

I Feel Great
Leadership
Journal

J.K. Baker

I Feel Great Leadership Training

"If you don't pursue those things that excite you, where will you be in one year, five years, or ten years?"

Network Marketing

Network Marketing is fast becoming the most popular method of getting products and/or services to the end user. The introduction of social networking and online buying has transformed this industry from a misunderstood cottage or hobby business run from home to a worldwide phenomenal that is creating awesome opportunities for people who are tired of the rat race and want a calmer lifestyle that gives them both financial security and time freedom through a business they can run from home. The old idea of a pyramid was debunked by the Supreme Court in 1980's when they validated Network Marketing. Wall Street is now investing big time in network marketing companies, i.e. Warren Buffet now owns 3 network marketing companies, and it is being taught in major universities across America. If you have tried network marketing before and been unsuccessful or you know someone like that, don't let that deter you. It is a whole new world of network marketing. The uniqueness of the "I Feel Great" network marketing opportunity, with no fee to join, will be covered in the next few pages. You will see that it is much like Sam's Club and Costco's business concept taken to the next level. You will learn what makes the "I Feel Great" opportunity the best of the best in this industry. It is literally unmatched anywhere. You will learn the meaning of Internal Consumption, Residual Income, Timing, Roll-ups, How to Build a Business, Building a Family Tree, Why it's Sharing and Not Selling, Backdoor Opportunity with Health, Wellness, and Green Technology Products, and much more.

To be successful in any business you must follow a systematic Process backed by passion, excitement, and enthusiasm. The Process must have a predetermined end goal with the stated activity necessary to reach that end goal. The Vollara I Feel Great program is no exception.

One unique aspect about the I Feel Great Opportunity is the ability to predetermine what you want your monthly income to be and then we can show you exactly what has to be done to achieve the results you want. That is done through the I Feel Great Calculator following the 5-7-10 Plan.

What is that monthly amount for you \$_____ and by what date _____?

Don't be bashful about this amount because in this business the more money you make simply means the more people you have helped with their health as well as with their finances. Go to www.ifeelgreatnow.com and click on "I Feel Great Income Calculator".

What excites you about Vollara and IFG? WHY are you doing this?

Where do you want it to take you? Who do you want to help?

What: _____

Why: _____

Where: _____

Who: _____

The 6 Wonders of Network Marketing

1. Internal Consumption

2. Multiplication Factor/Leverage/Family Tree/Parable of the Sower

3. Generational Compensation

4. Rollups

5. Residual Income

6. Outsourcing

“Don’t let other people or circumstances determine your future. Take control and you not only determine what your future is going to look like, but go out and make it happen.”

Internal Consumption

This powerful concept simply means members of Vollara who are either Wholesale Buyers or Distributors buy the Vollara products at wholesale directly from Vollara for themselves; similar to Sam’s Club or Costco.

- a) Internal consumption of consumable products makes residual income a reality.
- b) Internal consumption of technology products increases your income considerably.
 - a. This is called coming in the Back Door or Back End sells.
 - b. Definition: Back End purchases are personally made by Wholesale Buyers or Distributors in your family tree directly from Vollara after their initial purchase or in addition to their monthly autoship.
 - c. You earn money on all these purchases. This could be as much if not more than what you earn on the regular auto-ships from your organization.
- c) It’s not selling; it’s internal consumption of products for personal use by the members

d) The more members you have in your organization (family tree) the more successful you are.

“Don’t die with the best still in you.”

Multiplication/Leverage/Family Tree/Parable of the Sower

(The terms Multiplication, Leverage, Family Tree, and Parable of the Sower are used together.)

Multiplication is simply what it says. In this business your business grows mathematically and exponentially at the same time. Just like a real biological Family Tree. Go to the “I Feel Great Income Calculator” at www.ifeelgreatnow.com to see the power of IFG multiplication.

The Purpose of this document is to help you understand this one point and that is the amazing earnings potential of what we have with the IFG program. All the pieces are in place, there is nothing missing; we have the company, product, compensation plan, wide open market, everything and I mean everything and I want you to recognize it. Make the information in this document part of your every being and then you will know why you will do what it takes to make this happen. DO NOT try to reinvent the wheel. It has already been done. From the Calculator here are the very conservative earnings potential only going through 5 generations. This is the POWER of the 5-7-10 Plan. I only used 5 & 7 to get the point across. It’s not so much the numbers as it is the principle I’m trying to get you to understand. Once I understand the principle and believed in THE PROCESS, then there was no stopping me and it should be the same for you!

5 each	3 generations deep	40 PV per person	Earnings per mo-\$1,054
5	4	40	\$5,304
5	5	40	\$26,554
5	4	129* (Compare with 5/4 above)	\$17,105**
7	3	40	\$2,713
7	4	40	\$19,040
7	5	40	\$133,327
7	4	129* (Compare with 7/4 above)	\$61,404**

* 129 PV per person is the average monthly PV per person who orders product in my group. This happens because Customers and Distributors purchase other Nutrition and Technology products. The Technology products are unique to Vollara. Understand this.

** Incomes have tripled with no additional work, just the natural progression of personal purchases by the people in your group.

Leverage allows you to leverage your efforts and skills through other people as you teach and train your organization (IFG family tree) to believe in and build their own IFG business. Multiplication and Leverage allows you to multiply your efforts a thousand fold.

Family Tree is the principle to follow as you build an IFG Family Tree. Each generation keeps getting bigger and bigger. Once you get your business started it will automatically grow. It's grows like a snowball rolling down a hill. You have to get the snowball started and you have to nurture and help it along initially, but at some point it starts rolling on its own and gets bigger and bigger without your help. Visualize an actual biological Family tree. Consider these points:

- a) IFG Family Tree – We are seed planters. The more seeds planted the bigger your IFG Family Tree.
- b) Plant the IFG seeds and the harvest will come – Your IFG Family Tree will grow.
- c) You build your IFG company one presentation at a time. One seed at a time! Just like a biological family tree grows.

Parable of the Sower is a universal principle that always works. You will always reap what you sow and you are always sowing, so be aware of what you are sowing and be intentional about what you sow or you could reap what you don't want. See the section on the Parable of the Sower at the end of this document.

Generational Compensation

I know of no other business concept that will compensate you on every generation of your organization (IFG Family Tree). This is unique to Network Marketing and especially unique to Vollara. You can be paid infinitely from your organization. DO YOU UNDERSTAND THE POTENTIAL AVAILABLE TO YOU THROUGH THE IFG PROGRAM????????? 3 – 5 years of concentrated, consistent, and focused activity building your IFG organization can pay you more than you have ever imagined. Again I encourage you to go to the IFG Calculator and work the numbers, then go to work to make it happen.

Rollups

Rollups is probably one of the most misunderstood business principles in network marketing. Once understood you become very motivated to work your organization in depth (see section on working in depth). The Rollup principle is one of the secrets to your long term success with the IFG program. Take time to understand it well. There are two types of rollups in network marketing.

- a) **Customer/Distributor Rollups.** This means that when a Customer/Distributor becomes inactive or drops out for whatever reason Vollara automatically rolls up the active Customer/Distributor to the next active Distributor above them. Over a period

of time the old saying, the cream always rises to the top, becomes a reality in your organization. It is important to always be active yourself.

- b) **Financial Rollups.** This means that the compensation plan always pays out to someone what it is designed to payout. For example, the computer will always payout 35% in Team Bonuses. The computer will pass over anyone not active and rollup the compensation up to the first active distributor in the organization. I have seen times when you make more money in rollups than you do in non-rollups. This is super powerful. Again this is why you Work in Depth.

Residual Income

Residual Income is created when you build a network or organization of Vollara Customers/Distributors. In the beginning you work a lot for a little, but later you work very little but you make a lot for the rest of your life.

- a) In 3 – 5 years you can build a business that will give you a life time of income. You determine the amount. Does your current job or profession offer that option?
- b) Cash Flow is the grease that lubricates a smooth running lifestyle. Residual Income is that lubricate.
- c) Residual Income gives you FREEDOM to do what you want to do, when you want to do it, and you have the money to do it with.
- d) Does your current job or business give you the Residual Income option? **Probably not!**
- e) Residual Income is best achieved by building a minimum of 20,000 TQV base. Built in small steps of one person at a time in increments of 40-100 PV at a time. **This is your top priority.** That is why we **focus on the I Feel Great** program and **backdoor** the technology and other nutritional products.
- f) It works because the “I Feel Great 5-7-10 Plan is super simple, affordable by anyone and everyone, and the timing is absolutely perfect.

Outsourcing

- a) When you outsource there is no financial risk.
- b) Outsourcing is the direction businesses all around the world are taking. They are beginning to understand what we in Network Marketing have understood all along.
- c) You can make \$1,000 to \$100,000 per month owning your own business without going in debt. Where else can you do that?
- d) Outsourcing allows you to own your own business without the debt and hassle of owning a traditional business, plus you are not susceptible to the ups and downs of the economy.

- e) No employees, no office or warehouse rent, and no typical business insurance.
- f) The IFG program allows you to outsource to Vollara:
 - a. Your Customer Service Department
 - b. Product Research and Development
 - c. Order processing including the collection of money and shipping the product.
 - d. IT department to keep up with your organization
 - e. Payment of all bonuses
 - f. Incentive Vacations
 - g. Company Car program
 - h. Professional Management personnel
 - i. Government compliance

Building My Business

Activity

We need to identify the Activity. We have alluded to it off and on in this Journal and will continue to do so all the way to the end. We are seed planters. We are farmers in the business world. We prepare, we develop our skills, we go out and plant seeds, we nurture the seeds, and then we expect to reap a huge harvest; 30, 60, 100 times what we plant.

- a) If we are going to plant seeds we have to get out in the field. Successful farmers don't lie around the house and scatter seeds all over there floor. They get out in the fields.
- b) Make a list of everyone you can think of. Don't leave anyone out.
- c) Begin the process of setting up 1-on-1 presentations, meetings in your home and other people's homes; join networking groups and clubs, etc.
- d) Get creative and make it happen, but it will not happen if you are not planting seeds.

***"Get action. Seize the moment. Man was never intended to become an oyster."* Theodore Roosevelt**

Recruiting

- a) Know what you are looking for. In the final analysis you are looking for Business Builders, but you never prejudge anyone because from experience we have learned you can never tell who has that hidden leadership skill inside of them or who they might know. **Do the activity and let the chips fall where they may.**
- b) Have your presentation down pat. Share what you are excited about and why you are excited.

- c) Practice makes perfect. Consider every presentation as practice to make it to the Super Bowl of Success. An NFL player in the Super Bowl is there because he practiced when others were making excuses and doing things that did not lead to their success.
- d) Recruiting is seed planting. The more seeds you plant the better sower you become and the bigger the harvest.

"I deal with rejection by persisting, not by taking my business elsewhere. My maxim comes from Samuel Beckett, a personal hero of mine: 'Ever tried. Ever failed. No matter. Try again. Fail Again. Fail better.' You won't believe what you can accomplish by attempting the impossible with the courage to repeatedly fail better." Timothy Ferriss

Mind Set

Your Mind Set is very critical. Keep in your mind why you are building a Vollara IFG business. When I started building my first Home Based Business I was taught and therefore I said to myself, if I make any money in the first year that would be a plus I didn't expect. I understood that I was building a business that would allow me to retire in 3 – 5 years. So I did the activity that would get me there. I was not concerned about making a lot of money on the front end. I was not focused on results the first year. I was focused on the activity, knowing if I consistently did the activity and consistently got better at the activity, then I would be where I wanted to be in 3-5 years. If you can get your mind wrapped around this type mind set, then you can achieve more than you ever imagined. Dreams you never thought were possible will become a reality sooner than you think.

"Many a false step was made by standing still."

5–7–10 Plan

For any business to be successful then everyone must be on the same page. There must be Process/System that everyone follows. Our Process/System is called the 5-7-10 Plan.

- a) Those that want to earn money by building an IFG business should follow the 5-7-10 Plan.
- b) The 5-7-10 Plan simply means you search for 5 or 7 or 10 people who want to build a business.

- c) These 5, 7, or 10 people must be willing to duplicate the 2 things you are doing.
 - 1. Be on the IFG Autoship.
 - 2. Get 5-7-10 people to also do these 2 things.
- d) Again, go to the IFG Calculator and to see the awesome possibilities with this Plan.

Working in Depth

Working in Depth simply means you work within anyone in your organization (IFG Family Tree) regardless of what generation they are to you if they show by their actions that they are willing to do the activity necessary to become successful.

- a) Work in depth – Work in depth – Work in depth
- b) This provides you with a limitless pool of prospects.
- c) This allows you to work warm markets all the time.
- d) The business principle of Rollups is the reason you diligently work in depth.

Timing, Timing, Timing

- a) Location, Location, Location in Real Estate. Timing, Timing, Timing in our business.
- b) You have to believe that this is the time because it is and Fruits and Vegetables is why the timing is perfect.

“Do not overestimate the competition and underestimate yourself. You are better than you think.”

Role of Leadership

- a) You are looking for Leaders.
- b) Lead by example. Let your group see you planting lots of seeds. **Parable of the sower.**
- c) Make what you do easy to duplicate. **This is a Must.** A 7th grader should be able to duplicate what you are doing.
- d) Help your group understand that the more people they sign up the more people’s lives they improve.
- e) Be totally convinced that Vollara’s products are the best without exception.
- f) Listen and encourage your IFG Business Builders to listen often the CD by Jim Rohn, “The Day that Changes Your Life”.
- g) Understand that the more money you make simply means the more people you have helped!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

“Excitement is the more practical synonym for happiness, and it is precisely what you should strive to chase. It is the cure-all. The question you should be asking isn’t, ‘What do I want?’ or ‘What are my goals?’ but ‘What would excite me?’”

Follow-up

- a) In our society today, it is super imperative to follow-up because people are so busy. They intend to do something, but in their busyness they forget.
- b) The simple process of following up will increase your success rate dramatically.
- c) It is a proven fact that your success rate increases 80% if you will always follow-up.

“The most important actions are never comfortable.”

Tax Breaks

- a) The Home Based Business is privileged to have the best tax breaks of any business.
- b) It is to your advantage to learn at least the basics of the tax breaks available to you.
- c) The average family will save \$3,000 - \$6,000 in taxes in their first year in their Home Based Business.
- d) We have available to you a PDF of Dr. Mueller’s book at www.learntolivesmart.com.
- e) Dr. Ron Mueller – www.homebusinesstaxsavings.com

“Tomorrow becomes never for to many people. No matter how small the task, take the first step now!”

Company Ownership

- a) You are the owner of a business without all the hassles and debt associated with a traditional company owner.
- b) How – Because we outsource everything – except
 - a. Recruiting
 - b. Leadership
 - c. Honestly, most recruiting and leadership is also outsourced through your organization.

“Once you say you’re going to settle for second, that’s what happens to you in life.” John F. Kennedy

Approaches

- a) I need your help
- b) I need some referrals
- c) My company is expanding and I need your help
- d) You may know someone I need to talk to.
- e) 4 Questions
- f) I've started a new company and I want to show you about my business. Can I do that.

"Does your life have a purpose?"

1-on-1 Presentation

- a) Your story
- b) IFG Story
- c) Share one of the IFG Videos
- d) Use the IFG PPT
- e) Share the benefits; Travel, Free Car, Money, and Freedom.

IFG Websites

- a) www.ifeelgreatnow.com Prospecting
- b) www.learnlivesmart.com Training

Daily Questions to Ask Yourself

- a) How many IFG seeds did I plant today?
- b) Who did I follow-up with today?

Parable of the Sower

The parable of the sower is a universal law that works perfectly every single time. You are what you live, and what you live comes from what you sow. If what you want is sown consistently and without doubt then you will reap what you want. Doubt kills more dreams than failure. Everyone's life is a life of reaping and sowing, and we reap exactly what we sow. Again, it's a universal law that is at work and works perfectly all the time in your life. You determine what you sow and that in turn determines your life.

The IFG program allows you to maximize this awesome principle.

Mark 4:3-9 (MSG)

³ "Listen. What do you make of this? A farmer planted seed.

⁴ As he scattered the seed, some of it fell on the road and birds ate it.

⁵ Some fell in the gravel; it sprouted quickly but didn't put down roots,

⁶ so when the sun came up it withered just as quickly.

⁷ Some fell in the weeds; as it came up, it was strangled among the weeds and nothing came of it.

⁸ Some fell on good earth and came up with a flourish, producing a harvest exceeding his wildest dreams.

⁹ "Are you listening to this? Really listening?"

Mark 4:13-20 (MSG)

¹³ He continued, "Do you see how this story works? All my stories work this way.

¹⁴ "The farmer plants the Word.

¹⁵ Some people are like the seed that falls on the hardened soil of the road. No sooner do they hear the Word than Satan snatches away what has been planted in them.

¹⁶ "And some are like the seed that lands in the gravel. When they first hear the Word, they respond with great enthusiasm.

¹⁷ But there is such shallow soil of character that when the emotions wear off and some difficulty arrives, there is nothing to show for it.

¹⁸ "The seed cast in the weeds represents the ones who hear the kingdom news

¹⁹ but are overwhelmed with worries about all the things they have to do and all the things they want to get. The stress strangles what they heard, and nothing comes of it.

²⁰ "But the seed planted in the good earth represents those who hear the Word, embrace it, and produce a harvest beyond their wildest dreams."

Explanation of the Parable

4:3 *"Listen! A farmer went to plant a seed.*

Jesus started with the instruction, "Listen!" The Greek verb is in the imperative, meaning that Jesus commanded the crowd to pay attention. What followed was a story about a farmer who sowed his seed on the land. Since many in the crowd were likely from an agricultural background, they could well relate to such a story.

4:4 *Some seeds were planted along the road, and birds came and devoured them.*

Long before the first seed was sown, much time and effort was spent preparing the soil. The field was plowed to bring fresh soil to the top. The big clumps of earth were broken into a smoother mixture of soil. All preparations were made to enhance an optimum yield.

When the time came to sow the seed, **the farmer knew that much seed would be spread on the ground.** There would never be one hundred percent yield because some seed did not fall on the soil that was prepared to receive the seed. Some would fall on the hardened earth surrounding the prepared soil. That seed simply lay on top of the hard ground, making it available to hungry birds, which ate the exposed seeds.

4:5 *Other seeds were planted on rocky ground, where there wasn't much soil. The plants sprouted quickly because the soil wasn't deep.*

At the side of the field remained some areas that had not been prepared and were quite full of stones. Generally, these areas were hard and lacked depth. When the seed fell on this type of earth, it might have germinated and pushed its roots down into the shallow soil. It would not take long for this seed to sprout because it was not deeply planted.

4:6 *When the sun came up, they were scorched. They didn't have any roots, so they withered.*

Just as it did not take long for this seed to sprout, it also quickly disappeared because the root structure was restricted as a result of the shallow soil. Consequently, when the sun reached its peak, the earth baked, and the seedling disappeared. It was deprived of the moisture that would have been provided from a deeper root structure and could not maintain its strength.

4:7 *Other seeds were planted among thorn bushes. The thorn bushes grew up and choked them, and they didn't produce anything.*

On the perimeter of the prepared soil grew thorns. These thorn bushes had a much deeper root structure and had apparently been growing for a long time. As the weeds developed, their roots sucked precious moisture and nutrients from the new seed and literally choked the life from the seeds. The seed may have sprouted and started growing, but inevitably, the thorns won this battle.

4:8 *But other seeds were planted on good ground, sprouted, and produced thirty, sixty, or one hundred times as much as was planted."*

However, the seed that fell "on good ground," on soil properly cultivated, sprouted vigorously and grew to full maturity. In its mature stage, this seed would bear fruit, exceedingly multiplying the simple little seed that was originally planted. This seed was profitable to the sower because there was a reward to show for all his hard work.

4:9 *He added, "Let the person who has ears listen!"*

This simple story of the sower drew to a close. Jesus had really said nothing new. He had not helped anyone to improve his farming technique. The people knew everything He had just told them. Why would the crowd grow to such unmanageable proportions just to hear someone tell them something they already knew? Would it not be far better to be at home planting the seed for one's own gain? Would it not be more profitable to be fishing in the sea than listening to someone tell stories about the obvious?

Just then, Jesus issued a summation requiring special attention. At the beginning, He said, "Listen!" Now, Jesus admonished, "Let the person who has ears listen!" We have all been sitting in this crowd and have heard everything He said. Of course, we have ears. Of course, we heard His message. What more did He want us to understand from this message?

It is important to recognize that all of the seeds did not yield equal production. However, the amount of fruit produced is not the issue here. It is simply that when the word is sown in good ground it will bear fruit.

The - Easy-to-Read Commentary Series – Mark: Jesus Christ, Love in Action.

Recap of Why It Works

What do you want to accomplish – What does it look like?

\$_____ in monthly residual income. **The key is Residual Income.**

What makes that happen?

About _____ members using an average of 100 pts per month

Currently J.K. Baker's group averages 129 points per month each.

Use the I Feel Great Calculator to determine members needed.

How do we get there?

IFG program

Backdoor other nutritional and technology products

Why will the IFG program get me there? Four reasons!

1. The perceived and actual need for more Fruits & Vegetables in the average American's diet and the willingness to make the purchase.
Re:Fuel.
2. The perceived and actual need for more energy. American has already proved they are willing to purchase energy drinks for temporary energy.
Re:Vive.
3. People are looking for ways make more money.
4. Network Marketing and Vollara's Compensation Plan

What is unique about Network Marketing?

1. I can leverage my efforts
2. I'm paid generationally

What ingredients do I need to make Network Marketing work?

1. Products readily acceptable by the masses: Re:Fuel and Re:Vive
2. A process that is easily duplicated by a 7th grader.
3. Money making opportunity. Most people are motivated by \$5,000 per month. Majority can visualize that for themselves as opposed to \$100,000 per month.
4. No education needed; just making people aware of the solution.
5. Personal Leadership exemplified by a person that MAKES it happen as opposed to a person the waits for it to happen.
6. A process that has the potential to go viral. A strong probability of momentum being created.

What should I focus on?

Focus on activity not results. Parable of the Sower! Plant seeds vigorously. Take time to read this Parable in Mark 4:3-9, 13-20. If available read it in the Message translation. To understand how the Parable applies to your business listen to the Jim Rohn CD, "The Day That Changes Your Life".

What is the activity?

Get the IFG message out to as many people as fast as possible.

What is recommended?

We recommend a concentrated 10 days of 1-on-1's and home meetings with family, friends, and acquaintances WITH your upline leader doing most of the presentations. We only share information at these 1-on-1's and meetings.

Follow these 10 days with a 90-120 Day Blitz. There have been thousands of people who have built a foundation for their business in 90-120 days.

For details on how it actually works study THE PROCESS and follow the "10 Day Quick Start—Cycle of Success".

Call To Action

K.I.S.S (Keep It Short and Simple)

1. Absolute Fact
 - i. Everybody needs fruits and vegetables
 - ii. Everybody is looking for an easy, simple, convenient, and affordable way to get their fruits and vegetables.
 - iii. IFG fills that need.
2. Follow the “10 Day Quick Start—Cycle of Success”. This is the most important working document you have.
3. Review: THE PROCESS document.
4. Plant seeds and Sign-up as many Wholesale Customers and Distributors as possible by telling your personal story (your why & what excites you) and the IFG story either with 1-on-1 presentations, IFG Videos and/or group meetings (Discovery) and/or sharing through our website; www.ifeelgreatnow.com.
5. Those that want to earn money by building an IFG business should follow the “10 Day Quick Start—Cycle of Success” which simple means you began the search to find people who want to build a business and are willing to follow what you are doing, which means they do at least these two things. GUYS IT IS THIS SIMPLE. REALLY IT IS AS SIMPLE AS GETTING 5 – 10 PEOPLE TOGETHER TO DO THESE TWO THINGS AND REPEATING THAT PROCESS WITH THOSE 5 – 10 PEOPLE.
 - i. Be on the IFG autoship
 - ii. Get 5-10 people who will do these two things.
6. **Key Principle:** 1-on-1 presentations build your business, Meetings sustain your business, and Training validates your business.