GETTING STARTED IS SIMPLE—SO WHERE DO YOU BEGIN?

Your enroller, the person who introduced you to Melaleuca, will arrange a Strategy Session with you to answer questions and help you every step along the way. At Melaleuca, you’re never alone! Your enroller and support team are there to help you succeed.

SIMPLE STEPS TO GETTING STARTED

☐ Read the Your Preferred Customer Benefits booklet located in your Membership Kit.

☐ Set up your online shopping account. When you enrolled as a Melaleuca customer, you were sent an email to the email address you provided. This message contains instructions on how to easily set up your online account and password.

☐ Purchase a Home Conversion or Value Pack. Now that you’ve found the best products on the planet, don’t waste any time converting your whole home to better, safer, higher-quality products! To help you do this, Melaleuca offers you the opportunity to purchase either a Home Conversion Pack or a Value Pack at a steeply discounted price, saving over 50% off the retail price.

☐ Check out Melaleuca.com/LearnToEarn and begin watching Learn to Earn videos. These are fun, informative, videos you’ll just love. By watching these short videos and answering a few questions, you’ll not only learn the science behind Melaleuca’s products and how they’re made, you’ll also earn up to $100 to spend on whichever Melaleuca products you choose!

☐ Identify your “why.” A strong business starts with a solid sense of purpose, so take some time to identify your “why.” What is your goal with your Melaleuca business? What will achieving that goal do for you and your family? Will it bring financial freedom? Will it give you an opportunity to live life on your own terms? Or will it improve your children’s future? Write down your goal and your “why,” share them with your enroller or mentor, and remind yourself of them frequently as you build your business.
Start your contact list. Write down 100 names—without prejudging how interested the individuals may be—to get your contact list started. Identify 10 people you think could benefit from Melaleuca’s life-changing wellness products.

Determine your business hours. Write down the days and times you will devote to your Melaleuca business. How many hours are you willing to invest each week? It may be 5 hours, it may be 20 hours—all that matters is that you commit to it.

Go online to Melaleuca.com/GettingStarted. This website will give you all the training and tips you need to succeed with your Melaleuca business. Through audio and video training, top Marketing Executives, who were once new business builders like you, will give you proven, real-world tools based on decades of experience. Listen as they share their own stories, why they made the decision to build a Melaleuca business, and how it has changed their lives.

Melaleuca provides ongoing live training support every month. Go to the Business Center at Melaleuca.com and click the National Training Calendar for dates and times of conference calls and webinars that will help you gain knowledge and confidence.

“There are three things people need to have in order to win at this business: they need to be coachable, they need to have a strong ‘why,’ and they need to enjoy helping people and buy into our Mission Statement.”

—ED BESTOSO, CORPORATE DIRECTOR 6
WHAT IS RESIDUAL INCOME?
Residual income is reliable money that comes in month after month, year after year. With Melaleuca, all you do is give a one-time overview to a new customer, and from that point forward, you earn a check every single time that customer shops with Melaleuca.

Once you have introduced a customer to Melaleuca and helped them set up their account, Melaleuca goes to work for you. Melaleuca provides world-class products, catalogs, and an online shopping website; takes your customers’ orders; ships all product orders; and collects sales tax, all at no cost to you. Your residual income continues as that customer shops month after month.

There are several key reasons Melaleuca has reliable residual income:

**Consumable Products**
Instead of selling one-time-purchase items like jewelry or appliances, Melaleuca sells consumable wellness products, like bars, shakes, and personal care products, that customers use and replace every month. As a result, your income from their ongoing purchases is residual and occurs every month.

**Unique Products People Want**
It takes unique products to create ongoing residual income. The Access™ Bar, Vitality Pack® powered by Oligo®, and Diamond Brite™ Automatic Dishwasher Detergent are just a few examples of products developed by Melaleuca and our scientific partners.

**Reasonable Prices**
Your customers find value at Melaleuca. That brings them back month after month—even in a tough economy. Whether they shop for Affinia® Shampoo or MelaPower® Laundry Detergent, they can simply switch stores and find tremendous value every time they shop.

**Preferred Customer Program**
In exchange for a commitment to shop monthly at Melaleuca, Preferred Customers get a big discount on Melaleuca products, savings on retail purchases at Melaleuca Marketplace, additional services, and much more! This customer loyalty program rewards ongoing purchases and creates a true residual income for Marketing Executives.
Over 350 Products to Choose From

If a customer bought only 35 Product Points a month, it would take them over three years to buy every single product in Melaleuca’s product line. That’s because consumers have a large variety of products—over 350—to choose from at Melaleuca. They can shop this month for products they may not have purchased last month. As a result, your customers come back to Melaleuca and shop again and again.

Loyalty Shopping and Learn to Earn

Melaleuca offers Loyalty Shopping Dollars as a reward for being a loyal Preferred Customer and for learning more about Melaleuca and its products. Through Melaleuca’s Learn to Earn program, new customers can earn up to $100 ($120 CDN) in their first five months of membership by watching several short videos and answering a few simple questions. For each video they watch, they’ll earn Loyalty Shopping Dollars that they can later redeem for free Melaleuca products of their choice. The more customers know about the quality of Melaleuca products, the science that goes into them, and how they’re made, the more likely they will be lifelong Melaleuca shoppers.

High Reorder Rate

It’s well documented that at least 95 percent of customers who shop with Melaleuca this month will shop again next month. That means as you build your Melaleuca business, your customers will shop month after month. This exceptionally high reorder rate results in true residual income.

Unique Business Model

Melaleuca is the world’s only Consumer Direct MarketingSM company, and Melaleuca.com is one of the top 100 e-commerce sites in the world. Consumer Direct Marketing was designed to create and reward customer loyalty. You simply introduce customers to Melaleuca and help them set up their accounts, and they shop directly from Melaleuca.com or with the Melaleuca catalog. You don’t have to worry about handling inventory, making a big investment, or giving repeat sales presentations. And since anybody can build a successful Melaleuca business, your organization can be full of everyday, average customers who refer a customer from time to time. Those referrals continually fuel your residual income.

“I still run into customers I introduced to Melaleuca four years ago, and they tell me how much they love Melaleuca products—they’re still my loyal customers today. Having customers who shop for products they can afford every month means we receive residual income.”

—BROOKE PAULIN, NATIONAL DIRECTOR 5
THE SMARTEST WAY TO GET STARTED

Ordering a Home Conversion or Value Pack is the easiest and most affordable way to switch your home to products that are healthier for you and your family.

Available exclusively to new customers in their first two months, Home Conversion and Value Packs feature dozens of Melaleuca’s most popular products at additional savings off the already-discounted Preferred Customer prices. These packs will help you jump-start your Melaleuca business by giving you firsthand product knowledge. But that’s not all. They also unlock extra earning potential for you as a business builder: Marketing Executives who purchase Home Conversion or Value Packs also qualify for the Pacesetter Program, which will double your advancement bonuses. See pages 12–13 of this booklet and the Power of Pacesetter brochure in your Membership Kit.

THE HOME CONVERSION PACK IS THE ULTIMATE VALUE. IT CONTAINS MORE THAN 60 MELALEUCA ITEMS AT A SAVINGS OF MORE THAN 50% OFF RETAIL!

Home Conversion Pack $299.00*
Preferred price if purchased individually: $468.61
Regular price if purchased individually: $676.18

SAVE OVER 35% off Preferred price
SAVE OVER 55% off Regular price

* Based on U.S. savings
Upgrade your Home Conversion or Value Pack with the Business Pack!

Purchasing a Business Pack brings additional value and provides the tools you need to refer customers and build your business quickly. It includes:

10 Membership Kits
$290

5 Getting Started CD Sets
FREE
(Value of $34.99)

1 Renew™ Referral Pack
FREE
(Value of $12.49)

100 Personalized Business Cards
FREE
(Value of $19.99)

When you have Membership Kits on hand for your new customers, they’ll immediately have what they need to get started right.

Each Membership Kit contains:

- Melaleuca Country catalog
- Preferred Customer Benefits booklet
- Forms to set up a customer shopping account
- Power of Pacesetter brochure
- Delivering Wellness™ overview materials
- A New Day! Compensation Plan booklet
- Building Your Melaleuca Business booklet
YOUR STATUS AND EARNING POTENTIAL GROW AS YOUR BUSINESS GROWS

Marketing Executive statuses serve as milestones or goals for the growth of your Melaleuca business. Advancing to a new status will be a satisfying source of pride and accomplishment, in addition to bringing significant financial rewards.

Each time you “advance,” or achieve a new status, you qualify for an Advancement Bonus. For the Director and Senior Director statuses, you can double those bonuses by achieving new statuses within a certain schedule. That is called the Pacesetter Program. There are 46 statuses for you to earn. You receive an Advancement Bonus each time you advance. Each new status has its own set of requirements—all of which increase sequentially with the status. Initially, advancing to a new status is simply a matter of personally enrolling new Preferred Customers.

WHAT’S IN A STATUS?

Wondering how to reach a certain status? Here’s a quick look at the major milestones and some of the requirements to achieve each one.

DIRECTOR

A Director has:
• 8 personally enrolled customers

SENIOR DIRECTOR

A Senior Director has:
• 20 personally enrolled customers
• 5 personally enrolled Directors
After you achieve Director with eight personally enrolled Preferred Customers, subsequent status advancements also include additional requirements, such as:

- Active personally enrolled leadership (Directors, Senior Directors, and Executive Directors you’ve personally enrolled)
- Organization Volume (the amount of products purchased in your seven-generation organization in one month)
- Leadership Points (points earned for doing presentations and enrolling new customers)
- Personal Enrollee Group Volume (the total organization Product Point volume of your personal enrollees in any given month)

Each advancement to a new status is cause for celebration, and every time you advance, Melaleuca will celebrate your accomplishment with you and your team.

For a complete listing of statuses and requirements, please consult Melaleuca’s Compensation Plan booklet *A New Day!*
When Kellie Hunt enrolled, she checked off Category 2 to indicate she was interested in building a part-time Melaleuca business. Kellie’s enroller helped her set up two in-home overviews, and by the end of the next month, they’d enrolled 10 customers and earned a check for $916.

“We made a plan to enroll 20 customers and help two of them start building their own businesses,” Brandon says. “Then we reached out to anyone who checked off Category 2 or 3, had them write down a list of 40 names and phone numbers, and then helped them set two appointments in the next week.”

Just nine months after they enrolled, Brandon and Kellie are Senior Directors and have earned $120,039 with Melaleuca.

Jeff Sans had been a baseball coach and a schoolteacher for nearly 18 years when family friends introduced him and Heather to Melaleuca in 2011. They enrolled seven customers in their first month and then nine customers in their second month.

“A month later, one of our customers called and said she wanted to do Melaleuca as a business,” Jeff says. “So we teamed up and helped her. The next month, both of us advanced to Director 3, and that’s when our business took off.”

The following month, they triple-advanced to Director 6 and earned a single-month Melaleuca check for $6,261.

Today, Jeff and Heather are Senior Directors and have earned $145,493 with Melaleuca.
Suzy Maier enrolled with Melaleuca in 2011 to get safer, healthier products. She achieved Director in her first month and earned a check for $157. In her fifth month, she triple-advanced from Director 2 to Director 5 and earned $3,459.

“One of my mentors came to town that month,” she says. “I invited several people to her overview, and I was blown away when almost everyone wanted to start shopping and sharing Melaleuca with others.”

Two months later, Suzy triple-advanced again—from Director 5 to Director 8—and a month after that, she reached Senior Director.

Suzy and Steve are now Executive Directors 4 and have earned $410,859 with Melaleuca.

When she enrolled with Melaleuca in 2008, Stacy was a single mom who’d just been laid off from a significant corporate career. She advanced to Director 3 with two personally enrolled Directors in her first 90 days.

More than a year later, Stacy contacted her enrollee and committed to spend at least 10 hours every week on Melaleuca. Five months later, Stacy became a stay-at-home mom and devoted a full-time effort to her business, and the next spring, she reached Executive Director.

“I’d been a Marketing Executive for a year and a half when I made a commitment to really consistently build my Melaleuca business,” Stacy says. “If I’d been more consistent, I would’ve gotten to Executive Director even quicker. When you work consistently at a Melaleuca business, you consistently advance.”

Today, Stacy has remarried, advanced to Executive Director 6, and earned $878,032 with Melaleuca.

The Cases enrolled with Melaleuca early in 2009 to get better, healthier, safer products. Michelle enrolled 11 customers the next month, and they received a check for $1,104. In 2010, Michelle attended the annual Melaleuca Convention and set a goal to achieve Senior Director 4 by the following year.

“Michelle called me one day and said, ‘Okay, let’s do this for real,’” Mike says. “We hit Senior Director and then Senior Director 2. And then, one month, we advanced from Senior Director 2 to Senior Director 6, and the next month we advanced to Senior Director 8.”

The Cases are now Executive Directors 5 and have earned $613,741 with Melaleuca.

---

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*Results vary. For typical results, please consult the Annual Income Statistics on page 34.
Enjoy lucrative one-time advancement bonuses each time you advance.

<table>
<thead>
<tr>
<th>STATUS</th>
<th>ADVANCEMENT BONUS</th>
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<tbody>
<tr>
<td>Director</td>
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<tr>
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</tr>
<tr>
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<td>$800</td>
</tr>
<tr>
<td>Director 9</td>
<td>$1,000</td>
</tr>
<tr>
<td>Senior Director</td>
<td>$2,000</td>
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Please refer to Melaleuca’s *A New Day!* Compensation Plan for further details on earning commissions and bonuses.
BUILDING YOUR MELALEUCA BUSINESS

Imagine how this could change your life!

When you advance on Pacesetter time frame, you earn **DOUBLE** the advancement bonus!

### PACESETTER PROGRAM

**Build faster and double your advancement bonuses!**

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<thead>
<tr>
<th>STATUS</th>
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<td>10</td>
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<tr>
<td>Senior Director</td>
<td>$4,000</td>
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</table>

**$13,800**

Pacesetter Advancement Bonus Total

*Write in the months after the month of your enrollment.

Your month of enrollment: (e.g. May) ________________________________
1. Make the decision to achieve Director 3 in 90 days.

2. Enroll with a Value, Home Conversion, or Business Pack.

3. Review the materials in your Membership Kit.

4. Start your contact list.

5. Team up with your enroller or mentor, and be coachable.


If you’re planning to build a substantial Melaleuca organization that will provide thousands of dollars a month in residual income, Director 3 is your launching point, and achieving it will help you learn the fundamentals for building your business.

The reason you should start by purchasing a Value, Home Conversion, or Business Pack is twofold: the pack will introduce you to a large selection of Melaleuca’s products and help you better share them with others, and it will qualify you to earn Pacesetter Bonuses, which are double the standard Advancement Bonuses. A Value, Home Conversion, or Business Pack will be crucial to your success.

Come to your Strategy Session prepared to ask your mentor or enroller any questions and to map out your Director 3 in 90 days plan. Watch your first Learn to Earn video, write down your contact list, discuss how to set appointments, and then schedule at least two Delivering Wellness™ overviews for the next two weeks.

For your first month, aim to enroll 10 Melaleuca Preferred Customers. For month two, enroll five more Preferred Customers and develop one personal Director. For month three, repeat month two—enroll five Preferred Customers and develop one Director.

Team Up

- Ask your mentor or enroller any questions you have about building a Melaleuca business, then work together to determine your Director 3 in 90 days plan.

- Start your contact list. Work with your mentor to determine who your potential business partners are and who you’ll invite to your first Delivering Wellness™ overviews.

- Discuss tips and information for effectively setting appointments and set a few appointments before you wrap up your Strategy Session.

- Be coachable!
I Commit to Achieve Director 3 in 90 Days

Name: __________________________________________ Date: ________________

What income on a monthly basis would make a difference in your life? $ ____________

What are your options to earn that monthly income? (2nd or 3rd job, spouse gets job, conventional business, franchise?)

__________________________________________________________________________

Why is the income important? Retirement, car, get out of debt, help with your kid’s education? What difference will it make?

__________________________________________________________________________

What does your future look like without that income?

__________________________________________________________________________

What is Director 3 in 90 days worth to you?

1. Your picture in the Leadership in Action magazine four times
2. Create a story to tell for rest of your Melaleuca career
3. Your income will be approximately $4,000 in 90 days! (See the Annual Income Statistics on page 34 for more information.)
4. You’ll be invited to a complementary Leadership Celebration Dinner

Here is the plan of action:

1. Make the decision and resolve to see it through
2. Enroll immediately with a Value or Home Conversion Business Pack
3. Read the information in your kit and write down any questions
4. Complete your contact list and use the form in the kit
5. Ask your questions during the Strategy Session
6. SCHEDULE ACTION! Schedule appointments immediately below.

Take action immediately! In order to get 10 enrollments this month, I will:

Schedule two in-homes immediately with enroller on (date) ________________ and (date) ________________
Schedule two 2-on-1 overviews with enroller on (date) ________________ and (date) ________________
Schedule two webinars with my long-distance contacts on (date) ________________ and (date) ________________
Schedule to attend next Leadership Celebration at 6 p.m. on (date) ________________

Fill in the blanks with enrollments:

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<th>circle one:</th>
<th>Month 2:</th>
<th>circle one:</th>
<th>Month 3:</th>
<th>circle one:</th>
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Building a Melaleuca business is a simple and proven process. It is simply repeating the same proven process over and over again. One great advantage is the power of teamwork and matched effort. When you set a goal to reach Director 3, you are setting a mutual commitment to build your business! Take this seriously and you will enjoy the results!

Enrollee Commitment Signature: __________________________________________ Date: ________________

Enroller or Mentor Commitment Signature: __________________________________________ Date: ________________

For more information on advancing to Director 3 in 90 days, visit the Print & Download Center at Melaleuca.com/BusinessCenter and download the “Director 3 in 90 Days” form.
There is no secret to how the Senior and Executive Directors got where they are. They understand [the] Seven Critical Activities and they work at them consistently. There is a magic way to build a large, successful Melaleuca business! It’s called hard work! Doing the simple things! Every day!

1. KEEP BUILDING YOUR CONTACT LIST

Take a look at any successful Melaleuca business and you’ll always find one thing: a strong and vibrant contact list.

Whether you’re a seasoned Executive Director or a brand-new Marketing Executive, you have to pay regular attention to your contact list—and you have to help others in your organization do the same.

As the lifeblood of your business, your contact list needs to be constantly nourished (by adding at least one new name every day). Don’t prejudge anyone by thinking they would never be interested in learning about Melaleuca. Many times the people you think would be least interested are very excited to hear about better, safer products for their families and an opportunity to earn additional income.

Be thorough; write down the names of everyone you know. Think of the names of people you invited to your wedding, those on your Facebook friends list, or those you follow on Twitter or Instagram. You never know where you’ll be when you remember an old friend from school or make a new acquaintance at the market, and failing to write down a name in the moment may mean a golden opportunity lost forever. So keep your contact list with you wherever you go to ensure that nobody is forgotten.

As you read this booklet, you’ll be introduced to Seven Critical Business-Building Activities for succeeding with your Melaleuca business. If you want to achieve your goals with Melaleuca, you need to focus on and repeatedly do these seven activities day after day and week after week.

I want you to notice something about the Seven Critical Activities, the first four in particular. You cannot do Critical Activity 3, Make Overviews, before you do Critical Activity 2 or Critical Activity 1. That’s not how it works. These activities are in the order because that’s the order you’ll need to do them in. Before you can hold a Strategy Session, you need to have a Delivering Wellness™ overview and enroll a customer. And before you can do that, you’ll need to invite someone you know to your overview.

There’s a reason the first Critical Activity is not Set Appointments. Before you invite someone to your overview, you should already have a relationship. The first thing to do is add their name to your contact list and begin establishing a relationship. When the time is right, you can invite them to attend a Delivering Wellness overview and make a decision about Melaleuca.

We are a “warm market” company. The right way to build your business is with people who know you, like you, and trust you. So before you approach someone to set an appointment, take the time to build a genuine relationship with them. As you help them reach their goals, you’ll find that those personal relationships can be just as rewarding—if not more so—as your income from your Melaleuca business.

—Frank L. VanderSloot
CEO, MELALEUCA, INC.
Expand Your Horizons to Meet People

The best way to meet new people is to spend time in situations where you can meet, greet, and get to know others. This can be a book club, a yoga class, or a parents association. Or it can be a church group, a professional association, or a community organization. Attending your kids’ games, recitals, parties, and other events is one of the best ways to meet and strike up conversations with others. Your options are unlimited.

Build a Relationship

As you attend networking events and meet new people, be sure to make the conversation about them, get to know them, and find out everything you can about them. Take the time to develop a relationship. This may take weeks or even months, and that’s okay. Remember, you’re trying to help them, and unless they know you really care about them, they aren’t likely to listen to you.

Look for those who need the business—who are out of work, caring for old or sick family members, struggling to meet their monthly bills, or looking for a flexible way to earn additional income. Mark those names with stars in your contact list and think about how to best approach them.

Be sure to look for those who could be great business partners. Consider, for a moment, the attributes of your ideal business partner:

- hard worker
- self-starter
- self-motivator
- likeable
- trainable
- cooperative
- interested in others

When you encounter new prospective customers and business builders, determine whether they have these attributes and others you’re looking for in a business partner.
Putting Others at Ease

If you’re feeling nervous as you’re calling a friend, Executive Director Rachelle Ferguson suggests saying so at the beginning of your approach: “I’m pretty nervous to call you because you’re the first person I’m calling for my new business.” As Rachelle says, “If you lower your walls, they’ll lower theirs.”

If you can hear or see that your contact is feeling uncomfortable, or if they seem disinclined to set an appointment with you, find a respectful way to put them at ease. Here’s another suggestion from Corporate Director Mark Atha: “It almost doesn’t matter what their concern is. You can just respond, ‘I understand why you’d feel that way, but I tell you what: it’s no big deal to me. Why don’t we sit down for a few minutes, I’ll show you how it works, and if you still feel that way, then don’t do it—fair enough? I’d like to show you anyway because I’m excited about it, and, who knows, you might think of someone you know who would be perfect for me to talk to.’”

Mark’s response—“it’s no big deal”—defuses the tension and releases the pressure. As Mark says, “Your posture is telling them, ‘It’s okay for you to tell me “no” after you see the Delivering Wellness™ overview, but how can you say “no” before? You don’t even know what you’re saying “no” to.’”

SET APPOINTMENTS

If you find yourself feeling nervous before you approach someone to set an appointment, don’t worry; you’re not alone. Corporate Director Mark Atha says that before he makes appointment-setting calls, he does a quick exercise to get into the right mindset.

“This might sound silly to you,” he says. “But before I make a call, I remind myself that this person is already some other company’s customer, so I’m really not imposing on them or asking them to buy something they don’t currently buy elsewhere. In other words, they really need Melaleuca products and, in many cases, a Melaleuca business as well. In fact, they’ll be healthier with our products and better off financially should they build a business. Then I tell myself that if I don’t talk to them first, someone else will.”

If you’re approaching a member of the younger generation who’s less comfortable with a phone conversation, you might send a text message or a direct message through social media. But ideally, you want to approach someone by phone call.

Your purpose is simply to set an appointment—nothing more and nothing less. Keep your call quick and casual: “Hey, can I have 45 minutes of your time so I can show you what I’m doing? Do you have time tomorrow at lunch or would Thursday night be better?”

When you make an invitation, you’ve just stimulated their curiosity, but you don’t want to get stuck trying to explain everything about Melaleuca over the phone. So instead, immediately shift the focus over to when they can meet: “I don’t have time to talk about it right now, but I’ll tell you all about it when we get together. What time will work for you?”

To respond that way, you might make your appointment-setting call when you truly don’t have a lot of time—5 minutes before you walk out your door to go somewhere or just before you walk into another appointment.

Becoming a pro at setting appointments takes practice, but you don’t have to practice alone. You can get the tips and coaching you need by teaming up with your enroller and your support team. And check out Melaleuca.com/MyMelaleuca for specific training on making approaches.
Sample Approaches:

“I have partnered with one of the top e-commerce health and wellness companies in North America and we manufacture an entire line of products that are addressing today’s health concerns such as diabetes, heart disease, weight loss, and more. We’ll have to get together so I can share more.”
— from Executive Director 6 Stacy Bodnar

“I’ve partnered with an international wellness company, and I’m not sure if you’d be open to hearing about it, but I think it would be a great complement to what you’re already doing. Would you be open to hearing some information about it?”

Or, “I’ve partnered with a U.S. manufacturer, and I thought of you because this could be amazing for you. I’d love to share this information with you to see how it could benefit your family.”
— from Executive Director 5 Corey Keller

“Hi Jill, I was thinking about you the other day and what you said about being in the hospital with John because of another asthma attack. I don’t know if you know, but I’ve partnered with a company that specializes in helping people get the chemical irritants out of their homes. I think our company could really help your whole family. Would you be open to sitting down with me and having me share the benefits of our products? What might be a good time to connect for about an hour? I can come to your house or you can come on over to mine.”
— from Corporate Director 3 Michelle Smith

“Have you heard of Melaleuca.com? No? It’s a fabulous online shopping club that offers exclusive wellness products shipped to your door at huge savings. I’ve been a member for years and wouldn’t live without it! Only members can refer members, so why don’t we grab a coffee and I’ll show it to you.”
— from Executive Director 4 Sandi Sullivan

“Hi Nancy, I’m calling because I started a business I’m really excited about. I honestly don’t know if it would intrigue you, but I’d like to borrow you for 45 minutes so I can educate you on what I’m doing. And maybe you can point me in the direction of someone it would be a good fit for.”

Or, “I don’t know if you know what I do, but I have a business I absolutely love, and I honestly don’t know ... [repeated from above]”
— from National Director 7 Heidi Bartolotta

“I’m a Marketing Executive here in the Denver area for The Wellness Company and we specialize in helping people get out of debt by substantially increasing their monthly income with five to 10 hours of effort a week. I love what I do. I’d love to tell you about it sometime.”
— from National Director 5 Brooke Paulin

Visit Melaleuca.com for more sample approaches and additional Power Hour information.
GIVE DELIVERING WELLNESS™ OVERVIEWS

Successful Melaleuca business builders use Delivering Wellness every time they do an overview because it’s simple and can be easily duplicated.

Remember, what you do duplicates. If you use only a portion of the overview or your own version of it, your team will not be able to duplicate it. Therefore, do what you would like your new Marketing Executives to do.

This is an important and powerful principle. The most successful Melaleuca organizations always give the same Delivering Wellness overview the same way every time. Why? Because they know others will follow their examples.

“What the Delivering Wellness overview does is instill belief in a brand-new business builder. They believe they can do it, and because they believe they can, they can. There are a lot of people who love what they see and leave the room saying, ‘Well, I can do that.’”
—JOHN DUFNER, NATIONAL DIRECTOR 9

Start by Teaming Up

When you first begin building your Melaleuca business, giving overviews will be a somewhat unfamiliar experience. That’s perfectly all right. Your enroller and members of your support team will be there to help and to give overviews for you until you’re ready. We strongly recommend that you begin by watching them give overviews to your customers. Once you see them do it a few times, you’ll become more comfortable with the process and can take over as the presenter—usually about the time you advance to Director 3.

Know Your Audience

As you begin your presentation, try to learn as much as you can about your audience. Ask questions about the following topics:

- What do they do for a living?
- Do they like their current job?
- Are they satisfied with their income?
- Have they ever tried a home-based business before?
- Are they married?
- Do they have children?
- What do they do for fun?
- Would $500 per month help them in a significant way?
- Does more time with their family mean anything to them?
- Are they concerned about their finances?

Use the answers you get from these questions to show each new customer how a Melaleuca business can help them get what they really want in life.

Confirm Attendance

The day before the Delivering Wellness overview, call those you have invited to confirm the time and location. You’re actually confirming their attendance, so call to confirm, not question, attendance. This way, they will not be likely to change their minds.

Share the Complete Delivering Wellness Overview

Regardless of whether you anticipate that your customer will become a business builder, share the business portion of Delivering Wellness in every overview. Often, the only reason some individuals don’t build a Melaleuca business is because they don’t know the opportunity exists. Just as the business is important to share, every other element of the Delivering Wellness overview serves a purpose for your prospective customers.
A Format for Every Situation

The Delivering Wellness overview is available in the following media formats, giving you the option to choose what will work best for you and your audience:

- The Melaleuca App allows you to download and share the overview on any iPad or tablet. It’s perfect for sharing overviews on the go.
- The GoToMeeting/GoToWebinar version allows you to share the overview with contacts all across the country via the Internet.
- The DVD is ideal for sharing with home audiences using a TV/DVD player.
- The small booklet is conveniently included in every Membership Kit. It’s perfect for one-on-ones, and you should always keep it on hand as a backup.
- The Jump Drive is a conveniently portable version of the overview, compatible with any PC or Mac, and includes both “slides only” and “video and slides” versions.

When and Where to Meet for an Overview

You would typically meet at your home, the customer’s home, or some neutral location like a coffee shop, park, or other quiet place that will allow you to talk.

Prepare the Overview Setting

Your preparation can make the greatest difference. The idea behind your room setup should be to eliminate distractions. Turn off the television and place the refreshments in a separate room. Try to have guests sit on hardback chairs instead of couches so they’ll avoid getting drowsy during your overview. Orient your room toward the presenter the same way most people’s living rooms are oriented toward the television; face chairs toward the front.

Take Your Best Self to Your Overview

You don’t have to be a great presenter. Share your experience; that will have the most impact on the quality of your overview. Attendees will find you and Melaleuca credible if you bring confidence and a down-to-earth feeling to the overview.
CLOSE AND COMMITMENT

At the end of the Delivering Wellness™ overview, your potential customer will be wondering what to do next—this is where you ask them what type of customer they would like to be.

**Gain Commitment by Asking the Customer to Choose a Category**

As you come to the close of the Delivering Wellness overview, introduce and explain the three categories of participation and ask your attendees which category they fit into: Preferred Customer, supplemental income, or significant income.

<table>
<thead>
<tr>
<th>SHOP &amp; SAVE</th>
<th>REFERRAL MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Preferred Customer</strong></td>
<td><strong>Supplemental Income</strong></td>
</tr>
<tr>
<td><strong>Shop and save:</strong></td>
<td><strong>5–10 hours/week</strong></td>
</tr>
<tr>
<td><strong>30%–40% discount</strong></td>
<td><strong>$500–$2,500/month</strong></td>
</tr>
</tbody>
</table>

When you help your prospective customer choose a participation category, you’ll know better how to help them reach their goals.

**Complete the Agreement Forms**

Filling out forms can seem overwhelming to your new customers. That’s why it’s very important that you help them through it. Be sure to complete each section and double-check spelling for accuracy.

For help on completing the Customer Membership Agreement (blue form) and the Independent Marketing Executive Agreement (green form), visit Melaleuca.com/Enroll and click on “Start Enrollment.”

**Complete the Which Products & Services Form**

This form is a great tool to help your potential new customers understand the wide variety of Melaleuca’s 350 products. Use this form during an overview to help new customers understand how easy it is to convert their homes to Melaleuca products.

**Backup Order**

Explain that the Backup Order helps to secure their Preferred Customer Membership Benefits, qualifies them for a 30%–40% discount, adds Loyalty Shopping Dollars, and preserves all other benefits of membership. Melaleuca allows them to personalize their Backup Order with their favorite products.
Other Key Delivering Wellness Overview Tips

1. Start on Time and Set a Professional Tone

2. Introduce Hosts If Needed
   - If you have team members present, introduce them. “I’m excited to introduce my good friend and business partner…”

3. Share Your Experience
   - Share your Melaleuca experience and touch on your goals with Melaleuca.
   - Just tell the story—don’t exaggerate.
   - Talk to everyone as if you are good friends with them.

4. Schedule a Strategy Session
   - Set an appointment for your Strategy Session within 48 hours, regardless of whether your customer is interested in building a business or just wants to enjoy the products.
   - Ask your customer(s) to review the materials in the Membership Kit and to make a list of questions to discuss at your Strategy Session.
   - Make sure you have your schedule so you can set dates and times.
   - Give Category 2 and 3 customers their Getting Started Checklist to complete before the day of your Strategy Session.
   - Have 8–10 Membership Kits on hand to give to new enrollees.

Help the Customer Start Shopping

Going through the Melaleuca catalog or product price list, help your new customer pick out the first products they would like to try. Call Melaleuca at 1-800-282-3000 or go to Melaleuca.com to help them start shopping right away. You can show them how easy it is and speed up the process of their shopping experience. Another best practice at Melaleuca is to have a Value or Home Conversion Pack on hand at the time of enrollment so your new customer can take advantage of the additional 35% savings.

Hand Out Tools

Give your new customers a “take-home” package (the Membership Kit) to review. Have them read the Your Preferred Customer Benefits and Building Your Melaleuca Business booklets, and begin their contact lists. Encourage them to view Learn to Earn videos and selected business trainings, and listen to the You’re on Your Way CD.
Categories 2 & 3: Pacesetter

Category 2’s and 3’s are valuable to your business because they help you increase the number of Category 1 customers in your organization more rapidly. So you develop 2’s and 3’s in order to have more 1’s.

If your new enrollee tells you they’d like to earn an income and be a Category 2 or 3 business partner, your goal is to help them start off right by qualifying for the Pacesetter program with a Value, Home Conversion or Business Pack. If a Category 2 or 3 purchases a pack and pursues Pacesetter, you should identify a mentor to team up with them and help them reach their goals.
Going to the Marketing Kit

The following is the Marketing Kit for the product. It includes materials for advertising, social media posts, and customer presentations. You can use this kit to promote your business and attract new customers.

1. Product Brochure
2. Social Media Posts
3. Customer Presentations
4. Flyers
5. Business Cards

One of the best activities guaranteed to bring results is holding a Strategy Session within 48 hours. It is proven to create quality enrollments and sustained growth. Businesses that consistently hold Strategy Sessions have higher average commissions, higher average growth rates, lower attrition, more Home Conversion and Value Pack purchases, and more duplication through advancement.
3. Identify the contacts to approach first

Review their contact list and identify the key people with whom they will team up. This is the time for you to set clear expectations for the first step in their Melaleuca business. One clear expectation is to personally refer 20 customers in their first few months. Another is to identify two of those customers to team up with and build a business. Remember the expectations set will be the expectations met.

As you review the contact list, ask them “Who are the people on this list who are most likely to team up with you and build a business? Who needs a plan B or a little extra income? Who is hard working?” These are the type of questions that help them evaluate key members of their team who may want to build a business. Once you have identified 2-3 people, discuss how you might team up to approach and do an overview as soon as possible.

If they have others working alongside them, they are more apt to be successful. In any worthy goal, teaming up is a key to success. If your new enrollee personally refers 20 customers and helps two others to get to Director and do the same, your enrollee will likely be a Director 3 in the first 90 days. That’s the right way to get started!

4. Schedule Action

Calendar your overviews and schedule action. The next step is to create your calendar for the first few weeks. Identify the days and times when you will team up to give Delivering Wellness overviews. Schedule time for follow up. Schedule the dates and times of Melaleuca meetings and leadership celebrations.

Let’s say your enrollee has a goal to personally refer 10 customers in the first two weeks. That means you’ll set five to six times for overviews. Some will be group overviews, some will be one-on-ones and perhaps a few via webcast. Regardless, when they are on the calendar, when they approach their friends, they can say, “On Thursday, I’m having an overview at 1 pm, that would be a perfect time to get together.” If your overviews are on the calendar, they’re more likely to get to work quickly inviting people to attend.

5. Set appointments

Practice approaches and set appointments. Some people have never set an appointment. They need coaching. They need you to demonstrate how to set an appointment. Remember, E.D.P.E. E stands for explain, D for demonstrate, P for practice and E for Evaluate. Be sure to use all four tools when helping others to make appointments.

Imagine how encouraged your new enrollee will be if they leave the strategy session with 3-4 appointments scheduled. They will have confidence they can build the business and will look forward to your scheduled overview. Without overviews scheduled, they may not follow through as other pressing priorities in life arise.

6. Commit to scheduled times and ways to communicate

Establish clear times to communicate and report back. You will likely be talking on the phone several times a day as you begin. In the strategy session, you can talk about the best times and manner to touch base.
Learn to Earn

In just five months after the introduction of Learn to Earn, tens of thousands of Melaleuca customers watched more than 1.2 million Learn to Earn videos and earned more than $4.5 million in Loyalty Shopping Dollars.

Data shows that customers who watch Learn to Earn videos are four times less likely to cancel their Preferred Customer memberships and 4.7 times less likely to receive Backup Orders. Customers who watch Learn to Earn videos are over three times more likely to purchase the products they learn about and they purchase, on average, two more product points each month.

Getting Started

When you’re doing something new, getting advice and training from the experts is the best and fastest way to get started. That’s why we’ve gathered a special collection of trainings from top Executive, National, and Corporate Directors who started out just like you and are now very successful.

You’ll find encouraging and educational presentations, articles and inspirational videos organized in an easy-to-understand format to help you get your business started. You’ll also find helpful links and contact information for Business Development and your Coaching and Leader Development team. Everything you need to get started is here in this online training and information resource.
CELEBRATE SUCCESS

Celebrating success is a way to inspire people to set goals and achieve more than they ever thought possible. The mission of Melaleuca is to help people reach their goals. To inspire and motivate people to that end, you must celebrate their accomplishments. Melaleuca thrives on celebration! From the smallest of achievements to the largest ones, from enrolling one customer to achieving Corporate Director, leaders need to feel good about what they’re doing. When that happens, motivation increases, excitement grows, and abilities expand.

Make Your Celebration Effective

How you celebrate should be wholly determined by who it is you’re celebrating. It takes only a few minutes to figure out what people like, what parts of the business they may struggle with, and where they need encouragement. Once you’ve done that, celebrate with them in a serious manner. Tell them what they did that was successful. Be specific. Tell others about the hard work you’ve witnessed. Let them know that you noticed their efforts. Your words and encouragement will likely mean more than any reward you can come up with. Attach a suitable reward on top of that and you’ll create a moment in that person’s life they will treasure for a long time.

Leadership Celebration Meetings

The Leadership Celebration is an opportunity to celebrate local leaders’ achievements and the achievements of your team. It’s a time to schedule action to move your business forward and help you reach your goals. And it’s a chance to receive training from some of Melaleuca’s best.

Leadership Celebrations are hosted each month by Senior Directors and above. All Directors and above may attend. Remember, this is a business meeting, so no children should attend. A celebration should be held between the 1st and 7th of each month and must be preapproved by Melaleuca. Melaleuca will advertise your event online and via email.

Leaders can qualify for their meals to be paid for—up to $20 per person or $40 per business—by doing any of the following the month prior to the Leadership Celebration:

- Enroll 2 Preferred Customers
- Develop a personal Director
- Become a first-time Director
- Advance their business to Director II or above

Senior Vice President of Sales Darrin Johnson, President McKay Christensen, and CEO Frank L. VanderSloot

Standing Executive Leadership Council awards night
Recognition Is a Proven Motivator
We all love to be recognized for our accomplishments. Whether it’s a pat on the back, a high five, or a note saying, “Job well done,” all forms of recognition create positive reinforcement. Often, when someone else notices what we’ve done, we’re more likely to keep striving and pushing harder than ever. Rewards—whether material or emotional—breed hope and belief, and make hard work worthwhile.

Sharing Success Builds Team Loyalty
As a business builder, your goal is to build a cohesive team. A big part of that process is celebrating your team’s success. Through the celebrations, you experience a strengthening of relationships, you feed off one another’s energy, and you create a synergy that helps each of you work more effectively together than you would alone.

Visit the Recognition Center at Melaleuca.com/Recognition for more information.
A Melaleuca Fast Track is a results-driven program designed to help your organization grow. A series of meetings lasting four weeks, Fast Track helps participants set goals, create action plans, implement those plans, report results, and celebrate success. Team leaders provide motivation, support, and training, and facilitators organize the schedule and recognition awards.

1. **Assess the business and set goals.** Fast Track participants determine where they would like to be by the end of the Fast Track period. Specific goals include number of enrollments, status achieved, number of Home Conversion and Value Packs sold, number of appointments set, and in-home presentations.

2. **Create an action plan.** Each participant—with the help of the team leader—creates a detailed action plan for how they are going to achieve their goals. Using a calendar, they determine what days and times they are going to set appointments, hold Delivering Wellness™ overviews, report to their team leader, and more.

3. **Implement the plan.** After the Fast Track meeting, the participants follow through on their action plan, tallying their results and reporting to their team leader on schedule.

4. **Report and celebrate success.** Each week, team leaders report results for their teams. Most often, the results involve enrolling customers and developing new Directors. Those activities that meet the criteria for success are recognized.

5. **Train and develop leaders.** Take 10–15 minutes of each Fast Track meeting to conduct training on the Seven Critical Business-Building Activities. When conducting your training, remember to briefly explain, demonstrate, practice, and evaluate.

“Fast Track helps you stay focused week after week. If you ask our leaders about the ‘secret’ to their success, many will tell you that the answer is Fast Track—not only for themselves but for their entire organization. No one works harder than these leaders.”

—FRANK L. VANDERSLOOT, MELALEUCA CEO

**FIVE ESSENTIAL ACTIVITIES MAKE UP THE CORE OF EVERY FAST TRACK EVENT**
The Basics of a Successful Fast Track

**TIME:** The Fast Track is designed to run during the calendar month and should be scheduled on the same day, at the same time each week (always start on time). Consistency is vital to success.

**WHO:** Include committed Marketing Executives who work closely with one another in their businesses (e.g. your personally enrolled customers).

**LEADERS:** As a general guideline, team leaders should be Directors 3 or above, as they need to have experience at personally enrolling customers and developing Directors. These leaders should also be organized, accountable, and willing to put in extra energy and effort to keep the team focused on goals.

**TEAMS:** Teams usually consist of 8–10 members. There is no limit to the number of teams, as long as you can manage the group size.

**PRODUCT EXPERIENCES:** You should start every meeting with a product experience.

**GOALS:** Goals should be set the first week and revised or added to each of the following weeks.

**ACTION PLANS:** After participants set goals, they should put an action plan into place to help reach those goals.

**CELEBRATION:** Personal accountability and reporting happen on a weekly basis. The facilitator establishes a recognition system and rewards everyone’s accomplishments. Celebration of success is a key part of each weekly meeting.

**PARTICIPATION:** Once the last week is concluded, participants should be encouraged to attend the next Fast Track.

**FEES:** You may need to charge a fee for participation. This money helps provide recognition prizes and offsets any other related costs. These fees should not exceed $20 per business.
Melaleuca business leaders lead by example because they know their actions are usually duplicated by those in their organizations. Are they professional, product-centered, and positive? If so, others will duplicate their actions. Are they disorganized, demanding, and late to meetings? If so, others will observe and duplicate those actions as well.

As a Melaleuca leader, you should set the example by attending Convention and all other Melaleuca meetings. Not only do they offer you inspiration, ideas, and the training you need to grow your Melaleuca business, they also give you the opportunity to develop a reputation as a supportive, involved Melaleuca leader whom others will want to emulate.

Your first two months as a Melaleuca Marketing Executive are critical. You get only one chance to create the beginning of your story—make it as great as you can! Later, when you’re referring new customers and trying to encourage them to build quickly, they’ll want to know how you did it. You’ll be telling your “getting started” story over and over again, so it’s important to set your sights on reaching Director in your first month, and Director 3 in 90 days. Refer to pages 14–15 of this booklet.

According to actor Will Rogers, “People’s minds are changed through observation and not through argument.” As you go forward in all your Melaleuca activities, remember that your team members are watching you. Set a good example!

### How Do You Convert Your Own Home? It’s Simple.

Dispose of all the products you currently use.

Replace those products with Melaleuca products, and tell people you only use safe and effective products in your home now.

Convert Your Home to Melaleuca Products and Services

What would you think if the CEO of Ford Motor Company drove a Toyota? If your favorite Mexican restaurant cook chose Taco Bell for lunch? Wouldn’t you have a difficult time purchasing the products they represent?

After joining Melaleuca, immediately convert your home to Melaleuca products and services. Learn everything you can about them, and get in the habit of consistently sharing product and service information with others. The people in your organization will follow your example and convert their own homes, spreading a powerful belief in the products and the services, and building a strong business foundation.
Be Goal-Oriented

The best leaders are achievers who have a clear idea of what they want out of life, and they take the most efficient route to go after it. That means setting clear goals and developing a step-by-step action plan to achieve those goals. Write down your goals—even the smallest of them—and continue to revisit and revise them every month, every week, and every day as needed. You’ll be much more likely to stay on track as your business grows and you lead others by example.
Frequently Asked Questions

Melaleuca’s Business Development Department has compiled answers to the questions most frequently asked by customers. Talk to your enroller or call Business Development at 1-208-522-0870 for answers to other questions you may have.

Enrolling a Preferred Customer

How do I enroll a new customer?

Fill out the Customer Membership Agreement completely, including correct numbers, shipping and mailing addresses, and phone numbers. Include account information and the required signatures. Call the toll-free enrollment line (1-800-262-0600), then mail, fax, or Quick Send the completed paperwork to Melaleuca. You can also enroll customers online at Melaleuca.com.

What is the best way to confirm that my customer’s paperwork has been received?

Fax the completed paperwork to 1-888-528-2090 (North America only). After 15 minutes, log onto the Business Center at Melaleuca.com and click on FaxFinder. Enter in the fax number you used or enter in the confirmation from your fax confirmation page. If any duplicate faxes are received, Melaleuca will charge $1.00 per duplicate page.

Is it possible for someone else to be set up on my credit card or checking account as a Preferred Customer?

No. Each customer or Marketing Executive must have an account of which he or she is the owner and is authorized to withdraw funds. Using your own checking account, savings account, or credit card to enroll someone may be cause for termination.

If I do not have a credit card, checking account, or savings account, can I enroll as a Preferred Customer?

No. A credit card, checking account, or savings account is necessary.

I want my new customers to receive the Preferred Customer discount. Can they shop if their paperwork has not yet been received by Melaleuca?

They can place an order with a credit card or a checking account before their paperwork is received. We give all customers the Preferred Customer price on their first order. After that, we need to receive the paperwork for the Preferred Customer discount to continue and for them to use a checking account.

May I enroll a charitable organization?

Yes. Certain types of charitable organizations are eligible for enrollment. Please go to Melaleuca.com/Charitable or, contact Business Development at 1-208-522-0870 for further instructions.

Do I need a Membership Kit?

Yes. A Membership Kit is the key that unlocks your Melaleuca membership and all the benefits that come with it. If you were given a Membership Kit by your enroller, you can purchase a “Replacement Kit” that will be shipped directly back to that person to replace the kit they gave you (a small shipping charge of $1.90 will be charged to the enroller for this delivery).

Building Your Organization

How do I place new personal customers in my organization?

You are allowed to “manage” five customers or Marketing Executives on your first generation. You can place customers in those positions or in the organizations of customers in your organization. We do not tell you how to structure your organization; we recommend discussing all business-building strategies with your enroller and support team.

Who is my Marketing Executive?

The first person in your support team. Your Marketing Executive and your enroller are your primary resources in building your business.

Whom do I put down as “Enroller” on the Customer Membership Agreement?

The enroller must be the person who introduced the new customer to Melaleuca and helped him/her become a customer or who played an active role in the presentation of Melaleuca products or business opportunity to the new customer.

May I have an interest in more than one Melaleuca business?

No. You may only have ownership or ownership affiliation in one Independent Melaleuca Business.

Changes in Your Business

How do I change my Preferred Customer information on my agreement form?

With a simple call to Business Development at 1-208-522-0870. Some items do require the submission of a new Customer Membership Agreement form. A Business Development Specialist can give you greater detail at the time of your call.

If someone’s Social Security number is incorrect on file, how can it be corrected?

Send a letter and a new Customer Membership Agreement and Independent Marketing Executive Agreement signed by the enrollee authorizing the company to correct the number on file and a copy of his/her Social Security card (U.S. only). Enrollment support will not “correct” a Social Security Number without a copy of your Social Security card.

Can I “move” a new personal enrollee?

Yes. An enroller can move a personal enrollee to a different position within the month of enrollment by going online to Melaleuca.com and clicking on the New Enrollee Change (NEC) tool. This online tool will allow enrollers to move a customer during the customer’s month of enrollment. An enroller also can move a personal enrollee within his/her business organization up to two months following the month of enrollment. An enroller can also move a personal enrollee within his/her business organization up to two months following the month of enrollment by using the New Enrollee Change online tool. In the two months following the month of enrollment, a customer may be moved two times. Every business or customer below the customer or Marketing Executive being moved will follow the enrollee. The requested move is limited to 20 customers. There is an $8.00 per move fee for each customer or Marketing Executive moved in the organization.
May I move someone within my organization?
Melaleuca discourages organization changes. Melaleuca will review organization change requests with written consent of all seven support team members above the customer or Marketing Executive who would like to be moved. An Organization Change Form with original signatures is required. Both the person being moved and the Enroller need to sign the form. There is a fee of $35.00 for the original move and $12.00 for any related moves. An Organization Change Form must be completed for each person being moved. To have changes done for $12.00, all related forms must arrive together. We suggest you work closely with your enroller and/or support team when undertaking this type of request for change. (Statement of Policies brochure, #19, “Transfer from Original Organization.”)

What happens to the structure of my organization if a customer is not active?
A customer is “inactive” if they did not purchase a minimum of 29 Product Points. If a customer goes inactive for two consecutive months, she automatically loses her position in the organization. Refer to the Statement of Policy #39 “Roll-Up Policy” for further clarification.

A Marketing Executive in my organization has not personally produced the required Product Points for the past two months. Is there any way to keep him from losing his marketing organization?
Two months without producing their Product Point minimum means automatic loss of their marketing organization.

What will happen to a customer who was inactive for two consecutive months and places an order for 35 Product Points in the third month?
Because they purchased in the third month, they will reactivate back into the original organization in the first available position under his original enroller.

How can I change my electronic checking account information?
Fill out and sign a new Customer Membership Agreement form, Section 2, and send it in with a new voided check.

Someone in my organization discontinued his Preferred Customer Membership. Can he still purchase products?
He can still purchase directly from the company as a Direct Customer and have his products delivered to him. Direct Customers pay the regular price instead of the 30%-40% discounted Preferred Customer price. Direct Customers will not maintain an organizational spot in your marketing organization unless they produce the minimum Product Point requirement.

Is my Melaleuca business inheritable?
Yes, you can will your business (see Policy #17). These transfers must be approved by Melaleuca.

Monthly Business Reports

For what time period are commission and bonus checks paid?
Commissions and bonuses are calculated on product sales from the first through the last day of each calendar month.

Who receives a Monthly Business Report?
All Marketing Executives who have submitted an Independent Marketing Executive Agreement and have earned a commission and bonus check pursuant to A New Day! Compensation Plan will receive a Monthly Business Report Summary and access to a complete online report that details the activity within their organization. This is an extremely valuable document for building and reviewing business activity.

When do I receive my Monthly Business Report?
Monthly Business Reports are mailed on the 15th of each month via United States Postal Service First Class Mail® (if the 15th falls on a weekend or holiday, the Business Reports are sent via email; commission and bonus checks are mailed the following business day). If you have not received your Business Report after 10 business days, call Business Development at 1-208-522-0870. Directors 2 and above have an overnight option ($20.00).

Will I receive a Monthly Business Report every month?
If you do not earn a commission in a given month, you will not receive a report.

Tax Issues

Will Melaleuca provide an earnings report for tax purposes to the I.R.S. and Revenue Canada?
Melaleuca provides a Form 1099, Miscellaneous Income—an earnings statement—to all U.S. Marketing Executives who earn $600 or more annually. If you earned less than $600, the total earnings for the year will be listed at the bottom of your November Monthly Business Report, and you should contact a tax professional for information regarding taxes on this income. Melaleuca does not provide T4 forms. Each Marketing Executive is personally responsible for keeping track of this information and it can be found at the bottom of the Monthly Business Report. Canadian Marketing Executives do not receive a Form 1099 or T4 form.

What information is contained in Form 1099?
All earnings paid to you for the previous year, including your December (received in January) through November (received in December) commission and bonus checks, as well as any special commissions and bonuses.

When will I receive a Form 1099?
Form 1099s are processed and mailed by January 31 (if that should fall on a Sunday, they will be mailed no later than February 1).

How does Melaleuca handle sales tax?
Melaleuca Customers must pay state and local or PST and GST sales tax on all the products they buy (either Preferred Customer price or regular price). Melaleuca understands that most of our Marketing Executives do not want to be burdened with reconciling and reporting of sales tax. Therefore, Melaleuca collects and remits to your state and local or PST and GST government’s tax on the price of Melaleuca products purchased by Marketing Executives.

May I collect and pay my own sales tax?
Yes, but you need to have a Sales/Use Tax Permit from your state and local or PST or GST tax commission and send a copy of your permit to Melaleuca, Inc.
Nobody succeeds alone. That’s why—in addition to your support team—Melaleuca provides you with a dedicated Business Development team to answer all your specific questions. But we don’t stop there. As you lead your organization, especially in the beginning, you’ll need personal guidance and professional development.

So to help you advance your business, we have a highly trained group of leadership coaches who are excited about getting to know and serve you. They’ll partner with you to set goals, create a business strategy, increase your confidence, and truly enhance your life and the lives of others.

Whenver you have a specific business related question—whether it’s a question on paperwork you submitted or understanding how to read your business report, we’re here when you need us!

Reach us Monday – Friday 6 a.m. to 6 p.m.
1-208-522-0870
### HOW MELALEUCA IS DIFFERENT

"MELALEUCA MANUFACTURES QUALITY PRODUCTS, SELLS THEM AT REASONABLE PRICES, AND GIVES CUSTOMERS THE OPPORTUNITY TO SHARE IN THE REVENUES."

<table>
<thead>
<tr>
<th>MELALEUCA</th>
<th>MULTILEVEL COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simply switch stores and buy only what you need each month; no risk</td>
<td>Require large inventory purchases to earn a bonus</td>
</tr>
<tr>
<td>Customers shop directly with Melaleuca; there are no distributors at Melaleuca. There are no levels of distribution at Melaleuca.</td>
<td>Distributors purchase and resell products to customers and move products from one level to the next. That’s why they are called Multi-Level Marketing companies.</td>
</tr>
<tr>
<td>Exceptional products at reasonable prices</td>
<td>Prices are often 3–4 times the actual products’ value</td>
</tr>
<tr>
<td>Real products you really use; simply redirect a portion of what you’re already spending at the store to Melaleuca</td>
<td>Rely on the sensational, such as exotic juice, magnets, and other products</td>
</tr>
<tr>
<td>Products developed by world-class scientists</td>
<td>Often use unfounded gurus or celebrities to hype their products</td>
</tr>
<tr>
<td>Everyone can succeed—anytime</td>
<td>“First in” wins; “last in” loses</td>
</tr>
<tr>
<td>A 28 year proven track record of consistent growth</td>
<td>Companies come and go</td>
</tr>
<tr>
<td>High customer retention and repeat purchases</td>
<td>Low customer retention and repeat purchases</td>
</tr>
<tr>
<td>Anyone can build a Melaleuca business with time and effort</td>
<td>Rely on prior MLM experience to succeed</td>
</tr>
<tr>
<td>A mission of helping others</td>
<td>Focus almost exclusively on money</td>
</tr>
</tbody>
</table>

#### With Melaleuca:
- **NO** large investment
- **NO** carrying inventory
- **NO** taking orders and making deliveries
- **NO** billing and collections
- **NO** pressuring customers to purchase
- **NO** repeat sales presentations
- **NO** risk—simply switch stores and save

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**Melaleuca:**
- ✓ Is a financially sound company with a long track record of success
- ✓ Produces unique products that people use month after month
- ✓ Has loyal customers with a high month-to-month reorder rate (approximately 95%)
- ✓ Provides wellness products that are proven to be more economical than brands found at the grocery store
- ✓ Offers an opportunity where anyone can build a successful business
- ✓ Is concerned about its customers, their homes, and the environment; Melaleuca produces products and services that promote total wellness for life
WELCOME TO MELALEUCA

INCOME STATISTICS

The majority (64%) of those who buy Melaleuca products each month are strictly customers. They’re not interested in pursuing the Melaleuca financial opportunity. They just love Melaleuca products. Only a few of them will ever decide to build a Melaleuca business.

Customer Referrals Status

24% of all Melaleuca customers have referred at least one customer but fewer than eight customers. As those customers purchase products directly from Melaleuca, those who referred them receive a small commission. These households are not necessarily interested in the financial opportunity. Their relationship with Melaleuca is primarily because they love Melaleuca products. Their “status” is determined by how many customers they have referred. A Product Advocate 1 has at least one customer. A Product Advocate 2 has referred at least two customers and a Product Advocate 3 has referred at least four customers. While these individuals may not be considered serious business builders, their customers (like the vast majority of Melaleuca customers) come from word-of-mouth referrals. Therefore, the overall contribution of these individuals is significant.

<table>
<thead>
<tr>
<th>ANNUAL INCOME</th>
<th>PERSONAL CUSTOMERS</th>
<th>TOTAL ACTIVE CUSTOMERS</th>
<th>TIME TO ACHIEVE STATUS$1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HIGH</td>
<td>LOW</td>
<td>AVERAGE</td>
</tr>
<tr>
<td>PRODUCT ADVOCATE 1</td>
<td>$2,852</td>
<td>$24</td>
<td>$87</td>
</tr>
<tr>
<td>PRODUCT ADVOCATE 2</td>
<td>$3,421</td>
<td>$24</td>
<td>$237</td>
</tr>
<tr>
<td>PRODUCT ADVOCATE 3</td>
<td>$6,375</td>
<td>$27</td>
<td>$550</td>
</tr>
</tbody>
</table>

The above annual income statistics include all North American Melaleuca Marketing Executives who were active during all 12 months of the period ending December 2013 and performed the minimum activity required at each status. The incomes stated include all commissions and bonuses actually paid during the period.

For the purpose of these statistics, a Marketing Executive’s leadership or developmental status was calculated by taking the highest status achieved and maintained for at least seven consecutive months. The information on this page is not necessarily representative of what any individual Marketing Executive will earn with this program. Any representation or guarantee of specific earnings would be misleading. Success with any business takes hard work, diligence, perseverance, and leadership. Success with Melaleuca will depend on how effectively a Marketing Executive exercises those qualities.
Developmental Status

Only 1 out of 9 customers (11%) will decide to start their own Melaleuca business and eventually achieve Director status or above. Directors have made a substantial effort (probably spent 50 hours or more) in developing at least eight Melaleuca customers. Those estimated 50 hours could have been spent in a single week or could have been spent over several years. But at some point in their lives, Directors have invested enough time to develop (and maintain) at least eight Melaleuca customers.

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>HIGH</td>
<td>LOW</td>
<td>AVERAGE</td>
<td>MINIMUM</td>
</tr>
<tr>
<td>DIRECTOR 1 / 2 (85.5%)</td>
<td>$30,776</td>
<td>$183</td>
<td>$2,106</td>
</tr>
</tbody>
</table>

Initial Leadership Status

Leaders at these statuses have made a more serious effort at building a Melaleuca business. Those who have reached these leadership statuses have not only invested enough time to refer several customers, but they have also helped some of those customers start a business and become Marketing Executives. Those Marketing Executives have, in turn, referred additional customers who purchase Melaleuca products each month. Commissions are paid based on the development of customers and the development of leaders who help others reach their goals.

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<tr>
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</thead>
<tbody>
<tr>
<td>HIGH</td>
<td>LOW</td>
<td>AVERAGE</td>
<td>MINIMUM</td>
</tr>
<tr>
<td>DIRECTOR 3 (5.7%)</td>
<td>$32,579</td>
<td>$2,780</td>
<td>$7,897</td>
</tr>
<tr>
<td>DIRECTOR 4 / 5 (2.8%)</td>
<td>$36,917</td>
<td>$5,296</td>
<td>$13,115</td>
</tr>
<tr>
<td>DIRECTOR 6 / 7 (1.2%)</td>
<td>$57,445</td>
<td>$9,953</td>
<td>$20,744</td>
</tr>
<tr>
<td>DIRECTOR 8 / 9 (0.7%)</td>
<td>$76,847</td>
<td>$14,563</td>
<td>$29,241</td>
</tr>
</tbody>
</table>

Advanced Leadership Status

Those Marketing Executives who reach Senior Director or above have shown substantial interest and dedication in building a Melaleuca business. While they may not work their businesses full time, it is essential that they invest some time each month nurturing, training, and helping those in their marketing organizations. Melaleuca advocates that Marketing Executives keep their full-time jobs and work their Melaleuca businesses in their spare time. However, some Executive Directors at the higher income statuses do work their businesses close to full time. Melaleuca strongly advocates that Marketing Executives do not quit their full-time jobs until their Melaleuca incomes far surpass the incomes they receive from their full-time employers. Rather, they should add their Melaleuca incomes to their regular incomes, thereby making a substantial difference in their family finances.

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>HIGH</td>
<td>LOW</td>
<td>AVERAGE</td>
<td>MINIMUM</td>
</tr>
<tr>
<td>SENIOR DIRECTOR (2.6%)</td>
<td>$336,481</td>
<td>$25,086</td>
<td>$61,290</td>
</tr>
<tr>
<td>EXECUTIVE DIRECTOR (1.2%)</td>
<td>$381,337</td>
<td>$62,950</td>
<td>$135,055</td>
</tr>
<tr>
<td>NATIONAL DIRECTOR (0.2%)</td>
<td>$630,455</td>
<td>$139,845</td>
<td>$267,841</td>
</tr>
<tr>
<td>CORPORATE DIRECTOR (LESS THAN 0.1%)</td>
<td>$2,366,702</td>
<td>$709,312</td>
<td>$1,160,067</td>
</tr>
</tbody>
</table>

1 Includes all active Marketing Executives joining Melaleuca within the past 10 years.
2 Includes statistics for Senior Director 1 through Senior Director 9.
3 Includes statistics for Executive Director 1 through Executive Director 9.
4 Includes statistics for National Director 1 through National Director 9.
5 Includes statistics for Corporate Director 1 and higher.
6 Corporate Director average time includes all Corporate Directors in the statistics.