



# BUSINESS TOOLS AND DOCUMENTS TO PRESENT AT BUSINESS APPOINTMENTS AND MIXERS

| Business Tool / Document         | Access or Purchase   | Strength It Gives You   | Tips for Use  |
|----------------------------------|--|---|---|
| <b>Impact Magazine</b>           | From Advocare<br>10 Pack for \$15                                      | <ul style="list-style-type: none"> <li>- Income Stories</li> <li>- Product Stories</li> <li>- Company History and Vision</li> <li>- Charlie's 10 Guiding Principles</li> <li>- Sci/Med Board Credentials</li> <li>- Unpaid Endorsers and Sports Advisory Council</li> </ul>   | <ul style="list-style-type: none"> <li>- Know this magazine inside and out</li> <li>- Listen to your prospects interests, goals, and fears; show the Impact magazine stories that address their interests, goals, and fears</li> <li>- When you give an Impact magazine, schedule a specific follow up time to get their feedback, ideally within 24 hours</li> </ul>   |
| <b>Solutions for Success DVD</b> | From Advocare<br>5 Pack for \$5  | <ul style="list-style-type: none"> <li>- A variety of heartfelt stories that will relate to a multitude of lifestyles</li> <li>- A clear picture of the Advocare culture; the right people will connect!</li> <li>- Drew Brees, our Dr's, Charlie Ragus, our President, and our Distributors are all brought to life</li> </ul> | <ul style="list-style-type: none"> <li>- Seeing is believing... show clips of the DVD as early as possible in meetings whenever possible by showing stories that unlock dreams and show a different life... this sets the tone and makes your job easy!</li> <li>- Same tips apply to DVD as Impact magazine above – know the DVD stories!</li> <li>- When you give a DVD, ask them to “Make it a Blockbuster night” and watch it, get their commitment, schedule feedback</li> </ul> |
| <b>Rookie Bonus Doc.</b>         | <a href="http://www.buildthechampion.com">www.buildthechampion.com</a> | <ul style="list-style-type: none"> <li>- Visual proof of what is paid to rookies each pay period</li> <li>- A reason for people to get to Advisor ASAP, as only qualified Advisors are eligible for Rookie Bonuses</li> </ul>   | <ul style="list-style-type: none"> <li>- Give/cover this document during the Advisor discussion</li> <li>- Ideally cover this document BEFORE covering the investment / discount levels</li> <li>- Tell stories of people who've earned Bonuses</li> <li>- Paint the vision of you helping them earn Bonuses</li> <li>- 90% of Rookie Bonus earners come in at the \$2100 level</li> </ul>  |
| <b>Income Disclosure Doc.</b>    | <a href="http://www.buildthechampion.com">www.buildthechampion.com</a> | <ul style="list-style-type: none"> <li>- Proof of actual incomes earned by pin level</li> <li>- Shows all ranges of income</li> </ul>   | <ul style="list-style-type: none"> <li>- Describe to them where you are on this chart</li> <li>- Share which pin level / income you'll attain ultimately and by the end of this year</li> <li>- Share which pin level your upline support is earning</li> <li>- Paint vision of being pioneers who plant flag and take over the region with speed</li> </ul>  |
| <b>Franchise Comparison Doc.</b> | <a href="http://www.buildthechampion.com">www.buildthechampion.com</a> | <ul style="list-style-type: none"> <li>- Shows the relatively low cost of starting an Advocare business</li> <li>- Makes Advocare the obvious business choice</li> </ul>  | <ul style="list-style-type: none"> <li>- Use this document to make Advisor a “no-brainer”</li> <li>- 400K is the average cost for a new franchise</li> <li>- Advocare is around 2K to be ALL IN</li> <li>- Advocare is the average person's best chance to start a business in this economy</li> </ul>  |
| <b>Business Entry Levels</b>     | <a href="http://www.buildthechampion.com">www.buildthechampion.com</a> | <ul style="list-style-type: none"> <li>- Gives options for starting an Advocare business</li> <li>- Provides visual breakdown of discount levels</li> </ul>   | <ul style="list-style-type: none"> <li>- 90% of Rookie Bonus earners come in at the \$2100 level</li> <li>- You've got 1 chance to “write your Advocare story”</li> <li>- “Either 1 of 2 things will happen; it goes well and you'll get paid, or it doesn't go well and you get your investment back – either way you gonna get your investment back! You can't lose.”</li> </ul>  |