

## Getting Started

You've just joined a winning team, so buckle your seat belts! The first 90-120 days can be overwhelming – excitement & frustration ebb & flow! This is like launching a space shuttle – it's a bumpy ride until orbit. You're in a learning curve – you've wondered what you've just signed on for - all of these feelings are **NORMAL**, so relax & take a deep breathe! You've joined a solid team. Our heart is to help you succeed if you're willing to be teachable & put forth some effort!

In this business, you jump into the deep end and start swimming! The good news is there are life guards! You can't read about swimming or watch DVD's about swimming to learn how to swim. You must get in the water & experience it! **Building your Max business is experiential as well! You learn by DOING, so this training will only be effective when you put the information in play!**

If you have only 5 hours a week to work this business – great! Just don't be too hard on yourself when things don't happen as quickly for you as they are for someone else who's working this business 20 hours a week.

The foundation is exactly the same – whether you want to earn \$2,500 a month or \$25,000 a month! So listen up!

First & foremost, if you've signed up as an Associate, we feel you're ready to put yourself in business. If you open a clothing store or a cigar shop, you will work long hours, probably do a lot of the painting yourself, invest in inventory, rent, etc. – all before you've ever seen one penny! It's a leap of faith to be in business for yourself. That's why many people dream about it but never can achieve it. You must BELIEVE you'll succeed, or you would be crazy to get tied up in a lease & leverage your life's savings to stock a business full of inventory!

Our desire is for you to see this the way we see it - a BREAKTHROUGH opportunity waiting to be seized! Steven K. Scott, a billionaire who doesn't need to fund another company said this about Max International, "this isn't a ground floor opportunity, its SUB-BASEMENT". So if all you're looking to do is make a little extra money and need it now, great! Our suggestion is to create a Preferred Customer base! Just signing up 10 Preferred Customers who purchase one product a month will give you \$170 per month. If your 10 Preferred Customers sign up for 2 products each month – you would earn \$340 a month – each and every month thereafter that they continue to order! Let your Upline show you how! This is easy and can be done immediately!

However, in this training, we will paint a broad picture. This training is geared for those who want to build significant income. Yes, will still want those Preferred Customers, but this training isn't focused on that. If you want to earn \$2,000 a month or \$50,000 a month - the blueprint for building your foundation is **exactly** the same! The key? **DUPLICATION!**

You should not have the same conversation 15 times. If you are, you're not leveraging your time. You should spend 80% of your time in income producing things: meeting or calling people, 3-way conference calls with your Upline, home meetings, live events, etc. and only 20% of your time in administration! If you're "stuck" and don't know what to do, call your Upline, jump on training calls, attend a home meeting or a live event – it will charge you up!

Welcome to being part of something big! Let's get started.

At this point, if you have not already joined the team, please follow these easy steps:

1. Go to [www.maxgxl.com](http://www.maxgxl.com) /**163055**
2. Click "Enroll" and proceed through the join process

If you have a question about product purchase options, please call immediately!

So, now you're in business.....what's next?

This training contains time proven strategies and action steps for your Max business that can push your income and lifestyle to levels you never thought possible. If you follow this blueprint with urgency and persistence, you will inevitably succeed in your Max business. As you begin your journey, here are some vital preliminary steps to complete:

1. **PLACE YOUR INITIAL ORDER** - If you have not already done so, place your initial order for products and tools as well as your monthly Auto-ship order. We strongly urge you to order a Super Achiever Pack if you have the financial ability to do so.
2. **GET A DEDICATED MAX EMAIL ACCOUNT** - These are free from Yahoo, Hotmail, Google, MSN, etc. You will get a lot of business related emails, so don't overload a personal account you share with a spouse or family members. Many critical team communications are impossible outside of email. This is a multi-million dollar business, so please consistently check your email at least once a day!
3. **DETERMINE "WHY" YOU ARE DOING MAX** - Do you want more freedom, need to pay college tuition, need a new car? Figure out what it is and get FIRED UP about it!
4. **WRITE OUT YOUR PROSPECT LIST** - By far the most important prospects for your Max business are the people you already know, i.e. your "warm market." Consequently, you need to make an exhaustive, written list of literally everyone you know. Even though you may not approach everyone on your list, doing this will produce many more legitimate prospects than not doing it. This is because dumping your complete mental list onto paper will force your subconscious memory to produce more names than you would have otherwise remembered.

Try to write down *at least 30 - 100 names* being careful not to prejudge who will do the business and who will not. However, to give yourself the best chance of putting your team into momentum, prioritize the order in which you contact people. You do this by asking yourself who on your list:

- **Knows a Lot of People?**
- **Has High Credibility or Influence With Those People?**
- **Is Dissatisfied With Their Finances or Lifestyle?**
- **Is Very Competitive & Loves A Challenge?**
- **Has Previous Network Marketing Success?**
- **Has At Least \$700 - 800 To Start a Business?**
- **Lives within Driving Distance of an Upcoming Max Business Presentation?**

For each factor that applies, put a "star" by that name and then urgently start contacting the people with the greatest number of stars first (*especially your 5-7 Star prospects*). As time allows, be sure to eventually contact everyone on your list.

5. **LEARN TO PERPETUALLY PROSPECT** - Although working your "warm market" always gets absolute priority, learning to "perpetually prospect" will also accelerate your business. This means you're constantly on the lookout for people to share the business and product with. Speak up at opportune moments. This product is amazing and so is the business opportunity!
6. **PLUG IN** - This is perhaps *the single most important thing* you must do in order to succeed in your business! Even the top income earners continually do this:
  - Listen to Conference Calls (always try and put a guest on the call)
  - Attend Live Events (always try and bring a guest or two!)

When you find that burst of enthusiasm, *capitalize* on it by going on an activity blitz!

It is virtually impossible to build a large team unless your TEAM is plugged in as well. A large team requires training, motivation, focus, and communication. Leading hundreds or thousands of people *cannot* be done outside of a group system or infrastructure. *As a general rule, your team only "plugs in" to the extent that you do!* Consequently, it is critical that YOU, as the leader of your team, plug-in to our Team Calendar. See your Upline for details.

*"There's a 99% chance that you will not make it in network marketing if you do not PLUG IN" Zig Ziglar*

7. **KNOW & UTILIZE YOUR UPLINE SUPPORT TEAM** - One of the objectives of your business is NOT to try and build this yourself! One of the great strengths of network marketing is that you have an Upline support team! Use it!

## Key Strategies

1. **STAY AS DUPLICATIBLE AS POSSIBLE** - Everything you do to a prospect from the second you contact them about Max is what they (a) think they'll be doing to others if they join your team, and what they (b) will be doing to others after they join your team. Consequently, you always want your prospect thinking:
  - I can do what you are doing, and
  - I would be comfortable doing what you are doing to the people I know, and
  - I have time to do what you are doing.

Ideally, you should strive to ***"do only to your prospects what they can immediately do to someone else."*** Remember, you may be able to effectively recruit based on your own skills and talents, but the associates you recruit may not be able to based on theirs! What they can do, however, is use the Opportunity Call, Opportunity Email, Upline 3-Way Calls, team conference calls, attend home meetings, etc. - - ***which they will only do if you use these things in the process of recruiting them.*** Following the strategies and action steps in this training as closely as possible will maximize your chances for team duplication!

2. **AIM FOR BUSINESS BUILDERS, GET CUSTOMERS WHEN YOU MISS** - For numerous reasons, this produces many more Business Builders and customers than "aiming for customers and getting Business Builders when you miss!" While this does not mean you have to talk about the business to every potential customer, it does mean you generally should NOT pre-judge who will or will not be interested in the business, and as a rule you should always at least mention the business on the initial contact.
3. **GET MOMENTUM - THIS IS THE MOST MOMENTUM DEPENDENT BUSINESS ON THE PLANET!** To truly capitalize on Max's timing and build a dynamically growing team, you'll have to harness the power of momentum! ***If you do not have momentum, your #1 goal should be to get it, and if you have it, your #1 goal should be to keep it!*** To develop team momentum, you must first develop personal momentum! YOU are the leader of your team, and the speed of the leader determines the speed of the team. Said another way, your team tends to copy your actions, urgency, attitude, and results - - ***YOU set the precedent, and this precedent should create an exponential ripple effect throughout your entire team!***
  - **Establishing Momentum** -To establish momentum, you must give your Max business "maximum throttle" for at least a minimum time - - generally for 90 days. Perhaps the best way to illustrate this is with boats, jets, and the space shuttle. Will a boat get "on plane," or will a jet "take off," or will the space shuttle get "into orbit" with 30 - 40 - 50 or 60% throttle? No. It takes full throttle for at least a minimum time to plane out, take off, or get into orbit! The same principle applies to establishing personal and team momentum with Max, and ***your first 90-120 days is critical!***
  - To illustrate what we mean by "throttle" in your Max business, let's say you have 30 really great prospects to call. Calling all 30 your first week requires more

"throttle" (and produces more momentum) than calling 1 per day for 30 days. ***Calling all 30 in 1 day produces even more!*** This is also known as "compressing activity," and just like with gas, if you compress enough activity into a short enough time frame, you get an explosion!

- **Sustaining Momentum** - Once you have momentum, it can be sustained with less throttle than it took to establish it, but it can also be lost unless you stay ***consistent*** with prospecting, following up, etc.
  - **Advancing Momentum** - Because momentum tends to plateau instead of steadily increasing, many people erroneously think they're doing something wrong when they hit a plateau, and then start changing what they're doing to get it going again. Momentum will always ***eventually*** advance if you stay ***consistent*** with proper activity
4. **BUILD YOUR INCOME STORY**- A very important component of momentum is your income story. Mark our words - - the most common question you'll be asked as you build your business is "how much have you earned?" "I earned \$500 my first month part-time" will get your prospect or team member a whole lot more excited than "I've been in six months and haven't earned anything yet." In short, the better your story, the faster your team will build, and the easier it becomes to attract new people personally.

Professional network marketers know that one of the biggest secrets to building massive success and momentum in this industry is having as successful a 1st week as possible, and then parlaying it into the strongest possible 1st month, and then parlaying it into the strongest possible 2nd month, then the strongest possible 1st 90 days, then the strongest possible 2nd 90 days, then the strongest possible 1st year, etc.

Here's the most important point so far - - ***you only get ONE first week, first month, first 90 days, first year, etc. - - so PLEASE don't take them for granted!*** If this is your first month, end it strong by trying to get a couple more Super Achiever Packs before it closes - - the impact it could have on your story and your future success means far more than merely the immediate income you earn from it! ***The bottom line is you have to do whatever it takes to get yourself a positive income story and then leverage that story into greater and greater success.*** Once again, if you've been in awhile and do not have any income, you need to ***mentally start over*** and do whatever it takes to begin building your income story!

5. **BUILD RANK** - Another important component of momentum that is closely related to your income story is your rank. Once again, you set the pace that your team tries to duplicate. Consequently, you need to set the precedent of attempting to the following rank targets:

- **Bronze:** 1<sup>st</sup> 2 – 3 weeks
- **Silver:** 1st 2 Months
- **Gold:** 3-6 Months
- **Platinum:** 6-12 Months
- **Diamond:** 12-18 Months
- **Double Diamond:** 18-24 Months
- **Triple Diamond:** 2-4 Years

- **Presidential & Crown Diamond: 4-5 Years+**

If you are just starting, at least "aim" for these targets, especially if you are working an all-out massive game-plan. If not, simply scale back your timeline or goals accordingly and remember, it is perfectly okay to not aspire to every rank in Max! And once again, if you have been in awhile and have not set this pace - - it is OKAY! But IF you would like to get on this pace, consult with your Upline to develop a game plan and make an all out effort to build *new* momentum, ranks and income. Whatever the case, any temporary sacrifices you have to make to get on track or stay on track will be well worth it.

6. **KNOW YOUR "OTHER" STORIES** - In MAX you should have three stories: (a) Your WHY you're pursuing this business story, (b) your PRODUCT story, and (c) your INCOME story. This is a relational business – your testimony and story is all your friends/family need. Moving and speaking from your own experience brings credibility. Remember, you will duplicate the system, not the person. You must be yourself!
7. **FIVE YEAR PLAN** - Put your "blinders and binoculars" on and make a 5 year commitment to the business. There are multiple reasons for working a 5 year plan, but perhaps page 52 of **Robert Kiyosaki's "The Business School"** says it best...commitment is doing the thing you said you would do long after the mood you said it in has passed! By blinders, we mean don't get distracted - - stay focused on building "a day at a time, a brick at a time" for 60 consecutive months. By binoculars, we mean stay focused on your long term goals. Of all the points in this training, being here 5 years from now is the most important one of all!

# Action Step #1

You'll soon experience that your prospects will not always do what they say. They may agree to try some product, but then they'll actually not try it, or they'll agree to attend an event but then not show up. This is a natural part of the building process. Life can get in the way, so don't let this frustrate you! Some of the top money earners in this business repeatedly said no to this opportunity before they understood what was in store for them.

1. **INITIAL CONTACT** - Call your top prospects (according to their "start ranking") first. This call should be 5 minutes or so maximum and is not the time to tell your prospect everything you know about Max. The entire objective of your initial contact with any prospect is to arouse their *curiosity* just enough to **TRY** some product. Once they agree to this, **keep curiosity on your side** by purposely withholding any more information until they get the product and use it. For best results, use our Team "Curiosity Call" (646-222-0208).

- Make a **short** initial call and 3-way Prospect onto the Curiosity Call – 646-222-0208 or send them to your website to watch the Steven Scott DVD
- Deliver or mail samples, a Success from Home Magazine, and a cover letter
- Follow-up 4-6 days later
- Get them on a 3-way call with someone in your Upline
- Follow up until they attend a LIVE event (home meeting or Business Opportunity conference call)
- Sign up your new Associate & get with your Upline for training

2. **DROP SAMPLES** – If your prospect lives close by, drop the information and product off. If they do not, simply mail it. To keep things as simple and duplicatable as possible, we recommend giving your prospect the following:

- Cover Letter
- Success Magazine with the pages flagged so they're not overwhelmed
- **At minimum**, send a 2-week supply of Max GXL for each person. While this can get expensive, it has been proven that it can be well worth it.

## Why do we use samples of MAX GXL as part of our recruiting campaign?

**MYTH #1 - We need to give free samples so people FEEL a result before they'll buy it. NOT TRUE.** People need to understand what this product is doing for them whether they "FEEL" anything or not. Great Example: people don't FEEL Lipitor working, but the science proves that it does. Well, we have the science to prove our product works as well. The only way someone will know this information is if you give them the proper tools (magazine w/CD inside, brochures, printed information) that will tell them this.

**MYTH #2 - People need a free sample before they become a preferred customer. NOT TRUE.** Because this is a relational business, the truth is if you want people to try / buy the product, many will do so without a sample because they know you would never sell them something that wasn't exactly what you represented it to be. The product is only \$69 with a *money back guarantee*. People cannot walk into a GNC and take

everything they want to try for free! You can simply give them brochures or send them to your website and ask them to try it for 30 days. This product is backed by science and works in 100% of the people that use it, so don't feel "bad" that you're selling them something they don't need. Everyone should be on this product if they care about their health!

So bottom line: Sampling is **NOT** intended to generate preferred customers or to give a prospect a "product experience"! Now, with that said - **YES**, some people you sample will become monthly preferred customers and many will have an incredible product experience. That's wonderful - it's just NOT the intention.

**So why use samples as part of our recruiting campaign? To Recruit Business Builders!**

Giving a sample **along with** the MAGAZINE / DVD encourages, motivates, stimulates and causes people to WATCH the BUSINESS STORY on the DVD. It sets up a psychological "obligation" or better said - an understood value exchange. You invested in them with free product – in return, they feel they should at least watch the DVD (or go to your website) to find out why you would spend money for them to try a product and why you're so PASSIONATE about this business. If you're giving out samples without the magazine (or without getting agreement that they will watch the Steve Scott fireside chat in exchange for your free gift), you are missing out. Flag the necessary pages that they should read in the magazine. It would only take them 15 minutes!! Tell them that! The fireside chat video is only 10 minutes!

**SUCCESS TIP:** Make as BIG A DEAL about the DVD in the magazine as you do about the actual product sample! Giving samples in your prospecting efforts shows you are SERIOUS and committed about this BUSINESS. You have made an investment in your business, and it shows when you give a sample.

**BOTTOM LINE:** Samples are used to leverage a prospect's willingness to take the time to get the ENTIRE STORY - Company, Product and Financial Opportunity. They will tend to watch the DVD / Go to your website / Get on a live conference call and attend your home meeting, but they will only do this if you leverage it this way. Please STOP giving out samples without also giving tools that tell the business story - you will run out of samples before you earn your investment back!

Now, I can guess what some of you are thinking... Some of you want to ask - can I get people to take a serious look at the business without giving samples and just give them the Magazine? **The answer is perhaps - HOWEVER - IT IS 10 TIMES MORE DIFFICULT.**

**FINANCIAL FACTS:** If you send a one month supply / magazine / and a few samples of N-Fuze to a potential couple that you want to interest in the BUSINESS, that will cost up to \$95 with shipping. Do **NOT** do this to get a preferred customer! If they signed up

with as a preferred customer, let's say best case scenario with 2 boxes of GXL per month, it will take 3 months to earn your investment back!

90% of the people who sign up with a home pack are really just customers who want to save a place in the binary "just in case" they decide to do something down the road. With a home pack, you earn \$15 on the sign up bonus – **AGAIN NOT A GOOD RETURN ON YOUR INVESTMENT**. Granted, they may reorder every month in the pay leg, but it will still take several months to earn back your sample investment in them. 10% Team Commission on \$69.00 (\$6.90 per product) – and that's IF they are in your pay leg.

**If the new Associate is serious and decides to BUILD a BUSINESS, they should sign-up with a Super Achiever Pack:**

- You earn your sample investment back immediately via \$100 Fast Start Bonus
- They position themselves to **build a team** that you will earn commissions on month after month

**Please understand. Everyone counts.** We need and value everyone on our team, regardless of how they sign up. We need everyone - customers, home pack sign ups and business builders. Just know that you can generate preferred customers and home pack sign ups without the cost of samples. If you are only looking to make a few hundred dollars a month with this, you do not necessarily need to do a sampling campaign.

3. **FOLLOW-UP** - Anytime a prospect is actively in the process of looking at the Max business, meaning they haven't said NO, keep in mind the scientific principle of "perceptual shifts", which is the most important concept underlying this entire training program!

In a nutshell, through the process of repeatedly subjecting your prospects to brief exposures of pro-Max information, over time they will eventually and inevitably join your business! We realize this is a powerful statement, but it is scientifically proven to be correct ... 100% of the time, no exceptions! Here are variations of continual follow up or what is also calling "dripping":

- **3-Way Calls** – One of network marketing's most time proven and powerful tools for building your business is the 3-Way Call. In fact, if you are contacting a lot of people but having limited success in getting them into your business, the single most powerful thing you can do to improve your success is 3-Way Calling with your Upline! These are an absolute necessity in your business!
- **Promoting Multiple Events** - While you are a prospect, company events are for you, but once you join the business, they become a TOOL for you to use to recruit your prospects. So constantly promote the next event to everyone you have in the recruiting process.
- **Multiple Emails** - Form a "Prospect Group" in your email program and forward the group any relevant emails concerning recordings of recent conference calls, upcoming events, stories, product information, pro-network marketing information, etc. You may also "drip" on individual prospects with individual emails. Screen shots of various things in your Max Virtual Office can also be very effective (Summary Genealogies, Volume Reports, etc.). Ask your Upline to include you and your Prospects in their Email Blasts!

## Action Step #2

**Events** - Events are critical for building your team and are the focal point for all business building activity. Said another way, your main objective for everyone you contact is to get them to a live conference call or Business Presentation as soon as possible. If you do not have a local meeting available to plug into, start your own!

Even though your individual conversations and presentations can be very powerful, live group events are where the "magic" happens - - where things such as social proof and group dynamics come into play. It is virtually impossible to build a large Max team without you and your team consistently promoting, building for, and attending live events! Suggested Goal: at minimum, pick 1-2 events per week to be involved in.

## Action Step #3

**JOINING THE TEAM** – When your Prospect is ready to join the team, immediately send them to: [www.MaxGXL.com/yourAssociateID](http://www.MaxGXL.com/yourAssociateID) and talk them through the sign up process (click "Enroll," etc.) or send them an email with instructions.

**NOTE:** When someone joins from [www.MaxGXL.com/yourAssociate ID](http://www.MaxGXL.com/yourAssociateID), they will be placed according to your "Placement Preferences," which are set under "Associate Services" in your Virtual Office. Consequently you need to make sure your Placement Preferences are set to your desired position before having someone join in this manner. An alternative is to "manually" place someone by logging into your Virtual Office, then going to "Graphic Tree" under the "Genealogy Menu," and then manually clicking on the position in which you want place them (which will be a "tan" box). If you have any questions regarding placement, be sure to confer with your Upline before placing someone.

## Action Step #4

**TRAINING YOUR NEW ASSOCIATE** - When you sponsor a new associate (one who seriously wants to build a business), *your job is not over!* It is *imperative* you go through this training with them within 12-24 hours! This is *CRITICAL* to your business's duplication and growth!

Quickly cover each topic, making sure they know about:

- Our team events and calendar
- All Corporate Max events (they will generally receive notification of these by email)
- Very important - - help them fill out and rank their Prospect list
- Get them off to a great start, focus on getting them into action ASAP! Ideally, have them make their initial contact with their Top 5-10 Prospects, and
- If possible, deliver or mail information & product to them ASAP! As their leader, you may need to loan them product to get started and when the new Associate's SAP comes in, they can reimburse you. This process can really jump-start the momentum for your new recruit! Note: for your protection, do not loan or front products to your new recruit if they do not place an order

Many associates do not **engage** or *actively* start working their Max business until weeks or months after they join the company - - even if you do everything perfectly! For these associates, you need to continue following up with them ***almost as if they were still a prospect!*** First and foremost, make sure they are on your Team Email Blast-Out list, and then you may want to contact them personally every 2-3-4 weeks to promote an upcoming event, tell about a new product or business story, update them on your success, etc. You should view these associates as "seeds" that will eventually sprout and grow as you continue to "water" them.

## DUPLICATION

In real estate – you hear Location, Location, Location! In network marketing – it’s Duplication, Duplication, Duplication! Rick Teague, the #3 money earner in Max International, has amassed a team of 15,000 people in a year. He makes a significant pay check each month yet his double law degree from Southern Methodist University wasn’t what he relied on. He relied on and continues to rely on keeping the plan simple and duplicatable and utilizes the company tools at all times: His Simple Plan of Action:

- Order your personal product and get on auto-ship
- Order your samples and business aids
- Set up a personal website (or use your Uplines’ - you can use [www.brendabridgforth.com](http://www.brendabridgforth.com))

### Step-by-Step

1. Make quick initial phone calls to your top 20 Prospects and send them to the website to watch Steven Scott video ([www.brendabridgforth.com](http://www.brendabridgforth.com) or create your own)
2. Follow up immediately with all 20 to see how interested they are. Some will want to sign up immediately so use that leverage to burn a fire up. Some will want to try product.
3. Deliver samples, a Success from Home Magazine (with critical pages flagged), some N-Fuze samples & a cover letter ... keep it simple ... a confused mind says NO!
4. Follow up with a 3-Way Call with your Prospect and someone in your Upline or with someone on your team
5. Continue to follow up (because some people don’t start samples right away, etc.) until Prospect attends a LIVE event (home meeting or a conference call)
6. Sign them up and get them trained so they can DUPLICATE what’s been done to them!
7. YOU stay plugged in - attend home trainings & listen to live calls frequently
8. Get on your Upline’s Email Blast Out so you are kept up to date!

Your Upline will instruct you on how to sign Prospects up and where to place them. Don’t worry about learning all of the details before you start – those will come! Just hit the ground running, and your Upline and Team Members will guide you every step of the way!

## Understanding your Max Basic Virtual Office

### Enrolling a New Associate / Business Builder:

1. Log on to [www.maxgxl.com](http://www.maxgxl.com)
2. Login with your ID# and password
3. Click on Genealogy
4. Click on Graphic Tree
5. Focus ID – you will see your Associate ID number

- Levels – adjust from 5 to 35
  - Type – Binary
  - Click on “View Organization” button
6. To enroll a directly sponsored associate (those people that want to pay \$49 and build a business) into your Binary Tree with a home pack or Super Achiever Pack, click on the vacant white circle and follow the instructions on the far outside left or right leg

**Enrolling a Preferred Customer:**

1. To enroll a preferred customer (preferred customers can order product at wholesale as long as they sign up for auto-ship, but they cannot participate in the compensation plan (they also do not pay \$49 sign up fee and are not wanting to build a business – just consume the product))
  - Click on link at top of screen – Associate Services
  - Register New Member (select Preferred Customer)
  - Proceed to sign them up (their volume will show up in your personal ID# and you will not see them in the Graphic Binary Tree)

**Ensure you get PAID team commissions AND matching bonus! (Please DO NOT SKIP a step - these steps are in order!!!)**

1. Make sure you are set up with a personal auto-ship order with TWO products under your own personal ID#
2. ENROLL 2 personally sponsored associates on your left leg and 2 personally sponsored associates on your right leg with Home Pack or Super Achiever Pack. Also make sure you set up their personal auto-ship order with TWO products. This will ensure you are positioned to receive team commissions AND matching bonus checks.
3. Always place your personally sponsored associates on your FAR OUTSIDE bottom position in your left leg or right leg – FAR OUTSIDE (never work inside legs). No matter where you place them on your binary team tree - the computer program "views" them as direct to you! This is important for matching bonuses!
4. Your initial #1 GOAL is to keep the sales volume on your right and left teams as BALANCED as possible. For example: If your upline or downline team is building fast under you in one of your "legs" - you will concentrate a larger percentage of your building efforts on the opposite leg.
5. Once your volume is somewhat balanced - your ultimate goal is to personally sponsor 14 associates on your right and 14 associates on your left (who are all on auto-ship with TWO products per month).

**An extensive Virtual Office Instructional Guide is available upon request.**

## **BUSINESS TOOLS**

- **Company Website** – [www.maxgxl.com](http://www.maxgxl.com)
- **Personal Website** – choose from [www.teamgxl.com](http://www.teamgxl.com) (\$9.99 month) or [www.mymaxsystem.com](http://www.mymaxsystem.com) (\$19.99 month). This is a marketing tool to send Prospects to so they can watch the Steven Scott fireside chat video. To purchase a website, go to either of those two sites and at the bottom of the home page, click “get a website” and it will make an exact duplicate website for you. If you would like to personally brand your site, contact GoDaddy and purchase your personal name domain and linking your new Max website to the GoDaddy account i.e., [www.brendabridgforth.com](http://www.brendabridgforth.com) (GoDaddy or your Upline can help you do this)
- **Personal Business Cards** – [www.maxprintstore.com](http://www.maxprintstore.com)
- **Training Website** – coming soon from Max International
- **Team Newsletter** – sign up at [www.MaxTeamNews.com](http://www.MaxTeamNews.com)
- **Curiosity Call – 646-222-0208 (5 minute 24/7 Recording)** – if your Prospect does not have access to the internet, this call is a great way to make initial contact with Prospects to stimulate curiosity – then follow up!
- **Monday Training Call (8:30 – 9:00 p.m. CST) – 212.461.5800 PIN 4950#** - weekly live call for training new Associates and/or helping current Associates get into momentum
- **Wednesday Biz Op Call (8:00 – 8:30 p.m. CST) – 218.339.2500 PIN 725212#** - weekly live call is for recruiting purposes
- **Thursday Biz Op Call (8:30 – 9:00 p.m. CST) – 212.461.5800 PIN 4950#** - weekly live call is for recruiting purposes
- **Saturday Product Call (11:00 a.m. – Noon CST) – 218.486.1414 PIN 44055#** - weekly live call features a doctor or medical expert discussing the validity of our products. This is a great call for impressing the skeptical prospect and building confidence with your prospects and new associates! This call is designed to BUILD your confidence and show we have a team of experts behind us.

## **Medical / Health Care Professional Information**

- **Resource Website** – [www.teamgxl.com](http://www.teamgxl.com) (medical articles & links to recorded calls with Dr. Keller and other medical doctors)
- **Glutathione Articles** – log on to [www.pubmed.org](http://www.pubmed.org)
- **Product Questions** – [info@maxgxl.com](mailto:info@maxgxl.com) - for technical product questions that cannot be answered by your own diligent research – they are busy so please do your research first!
- **Composition Patent** – go to <http://patft.uspto.gov/netahtml/PTO/srchnum.htm> (type in patent number 6,262,019) (your Upline can email the patent to you....just ask!)
- **John Nelson, MD Quote** – “This product, in my opinion, represents the single most important breakthrough in health that we will witness in my life time, and this product will revolutionize, change, and transform the practice of medicine world-wide and make Dr. Robert Keller more famous than Jonas Salk who created the polio vaccine.” John Nelson, MD, Immediate Past President (159<sup>th</sup>) of the American Medical Association – **an audio link of this quote can be sent via email upon request**

## **QUICK START**

### **How to get Started without reading the Instruction Manual ☺**

- Order your personal product and get on auto-ship
- Order your samples and business aids
- Set up a personal website (or use your Upline's- you can use [www.brendabridgforth.com](http://www.brendabridgforth.com))
- Ask your Upline to email you critical documents and information so you can read up!

#### **Start the ignition.....Step-by-Step**

1. Make quick initial phone calls to your top 20 Prospects and send them to your Upline's website to watch the Steven Scott video
2. Follow up immediately with all 20 to see how interested they are. Some will want to sign up immediately so use that leverage to burn a fire up. Some will want to try product.
3. Deliver samples, a Success from Home Magazine (with critical pages flagged), some N-Fuze samples & a cover letter ... keep it simple ... a confused mind says NO!
4. Follow up with a 3-Way Call with your Prospect and someone in your Upline or with someone on your team
5. Continue to follow up (because some people don't start samples right away, etc.) until Prospect attends a LIVE event (home meeting or a conference call)
6. Sign them up and get them trained so they can DUPLICATE what's been done to them!
7. YOU stay plugged in - attend home trainings & listen to live calls frequently
8. Get on your Upline's Email Blast Out so you are kept up to date!

Your Upline will instruct you on how to sign up Prospects and where to place them. Don't worry about learning all of the details before you start – those will come!

Remember, don't overcomplicate this....it's not sales like you know ... its duplication! Duplicate the system – not the person. Your greatest gift is YOU!

Building a successful business takes time, and in network marketing, it's no different. It takes work ... and it takes time! So be diligent to plant new seeds, water those seeds, tend to those seeds, because in due time, you'll reap a harvest. The #3 money earner at Max International (makes at least \$50,000 a month), has a total of 50 people directly sponsored by him and only 4 of those people account for 80% of his monthly income! Only 4! You don't need to know a lot of people – just be strategic, don't pre-judge, train up your Associates properly, and get a belief system in the products and the company that cannot be shaken.

Please know that your greatest tool and business aid early on in this business is your Upline! We have a vested interest to help you succeed. All of our knowledge, materials, business aids, etc. are available for you – just ask us! And, at any time, if you feel your Upline isn't responding to you promptly or providing you with what you need to be successful, please feel released to contact another team member! That's vital. This business is successful because we're all on the same team, so please do not worry about egos or hurt feelings. If one of us isn't the best motivator for you, please go around us and call upon another! It's all good!

**Welcome to a winning team!**