

ABO Owner's Manual

Your Blueprint for Success



Network TwentyOne ABO Owner's Manual

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PART 1: GETTING STARTED RIGHT

Welcome!

We believe that you have made a wise decision to pursue your dreams and goals through the proven vehicle of the Amway Sales and Marketing plan, and an excellent decision to take advantage of the Network TwentyOne support and training system. The purpose of this manual is to transfer to you the concepts, attitudes and techniques developed by some of the highest achieving Amway Business Owners world wide.

Jim and Nancy Dornan originally developed this system of business support through their own personal experiences as they built their business. As their team got larger, they combined the experience and wisdom of hundreds of the most distinguished Amway/Network TwentyOne leaders to bring you the most up-to-date and proven concepts to be used as you grow your new business with Amway.

Your decision to take your new business seriously, speaks well of your possibilities. If you know what you want, and you are willing to work for it, and if you will learn and apply our simple teaching, you are well on your way. Believe in yourself, acquire the education and skills, and do the work.

Amway will provide the very best products you can be proud of and sell and use with confidence. Also, Amway will provide its unique Sales and Marketing Plan and compensation programs to reward your efforts financially. Amway has developed certain training programs that focus on helping you learn more about the product line, etc. and will provide general business information regarding your new business.

Additionally, Network TwentyOne offers a valuable, optional training system. These additional professional resources provide proven techniques and strategies designed by other successful ABOs which you can leverage to your maximum advantage.

Whether you have decided to start small and slowly, or whether you want it all as fast and big as possible remember that setting your goals costs nothing. What do you really want? When do you want it? Let us help you make a plan that is right for you. Review and study the manual and get familiar with your new business and the products that are available to you. Remember that the Opportunity itself is a "product" too. People, just like you, want more out of life, and appreciate the unique chance to own something of their own. You have an answer, probably the best answer. Let's not keep it a secret.

PART 1: GETTING STARTED RIGHT

As you begin your new business, we will do this one step at a time. You can go as fast or slow as you decide. As you learn more about the products and the business, and as you gain confidence and belief, you can adjust your goals and activity levels accordingly.

A few important things to remember:

1. Be a Student The principles and tips outlined in this manual as well as in the Amway manuals are designed to help you avoid some of the most common “mistakes” in this business and get off to the best start possible. We advise you to check with your upline sponsor and your business relations team at Amway as you read, listen and begin, to insure that you are getting the best results from whatever time you invest.
2. Learn your Product You will want to familiarize yourself with all of the products that you will be using and marketing in your new business. Since Health and Beauty is a substantial part of your product range and an important profit center, we encourage you to obtain as much information as possible on Health and Beauty, and become a user yourself. Attending the special product training programs that are offered by Amway and your LOS can dramatically enhance your product knowledge.
3. Get Involved Network TwentyOne or your upline sponsor offer a variety of team meetings, Business Building Seminars and Conventions to add to your knowledge and belief.
4. Build a Good Reputation Be sure to review the Amway Code of Ethics and Rules of Conduct to ensure you are assisting all Amway Business Owner’s to present the right image and reputation in your local market. *Your reputation and Amway’s reputation are one and the same.*
5. Keep it Simple This is a simple business, but it is not as “obvious” as it may appear. Take it one step at a time, but trust the advice and guidance of those who have travelled the path before you.
6. Develop a Strategy From the beginning, we will help you devise a strategy and “game plan” that supports your connection to Amway and the products. We will also help you establish a list of “prospects” for the products and/or business opportunity, and teach you how to most effectively share the potential of each with them.
7. Set Goals We will encourage you to do some dreaming and some goal setting. “Where are we going?” “When do we want to get there?” “What is the best strategy for success?”
8. Think Duplication Remember, it is not just what will “work” that matters most, but what will “duplicate” best. The Network TwentyOne system of teaching and support is designed to be simple and duplicable. ***You can do this. Just believe in yourself.***



PART 1: GETTING STARTED RIGHT

Your Support Team

Have you ever tried to place all of your weight on a one-legged stool? How about a two-legged stool? Most of us know that three legs or more are the best, and same principle applies in this business.

1. Amway Corporation

Amway is your source for one of the best business opportunities in the world. Through the product range and the Amway Sales and Marketing Plan, we can all become owners and participate in the rewards of this business. Study the literature and history of Amway provided in your Amway Business Opportunity Kit. Attend the orientations and become familiar with the Amway Code of Ethics and Rules of Conduct. There are three primary activities that lead to savings and profit; being a 100% consumer of the products yourself, selling the products, and helping others who do the same. As you build teams of educated and confident people who market products, and you market products to your retail clients as well, your rewards will grow. Amway handles the product distribution and administration so that you are free to focus on development and training of your team. A company with more than fifty five years of experience, the industry leader, world-class products, a proven compensation plan, an honored reputation, global research, value-based, and financially strong, this is the company who will support you.

2. Network TwentyOne

Designed specifically to assist business owners like you, Network TwentyOne is an educational and business development system. Independent from the Amway Corporation, Network TwentyOne combines the experience and wisdom of hundreds of successful Amway Business Owners into a comprehensive and duplicable method for developing your business, and allows you to access hundreds of training resources, in addition to the many resources available from Amway. Network TwentyOne has established offices in more than 30 countries throughout Asia, Europe, Africa and the Americas where training materials, seminars, and techniques for team building, communication, leadership skills and other important subjects are provided by Network TwentyOne.

3. Your Line of Sponsorship (Upline Team)

This is the third, and highly important, element of your support. Your Amway sponsor is connected to an entire line of people, just like you, who are building their businesses. Sometimes they are nearby and sometimes they are at a distance, possibly in another country. These are the people who have the greatest interest in your success. They will offer personal coaching, personal example and encouragement, as well as product training and on-going help, teaching you skills that will lead to the best success. They are your "partner" in success. How wonderful to know you are in business FOR yourself, by not BY yourself.

Remember, you are now a business owner and you are part of a successful team and company. The support is there for you, but you must provide the critical energy and persistence for success. Believe in yourself, and never let other steal your dream.



PART 1: GETTING STARTED RIGHT

Network TwentyOne Guiding Principles

1. Responsibility

As owners of a business, and members of a team, we must protect the reputation of the business we are building. It is important to have integrity in all we do. Following the Amway Code of Ethics and Rules of Conduct, respecting others' rights, handling money with responsibility and telling a true and balanced story about the potential of the Amway Business Opportunity and the products is very important to our future success.

It is a business, not a game. We must never suggest or say that "no selling" is required to be successful. If no products are moved, there is no profit.

Education is separate. We must remember that Network TwentyOne is not a business opportunity, but a *support and educational company* that provides additional resources, training and strategies that can help you, as it has helped thousands of others, build better Amway businesses.

This support is optional. All educational resources from Network TwentyOne are offered as optional tools and are not required to be an Amway Business Owner. No deceptive sponsoring techniques should ever be used when discussing the potential of the business with prospects.

Income claims. Never make exaggerated income claims or suggest that money can be made without effort. Follow the guidelines offered by Amway Corporation and Network TwentyOne.

No Guarantees. Neither Network TwentyOne nor Amway can guarantee success. You are in business for yourself and your level of success depends on your effort and your results.

Religion and politics. Amway and Network TwentyOne are not affiliated with any specific religion or political organization. This is a business, and each individual's rights and beliefs must be respected. Never use your position as an upline or as a speaker to promote your particular beliefs. All are welcome in this business.

2. Profitability

As a new business owner, you will be making decisions about expenses as your profit goals are set and your network grows. Certain expenses and investments are common in most traditional businesses and professions; educational expense, rent, inventory, advertising, fuel and employees, to name a few. In this business model you will find that some of the traditional expenditures are unnecessary. Essentially, the costs involved are investments in yourself. The seminars and other tools available through Amway and Network TwentyOne have great value when used responsibly and can provide leverage which allows you to be more effective and build your belief and skills faster.

PART 1: GETTING STARTED RIGHT

Guiding Principles

We believe you should carefully monitor your expenses, especially in the beginning. Be sure to take advantage of the Amway Corporate training. It is often free and is a valuable resource to you, as a new business owner. Check first with your upline leadership for recommendations on when and where to attend.

Profitability comes from marketing and selling Amway products to your customers, along with building a network of ABOs who do the same. Having more than one team with PV is one of the keys. Climbing to higher PV Award Levels is another. Helping others to be properly equipped and trained and profitable themselves is a key to long-term stability.

A good and proper balance between the sponsoring/networking side of the business and the product sales/use side is important. Teach your retail clients and downline about the features and benefits of the products. Remember, the more duplicable you are and the bigger your network, the more profit potential you can have.

3. Teamwork

This is one of the great strengths of this business opportunity; you are in business *for* yourself, but not *by* yourself. Sharing the same attitudes and conduct helps maximize the results of every ABO's efforts, for instance:

Edification: This unusual word refers to the building up of other people, a powerful concept in a business network. When you speak positively about your upline (although, of course, they're not perfect), you give them credibility in your group, and thus increase their ability to help you. The reverse is also true. Teammates who are achievers build each other up, and never tear each other down. No one can effectively "promote" themselves. We need the help of others.

Loyalty: As you demonstrate loyalty to your business and upline, you'll find it returned. Your group will observe it, duplicate it, and increase their loyalty to you. Loyalty speaks volumes; if you keep looking for a "better deal" your people will notice, and may eventually leave you for a "better deal" of their own.

Respect: Just as we honor Amway's Code of Ethics and Rules of Conduct, we honor each individual's personal and religious beliefs, as this is an opportunity open to all. We seek to be an organization that welcomes everyone who has a dream, and we respect the employees of Amway and Network TwentyOne, without whom it would be difficult to build our businesses.

No Crosslining: Business affairs and concerns of ABOs who are not in your downline are best referred to their own upline leader for resolution and counsel. We have learned as an organization and as individuals not to intrude, and to team strictly with our own lines of sponsorship. Sharing negatives or giving advice crossline could damage or even destroy the business future of someone else.

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Guiding Principles

Counselling: Personal coaching is one of the most powerful resources offered in this system. We encourage you to review your business on a regular basis with an active upline. You can discuss strategies and goals, diagram your group, review failure and successes, and develop a game plan. This kind of coaching costs a great deal in other businesses, here it's free. We also encourage you to work with the Amway staff as they too have resources to help you with the details behind your success.

Team approach to Depth: You may choose to take advantage of a team approach to building your networks. This involves focusing on just one team as you learn the basics and set a pattern for others to follow. You will be aided by others upline who are also building depth and you can see by personal observation and participation how to get a fast start and have a duplicable system for your other teams to follow. This approach is like a comparison between one person who chooses to go to work at a job immediately, and another who first begins with a significant education. The time of education may delay the profit, but it is believed that the long term rewards are greater if we invest the time to really learn and get off to a fast start as a network builder.

4. Duplication

Experience has shown that any idea, even if it creates business or attracts people, should only be recommended if it can be repeated. The question is not, "Will it work?" but "Will it work and duplicate?" Can the majority of people do what you are doing? Duplication is a vital principle of the Network TwentyOne system. As groups expand to include owners who live at a distance from upline leaders, you can rely on the CDs and other Network TwentyOne program components to help you provide consistency. Thanks to the availability of these programs, your new ABOs will know what to do even when you are not close by. Learn the system and participate whenever possible in the "Continuing Education Programs" offered. This is designed to multiply knowledge and duplicate within your group.

5. Recognition

It has been observed, as a reality of human nature, "What gets recognized gets done." For ABOs, achievement is marked at specific milestones along the development path. As the milestones are reached, recognition is given. For some ABOs, it is the first public recognition they have ever received. People are thought to respond more strongly to recognition and a sense of significance than even money. We can't "print" money, but we can offer unlimited recognition to those who are performing. Be one of the performers, and find others you can honor as well.

6. Education

Every profession requires the learning of a skill. It can take years of effort and a great deal of money to get the degree required to become a teacher, engineer, accountant, etc. This business, as any other, requires the attitude of a professional.

PART 1: GETTING STARTED RIGHT

Guiding Principles

Through Network TwentyOne's Continuing Education Program (CEP), ABOs learn how to lead and communicate, apply effective strategies, and select and develop associates. Many have discovered that the leadership skills they learn through this business give them a competitive edge in other areas of their lives.

7. Balance

The Network TwentyOne team believes in doing everything with balance and within the boundaries of our integrity and our mutual priorities.

- a. There should be balance between important short-term profits and equally important preparation and education for long-term success. There should be balance between retail client/product side of the business, and the networking/people building side. There should be a proper balance between starting new legs of your business or introducing new people into your teams as an example to others ... and in the time being spent helping and equipping existing people for their own success. There is no point in adding new ones if the existing ones are not succeeding or moving product or being connected to the team.
- b. There should be a balance between the business/financial side of your life and the important personal priorities of you and your family.

Our goal and purpose is to help people to grow their businesses and achieve their dreams and goals while maintaining strong values and keeping all of their priorities in order. We desire for you a balanced and long-lasting success, not simply more money.

Important Reminder

The CEP program is an optional program that does require a financial investment to participate and cannot guarantee success with your business. Certain awards and recognition levels inside Network TwentyOne may require you to register with the CEP Program. The Network TwentyOne CEP program is not required by Amway.

Registering for CEP is not required to receive support from your upline sponsor or Platinum. It is also not required to receive any of the Amway Sales and Marketing Plan awards, rewards, bonuses or incentives.

We suggest you carefully review the features and potential benefits of this program and keep your investment in perspective to your profits and your goals.

PART 1: GETTING STARTED RIGHT

Network TwentyOne Building Blocks

Building your business will involve some very basic activities that can be repeated and duplicated by you and your downline, such as creating PV through serving clients and through personal use, and sponsoring others. There are materials available from several resources which can help you with sponsoring and product knowledge. Both Amway and your upline conduct training sessions, and Network TwentyOne offers regular seminars and other support materials to assist you.

The following are recommended “Network TwentyOne building blocks” for developing a solid, profitable business.

Core—Become a Network TwentyOne Core person

- Be a 100% user of the Amway products
- Develop and service or more retail clients regularly (PV)
- Show the Marketing Plan at least times per month
- Listen regularly to the CEP CDs from Network TwentyOne
- Read each day from the list of recommended books
- Attend and promote all scheduled Network TwentyOne meetings
- Be a team player through regular counseling and accountability to others

These seven habits can help you develop a solid example for duplication. Core People can be the glue that helps you hold your team in place. Establish and duplicate “circles” that are “Core.”

Network TwentyOne Pacesetter

- Register 2 new personal ABOs in a calendar month
- Achieve a minimum of 100PV/BV (Personal Use) in that month
- Register for and listen to CEP

We recommend this as a monthly pace of activity and achievement for consistent, duplicable results and example. As a Core Person, you would want to qualify as a *Pacesetter every month*, as you build your network of ABOs to the Leaders Club level and beyond.

15 Planner

This is a measure of consistency and effort. Experience has taught us that if someone is “serious” about reaching 21% they would want to form the habit of sharing the business opportunity at least 15 times each month (about 3—4 times each week). This can include presentations done for downline members of your business but if consistent effort is below this plateau, results may be far less likely. Become one of these important people.

PART 1: GETTING STARTED RIGHT

Network TwentyOne Building Blocks

As you begin to build your business you will want to set goals around the various recognition levels available.

It is important to remember that within the first 300 days of beginning your business, you will be focusing on getting started right; *making your list of names, getting familiar with the products and the ordering process, and how to properly invite.* You will be gaining confidence through exposure to other people in the business, who like you, have started to build one step at a time.

As you get established, other programs such as the CEP (Continuing Education Program), and major Network TwentyOne conventions will be made available to help you improve on your success. Having access to the knowledge and experience of others who have succeeded before you is a huge benefit.

In most other professions, such information can be very costly. With Network TwentyOne and Amway Corporation you will have tremendous support and many optional tools and resources for you to use.

These additional programs are (as stated in the beginning of this section), of course, optional and should be used as you see fit. You are in business for yourself and our mutual goal is for you to be profitable, well equipped and prepared.



PART 1: GETTING STARTED RIGHT

Network TwentyOne Focal Points

Through years of experience we found that there are many indicators, in addition to PV, that can help you build a properly structured business, which can lead to long term success and profitability.

The Network TwentyOne System has implemented 2 key levels of achievement that ABOs can strive for on their way to the top of the Performance Bonus Schedule (21%) with Amway.

Network TwentyOne Leaders Club

This level of achievement demonstrates to your team that you have the ability to personally register new ABOs, create PV and introduce others to the Network TwentyOne Educational System.

Qualifications:

- Generate 9% group PV in a month
- Register at least 5 personal ABOs onto the team
- Have at least 5 CEP subscribers in your network
- Core
- 15 across a minimum of 2 teams



Network TwentyOne Executive Leaders Club

This impressive achievement level in the Educational System is a real achievement. It represents a good foundation of width, strong product flow, and a significant number of ABOs in your group connected to the Network TwentyOne Educational System.

Qualifications:

- Generate 15% group PV in a month
- Register at least 15 personal ABOs onto the team
- Have at least 20 CEP subscribers in your network
- 2 teams developed with minimum of a Leaders Club in each team
- Core
- 50+ in group

All of these awards are in addition to the Amway recognitions for reaching each new PV bracket on the way to 21%.

Our desire is to guide you to the development of a stable and profitable network of ABOs who are properly equipped and educated on the skills and the attitudes of the business from the experience of many achievers who have gone before you.

PART 1: GETTING STARTED RIGHT

What Network TwentyOne Provides

Network TwentyOne was begun in 1989 by Jim and Nancy Dornan to bring a professional level of education and support to their growing international Amway business. Already having reached the Crown level and having developed many downline Emeralds and Diamonds, they and their leaders realized the need to bring their many years of experience and success into a teachable and duplicable package.

Over the past decades, the Network TwentyOne System has been established in diverse markets around the world. In over 25 languages, many cultures, and many differing economies, the principles have worked to improve the training and profitability of thousands of people like you. Every year hundreds of new Platinums, Emeralds and Diamonds use this system to enhance their success.

In addition to hundreds of Open Meetings and Business Previews throughout the Network TwentyOne world, the following are provided:

Business Building Seminars (BBS)

These are typically 2 hour events held between 6 and 9 times per year. Regular, recognition of all Amway and Network TwentyOne awards are highlighted. Business basics are taught by local achievers and product training/sales tips are shared by successful ABOs or Amway experts. This is a great place to meet the people who are growing, affirm and learn the System and improve your profits.

Major Conventions

These are the "showcase" events in the Network TwentyOne System. Every three to four months Network TwentyOne will organize major events where international achievers can share the secrets of their success and offer vision and inspiration. Here is your opportunity to be recognized in front of the biggest audience, and show your upline and your group that you are growing in the business. They are filled with excitement, the best teaching, and bring the latest new information from Amway, and the hottest business building tips from around the world. Set your goals around these major points of focus.

Business Support Materials

As a member or participant in the Network TwentyOne global family, you have access to an amazing variety of professional material from the most successful people in your industry. Intellectual property that has been developed over decades is very valuable and typically not available to "outsiders." As part of the Network TwentyOne family, you benefit from the team's willingness to share their combined wisdom with those who are part of the team.

PART 1: GETTING STARTED RIGHT

What Network TwentyOne Provides

Doubt and confusion is our biggest enemy in building a large stable network of ABOs. By combining, in a uniform and predictable way, and by conforming to a set of principles and practices, we can offer a safe and consistent environment in which to build belief and momentum. By placing these principles and techniques into a format like audio recordings, books and other resource materials, we can provide an educational, professional and predictable environment that is duplicable, helping you to leverage your time as your business grows.

Someone 6 levels in depth (or 60), or in another region of the country can listen to the same recordings and learn from the same people. Instead of training being diluted as it transfers from person to person, we can keep it simple and consistent. We can have some of the best teachers in the world (even those not in our own upline) working with our new people to help them grow, even when we are not there.

Inspiration, teaching, attitude lessons, communication skills, goal setting, sales techniques, confidence building and principles are all available and extremely important as we work together to build out own team and our PV.

Training and tools are used by carpenters, craftsmen, dentists, surgeons, farmers and athletes. Business people are professionals too and tools can help multiply our performance, reach our prospects and train our team members in the most effective way.

A Proven and Systematic Approach and Strategy

Much like in the case of successful “franchise” business. Or with a championship sports team, there are methods and training that have proven to be effective in sustaining results and reaching goals. Over the years, we have refined and tested a variety of strategies, leading to a simple and duplicable pattern for building a strong and profitable network of Amway Business Owners. A combination of specific techniques, attitudes and priorities are presented and reinforced through the meetings, CDs and books.

- How to make the right list of names and how to expand it
- How to approach people for the product and opportunity
- How to follow up and answer questions that lead to a positive result
- How to best create product volume and profitability
- How to build a team
- How to communicate and motivate others for their benefit
- How to structure a group with balance between width and depth
- How to set goals
- How to identify the right people for your team
- How to think like an owner
- How to overcome fears and doubts in yourself and others
- How to dream again

PART 1: GETTING STARTED RIGHT

What Network TwentyOne Provides

Within the Network TwentyOne system environment there is professionalism, consistency and strong ethical values. A sense of teamwork and a community of like-minded individuals provide a strong and dependable atmosphere so important to belief and duplication.

Your connection to the leaders of Network TwentyOne is a major positive in your business experience. Many talents, decades of successful experiences and techniques, personal coaching, recognition, and the powerful leverage provided by the tools and seminars can multiply your time and your results.



PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Most endeavors start with a basic action plan. The 8 Step Pattern for Success is a simple action plan for building your team.

- 1. Identify your Dreams and Goals**
Clarify what you want; that's where everything begins.
- 2. Become a Network TwentyOne CORE Person**
Although optional, we believe this to be a basic business commitment designed for best duplication and a solid base of volume, education and teamwork.
- 3. Make a List**
Write names of potential partners. Keep adding names and never prejudge.
- 4. Learn Approaches**
Study how to open conversations and set appointments. Use proper tools and techniques.
- 5. Show the Plan**
Preview the business to others and start the network process. 8 plans for Core and 15 plans for momentum.
- 6. Follow Through**
Answer questions, review goals, make friends, personalize the business opportunity, register your new ABOs and familiarize them with the Amway products. Place their first order, start their list, etc.
- 7. Review progress**
Check your tracking sheet, strategize with your coach, set goals and game plan.
- 8. Do it again**
Repeat the pattern; learn, do and teach = duplication.



PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 1: Know your Dream or Reason

Objective: To identify your personal "Why"

The first step in launching your new business is to decide what you really want to accomplish. A clear and focused dream and goal will be the engine that drives you forward through difficulties and doubts.

What would you do with the money or freedom that is possible with this opportunity?

- Travel to places that you have always dreamed of
- Buy a new home, or car
- Pay off existing debts
- Help family members
- Provide better education for your children
- Give to charities
- Invest for the future

Hold fast to your dream. It is natural and to be expected that you will face some discouragement and doubt as you attempt to lead others and reach your goals. You can help yourself by continuous exposure to other ABOs who have experienced the same fears or obstacles you have. You'll find many tips and techniques to help you overcome them by using the CDs, books and meetings provided by Network TwentyOne and by remembering your dream everyday.

Step 2: Become a CORE Person

See the seven attributes of Core in Part 1, Getting Started Right, Network TwentyOne's Building Blocks.

Step 3: Make a List

WHO DO YOU KNOW? There are hundreds of people in your circle of influence: Neighbors, relatives, members of organizations, close friends, associated through work, business owners, professionals, very successful people and people with whom you do business.

Segmented Lists

One of the most effective ways to start your new business in a fast and focused manner is to divide your list of names into groups of "like people". Your family might be one list, your close friends and neighbors might be a second and your work or hobbies could be a third. Anytime we can enter a new group through someone "influential", we have a better chance of involving many others together. It is more fun and emotionally safer to have others join to form teams of people who can expand together.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 3: Make a List, Continued

Use the following memory jogger. Take out a pen and paper and write down the names of everyone you know.

Close Friends
Relatives
Colleagues: From your job From the same industry or profession From your previous jobs From school, university or college Through sports and hobbies Neighbors and previous neighbors
From church or other religious affiliations
Through your children and their schools Teachers, school administrators
Children's friend's parents
Acquaintances through your clubs or gym
Acquaintances through businesses you visit
The person who sold you your car or home
The people on your wedding invitation list

Other memory joggers:

Jeweler	Painter	Repairman
Florist	Truck Driver	Locksmith
Dentist	Travel Agent	Plumber
Doctor	Butcher	Carpenter
Nurse	Exterminator	Banker
Pharmacist	Dry Cleaner	Attorney
Therapist	Barber	Accountant
Veterinarian	Beautician	Postal Clerk
Electrician	Architect	Pilot
Office Manager	Fireman	Tailor
Telephone Service Agent	Newspaper Editor	Media Personality
Service Station Manager	Clothing Store Manager	Grocery Store Manager

Your first list is a starting point. Keep adding names. With a little time *everyone* is able to write down over 100 names, some 200 or 300 or even over 500. Naturally these are not just close acquaintances, but *everyone* you ever knew. Now write the phone numbers or addresses beside each name.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 4: The Approach and the Appointment

Objectives: Your main goal in this step is to learn to separate the *appointment step* from the *actual presentation of the business plan*. Giving too many details at the point of invitation can lead to uncomfortable questions, especially for new people who are unsure of the answers. Below are some proven tips you should review and consider when working on invitations and setting appointments.

1. It is best to invite by telephone rather than in person as that will limit the length of the conversation.
2. After a brief chat, you can get right to the point. Let them know you have limited time and you have a question or suggestion you want to run by them.
3. Keep the tone friendly and natural but also project the fact that you have something special to share or discuss.
4. If possible, use your upline or sponsor to make the first few calls with you. You can introduce them to your friend/prospect by saying that you have recently begun a unique business and "I thought of you because (*we are always talking of how we can make some money, or, you said you were looking for a way to travel, buy a home, etc.*) Let me hand you to my friend Joe, and he can explain what we have in mind and see if/when we can get together.
5. It is often a good idea if you are setting up your first home meeting to "clear the night first." You can say, "Are you and Elsa available on Wednesday for an hour or so? Is Friday better? I have something really unique I want to run by you. I may have found a way for us to make some money together. If the money is right, and it could fit into your schedule, would you be open to checking something out with me?"
6. The idea is to be brief, to get to the point, and set the date to discuss the details. If they ask questions, you can say "Look Ed, I know you will have questions as I did But let's wait for that until Wednesday when I can also introduce you to some others who have started their businesses before us. I make no promises, and we will see after that if you want to go any further Does that sound fair? Good, see you on Wednesday at 8PM."
7. Never be deceptive; never suggest that you have a job or an offer of employment. Don't oversell or over promise. It is always better to be non-threatening and yet confident. All you are asking is for them to take a look at the facts Then decide if they want more information. Let them know that you are not trying to pressure them but simply want to let them see what you will be doing in case they want to be part of it.
8. If many are asking "Is this the Amway business?" then you might be saying too much on the phone. Never deny the truth, just ask what they know and what are they thinking, then suggest that your experience is different and you would like to drop off some materials, CDs, and/or introduce them to the people you work with and see if they feel as you do.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 4: The Approach and the Appointment, Continued

REMEMBER:

Never be deceptive or “pushy”. Never suggest you are “hiring” people. You are simply attempting to ensure that the potential candidate gets all the facts under proper conditions before they make a decision.

We are all very proud of our affiliation with Amway Corporation, and we don't want preconceived ideas to interfere with someone's opportunity.

We also believe that it is possible that their preconceived idea of Amway is wrong and is based on exposure to a non-professional person. You have a chance to make it right so they don't miss a great business because of a lack of information or a distasteful previous experience.

If you master the “invitation” step, you may more easily show the business opportunity as often as you desire, and this process has the potential to duplicate on a very large scale.

Step 5: The Presentation

Explain the business properly, giving your candidates enough information to evaluate how it may serve their needs.

Your candidates can see a full presentation of the business opportunity in a number of ways:

1. A presentation for a group of candidates in your home. When you first start, your sponsor and active upline will do the presentation for you. You watch and learn.
2. At a Business Preview. Someone experienced and successful will give a full presentation. Regular meetings are arranged at various venues across the country.
3. A one-on-one appointment in their home. You can go to them. When you first start, go with your sponsor or active upline who will do the explaining. You watch and learn.

OPTION 1—WE'VE FOUND IT'S THE BEST WAY FOR EVERYONE TO START THE BUSINESS.



PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 5: The Presentation, Continued

THE HOME MEETING

- Do not reorganize your house. Have extra chairs available, but not set out. If possible, the guests should not sit facing each other.
- Lock out pets. Leave the children to be cared for by someone else (possibly elsewhere). Make sure that parents and grandparents will not interrupt. Take the phone off the hook.
- Keep products and literature out of sight.
- Dress business-like. Maintain a conversation until the upline presenter arrives, then introduce the guest.
- Have paper and pens ready for guests to take notes.
- Start in time. Do not mention last minute cancellations or no-shows. No one is interested in that.
- Do not serve food or drinks during the presentation. You want everyone to concentrate on what the presenter is saying.

When your upline arrives, make them feel comfortable. Help them carry items and offer them coffee or a soft drink. Introduce and edify them in front of your guests so they will have people's full attention and do the best possible meeting for you. You should:

1. Thank the presenter for being there.
2. Tell a little about his or her background.
3. State that you have started to investigate this business and are impressed with what you have experienced so far.
4. Ask that all questions be held until the end

Pay attention throughout the presentation. Don't leave the room. Sit and quietly take notes. After the plan, demonstrate a few products.

Important: The open and close of the meeting are critical. Your guests need a clear understanding about why they are there.

KEY POINTS

- Always create a business-like atmosphere so your guests know you are serious about your new business.
- Eliminate distraction.
- Edify the presenter. Let your guests see that you respect the presenter and you appreciate his or her knowledge.
- Use the standard presentation format that you were taught by your upline. It should be the same as you see at the Business Preview.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 5: The Presentation, Continued

- When you close the meeting, remember the following:
- Thank the presenter for his/her time.
- Talk about the Company support they will be receiving, the global business they are becoming involved with and the superior product brands that will be supporting their efforts.
- Talk about all the education and training available, such as books, CDs, meetings and counseling.
- Let your guests know that you plan to be successful.

The presentation should never be longer than 45 minutes. After the presentation **DO NOT** ask for a decision. Over coffee, ask questions such as:

"Have you seen the business explained like this before?"

"Do you see how we find clients and ABOs (Amway Business Owners)?"

"What size income would you need to generate to make this of interest to you?"

Thirty minutes after presentation ends, you should be indicating that it is time to leave. Say something like: "Everyone has to work tomorrow. We'll lend some information and get together again in a day or two."

Loan the guests an Information Pack, this gives them additional information and, more importantly, gives you a reason to get back together with them.

The presenter will help you set one or two follow-up appointments at the time you loan them an Information Pack. This is a vital step in the process. The appointment should be within 48 hours.

Step 6: Follow-Through

After the presentation:

1. Clear up questions, find out whether they are looking for anything extra in life and show them the simple "getting started" steps. (making a list, trying products, getting registered)
2. If they are not interested in getting involved as an ABO, you should consider promoting the idea of becoming a retail client. Invite them to learn more about the products that you represent. Share with them, for example, the available nutritional brochures and leaflets that Amway has available.

If you have not made an appointment to get together within 48 hours of presentation, then make a telephone call and say:

"I need to come to your place and collect the information I lent you. I won't be able to stay long as I have other people to see. Is 6:30 a good time, or would 8:30 be better?"

Arrive on time. Ask to come in. Keep chit-chat to a minimum and get down to business.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 6: Follow-Through, Continued Follow-Up Format

1. ASK QUESTIONS AND LISTEN TO ANSWERS. Spend 10 to 15 minutes asking questions and listening to their answers.

When you arrive at their home, don't just come in and ask "Do you have any questions?" or "What did you think?" but take initiative. "I'm sure you have many questions, and I'd love to answer them all. But before we get into that let me ask a few simple things"

Use some of the "What would you do with" Question from Step 1 (Know your Dream). Don't get drawn into the discussion as to whether or not the business works. You simply would like to know whether the candidates have understood the business, and whether they have any dreams or goals the business could help them achieve.

If there is no interest on their part, end the conversation with:

"I understand how you feel. May I supply you with a few basic products?" Recommend a few products. Set an appointment to demonstrate further products later. Leave them a product catalogue and set a time to get together again.

Offer them the opportunity to purchase products at that point in time. Ask for referrals to expand your list.

2. MAKE THE LIST. Spend the next 10 to 15 minutes with them making a list.

"Who do you know?" Ask for paper and pen and use the memory jogger in step 2 (Make a List).

This is an important step. It is strongly recommended that you complete it and do not try to take shortcuts by leaving them to do it later.

Point out to them that all the people on the list are sure to know others. 50 people x 50 names = 2500 potentials! The possibilities are amazing!

Point out that if approached to join Amway, perhaps none of these people would be interested (due to previous experiences with untrained people). However, virtually everyone would be interested in earning extra income and achieving more options if they understood the business as you do and if they believed they could do it.

The candidates need to see a full presentation. They need to be invited properly, in a way that allows them to evaluate the opportunity with an open mind, and ask questions of someone who knows how to explain the answers and reduce their fears.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 6: Follow-Through

Follow-Up Format, Continued

3. TEACH THE INVITATION. Spend the next 10 to 15 minutes teaching a proper invitation.

This step is absolutely vital. If you shortcut on this step then all your previous work is wasted.

Use step 2 (the appointment). Role-play and practice the invitation until your candidate has some confidence.

Explain that they do not have to do the presentation. You or somebody else experience will handle that.

4. SET DATES FOR THE PRESENTATION.

Now take out your diary and set two dates in the next 7 to 10 days when they will have presentations in their home.

If they are prepared to book two dates, you have found someone who wants to build the business rapidly.

If they are reluctant to set meeting dates now, they may simply need more information. Arrange for them to attend some meetings and listen to CDs. It is also important to start using the products.

They may only be interested in using the products and supplying a few clients. In this case you have found someone who sees the value but just likes the product aspect. Either way, the result is positive. Let the business serve their needs.

Once a few people who want to build the business rapidly join your business and begin holding meetings, you can quickly expand to a large network.

Products are consumed through clients and ABOs. All ABOs supply clients. Some will build a network and duplicate the system.

5. REGISTER.

Get the Amway Business Opportunity Kit and complete the Registration Form. Explain the products that are in the kit.

6. PRODUCT ORDER.

Set a time for placing the first product order. It is a good idea to work together to place the first order. All new ABOs should start using the products. Explain the Customer Satisfaction Guarantee.

Recommend the 10 most used products.

Demonstrate the products. Use Business Support materials that increase knowledge and belief in the products. Set a time to introduce them to ARTISTRY™ and NUTRILITE™. Schedule a group session or even one-on-one.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 6: Follow-Through

Follow-Up Format, Continued

7. EDUCATION

- If they have not already purchased it, lend them an Launch your Business pack or some key CDs to increase belief and basic understanding.
- Get them a ticket to the next meeting or seminar. Recommend at least one book. This material should be returned to you or paid for after the first meeting.
- Set the time of your next meeting. This could be a Business Preview or another occasion when you can do further personal teaching.

You should take no longer than one to two hours to complete the follow-up routine.

If your prospect doesn't register during the first follow-up, you may consider using meetings, CDs and products to **stay in touch** with the candidates until they become ABOs, clients or customers.

It is important to remember that everyone has fears and we need to help them move steadily forward in "baby steps" if necessary. If they are very excited and willing to learn, then we can go quickly to the first presentations.

If they are still unsure, we can get them around others and build our relationship with them as we encourage more actively. Building trust and reducing tension is key in the beginning.

ADDRESSING CONCERNS

This business is new to most people, and they may misunderstand it or fear they cannot do it. You must handle their concerns in a confident but sensitive manner. Let them see that you respect and understand what they are saying, but that with your help, and the help of upline leadership, they can succeed anyway.

- You have superior knowledge. (In other words, you know more of the true facts about the business and products than they do)
- You know that anyone with a desire and a willingness to learn can become successful. (if they will do the work)
- You know that Amway is honest and legitimate.
- You know that age, education, race or personality types are never obstacles to success in Amway. (circumstances don't determine success as much as desire and attitude.)
- You know that time and money limits are not a major problem because of our leveraging principle.
- Keep the message simple

Use the "feel, felt, found" concept when answering, and never be defensive or insulting. If this is the right opportunity for filling their needs, you don't want them to miss out just because they didn't get a basic question or concern handled. Most real fears are camouflaged in the following responses:

"I'm just too busy right now." "I don't know if this is for me." "Everyone I know is already in.", etc. Logical answers to objections are rarely effective because people's true fears are emotional.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 6: Follow-Through

Follow-Up Format, Continued

Logically, why would anyone not want more money? Of course they would like to save, and of course they would like to earn more. The problem is that they have known of others who dropped out, or they lack confidence in their own ability, or they think it is too late. Rather than sound sill and say, "Gee, I'm not sure I can do this," they say something that sounds better like "I'm too busy."

Some people approach life with the thought, "If I never expose myself to the possibility of failure, then I must be a success."

Our business grows by helping people through these fears and negative emotions to a positive decision. They will thank you for years if you can help them believe.

Give a brief and logical answer to their concerns or objections, then turn the conversation back to their needs or dreams.

Here are a few examples for "Ed":

Ed: "I'm not sure this is for me."

Response: *"I understand how you feel, Ed. We felt that way when we first looked at this. I found that it really helped me to see it a second time, and to meet some other people. My advice is to look once more before you decide. I can pick you up about 7:00 on And you can make your own decision after you meet my friends."*

Ed: "I don't have time."

Response: *"I knew you were really busy, Ed, and that's one of the main reasons I decided to talk to you. I was concerned about time myself, but I found that because of the leverage in networking, it is ideal for busy people like us. As soon as we invite a few motivated people into our network, and it begins to duplicate, we can multiply our time in a tremendous way."*

"This is the vehicle I was looking for to give me more time for the important things in my life. Let's make arrangements to get you to a meeting for a second look. I know some particular people I believe you can relate to. Once you realize the potential, I think you'll decide to make some time!"

Ed is concerned about missing the "ground-floor."

Response: *"A properly structured networking opportunity has no ground floor because it is always possible to achieve more income than those who started early."*

After more than five decades, Amway has stood the test of time, and we have refined the process to where it is actually easier to build today than ever. There is better training, more experience, more credible products, and more money and bonus incentives. We're building a first class team, and we intend to make some money together. Let's arrange for you to come to our next meeting and we can introduce you to others lie yourself."

PART 2: LET'S BUILD A TEAM

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Step 6: Follow-Through

Follow-Up Format, Continued

Ed doesn't need more money; he is comfortable with "wealth."

Response: *"I can appreciate your concern, Ed. Many people seem to put too much emphasis on money. We are really talking about a vehicle that can be used to give us more options. Sometimes more money can mean more freedom, or time with the family or friends. Sometimes it can allow a wife to work from home and be there with the children. Sometimes it can just mean more extra funds to give to worthy causes we believe in. Why not look further on Night and meet some other people who feel the same way you do? You'll be pleasantly surprised. We all want more options in our lives, and money can be used in many ways."*

Ed can't afford the kit.

Response: *"I understand how you feel, and sometimes cash is scarce. The real question, Ed, is do you want any of the benefits the business offers? If you do we can work things out. We felt it was the very best investment we ever made in ourselves."*

If Ed still hesitates, you might offer to start him as a retail client. Making purchases for his home or business that he would make anyway. Let Ed and Elsa know that the business will stay available for them while they save for their Amway Business Opportunity Kit. If they insist that money is a problem, you might offer to set aside the retail profit you would make to designate it for their kit. Give them a specific time span that you will do this for them. And if they have persons they'd like to refer to you and those persons show an interest, it would be a major incentive for Ed and Elsa to get started.

General uncertainty or fear:

Response: *"Ed, you look like you want to believe this and you want to do it, but you're not sure you will succeed. Am I right? Ed, do you believe I can succeed at this business (or name your upline leader)?"*

Then could you believe that if I (or your upline's name) were to commit to work closely with you, then together we could do this? Let's arrange to bring you to our special meeting on And you'll see just how much support you will get. We don't expect you to know how at this point. We will work together and learn together."

Remember, they have a need, and you can fill it! You will succeed far better if you believe and act as if you can help them find a solution to their needs, than if you feel they are helping you find the solution to yours. You are in control. You will be helping them build their business, they are not building yours. This "posture" and perspective will set you up to project the right attitudes and confidence.

PART 2: LET'S BUILD A TEAM

The 8 Step Pattern for Success

Step 7: Review your Progress

This step is to remind you that you are part of a team, and not expected to build it alone. Unlike in many corporate environments, our business support system encourages and provides ongoing support in the form of coaching and strategies for success.

- Set goals each month for personal PV, sponsoring, and other “vital signs” and review them with your upline coach
- Can you be Pacesetter this month? Are you Core? When can you reach Leaders Club or the next PV bracket?
- Fill out a Tracking sheet and review with your upline regularly
- How will you celebrate and reward yourself or your family when you reach the goals?
- What can you improve? Can you do your own plan presentations?
- Have you become a 15 Planner?
- What challenge meeting can you qualify for and what award will you be recognized for at the next function?

Step 8: Do it again—Duplication!

The key to this business is duplication! Learn—Do—Teach.

These 8 steps are the basics which are to be learned and duplicated by all networkers. Helping others to define their dreams, set some goals, make their lists, learn to invite and show, learn the products, and follow the System can set up you and your team for a great future.

Your goal is not to prove or demonstrate how much more you know than your downline or your upline. Your goal is to help other people believe they can do this themselves. Let them try the plans and let them share the products, and they will get better. As they gain confidence and experience, you will see the real power of the business. They will be starting new ABOs without you. They will have their own team to lead. They will be coaching others and setting goals and reaching new PV levels as you work in depth or with other legs. What an amazing concept in business.

Be the example and the encourager And get out of the way. Let them team help.

Be simple and duplicate.

PART 2: LET'S BUILD A TEAM

Conclusion

As a new business owner, you have great potential in your hands. Many have succeeded before you and they are no different than you. If you have a desire or a dream, and you are willing to work for it, and you are willing to learn and follow some simple, proven principles, your success is quite predictable. Here are a few tips from our experiences:

- Begin using the products immediately. Amway has some very powerful statistics that show the likelihood of success increases dramatically when new people order and use the product during their first month.
- Get information on the major brands such as ARTISTRY™ and NUTRILITE™. Begin the process of educating yourself on the need for high quality, plant based nutritional supplements and on their market potential.
- Get lots of exposure to other successful people as soon as possible through attendance at meetings and listening to CDs. This will build belief and confidence and will help greatly when you are faced with discouragement, fear or doubts. You can do this, and it will be clearer as you learn and get to know others in the team who are just like you and had your fears and perceived obstacles in the beginning.
- Let your upline coach/sponsor help you achieve success. They want to review your list and expose the business opportunity and the products to your prospects and new ABOs with you, so that you can earn some profit and achieve sponsoring success as early as possible.
- Make the decision that you will begin the process of personal growth and education. Perhaps you have never been in business before. Perhaps you have not had sales or leadership experience. Perhaps you have never needed to motivate people or set real goals or even dream and “risk” failure. This is a new world for most of us. We need new skills and attitudes. Network TwentyOne has years of experience in developing these materials. The CEP program will be like a “lifeline” when you are ready to participate. Hours of wisdom and experience from the best of the best in your new business; wouldn't people in any profession love to have such a tool available?
- Decide to be Core.
- Decide to begin and do not quit until it is done.
- Just one positive step forward And then the next. You are on your way to fulfilling your dreams and goals.



Glossary of Terms

BBS	Business Building Seminar (a monthly, dynamic event consisting of teaching and awards recognition)
BSM	Business Support Material (books, CDs, and other products to assist business development)
BUSINESS REVIEW	Strategy Meeting with Team Leader
BV	Business Volume (number on which Amway pays %)
CANDIDATE	Potential ABO or Customer
CEP	Continuing Education Program (a monthly CD program containing the very latest information, techniques and success stories)
CORE	Actions/commitments of ABOs serious about building their business based on
COUNSELING	Coaching Upline/Downline
CROSSLINE	Line of Sponsorship Not your Own
DOWNLINE	ABOs in your Group
DUPLICATION	Result of Repetition
ABO	Amway Business Owner
INFORMATION PACK	Materials for Follow through (designed to leave behind with a prospect)
LEG	All ABOs within a single Line of Sponsorship
MENTOR	Upline Coach
PV	Point Value (Amway uses PV to determine bonus % brackets)
PREVIEW	Business Presentation or Plan
TRACKING SHEET	Tracking tool for Network building
UPLINE	Your coaching team
VITAL SIGNS	Measure of Business Well-being (using key indicators combined with historical data) for ABOs serious about building their business based on Network TwentyOne Principles and building blocks

This manual is solely for the use of Amway Business Owners. It reflects information gleaned through years of experience, and while the concepts and recommendations contained herein have been effective for many, they neither can guarantee the attainment of specific profit or recognition, which depends solely on the activity and effectiveness of the individual ABO. Participation in the Network TwentyOne Support System is optional – no purchase of BSMs or attendance at meetings are required. This publication is for use in the Southern Africa marketplace only.



ABO
Owner's
Manual

Your Blueprint for Success

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