

Introduction to Getting Started

Legacy *for Life* is a distribution company of proprietary and credible wellness products. We are building our business toward providing individuals with a personal health management system whose foundation is based on a healthy immune system. Why the immune system? Because it is the natural defense system that protects our bodies from toxins, viruses, bacteria, and other pathogens that enter our bodies and try to harm us.

A healthy, balanced immune system can make you look and feel better ... whether it's relief from current health issues or that extra boost to help you feel younger or more energetic. It can mean getting sick less often, which translates to less money spent on doctors and medicines. It can mean better functioning body systems - such as circulatory, digestive and nervous systems - which may prevent future health problems. It means improved intestinal health and function that allows better absorption and digestion of nutrients and improve efforts to manage your weight.

A Stronger, Healthier Immune System Means a Stronger, Healthier You. It means stronger, healthier families. It means being able to do the things you want to do because you have the energy, the strength, the vitality, and the positive outlook on life you need to accomplish whatever goals you set for yourself.

And if you share our passion for spreading Legacy's unique wellness solutions to others, then it's also an incredible business - one based on proprietary and credible products, a stable company and a secure earnings path.

The Legacy *for Life* Opportunity

Legacy *for Life* offers you a flexible and straightforward business. Our goal is to provide individuals with an overall personal health management system with a foundation based on healthy immune function. We look to spread our unique wellness solutions universally through the greatest and most ethical distribution network in the world - the Legacy family of Distributors. Because your success ensures our success, we recognize the importance of each and every Distributor regardless of their tenure, status or organization size. Therefore, we are committed to helping you develop a profitable and healthy distribution business, servicing a minimum of five customers and sponsoring at least three Distributors. The path to success is clear - work passionately, be diligent, follow guidelines, use discernment, and service your customers and organization. History shows that Distributors who work the hardest and the longest earn the most ... it's consistency and perseverance. You have complete control of your destiny and your income.

The Legacy *for Life* Way of Distribution

Legacy is a distribution company of credible and proprietary wellness products. Our method of distribution is through direct sales - that is, through personal contact rather than a retail environment. It is this personal service - the understanding, empathy, hands-on personalization, and follow-up - that adds significant value to each Distributor-customer relationship and makes you a valuable resource and asset to your customers and organization.

Our method of selling is designed to empower you to develop a successful and lucrative distribution business. Strategic flexibility, balance, a Distributor First focus, and multiple options for growth and customer acquisition distinguish Legacy's business opportunity as the premier wealth creation vehicle in our industry.

As a Legacy Distributor, your ability to deliver value through service, products, knowledge, and business are key to your success. Soon we will review the four fundamental steps - **Expose, Present, Validate and Enroll** - to ensure you are able to deliver value of mutual benefit and achieve your goals. Your passion to succeed, your commitment and ability to master these business fundamentals, and the will to act are the foundation for your success.

Getting Started

The first step toward success is just that ... taking the first step. The number one reason that so many people fail to succeed - whether in business, a diet, an exercise program, or a new hobby - is their procrastination or failure to ever get started. This section is designed to help get you started in your new Legacy business by focusing on the key activities and fundamentals necessary for success.

There are 3 preliminary basics about our business you must know and understand:

1. Know Our Expectations - Know Your Expectations
2. Know Why You Are in the Business
3. Know Your Assets

1. Know Our Expectations - Know Your Expectations

We believe you can hit a target only if you can see it. Whether it's in your personal life or your business, you must set expectations for yourself and those around you. As part of the Legacy family, we will hold you to certain clearly communicated standards. Similarly, you should know what to expect from us in return.

What You Can Expect From Us

We live by our "Distributor First" philosophy, which is a promise to you to:

- Deliver quality products on time.
- Deliver accurate and timely commission checks.
- Provide caring, competent and consistent service with prompt follow-through.
- Build and maintain our unique character-based culture, and project it consistently through word and deed.
- Operate a profitable company thereby securing your future.

What You Can Expect From Your Sponsor and Upline Leadership

Your Upline has a vested interest in your business and therefore is committed to working with you to guarantee your success. You should expect them to:

- Share with you the details of everyone you will need to work with in order to be successful (See Fast Facts on page 5 of this chapter).
- Ensure you understand the value of our products and can share your knowledge with others.
- Explain the value of the Legacy Business System and help you get started on Autoship.
- Help you with writing your Why (See below).
- Ensure you understand the Four Fundamental Steps (See page 16 of this chapter) and help you practice them in the field.
- Ensure you understand all the materials and resources that are available to you, and how to use them to build your business.

What We Expect Of You

By welcoming you into our family we trust you will honor and support the following:

- Use our products daily; make your home a Legacy *for Life* home.
- Acquire and retain 5-10 customers; customers are the foundation of our company.
- Take the time to carefully study the Distributor Business Manual and apply the principles and concepts that it teaches.
- Set realistic goals then do the things each day that will move you closer to your goals.
- Act with character and integrity when you represent Legacy *for Life*.

2. Know WHY You Are in the Business

Your "Why" will be more important than how you build the business. You should review your Why everyday in order to maintain and grow the passion you brought to your business the moment you decided to become a Legacy Distributor. As others may try to steal your dream or discourage you, it will be your passion, or Why, that keeps you focused on doing more things each day to move closer to achieving your personal goals.

Why you are in this business can change as you grow. The bigger your Why the bigger your business will become. Here are a few examples: "I need to build a college education fund for my kids" or "I want to build a new wing on the children's hospital" or "I need to pay off my car". You can see the difference in the magnitude of each Why. However, there is not one Why that is more important than the other. That is because each Why, each goal, each dream is yours, it's personal. Identify why you are doing the business and make sure it is real to you. Don't create a Why for someone else's expectations.

My WHY:

3. Know your Assets

Now that you know Why you're in business, you need to know Who is there to assist you and guide you toward your achievements. This starts by knowing the contact information for each of your Key Support Distributors. These Distributors are some of your greatest assets in building your business. You need to know the names and contact information of your Sponsor, Director, National Marketing Director, Presidential Director, and of course the company, *Legacy for Life*. Think of them as the experienced employees of your business, as you will be the same for your Distributors as you build your organization. You will want to consult them for advice, guidance and support on almost every aspect of your business. Be sure to fill in the Fast Facts form on the next page and keep it readily available to you. You may want to program each of them into the speed dial on your home and cellular phones.

Fast Facts

My Distributor ID Number is: _____

My **Sponsor** is: _____

Phone Numbers: _____ (Home) _____ (Work)
_____ (Cell) _____ (Fax)

E-mail: _____

My **Director** is: _____

Phone Numbers: _____ (Home) _____ (Work)
_____ (Cell) _____ (Fax)

E-mail: _____

My **National Marketing Director** is: _____

Phone Numbers: _____ (Home) _____ (Work)
_____ (Cell) _____ (Fax)

E-mail: _____

My **Presidential Director** is: _____

Phone Numbers: _____ (Home) _____ (Work)
_____ (Cell) _____ (Fax)

E-mail: _____

Mailing Address:
Legacy for Life
P.O. Box 410376
Melbourne, FL 32941-0376

Website: www.LegacyforLife.net

Corporate Phone: (321) 951-8815, Mon - Fri, 9:00 AM - 5:30 PM, EST
Corporate Fax: (321) 733-7087
Distributor Support Phone: (321) 308-1290
Distributor Support Fax: (321) 726-8995
Customer Service: (800) 557-8477, Mon - Fri, 8:00 AM - 12:00 AM, EST and Sat, 9:00 AM - 3:00 PM, EST
Order Fax: (321) 726-8995, 24 hours

E-mail Addresses:
info@legacyforlife.net
autoship@legacyforlife.net
websupport@legacyforlife.net
testimonials@legacyforlife.net
compliance@legacyforlife.net

Identifying Your First Customers & Distributors

Everyone you know and everyone you meet are potential customers and Distributors. You'll never know who is interested in the products or the business opportunity until you share it with them.

Success Tip:

Ninety percent of the people who quit a home-based business never make a contact list. Your contact list is the "working capital" of your business. Without a list, you have no capital in order to start your business.

Your Warm Market

The first place to look for prospects is your "warm market". This is the group of people that you know, or those that know you. It is always advisable to start with your warm market, as this is where you have the most influence and credibility. If you are nervous about contacting these people, remember the excitement you felt when you first heard about the Legacy products and the business opportunity. Remember, your sponsor and leadership Distributors are here to help you - use their strength and talents in these early days as you build your own skills and confidence in presenting the material. Never forget this is an experience-based business so the only way to really learn is to get out there and do it. Expect to make some mistakes along the way - we all do and we were all in your shoes once ourselves. The good news is that you are not alone - everyone who builds a strong leveraged distribution business goes through this. Don't wait until you feel like an expert and don't prejudge how you think your contacts may react. Stretch your comfort zone and let your natural enthusiasm and excitement for your new business lead the way.

Success Tip:

Successful prospecting depends on your belief in your products, your service, your business opportunity, and your enthusiasm. The only way to gain confidence is through experience and practice. Go share it with others.

Who Do You Know?

Look at the following groups of people to identify prospects in your warm market. Write down as many names as you can. Your first list should be about 200 names and every day it will grow:

- Family Members - parents, in-laws, grandparents, children, siblings, aunts & uncles, nieces & nephews, cousins
- Regular Associates - friends, neighbors, co-workers, church members
- Organizations & Clubs - civic groups, Rotary, Jaycees, political clubs, Lodge, Elks, brotherhood groups, missionary societies, merchant or farm organizations, school groups, boosters, PTA, alumni, volunteer groups
- Former Associates - schoolmates, former co-workers, people from your hometown, military cohorts
- Business Associates - doctors, lawyers, hairdressers, merchants, grocers, postmen, dry cleaners, personal trainers, waiters, nurses, nutritionists, teachers, daycare workers, secretaries, tanning salon attendants, manicurists
- Other Current Acquaintances - holiday card list, address book, daytimer, planner, employee lists, church directory, children's friends' parents
- Others in Direct Sales - business/office machine salespeople, insurance salespeople, automobile salespeople, part-time party plan salespeople, advertising reps, telemarketers, real estate agents
- Decision Makers - business owners, human resource directors, office managers

Review the following pages to jog your memory and help you come up with your list of prospects:

Who Do You Know Who...

Is active in the church	Has children just starting junior high, high school, or college
You respect	Has children with special talents that should be developed
Shows genuine concern for other people	Wants to set a good example for his/her children to follow
People always seem to like	Wants to spend more time with his/her family
Does personal counseling (e.g. church leaders, doctors, lawyers, etc.)	Owens his/her own business
Is a professional	Holds a very responsible position that is causing stress/pressure on him/her
Is in clubs and various group organizations	Wants to have freedom
Is active in civic affairs	Is considering a new profession, looking for a job, changing jobs, recently changed jobs, or seems to change jobs often
Is in a teaching position in a school/business	Is unable to advance in his/her present job
Deals with the public (e.g. firefighters, mail carriers, city officials, etc.)	Has talents, but is held back
Is in a management, supervisory, consultant, trainer capacity	Has just started selling or is an experienced direct sales person
Is looking for more out of life	
Is ambitious, assertive, and "on the go"	
Is considered a leader	
Attracts leaders	

Relies on his/her ideas for livelihood (e.g. author, designer, promoter, advertiser, etc.)
 Has never been able to get started or has failed in business, but still has strong desires
 Is going to college, business or trade school, etc., or has just graduated
 Was recently married
 Knows everyone in town
 Has international connections
 Exudes credibility
 Is concerned about the condition of their health
 Is elected to office
 Works with you now
 You see at the gym, is into sports, fitness
 You play sports with
 Is from your old neighborhood

Appraised your home
 Takes care of your car
 Is on your Holiday card list
 Is concerned about his/her weight
 Has joint problems
 Has high cholesterol
 Needs greater energy
 Is in a competitive sport
 Studies Martial Arts
 You take your cleaning to
 Is your accountant
 Does your hair
 Runs the spa
 You see at the coffee shop
 Did your home repairs

Are Relatives...

Parents	Brothers	Children
Grandparents	Aunts	Step-relations
Sisters	Uncles	Cousins

Is Your...

Mail carrier	Insurance Agent	Pharmacist
Paper deliver person (adults)	Accountant	Veterinarian
Dentist	Physician	Optometrist
Minister	Financial Advisor	
Florist	Lawyer	

Sold You Your...

House	Hunting license	Air conditioner
Car/Tires	Shoes	Glasses/contact lenses
TV/stereo	Carpet	Luggage
Fishing license	Sports equipment	Kitchen appliances
Clothes	Wedding rings	Computer
Furniture	Vacuum cleaner	Vitamins
Motorcycle	Lawnmower	Cosmetics
Boat	Business cards	Home storage containers

Do You Know Someone Who...

Lives next door/across the street	Was your best man, maid of honor, bridesmaid, usher
Is your spouse's hair stylist	Was the photographer at your wedding
Teaches your child at school	Is the purchasing agent where you work
Is the finance director at school	Is your babysitter's parents
Is president of the PTA	Goes hunting/fishing with you
Was your spouse's college fraternity brother/sorority sister	Was your military buddy
Is your spouse's old high school teacher/principal	Is the architect that drew your house plans
	Goes bowling with you

Are the people you met camping
 Is the credit manager of the store where you shop
 Repaired your TV
 Upholstered your couch
 Are people you knew on your old job
 Are the people in your car pool
 Installed your telephone
 Has a laundromat
 Teaches ceramics
 Owns a taxi service
 Cuts your grass (adults)
 Painted your house
 Manages a tanning salon

Is a deacon in your church
 Is in your garden club or book club
 Owns a pet shop where you bought your pet
 Installed your refrigerator
 Owns an apartment
 Is in Rotary/Lions/Kiwanis/Junior League with you
 Is Jaycee president
 Delivers parcel post packages
 Hung your wallpaper
 Works with a pest exterminator company
 Taught your child "Driver's Education"
 Does your income tax
 Plays cards with you

Do You Know Someone Who Is A...

Nurse	Officer manager	Engineer
Golf pro	Personal trainer	Research technician
Student	Dietician	Telephone lineman
Fashion model	Anesthetist	Lithographer
Security guard	Surgeon	Fisherman
Fire chief	Librarian	Bench machinist
Secretary	Mortician	Waitress
Welder	Missionary	Furniture dealer
Crane operator	Real estate agent	Disc jockey
Police detective	Travel agent	Actor/actress
Music teacher	Newspaper journalist	Land clearer
Art instructor	Heavy equipment operator	Horse trader
Typesetter	Bus driver	Cement finisher
Forester	Airline ticket agent	Antique dealer
Seamstress	Computer programmer	Brewery salesperson
Carpenter	Business machine salesperson	Building contractor
Pilot/flight attendant	Soft drink distributor	Chiropractor
Bank cashier/teller	Air traffic controller	Podiatrist
Garage mechanic	Interior decorator	Psychologist
Editor	Swimming instructor	Electrician
Lab technician	Grocery store owner	Dental hygienist
Restaurant owner	Insurance adjuster	Physical therapist
Graphic artist	Warehouse manager	Motel owner/manager
Social worker	Moving van operator	Highway patrol officer
Lifeguard	Rental car representative	Judge
Paper mill worker	TV announcer/producer	Academic lecturer
Brick mason	Tool and die maker	Professional athlete
Drafting manager	Cookware salesperson	Consultant
Printer	Dance instructor	Web designer

From this list, try to narrow it down to your top 25 potential customers and your best 25 potential business contacts. Now that you've identified your first targets, you're ready to begin!

My Top 25 Potential Customers:

- | | | | |
|-----|-------|-----|-------|
| 1. | _____ | 14. | _____ |
| 2. | _____ | 15. | _____ |
| 3. | _____ | 16. | _____ |
| 4. | _____ | 17. | _____ |
| 5. | _____ | 18. | _____ |
| 6. | _____ | 19. | _____ |
| 7. | _____ | 20. | _____ |
| 8. | _____ | 21. | _____ |
| 9. | _____ | 22. | _____ |
| 10. | _____ | 23. | _____ |
| 11. | _____ | 24. | _____ |
| 12. | _____ | 25. | _____ |
| 13. | _____ | | |

and

My Top 25 Potential Business Contacts:

- | | | | |
|-----|-------|-----|-------|
| 1. | _____ | 14. | _____ |
| 2. | _____ | 15. | _____ |
| 3. | _____ | 16. | _____ |
| 4. | _____ | 17. | _____ |
| 5. | _____ | 18. | _____ |
| 6. | _____ | 19. | _____ |
| 7. | _____ | 20. | _____ |
| 8. | _____ | 21. | _____ |
| 9. | _____ | 22. | _____ |
| 10. | _____ | 23. | _____ |
| 11. | _____ | 24. | _____ |
| 12. | _____ | 25. | _____ |
| 13. | _____ | | |

Your Priorities

As a Legacy *for Life* Distributor, you have three priorities:

- I. Acquiring Customers
- II. Building a Distribution Organization
- III. Developing Leadership

I. Acquiring Customers

Building a business with true Residual Income is based on one basic fundamental: Acquiring Customers. Residual income is a steady and reliable stream of income that consistently keeps coming to you and your family, month after month, year after year. It is the type of income in which you get paid for what you start not what you do. Residual income is the exact opposite of what most of us have been taught about earning money, that is trading our time for money. It is the difference between working for you versus working for someone else.

Residual income is developed through customers who receive value from the products and service you supply and continue to order from you long after your initial sales calls. As you will find out, for many customers Legacy products become a part of their lives and you will become a vital link in their overall health and wellness. Your business is about having personal customers and finding others who want to do the same. The concept of Legacy's distribution model is a whole lot of people doing a little versus a few people doing a whole lot. A healthy and profitable distribution business in Legacy means acquiring and retaining only 5-10 customers and sponsoring three people, i.e. new Distributors, who do the same thing as you do.

You have four methods to acquire and manage your customers.

- 1) Distributor Direct Customer - These are customers for whom you order product directly from the company and personally sell and distribute to them at full retail price.
- 2) Retail Customer - These are your customers that order product directly from the company as needed at full retail price for their own personal consumption.
- 3) Preferred Customer - These are your customers that receive a pre-arranged monthly order (an "Autoship" order) directly from the company at Preferred Customer pricing.
- 4) Customer Referral Program - These are customers that order directly from the company based on a referral from one of your customers. In exchange for the referral, your customer receives a credit towards a future order.

Tips for Gathering and Retaining Customers

Not only do you want to acquire customers, but you also want to retain them as well - this is key to developing a residual income stream. Follow these guidelines and you will achieve one of the most important fundamentals of your business ... a satisfied customer.

- Be your own customer, set the example and consume the Legacy products faithfully.
- Be on a monthly Autoship order of at least \$150 to ensure having enough product to service new customers that you meet during the month.
- Talk to the people you care about the most; share with them, "You have to try this."
- Purchase or upgrade to the Legacy Business System - there is enough product for at least five customers.
- Provide personal and immediate customer service. Remember, people don't care how much you know, they want to know how much you care.
- Recognize customers are Distributors in the making - follow up!
- Use the marketing tools; subscribe each of your customers to Prosperity! magazine (see Customer Direct Marketing Program in Chapter IX).
- Share product stories and participate in Dr. Hellen Greenblatt's live Tuesday night Product Conference Call.
- People who decide the business is not for them - make them customers.
- Always ask for customer referrals - your customer can receive product credits good toward future orders with every referred customer order.
- Get packets for sampling and use them as thank you and trial giveaways.

By investing a little extra time in the beginning with your customers, you'll find that it is much easier to retain them long term. Here are a few more tips:

- Keep a "Customer Profile Card" with current information regarding each of your customers, including birthdays, children, grandchildren, anniversary, etc. Remember, your success is driven by your ability to add value to each customer relationship. By knowing each customer personally, you have that ability. For example, if you know your customer will be taking a vacation soon, this may be a great opportunity to suggest she order immune^{26®} packets.
- Never forget your customers. Service them with hand written notes - the "Prosperity with Purpose" postcards that come in your Legacy Business System are a great way to send follow-up notes to your customers.
- Remember to not scare your customers away by pestering them about being in the business. The Preferred Customer Program and the Customer Referral Program can allow your customers to receive their product at discounted levels. Always recognize your customers for who they are, not what you might want them to be. The business is not for everyone.

II. Building A Distribution Business

When we say that your responsibility as a Legacy Distributor is to build a distribution business, we mean that literally. What you do is a lot like Wal-Mart or McDonald's, which sell their wares by shipping bulk product to individual business units (i.e. retail stores) that in turn sell those products in their local area. Each of these companies started by bringing value to their customers in a single location and then grew their business by opening additional distribution sites to acquire and service more customers.

In your Legacy business, the goal is the same. You start your business off by bringing value to your customers, and then open up more distribution sites (i.e. sponsoring new Distributors) to reach more customers. Of course McDonald's and Wal-Mart may invest millions of dollars to open each new location and spend even more to attract customers with expensive advertising and marketing campaigns. That's because each McDonald's or Wal-Mart location requires thousands of customers to be profitable. The good news is your business doesn't require near the investment or number of customers to be profitable. We have found that the ideal Legacy distribution site - where the Distributor can personally reach and service his customers best - requires only about 5-10 customers. This means you can start by creating a small but profitable business with 5-10 customers, and then continue to grow your organization by duplicating your activities, that is by adding more distribution sites, each with 5-10 customers.

In order to understand how this translates to the value of your business, let's look at the following simple example (using only two of the five compensation forms available to you - retail commissions and organizational commissions. We'll take a more in-depth look at compensation in the next chapter):

Assume you have 5 customers and each one purchases a can of product (at \$50 per can) each month. With your 15% Distributor retail commission, your annual earnings are \$450.00.

Your 5 Customers (1 Distributor x 5 Customers x \$50 x 12 months x 15%) Your earnings are \$450

Now, assume you sponsor three new Distributors who do exactly what you have done - get 5 customers. With an organizational commission of 7% for personally sponsored Distributor sales (refer to the Compensation Plan Section for more detail), you would earn an incremental \$630 per year.

3 New Distributors (3 Distributors x 5 customers x \$50 x 12 months x 7%) Your earnings are \$630

Next, assume each of your three new Distributors continue to do exactly what you did, which is they each sponsor three new Distributors who maintain 5 customers. Suddenly, you've earned an incremental \$1,620:

Your Distributors' Distributors (3 Dist x 3 Dist x 5 customers x \$50 x 12 months x 6%) Your earnings are \$1,620

So, your total annual earnings from 13 Distributors (counting yourself) with 5 Customers each is \$2,700.

Your business now has an **asset value** of (conservatively) \$54,000. In other words, if you had \$54,000 and deposited it in the bank at 5% interest, your annual return would be \$2,700.

Let's look at a few more scenarios:

No. of Distributors/ No. of Customers Each	Monthly Business Revenue/ Annual Business Revenue	Your Monthly Earnings/ Your Annual Earnings	Asset Value of Your Business
40 / 5	\$10,000 / \$120,000	\$525 / \$6,300	\$126,000
100 / 5	\$25,000 / \$300,000	\$1,275 / \$15,300	\$306,000
200 / 5	\$50,000 / \$600,000	\$2,525 / \$30,300	\$606,000
400 / 5	\$100,000 / \$1,200,000	\$5,025 / \$60,300	\$1,206,000
1,000 / 5	\$250,000 / \$3,000,000	\$12,525 / \$150,300	\$3,006,000
2,000 / 5	\$500,000 / \$6,000,000	\$25,025 / \$300,300	\$6,006,000
4,000 / 5	\$1,000,000 / \$12,000,000	\$50,025 / \$600,300	\$12,006,000

The previous table let's you see the approximate size of the distribution business you need to build in order to create the revenue stream desired. (Again, keep in mind that these examples above are only using two forms of compensation - retail commissions and organizational commissions).

Setting Business Goals

Your customers and your Distributors form the foundation of your business and determine your earnings. How you choose to structure your business is up to you but should be based on your goals, your priorities, your available time and your strengths and talents. It is important to set goals, otherwise you won't know when you've achieved them.

Written, realistic goals and an action plan help you to focus your efforts on getting what you want. If your goals are vague (for example, "to earn a lot of money") or unrealistic (e.g. "to earn \$1 million my first year") it is unlikely you will reach them. Rather, we recommend you set realistic and clear goals that can be tied to a specific set of weekly and monthly behaviors. Every week summarize your activities and measure your progress toward your goals. Each week you will learn more about the activities that work best for you and those that don't work as well.

It's okay to change your tactics or refocus your efforts based on your previous successes and failures ... that's what running a business is all about ... as long as it keeps moving you closer to your goals. Your business is an "experience-based business", which means you have to take action in order to learn. You will not learn this business from a classroom. So Set Your Goals, Review them with someone else and Take Action.

Success Tip:

Goal setting is fundamental. Having clear, challenging, yet achievable, goals to reach for propels you into directed action. Directed action leads to achievement. Achieving the goals you set personally and professionally will show you and everyone around you that you are progressing towards the life of your dreams.

As your business grows, so too may your goals. A good idea is to set short (for example your first three months), medium (e.g. next 3-6 months) and long-term goals (e.g. your first year). But remember, the basic fundamentals for success are clear: **Expose-Present-Validate-Enroll-Repeat** again and again. Each time you do it you move closer to achieving your goals.

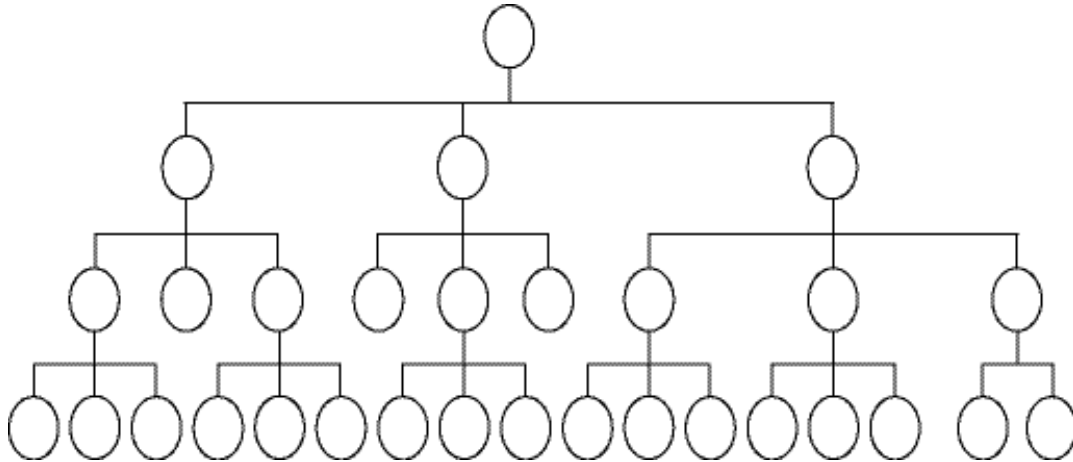
Following is an example of setting a realistic achievable, goal and the behaviors needed to reach that goal:

Bob is a new Legacy Distributor. He wants to buy a new car. The payment on the new car is \$400 per month. To achieve this income, Bob needs an organization comprised of 30 Distributors (including himself) each with five customers ordering every month:

1 Distributor (Bob) x 5 Customers x \$50 per Customer x 15% Personal Commission = \$37.50 monthly

29 Distributors x 5 Customers x \$50 per Customer x 5% average Organizational Commission = \$362.50 monthly + Bob's personal commission of \$37.50 = \$400.00 total monthly income

Here is what Bob's organization may look like:



Sponsoring 29 new Distributors may seem like a lot of work, but remember your goal is to replicate yourself ... that means if you sponsor three new Distributors each of your new Distributors should sponsor three new ones of their own ... and so on. So although you have 29 Distributors in your organization, you personally sponsored only three!

So, how does Bob work towards his goals?

Based on previous experience, Bob expects to sign-up one new Distributor for every ten presentations he makes (and get 2-3 new customers as well). Because Bob has a fulltime job, he knows the only times available to him to make presentations are at breakfast, lunch or evening; he can also use his Sponsor and Upline Leaders to help make presentations.

So, Bob sets 5 presentation opportunities as his weekly goal knowing he should have his first Distributor by the end of his second week. His third and fourth weeks are spent doing more presentations to find his second and third Distributors and working with his newly sponsored Distributors to help them build their organizations. At this rate, Bob figures he can have his 29 Distributors within 10-12 weeks and be driving his new car.

(Remember, this example is only using income from retail and organizational commissions - there are three additional ways for Bob to earn income, which we'll review in Chapter III - *and* a conservative conversion rate from his presentations).

My GOALS:
Short-term (first 3 months): _____ _____
Medium-term (3-6 months): _____ _____
Long-term (first year): _____ _____

One of the key differences you'll find with a Legacy business compared to other direct selling opportunities is the longevity of your customers. With your ongoing efforts to service your customers, coupled with credible products that actually work, your customers are more likely to stay with the Legacy program longer. Unlike most other direct selling businesses, you don't need 50 customers placing one order per year to have a profitable business; rather you'll find gathering and retaining 5-10 customers placing 6-12 orders each per year is all you need.

The Four Fundamental Steps

The key to building your Legacy business, like any other endeavor, is to work at it. The more time you spend working at it, the more comfortable, the more experienced and the more successful you will become.

The four fundamental steps to achieving your goals are:

- Expose
- Present
- Validate
- Enroll

There is no shortcut in this process. The time it takes to perform each step may vary based upon the individual you are targeting or the method you are using, but your mastery of this process and your commitment to it will yield the results you desire.

Let's look at each of these important steps in more detail ...

Step 1 - Expose

The purpose or goal of an exposure is to get to a presentation. A proper exposure creates an interest in the product or business without necessarily mentioning either's name. The initial exposure should be brief (just a few minutes), non-confrontational and easily replicated. Useful exposure techniques can be a personal phone call to say, "Hey, you have to see what I have just seen!" a pre-recorded call, an audio- or videotape, an Internet Website, a Flash presentation, or written material like a brochure. Be prepared to deal with the temptation or challenge of "information overload". This is when you provide too much information. Remember your goal is to get a chance to present Legacy, which is the second fundamental step. Always talk with your Sponsor regarding the tools and methods of exposure they most recommend. Do not over-analyze exposure, just do it!

Step 2 - Present

Presentation is the most important fundamental to learn in order to grow your business. There is an old adage in business, "He or she who shows it the most - WINS!" It is statistically proven that your dreams will come true if you do enough presentations over a long enough period of time.

Success Tip:

It is a virtual statistical certainty that frequency and time will create business momentum.

Momentum = Frequency of Presentation (consistency) x Perseverance (Time)

The purpose of the presentation is to "sift and sort" through your contact list to determine who's really interested. The presentation paints a picture of the company, our products and the business opportunity. It provides enough information for the person to whom you are presenting Legacy, to make a decision whether or not to inquire further about the products and/or business opportunity. At this step you're really not selling - you're simply delivering useful information to determine which of your contacts will move on to Step 3.

There are several ways to present the Legacy story. The most effective way to communicate the message is by sharing it with someone in person. Your Presentation Booklet allows you to stay focused, organized and brief while demonstrating the simplicity of the business. You can also share the presentation over the phone, use the company's Flash Presentation or participate in the company's Opportunity Conference Call held every Thursday evening at 9:00 PM EST. We strongly urge you to use your Sponsor or Upline Leader as a resource to help you present. You can also use your Legacy personal Website to share the story with people.

The recommended strategy is to work "inside / out". This means start with the people who you can see personally and share the story with them in person. Call the people outside your driving distance and share the story over the phone or Internet or use an Upline Leader or meeting in their area.

Be careful not to allow your "fear of rejection" from keeping you from achieving your dreams. Additionally, the desire to oversell or exaggerate will cause credibility problems when presenting Legacy. So, simply stick to the script provided in Chapter IV of the Distributor Business Manual and share the information with as many people as possible as quickly as possible. The people who say "no" are only saying "no" to the message not you. Don't take it personally and follow-up with them in six months - life changes. Keep in mind that timing is critical - it may take two, three or four follow-ups to the same person before they are ready to get started.

Step 3 - Validate

Validation is intended for the people that you have shared the presentation with who want more information regarding the business and/or products. It is the process of building belief or answering the questions your prospects might have about your business or products. Validation is also a form of follow-up. You should continue to validate or follow-up with your customers and prospects that still have not given you their decision. Remember not to chase your prospects; you don't want to be labeled the "pushy salesperson". Instead, your job is to share the message and then validate and enroll them when they are ready.

Validation is a fundamental that will also help you build your own self-confidence. Your Sponsor or Upline Leader will be a great asset in the validation process. Try to use them as much as possible during this step. The easiest way is to do a three-way call between you, your prospect and your Sponsor or Upline Leader. You can also provide your prospect with your Sponsor's or Upline Leader's phone number. The recorded calls, corporate Website or your personal Website are tools that many successful Legacy Distributors use extensively during this fundamental step.

Validation is not an opportunity to debate with people. Just answer their questions and continue to ask the question, "Are you ready to get started?"

Step 4 - Enroll

Hard work pays off and there's nothing more exciting than knowing your prospect is ready to get started as either a customer or Distributor. There are several ways to enroll a new customer or Distributor. You can always call Legacy Customer Service directly at (800) 557-8477 to get help with the enrollment process or go online at your Website or the company site, www.LegacyforLife.net and click on the "Enroll / Order Now" button at the top of the page. See Chapter VI for more details on enrolling new Distributors.

III. Developing Leadership

Your third and final priority as a Legacy Distributor is to acquire the skills and experience to lead others and move up within the organization. No matter when you joined Legacy, there is no glass ceiling or barrier to prevent you from attaining the highest leadership position. The following outlines the goals and actions that you should look to accomplish in order to promote to new Leadership levels within your business. In the next chapter we will explore the specific qualifications and benefits of achieving each leadership level.

Associate Business

- **Get profitable** - In your first 45 days, try to gather your first five customers and three Distributors. Once you have achieved this, you qualify for the "Chairman's Club". You will receive a black day timer gold stamped with "Legacy for Life - Chairman's Club" with a mini Presentation Flip Chart. This will help you with your presentations and becomes a conversation piece for people you meet.
- **Promote** - In your first 90 days, try to promote to Director. Your ultimate success is not dependent upon meeting these time lines but we all need goals. So set them and go for it!

As you continue to develop leadership skills and promote, you will begin to see unbelievable results within your business. The achievement of a short-term goal or your newfound confidence in yourself is an unbelievable feeling and will motivate you to continue working hard and developing your skills and those in your organization. As you achieve new levels of leadership and recognition, keep these goals and actions in mind:

Director Business

- Sponsor more Distributors and help them build profitable distribution businesses.
- Continue to retain and service 5 - 10 customers.
- Support your Associate Business by using your Upline leaders (i.e. your Director, NMD and Presidential); they have a vested interest in your business and its success.

NMD Business

- Sponsor, build and develop the people in your organization.
- Continue to retain and service 5-10 customers.
- Support your Associate Business by using your Upline leaders (i.e. your

Director, NMD and Presidential Director); they have a vested interest in your business and its success.

- Support your Director Business by using your Upline leaders as well (i.e. your NMD and Presidential Director); they have a vested interest in your Director business too.

Presidential Business

- Continue to sponsor, build and develop the people in your organization.
- Continue to retain and service 5-10 customers.
- Don't forget to support your NMD Business - there are diamonds in those hills - use your Upline leader (i.e. your Presidential Director to help).
- Support your Associate Business by using your Upline leaders (i.e. your Director, NMD and Presidential Director); they have a vested interest in your business and its success.
- Support your Director Business by using your Upline leaders as well (i.e. your NMD and Presidential Director); they have a vested interest in your Director business too.

Have you noticed the consistent behavior outlined above? Regardless of your leadership level, the goals remain straightforward and constant: acquire customers, build a distribution business (i.e. sponsor new Distributors) and develop leadership (through supporting and promoting within your organization).

Using Your Upline

We've mentioned it several times already, but it's worth saying again - use your Upline to help you with practicing, training, goal setting, etc. Don't forget, your Upline leaders have been where you are going, so nobody knows better than they do what it takes to be successful.

Summary - Take Action!

Follow the steps below in this order and you will be on your way to achieving your dreams:

1. Review your Why every day.
2. Create your list and identify the first 25 customer and 25 Distributor prospects.
3. Make contact with these people in your first week; set appointments to show the Presentation Booklet to the local people. Use the phone, mail, e-mail, Thursday night Opportunity Conference Call at 9:00 PM EST, or a meeting that is happening in another area to present Legacy to those people who do not live close to you.
4. Make sure your Autoship is set up for the next month; you will need product on hand to service the people you are talking too immediately.
5. Call your Sponsor, Director, NMD (National Marketing Director) or Presidential Director three times a week for the first 6 weeks, if not everyday, to check in, get questions answered and stay updated.
6. Know how to access your corporate intranet site, My Office, so that you can stay informed.
7. Track the number of presentations you do daily, weekly and monthly - these are the seeds of your business - remember, "He or she who shows it the most - WINS!"
8. Keep your Promotion Chart (see Chapter III in your Distributor Business Manual) available to you in order to fill it out as you go.
9. Register for the National Conference and determine when the company is going to be in your area - you want to make sure you meet the Corporate Team, or if you come to the Central Florida area make sure you visit the International Home Office in Melbourne, FL.
10. Listen to the Saturday morning weekly Training Conference Call at 11:00 AM EST.
11. The fundamentals of your business will never change; keep doing them over and over and over - expose people; present Legacy to people - the company, the products, the business; validate and/or follow-up with people; enroll them into Legacy as a customer or Distributor.

Success Tip:

Never, Never, Never QUIT! In golf the saying goes, "A putt that never reaches the hole can't go in". The same is true for your business; if you quit before reaching your dream you can never achieve it.

As a Legacy Distributor, your ability to deliver value through service, products, knowledge and business are key to your success. Remember, the basic fundamentals - Expose, Present, Validate and Enroll - ensure you are able to deliver value of mutual benefit and achieve your goals. Your passion to succeed, your commitment and ability to master these business fundamentals, and your will to act will be the foundation for your success.