Use this booklet to set goals, schedule important events and activities, create your 90-day plan, and discover new ideas for building your Melaleuca business. The Seven Critical Business-Building Activities provide a proven road map for success. Commit today—to yourself and someone who will hold you accountable—to do these activities and teach them to your team.

**MELALEUCA’S SEVEN CRITICAL BUSINESS-BUILDING ACTIVITIES**

1. Keep Building Your Contact List
2. Set Appointments
3. Make Presentations
4. Strategy Session within 48 Hours
5. Celebrate Success
6. Always Be Involved with Fast Track
7. Lead by Example

**EACH DAY:**

- Add one contact to your contact list.
- Make one approach for an appointment.

All things being equal, people will do business with and refer business to those people they know, like, and trust.

When you meet someone new, the first objective is to get to know them and establish rapport. As you follow up with them and show genuine interest, you can develop a relationship of trust. With that relationship, when you make the approach, even if the person doesn’t build a Melaleuca business, they will likely shop as a customer and be a source of ongoing referrals for you.

“If you do the first two Critical Business-Building Activities, all the other activities will follow. Do those activities and you will prosper!”

—Frank L. VanderSloot

Whenever you meet someone new, the focus isn’t on building your business; it’s on building your relationship, which eventually builds your business.
<table>
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<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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**USE THIS CALENDAR TO WRITE DOWN:**

- Three to five events each week where you’ll be meeting people and adding names to your contact list (Use any event: yoga class, soccer games, socials, or any place you can meet people.)
- Times each day when you’ll call to make appointments
- Times and places where you’ll be making presentations
- Key follow-up and team meetings

<table>
<thead>
<tr>
<th>WRITE YOUR 90-DAY GOALS</th>
<th>MONTH 1</th>
<th>MONTH 2</th>
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<tbody>
<tr>
<td>Number of Contacts</td>
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"I ask them, ‘So what do you do?’ Then I say, ‘How do you like what you do?’ I find some kind of commonality with them and I find the reason as to why Melaleuca would be a great fit for them. My intent is to leave them curious as to what I do, but they really like me because I’ve spent time listening to them and what they do in their lives.”
—Angela Cook
National Director

Possible Networking Events
1. School plays
2. The gym
3. Yoga class
4. Dance lessons
5. Rotary club
6. Grocery store
7. Community events
8. Art exhibits
9. Soccer games
10. Swimming lessons
11. Pto meetings
12. Farmers market
13. Doctor’s office
14. Bank
15. Chiropractor
16. Hair salon/spa
17. Library
18. Bbb luncheons
19. Toastmasters
20. Volunteer work
21. Community committees
22. Church
23. Class reunion
24. Social clubs or groups
25. Golf tournaments
26. School booster club
27. Local craft fairs
28. Small business luncheons
29. Day care
30. Auctions

CRITICAL ACTIVITY 1

KEEP BUILDING YOUR CONTACT LIST

Start by writing down every name you can. First, think of names of family members, close friends, and neighbors. Next, try taking out a telephone book and looking through the categories you see in the yellow pages to jog your memory regarding others you might know in the community—your mechanic, hairdresser, personal trainer, or the helpful waiter at the restaurant where you last dined. Then, move on to your long-lost acquaintances: high school classmates, college roommates, etc. At this point, don’t hold back any names—jot down any that come to mind.

In an ideal situation, you’d have contact information for everyone on your list. But if you don’t initially have all of that information, don’t fret; you can gather that information later. You’ll also want to write down any information about that person. This will help you decide how best to make your approach. What are his or her interests? Family situation? Career situation? Writing this information down will help you think through your approach long before it happens. In other words, be prepared.

You’ll want to have your contact list/book with you at all times.

ADD ONE NAME TO YOUR CONTACT LIST EACH DAY

Add a new name to your contact list each day. To do so, put yourself in a position to meet new people. When you do, it isn’t necessary to approach them right away, but you should put their name and information down in your contact book as you go.

A great way to meet new people is by going to networking events. What is a networking event? Don’t just think of traditional networking events like chamber of commerce meetings. A networking event is any event you can go to where you can meet new people. These events include things like birthday parties, auctions, football games, recitals, book clubs, play group, concerts, volunteer events, booster clubs, community events, even church events! In other words, you can plan to meet new people by attending a variety of these events each week.

Here’s the key. When you attend a networking event, you’re there to work and add names to your contact list. What are some events you can attend to add names to your list?

_____________________________________________________________________________
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After you’ve established some rapport with your new contact, show the contact that you want to add value to their life. Send a handwritten note. Do them a favor. Give a referral to them. Be on the lookout for ways you can contribute to their success and take advantage of those opportunities when they come. You’ll have to be an excellent listener. Show them you genuinely care and are willing to go out of your way to help them.

Once you’ve established a warm, comfortable relationship and your contact knows, likes, and trusts you, you can make your approach. Even if they decline, they can still be a source of ongoing referrals for you.
SET APPOINTMENTS

HAVE POSTURE
So much of setting appointments is in the tone of your voice, your enthusiasm about what you say, and, of course, your choice of words. Let them see your confidence in the value of what you’re offering them. Do you speak in a manner that your contact finds warm and inviting? Are you confident and poised when you make the invitation?

BE PREPARED
Before you make your approach, review your contact list information about your prospect. Use what you know about him or her—health concerns, family, career, interests, etc.—to determine the best approach.

KEEP IT SIMPLE
When you talk about Melaleuca, use language that’s familiar to your prospect and easy to understand. Your goal is to set the appointment and no more. Sometimes it’s easy to give too much information. But giving less information leaves them more curious and interested and helps you avoid giving the overview over the phone.

MAKE IT NATURAL
Be yourself and talk to the person the same way you always talk with them. Keep it natural and comfortable, but nonetheless excited. If possible, compliment them and let them know their interests are important to you by how you interact with them.

GIVE OPTIONS AND SCHEDULE THE OVERVIEW RIGHT AWAY
Give your prospective customer at least two options for meeting times and allow him or her to choose which one works best: “We could meet tonight at 7 p.m. or tomorrow at noon—which would be best for you?” Avoid setting the appointment too far in the future as that will increase the likelihood of no-shows.

MAKE ONE APPROACH EVERY DAY
Make a new approach for an appointment every day. Don’t let your head hit your pillow until you’ve called at least one prospect and invited him or her to a Delivering Wellness overview. If you do, you’ll have an ongoing schedule of appointments and overviews, and be on your way to enrolling new customers month after month.

Key Phrases to Overcome Objections or Answer Questions

“I just wanted to take a minute.”
(To keep the conversation short.)

“I guarantee it will be worth your time.”

“You know, it’s visual, so you really need to sit down and see it.”

“I was just on my way out the door.” (This guarantees a short phone conversation.)

“Is it an MLM?” “Of course not. It’s America’s first Consumer Direct Marketing® company.”

“Well, it’s a concept called Consumer Direct Marketing. Have you heard of it?”

“What’s your schedule like this Friday?” (This precludes any concerns about availability.)

“What is it?” “It’s a visual presentation—you have to see it! I will share all the facts with you during the presentation.”

“I know you’re a busy person and that’s why I want to share this with you. Let’s get together for lunch—you eat, and I’ll talk.”

“It may not be for you, but you owe it to yourself to take a look. I promise it will be time well spent.”

“The worst-case scenario is you might be able to refer someone to me as well.”

“I appreciate how you feel; I felt (or someone you know has felt) the same way, but what I found (they found) was it was nothing like that at all.”

90-Day Plan // 5
APPROACHES TO CONSIDER

HERE ARE A FEW SUGGESTIONS.

“Hello, Amanda. Do you have a second? Great. Well, I heard your kids have asthma. I don’t know if you are aware, but I work for a company called Melaleuca that specializes in safer-for-your-home products. It may or may not be the answer you are looking for, but I was wondering if you would be open to spending an hour to see if it can help? Would morning or afternoon be better? Great. Is Thursday or Friday better?”

“I help people who are interested in creating an alternate source of income—a plan B—something that’s secure, so no matter what happens with their primary job, they can always be protected. I don’t know if it’s for you or not, but could we get together tomorrow so I can show it to you?”

“How are things going in the real estate industry?” (Pause, listen) “I have something great that could complement your income in between commissions from your real estate business.”

“Hey, John, I was really impressed with you. You’re outgoing and personable, and I’m looking for people like you to help expand my business in this area. Now, I can’t promise anything but I think you’d be great. Could we get together for lunch tomorrow or the next day so I could show it to you?”

“I’m calling because you’ve always seemed so interested in helping the environment. I represent a company that manufactures and sells safer, environmentally friendly products that I think you’ll absolutely love. Could we get together...”

“Have you ever thought about doing anything alongside what you’re presently doing? You have a nice way of interacting with people. You seem like you’d be great at what I do. This obviously isn’t the time right now, but how about we get together tomorrow...”

“People in your profession are doing very well in Melaleuca. You know, we really should get together so you can take a look at what I’ve been doing. I think it might be really good for you...”

“I work for a company that could really enhance your printing business. It will give your business some additional exposure, you will meet new people, and I think you’d be great at it. How about we get together...”

“Do you like working with people?” (Pause, listen) “If you like working with people, you would love what I do. I help people..."

If you’re talking to a real estate agent, simply ask, “How are sales going?” (Pause, listen) “Well, you know what? You and I need to get together because I have something that can enhance your primary business and boost your referrals. So let’s get together so I can show you what I’m doing.”

“I need to talk to you about a great business idea! It makes total sense. When can we get together for 45 minutes—tonight or tomorrow? I’ll have my friend and business partner with me who I really want you to meet!”

“Nina, I heard from Janice that your children suffer from eczema. I represent a company that helps families like yours who suffer from eczema and other skin conditions. We have a line of products that can help. How about we get together tomorrow or...”

“I’ve started working with a company that I’m really excited about. I would love to show you what I do. It may or may not be for you, but you might know someone who could really benefit from this information. I am really excited to show you. Are you available for coffee on Wednesday morning or would lunch work better?”

A Product Approach:
“Lisa, I hear you’re very passionate about health and wellness, right? (Pause, listen) Have you heard of Oligo®? Oligo is a new discovery in nutrition that I need to tell you about. I need a little time to give you the complete picture. Could we get together tomorrow for lunch or...”

A Business Approach:
“Hi Jim, how are you? I was wondering if you were open to other sources of income that won’t interfere with your real estate business. The company I work with specializes in helping agents bridge the gap between closings. I thought maybe you or someone you know would be interested in learning more about what we are doing. If nothing else, I would love to get together and show you what I am doing so that we could help each other with referrals.”
“Sally, do you know anyone who is looking for a career change or who is just not getting paid what they’re worth?” If they say “Me”: “Really? Well, then we need to talk. I’ll show you what I do and you can see if it is a fit for you. How about we have coffee tomorrow?” If they say, “Yes, I know several people like that”: “Really? That’s great! Could we sit down for a few minutes so I can show you what I do and we could jot down a few names of people?”

“Hi Amy, how are you? Great. I was just calling because I am working with a company that specializes in helping parents create a healthy home and I thought of you right away. I wanted to know if it was okay if I showed you what I do? Do you have 45 minutes tomorrow afternoon or perhaps Friday? I can come to your house or we can meet for coffee.”

“I don’t know if you were aware, but I have my own business and the company I represent manufactures products that can help alleviate the symptoms associated with eczema, and we have seen wonderful results with it. How about I come over on Thursday?”

“Thank you so much for the great service you offered today. I’m always looking for professionals to join my team and earn extra income part time. You’re so good at what you do! I’m confident you’d be successful on my team. Would you mind if I showed you what I do and we can see if it can help you? Great, let’s meet…”

“Hi Reggie, how are you? Great, I was just calling because I am working with a company that specializes in helping people with high cholesterol. I thought of you right away, because I know you’re concerned with this. I wanted to know if it would be okay if I shared how this could help you?”

“Hi Bob. It’s Tanisha. You know how we’ve been talking about getting into our own business? Well I found the perfect business. It is exactly what we’ve been looking for. I need 45 minutes to introduce the whole thing—are you open to looking at it? Great! I don’t have time to go into any detail right now so let’s set an appointment. Which is better, Tuesday or Thursday at 7 p.m.?”

“Hi Joan, have you ever found yourself wondering, ‘What could I do to bring in a little more income into our home to help make ends meet or have a little extra?’ I used to find myself asking that question a lot. But I found something and it has worked really well for me. It’s simple and there is no selling or delivering products. Can we get together tomorrow at 6 p.m. or Wednesday at 8 p.m. so I can share it with you? It may just be the solution you’ve been looking for, too.”

“Has anyone told you about Oligo®? Oh, Oligo is amazing and will help you and your family. When could we get together…”

“I love your positive attitude. You’ve had so much success in your sales business. Have you ever considered adding to your monthly income with a part-time business? I have just the one—it requires no investment, no deliveries, and no carrying inventory and I’d love to show it to you.”

“How are things going with work?” (Pause, listen) “We should sit down. My company is growing and we are looking to expand. You can make some good money on a part-time basis. What is your schedule like this weekend or early next week? We should grab lunch and I’ll tell you about it.”

### THE WEEKLY APPOINTMENT SETTING ACCOUNTABILITY SHEET

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<thead>
<tr>
<th>Date</th>
<th>Name</th>
<th>Why?</th>
<th>Phone #</th>
<th>Result of Dial</th>
<th>Appt. Day &amp; Time</th>
<th>Result of Appt.</th>
<th>HCP/VP</th>
<th>10 Kits</th>
<th>Strategy Session</th>
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<tr>
<td>4/1</td>
<td>Maria Gomez</td>
<td>Health</td>
<td>903-555-1212</td>
<td>Appt.</td>
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To download additional copies of this Accountability Sheet, go to Melaleuca.com/BusinessCenter
## Melaleuca’s Seven Critical Business-Building Activities

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<tr>
<th>ACTIVITY</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>1</td>
<td>KEEP BUILDING YOUR CONTACT LIST&lt;br&gt;Your contact list is a resource that should never run dry. Don’t leave home without it... and continue to add names.</td>
</tr>
<tr>
<td>2</td>
<td>SET APPOINTMENTS&lt;br&gt;If you don’t have appointments on your calendar, you’re out of business! Set appointments consistently.</td>
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<tr>
<td>3</td>
<td>MAKE PRESENTATIONS&lt;br&gt;The most productive and rewarding activity you can do is present the Melaleuca opportunity and generate enrollments.</td>
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<td>4</td>
<td>STRATEGY SESSION WITHIN 48 HOURS&lt;br&gt;Help new business builders get started right: Teach the business basics and set goals on course for Pacesetter bonuses.</td>
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<tr>
<td>5</td>
<td>CELEBRATE SUCCESSES&lt;br&gt;Recognize and celebrate every achievement in your organization and make the journey enjoyable.</td>
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<td>6</td>
<td>ALWAYS BE INVOLVED WITH FAST TRACK&lt;br&gt;Keep plugged into success! As you join with others to create successful teams, you’ll discover greater synergy and faster growth.</td>
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<tr>
<td>7</td>
<td>LEAD BY EXAMPLE&lt;br&gt;Give your customers and business builders a good example to follow and you’ll find that your customers will build a business the same way you do.</td>
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