



The Growth4Life

Success Companion

- A Coaching Guide for Strategy Sessions -

Chris Davidson, Growth4Life Founder

NAME: _____ DATE: _____



Welcome to Melaleuca and the Growth4Life Team!

Our system is simple and easy to follow.

Our Mentoring Process

The **Success Companion** will be a valuable reference guide as you get your business off the ground. **Please keep this document with you!**

We use **independent learning, field training, and personal coaching** to help you succeed.

The most successful Melaleuca Marketing Executives work in **teams**.

Your **Support Team** consists of your Enroller, their Enroller, and others in the chain of leadership.



Success Tips



Tip 1: BE COACHABLE. Work with your coach, **keep your commitments**, and **communicate** with your support team frequently.



Tip 2: TRY LOTS OF PRODUCTS. Consider a **Home Conversion Pack** or a **Value Pack**. The more you try, the greater your product conviction will be.



Tip 3: BE POSITIVE! Don't let apprehension or fear derail you. And **don't allow others to plant seeds of doubt**. This is YOUR business and YOUR future!

OUR SIMPLE SYSTEM

Everything is driven by a process.

The Growth4Life **business cycle** has four components:



INVITATION

Invite someone to learn about Melaleuca!

OVERVIEW

Present the Melaleuca Overview.

LET'S GET STARTED

Review at the time of enrollment.

STRATEGY SESSION

Create an action plan with your coach!

Then we repeat the process with YOUR new partners... **It's all about duplication!**

"Let's Get Started!"

This document is given to ALL **Category 2/3** members when they enroll.

Download & print at **Growth4Life.com**

Review the action items with your customer.

Schedule their Strategy Session at that time, preferably within 72 hours of enrollment.

Let's Get Started!
Category 2 & 3 Members

1. SET UP YOUR ONLINE ACCOUNT

- ☐ Find your Welcome Email from Melaleuca, then login to melaleuca.com
⚠ Check your spam, junk, or promotions folder if it's not in your inbox
- ☐ Watch the "FOUNDATIONS VIDEO" for Pacesetter double bonuses
⚠ Business Center / Report & Tools / Foundations Video
- ☐ Watch LEARN TO EARN VIDEOS and earn \$100 of FREE products
⚠ Find the "Learn to Earn" tab on the main menu at melaleuca.com
- ☐ Search "Home Conversion Pack" at melaleuca.com and review contents

2. BRAINSTORM INITIAL PROSPECTS

Who are the first 10 people you'd like to share Melaleuca with?

Social Challenge: Expand the list to 35+ names before your Strategy Session!

⚠ Please don't approach anyone yet! (Also no social media posts)

3. STRATEGY SESSION

⚠ Identify within 72 hours of enrollment!

☐ Meet with your coach to discuss goals, prospects, approaching, and action plan.

Strategy Session: Date _____ Time _____ Location _____

STRATEGY SESSION

Before we begin, let's make sure we've completed what needs to be done.



Pre-Strategy Session Checklist

- ✓ Set up **online shopping account** at Melaleuca.com
- ✓ Watched **Foundations Video** at Melaleuca.com
- ✓ Started your **initial list** of potential prospects

(If any of these actions have been overlooked, please complete as soon as possible.)

What's Your WHY?

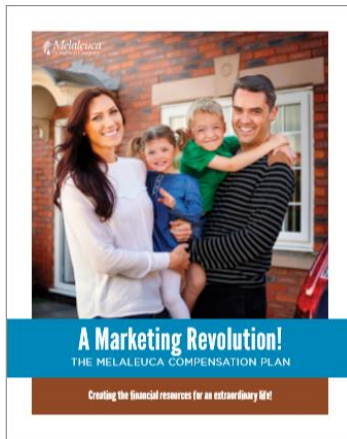
The main reason(s) I'm building this business:



That's important to me because _____. (and THAT's important to me because):

If I succeed with Melaleuca, how will long term residual income change my life?

If I don't put in the effort, or if I give up, what will my "default future" look like?



Introduction to our Compensation Plan

Here's an **abbreviated** look at the basic concepts of “**A Marketing Revolution**” (available at Melaleuca.com)

First we'll look at **COMMISSIONS**.

This is your **ongoing residual income**.

COMMISSIONS

- **50%** on your personally enrolled members in their first 3 months
- **7% - 20%** on personally enrolled members in **month 4 and beyond**
- **7%** on all other customers within **7 generations** of your organization

Earn **BONUSES** for achieving “baby step” goals, called STATUSES.

Here's what's required for the first 10 (of 49) statuses:

<p>This chart has been modified for the sake of simplification.</p> <p>For complete details, see "A Marketing Revolution" at melaleuca.com</p>	Active Personal Customers	Monthly Org. Volume	Active Personal Directors	Advancement Bonus	PACESETTER BONUS	Months After MOE to Achieve Pacesetter
DIRECTOR						
Director	8			\$100	\$200	2
Director 2	10	1,000		\$200	\$400	3
Director 3	11	2,500	1	\$500	\$1,000	4
Director 4	12	5,000	2	\$500	\$1,000	5
Director 5	13	7,500	2	\$500	\$1,000	6
Director 6	14	10,000	3	\$600	\$1,200	7
Director 7	15	12,500	3	\$700	\$1,400	8
Director 8	16	15,000	4	\$800	\$1,600	9
Director 9	18	17,500	4	\$1,000	\$2,000	10
SENIOR DIRECTOR						
Senior Director	20	20,000	5	\$2,000	\$4,000	12

BONUSES

Advancement Bonus:

One-time bonus for achieving a new STATUS

Mentoring Bonus:

100% match on the Advancement Bonuses of your personal customers.

Expanded Mentoring:

100% match on the Advancement Bonuses of your personals' personals

Pacesetter Bonus:

DOUBLE BONUSES!

Determine Your Goals and Pace

- It's smart to aim for **Director** in your **Month of Enrollment (MOE)**.
- Beyond the money, it's the **STORY** that matters most! "I did it, and so can you!"
- It takes approximately **13 TOTAL HOURS** of work to reach Director Status!

Possible outcomes for your **FIRST FULL MONTH**:

First Month Commission Scenarios

DIRECTOR	DIRECTOR 2	DIRECTOR 3
<ul style="list-style-type: none">✓ Personally Enroll 8 Preferred Members <p>(All members must shop for 35pp – no backups!)</p>	<ul style="list-style-type: none">✓ Personally Enroll 10 Preferred Members✓ Need Total 1,000pp Organization Volume	<ul style="list-style-type: none">✓ Personally Enroll 11 Preferred Members✓ Need Total 2,500pp Organization Volume✓ Develop 1 Personally Enrolled DIRECTOR
\$500	\$950	\$2,675

The Power of Pacesetter

The Pacesetter program rewards those who build more quickly!

You'll receive **DOUBLE ADVANCEMENT BONUSES** if you advance in **Pacesetter timeframe**.

You must watch the "Foundations Video" at melaleuca.com to qualify for Pacesetter!



Go to "Business Center", scroll to the bottom, and find the link as pictured above.

Your Initial Contact List



Give everyone the opportunity to see Melaleuca and decide for themselves.
Don't assume interest or disinterest... **You'll be surprised!**



Contact your **BEST** prospects **FIRST!** Don't wait until you're comfortable...

TOP 5 BUSINESS PROSPECTS “Most Likely to Succeed”



Name:

How I know them:

Why I thought of them:

Notes:



Name:

How I know them:

Why I thought of them:

Notes:



Name:

How I know them:

Why I thought of them:

Notes:



Name:

How I know them:

Why I thought of them:

Notes:



Name:

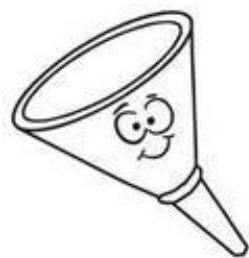
How I know them:

Why I thought of them:

Notes:

Expand Your Contact List

If you haven't already done so, please take a few minutes to expand your prospect list.



It's sort of like a funnel...

Prospects go in the top and **customers** come out the bottom.
The more prospects you invite, the more customers you'll have!

Think of people in categories... work, church, neighbors, family, friends, clubs, PTA, sports, and every professional that you spend money with, like insurance agents, etc.

6 _____

20 _____

7 _____

21 _____

8 _____

22 _____

9 _____

23 _____

10 _____

24 _____

11 _____

25 _____

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26 _____

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27 _____

14 _____

28 _____

15 _____

29 _____

16 _____

30 _____

17 _____

31 _____

18 _____

32 _____

19 _____

33 _____

ACTION PLAN

A failure to plan is a plan for failure.



Three Ways to Present the Melaleuca Overview:



In-Home Overview

Invite friends, family & neighbors to see what you're up to! Think of it as a "soft opening" for your business venture.



2 on 1 Meeting

You and your Enroller (or Coach) meet a prospect over a cup of coffee. The coach does the overview & helps with enrollment.



Live Webinar

Invite folks who live out of area, (or can't make it to an in-person meeting) to see the Overview live via computer or device!



Start with an **in-home overview!!** It's **FUN!**

Director is **much easier to achieve** when you introduce customers in **groups!**

In-homes **duplicate!** Those who attend an in-home are way more **likely to host their own!**



You **don't** need a big fancy house, nor does it have to be spotless... **just pick a date & go for it!**

Your **business will explode** and your customer-base will **multiply** with in-home overviews!



How to Invite/Approach

NOTHING beats a phone call.
Texts & emails have **low response rates** and **low success rates**.
Old fashioned? Yes. But it works!



Hey, quick question. Are you
free Thursday night?

Well, I started a new side gig
with a company that has **really
impressed me**. I'm having a little
kickoff event at my place. It's
just information, no pressure.

Do you know about Melaleuca?

I've started **shopping online**
with them and I LOVE IT. In fact,
I've decided to work with them
part time and I'd really like to
share with you what I'm doing.
Can we meet for coffee?

So this may seem **completely
out of the blue**, but it's been on
my mind to reach out to you. I
recently started a business in the
health & wellness industry and
I'm looking for someone to work
with me part time. **Are you open
to earning some extra income?**

I'm not assuming this is for you,
but I thought of you because
_____.

It won't hurt my feelings if you
say "no" afterwards, but I hope
you're **open to checking this
out**. I think you'll enjoy it!



So, the company I work with
makes THE BEST _____ on
the market. **I don't sell it**, but I
work with the manufacturer and
I can show you how to **get it
directly from them**. Let me treat
you to coffee next week and I'll
tell you more!

They've been in business for
over 30 years, they make over
400 green & natural products,
and they have a 96% monthly re-
order rate! **But I want to save
the details for the overview!**
Can you make it to my place
Wednesday evening?

When my friend Mary told me
about this, I was curious if **it was
one of those Multi-Level things**.
But I've **checked this out** and it's
completely different. I think
you'll be impressed with this
company. Can we meet up for a
quick overview?

I'd love to show you the
shopping club and **see if it's a fit
for your family**. If it's not, no
worries! At least you'll have
enough information to see if it
makes sense for you – **fair
enough?**



IT'S A QUICK 1-2 MINUTE CALL! The purpose of the
call is **ONLY** to invite them to the see overview. Don't
get pulled into a "mini-presentation" over the phone.

Confirm the Appointment (Make Sure They Show Up!)



POOR JOB CONFIRMING:
About 50% who agree to
the overview show up.



GOOD JOB CONFIRMING:
You can beat the odds and
achieve 80% or higher!



Make sure they know the start time & let them know you'll be following up!

"Arrivals are at 6:45
and we start at 7:00!"

"I'll send you a reminder the
day before and the day of!"



If they sound wishy-washy or noncommittal...

"How about this... Let's pencil it in for now
and I'll call you tomorrow to make sure."



Say this to avoid the dreaded NO-SHOW!

"I need a firm headcount so I'm asking everyone for a
definite yes or no. Can I count on you to be there?"



IS THIS MULTILEVEL MARKETING?

"No, it's not. It's Consumer Direct Marketing – BIG difference!"

Multilevel Marketing (MLM)	Melaleuca (CDM)
Everyone's a "Distributor"	Everyone's a Customer
Focus is the Business	Focus is the Product
Products are Very Expensive	Products Priced Like the Grocery Store
You Can Sell Products to People	You Can't Sell the Products
Large Upfront "Investment"	NO Investment
Inventory Loading is Permitted	No Inventory EVER
Decision Based on Hype & Emotion	No Hype – The Truth Is Good Enough
Big Monthly Commitment	No Budget Change ("Anyway Dollars")
Low Re-Order Rate (High Cancellations)	96% Monthly Re-Order Rate
YOUR REPUTATION IS AT RISK!	NOBODY GETS HURT – NO RISK

Let's Set Some Dates!



My in-home overview(s):

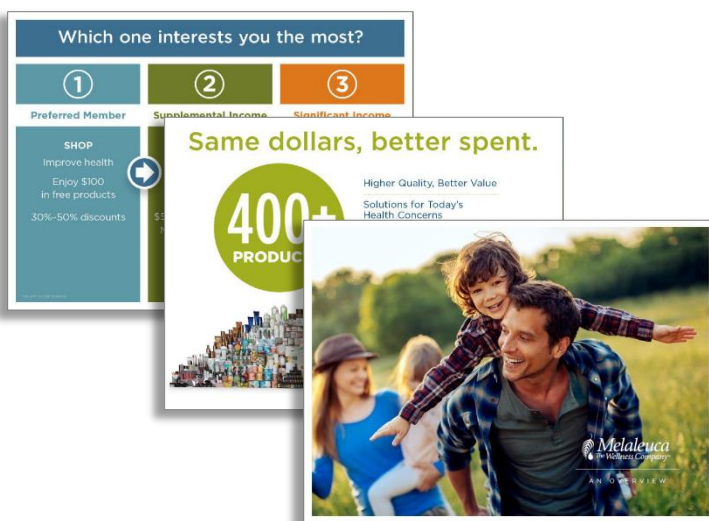


Upcoming Webinars:



Coffee Meeting Availability:

The Melaleuca Overview



When you're new, your Support Team will do your overviews, but it makes sense to start practicing!

The Overview is simple to present. Just read the slides/pages and add your own personal experiences!

Who could you practice with?

Spouse, Mom, Best Friend, Pet, Mirror

It won't be perfect at first, but that's ok! To become a good presenter, watch your coach and practice on your own. Have FUN!



Where to Find the Overview:



Melaleuca
Melaleuca, Inc.
★★★★☆ (6)

Melaleuca App
(iPhone & Android)



Browser-based
Slideshow
(melaleuca.com)



Overview Booklet
(Order from Melaleuca)



PowerPoint Template
(growth4life.com)

HELPFUL WEB RESOURCES

...to help you reach your goals!



Melaleuca.com – Shopping orders, Learn to Earn videos, Business Reports & paystubs (on the 12th of each month), and business stats (the M.O.R.E. Report)



Growth4Life.com – Resource site for Growth4Life team. Find documents, videos, and other great success tools!

USER NAME: _____

PASSWORD: _____



MelaleucaJournal.com – A company-run blog site with press releases, company news, product information, consumer goods industry articles, and live updates from Melaleuca Convention.

HELPFUL PHONE NUMBERS

(all times listed are Eastern)



ENROLLMENT LINE (800) 262-0600

For when you have the customer's paperwork and plan to QuickSend it. This allows the customer to receive their welcome email right away! **Mon-Fri 8am - Midnight, Sat 10am - 7pm**



EXPRESS VERIFICATION ENROLLMENT (800) 742-9560

Enroll a new customer over the phone, with no paperwork required. Customer must be present on call for Express Verification! **Mon-Fri 8am - Mid, Sat 10am - 7pm**



BUSINESS DEVELOPMENT (208) 522-0870

For all business-related matters such as compensation, policies, customer information, website questions, and more. **Mon-Fri 8am - 8pm, CLOSED SAT/SUN**



CUSTOMER SERVICE (800) 282-3000

General inquiries and placing orders. **Mon-Fri 8am - Midnight, Sat 10am - 7pm**



PRODUCT INFO TEAM (800) 742-8094

Questions about products/ingredients. **Mon-Fri 8am - 8pm, CLOSED SAT/SUN**



Melaleuca has **excellent** customer service.

They often pick up in just one ring, and they **care about customers!**

Get Connected

Connect with other Marketing Executives, stay informed, share strategies, and celebrate success! Here are two **SECRET Facebook group pages**:



Growth 4 Life Team



Melaleuca Enhancing Lives



Find these pages and click on

+ Join Group



Please “Like” our Growth4Life **business page** on Facebook
(@growth4lifepublic)

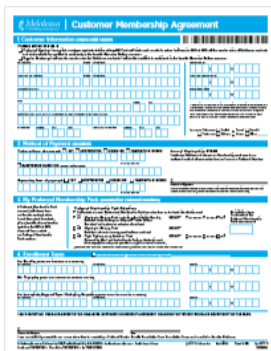


Melaleuca has explicit social media policies to protect the company and your business. Please do not post anything publicly until you have reviewed **“Building Your Business Online”** available at Growth4Life.com

How to Enroll New Customers

There are three ways to enroll customers.

Paperwork



Use the Customer
Membership Agreement
(Blue form) and Independent
Marketing Executive
Agreement (Green form)

Express Verification



Call Melaleuca’s Express
Verification dept. with your
new customer on the line and
complete the enrollment.
No paperwork needed!

Online



Initiate from your phone or
computer and help your
customer complete it on their
device! See the “Online
Enrollment Guide” for details!

Enrollment Guides located at Growth4Life.com

FINAL TIPS



Never enroll a customer without a complete Melaleuca overview!



If you're aiming for Director, touch base with your coach DAILY for now!



GO FOR IT!! Don't let fear or apprehension slow you down!

ACTION ITEMS



Place first shopping order



Expand names list. 30 minimum, but 50 or 100 is better!



Watch "CDM vs. MLM" video at Growth4Life.com (bottom of page)



Call to invite your first three prospects and then call or text your coach!

I will have these items complete by:

48-hour Follow Up Call:

You can do this! BELIEVE IT!

