) (password: **family**) at [GoodMove.com](#) to learn about the current news.
2. We go over our List of Prospects (we use [THIS Contact Follow-Up Form](#)) and select at least 10 names we will connect with using the Three Step System.
3. We commit to Connecting, Presenting and Following-Up with our 10 prospects.
4. We review our [Crystal / Executive Goal Sheet](#) and help our Team Members.
5. We call our Upline, plan to attend the Wednesday's [International Team Call](#) or [review past calls](#).

Appendix 3: Other Resources

There are incredible resources available to learn how to get the most out of the Isagenix products for you and your Team members and customers. Here are just a few:

- www.IsaProduct.com
- www.IsaDiary.com
- www.IsagenixHealth.com
- www.WeightLossHallOfFame.net
- www.IsagenixPodcast.com

Also very important, here's a series of 5 trainings used by the person that became a Millionaire in Isagenix in the shortest time ever!

NOTE: Click on a link to play, or right-click to download it to your your computer.

1. [Training Session One](#)
2. [Training Session Two](#)
3. [Training Session Three](#)
4. [Training Session Four](#)
5. [Training Session Five](#)

Appendix 4: Initial Interview (Complete with your Sponsor's help)

The most successful people in Isagenix always help their new Associates get started the right way by conducting an interview such as this one. By taking the time to read and complete this document, your Sponsor will be able to prepare an Action Plan and guide you so that you can achieve your goals. As a bonus, you will also learn the seven skills necessary to build a profitable Isagenix Business and get an idea of how long and how much effort it will take to achieve your goals.

Before we get started, it is really important we know the best way to get in touch and keep in touch with you and, for you to know how to get in touch with your Sponsor and your Team when you have a question or need help and encouragement.

Your Team Information:

You are in the organization of Isagenix's Top Earners Jimmy Smith, Carole Taylor, Renata Lee, George Ruiz, LeeAnn Jackson and Alex & Marlena Kokin.

Your Sponsor is:

Sponsor's email:

Sponsor's cell:

Sponsor's Time Zone and preferred hours/days to contact:

Sponsor's preferred communication (Check all that apply):

☐ email ☐ cell ☐ text ☐ Facebook ☐ WhatsApp

Team training website: <http://goodmove.com/members-page/>

Password: family

Team Leader/Coach Alex Kokin can be reached by email alex@goodmove.com

Your Personal Contact Information:

Your Name and ID# is:

Your email:

Your cell:

Other phone:

Your Time Zone and preferred hours/days to contact:

Your preferred communication method (check all that apply):

☐ email ☐ cell ☐ other phone ☐ text ☐ WhatsApp

Did you come in with a Ultimate or Value Pak?

☐ Yes ☐ No ☐ Don't Know

Are you enrolled in the Autoship Rewards Program?

☐ Yes ☐ No ☐ I need more information

Are you interested in taking advantage of the Health Care coverage?

☐ Yes ☐ No ☐ Maybe

Are you interested in having your own Income Team?

An Income Team is key to earning extra income or getting your products free

☐ Yes ☐ No ☐ Maybe

Do you have experience in Network Marketing / MLM?

☐ Yes ☐ No ☐ I don't know what MLM is

Important Business Bonus Dates

To help ensure you collect every bonus you are entitled to, it is important to keep the following critical dates in mind. Even if you do not meet these deadlines you could still enjoy a rewarding income in your Isagenix business. But why not get the most out of the generous bonus and rewards available to you?

Time Sensitive Rank Advancement Bonuses

- \$50 CONSULTANT BONUS - Suggested Time Limit 2 to 15 days.

Achieve by _____

- \$250 CRYSTAL MANAGER BONUS - 30 Day Time Limit to collect Bonus

Achieve by _____

- \$750 CRYSTAL DIRECTOR BONUS - 90 Day Time Limit to collect Bonus

Achieve by _____

- \$1,000 CRYSTAL EXECUTIVE BONUS - 180 Day Time Limit to collect Bonus

Achieve by _____

[Check the other Contests and Promotions that could help you earn a significant additional income...](#)

Interview Part I

Congratulations! You Have Made The Right Decision!

By joining the Isagenix Family and taking charge, you've made what could be the most important decision of your financial life. From now on, things will be very different for you and your family! It might sound like a cliché, but you truly are in the right place at the right time...

Exercise: Write down your Top 3 reasons for succeeding with Isagenix. They can be financial, about time freedom, health/family related, etc.

1. _____

2. _____

3. _____

Interview Part II

Success: It's Up To You, Only You!

If you succeed in your new business, it will be because of YOU, not your Sponsor or someone else. If you fail in the business, it will also be because of YOU and no one else. YOU are going to be the difference between success and failure. Your Sponsor and your Team are here to guide you every step of the way, but we can't build your business for you. We are here to work with you but not for you.

Again, our job is to help you become independent as soon as possible. Do you agree that this is a good goal? ☐ Yes ☐ No ☐ Maybe

Good Times. Bad Times. What To Do?

As you build your business, there will be ups and downs. During the down times, you might become discouraged and we probably won't hear from you. You might not be on the weekly Webinar, conference calls or meetings and you might start making up excuses.

When that happens to you - and it happens to EVERYONE - how do you want us to handle that? Do you want to be left alone? Or do you want to be reminded of why you took the decision to start your business and help you get back on track?

Interview Part III

The Checklist

Following are some essential actions that you must complete as soon as possible to maximize your success...

- ☐ Read the Fast Start Guide
- ☐ Ensure you have chosen the right products. Order additional products as needed.
- ☐ Enroll in the Autoship Rewards Program to get the lowest prices and start qualifying for the available group health insurance.
- ☐ Order and start using the [Eat It, Love It, Share It! Kit](#) right away to start building your own Income Team. [Watch this video on how to do your Launch Party.](#) and [learn how to invite people by listening to this audio.](#)
- ☐ Enroll in the IsaBody Challenge for a chance of earning great prize money as you see the results from an Isagenix Lifestyle. www.IsaBodyChallenge.com
- ☐ Connect to our weekly [International Team Call](#).
- ☐ Download and print the [Memory Jogger List](#).
- ☐ Download and print the [Rank Advancement Bonus](#) & the [Roadmap to Executive](#).
- ☐ Watch this [video on how to quickly earn \\$820](#)
- ☐ Learn the basics of the 3 Step System. [Use this Cheat Sheet](#).
 1. CONNECT to arouse curiosity in your prospect.
 2. PRESENT to create desire in your prospect.
 3. FOLLOW-UP to provide the best solution for your prospect.

Interview Part IV

The Game Plan

Start using your Memory Jogger List so that EVERY day you Connect, Present and Follow-Up with at least 2 people. You will learn the basic skills needed to do this in the next part of this interview. You can master the skills further by reading Eric Worre's Go Pro book.

Keeping in mind that your mission is to "Get Paid And Get Your People Paid", we have prepared a [Road Map](#) for you to follow and help you achieve your mission.

Use the [Road Map](#) to:

Become a Consultant ASAP - Get \$50 additional bonus.
Become a Manager within 30 days - Get \$450 additional bonus.
Become a Director within 90 days - Get \$1,150 additional bonus.
Become an Executive within 180 days - Get \$1,400 additional bonus.

For a Total of \$3,050 in additional bonus. Then, go on to...

Achieve 1 Star Golden Circle - Get \$1,000 additional bonus.
Achieve 2 Star Golden Circle - Get \$2,000 additional bonus.
Achieve 3 Star Golden Circle - Get \$3,000 additional bonus.
Develop 10 Personally Enrolled Consultants more - Get \$1,000 additional bonus.

For a **Total of \$10,050** in additional bonus on top of the commissions earned by your Team's sales volume! This is SERIOUS MONEY and a good goal to try to achieve.

Do you agree that this is a good goal? ☐ Yes ☐ No ☐ Maybe

This "Game Plan" can be achieved by consistently repeating the Daily Method of Operation, where you will use your List to Connect, Present and Follow-Up with at least 2 prospects every day. I repeat this throughout this Fast Start Guide, as this is the essence of this business and the ONLY way that you could consistently make good money with Isagenix.

So let's get started with the final and most important part of our Initial Interview...

Interview Part V

Initial Assignments

To help you get started right...

Read the Fast Start Guide

Decide what kind of Networker you will be:

- **Poser** - A Poser treats this profession as a lottery ticket, hoping to hit it big with as little effort as possible.
- **Amateur** - Amateurs focus on things like luck, timing, positioning and shortcuts.
- **Professional** - "A person who is an expert at the skills required to build a large and successful Network Marketing organization."

If you're going to be involved in this great profession, decide to do it right and treat it like a profession. If you Go Pro, this business is great. If you stay a Poser or an Amateur, you're going to be miserable.

Special Note: This interview is based on, paraphrases and takes direct quotes from our recommended training book available from Amazon.com in both printed and Kindle versions. See: Worre, Eric (2013-04-29). [Go Pro - 7 Steps to Becoming a Network Marketing Professional](#). Network Marketing Pro Inc.. Kindle Edition. - Contact me to see how you can qualify for a free personal copy.

Your Mission As A Professional Networker:

Get Paid, And Get Your People Paid.

Your Degree Of Success As A Professional Networker Depends On:

Your ability to get a large group of people to consistently do a few simple things over an extended period of time.

What Are The Few Simple Things?

Things that are easy to do AND easy not to do, such as picking up the phone and calling someone, sending an email and/or handing out a CD, DVD or sample.

What Is An Extended Period Of Time? 1/3/5/7

As a general rule, it will take you about one year to become competent and profitable in Network Marketing. You'll know the basics, you'll cover expenses, and you'll be learning. It will take about three years of consistent part-time effort in order to go full-time. It will take about five years of consistent effort to become a six-figure earner or above. And it will take about seven years of consistent effort to become an expert.

What Are The Skills You Will Need?

As Eric Worre has said "My world changed when I started focusing on the skills and made the commitment to practice, practice, practice, until I mastered them." Well, my financial world definitely changed and yours can too when you commit to, master and practice the skills you will learn about next. Being that we have limited time for our Interview, I will briefly go over the seven skills you will need to get you started. As a Pro, you should study and learn the skills in detail with the [Go Pro book](#).

Skill #1: THE LIST - Finding Prospects

This is the most important skill you will ever learn. It can make or break your business. 80% of people will fail right away. Why? Because they fail to take this "List Making" step seriously. The people that do succeed in network marketing actually approach this like a Pro. They sit down with a piece of paper preferably our [memory jogger form](#), and then ask themselves "Who Do I Know? Who Do I Know? Who Do I Know?" And then they don't stop after making their initial list, instead, they add new names to their list every single day, every single week.

One of the most successful List Builders of all time, book writer Harvey Mackay, author of "How To Swim With The Sharks Without Being Eaten Alive", recounts that his father sat him down when he turned 18 and told him: "Harvey, starting today and for the rest of your life, I want you to take every person you meet, get their contact information and find a creative way to stay in touch." Today, Harvey has a list of over 12,000 influential people that he networks with and stays in touch.

So how do you make a successful list?

I'm going to give you three tips. The first tip is to make your list as comprehensive as possible. Include every person that you can think of, every person.

The second tip has to do with the concept that we are all six levels away from any person in the world. That's the Six Degrees Of Separation concept. I'm not sure if it's a myth or if it's true, but I do believe in the general concept. You should be looking at your list and thinking about the people that those on your list know. In that second degree of separation, chances are you will know many of them also.

My third tip for you has to do with constantly expanding your list. This is what professionals call an "active candidate list" as it never stops growing. You should add at least two people to your list every single day. You might not prospect them right away, but as Harvey McKay's father said, they go on the list and you should find a creative way to stay in touch with them.

In conclusion, never stop meeting new people and adding them to your list. Your business depends on this! Oh, and one more thing... Teach your people to do the same and you will be closer to getting paid and getting your people paid! That's it for Skill #1.

IMPORTANT NOTE:

The next three skills will become part of your Daily Method of Operation. These skills will help you CONNECT your prospects, PRESENT the opportunity and the product to your prospects, and then FOLLOW-UP with your prospects to help them make the decision that is right for them AND provide them with the best solution to their problem.

I like to refer to the next three skills as the Three Step System: Connect, Present and Follow-Up. First, you connect to create curiosity. Second, you Present to create desire. Third, you follow up to provide the solution.

Skill #2: CONNECT - Inviting Prospects

You invite prospects to understand the opportunity and the product.

After observing how top earners invite prospects to a presentation, I learned that they were simply building relationships. They were acting more like a farmer than a hunter.

Your objective needs to be to educate your prospect rather than to immediately recruit them. By building trust, you will be able to successfully transfer your belief in the opportunity and products. There are two major ways to educate your prospects. The most effective one are events. Use them whenever there's an event nearby. But keep in mind that the most duplicable way to educate your prospect is with TOOLS. This is key to building a huge business!

Remembering that **your success will depend on your ability to get a large group of people to consistently do a few simple things over an extended period of time**, the use of tools should become the cornerstone of your business building activities.

Those who follow this advice will never fall into network marketing mediocrity!

To be a great inviter you have to follow four basic rules.

- Rule number one you must emotionally detach yourself from the outcome.
- Rule number two you must be your self.
- Rule number three bring some passion.
- Rule number four have a strong posture.

Finally, I will give you now the invitation formula...

- Step One: Be in a hurry.
- Step Two: Compliment your prospect.
- Step Three: Make the invitation.
- Step Four: Use "If I _____, would you _____?"
- Step Five: Confirmation number one - get the time commitment.
- Step Six: Confirmation number two - confirm the time commitment.
- Step Seven: Confirmation number three - schedule the next call.
- Step Eight: Get off the phone!

Rather than explaining each step I will provide a link to scripts from the Go Pro book that you can use in your business: http://networkmarketingpro.com/pdf/the_hottest_recruiting_scripts_in_mlm_by_eric_worre_networkmarketingpro.com.pdf

Skill #3: PRESENT - Presenting To Prospects

There are many ways to build the business in Network Marketing that work, but keep in mind one thing: In Network Marketing it doesn't matter what works, it only matters what duplicates!

Because of the above, I assure you that the fastest way to master this third skill is to do what the Pros do: **The pros use tools instead of their own wisdom.**

So use the videos on your replicated page, or the [Launch Party Kit](#), or your favorite tool from www.IsaSalesTools.com and remember, when you are prospecting, you are the messenger—not the message. Get yourself out of the way and use a third-party tool.

Skill #4: FOLLOW-UP - Following Up With Prospects

This particular skill is where ALL the big money is made in Network Marketing. You could be a Master at all the other skills, but if you are mediocre at this skill, the money will simply not be there...

- Concept #1—Follow-up is doing what you said you would do.
- Concept #2—The only reason to have an exposure is to set up the next exposure.
- Concept #3—It takes an average of 4 to 6 exposures for the average person to join.
- Concept #4—Condense the exposures for better results. Posers prospect someone once and move on. Amateurs prospect someone through several exposures over a longer time. Professionals condense those exposures into the shortest time possible.

The best follow-up question I've ever used is: "What did you like best?"

It is in the Follow-Up that you should consider doing a 3-way call with your Sponsor. Do this ONLY AFTER establishing that your prospect has some interest in Isagenix once they have been exposed to at least one of the tools.

Skill #5: CLOSING - Helping Prospects Join

The key to success in this area is a combination of having good posture and asking good questions. Good posture means the way you carry yourself. Your words and actions will help your prospect feel more confident about joining your opportunity or they will plant seeds of doubt.

- First, professionals are emotionally detached from the outcome.
- Second, they are very assumptive in their approach.
- Third, it was interesting to learn they promote themselves as much as they promote the product or opportunity.
- Fourth, they are always prepared.
- And fifth, they ask question, after question, after question AND are great listeners.

See the Go Pro book for the whole story...

Skill #6: TRAINING/INTERVIEW - Help Prospects That Join Get Started Right

At this very moment you are in the midst of the Initial Interview after recently committing yourself to building your very own Isagenix Home-Based Business... Your Sponsor's job is to help you get over the line of merely wanting to earn extra income to actually earning those first dollars that will give you the sweet taste of what's to come if you consistently follow the Daily Method Of Operation with the Three Step System, apply the skills you are learning and teach those that join you to do the same.

What can help a person get over the line? Here's what Eric Worre says: Signing up their first customer. Signing up their first distributor. Getting their first commission check. Attending a big company event. Making friends inside the organization. Proclaiming their intentions to the world. Getting promoted to a new level. Being recognized for some sort of achievement. All these events lead to a great feeling...

Skill #7: CELEBRATING/KEEPING IN TOUCH - Promote Events

This is a people business. And as such, you have to be in constant contact with your Team to get motivated, recognized, inspired, trained and energized. Nowadays people are busy and lose sight of the effect live events have. Yes, we have a very important event every Monday Evening online. It is our Weekly Team Training Webinar. To register, visit www.HowToGetGoing.com But... Live events are super important. You can find events by checking the Events section in your Associate Back Office and I highly recommend a yearly life changing event at the www.IsagenixCelebration.com

Here are some of Eric Worre's thoughts on events:

"There's something magical about getting away from your day-to-day grind and focusing completely on your dreams. Total immersion, even if it's only for a weekend, is GOOD. You can use it to refocus and recommit to your future and gather the strength necessary to go back home and do what's necessary to move your business forward."

Let's Get Started - Your Daily Method Of Operation

Using **the list** you prepared with Skill#1...

- A. Connect** with Prospects to create curiosity - Use Skill #2
- B. Present** to create desire in your prospects - Use Skill #3
- C. Follow-Up** to provide the best solution - Use Skill #4

Then Team up with your Sponsor/Upline to **help your prospects join** - Use Skill #5. Once your prospects join you, use Skill #6 to **interview and train them**. Finally, **Celebrate Success** with your Team using Skill #7...Your mission is: **"Get Paid And Get Your People Paid."**

Thanks for taking the time to complete this Initial Interview!

Wishing you UNLIMITED Success,

Alex Kokin

PS - Do not forget to [get Eric Worre's Go Pro book at amazon.com](#) or contact me to find out if you qualify for a FREE copy. Many portions of this Interview are taken from [Worre, Eric \(2013-04-29\). Go Pro - 7 Steps to Becoming a Network Marketing Professional. Network Marketing Pro Inc.. Kindle Edition.](#) Thank you Eric Worre!

[Get the Go Pro Book HERE...](#)