

Guideline to help you build a business that gives you \$5,000 - \$10,000 per month in Residual Income within 12 – 24 months.

You must know WHY you are going and what you WANT when you get there!

1. My WHY: _____

2. What I WANT it to look like when I get there: _____

Here are some sample short-range goals you might consider or create your own!

1. In 6 months I will be Gold VIP earning \$_____ per month in Residual Income.
2. In 12 months I will be earning \$_____ per month in Residual Income.
3. In 24 months I will be earning \$_____ per month in Residual Income.
4. I will Qualify for the Incentive Trip to _____.
5. My Bonus Car will be a _____.

Create your own Short-range goals – simple steps to check your progress:

Your Objective is to get everyone on S+S and to buy a Whole Home Protection Pack.

How to Make It Happen

1. **Use the products.** As a Business Building Associate, you should at least be on **Subscribe & Save** (we suggest Essentials for Life or the I Feel Great program and/or KetoneZone and/or CanaGel) and have the Whole Home Protection Pack (FAS, LW, and LP) in your home. **Set the example** for your group! They will copy you.
2. Make of **List** of Names. Everybody you can think of. Add to your list daily. Commit to contact every one of them and share your Vollara business.

ALWAYS FOLLOW-UP! Your business will grow **80% faster** and **bigger** if you always Follow-Up.

3. Use the following guideline for **Your Presentation** and get good at sharing it. Practice until you can do this presentation in 10 minutes or less. You practice by sharing it with people. Become comfortable with your presentation.

- a. Your Story (Most important part of your Presentation)
- b. A little about Vollara's Membership Club
- c. A little about the Products.
- d. A little about the Opportunity.
- e. Leave them some information to review. (Automatically sets up your follow-up. 80% faster growth.)

Could a blind man convince you not to see? Then why could a skeptic persuade you to give up on your Vollara business! Don't let other people determine your future. You make that choice by intentionally persevering and not quitting!

4. Learn to **Invite**: Here are three great ways to invite and get in front of people:

- a. Simply say; "I need your help. I'm expanding my company. I know you're probably not interested but since you know people I don't know, I would like for you to see what my company is all about. Someone you know might be interested and could possibly benefit from what I have. Could you give me about 10 minutes, so I can explain?" This invite gets them off the hook, they are not defensive, and they don't feel like you are trying to sell them something or that they feel obligated to buy something. As a result, they are more willing to listen. Remember you are sharing information, you are not selling them a product. This also takes the pressure off you and makes the sharing process a lot of fun. Enjoy the activity of sharing, don't worry about the results.
- b. Here is another proven approach; "I own an online Health, Wellness, and Green Technology wholesale Membership Club. I would like to show you what I have available and then if somewhere down the road you need something that I have, you might consider buying it online from me. Could you give me 10-minutes?"
- c. Here is a business approach; "I own an online Health, Wellness, and Green Technology wholesale Membership Club and I are looking for people who might be interested in owning their own business. You know people that I don't know and some of them might be interested.

Could you give me about 10-minutes, so I can explain what I am looking for and then if you know or run across someone that's looking to own their own business, then you could tell them about me." Or you can open your invite with "...I'm part of a...Again, with this approach we take the pressure off them.

5. Achieve **Gold VIP** and help your Team members achieve Gold VIP by creating excitement, building community, and having fun events and get togethers. If you make your business fun and exciting, your Team will qualify for the Vollara incentives because they don't want to miss out on anything – they are having fun. Set the example by doing the right activities and you will qualify for every incentive offered by Vollara and your Team will also do the right activities and will qualify for all the great Vollara incentives. You lead by example. The key to building confidence in your Team is to set the example by doing the Process yourself and teaching your group the Process.
6. If you are the Leader in your area: Commit to a **Weekly Showcase** for a minimum of 6 months. Understand that if you started a new church you would not have services randomly. You would schedule a certain time every Sunday. You would spend time during the week telling people about your church. You would continue doing that until you filled the church every week. The same is true for a traditional 'brick and mortar' business. They all have published hours that they are open for business. Keep in mind, if you want the results you dream of, then you must treat your business as serious as someone who invested their life savings and/or borrowed a \$100,000++ to start a traditional business. Therefore, as the leader of your Vollara Team, you set the example by having a weekly Showcase and commit to personally having new people at your Showcase every week. Do not depend on your Team to make the weekly Showcase well attended, you make it happen yourself. Understand that some Showcases will be "no shows", some will only have a few people and sometimes the room will be full. That is the nature of the business. That is the nature of any business. I suggest you start your weekly Showcases in your home or apartment. Do your best to give away thousands of dollars of Showcase rewards during the first 6 months. The PURPOSE of the weekly Showcases is to get you in front of NEW people

consistently week after week after week. **It isn't necessary for every Leader in the area to have a Weekly Showcase initially.** Work together.

Use ZOOM

7. Don't jump around from one business building method to another. This is confusing to you and your group. **Stay the course** per this Guideline.
8. Make sure your **Weekly Showcases** emphasize the "Host Rewards Healthy Home Showcase" allowing yourself and your Team to earn Host Rewards every week. As time permits, personally do at least 2-3 HRHHS's every week for your group in their homes and/or for yourself. **Use the ZOOM program.**
9. Set the example by taking **Essentials for Life** at every meal even when you are out at a restaurant. Be an example!

Principles and Facts, you need to grasp and understand the power of how they work:

1. The **Foundation** for an annual 6-figure **Residual Income** is having a large base of Members buying consumable products monthly. Everything else is icing on the cake.
2. **You own**; "An online health, wellness, and green technology wholesale membership club that is expanding throughout North America."
3. **Vollara does everything for us except recruit new members.**
 - a. Vollara takes the orders, ships the products, pays the commissions, inventories the products, handles government regulations, and provides a Home Office & Customer Service department.
 - b. Vollara will pay us big bucks to recruit and build a membership group of Active Members. We can get paid on **every purchase, every month**, by **every member** in our group regardless of where they are in our group genealogy.
4. Our **biggest income opportunity** comes by finding and developing Gold VIP Business Associates. We do this by starting and teaching the "Host Rewards Healthy Home Showcase" Process. Let the Process find the Gold VIP Business Associates for you. That's the purpose of doing, promoting, and teaching the Host Rewards Healthy Home Showcase Process. Feel free to adjust it to your own personality. **The key is to do it because it gets you consistently in front of new people either directly or indirectly.** The **ZOOM** program allows you to go nationwide without having to travel all over the country.
5. Don't hesitate to use all forms of **Social Media** to promote your business, but this alone will not build your business for you. You must spend time down in the trenches.
6. In the world we live in today, Online businesses and working from home is fast becoming the **Career Choice** for more and more people. Especially those who want to get out of the rat race and get away from the everyday grind of a job that controls their lives and gives them very little satisfaction. With our Membership Club business opportunity, we have a great option for anyone to consider, BUT they must be told. That is our job.

7. We have found that almost everyone checks the blank on the **Feedback Card** about their desire to get more Vegetables & Fruits into their diet. This opens the door for people getting into Vollara. Use it!!! **KetoneZone/CanaGel is our new product, so we may find it to be as effective as EFL as an intro product.**
8. Don't sell the product, **Sell the Dream** of a healthier life and a life of financial freedom. Provide information on the products along with demos and testimonies.
9. **3** Level-10 Executives, at least 1 in 3 separate legs, can make you **\$250,000 in annual Residual Income.**
10. **You do a lot of work on the front end of your business that you don't get paid for, BUT you get paid a lot of money on the back end of your business that you don't have to work for.**

Remember, you are going for \$5,000 - \$10,000 per month in Residual Income within 12 – 24 months! That's worth working for.

What is the Host Rewards Healthy Home Showcase (HRHHS) Program?

1. The HRHHS program allows **anyone** (Non-Member, Preferred Customer, or Business Associate) to earn up to 5 of 6 free Host Gifts (valued up to \$1,720) by Hosting Showcases. The gifts:
 - a. Essentials for Life - \$75.99
 - b. FreshAir Focus - \$79.99
 - c. 1 box KetoneZone & 1 Essentials for Life - \$215.98
 - d. FreshAir Cube (Cube) - \$375
 - e. H2Fuel Hydrogen Hydration Water Bottle - \$249
 - f. FreshAir Purifier - \$799.99
2. A Host can earn only 1 gift per Showcase, but multiple Host can participate in the same Showcase and each can earn a gift if each Host has 4 guests with them. To earn all 3 Host gifts, a Host must have 3 separate Showcases.
3. The Showcase is a 30/60-minute presentation that gives an overview of who Vollara is and what Vollara has to offer. Products and Opportunity.
4. The Showcase allows you to get in front of new people which is the life blood of your business.
5. Promote the Host Reward gifts as an incentive for attendees to be a host of their own HRHHS. Try to get as many attendees as possible to host a Showcase.
6. The HRHHS program is easily duplicated by anyone who is serious about building a business. The key is to get this program working in your group.

7. The HRHHS is designed to help sponsor (signup Members) both Preferred Customers, Business Associates, and to help you find your 3 Super Stars.
8. All the rules and instructions for your Host Rewards Showcase are available in your Vollara Back Office. Click on “Tools”, click on “Vollara Showcase”.
9. You can conquer the world with a personal Whole Home Protection Pack, at least 40 PPV on Subscribe + Save, a supply of Host Rewards sheets, and a supply of Feedback Cards. Use the Feedback Cards at www.learntolivesmart.com instead of the one's in your Back Office.

What the HRHHS program can mean to your Success

1. It creates **Momentum**, which gets you \$5,000-\$10,000 per month in Residual Income **QUICKER!**
2. Helps you qualify for all incentives (cars, trips, money) and helps you maximize the Vollara Comp Plan.
3. It gets you in front of new people consistently. **THIS IS WHAT IT IS ALL ABOUT.** Your success is determined by how consistently you get in front of NEW people.
4. It helps you build relationships which is a huge part of our industry.
5. It Creates a culture of HRHHS's in your group and gives you a better opportunity to find the 3 Super Stars you are looking for. For example; if one of your Superstars is sitting in a HRHHS 1,000 miles away from your hometown, you don't have to travel 1,000 miles to sponsor them, just let the HRHHS Process go there for you.
6. It creates an environment where you take full advantage of the main Wonder of our industry, which is **Rollups** and the **Compounding of Numbers***. Money and People Rollup! *Go to
www.learntolivesmart.com, click on “Growth Calculator”.
7. Completed and Collected Feedback Cards are **important** to your success.

8. Following up on every Feedback Card is **Key** to your success.

9. With the Feedback Cards you get leads you would never have gotten. People pay big money to get leads in this industry. With HRHHS's you not only get leads, you know exactly what every lead/person/prospect/attendee is interested in.

10. You are having a positive impact on people's lives and that's what it is all about. **THIS IS BIG!!**
You are making a positive difference in people and our environment by making a smaller footprint.

11. People need to know that they can have great health and can solve their financial problems and the HRHHS provides that information.

12. It opens the door to other avenues you can use to build your business, such as;
 - a. 1-on-1's

 - b. Expos, Health Fairs, etc.

 - c. Retailing opportunities

 - d. EZCard App – Demonstrate

 - e. Video Book

 - f. Social Media

13. The Feedback Card is the secret sauce of the HRHHS program!

Remember, you are going for \$5,000 - \$10,000 per month in Residual Income within 12 – 24 months! That's worth working for.

Feedback Card is the Secret Sauce

1. At the beginning of your HRHHS have everyone fill-out the personal information section of the Feedback Card.
2. At the end of your HRHHS explain in detail sections A, B, C, D, and E of the card. After each explanation give the attendees time to make their choices.
3. Collect all the Feedback Cards.
4. Follow-up on each Feedback Card **at the HRHHS** or within 48 hours. During the follow-up: schedule the HRHHS's for those who have made that request, set appointments for those interested in the business, show the attendees how Vollara can solve the issues they checked in "D", and if they **are** ready to order based on what they checked in the "E" section, then sign them up as members and take their product order. Your business grows **80% faster** if you follow-up.
5. The Feedback Card puts you in the driver's seat.
6. The most important objective of the HRHHS's and the Feedback Card is the scheduling of more HRHHS's and help you find your 3 Super Stars.

Purpose of the HRHHS:

1. To get you and your group in front of new people on a consistent basis.
2. Develop a base of Preferred Customers and Business Associate Customers
3. Help you find your 3 Super Stars, which can equate to \$250K+ in annual Residual Income.
4. Helps you reach \$5,000 - \$10,000 per month Residual Income **QUICKER!**

Closing Comments:

Vollara and the Business Opportunity they offer is not a give-away program. It takes work, consistent work, and a no quit attitude.

If you are expecting a free ride, then this is not for you. But if you are looking for an Opportunity to create **\$5,000 - \$10,000++ per month in Residual Income within 12 – 24 Months**, then this is exactly what you are looking for. Time and Financial FREEDOM should be your goal and Vollara can do that for you.

If you are willing to work and dedicate the time and effort along with following a proven Process, then your efforts can take you to your desired Goals. Whether you decide to dedicate 3 hours per week, 10 hours, 25 hours or 60 hours per week, your choice, then I encourage you to spend 95% of that time getting in front of NEW people, especially until you reach Gold VIP. Then it goes to 90%. When your 3 Super Stars have reached Level-10 Platinum Elite Executive, then sit back and smell the roses for as long as you want to and start doing those things you would do if money and time were not an issue in your life.

As a serious Business Building Associate, you want to create a culture in your Organization of people, Associates, and Preferred Customers doing HRHHS's with or without you. Because your end Goal is to end up with a Minimum of 3 legs with at least 1 Level-10 Business Associate in each leg. Accomplishing this will give you a \$250,000+ annual Residual Income. **Use ZOOM to help you!**

You must understand that these 3 Level-10 Business Associates do not have to be sponsored by you. This is the beauty of the Network Marketing business concept. They can come from anywhere in your organization. For example, you live in Atlanta and 750 miles away in Norman, OK, a lady in your organization who has never met you is doing a HRHHS in her living room, so she can get a free FreshAir Companion and she has no desire to do anything else. BUT in that meeting is a J K Baker or a Leia Ryan who is looking for an opportunity to change their lives and they get in Vollara and eventually become a Level-10. You don't have to babysit J K or Leia, they are going to do it with or without you, BUT you must create a culture that causes that meeting to take place in Norman, OK. THIS IS THE KEY. This Level-10 from Norman, OK will be one of your 3 Level-10 Business Associates that brings you \$250,000+ in annual Residual Income from Vollara.

To accomplish this, you must create a culture where 20-25 HRHHS's are going on in your organization EVERY WEEK. Again, use **ZOOM** often.

To accomplish this, you must keep it simple so that any one can easily do a HRHHS.

To accomplish this, you must start the ball rolling by doing as many HRHHS's as you can personally. To accomplish this, you cannot be jumping all over the board and changing the Process. **STICK** to the Process. Don't confuse your organization.

One last question: If you keep doing what you are doing now, will you reach your dreams within the next 3 – 5 years? Will you have the financial and time freedom that you want? You, Vollara, and this Process can make it happen for you in 3 – 5 years. Freedom baby, Freedom!

How to Promote and Take FULL Advantage of the Host Rewards Healthy Home Showcase

- 1. First, know that you can personally earn all three Host Rewards yourself. In fact, this is something you should do ASAP. It sets the example for your group.**

2. **Vollara allows us to give away up to \$1,720 of product to anybody and everybody who does a Showcase AND AGAIN THAT INCLUDES YOU.**
3. **That puts you in the position to give away thousands of dollars' worth of real value AND not only you but everybody in your group and even people not in your group (people who are not even members) have access to this Program.**
4. **What other company in our industry will do for you what Vollara is willing to do??**
5. **You must start thinking right about this program. You must understand the power of what you have in your hands. But you must work the program.**
6. **Get everyone you know, in your group and those who have not signed up yet, doing HRHHS. This is your Path to Freedom! A good ice breaker, "If you are interested I could do a 30-minute Showcase for you and you can get the world's #1 Air Purifier and Sanitizer for free worth \$800."**
7. **ANOTHER sweet aspect of this program is; no one is required to buy anything, that includes the Host and the Guest, for the Host to get their Reward. But from experience I can tell you people will buy and become members because our products and our opportunity are that great.**
8. **I'm willing to bet that before some of you read this document, you didn't even know what the 6 Host Rewards were/are!**
9. **Here is an example of what you can do:**
 - a. **You personally have a Showcase and you have 5 attendees. You get a Host Reward.**
 - b. **Tell your attendees that they can bring 5 guests with them to this same meeting and they can also get a Host Reward.**
 - c. **Tell your guest that any of their guest can bring 5 people to the same meeting and they can get a Host Reward. ETC. ETC. ETC.**

- d. Even better with the Host Rewards Showcase “Credits” program you can qualify for a Host gift with only a couple of people attending. See Host Rewards Showcase rules.
- e. Think creatively. Take full advantage of the program.
- f. Will it take work on the front end, YES IT WILL, but can you image how big this can get when the HRHHS’s in your group start blowing and going on their own.

10. Have fun at the Showcase. Make it like a party so that people want to have another and another and another.

11. You want to make sure you cover Your Story, EFL, FAS, LW, LP, (also include any product that is special to you) the Opportunity with a focus on building **\$5,000 - \$10,000 per month in Residual Income within 12 – 24 months** and how everyone can be a Host and get all these Rewards free

12. **Make a BIG DEAL out of the Host(s) in each Showcase that qualify for one of the Host Rewards. Here is a thought you might consider. Recognize them at the beginning of the Showcase. Show what Reward they have chosen and then have them share why they are so excited about getting their Host Reward. I would do this at the beginning of the Showcase. That way the other attendees will listen a lot closer to your presentation and they will be thinking throughout the Showcase which Host Reward they would like to qualify for.**

13. Utilize the **ZOOM** program.

14. **Summary:** Take full advantage of the HRHHS program to grow your business. One of the key actions to take is to emphasize very strongly to everyone you invite that they can get up to \$1,720 in free product by Hosting showcases. And as a bonus tell them you are having a follow-up Showcase so their guest will have the same opportunity. Everybody wins.

This is super powerful, BUT it must be promoted big time. It’s simple but oh so powerful especially once this is being duplicated in your Membership group. It is also very important that you make the Showcase fun and enjoyable. Leave the formality out and just have fun. We call it organized fun. Make it so much fun that your guest will regret they didn’t bring more people and they end up telling themselves that they will for sure bring at least 4 guests to the next Showcase. BUT you must promote this idea BIG TIME.

THE WHOLE IDEA BEHIND THIS PROGRAM IS TO GET VOLLARA IN FRONT OF NEW PEOPLE CONSISTENTLY BECAUSE YOU ARE LOOKING FOR YOUR 4 SUPER STARS. LET THE HRHHS program find your 4 Super Stars for you. You just need to do a lot of HRHHS's yourself and teach your people to do the same.