



Training Guide

For

New Business Builders

In

The McCune Organization

***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 & Lucy McCune

Michelle M McCune

Corporate and Executive Directors



If you have questions or need help,
Contact Jim@MrAttitude.com
304-541-9400

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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Power!**
Carefully Prepare
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The things you do today that you do not 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

To assure success you will want to spend a little time preparing. There are a few specific first steps that every new business builder needs to take in the first few days after enrolling. Please take a few minutes to read through the information contained in this guide, do the things suggested, then set a date for your Strategy Session if one is not already set.

1. **Open welcome email: set up online account**
2. **Watch Foundation Video**
3. **Watch the "Learn to Earn" Videos.**
4. **Review Business Bundle.**
5. **Begin your initial contact list.**
6. **Schedule Strategy Session ASAP**
7. **Visit www.1YourNextStep.com and sign up to receive our regular informational and inspirational email messages.**
8. **If you have not done so, order a Home Conversion Pack or a Value Pack or one of the other 5 packs and Business Bundles (Only \$4.95 ea.)**
9. **Review the scripts to invite your contacts to your 1 on 1's and first In-Home presentations and practice with your enroller until it is natural and easy to do.**
10. **Go to your account at the top right of your site and upload a photograph for the company Leadership in Action when you become Director. Go over this Training Guide several times.**
11. **Check McCuneCalendar.com regularly for our web overviews, etc.**

You can have anything you want in life if you will help enough other people get what they want.

Zig Zigler

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

Jim Rohn
JKM/GCM



YOUR TEN REASONS FOR BUILDING THIS BUSINESS

Know and Share Your "Why"!

1. I want _____.
2. I will have _____.
3. I will be _____.
4. I will achieve _____.
5. I want _____.
6. I want _____.
7. I want _____.
8. I want _____.
9. I want _____.
10. I want _____.

Write them out in first person 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, one for your desk where you make your appointments to constantly keep them in front of you

If you can see it and believe it, you can achieve it!

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. Are interested in health and wellness.
5. Smile and are friendly?
6. Find their Need and you have a Lead.



Target Professionals:

1. Determine their concerns and needs
 - Most are in a rut, having time only for work and back, etc.
 - They are sick and tired of the rat race.
 - Some are praying for an opportunity
2. Pick up business cards.
3. Ask friends for referrals of successful people's names and numbers.
 - I need your help
 - I'm looking for...
 - Who do you know?
4. Reconnect with friends and associates on Facebook and LinkedIn etc. via private messaging, Never use the name of the company in public postings.
5. Meet new people at Chamber events, mixers and professional leads organizations.

Prospect Leaders:

1. Meet people from networking companies and stay in touch. 98% of them are not making any money at all.
2. Look for professionals having lunch or coffee locally.
3. Attend financial or investment seminars.
4. Reverse recruit on direct sales ads.



My Contact List

Add to Your Contactt List Daily

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



Action Plan for Developing a Director

1. Develop a list of good prospects.

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

- 1. Set up 2 to 3 in-home meetings.**
- 2. Schedule 2 or 1 meetings in person and MelaNow.info web overviews.**
- 3. After several are enrolled, invite all new enrollees to attend an in-home and bring a prospect.**
- 4. By this time your personal enrollee should be a Director or their way to the 20/20 Club and the additional \$500. bonus.**
- 5. You are setting them up to make Dir.III in 90 days and earn over \$4,000.**

Inviting to Overviews

1. An easy way for close relatives and friends is simply to say: I need your help.

"I am really excited about a new business I have started and need someone to practice on, I **partnered** with the largest online shopping club in North America, we **specialize** in **helping** like you build an income from home and I want to come over and **show** you what I am doing. Would tomorrow or the next day be better for you?"

3. If you know their why, repeat their "why" to them and then use this qualifying question:

"If I could honestly, and I mean honestly, show you how 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 an overview this __ (day) __ at __ (time) __. Here's the address _____. We'll have some refreshments.

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 \$25 to \$30 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".



Occasionally invitations may be met with resistance. There are only 4 things that you will get when approaching someone. 1. I don't have time, 2. I am not a sales person, 3. Is it like Amway? 4. Is it one of those network or MLM deals?

Objections are not "NO's" -- just requests for more information and the can be handled.

The best way to handle all of these is to simply say: I understand, let's do this, let me show you how it works and if you still think you don't have time, then don't do it, fair enough? When would work better for you, tomorrow or the next day? or that you have to sell, then don't do it, fair enough? When would work better for you, tomorrow or the next day? or it's like Amway, then don't do it, fair enough? When would work better for you, tomorrow or the next day? Or you still think it is one of those network or MLM deals, then don't do it, fair enough? When would work better for you, tomorrow or the next day?

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

It's a visual presentation.

I promise I won't waste your time.

Just take a look and you be the judge.

As a last resort – use the following:

I'm not asking you to get involved, Just take a look.

You be the judge. You may be 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 I found..."**

(Answer the question briefly, then ask again for the appointment.)



In-Home Presentations

1. Schedule 2 or 3 In-Homes in the next 2 weeks.
2. Call your prospects before the meeting to confirm and remind.
3. The presentation consists of 5 parts:
 - a. **Presenter's Story—The host introduces the presenter.** Show Frank's video if possible. The presenter will relate why they joined and their story. The presenter will get them dreaming by asking what they would do if time or money were not object. Most people are sick and tired of not having money to do the things they really want to do. The Presenter's job is to show 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. The largest Online Wellness Shopping Club in North America. Started in 1985 and now a 2.1 Billion dollar debt free company. Not MLM or Network Mkt. We are not distributors just customers. Torch Award from the Better Business Bureau.**
 - c. **The Products** – Have a Value Pack or Home Conversion Pack the host has purchased and extra \$4.95 Business Bundles on hand. Refreshments should be the meal replacement bars, sports bars and meal replacement shakes and sports drinks and coffee or tea. No other food is needed. Only our products should be available in the kitchen and bathroom so guests can see that the host uses them.
 - d. **The Compensation Plan** – How they can build a true residual income by just referring others who 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 36-60 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! The complete presentation should take no more than 45 minutes.
 - e. **The 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 the business. Expect them all to enroll, believe they all will enroll, and most of them will. The best way to close is simply to say, "Do you see yourself as a customer or referring some other people and building a business like we are?" or, "what did you like best, the products, the money or the support we will give you?" When they say yes, "Let's open up your account by filling out the two forms." If the host is exited, most of the guests will enroll as business builders. Don't be shy about asking guests to enroll.



Webinar Presentations

Often times your prospects may live in distant locations where it is not practical to meet with them in an in-home presentation. GREAT NEWS! There is no need to wait. Invite them to attend one of the regular online webinar presentations given by leaders in the McCune Organization. The same information is given online that is given at an in-home. The days of the week and times are listed in www.McCuneCalendar.com. Just invite your prospect to the webinar at www.MNNow.info.

Have them enter their name followed by a "G" for guest.

(Example: Jim-G), click on Enter Secure Server, skip the audio/video test and enter the room. There is no need for a password or Zoom.us Room # is 6659858278

Have them log in to the webinar a few minutes early so they can assure their computer speakers are working. Of course you will also want to be online at the webinar and be ready to call them, answer any questions and enroll them at the end of the presentation.

The presentation has both slides and sound and lasts approximately 45 minutes.

Be prepared to answer their questions and do much of the follow up by phone or online.

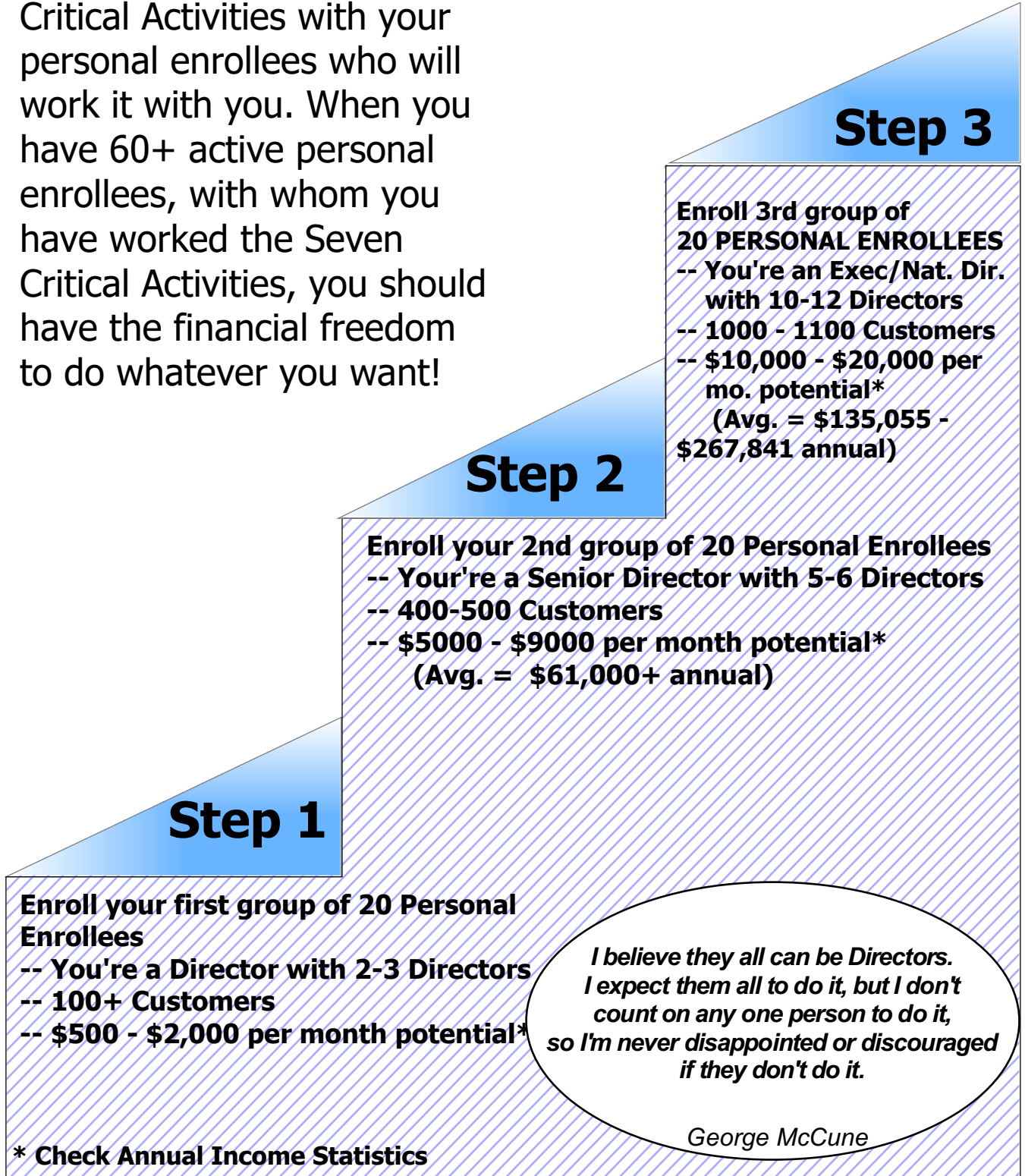
This is an easy and effective way to enroll prospects that do not live nearby.

Here is a good analogy of our business to Sam's/Costco to help people understand how much sense this business makes.

You know how Sam's Club and Costco works, right? People pay them \$55. to \$110. every year for a membership. They get a card with a bad picture on it and get to buy at wholesale if they will buy in bulk.









Wouldn't it be great if Sam's and Costco would say when you joined and got your membership, that if you shop with us monthly (which most people do) you don't have to buy in bulk, and if you want to refer others to get a membership, we will give you a 30 to 50% discount and we will pay you 7% to 20% forever when you refer someone who gets a membership and shops here monthly regardless of where they lived in the US and Canada or 18 other countries. Wouldn't that be great? Well, Sam's and Costco will never do that, but that is exactly what we offer everyone and you don't get a card with a bad picture for your \$29. lifetime membership, you get a really nice membership kit with catalogs, an Overview DVD and other training materials. You get 30% to 50% discount and you have the potential to make a great income. It just makes sense to be a member of our online shopping club. I would like to show you how it works. We have 15 online web overviews each week and I would like to invite you to one of them. Which would be better for you day or evening? (always give them choices).

Always work the Seven Critical Activities with your personal enrollees who will work it with you. When you have 60+ active personal enrollees, with whom you have worked the Seven Critical Activities, you should have the financial freedom to do whatever you want!



* Check Annual Income Statistics

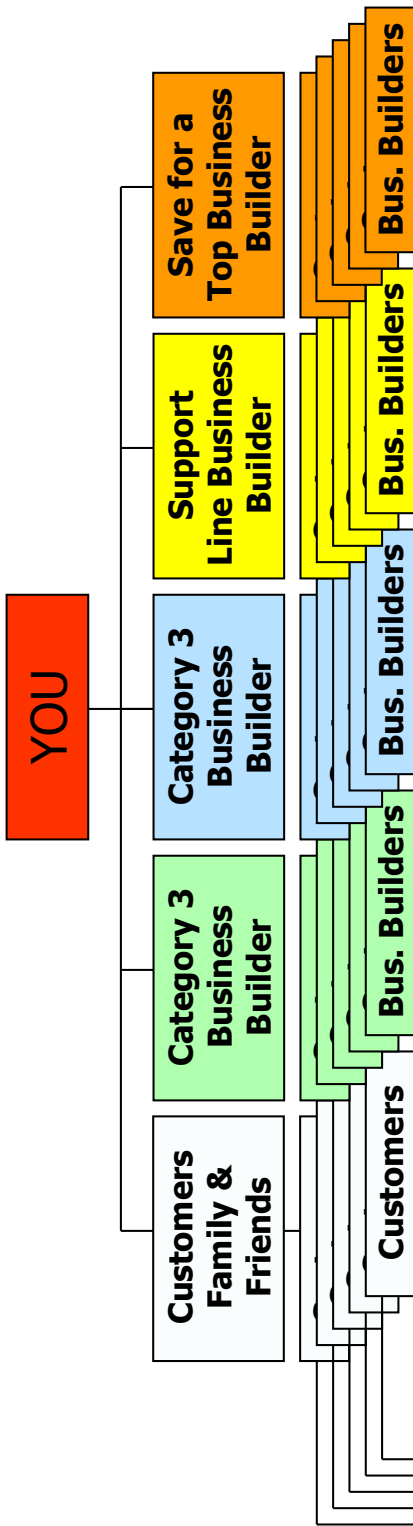
Your 5 x 7 Organizational Potential

	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

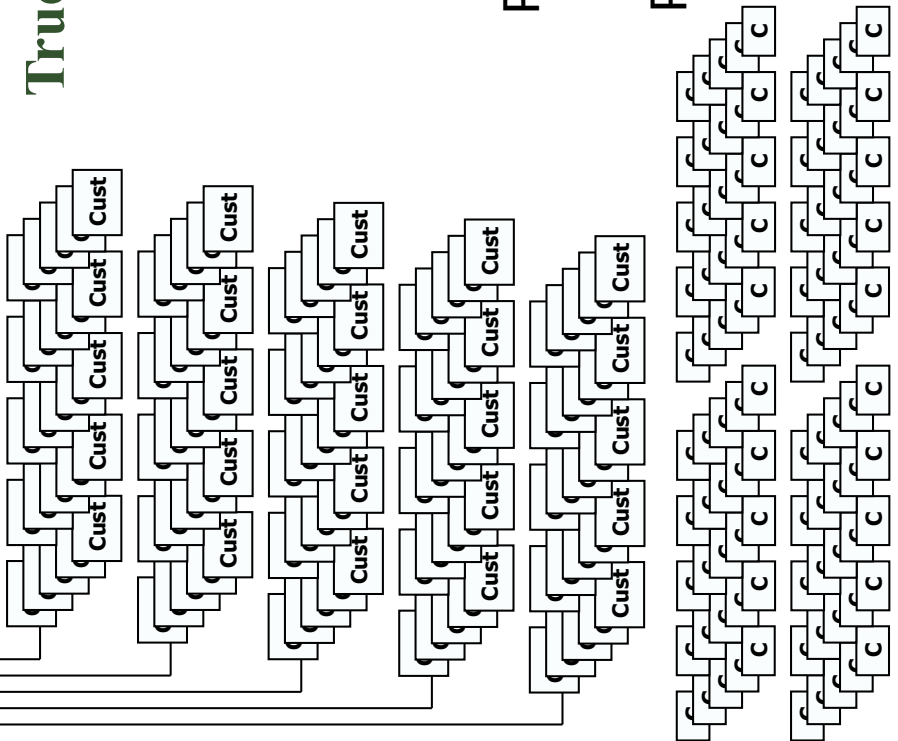
When You Place a Marketing Executive on **Your** 1st Generation You Earn Commissions on them and **Their** 1st Six Generations. *As Their 6th is Your 7th)*

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 Home Conversion / Value Pack**
 - 2. Order 8-10 Extra of the Business Bundles (only \$4.95 each)**
 - 3. Take Immediate Action**
 Put all your Category 1 customers in the Customer's leg.
- Put all your initial 2's and 3's in your next two business builder legs





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**
- **Melaleuca University 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 (.32 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.***



Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and Determination are Omnipotent.

Calvin Coolidge

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