

## ECOMATES “ROAD MAP” TRAINING

Congratulations on your decision to become an independent EcoMates distributor.

When you sponsor and train other distributors, you can earn a commission on every EcoMates product they buy for use in their own homes or businesses, or sell through their e-commerce enabled websites.

As word of mouth (and mouse) advertising spreads you can be paid on all the product that moves through your organization of distributors multiple levels deep.

**Duplication is the key to success.**

*“Make no mistake about it, the massive incomes in network marketing are made by those who develop massive teams of marketers/wholesale consumers.”*

**There are four steps to this business:**

1. Invite your contacts to look at the business
2. Show, with help from your upline, the business concept
3. Enroll your contacts as distributors or customers
4. Teach your distributors how to Invite, Show and Enroll

**Wealth is hidden from those who must do it all for themselves...**

**Wealth exposes itself to those who are patient enough to train others.**

There is another simple concept to understand about your EcoMates business. You may look at the leaders in this business and say,

**“Well it just seems to come so naturally to them.”**

The only reason it seems natural to them is that they have become comfortable by doing – by taking action.

This **road map training** is here to help you become comfortable with EcoMates.

BUT first let us share one more concept with you...

**Ignorance on Fire is better than Knowledge on Ice!**

Although we want you to learn more about the business, don't get too caught up in trying to learn every technique in the book. Instead simply get out there and start – WITH help from your upline – introducing your contacts to the EcoMates business before someone else does!

## First 3 STEPS

The following check list is designed to help you get your business up and running as quickly as possible. These steps should be completed with help from your sponsor and/or upline expert during your enrollment.

1. Purchase an introductory Product Package and commit to Auto Ship
2. Learn how to contact your upline experts
3. Start your list of contacts

## PRODUCT PACKAGE

Duplication begins with you.

Historically we know that which ever product package you choose for your opening revolving inventory is what your personally enrolled distributors/IBO's will choose.

That is why it is important to consider your first purchase of EcoMates Ethos carefully.

You will be paid on the volume of product moving through your organization. The more volume moving through your organization, the larger your commissions will be.

Which product package do YOU want others to duplicate as they join you in this business with their own opening, revolving, "exploratory" inventory?

With each of the product packages that are offered by EcoMates Ethos you can break even in a matter of your first few weeks, or even days, or hours.

Purchase any of the product packages:

- With help from your upline expert
- Personally enroll your first 4 distributors/IBO's
- With the same product package you purchased
- In your first 4 weeks
- You break even
- Your enrollment is free
- Your first case of product is free

Please note there are SEVEN other ways that we earn commissions. The examples that follow are designed to show you how to quickly break even so that your opening inventory is completely FREE.

**Business Builder 400 example:**

Purchase a Business Builder 400 = 400 PV

YOUR price is the wholesale price = \$609.95

Personally enroll 4 distributors/IBO's with BB 400 (they too pay the wholesale price)

First Order Bonus (FOB)  $\$100 \times 4 = \$400$

Personally enroll 4 within your first 4 weeks = Super Start Training Bonus (SSTB) \$300

With the model above you have earned  $\$400 \text{ FOB} + \$300 \text{ STTB} = \$700$

In other words you have broken even, you are in the business for free and your first case of product is free. PLUS you can retail the BB 400 for \$959.95

Pull out a couple bottles and start using Ethos in your cars, lawnmower, weed whacker, snow blower, furnace, generator, RV, boat, etc.

Begin retailing or wholesaling or sampling the remainder of your case.

PLEASE NOTE that with the Business Builder 400 you have maximized several of the bonuses that are available to you including the

- First Order Bonus (FOB),
- Super Start Training Bonus (SSTB) AND...

YOU have the MAXIMUM multiplier of 5 in Customer Acquisition Revenue Sharing Pool (CARSP).

PLEASE NOTE in the example above you would have earned **100 shares** in the CARSP.

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Each of the product packages has a similar “break even” based on duplicating x 4.

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**Business Builder 300 example:**

Purchase a Business Builder 300 = 300 PV

YOUR price is the wholesale price = \$459.95

Personally enroll 4 distributors/IBO's with BB 300 (they too pay the wholesale price)

First Order Bonus (FOB)  $\$75 \times 4 = \$300$

Personally enroll 4 within your first 4 weeks = Super Start Training Bonus (SSTB) \$225

With the model above you have earned \$300 FOB + \$225 STTB = \$525

Again, you have broken even, you are in the business for free and your first case of product is free. PLUS you can retail the BB 300 case for \$734.95

PLEASE NOTE that with the Business Builder 300 you have a Customer Acquisition Revenue Sharing Pool multiplier of 3.

In the example above you would have earned **36 shares** in the CARSP.

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**Business Builder 200 example:**

YOUR price is the wholesale price = \$307.95

Personally enroll 4 distributors/IBO's with BB 200 (they too pay the wholesale price)

First Order Bonus (FOB)  $\$50 \times 4 = \$200$

Personally enroll 4 within your first 4 weeks = Super Start Training Bonus (SSTB) \$150

The Business Builder 200 wholesale \$319.95 plus tax and shipping.

With the model above you have earned \$200 FOB + \$150 STTB = \$350

Again, you have broken even, you are in the business for free and your first case of product is free - you can retail that case for \$479.95

PLEASE NOTE that with the Business Builder 200 you have a Customer Acquisition Revenue Sharing Pool multiplier of 2.

In the example above you would have earned **16 shares** in the CARSP.

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## **Business Builder 100**

YOUR price is the wholesale price = \$154.95

Personally enroll 4 distributors/IBO's with BB 100 (they too pay the wholesale price)

First Order Bonus (FOB) 4 x \$25 = \$100

Personally enroll 4 within your first 4 weeks = Super Start Training Bonus (SSTB) \$75

With the model above you have earned \$100 FOB + \$75 STTB = \$175

Again, you have broken even, you are in the business for free and your first case of product is free - you can retail that case for \$232.95

Please note that the Business Builder 100 does NOT have a multiplier for the Customer Acquisition Revenue Sharing Pool (CARSP).

By duplicating with the Business Builder 100 you will NOT earn shares in the CARSP.

That is why we strongly suggest you look at the Business Builder 200 and up.

Make an investment in YOUR future - today!

Remember duplication starts with you!

This section has been intentionally left blank for you to make notes!

## UPLINE EXPERTS

Learn how to contact your upline experts. These people are interested in helping you build a successful business. You are in business for yourself but not by yourself.

Sponsor's name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Send an introductory email to your upline experts - or better yet phone them and introduce yourself.

Ask your sponsor to identify your "senior partners" - ask your sponsor to put you in contact with the people who they know who are duplicating and growing with the most speed.

Provide your upline experts with an overview of why you have joined and what your goals are.

Let them know what your background is and how to contact you, include your phone numbers and your full name.

After getting to know your upline experts you will realize that each one of them have different strengths and backgrounds that can be an asset to you in sponsoring new people with different backgrounds.

Your upline experts are only successful if they help you to be successful and they will match the energy that you put into your business with like energy.

2. B. Mark the times of dates of upcoming conference calls, business presentations and other events provided you by your sponsor on your calendar, or in your day planner - right now.

2. C. Set a time for a private "launch meeting". Details are included in the HOW TO section of this website.

## BEGIN YOUR LIST

Brainstorm right now with your new distributor to quickly list 20 people, family and warm circle. Teach your new distributor a critical principle immediately - do not screen anyone out when making a contact list. (Don't stop at just 20!!)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
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11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
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16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

## 1ST 48 HOURS - NEW DISTRIBUTOR HOME WORK

Complete within the first 48 hours of becoming a distributor:

- Make a written list of 200 people, isolate your top 20
- Put your goals in writing and isolate your reason why
- If you don't already have it order 3-way calling
- Map out a plan of action
- Become familiar with your self-replicating websites and "back office"
- Give a copy of your goals and top 20 to your upline experts
- Book an appointment either by phone or in person with your upline expert
- Review the basic principals of inviting

## 1. EXPAND YOUR LIST

Expand your contact list from 20 to 200 names - this is a critical step. Your list is your treasure map!

Social Network Theory tells us that each person knows 1,500 people on average. Continue to expand your contact list over time. Some contacts will become distributors, others will become customers and some will lead you to and refer you to other distributors and customers.

Do not pre-judge your list. Do not decide for someone else. Let THEM make their own educated business decision. Use the [MEMORY JOGGER](#) included on this training document to build and expand your list. Keep your list handy - even after it reaches 200, so that you can add to your list as you go about your daily business.

### 4b. List your top 20...

These should be the most successful, highly motivated, entrepreneurs. Your upline will help you with most if not all of these. Make sure you list the following for each person on this list:

Name

Phone number

Occupation

City & State

Brief Bio & Background

Determine the time to get your upline on the phone with you to call your top 10-20 together.

**Your contact list is the most vital tool you can use to build your business.**

**The list is the fuel for your business.**

**Do you want to start this journey with an empty tank or a full tank?**

Out of every random list of 100 people, there may be two or three superstars (the kind who will run hard and build a multi-million dollar business with your help) just waiting for you to discover and develop them. And there could be 20 or 30 more people who will do the business on a lesser level, and many more who are potential clients.

When you have plenty of people to talk to, you aren't desperate to sponsor each and every one. People sense when you need them. And that neediness can turn them off and make them react negatively towards your offer.

When you have a lot of people to talk to about your business, you have more confidence and more posture. You gain control over your business and your future. Knowing that your success doesn't rest with just one, two, or a dozen people gives you an incredible edge.

When you have an abundance of people to share your business with, you'll have incredible posture with people, knowing you don't need them; THEY NEED YOU!

“But I don't know anyone.”

Did you know that by age 25, you probably know more than 2,000 people on a first name basis? It's unlikely you ever bothered to count them, but this is your circle of influence.

If you knew that every name you wrote down would be worth \$1,000 a year to you for the rest of your life, how many names could you come up with?

Now do you feel like you know more people?

As you are building your list, remember not to prejudge anyone. It's natural to feel like you have to know beforehand if everyone you write on your list will be interested in what you have to offer. Often, in the beginning, you may feel that people will think less of you if you approach them. Yet, in reality, you are offering an incredible gift when you offer your opportunity to others. You are offering them something that is in their best interest.

GET EXCITED! You're about to change your life and the lives of people you care about.

### **CATEGORIES: HOW OUR BRAINS STORE INFORMATION**

The first step is to understand the process of creating “leads” or contacts. The key to creating contacts is referrals. Sometimes called “referral marketing” in other industries, capturing new business prospects and clients through referrals is at the heart of networking.

We all share information we are excited about with our friends and family every day. The process starts with you contacting your initial base of friends, family, colleagues, and acquaintances.

You already have a huge base to start from: as many as 2,000 names.

Right now, you may think you can't possibly know that many people. However, as you follow the “Category Reminder Method,” you will be amazed to see how many names you actually come up with.

Take a spiral notebook or composition book and instead of writing names, begin by writing down categories or communities of people you know, leaving at least an entire page for each category.

#### **Category Reminder Method**

Here are some starter categories we suggest to use as resources for finding people:

Family (genealogy, reunions)

High School (class reunions, directories)

College (alumni directory, frat/sorority, sports, clubs)

Past Work (How many jobs have you had?)

Current Work

Wedding List

Cell Phone Directory

Neighborhood (Home Owners Association)

Clubs/Organization (PTA, Rotary)

Sports

Church

Professional Associations

Location (Who do you know in NY, LA, Dallas, etc.)

Vocation (Who do you know is a doctor, lawyer, dentist, etc.)

As you fill out this list, it is possible to average at least 50 names a category. For example, your alumni directory likely includes 10,000 names, your Home Owners Association probably has hundreds of names, and your extended family will easily branch into more hundreds of names. Don't forget to include the extended family of each person on your family list, and their extended family, and so on.

Once your own list includes, for example, 500 names, realize that each of those people have numerous contacts of their own. This is how you develop a network.

By following this Category Reminder Method, you can easily create a list with as many as 2,000 names.

Creating this list is a critical component to growing your business. As you master the Category Reminder Method, you can also continue to add names to your list throughout the life of your business. Keep your list near you at all times: you'll remember names out of nowhere, and wonder how you ever forgot them!

When you have accumulated a huge list, start prioritizing the names. Narrow the list to your top 200 names, then to the top 25 of those.

You want to identify your top prospects and contact them first.

Don't be tempted to eliminate or pre-qualify anyone from your list before you contact them. You never know who will be interested in the business.

**ACTION STEP: WITHIN 48 HOURS OF READING THIS, CREATE A LIST OF 200 PROSPECTS.**

Finally, begin contacting your list. Be prepared with a system for tracking who you called and the responses you receive. Work with your upline to develop [scripts](#) and even [three-way call](#) on the first couple dozen calls as you learn the best way to share the business with others.

## 2. WRITTEN GOALS

Put your goals in writing and isolate YOUR reason “WHY”

Decide how much money you would like to make your:

1st month: \_\_\_\_\_

1st year: \_\_\_\_\_

3rd year: \_\_\_\_\_

Just as importantly decide and let your upline experts know how achieving YOUR financial goals will change/improve your life.

Keep these goals in highly visible places, put a copy on your fridge, on the dash of your vehicle, on your bathroom mirror, on your computer desktop, in your daily planner, etc.

Keep in mind that these goals are flexible. Many people find as they start to build that their goals get larger as they go.

**Have a family meeting and share these goals with your family.** Ask that they support you in making these goals happen and let them know what is in it for them. [A family vacation, more time with a parent, etc.]

### **Create a dream board**

A dream board is a piece of foam or a cork board, or a poster board where you gather together pictures that represent your dreams and goals.

For example, if you want a new house you can put a picture of your dream house on the board. If you want to travel, cut out pictures of the places you would like to visit, if you would like to be able to write a check for a child's education without thinking about it be sure to include a picture of the school/college/university.

Check reasons WHY you are building an EcoMates business:

### **LIFESTYLE CHALLENGES**

I don't have time for my family and friends  
I lack freedom to do what I want to do  
I am stressed about not having enough \$  
I feel my job/business is too stressful  
I am not paid what I am worth.  
I don't have flexibility/job is a dead end  
I am concerned about retirement  
I have little time for leisure activities  
I don't feel I am doing something worthwhile

### **LIFETIME GOALS**

I spend quality time with my family and friends  
I script my own life  
I am 100% free of financial concerns  
I create my own work environment  
I am paid /recognized for my accomplishments  
I fire my boss and I am free  
I will really enjoy my senior years  
I seek adventure, travel, sports and leisure  
I am happy, I contribute to others, I feel fulfilled

Personalize the lists above with at least 3 points in the space below:

### 3. THREE WAY CALLING

If you don't already have it order 3-way calling.

3-way calling is an essential tool in building an efficient business.

This feature is an absolute "must have" for your home telephone line and any other line you will be using to build your EcoMates business.

3-way calling is a valuable tool because it is both a recruiting tool and a training tool.

As you start to invite others to investigate this business for themselves you will 3-way in your upline expert and your prospect. Using 3-way calling leverages your time and allows you to learn as you build your business.

You will make a brief introduction of your prospect to your sponsor or upline expert and then just by listening to the presentation given by your upline and by listening to both the questions from your prospect and the answers given by your upline expert you will develop the words, phrases and attitude that you need to succeed.

Another very important reason to use 3-way calling is to show your contacts that although they are in business for themselves, they will not be by themselves. By conferencing them in with your upline expert they will see first hand that they too will have help in building their business.

#### **Edification**

When the scheduled time for a three-way with your upline expert comes, call the prospect and edify (properly introduce) your upline expert and turn the call completely over to them. Take notes and never ever, interrupt the expert!

Remember duplication is key to success. Lead by example, be "duplicable", earn while you learn and show your prospects that they too will have help while building their EcoMates business.

The introduction might sound something like this.

Tom, I wanted you to introduce you to my business partner Bill Jones. I've told him about you. Tom, as I told you Bill is extremely busy. He is leading the national expansion for our company and doing some incredible things. He is also a family man and is extremely respected in our community. Bill has 100% of the information and is an expert at teaching other people how to make money and what it takes to be successful in this business.

So allow me to introduce Bill Jones.

#### 4. BUSINESS PLAN

Develop an action plan. Decide how much time (hours per week).

And exactly WHICH times you would like to devote to YOUR business...

I will spend \_\_\_\_\_ hours per day, \_\_\_\_\_ days per week exclusively on my EcoMates business.

Mark your calendar for the next 21 days with the exact times. Block off the time right now. Plan to make contacts every day that you schedule.

Decide how many contacts you are going to make each day (from 2 to 20 depending on your goals).

I will contact \_\_\_\_\_ people each day \_\_\_\_\_ days per week.

Schedule time each day to make the calls.

At least 1 to 2 hours per day that you plan to work.

If you have planned to work a certain day - don't skip that day. Don't think you can catch up at the end of the week. It never happens, block off the time on your 30-day calendar right now.

If you want to build quickly and you can put a 8 to 15 couples together in a room, ask your upline about an in-home launch meeting, by phone, web or in person. [More details in attached supplemental materials.]

**Arrange for a time right now for your initial training. It is best if this is done within the next 48 hours. [Do this now before going to the next step.]**

#### 5. BE ACCOUNTABLE

Fax, mail or e-mail your upline support team these sheets with your time and money goals, along with your top 20 list so that they know how best to help YOU.

**If you are new to Network Marketing, it is a very good idea to not approach any one until you know exactly what to say. That way you are trained first and won't make mistakes with your best leads - and this includes emailing your contacts - wait don't do that just yet. Be coachable and accountable.**

## 6. TRAINING APPOINTMENT

Book an appointment either by phone or in person with your upline expert.

Your upline expert will teach you how to invite others to look at this opportunity. They will roll play with you and help you develop one of the most important skills of all - "[how to invite](#)".

Now is the time to be coach-able. There is a tremendous amount of success in this business that precedes you. Follow your upline, duplicate their success and remember that they are only successful if they help you be successful.

You are in this business for YOUR self but NOT by yourself!

**PLEASE NOTE:** Your first step training will only take place if you have completed the assignments listed under "1st 48 hours". Your support team has set aside the time to help YOU build YOUR business. Please value their commitment to YOU by committing to complete this assignment within your first 24 to 48 hours in EcoMates.

Commit to having a copy of the assignments and your list of 200+ contacts ready to fax, or email, or IF your training is to be done in person, bring it to your sponsor during your training.

### **During your training appointment:**

Set or confirm a time for a private "[launch meeting](#)". Details are included in the HOW TO section of this website.

In the meantime...

Write down any questions you have as you go through the training – and don't be shy about calling your sponsor and/or upline to get the answers right now, ASAP, before your meeting - again your sponsor and upline are only successful if they help YOU to be successful.

Our success depends on your success! Put us to work for you!

## 7. BACK OFFICE

Become familiar with your personalized EcoMates website and “back office”.

Your self-replicating site is automatically “published” for you and personalized with your contact information.

Your self-replicating site includes regular content upgrades at no additional cost.

It includes customer and distributor signup tools along with online product and opportunity multimedia presentations.

Your personalized website address is as follows:

<http://www.ecomates.com/your-user-name>

You will see a link on the upper right hand corner of your site that will allow you to “LOGIN” to your back office. Spend a few minutes becoming familiar with the various links in your back office.

**PLEASE NOTE** do not start directing people to your website until after your initial training. Your upline expert will want to speak to your contacts with you first.

The websites are to be used as a follow-up.

Please trust that there is a tried and proven formula that works. We want you to have as much success as quickly as possible. Follow the track that has been laid out for you and you too will succeed.

**At your initial training you will be taught to:**

1. Phone your contacts and invite them to
2. Have a conversation (3-way) with upline experts AKA new business partners
3. 3. The websites are to be sent to your contacts as follow-up information

**This sequence of events is EXACTLY what our fastest growing team members are doing.**

## 8. INVITE

Review the basic principals of inviting. **Learning how to invite is critical to your success!**

Watch out for the “dream stealers”, not everyone will share your vision. “Dream stealers” are the “skeptic” or the “cynic”. You are capable of making your own informed business decision. Are the dream stealers going to make YOUR dreams come true for you? No, hold onto your vision. You have the power to make your dreams come true!

You are searching for key people and don't know if your prospect fits. Too often we decide a person is going to be good when in fact we are not the one to decide. Instead each person must decide for himself, in other words, you can't say the right thing to the wrong person or the wrong thing to the right person, and you can't tell which is which.

It's a numbers game, before it becomes a people business.

Even if you have never sold anything in you life you can do this.

You have a gift to give your contacts, the gift of a residual, passive income; the opportunity to work from home, the opportunity to spend more time with their families and spend time doing the things that they are passionate about.

You are NOT going to be trying to sell your contacts anything. You are going to offer them the opportunity to have their own online home-based business, the opportunity to diversify their income, to be positioned to capitalize on not one – but four huge and growing trends.

When you internalize that fact your mind set will shift and you will find it easier to go to your contacts with a gift to give, the opportunity to make money - instead of approaching them with your hand out asking them to spend money

Inviting is the most important skill you can develop

There are a number of ways to give a good presentation including but not limited to online video, DVD presentations, online audios, conference calls, 3-way calls, business meetings, in-home presentations, but there is only one way to get them there - INVITE THEM!

## Sample Piques or “Powerlines”:

Do you think there will be money made with a Patent Pending product that increases miles per gallon on average 7 to 19% – and reduces emissions by 30% – or MORE!?

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I recently got involved on the ground floor with a company that saves people a lot of money on their fuel bill every fill up and at the same time helps us do our part to stop global warming. Can you imagine right now with the cost of fuel going up and everyone complaining about it how much money we could make? I’m working directly with the people that are leading the national expansion for this company. They are looking for a few key individuals in this area and I immediately thought of you. I want to put you on the phone with them as soon as possible. There is a national conference call tonight at 9PM. How about if I call you at 8:55 and dial you in?

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I know you are busy, but if the money was right and it would fit into your schedule, would you be open to a business opportunity? Great! I recently got involved on the ground floor with a company that saves people money on their fuel bill every fill up while helping to stop global warming. Can you imagine right now with the cost of gas going up and everyone complaining about it how much money we could make? I am working directly with the people that are leading the national expansion for this company. I would like to put you on the phone with them as soon as possible. They are extremely busy but I know they are available at 8 or 9 PM this evening it will only take a few minutes. Which time is best for you?

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I know how you feel about the environment and global warming well I recently came across a company that can help reduce harmful emissions, save people money on their fuel bill - and we can make a lot of money too!

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Do you keep your business options open? Great, I am working directly with the people that are leading the national expansion for this company. Let’s get on the phone with...

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I found an opportunity in business that is huge. I believe the income possibilities are awesome.

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You know how you can’t turn on the T.V. or pick up the newspaper without reading about one of two stories? The first being the rising price of fuel, and the second being concern for our environment?

Well... I’m looking for a few key individuals to help roll out a product - both nationally and internationally - that sits squarely in front of both of those huge and growing trends, and we all know that in business timing is everything. The product increases miles per gallon 7 to 19% - and dramatically reduces emissions by 30% or more.

**Are you open to learning how you could diversify your income without jeopardizing what you currently do?**

When the answer is yes...

I'll be happy to set a telephone appointment with my business partner so that he (or she) can fill you in on all the details. Would tonight or tomorrow morning be better for you?

When they ask for more information, as a new distributor the biggest mistake you can make is trying to introduce the business to your contact yourself.

Even those who are experts at introducing the business use the power of the three-way call and their upline expert/business partner to present. This shows the potential distributor that they are in business for themselves, not by themselves, and gives them the confidence to move forward and start building with help from you.

**Peak and Pass to the expert.**

If you receive 3 NO'S in a row, talk to your upline expert, review your scripts, and make sure you have not become a sales person. You have a gift to offer and you are sharing value with people that are close to you.

With help from your sponsor and upline expert you can write out your own personalized inviting scripts. Tape a copy of YOUR personalized invitation on the bathroom mirror, the fridge, the steering wheel of your car, in your office, on your computer and of course by all the phones you will be using.

Practice. Read it again and again - out loud - and don't be shy if you have to read it the first few times you invite someone over the phone to "make his or her own informed business decision".

**How do you think YOUR upline expert learned the phrases that he or she uses every day?**

This space left intentionally blank, use it to write your own personalized script/powerline.

## **JUMP START YOUR BUSINESS**

Host a launch meeting and begin building your team. It is time to market your products and build your team. Before you approach anyone practice and review the [inviting scripts](#) with your upline expert.

### **Schedule Your Private Business Reception**

Your Private Business Reception is an announcement and an event to kick-off your new EcoMates business in a professional and time effective manner.

Secure a date with your upline expert to present the opportunity at your home. If your upline expert does not live in your area, you can still host an “in-home” presentation. Secure a speaker phone or have your contacts gather around your computer screen for a webinar. [Scroll down for details.]

If your home would not be effective for any reason then an alternate location can be chosen, i.e. Clubhouse, office building, or a private room in a restaurant. Typically this will be within 7 days of your application date. The expert is committing their time and energy to help you launch your business. In return you are making an absolute commitment to the process of having a successful meeting as outlined below:

**This is the best way to JUMP start YOUR business!**

You should only expect 50% of those that say they will attend to show up! Your goal is to have a minimum of 10 quality prospects. [If some one says they "might come" or "maybe", those responses really mean “no” I will not be there.]

Keep it nice and simple and remember this is a business meeting, NOT a party.

Confirm all guests 24-48 hours before launch. Be specific. Your verbal invitation should tell guests to arrive at 7 p.m. (or what ever time you select) and that you will begin promptly at 7:30 p.m. and that they should, whenever possible bring their spouses. Spouses are very important to the decision making process. When spouses recognize the trends driving EcoMates, the credibility of your business partners and when the income potential is explained to them they will be at least supportive and in many cases interested in participating in the business as well.

Again be sure to over invite. Even when we are having a party not 100% of our guests show up - a business briefing is not any different. A percentage will come, a percentage will join you in your business venture and yet others will become your first customers, and then later they may even join you too!

## Set up:

Control distractions; keep the TV off, your children and pets in a quiet room.

Have some soft music playing as guests arrive

Do not set up extra chairs in advance. Grab extra seating only as you need it.

Keep refreshments simple to start. You don't want your guests distracted while listening to the presentation. Ice water and perhaps a pot of coffee is good to start with.

Keep the set up simple and expenses down so that your guests can see themselves duplicating what you have done. If you put out a "big spread" it may be a deterrent to your contacts, they may not see themselves being able to do the business if they think they have to do the same thing.

Have third party documentation, industry articles, and product available for every one to purchase, testimonials and distributor applications and/or a computer handy so that you can sign your new distributors up.

Focus the speaker and your upline on your key guests.

Presentation and follow-up:

Host welcomes guests, brief introductions (2 minutes)

Introduce and edify speaker (2 minutes)

Speaker talks about their background, why they got into the business, success earned.

Speaker distributes handouts, he or she will ask guest to follow along.

**TIP:** Copies of the 5-point Power Point presentation printed landscape mode, 4 slides to a page, even in black and white along with a pen or paper are a great way for your guests to follow along and take notes.

The speaker will review the market trends, product, company, leverage and early innovator timing. (30 minutes)

The speaker will answer a few questions. (5 minutes)

Walk through the process to become a distributor and enroll guests who are ready to make a decision. Sort through the rest, I'm in, I'm out, or I need more information. If they like what they've seen but are not ready to make a commitment suggest that they try the product and invite them to the next event or conference call.

Break up for light snacks (Snacks are not necessary, you want to keep it very simple so others can see themselves duplicating what you have done.)

Record the presentation whenever possible as a training tool for you and your team.

The next day, follow-up by putting your most interested prospects on the phone with your upline expert/senior partner.

Your upline expert will guide the conversation.

As a new distributor your contacts will not initially have confidence in your abilities but your upline expert will be able to say - for example: "I am here for you, I want to work with you personally and show you how to build a successful business."

Lead by example. Plan your next private business reception date with your upline and help your new distributors to duplicate. Help them set a date for their first private business overview in their home.

### **Voice Private Business Launch**

You have the opportunity to be involved on the ground floor of EcoMates, in the formulation and concentration stages of this business before this company hits critical mass and enters momentum and as a result there not yet leaders in all areas. You have the chance to step up to the plate and capture the bulk of future growth in your geographic area.

A personal voice private business reception/launch is an event that can be conducted over the phone when you don't have local upline support in your market or when you are opening a new city and is a great way to build a large enough group to warrant your upline expert traveling to your area.

Your personal voice meeting is executed in the same way as your traditional personal home meeting. You will still use the "peaking process" using three-way calls with your upline expert. You will set a date, invite guests to one of the recommended meeting locations and use, rent or purchase a speaker phone so that all your guests will be able to hear the presenter. OR set up a webinar and gather around a computer.

Prep your presenter. Get him/her on a speakerphone so that your guests can listen to the presentation and ask questions. You will manage the room and all the handouts. As always, keep distractions to a minimum - your guests will have to listen carefully.

**Keep it simple so that your contacts can see themselves following in your footsteps.**

**As a leader you will help others duplicate these same steps.**

## **USE CONFERENCE CALLS & WEBINARS**

A great way to “earn as you learn” how to present the business is to participate in and invite guests to join you on National Conference calls and webinars. Your upline expert will be able to tell you exactly what days and times calls and webinars are available. A listing of a selection of these calls/webinars are available in your “back office” .

Business Overview Conference Calls and Business Overview Webinars are available virtually every day of the week. These calls and webinars are based on a 5-point presentation [readily available for you to follow along] and are designed to help YOU introduce your contacts to the EcoMates opportunity. We currently have training calls every Saturday morning at 8 Pacific.

PLUS there are recordings available 24/7.

Invite your guests to join in and then take notes, so you can learn how to present in the future, while your “senior partners” present the opportunity and the products on your behalf - right now.

### **Call/Webinar Etiquette:**

- Show up a few minutes early.
- Be in a quiet place.
- Introduce yourself, state your name, the city and state you are calling in from
- and then quickly introduce your guests.
- Be professional - this is not the time to ask questions or chit chat
- Let’s create a synergy and energy that is contagious!
- Have your upline expert standing by to help you enroll your guests after the call.
- Put your entire focus on the call.
- Take notes - listening to calls is a great way to learn to present the business.
- The top earners are on all the calls with guests and listening.
- Conference calls and webinars are a great way to MASTER presenting.
- Put your entire focus on the call, this is a business - treat it as such!
- Put your line on MUTE and don’t put the call on speakerphone unless you have a mute button.
- Please no washing dishes, screaming babies, barking dogs, shuffling paper or distractions of ANY kind!

**THANK YOU for being considerate of others on the call!**

**Lead by example and set the pace for your organization.**

**If every one your team did what you did today - would you be happy?**

Have everyone on your team commit to the process. Learn how to give the presentation yourself, teach others and you truly can have every thing you dreamed of from your EcoMates business.

## **HANDLE REJECTION**

**How do I handle fear and rejection?**

### **Fear**

Consider Fear as your ally; it will be with you always as a reminder that you are growing.

You cannot THINK your way through fear; you must ACT your way through fear.

Feel the fear and do it anyway.

You cannot discover new oceans unless you have the courage to lose sight of the shore.

Courage is doing what you are afraid to do.

There can be no courage unless you are scared.

### **Rejection**

Many of those whom you approach about EcoMates will decline because they are not entrepreneurial or the timing is not right for them to start a new business.

When they say no, they are rejecting the business, not you.

About 80% of the people you approach will not be interested for a variety of reasons.

You want to quickly sort through candidates to find the 20% who are open minded about a new venture.

It is like sorting through a deck of cards to find the 4 ACES, you quickly reject 48 cards.

A snapshot of the business: no, no, no, no, no, YES, no, no, no, YES, no, no, no, no, no, no, no, no, YES.

## **ELEVATOR TECHNIQUE (Inviting Tip)**

**When someone asks you what do you do - what is your answer going to be?**

Has anybody ever said you, “I’m an attorney (or whatever), what do you do”?

Don’t just mumble something about marketing or people will lose interest quickly. Don’t be vague. Instead use the “elevator technique”.

The idea is that you get into an elevator with a sharp looking person. You have about 10 seconds before the elevator door opens. How do you get this sharp looking person to thrust their business card at you and demand that you call them about your business or product?

It begins by connecting quickly - it looks like a big convention in this hotel, are you part of that? (Yes.) What do you do? (I’m a doctor.)

People will reciprocate and ask you the same thing “What do you do?”

Here’s the basic structure of the answer:

Do you know how (blank)?

Well, what I do is (blank - unique attraction feature).

e.g. Do you know how some people have made fortunes with the Internet?

(Yes)

Well, what I do is show professionals how to make money by implementing a very specific Internet strategy.

(Really, you need to talk to my brother, he’s an attorney and is really interested in the Internet - here’s my card, please give me a call, and I’ll hook you up.)

OR

Do you know how fuel prices are going no where but up and every one is concerned about the environment?

Yes.

Well, I’m looking for a few key individuals to help roll out a recession proof product nationally and internationally, a patent pending, green product that increases miles per gallon 7 to 19% and reduces emissions by 30% - or more.

(Wow, how do I find out more?) Get their business card.

Be prepared, write out a little script and then practice and roll play with your sponsor! You can master a few simple lines. Practice on your spouse, repeat your “power lines” out loud to your children, your dog or your cat! Then jump into the deep end and try the elevator technique on a complete stranger. What’s the worse that can happen? If they don’t take the bait, you’ll likely never see them again. If they do ask for more information - you could make millions together!

**Recruiting is the most lucrative skill and you can master it!**

## DAILY ACTION SHEET

(Make copies and keep extras on hand)

Date: \_\_\_\_\_ My Burning Desire: \_\_\_\_\_  
(My Reason WHY)

Deliver the Message! - I am the Messenger!

Remind myself I am not the Message! I will not take the "no's" personally!

New Contact Goal: \_\_\_\_\_  
(How many new people will you contact today?)

Follow Up Goal: \_\_\_\_\_  
(How many people will you follow up with today?)

New Dials: (Circle Every Time a Phone number is dialed and rings)  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 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 46 48 49 50

New Contacts  
(Circle when you speak to a new person - do not prospect an answering machine)  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Follow Up Call by Yourself  
(Find and sift the definite "No's")  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Three-Way Follow Up Calls with Your Upline  
(For Contacts who have shown some interest or who have questions)  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Appointments Scheduled  
(DVD's placed, 1 on 1's, 2 on 1's, in-homes, speaker phone, hotel briefings)  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Actual Presentations  
(DVD's confirmed viewed, 1 on 1's, 2 on 1's, in-homes, speaker phone, hotel briefings)  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

### Daily Results

I personally sponsored \_\_\_\_\_ new people today!

I helped my team sponsor \_\_\_\_\_ new people today!

## WHICH IS MORE LUCRATIVE?

Having 100 customers yourself or having 100 distributors multiple levels deep who are each product consumers and who each have 5 to 10 customers?

As a result of “sifting” and looking for those who are interested in joining you in this business you will find a number of people who do not want to “do” the business BUT they will want to save money on gas by increasing their gas mileage and they will want to reduce emissions. These are the people who become your first “customers”. We call this process – finding customers “by default”.

Those who decide to “do” the business with you are, like you, going to use the product to save money. In other words you and your distributors will be consumers of the product, so you and your distributors are also “customers”. You and your distributors use the products at wholesale and commissions are paid on wholesale consumption multiple levels deep.

Teach each of your distributors to show the business to their contacts, sifting for other entrepreneurs and as a result they too will find a few customers each. In turn they duplicate

It is important to keep in mind that each distributor is a product consumer AKA a wholesale customer of the product. EcoMates Ethos keeps track of every wholesale product sold through this distribution model and pays the distributor for the “advertising” budget.

And because Ethos FR is consumable and because it saves you money on a bill that you have to pay, you and your customers, re-order month in and month out, year in and year out. In turn your distributors and each of their customers do the same thing, re-order, month in and month out, year in and year out. And every time a product is ordered and drop shipped to either a distributor for their personal wholesale use – or drop shipped directly to a customer by the company you are eligible to receive a percentage of EACH product “sale”, whether it be wholesale or retail.

This mathematical duplication model creates for you and yours an ongoing, residual, perpetual income stream – which in turn creates the freedom, to do what you want, when and where you want.

A perfect world example of “exponential growth” would be as follows, but even an imperfect world duplication could create for you and yours a substantial walk-a-way income.

You sponsor/enroll 5 distributors, then teach each of them to use the the products at wholesale, and teach them to find a few customers each. In turn they duplicate your efforts and they each sponsor/enroll 5 distributors each.

Together you teach these 25 new distributors to do the same things: Use the product. Save money on their fuel expenses and help the environment. And as they in turn find a few

customers each and recruit/sponsor 5 distributors each your team (downline/organization/network) looks like this:

You sponsor and teach  
5  
They in-turn sponsor and teach 5  
25  
25 sponsor and teach 5 each  
125  
125 sponsor and teach 5 each  
625  
625 sponsor and teach 5 each  
3,125  
3,125 sponsor and teach 5 each  
15,625

For a total of 19,530 distributors on whose product usage and efforts you are paid month after month, and year after year.

What if you had 19,530 people each using at wholesale and/or selling only \$100 worth of products each on a monthly basis?

$19,350 \times \$100 = \$1,935,000.00$  \$1,935,000.00 worth of product used monthly on which you are paid the advertising dollars. Are you beginning to see why Network Marketing is so attractive to busy, successful, professionals and entrepreneurs!

Okay, okay, you're right this is a PERFECT world example but what if you...

Work the numbers with only 10% of the above growth?

What if you had 1,935 distributors with only 3 customers each?  
1,935 distributors + (1,935 x 3 customers)

If so you would have 7,830 people using product on which YOU are paid the advertising budget month in and month out.

Or what if you had 500 distributors who each had just 5 customers each?

500 distributors with 2,500 customers creating 3,000 people using product on which you were paid a small percentage of each product moved.

**The reality is that exponential growth does happen!**

