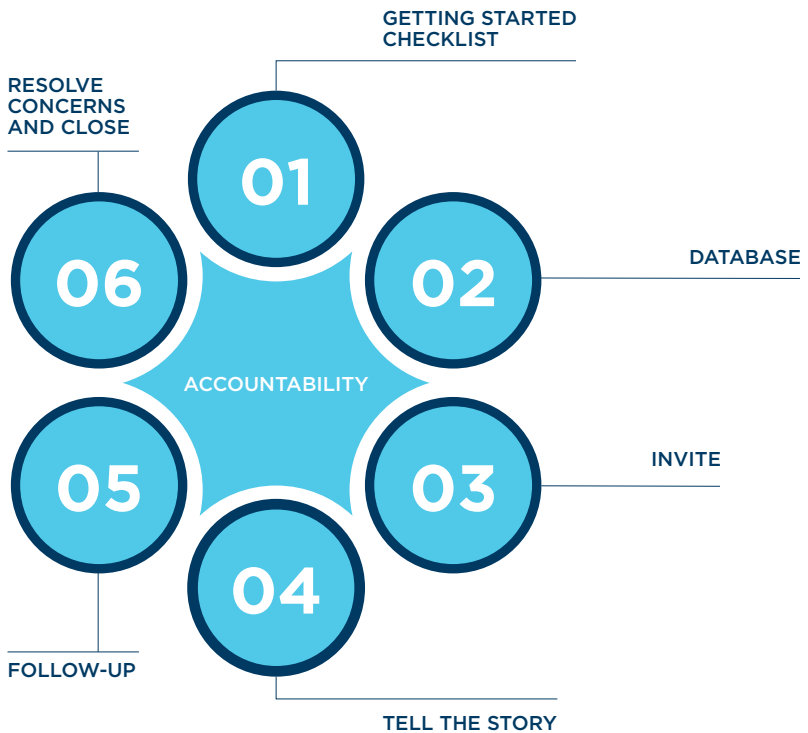


# BLUEPRINT FOR PROSPERITY

The Blueprint is the proven, step-by-step process by which you can successfully attain prosperity and help others to do the same. With your enroller, or somebody who has experience, study, understand and practice the steps of the Blueprint. As you come to understand it, begin to train others. Your success will correspond not only to your understanding of the Blueprint, but to your ability to train others to follow these very simple, proven steps to prosperity.

## The Proven Plan



Remember, you not only need to learn the Blueprint yourself, but you must learn how to effectively train others. See the On the Job Training section in the next two pages for more information and helpful tips.

# ON THE JOB TRAINING

On the Job Training (OJT) is key to the success of your business. Experienced network marketers spend their time doing OJT, because they know that investing time in others' success is the sure path to prosperity. For OJT to work you must be willing to spend a significant amount of time learning and putting in to action the steps that follow.

## 1. Receive and Practice On the Job Training

Don't try to follow the Blueprint alone. As a new distributor, your role is to be an "apprentice." Work closely with your enroller and upline support team to master the Blueprint for Prosperity. If your enroller is new to the LifeVantage business, find a mentor in your upline support team. Your enroller and upline partners' job is to help you make money—ideally in the first week. They will do this by not only showing you the Blueprint but by performing each step of the Blueprint with you. The OJT process outlines how knowledge and skills will be transferred from your enroller to you and to your distributors. Think of the process like an apprenticeship or on the job training. OJT should be utilized throughout the Blueprint for Prosperity process: Getting Started Checklist, Database, Invite, Tell the Story, Follow-up, Resolve Concerns and Close.

## 2. Identify Business Builders

As an enroller, your role is to become a mentor to the business builders in your downline. As you enroll and place your distributors, sift and identify business builders. Business builders are distributors that take action by attending meetings, trainings, and inviting prospects. Identifying business builders isn't about listening to what a person says, it's about watching what they *do*.

## 3. Mentor Business Builders with On the Job Training

You will spend the majority of your time doing On The Job Training so understanding and becoming proficient at it is essential. The OJT process is simple: don't just tell your enrollees about the Blueprint, perform each step with them. For example, help your enrollee create his/her database, then take a copy of their database with you and join them in their invitations for several prospects. The OJT process on the next page describes the best way to do OJT.

## The On the Job Training (OJT) Process



You will bring several people to the presentation. Your upline partner will do 100% of the first presentation while you simply listen and see how the presentation flows. At the second presentation, your personally enrolled distributors will invite their own personal prospective partners; you and your enroller/advisor will each do part of the presentation. By the third presentation, you will be familiar with the presentation flow enough to do the entire presentation - however your advisor will still be there for support, and to help you as needed.

In some cases, more than three presentations are needed before you or the person you are training become effective at each of the steps of the Blueprint process. Remember the big picture, be diligent and you will find yourself reaching your goals very soon.



# ENROLLMENT PROCESS

## Enroll online

To enroll online, you will need to log on to [lifevantage.com](http://lifevantage.com) and select "Join the LifeVantage family".

or

## Enroll by fax

Fill out the distributor application and fax to LifeVantage Corporate at (801) 206-3811.

## Three things to know when you enroll

- 1. Your enroller's ID number** (Your enroller is the person that introduced you to the business)
- 2. Your activating order**  
Suggested order for business builders is the Vantage Pack. Packs contains everything you need to successfully build your business and to qualify for the Infinite Fast Start Bonus. Cost is \$600 (400 PV).  
An Alternative to the Vantage Pack is the Starter Kit (\$50).
- 3. Your AutoShip**  
Minimum monthly AutoShip levels to be eligible to earn commissions are \$100 and \$200, with more commissions available at the \$200 level. Several autoship configurations are available. Suggested AutoShip for business builders is \$200 (includes the most samples).

# GOALS AND OBJECTIVES

**"Whatever the mind of man can conceive and believe, it can achieve."**

- Napoleon Hill

I am starting my LifeVantage business for the following reasons (why and what). These goals should be specific and measurable to be accomplished within a specified amount of time (e.g., Pay off my credit card debt within a year, take the family on a European vacation within 18 months, quit my job within 2 years, pay off my home mortgage within 5 years, etc.).

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To assist you in obtaining your goals, you are surrounded by a team of "Business Partners" who are there to answer your questions, talk to your prospects with you and help you build your business.

## Call right now and introduce yourself

**(if they don't answer the phone, they very well may be in a LifeVantage meeting, so make sure you leave a message).**

NAME	TELEPHONE #	EMAIL
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Personal enroller: \_\_\_\_\_

Support Team: \_\_\_\_\_

Support Team: \_\_\_\_\_

Support Team: \_\_\_\_\_







DATABASE CONT.

NAME	TELEPHONE #	EMAIL
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21: \_\_\_\_\_

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# MEMORY JOGGER

## Business

Succeeded in Network Marketing  
 Entrepreneurial minded  
 Didn't get what they wanted in Network Marketing  
 Ex bosses  
 Insurance Sales people  
 Local business owners  
 Business/Money motivated  
 Saved Business Cards  
 Sell Avon or Mary Kay  
 Who wants more money?  
 Owns their own business  
 Belongs to Chamber of Commerce

## Community

Bank tellers  
 Car sales people  
 Chamber of Commerce members  
 Dentists you know  
 Do fund raisers  
 Do volunteer work  
 Doctors you know  
 Grocery checkers  
 In the military  
 Members of Church  
 Mortgage people  
 People at the fitness club  
 Pizza delivery drivers  
 Real Estate agents  
 Restaurant servers  
 The mail person(s)  
 Travel agents  
 Wealthy people you know  
 Work on cars  
 Your accountant  
 Your barber / hairstylist  
 Your children's teachers  
 Your electrician  
 Your neighbors  
 Lives near you

## Friends

Friends from a vacation  
 Friends from college  
 Friends of parents or in-laws  
 From your high school  
 Old friends you've lost touch with  
 Old roommates  
 Parents of your children's friends  
 People your friends know  
 Watch TV often  
 Your personal mentor

## Family

Extended Family  
 Married children's spouse's family  
 Mother & Father  
 Your family members  
 Your spouse's relatives

## General

Baby Boomers  
 Buy bottled water  
 Buy supplements  
 Concerned aging  
 Ex girlfriends or boyfriends  
 Fast food workers  
 Has a lot of friends  
 Health conscious people  
 Help and support you  
 Into politics  
 Into sports  
 Into Technology  
 Into wellness  
 Needs an extra \$500/month  
 On your holiday card list  
 Over weight people  
 People who call your home  
 People you enjoy being around  
 People you met at a party  
 Reads self-help books  
 Retired people you know  
 The life of the party  
 The person who does your nails  
 Unhappy at their job  
 Want to go on a vacation  
 Enjoys helping people  
 Someone you respect  
 Likes to buy things  
 Social networkers  
 Has children in college  
 Has health issues  
 Needs/wants a new car  
 Has been successful in life  
 Health conscious  
 Wants a promotion  
 Works multiple jobs  
 Exercises regularly  
 Lost their job  
 Who do you turn to for help  
 Likes team sports  
 At risk of losing their home

## School

College Friends  
 Former Teachers  
 People in the PTO  
 People with children in college

## Work

Co-workers you associate with  
 Co-workers you don't know  
 Out of work  
 People who are retired  
 Works part-time jobs  
 Will retire soon  
 Work for the government  
 Work long hours  
 Work night shift







**INVITE CONT.****Invite to a three-way call:**

"I've made a major change in my career (work, life, etc.). I'm working with a publicly traded company. It's a big deal and I've got a chance to invite several of my closest associates to be involved. I'm getting on the phone with one of my business partners in about 10 minutes. Are you free for a few minutes?"

"I am involved in something very special and I would love to get together to show you... I'm getting on the phone with a member of my \_\_\_\_\_ (e.g., business, leadership, women's) mentoring group in about 10 minutes (or 'right now', etc). Are you free for a few minutes?"

"I have a business that I want to share with you and I'd like to introduce you to one of my business partners. It may or may not be for you, but I want to get some information into your hands. If it sounds interesting, let's work together, if not we can choose to be friends and not business partners on this project. No pressure. I'm getting on the phone with one of my business partners in about 10 minutes. Are you free for a few minutes?"

"I want to share something with you that I am passionate about. We have to talk... I'm getting on the phone with one of my friends who I'm working with in about 10 minutes (or 'right now', etc). Are you free for a few minutes?"

**Invite to a pre-recorded presentation:**

"I've made a major change in my career (work, life, etc.). I'm working with a publicly-traded company company. It's a big deal and I've to a chance to invite several of my closest associates to be involved. Are you in front of you computer right now? Great, go to \_\_\_\_\_. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

"I am involved in something very special and I would love to show you what I'm doing. Do you have something to write with? Great, go to \_\_\_\_\_. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

"I have a business plan that I want to share with you. It may or may not be for you, but I want to get some information into your hands. If it sounds interesting, let's work together; if not we can choose to be friends and not business partners on this project. No pressure. Do you have something to write with? Great, go to \_\_\_\_\_. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

"I want to share something with you that I am passionate about. Are you in front of you computer right now? Great, go to \_\_\_\_\_. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

# EVENTS

**Event Reference information**

**LifeVantage website**  
[lifevantage.com](http://lifevantage.com)

**Corporate meetings**  
[lifevantage.com/meetings](http://lifevantage.com/meetings)

**Distributor run meeting site**  
[www.bigbluecalendar.com](http://www.bigbluecalendar.com) (you can list your meetings on this site)

**Request a meeting**  
[meetings@lifevantage.com](mailto:meetings@lifevantage.com)

**Meeting Types**

There are several meeting types. Examples include: ABC meetings, in-home meetings, city meetings, monthly training meetings, quarterly training meetings and the Annual Convention. These meetings build on each other, from the smallest to the largest.

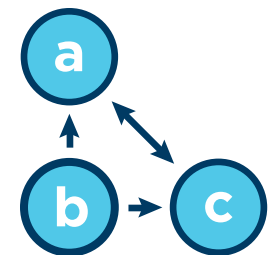
**Here are some brief definitions of meeting types****ABC Meeting**

This is a meeting between you, a prospect, and an upline business partner. It can be done in person or on the phone (3-way call). Top leaders often conduct several of these daily.

**Advisor:** This is usually your upline business partner - takes the lead and gives the presentation.

**Bridge:** This is the Team Member who invited the guest - edifies 'A' and listens attentively during the presentation.

**Client:** This is the guest who was invited by 'B'.



**In-home meeting.** This is a meeting held in the home of a LifeVantage distributor, where there is a small group of guests. The hosting distributor sets up the meeting and invites the guests. A visiting upline business partner gives the presentation, which consists of telling their story, the company story (using a DVD works best) and explanation of the compensation plan, and an opportunity for guests to enroll.

























# RESOURCES

## Websites

### Your Virtual Office (VO)

This is your virtual office space from which you can run your new LifeVantage business. Instantly accessible from anywhere in the world. Access promotional and educational materials as well as business metrics like volumes and genealogies.  
[info.lifevantage.com/index.cfm](http://info.lifevantage.com/index.cfm)

### TrueTV

Video environment with downloadable and shareable content.  
[lifevantage.com/truetv.aspx](http://lifevantage.com/truetv.aspx)

### LifeVantageTools

Need more brochures, DVD's or apparel? LifeVantage tools has a wide array of offerings. [LifeVantageTools.com](http://LifeVantageTools.com)  
**ShopLVN**

Branded items to include: sweatshirts, hats, US postage, mugs, key chains, etc.  
[ShopLVN.com](http://ShopLVN.com)

### Protandim.com

All things Protandim  
[protandim.com](http://protandim.com)

### Your Replicated Site

Your replicated site allows you to direct people to online content and enrollment portals. Gives you a professional online presence and gives you instant online credibility.  
[mylifevantage.com/\(Username\)](http://mylifevantage.com/(Username))

### LVNMedia

A dynamic site that functions as a one-stop-shop for all things distributor. Home to recognition, events, the corporate blog and portals to TrueTV, TrueMoments. Look for new news and update constantly. [LVNMedia.com](http://LVNMedia.com)

### LifeVantage.com

Our corporate site. Great overview information about our company and our products. [www.LifeVantage.com](http://www.LifeVantage.com)

### Big Blue Calendar

Distributor operated meetings calendar.  
[BigBlueCalendar.com](http://BigBlueCalendar.com)

## Social networks

**Facebook** [facebook.com/lifevantage](http://facebook.com/lifevantage)

**Twitter** [twitter.com/lifevantage](http://twitter.com/lifevantage)

**YouTube** [youtube.com/lvnmedia](http://youtube.com/lvnmedia)

**Blog** [lvnmedia.com/blog](http://lvnmedia.com/blog)

## Phone numbers

**Compliance** 801-206-3811

**Customer Service US ENGLISH**  
866-460-7241 or 801-432-9300

**Customer Service US SPANISH**  
877-398-9333

**Customer Service MEXICO**  
001-877-398-9333

**Corporate Offices US Front Desk**  
801-432-9000

**Corporate Offices MX Front Desk**  
52-55-9171-2029

## Faxes

**Compliance** 801-206-3811

**Customer Service US**  
English and Spanish  
800-466-6289 or 801-206-3800

**Customer Service MEXICO**  
52-55-27895768

## Emails

**Compliance**  
[compliance@lifevantage.com](mailto:compliance@lifevantage.com)

**Customer Service US**  
[customerservice@lifevantage.com](mailto:customerservice@lifevantage.com)

**Customer Service MEXICO**  
[servicios@lifevantage.com](mailto:servicios@lifevantage.com)

**Request a Meeting**  
Have a corporate presenter at your meeting. [meetings@lifevantage.com](mailto:meetings@lifevantage.com)

**Recognition inquires**  
[recognition@lifevantage.com](mailto:recognition@lifevantage.com)

**Product questions**  
[askthedoctor@lifevantage.com](mailto:askthedoctor@lifevantage.com)

## Addresses

**Utah. Corporate Offices**  
10813 S. River Front Parkway, Suite 500,  
South Jordan, UT 84095

**California. Corporate Offices**  
11545 W. Bernardo Court, Suite 301,  
San Diego, CA 92127

**Mexico. Corporate Offices**  
Avenida Paseo de la Reforma # 350,  
piso 11 edificio torre del angel, codigo  
postal 06600. Mexico D.F