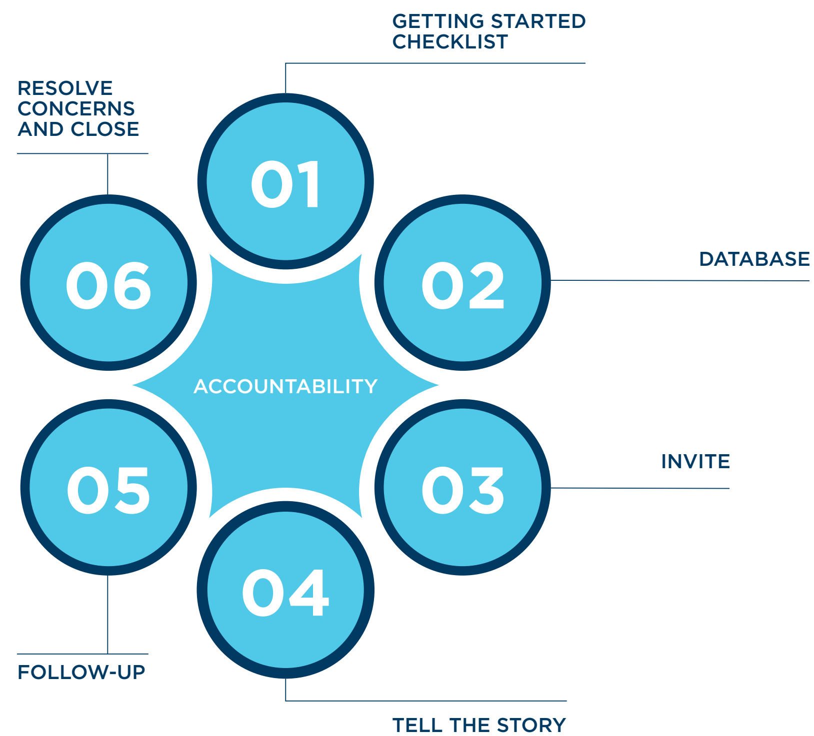
BLUEPRIN T

LifeVantage

BLUEPRINT FOR PROSPERITY

The Blueprint is the proven, step-by-step process by which you can successfully attain prosperity and help others to do the same. With your enroller, or somebody who has experience, study, understand and practice the steps of the Blueprint. As you come to understand it, begin to train others. Your success will correspond not only to your understanding of the Blueprint, but to your ability to train others to follow these very simple, proven steps to prosperity.

The Proven Plan



Remember, you not only need to learn the Blueprint yourself, but you must learn how to effectively train others. See the On the Job Training section on page 42 for more information and helpful tips.

NOTES

01

GETTING STARTED

GETTING STARTED CHECKLIST

Day One

- [ ] **Enroll** by completing a LifeVantage application (see page 4).
- [ ] **Establish** clearly defined "written goals", your "why" and contact your support team (see page 5).
- [ ] **Start** your "Database" of your top 20 contacts (see page 11-12).
- [ ] **Invite** 3-5 contacts with the help of your enroller to attend your meeting (in-home, coffee shop, 3-way call, etc.) within the next 2 days (see pages 19-22).

  Date: ______________________ Time: ______________________
- [ ] **Keep** a record of each person you invite and follow-up with by logging this information on your Accountability & Tracking sheet (see page 23-26).
- [ ] **Use** Protandim daily. Suggested serving size: 1 tablet per day. Borrow one bottle and 10 samples from your enroller to get your business started today. Replace the bottles and samples when you receive your business pack.
- [ ] **Start** your On the Job Training (OJT) with your enroller - this is the secret to success. (see page 42-43)
- [ ] **Review** *Prosper Magazine* (borrow from enroller).

Day Two

- [ ] **Invite** 3-5 contacts to attend your meeting (in-home, coffee shop, 3-way call, etc.)
- [ ] **Track** each person you invite and follow-up with, by logging this information on your Accountability & Tracking sheet (23-26).
- [ ] **Set-up** your personal website by going to: lifevantage.com and login to your back office.
- [ ] **Prepare** your schedule and participate in weekly conference calls (see www.bigbluecalendar.com).
- [ ] **Attend** weekly "The Proven Plan Training Call" (see www.bigbluecalendar.com), and study the "Blueprint".
- [ ] **Review** LifeVantage website at lifevantage.com. Order *Prosper Magazine* from lifevantagetools.com.
- [ ] **Plan to attend** the next Leadership Training Event. To enroll go to lifevantage.com and register early.

  Date: ______________________ Location: ______________________

ENROLLMENT PROCESS

Enroll online

To enroll online, you will need to log on to lifevantage.com and select "Join the LifeVantage family".

or

Enroll by fax

Fill out the distributor application and fax to LifeVantage Corporate at (801) 206-3811.

Three things to know when you enroll

1. **Your enroller's ID number** (Your enroller is the person that introduced you to the business)

2. **Your activating order**

   Suggested order for business builders is the Professional Business Pack. Packs contains everything you need to successfully build your business. Cost is $1000 (850 PV).

   Alternatives to the Professional Business Pack include the Basic Business Pack for $500 (425 PV) or the Starter Kit ($50).

3. **Your AutoShip**

   Minimum monthly AutoShip levels to be eligible to earn commissions are $100 and $200, with more commissions available at the $200 level. Several autoship configurations are available. Suggested AutoShip for business builders is $200 (includes the most samples).

GOALS AND OBJECTIVES

"Whatever the mind of man can conceive and believe, it can achieve."

- Napoleon Hill

I am starting my LifeVantage business for the following reasons (why and what). These goals should be specific and measurable to be accomplished within a specified amount of time (e.g., Pay off my credit card debt within a year, take the family on a European vacation within 18 months, quit my job within 2 years, pay off my home mortgage within 5 years, etc.).

____
____
____
____
____
____
____
____

To assist you in obtaining your goals, you are surrounded by a team of "Business Partners" who are there to answer your questions, talk to your prospects with you and help you build your business.

Call right now and introduce yourself

(if they don't answer the phone, they very well may be in a LifeVantage meeting, so make sure you leave a message).

NAME	TELEPHONE #	EMAIL

Personal enroller: ________________________________

Support Team: ________________________________

Support Team: ________________________________

Support Team: ________________________________

NOTES

02

DATABASE

DATABASE LIST

The third step in getting your business started is to identify your network by creating a database of people that you know. The memory jogger on page 13 will help remind you of the people in your network; then, list them below.

In the beginning, don't try to figure out who will or won't be interested, just write the names of every person you can think of. We'll talk about how to best approach them at a later date. We may choose not to contact some of them.

Also, don't spend too much time hunting down the contact information for each person in your list. Fill in as much information as you can think of and move on. Continue to add to your database daily.

NAME	TELEPHONE #	EMAIL

1: ______

2: ______

3: ______

4: ______

5: ______

6: ______

7: ______

8: ______

9: ______

10: ______

11: ______

12: ______

13: ______

14: ______

15: ______

16: ______

17: ______

18: ______

19: ______

20: ______

DATABASE CONT.

NAME	TELEPHONE #	EMAIL

21: ____
22: ____
23: ____
24: ____
25: ____
26: ____
27: ____
28: ____
29: ____
30: ____
31: ____
32: ____
33: ____
34: ____
35: ____
36: ____
37: ____
38: ____
39: ____
40 ____
41 ____
42 ____
43 ____
44 ____
45 ____
46 ____
47 ____
48 ____
49 ____
50 ____

MEMORY JOGGER

Business
Succeeded in Network Marketing
Entrepreneurial minded
Didn't get what they wanted in Network Marketing
Ex bosses
Insurance Sales people
Local business owners
Business/Money motivated
Saved Business Cards
Sell Avon or Mary Kay
Who wants more money?
Owns their own business
Belongs to Chamber of Commerce

Community
Bank tellers
Car sales people
Chamber of Commerce members
Dentists you know
Do fund raisers
Do volunteer work
Doctors you know
Grocery checkers
In the military
Members of Church
Mortgage people
People at the fitness club
Pizza delivery drivers
Real Estate agents
Restaurant servers
The mail person(s)
Travel agents
Wealthy people you know
Work on cars
Your accountant
Your barber / hairstylist
Your children's teachers
Your electrician
Your neighbors
Lives near you

Friends
Friends from a vacation
Friends from college
Friends of parents or in-laws
From your high school
Old friends you've lost touch with
Old roommates
Parents of your children's friends
People your friends know
Watch TV often
Your personal mentor

Family
Extended Family
Married children's spouse's family
Mother & Father
Your family members
Your spouse's relatives

General
Baby Boomers
Buy bottled water
Buy supplements
Concerned aging
Ex girlfriends or boyfriends
Fast food workers
Has a lot of friends
Health conscious people
Help and support you
Into politics
Into sports
Into Technology
Into wellness
Needs an extra $500/month
On your holiday card list
Over weight people
People who call your home
People you enjoy being around
People you met at a party
Reads self-help books
Retired people you know
The life of the party
The person who does your nails
Unhappy at their job
Want to go on a vacation
Enjoys helping people
Someone you respect
Likes to buys things
Social networkers
Has children in college
Has health issues
Needs/wants a new car
Has been successful in life
Health conscious
Wants a promotion
Works multiple jobs
Exercises regularly
Lost their job
Who do you turn to for help
Likes team sports
At risk of losing their home

School
College Friends
Former Teachers
People in the PTO
People with children in college

Work
Co-workers you associate with
Co-workers you don't know
Out of work
People who are retired
Works part-time jobs
Will retire soon
Work for the government
Work long hours
Work night shift

NOTES

03

INVITE

INVITE

Properly inviting someone to look at the business is a crucial skill. Do it well, and you'll have people looking at the business and product – which directly leads to enrollments of business partners and customers.

Two key points in inviting are:

1. Remember, you are the messenger, not the message. Do not 'tell' them the story, invite them to get the info from a third party or a corporate sales tool. (see three options below).
2. Belief and positive energy are paramount to your success in inviting. Smile big and be positive – people can feel your energy 1,000 miles away.

Plug them into one of three options:

1. Live meetings: ABC (see pg 11), in-home meetings, large group meetings
2. 3-way conference calls
3. Pre-recorded presentation (e.g., web presentation, pre-recorded call, DVD)

Key Point: Make sure your prospective business partner or customer always has "homework" or something to do before your next meeting. For example, if your prospect attends a live meeting, you may want to have them review the LifeVantage website in preparation for the next meeting.

Below are examples of proven invite scripts:

Invite to live meetings:

"I've made a major change in my career (work, life, etc.). I'm working with a publicly traded company. [pause] It's a big deal and I've got a chance to invite several of my closest associates to be involved. I want to get you some preliminary information immediately and introduce you to a couple of people I'm working with. When is better for you today or tomorrow?"

"I am involved in something very special and I would love to introduce you to a member of my _______ (e.g., business, leadership, women's) mentoring group. What's better for you, today or tomorrow?"

"What are you doing tomorrow night (or tonight)? Great. I have a business that I want to share with you and I'd like to introduce you to one of my business partners. It may or may not be for you, but I want to get some information into your hands - if it sounds interesting, let's work together, if not, we can choose to be friends and not business partners. No pressure. What time works best for you?"

"I want to share something with you that I am passionate about. We have to get together. What's better for you, today or tomorrow?"

INVITE CONT.

Invite to a three-way call:

"I've made a major change in my career (work, life, etc.). I'm working with a publicly traded company. It's a big deal and I've got a chance to invite several of my closest associates to be involved. I'm getting on the phone with one of my business partners in about 10 minutes. Are you free for a few minutes?"

"I am involved in something very special and I would love to get together to show you... I'm getting on the phone with a member of my _______ (e.g., business, leadership, women's) mentoring group in about 10 minutes (or 'right now', etc). Are you free for a few minutes?"

"I have a business that I want to share with you and I'd like to introduce you to one of my business partners. It may or may not be for you, but I want to get some information into your hands. If it sounds interesting, let's work together, if not we can choose to be friends and not business partners on this project. No pressure. I'm getting on the phone with one of my business partners in about 10 minutes. Are you free for a few minutes?"

"I want to share something with you that I am passionate about. We have to talk... I'm getting on the phone with one of my friends who I'm working with in about 10 minutes (or 'right now', etc). Are you free for a few minutes?"

Invite to a pre-recorded presentation:

"I've made a major change in my career (work, life, etc.). I'm working with a publicly-traded company company. It's a big deal and I've to a chance to invite several of my closest associates to be involved. Are you in front of you computer right now? Great, go to ________________________. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

"I am involved in something very special and I would love to show you what I'm doing. Do you have something to write with? Great, go to ________________________. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

"I have a business plan that I want to share with you. It may or may not be for you, but I want to get some information into your hands. If it sounds interesting, let's work together; if not we can choose to be friends and not business partners on this project. No pressure. Do you have something to write with? Great, go to ________________________. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

"I want to share something with you that I am passionate about. Are you in front of you computer right now? Great, go to ________________________. Watch the presentation and I'll give you a call later today or tomorrow... Which is better for you?"

EVENTS

Event Reference information

LifeVantage website
lifevantage.com

Corporate meetings
lifevantage.com/meetings

Distributor run meeting site
www.bigbluecalendar.com (you can list your meetings on this site)

Request a meeting
meetings@lifevantage.com

Meeting Types

There are several meeting types. Examples include: ABC meetings, in-home meetings, city meetings, monthly training meetings, quarterly training meetings and the Annual Convention. These meetings build on each other, from the smallest to the largest.

Here are some brief definitions of meeting types

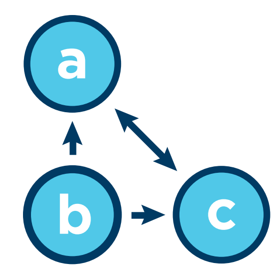
ABC Meeting

This is a meeting between you, a prospect, and an upline business partner. It can be done in person or on the phone (3-way call). Top leaders often conduct several of these daily.

Advisor: This is usually your upline business partner – takes the lead and gives the presentation.

Bridge: This is the Team Member who invited the guest – edifies 'A' and listens attentively during the presentation.

Client: This is the guest who was invited by 'B'.



In-home meeting. This is a meeting held in the home of a LifeVantage distributor, where there is a small group of guests. The hosting distributor sets up the meeting and invites the guests. A visiting upline business partner gives the presentation, which consists of telling their story, the company story (using a DVD works best) and explanation of the compensation plan, and an opportunity for guests to enroll.

EVENTS CONT.

City meeting. A city meeting is a large group meeting, often held at a local hotel or other meeting center, usually with 100 or more people. These meetings are open to all LifeVantage distributors from all groups. Corporate executives often appear and present at these meetings along side distributor leaders. These are high energy meetings that build a lot of belief and always lead to many enrollments. When there are many in-home meetings going on in a given area, well attended city meetings are the result.

Monthly training meeting. In a monthly training people, top distributors attend and provide training on critical aspects of building a successful LifeVantage business. These are essential to attend to make sure you are receiving all of the continual training you will need.

Quarterly training meeting. A quarterly training meeting is a major event. Distributors from all over the country fly in to be trained by a group of corporate executives, members of the Scientific Advisory Board and other top distributors. Many distributors are also recognized for their rank advancements and other achievements.

Annual convention. The annual convention is the most important event of the year. It is a celebration of distributor achievements, a chance to learn from top distributors through break out trainings and an opportunity to hear from the Scientific Advisory Board and company executives. The LifeVantage brand is on full display. At the annual convention, distributors have a great opportunity to meet with their teams, galvanize and build unity and culture over several power packed days.

ACCOUNTABILITY PROSPECT TRACKING SHEET

In the boxes below, record the names of people you invite to look at LifeVantage. Also record the names of those with whom you follow-up. Record the date of these activities in the same box. It typically takes at least 5-6 'touches' before your contact will enroll. Indeed, the 'fortune is in the follow-up'. **Your target is: Basic Track - 3/day; Pro Track - 5/day.**

DATE	TYPE (INV/FOL)	PROSPECT	NOTE

DATE	TYPE (INV/FOL)	PROSPECT	NOTE

Additional tracking sheets available online for download.

ACCOUNTABILITY MEETING TRACKING SHEET

Show the plan (Your target is: Basic Track - 5/month.; Pro Track - 15/month) In the table below, keep accurate records of the people to whom you give presentations as an advisor.

DATE	PROSPECT	DESCRIPTION (abc or board mtg. / team member who made the invite / name of the client

DATE	PROSPECT	DESCRIPTION (abc or board mtg. / team member who made the invite / name of the client

Additional tracking sheets available online for download.

NOTES

04

TELL THE STORY

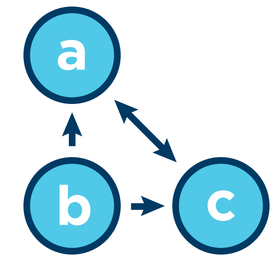
TELL THE STORY

Who

Advisor: This is usually your upline business partner – takes the lead and gives the presentation.

Bridge: This is the Team Member who invited the guest – edifies 'A' and listens attentively during the presentation.

Client: This is the guest who was invited by 'B'.



What

01 YOUR STORY →

Name (first and last)

Where you live (city and state)

Professional background (what you do or did for a living. DO NOT say full-time network marketer. Use your profession before you went full-time in the industry)

Why LifeVantage (describe the gap or problem between your situation and goals / dreams

02 COMPANY STORY →

Show Primetime video

Discuss the antioxidant myth: The effects of free radicals and the new paradigm of enzymes versus direct antioxidants

Timing

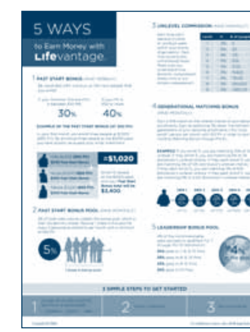
Protandim: Two composition patents

20+ Scientific Studies

Reduces Oxidative Stress by 40%

Product Testimonials

03 HOW TO MAKE MONEY



Prosperity Plan: Review the five ways to get paid.

Business Testimonials

NOTES

NOTES

NOTES

05

FOLLOW-UP

FOLLOW-UP

Live by the following saying, "The fortune is in the follow-up."

There are essentially two types of follow-up.

Type 1

The first type takes place after a prospect receives some type of information about the business or product (e.g., live meeting, three-way call, etc.). In other words, most prospects don't join after their very first look at the information. It is critical that you connect with the prospect immediately following the meeting. The following are examples of effective examples of what you might ask the prospect.

Sample follow-up scripts

"What did you like best about what you heard?"

"On a scale of 1 to 10, 10 being most interested ... what are you?"

"To help you make a decision, do you need additional company and/or product information?"

Key Point

Make sure your prospective business partner or customer always has "homework" or something to do before your next meeting. For example, if your prospect attends a live meeting, you may want to send them home with samples and a magazine to read in preparation for the next meeting. Or, if their 'first touch' was through a three-way call, invite them to take the next step and view a more detailed web-presentation.

Type 2

The second type of follow-up involves keeping in touch with prospects on a regular basis; even those who say they don't have interest. Don't be fooled, most individuals who will get involved as customers or business partners will require that you 'touch bases' with them at least five times before they sign up; yet most people in our industry don't follow-up or contact their prospects 2 or 3 times. Plan on speaking (re-inviting) with your prospects (especially the ones who say 'no') every 60-90 days so you can bring them up to speed with the progress of your business.

Continue to keep a record of each person you follow-up with by logging this information on your Accountability and Tracking Sheet.

NOTES

NOTES

NOTES

06

RESOLVE CONCERNS

RESOLVE CONCERNS

The root of 99% of all concerns & objections is whether or not the product or business works, and if it will work for them.

Objections are questions to test your belief/conviction.

Sample resolving concerns script:

"I don't know about that, all I know is (insert story)."

Feel-Felt-Found: "I can see how you could **feel** that way. I **felt** the same way. And I have **found** _______."

"Most people **feel** that way at first. The last lady I enrolled actually told me she **felt** _______ before she started her LifeVantage business with me. She just started two months ago. In the last two months she has **found** _______."

CLOSE

Decide that you will be successful – to make it work no matter what it takes to go to the top;

Not, "I will do it if it works" or "I'm going to try this out."

No matter what the prospect says, objects – you are going with or without them.

Where is your conviction?

Do you believe that you are going to hit your goal?

Do you believe that you are going to finish what you started?

Confidence and conviction builds 5, 6, and 7 figure incomes.

Sample closing scripts:

"What did you like about what you heard?"

"At this point, most people find themselves in one of three types of people."

Type 1 "Thanks but no thanks. I'm not interested in the business."
Type 2 "Sounds good...I need to think about it or I need some more information."
Type 3 "Yes, I see it. I'm ready to get started."
"Which one of these types describes what you're feeling right now?" (Listen for response)

"So, do you want to make a little or a lot of money with our company?"

"How do you see yourself getting involved?"

ON THE JOB TRAINING

On the Job Training (OJT) is key to the success of your business. Experienced network marketers spend their time doing OJT, because they know that investing time in others' success is the sure path to prosperity. For OJT to work you must be willing to spend a significant amount of time learning and putting in to action the steps that follow.

1. Receive and Practice On the Job Training

Don't try to follow the Blueprint alone. As a new distributor, your role is to be an "apprentice." Work closely with your enroller and upline support team to master the Blueprint for Prosperity. If your enroller is new to the LifeVantage business, find a mentor in your upline support team. Your enroller and upline partners' job is to help you make money—ideally in the first week. They will do this by not only showing you the Blueprint but by performing each step of the Blueprint with you. The OJT process outlines how knowledge and skills will be transferred from your enroller to you and to your distributors. Think of the process like an apprenticeship or on the job training. OJT should be utilized throughout the Blueprint for Prosperity process: Getting Started Checklist, Database, Invite, Tell the Story, Follow-up, Resolve Concerns and Close.

2. Identify Business Builders

As an enroller, your role is to become a mentor to the business builders in your downline. As you enroll and place your distributors, sift and identify business builders. Business builders are distributors that take action by attending meetings, trainings, and inviting prospects. Identifying business builders isn't about listening to what a person says, it's about watching what they *do*.

3. Mentor Business Builders with On the Job Training

You will spend the majority of your time doing On The Job Training so understanding and becoming proficient at it is essential. The OJT process is simple: don't just tell your enrollees about the Blueprint, perform each step with them. For example, help your enrollee create his/her database, then take a copy of their database with you and join them in their invitations for several prospects. The OJT process on the next page describes the best way to do OJT.

The On the Job Training (OJT) Process

You will bring several people to the presentation. Your upline partner will do 100% of the first presentation while you simply listen and see how the presentation flows. At the second presentation, your personally enrolled distributors will invite their own personal prospective partners; you and your enroller/advisor will each do part of the presentation. By the third presentation, you will be familiar with the presentation flow enough to do the entire presentation – however your advisor will still be there for support, and to help you as needed.

In some cases, more than three presentations are needed before you or the person you are training become effective at each of the steps of the Blueprint process. Remember the big picture, be diligent and you will find yourself reaching your goals very soon.

NOTES

Lifevantage

10813 South River Front Parkway, Suite 500
South Jordan, UT 84095

lifevantage.com

4001US