



The Freedom Team

Training Guide for

The Business Builder

***Your life today is the result of
your Attitude and the Choices
you have made in the past.***

***Your life tomorrow will be the
result of your Attitude and the
Choices you make today.....***

Choose Success With Us!

Jim McCune



Designed for the Business Builder

(To be given to new business builders at the time of enrollment)

Welcome to our team. We are delighted you have caught the vision of how this business can enhance your life. We know you are excited to begin, but suggest you first take a few minutes to prepare so you can maximize your success. Please read this booklet and follow the steps suggested. These are time proven methods for helping you grow profitable quickly. All you have to do is duplicate the concepts in this booklet and develop a belief in... The Products, The Company, Yourself, and Other People. Working together as a professional team we can help each other reach our goals. We wish you success in your new business.

Jim and Mary Martha McCune

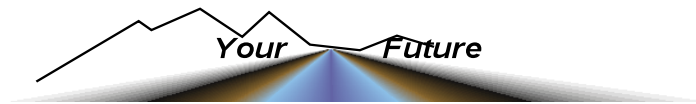
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Corporate and Executive Directors

If you have questions or need help, call us.



I will not become disappointed or discouraged because of what anyone else says, thinks or does. I Control my own destiny! I CHOOSE SUCCESS!

Nothing will happen unless you make a personal commitment to yourself to do something - and you actually do it!

Self discipline is the decision to act or do something important regardless of how you feel at the time.

Success is the ability to go from one failure to another with no loss of enthusiasm....*Sir Winston Churchill*

Always remember that failure cannot cope with persistence.

Character is the ability to carry through with a decision long after the emotion of making that decision has passed.

ATTITUDE IS EVERYTHING!

The material in this manual was developed or assembled by Jim McCune and edited and arranged by Grant Mortensen.

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JKM/GCM



Director This Month

"I would like to develop a Director this month and I would love for it to be you. Before you decide, let me tell you what's in it for you."

What's in it for you?

1. Your picture in the Leadership In Action Magazine
2. Create a story to tell for the rest of your career
3. Monthly Promotion: _____
4. Your Income for the first month: **\$495 to \$1,000**
5. Worth on average **\$170 per month, \$2,000 residual per year**
6. Invitation to complimentary Director Dinner and Strategy Meeting

Is this something you would like to do? Here is the Proven Plan:

1. Resolve to do it! Make the decision and do not be denied! _____
2. Enroll immediately with Value, Career, or Pacesetter Pack _____
3. Read membership kit, watch DVD, and write down your questions _____
4. Complete your Contact list, use the form in the membership kit _____
5. Complete follow up by phone or in person _____
6. SCHEDULE ACTION!!! _____

Schedule appointments immediately below _____

Take action immediately!! In order to get 10 enrollments this month, I will:

- Schedule _____ 2 on 1 presentations with enroller on date _____ and date _____!
 Schedule _____ in-home presentations with enroller on date _____ and date _____!
 Schedule _____ webinars with my long distance contacts on _____ and date _____!

Fill in the blanks with enrollments:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

*Building your business is a simple and proven process. It is simply repeating the same proven process over and over again. One great advantage is the power of teamwork and matched effort. When you set a goal of Director, you are setting a mutual commitment to build **your business!** Take this seriously and you will enjoy the results, guaranteed!!*

Enrollee Commitment Signature/Date: _____

Enroller Commitment Signature/Date: _____



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***"You must be in business for yourself, you'll never get rich working for someone else."
- J. Paul Getty***



Getting Started

Homework

Complete your "10 Reasons" goal sheets. (Make a copy for your enroller.)

- Make a list of people you would like to share with. Don't prejudge anyone. (Make a copy for your enroller.) Don't worry about someone saying "NO" to you. Worry about them saying "YES" to someone or something else.
- Review your Business Kit and watch the DVD & listen to CD's. List any questions you may have.

Set the date for the Strategy Session and your first 3 In Homes with your enroller. Write down any questions you might have.

Review a Director's First Month income potential. Refer to the Compensation Plan in your kit.

- Bring a photograph for the company magazine to the Strategy Session to put in the Leadership In Action when you are Director..
- Don't say anything to anyone until you have your Strategy Session!

Strategy Session

Assess your commitment level. 1 2 3

If you have not done so, order a Career or Value Pack and business kits. You'll grow faster.

Review your contact list with your enroller. Prioritize the list together. (Make a copy of your list for your enroller.)

Review and practice the Script to invite your prospects for your In Homes.

You cannot change your destination overnight, but you can change your direction overnight.....Jim Rohn

Your own resolution to succeed is more important than any other thing.
-- Abe Lincoln

Nothing will ever be attempted if all possible objections must first be overcome.
-- Abe Lincoln

We first make habits.
Then our habits make us.
John Dryden



In Home Presentations

- **1. Schedule 3 In Homes in the next 2 weeks** so you can have times for those who may not be able to attend the one you invite them to. This also allows those who have attended to bring new prospects to the next scheduled In Home Presentations.
- Invite 20 to 25 guest—and expect to have 7 or 8 show up. (That's the norm).
- **2. Call the day before the In Home to confirm and insure that they do not forget.**
- When you are confirming their attendance after you have invited them, make sure you do not say too much. The 5 minute presentation is a killer. Here is an example of what to say: "Carol, you have us on your schedule for tomorrow night, right? Great, I'll expect you and Bill at 7:00 PM sharp. We will have some refreshments so be there at 7:00 sharp." If she asks what is it? Say, "I told you that I was going to honestly and I mean honestly show you how you could pay all of your monthly bills without using your primary income. Don't worry it is not Amway/Quixtar or one of those MLM deals. We would really appreciate you coming. We are just starting and we need some folks to practice on. We are not asking you to get involved, just take a look". You and Bill have great people skills and we want you to come. If they want to know more, say, "Carol, I couldn't do it justice on the phone. We'll have some great refreshments. Come on over".
- **3. The Presentation consists of 5 parts:**
- A. Host should introduce the presenter and tell the audience that they are excited about the business and can see themselves making \$5,000 to \$10,000 a month in the next year or so and is looking for at least 5 other people who would like to make \$5,000 to \$10,000 a month too. They can have the guests and members tell who they are and what they do. The presenter will get them dreaming by asking what they would do if time or money were no object. (May also cover The Strangest Secret and talk about how most people are sick and tired of not having money to do the things they really want to do). Presenter's job is to show them how much sense this makes and that they can do it and achieve their dreams and goals with this business. At the end the host should ask the guests to join.
- B. The Company—Growth Chart, Track Record, The Management Team, etc.
- C. The Products—Have a Value or Career Pack that the host has purchased and extra business kits on hand. Refreshments should be the meal replacement, sports bars and meal replacement shakes and sports drinks and coffee or tea. No other food is needed. Products in the bathroom and kitchen should be our products so people can see the host uses them.
- D. The Compensation Plan – How they can build a true residual income by just helping others open a wholesale account. The company will take the orders, collect the money, deliver the products, do the paperwork and send them a check for referring others. It just makes sense! In 6 to 12 months by enrolling 36 to 60 personal customers and helping them enroll 8 to 36 customers, they could pay all of their monthly bills without using their current monthly income. Imagine that along with one or two new cars! 10 minutes. (It should never take more than 45 minutes to do an In Home Presentation. If you are taking longer, you are trying to give too much information).
- E. Close – The host should join the presenter at the front of the room and invite the guests to enroll as a customer and business partner. Be excited about what you have. They have to know that you believe in the products and are excited about the business. Expect them all to enroll, believe they all will enroll, and most of them will.
- The best way to close is to simply say, "Do you see yourself being one of the 5 people to team up with us and make \$5,000 to \$10,000+ a month in the next year by building a business like we are?" When they say yes, say "Let's open up your temporary account by filling out the two forms". If the host is excited, most of the guests will enroll and see it as a business. Don't be shy about asking guests to enroll.

Look for those who...

1. Are sick and tired of being sick and tired.
2. Are successfully discontented
(Good at what they do, but aren't getting paid what they're worth.)
(Are they looking for more?)
3. You want to spend time with.
(Family, friends, and relatives)
4. Those who are hit hard by this economy and are Looking for a "Plan B" or another stream of income.
6. Are interested in health and wellness.
7. Smile and are friendly?



Who are you looking for, target the following

1. Those who have been in other home businesses
Professionals--Most are in a rut, having time only for work and back, etc.
-- They are sick and tired of the rat race.
People you want to spend time with—family & friends.
Those that are good at what they do but not getting paid what they are worth.
Those interested in health and wellness or want to lose weight.
2. Ask friends for referrals of successful people's names and numbers.
-- I need your help
-- I'm looking for...
-- Who do you know?
3. Attend trade shows and job fairs, not as an exhibitor -- take cards.
5. Network at Chamber events, mixers and professional leads organizations.

Prospect Leaders:

1. Meet people from other networking companies and stay in touch.
2. Look for professionals having lunch or coffee locally.
3. Attend financial or investment seminars.
4. Reverse recruit on direct sales ads.



Use This Approach With Anyone Who Is Serious About Making Money

It is probably the best approach that you can use:

_____, if I could honestly and I mean honestly show you how to make another \$5,000 to \$10,000 a month in the next year or so, would you give me 30-45 minutes of your time to show you how to do that?

“What is it?”

“ _____, it’s something that makes complete sense and you don’t have to sell anything, stock or inventory anything, there is no risk whatsoever, and it isn’t Amway or one of those MLM deals. I have teamed up with some of the top folks in the country and we are looking for five other people who want to make \$5,000 to \$10,000+ per month and because of your great personality, (you can substitute whatever compliment you want here), I thought of you. Let’s get together this evening or tomorrow evening and I’ll run it by you and if you want to do it, great, if not, that is ok too. Oh by the way, we’re not looking for investors, we’re looking for people who seriously want to make money! Would this evening at 7:00 or 8:00 be better or would tomorrow evening be better for you? “

Or if you inviting them to go to a webcast: use the same approach but say: “I would like for you to join us on a live webcast either this evening or tomorrow evening at 8:00 or 9:00, which would be best for you?”

When my brother George first talked to me about the business, he said the following and it worked! He enrolled a Corporate Director with it! He said, “Jim, I found a business that we can start for less than thirty dollars and we don’t have to sell anything, stock or inventory anything, there is no risk whatsoever, and we can make \$10,000 a month and they will give us a new car!” That is all it took for me, I said, “George, you can keep the car, I want the \$10,000 a month!” I enrolled that day and the rest is history. Mary Martha and I have built one of the 11 most successful businesses in the company’s history. If it worked for me, it will work for you!Jim McCune

Questions

1. Ask lots of questions to determine why they may be interested.
2. Repeat their "why" to them and then use this qualifying question:

"If there was a way that you could make \$5,000 to \$10,000+ a month part time from home, would that be worth 30 minutes of your time?" or

"If I could honestly, and I mean honestly, show you a legitimate way to pay all of your monthly bills without using your primary income, WOULD YOU GIVE ME 30-45 MINUTES OF YOUR TIME TO SHOW YOU how to do that?"; or

"If I could honestly, and I mean honestly, show you something that made complete sense and you didn't have to sell anything, and it wasn't Amway / Quixtar or one of those MLM or Network Marketing deals, would you give me 30-45 minutes of your time to show you how we do that?"

"Great! I'd like to invite you to come over to a presentation this__(day__at__(time)__. Here's the address _____.

Alternatives:

If I could honestly, and I mean honestly, show you:

- how to stay home with your children and still contribute substantially to your family income...
- how to have more time with your family; or
- how you could be financially free in a few years; or
- how you could make another \$50 to \$55 K a year.....

It's Okay to talk to Strangers!

- Push yourself to grow
- Conquer fear
- Get outside your comfort zone
- Make it a point to sit next to someone you know.
- Create opportunities to meet new prospects.
- Keep focused on "What's In It For Them".



What you are afraid to do is a clear indicator of the next thing you need to do.



Handling Resistance

Occasionally invitations may be met with resistance. Usually it comes in the form of a question. Is it like Amway? Is it one of those network or MLM deals? I don't have any time? Objections are not "NO's" -- just requests for more information and they can be handled.

The best way is to simply say:

I understand. I thought so too. Just give me 30 minutes. I promise I won't waste your time. You be the judge.

If they say, "Tell me about it now" or "How does it work?", say:

It's a visual thing that you have to see to understand. I'm excited about it, but you come and judge for yourself.

As a last resort or if they say they don't do home businesses -- use the following:

I'm not asking you to get involved. Just take a look and you be the judge. You might able to help me with some other people and I'd like to get your opinion.

Always let your prospect know you understand and appreciate their objection, then offer a solution. The "Feel, Felt, Found" response does this. Whatever the objection may be you can say, **"I know how you feel. I felt the same way, but here is what I found..."** (Answer the question briefly, then ask again for the appointment.)

When someone is persistent and wants to know what it is simply say, "It's kinda like a catalog company, you can start for less than \$30. You don't have to sell anything, stock or inventory anything, there is no paperwork, employees or overhead and there are people all over the country making \$500, \$1,000, \$5,000, even \$10,000 and more per month and they started just like you can!

Don't pre-judge people—7 out of 10 you know are just one payday away from bankruptcy!



Action Plan for Developing a Director

1. Develop a list of good prospects.

Both husband and wife usually have these prospects:		
	NAMES	PHONE
1. Mom, Dad (If living)		
2. Brother, Sister		
3. Aunt & Uncle		
4. Couple of cousins		
5. Couple of next door neighbors		
6. Couple of people at work		
7. Couple of people at church		

1. **First, set up 3 in-home meetings and some one on one meetings.**
2. **You may want to schedule some one on ones also. You could schedule two per evening--one early and one later (they should be close by).**
 - **After several are enrolled, invite all new enrollees to attend the In-Homes and bring their prospects.**
 - **By the time you and your enroller do some one on ones and the 3 In-Homes, you should be a Director!**
 - **Want to go really fast to Director III and beyond? Enroll 10 your first month, 10 your second month and then enroll 4 a month the rest of the year.**



My Prospect List

No	Name	Phone	Address	Result
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Don't worry about anyone saying no to you, JKM/GCM
worry about them saying yes to someone or something else! Continue to add to your contact regularly.



Know Your "Why"!

LIST YOUR 10 REASONS FOR BUILDING YOUR BUSINESS

1. I am a _____ Director in my mind already
2. I will have _____
3. My Senior Director Car Is _____
4. My Executive Director Car Is _____
5. My main desire is _____
6. _____
7. _____
8. _____
9. _____
10. _____

Write them out in first person like you already have them and make a copy for both your enroller and your Senior or Executive Director.

Choose the top 3 reasons and write them down on three 3X5 Cards; one for your bedside, one for you wallet, and one for your desk where you make your appointments to constantly keep them in front of you.

- * **Add at least one new person to your prospect list daily.**
- * **Make at least one approach or phone call for an appointment daily.**

If you do that six days a week for fifty weeks a year, you would have added 300 new prospects to your list and made 300 approaches or calls for appointments in a year. If you are using correct approaches with Posture, you should get appointments with at least half of the prospects and you should be able to enroll half of them into the business.

Posture, Attitude, Belief, Confidence, Desire and Enthusiasm are the keys to Approaching and getting Appointments. The only inventory that you will ever have is your Prospect List. Always Carry Your Prospect List With You!



Three Steps To Financial Independence

Always teach the 7 Critical Activities to your personal enrollees who will let you. When you have 60+ active personal enrollees, with whom you have taught the 7 Critical Activities and worked them, you should be on the way to the financial freedom to do whatever you want!

Step 1

Enroll your first group of 20 Personal Enrollees

- You're a Director with 2-3 Directors
- 100+ Customers
- \$300 - \$2000 per month potential*

Step 2

Enroll your 2nd group of 20 Personal Enrollees

- You're a Senior Director with 5-6 Directors
- 400-500 Customers
- \$3000 - 6000 per month potential*
(Avg. = \$55,000 + annual)

Step 3

Enroll 3rd group of 20 PERSONAL ENROLLEES


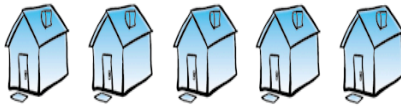
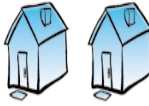
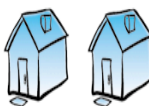
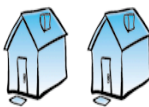
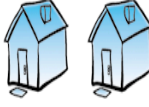

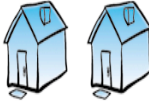
- You're an Executive Dir. with 10-12 Directors
- 1000 - 1100 Customers
- \$10,000 - \$20,000 per mo. potential*
(Avg. = \$148,000 + annual)

I believe they all can be Directors. I expect them all to do it, but I don't count on any one person to do it, so I'm never disappointed or discouraged if they don't do it.

George McCune

* Check the Company's Income Statistics

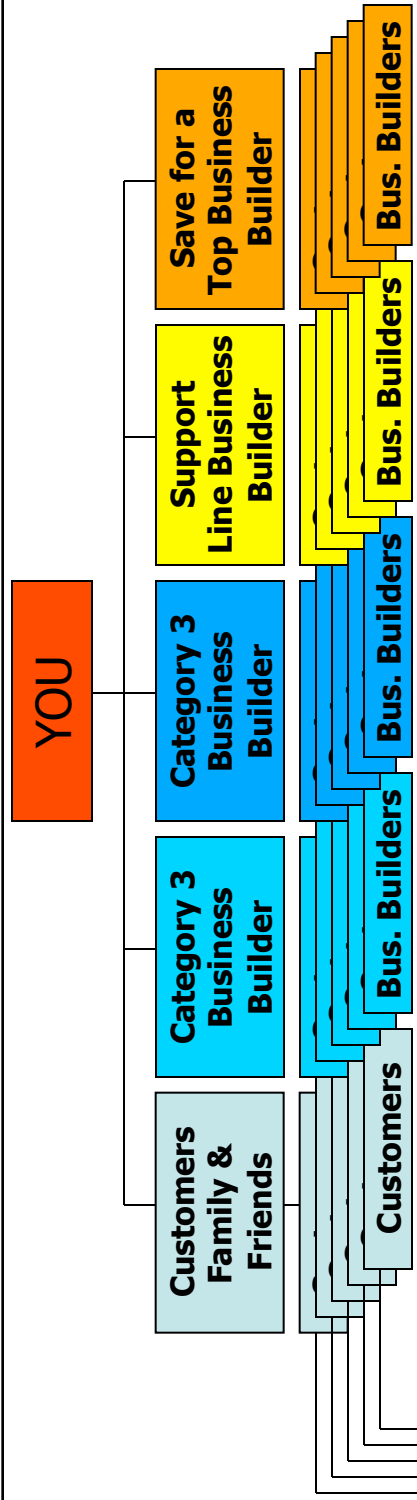
Your 5 x 7 Organizational Potential

	YOUR HOUSEHOLD	
1	5	
2	25 Households	
3	125 Households	
4	625 Households	
5	3,125 Households	
6	15,625 Households	
7	78,125 Households	

98,000 + Potential Customers

When You Place a Marketing Executive on **Your** 1st Generation You Earn Commissions on them and **Their** 1st Six Generations. *As Their 6th is Your 7th)*

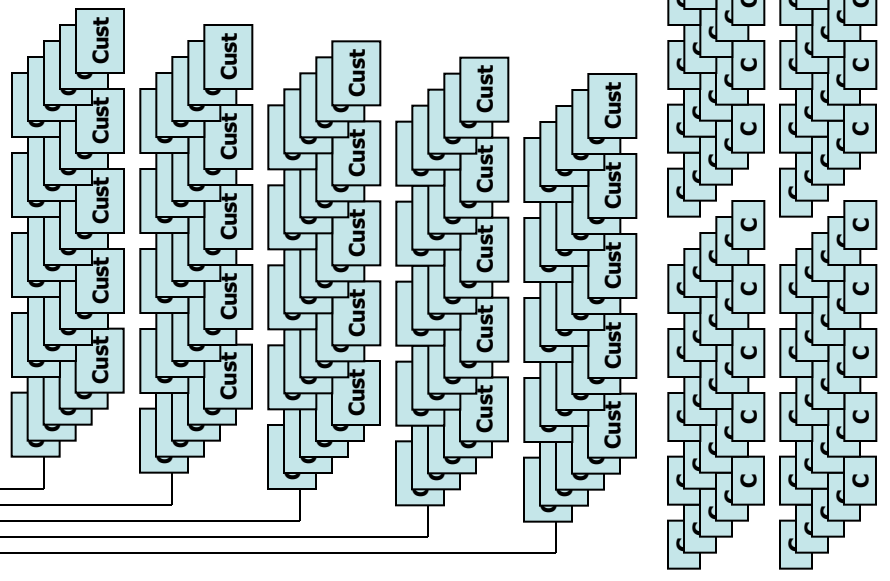
When You Place a Marketing Executive on **Your** 2nd Generation You Only Earn Commissions on them and **Their** 1st Five Generations. *As Their 5th is Now Your 7th)*



True Category 2's & 3's – Three Keys:

- 1. Purchase a Career / Value Pack**
- 2. Order 8-10 Extra Business Kits**
- 3. Take Immediate Action**

Put all your Category 1 customers in the Friends & Family Customer leg.





Tax Benefits

Items You Can Deduct

- **Business Kit**
- **Career or Value Pack**
- **Sample Products and Giveaways**
- **Telephone Charges**
- **Business Auto Expense**
- **Airline Expense and Lodging**
- **Training Expenses**
- **Opportunity and Training Meeting Fees**
- **Cost of Furniture and Equipment Used for Business**
- **Accounting and Tax Fees**
- **Business Use of Home**
- **Office Expenses**
- **Postage**
- **Gifts and Promotions**
- **All Other Business Related Expenses**

Auto Expenses	Business Use of Home
<ul style="list-style-type: none"> ✓ Lease Payment or % of Cost ✓ Insurance ✓ Repairs and Maintenance ✓ Mileage (.31 cents) or Actual Expense ✓ Parking and Tolls 	<ul style="list-style-type: none"> ✓ Cost of Home or Rent (%) ✓ Mortgage or Interest ✓ Insurance ✓ Utilities ✓ Heat, Repairs and Maintenance ✓ Landscaping ✓ Exterminator, etc.

- **You must have an appointment book or diary as an expense log.**
- **You must obtain receipts for everything possible.**



The concept of residual income is a very powerful principle! Residual income is dependable income that keeps coming in month after month. It is usually based on a previous activity, but often needs nurturing to keep it coming. Very few people have had the opportunity to develop any type of residual income that will sustain them in their old age. Medical doctors don't have it. College professors don't have it. Attorneys don't have it. Neither do school teachers, firemen, politicians, nurses, business executives or accountants, but we do! Why? Because 95% of those who order our products this month will either order next month by phone, internet or have their products automatically sent to them!

The things you do today that you don't have to do will determine what you will have and what you will be when you are no longer able to do anything about it.

Jim McCune

I will not be disappointed or discouraged by what anyone else says, thinks or does!



Press On

• NOTHING IN THE WORLD CAN TAKE THE PLACE OF PERSISTENCE. TALENT WILL NOT; NOTHING IS MORE COMMON THAN UNSUCCESSFUL PEOPLE WITH TALENT. GENIUS WILL NOT; UNREWARDED GENIUS IS ALMOST A PROVERB, EDUCATION WILL NOT; THE WORLD IS FULL OF EDUCATED DERELICTS. PERSISTENCE AND DETERMINATION ALONE ARE OMNIPOTENT.