



The  
VEMMA BIBLE

*Your Go-To Guide on Everything Vemma*

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***Congratulations*** on your decision to become a Vemma affiliate! Affiliate marketing isn't perfect, it's just better. This document will give you ALL of the information that you need to succeed and to become independent in this business. Let it be known that your success, or failure, will be directly correlated with how well you learn and implement this information. You have upline leadership, but it is up to YOU to connect with them and get your questions answered. Your upline may or may not be adding new affiliates into your organization, you must take full responsibility for your business and the sooner you understand and internalize this quote, the better:

*"If it's to be, it's up to me"*

You must first decide what you truly want out of Vemma. Do you just want free products? Do you want a few hundred dollars a month on the side? Do you want to make a six-figure income? A million? All of this is possible but you have to know where you want to go to determine what, and how much you have to do. On the to-do list on page 5 you will be writing down some of your goals and your 'why', but start thinking now about what you really want. Do not underestimate the importance of a big picture *vision* partnered with short and long term *goals*.

<b><u>Topic</u></b>	<b><u>Page</u></b>
● <b>Introduction and Index</b>	<b>2</b>
● <b>Vemma Vocabulary</b>	<b>3</b>
● <b>To Do List</b>	<b>5</b>
● <b>Find Your 'Why'</b>	<b>6</b>
● <b>Goal Setting</b>	<b>7</b>
● <b>Housekeeping</b>	<b>8</b>
● <b>Getting Connected to the YPR</b>	<b>9</b>
● <b>The SYSTEM (save yourself time, energy, money)</b>	<b>10</b>
○ <b>8 step Go Pro Invite</b>	<b>10</b>
○ <b>Following Up</b>	<b>11</b>
○ <b>Sample Scripts</b>	<b>12</b>
● <b>Credibility Triangle</b>	<b>13</b>
● <b>How to Have a Home Event</b>	<b>14</b>
● <b>Predictable Home Event Growth</b>	<b>15</b>
● <b>Personal Development</b>	<b>16</b>
● <b>Network Marketing - A Summary</b>	<b>17</b>
● <b>Why Vemma is NOT a Pyramid Scheme</b>	<b>18</b>
● <b>Compensation Plan</b>	<b>19</b>
● <b>Rank Advancement Chart</b>	<b>22</b>
● <b>Placement Strategy</b>	<b>23</b>
● <b>Science/Nutrition Facts (Value of Vemma)</b>	<b>24</b>
● <b>Representing the Vemma Brand</b>	<b>27</b>
● <b>Power of Duplication</b>	<b>28</b>
● <b>The 7 Step to GO PRO!</b>	<b>29</b>
● <b>Common Questions from Prospects</b>	<b>32</b>
● <b>Quick Product Guide</b>	<b>33</b>
● <b>Conclusion</b>	<b>35</b>
● <b>New Terms for 2014</b>	<b>36</b>

# Vemma Vocabulary

**VERMA** (Vitamins, Essential Minerals, Mangosteen, Aloe): The original liquid multivitamin/antioxidant that is clinically studied to strengthen your immune system and decrease inflammation. This formula is in all of Vemma's products

**YPR** Young People Revolution (ages 17-30): The movement and culture of people helping people built around the Vemma brand

**Affiliate:** A member of the Vemma business who is qualified to earn residual income (long term money)

**Customer:** Someone who purchases any of Vemma's products from an affiliate's website strictly for consumption. Customers are people who enjoy Vemma's products, but have no interest in the money making aspect of Vemma

**Affiliate Pack:** (Verve, Bode, or Vemma pack) this is the package that qualifies you for the Luxury Bonus and the Frenzy Bonus; cost is around \$500 depending on shipping and tax (one time purchase)

**Luxury Bonus:** When you reach the rank of Diamond (20 cycles) with a gold leader in your personally enrolled lineage on both teams of your business, Vemma will pay \$400 per month for your choice of a Mercedes Benz, BMW, Audi, Cadillac Escalade or college tuition (The BMW/Audi/Benz/Escalade can't be older than 3 years). (You must have purchased your affiliate pack within your first 60 days of enrollment to qualify for the luxury bonus) (Can also be applied to student loans)

**PEQ** (Personally Enrolled Qualifier): An affiliate that you personally enrolled into the business

**QV** (Quantity Volume): Amount of 'points' associated with each product (1 case of verve = 60 qv)

**Upline:** The affiliates on your team who signed up before you (do not necessarily make more money)

**Downline:** The affiliates on your team who signed up after you (do not necessarily make less money)

**Crossline:** All of the affiliates in Vemma who are not on your team (they are your friends, not enemies)

**Home Event:** A host invites teammates to a venue where their upline helps them make an exposure. A typical home event can have anywhere from 5-500 attendees.

**Cycle Commission:** One of the nine bonuses the company offers; the most basic and exciting residual bonus, and also determines your success via rank. See 'compensation plan'.

**Cycle Week:** The pay week, from Friday through Thursday.

**RAP** (Rank Advancement Period): Four week period (**4 cycle weeks**) in which your rank is determined (You can see what the current cycle week is in your 'my account')

**Rank:** Amount of cycles in a 4 week period (RAP) determines your rank, see rank advancement chart

**Auto-Delivery:** Every affiliate purchases **120 qv** of products every month, **automatically** billed to them (You can cancel your auto delivery at any time by calling **Vemma 1-800 577 0777**)

**Front Office:** Your personalized web page where future affiliates or customers that your refer go to purchase products (username.vemma.com)

**Username:** Your first then last name (JohnSmith); if that username is taken, simply place your favorite number after your name (JohnSmith7)

**My Account:** Management tools for your business displayed when you log on to vemma.com (This is the first thing you should become familiar with as a new member)

**Genealogy:** A tool in your 'my account' that allows you to visually see your network.

**Placement Strategy:** The default placement of a customer or affiliate into your genealogy when purchases are made through your Vemma website. (i.e. Power Team, Profit Team, Left, Right, etc.) Ask enroller for clarification.

**Personal development, PD:** The investment of knowledge in oneself for the betterment of oneself. See list of books, audios, etc. This is one of the most important aspects of this business.

**Edification:** Talking positively about an upline or downline in order to develop trust and respect between them and the prospect, edify every person in your business and your results will multiply. The best way to do this is by telling the person's story.

**Leverage:** An increased means to attain something. In Vemma we use leverage to earn passive, residual income. There is no other way to earn *long term* income other than this kind of leverage.

**Prospect list:** A list of people whose lives could be positively impacted by any of Vemma's products or the business opportunity Vemma offers (Customers/Affiliates) . This list should be EVERYONE that you know by first name. Friends, family, co-workers, classmates, gym friends, etc. Go through your Facebook, Twitter, Instagram, Phonebook, high school yearbook, etc.

**Warm Market:** All of the people that you know on a first name basis. Ex. friends, family, co-workers, peers, etc. These will be the first people that you introduce the opportunity/products to.

**Cold Market:** The people you have yet to meet that you will introduce the opportunity/products to.

**Club Verve:** The university sanctioned and registered student organization comprised of Vemma affiliates. The club is expanding weekly and was originally founded at Michigan State University. Typically, Club Verve will host opportunity events and training meetings every week. We are also very active on the social scene and philanthropy. The club is more like a culture and goes outside the bounds of the business.

**Opportunity Call:** A conference call led by leaders to expose the opportunity to prospects. We will provide you with the number and access code (they will always be posted on the Future Millionaires Facebook page) then all you have to do is call in, put in the access code, hit pound, and take notes. Your lines will be muted.

**Opportunity Event:** (Home Event) This is an exposure of the Vemma opportunity for prospects.

**Training Call:** A conference call led by leaders to train and motivate their downline, **not for prospects**

**Training Event:** (Home Event) This is a time for affiliates to learn from the leaders, **not for prospects**.

Now that you have the vocabulary down, one final thing that you must know is that the Vemma Bible will show you the **SYSTEM** (Save YourSelf Time, Energy, and Money) that will work whether you are a Harvard graduate or a high school dropout. This system will only produce massive results if you do everything, and do everything correctly. If you skip ANY one of the steps that are in this document, you will greatly reduce your chance for success. Nothing is put in this training document to hassle you or give you busy work like an employer would, and it will be used to hold every affiliate accountable. If you ask a leader in your upline why you are not finding as much success as fast as you want, they will ask you if you have completed every step in the checklist, so hold yourself accountable first. Don't expect to get paid a professional income on an amateur skill set; your income will only grow as much as you do as a person.

## **TO DO LIST**

*It is in your best interest to complete these tasks before talking to anybody!*

- ☐ **Find your ‘WHY’. (See page 6)** This is your purpose, your belief, your cause, your end destination that this Vemma vehicle will take you to.
- ☐ **Goal-Setting. (See page 7)** This should be done with your enroller so as to set realistic, attainable goals. First goals are typically getting a frenzy bonus and getting free product through the Customer Referral Program.
- ☐ **Housekeeping. (See page 8)** Get familiar with your ‘my account’, set the placement strategy, and personalize your website. Get in contact with your enroller for help with your ‘my account’.
- ☐ **Get Connected! (See page 9)** Join Facebook groups, subscribe to leaders on Youtube, download video calling services and plug in!
- ☐ **Introduce yourself to at least 4 upline leaders.** It is in your best interest to have your enroller get you in contact with more of your upline. You will get many different perspectives and have more resources available when you need help with phone calls, Skypes, Oovoos, one on one meetings, or home events. This is important for building the team oriented culture.
- ☐ **Watch ALL of the videos in the video links section below... and take notes!** You only retain about 10% of the information that you hear for the first time. Taking notes is an invaluable skill because you will save time by retaining much more of the information and have to watch the videos fewer times. By having notes and looking over them regularly, you will learn much faster and LEARNERS ARE EARNERS!  
All of the videos on – [www.verveworks.org](http://www.verveworks.org)  
Tim Sales: Brilliant Compensation (click link) – <http://www.vemmatips.com/ypr-motivation/>  
Simon Sinek: How Great Leaders Inspire Action – <http://www.youtube.com/watch?v=qp0HIF3SfI4>  
Jim Rohn: Building Your Network Marketing Business – <http://www.youtube.com/watch?v=Ie8reWV6dlg>
- ☐ **Read ALL of these books ASAP.** These are the FUNDAMENTALS. Also take diligent notes on each book. Reading these books will probably be the most important thing you do in this business. You can find these on audio online in some places, but a hard copy is better. STUDY SUCCESSFUL PEOPLE.  
**Eric Worre – Go Pro (audio available for free on Spotify)**  
**Darren Hardy – The Compound Effect**  
**Robert Kiyosaki – The Business of the 21st Century**
- ☐ **Learn the SYSTEM (see page 10).** If you follow the steps outlined and put in massive effort, you will find massive success. You cannot duplicate people, but you can duplicate a system. Remember that even if you find some other techniques that work well for you; it doesn’t matter what works, it matters what duplicates. Before you start implementing the system you should watch all of the videos listed above and if you really want to find success you should have ordered or gotten a hold of the books listed as well. Also visit the site [www.vemmatips.com](http://www.vemmatips.com) for more training.

## **Find your WHY**

### **What do you want to get out of Vemma?**

In all aspects of life, you need to know where you're going, and why you're going there. Some may compare it to driving in a car. When you drive a car, you don't just hop in and start driving for no reason without a destination in mind. If that were the case, you would drive aimlessly throughout the night until you eventually ran out of gas, and would be left on the side of the road alone, discouraged, and confused, asking yourself, "Why did I just do that?" For some, this is how life works. In life we need to have a destination and a purpose, or else one day you will wake up, looking back on how you spent the last 40 years, and asking yourself, "what the heck just happened?" (this is about where midlife crises kicks in). However, once you realize your destination and find your purpose, it becomes meaningful and exciting, as long as you have a vehicle that can successfully get you to your destination and fulfill your purpose. Without a vehicle, you're just like that 15 year kid, who really wants to go to the party to see all his friends, but has no way of getting there because his mom doesn't want to drive, so you're stuck daydreaming about how much fun everyone else is having and how amazing it must be to be at that party. Well it's time to stop daydreaming and start doing, because your vehicle has arrived! Vemma has served as the vehicle to financial freedom for thousands of people just like you, and has been a proven path to success for people no better, no smarter, and no more talented than yourself! The only question you have to ask yourself now, is where do I want this vehicle to take me and why am I going there? Do you want to make an extra \$500-\$1000 in order to quit your part time job, or do you want to make six figures to gain the time and financial freedom you have always dreamed of? Both are achievable, and both have been done before, you just need to ask yourself, how big do you want to dream?

Watch the Simon Sinek video mentioned above, "How Great Leaders Inspire Action" again. Then again. This Ted Talk is one of the best videos about the 'why' and how to use it to really connect to prospects and your team.

**"People don't care what you do, they care why you do it"**

# **Goal Setting**

**New members should connect with your upline to set realistic goals.**

1. Dottie Boreyko once said, “Dream Big Dreams, Because Small Dreams Have No Magic”, and this statement couldn’t be more true! Take the next 5-10 minutes to think about what you would do with your life if your dream became a reality. Whether your dream is to make an extra \$500-\$1000 dollars a month in order to not have to have a job in college, or if it’s to take your Vemma business to the top to gain the time and financial freedom that most only dream of, you need know what you would do if that dream became a reality! What would a typical day in your life look like? How would you feel? What kind of thoughts would be running through your head if you reached that goal?
2. With that in mind, its time to choose some goals to reach on your way to achieving that dream. Based on the Rank Advancement Chart provided, write down your target monthly residual income 3 months from now, and your top 3 dreams this cash flow will make possible. Remember, don’t forget to DREAM BIG.

## **Example:**

1. Target Monthly Residual Income and Rank: Diamond (Car Qualified) - \$1,200 per month
2. 3 dreams this cash flow will make possible:
  - a. I can afford to buy family christmas presents this year.
  - b. Quit part time job
  - c. Get in my 2014 CLA Mercedes Benz

## **Your Turn (3 Months):**

1. Target Monthly Residual Income and Rank:
2. 3 dreams this cash flow will make possible :
  - a.
  - b.
  - c.

## **6 Months:**

1. Target Monthly Residual Income and Rank:
2. 3 dreams this cash flow will make possible :
  - a.
  - b.
  - c.

## **1 Year:**

1. Target Monthly Residual Income and Rank:
2. 3 dreams this cash flow will make possible :
  - a.
  - b.
  - c.

## Housekeeping

- Download the Vemma app for your smartphone!
- Login to vemma.com and tour your ‘my account’. This is where you will manage your business!
  - Auto-delivery
  - Genealogy
  - Cycle tracker
  - Direct deposit (optional, checks will be delivered via mail)
  - Other great tools!
- Under “My Account” tab, click the drop down box and set your placement strategy to “power team”. See placement strategy.
- Set up your “front office” –your own free marketing website! In ‘my account’, under the “Business Tools” tab, click “Manage Website.”
  - Customize this website any way you like. Choose a simple URL –something you could put on business cards.
  - Remember that any customers or affiliates who would like enroll will do so through this website.
  - People who want to be customers will click the ‘Shop Now’ button while those who want to be affiliates click the ‘Start Your Business’ button.
- It is EXTREMELY IMPORTANT that you submit your tax form to [1099@vemmas.com](mailto:1099@vemmas.com) ASAP. If you fail to do so then after you earn \$600 the IRS will withhold 27% of your earnings!
  - It is easiest to go to (<http://www.irs.gov/pub/irs-pdf/fw9.pdf>).
  - Fill out (check individual/sole proprietor), save it to your computer, then use a pdf editor to edit in the digital signature, then email it to Vemma (email address above).
  - If you have any trouble, please contact your enroller.
- LEARN HOW TO FILE YOUR TAXES!!
  - As small business owners, we are able to save thousands of dollars on our taxes every single year!
    - A great start is to save all receipts from business related expenses.
      - Ex. Meetings, food, phone bill, gas, miles, etc.
  - A phenomenal book written by Glen Polcyn outlines EVERYTHING that you need to know about filing your taxes.
    - [www.howtodeductalmosteverything.com](http://www.howtodeductalmosteverything.com)



## **Get Connected to the YPR**

“Your business is like your phone. If you don’t get plugged in, then it’s going to die!”

### ***Video Calling Services***

A YPR essential for training and exposing the opportunity to out-of-state or even out-of-country prospects.

- Skype
- Oovoo – like Skype, but free video conferencing for up to 12 people in one chat room
- FaceTime for Apple users
- Google Hangout

### ***FaceBook***

- Make sure your enroller adds you to all of the groups.
  - Ex. Vemma Brand Partners/Future Millionaires
  - **CHECK THIS PAGE DAILY FOR NEWS, INFO, UPDATES, MOTIVATION, OPPORTUNITY/TRAINING CALLS, ETC. THIS IS THE PULSE OF THE YPR!!!**
- Add leaders: CEO Bk Boreyko, Pinnacle leader Tom Alkazin, Pinnacle leader Brad Alkazin, CFO & Presidential leader Glen Polcyn, Presidential leader Grady Polcyn, Ambassador leader Luke Hessler, Star Executive leader Chase Glass, Platinum leader Jake Stap, Executive leader Alec Friel, Executive leader Kyle Lokar, and Diamond leader Marco Drayton.
  - Add other YPR leaders as you go.
- Like FaceBook pages: Vemma, Mercedes-Benz USA, BMW, Jim Rohn, ET the Hip Hop Preacher, YPR Unlimited, YPR All Access, Bob Proctor, Darren Hardy, Network Marketing Pro, LeadLinePro, AlexMortonYPR and How To Deduct Almost Everything.

### ***YouTube***

- Be sure to subscribe to YPR All Access for training, leader spotlights, culture, etc.
- Subscribe to aforementioned YPR leaders and pages.
- Search for Tim Sales, Ray Higdon, and Eric Worre, they have excellent content

### ***Others***

- Some groups choose to use applications such as Voxer, WhatsApp, and GroupMe to enhance internal communication. Ask your enroller to add you to these.

**\*IMPORTANT:** Building the culture of the YPR is essential to our success as a brand. Please add fellow YPR leaders on Facebook, Twitter, Instagram, Vine, etc. and acknowledge their content (Like, Favorite, Retweet, etc). This will improve our appearance. If you see an Instagram post, like it! A Facebook status, like it! A new member posts in the Facebook group, like and comment! When prospects see that posts like this are getting phenomenal feedback, they will become more interested in what’s going on. This is a small tip, but very important!

## **The System**

The system is simple. There are three components to this profession: **Invite - Present - Follow Up**. But you only have to learn one right now. Your job at first is simply to invite your friends and family to watch a video. You should follow this invite process accurately if you want it to be effective, skipping one step could be the difference between getting 90% of your friends to watch a video and only getting 10% of them to watch it. **DON'T POST OR TWEET ABOUT VEMMA.**

### **The Go Pro 8 Step Invite (in person or by phone call)**

#### **1. I'm in a rush, but I'm glad I caught you...**

This step will prevent them from asking too many questions of you that you can't answer

#### **2. Sincere compliment (emphasis on sincere)**

This must be as sincere as possible and a reason you think your prospect would be interested in the products or could do well in the company; like they are social, fun, motivated, well connected, hard working, etc. Always let them know you respect their opinion, they will be more likely to watch.

#### **3. Invitation (direct, indirect, and super indirect approaches)**

Direct: "when you said you wanted to make some extra money were you serious?"

Indirect: "do you think you would know anyone interested in making some additional income?"

SI: "I recently became involved with a company that I know isn't something that you would be interested in, but I truly respect your opinion, so could you let me know what you think about it?" The different invitations are useful for your different relationships with people; you decide which approach is best

#### **4. If I send you a video would you watch it?**

"If I... would you" works because you get confirmation that they will watch it, otherwise they won't

#### **5. If I send it to you, when would you watch it for sure?**

Asking when they will watch it confirms again that they will watch it, you show you really expect it

#### **6. If I call you after that, you will have seen it?**

This is a basic skill, at every exposure you should always schedule the next exposure; it takes on average 4-6 exposures for someone to decide to enroll - your job is to make them as close together as possible

#### **7. What is the best time and number to get a hold of you?**

If you are in person, physically write the number and time on paper and hand it to them

#### **8. I have to go! (you're in a rush, remember)**

**Tell prospects interested in the opportunity to watch the first video on [www.verveworks.org](http://www.verveworks.org)**

**Tell prospects interested in the product to watch the videos on [www.yprcustomer.com](http://www.yprcustomer.com)**

**Send this link to them via text, email, Facebook, or however you prefer**

"Hey John how are you today man?!.... I'm actually on my way to class but I'm glad I got a hold of you. I've always known you as a really social and well connected guy, I was wondering if you knew anyone who is hard working and looking for some side income around what they're already doing?.... Ok awesome man if I send you a video would you check it out?.... Great so if I sent that when do you think you'd check it out for sure?.... Ok so if I call you right after that you'll have seen it?... And I can reach you on this number at 9?... Thanks John you're the man! I have to run but I'll talk to you at 9!"

**The key to the invite is for it to sound sincere and genuine, not scripted. Use the suggested script above as a guideline, but be sure to make it sound like something you would actually say!**

## The Follow Up

Make sure to follow up with your friend when you said you would. You should have a calendar with all of your appointment dates and times in it to stay organized. When you follow up, the sole purpose is to set up another exposure. Have no emotional attachment to the result and do not get defensive when they give you objections, instead relate to them, and politely explain to them your opinion. After they watch the video, they have the very basic information they need about Vemma. It is your job to show them how EXCITED you are about the company and where you are going with it. No matter what they say on this follow up call, try to set up another exposure.

### **1. Do not ask “how did you like it” instead ask them “WHAT DID YOU LIKE BEST?”**

Asking what they liked best about the video puts their answer in a positive context.

### **2. If they did not like the video, find out why not and write it by their name on your list**

If they have an objection, don't get offensive. NEVER ARGUE. That will solve nothing. Find out the real objection, it is either lack of belief in affiliate marketing or in themselves. Stories are the best tools to overcome objections. Be kind, relatable and tell great stories. Be a consultant, not recruiter. When you get a firm objection, ask them for a referral to someone they know who's fun and likes money. “Ok, I understand it may not be for some people, but would you mind giving me three people who you think would be interested in this opportunity?” Then, add those people to your prospect list.

### **3. If they did like the video, show excitement then get them on the phone with upline**

This is the point where you want to get them talking to a person with credibility. Be honest, tell your friend that if they want to hear more about why you are so excited they can get on the phone with your upline (call them your friend, mentor, teammate, etc) because you will not be able to answer all of their questions that they have. You also want them to meet a person you are going to become very successful with. Edify your upline leader and make him or her sound amazing. This is important for building trust and respect. Once you have built that trust and respect, your prospect will value their time with your upline and listen more attentively. (see Credibility Triangle)

### **4. Get your friend on a 3 way call, oovoo, or to a meeting if there is one in your area**

When you get your friend on a call with a leader, they will answer all of their questions and be a living testimonial that the business actually works and we can show them how to do what we've done. If you can, get them to the next meeting in the area, but a follow up video call or phone call is okay if that is not possible. Remember the 5 m's - more meetings means more money. Have home events and provide music and food to create a fun mood and atmosphere. Having any kind of free food will increase the percentage of people who show up. At some point you should be telling all of your friends your story, and listening (very closely) to their story. You should tell your personal story in four parts: **1. your background 2. what you didn't like about your background 3. how vemma changed what you didn't like 4. results, and feeling about the future.** The more honest, genuine, and relatable that you are, the better.

*“People don't care what you know until they know that you care.”*

### **5. The follow ups and the close**

Once again, do not be needy or have attachment to anyone's decision on the company. It has no effect on you and your success. Ask them more questions and help them get any information they need. You are not a hunter, you are a farmer. You plant the seed of interest in your prospects and water them with the information and resources (videos, upline, meetings) that they need to make an informed decision for themselves. Do not pressure, but instill a sense of urgency in them, letting them know that there is no time like today to start investing in their future. You instill this sense of urgency and excitement by grouping the exposures as close together as possible and being enthusiastic about it every time. When prospect makes a decision, either leave the door open for later, or help them get started on a silver pack!

### Sample Script 1

Marco: Hey John how's it going?! Did you check out that video I sent you?

John: Hi Marco, I'm good, and yea I did.

Marco: Awesome, what did you like best about it?

John: I didn't know it was one of those pyramid schemes. I'm not interested in that.

Marco: Yeah John, I actually felt the exact same way when my best friend Alec came and told me about this, I laughed at him! But I didn't really know what a pyramid scheme was, so what exactly do you mean by that?

John: I know it's something that I have no interest in.

Marco: Ok, well thanks for checking out that video man, and it's always good catching up with you. But I know you have a large social circle, so do you think you know anyone who's fun and likes money?

John: No man not today.

Marco: Alright brother! Well I have to get to class; we'll definitely have to stay in touch though!

**John has clearly had a negative experience in the past. His mind seems beyond changing, but stay friendly!**

### Sample Script 2

Marco: Hey John how was your class today?

John: Great man we had a quiz and I think it went well!

Marco: Good to hear looks like that studying paid off! So did you check out that video I sent?

John: Yea it looked really interesting! I just don't really fully understand it.

Marco: Yeah definitely, it is a ton of information in a short video, but once you understand it all you will be as pumped as me!! Do you want to hear a little more information on it?

John: Yea, I do! It sounds pretty cool man!

Marco: Alright, well I'm going to dial in my friend who's really been helping me out, (upline leader), who is (current rank) right now in the company which is really really good man! He's an awesome dude who is killing it in the company and he's teaching me exactly how he did it and helping me avoid the same mistakes he made!

**Notice you did not ask them if they mind if you got him on the call, use your excitement to just transition into it. Let your upline know about calls in advance so you know that they will be free when you call them!**

### Sample Script 3

Marco: Hey John what's going on homie?!

John: Not much man, just checked out that video you sent me.

Marco: Nice! What did you like best about it?

John: It seems cool. Have you made anything with it yet?

Marco: You know I really just got started not long ago, but I've been working hard learning the ropes from some people who have been very successful in the business, because I really want to take this thing seriously.

John: I'd love to do this but I don't really know anyone.

Marco: You don't think you know 3 people who either want to be healthier, have more energy, or make money?

John: Well maybe I do. But I don't know if I have the time to put into something like this.

Marco: Yea I felt the exact same way. I'm a full time student at Michigan State and I was working 20 hours a week at Biggby coffee, but then I realized that doing this part time could get me out of that job and free more time up!

John: That would be awesome, I do hate my job. But what if I get in and can't find success?

Marco: Hold on for a sec John, I'm gonna dial my good friend (upline leader) into the call, he's (current rank) in the company and doing amazing! He can answer your questions and kind of tell you how we will make this work!

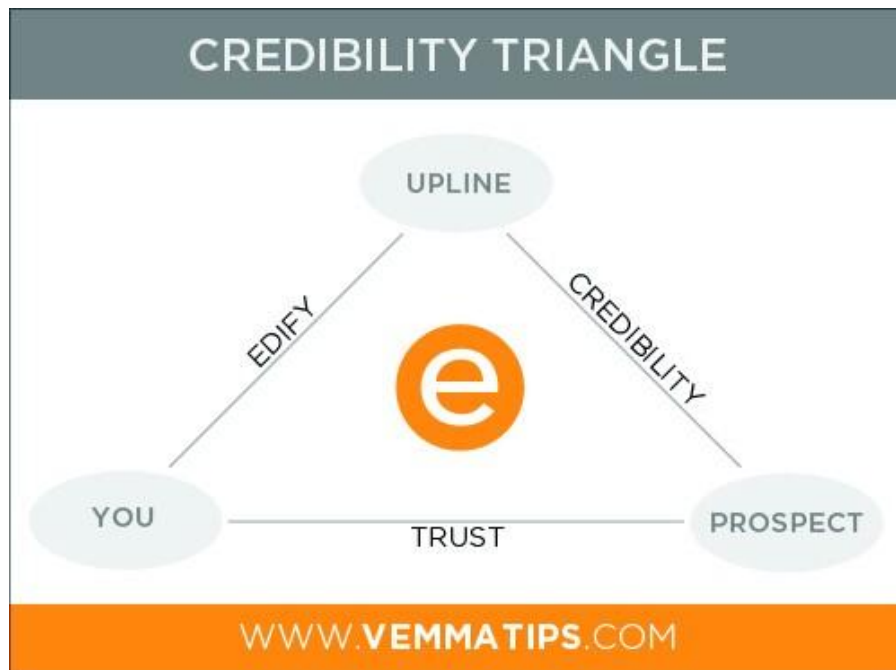
**Keep it very very simple. We do not want to confuse or overwhelm people with information, just get them on the phone with an upline leader until you master all of the skills like presenting, closing, and training.**

## Credibility Triangle

The credibility triangle is a very simple concept. You have a preexisting relationship with your prospects, and when you are getting them on a 3 way call or Skype you want to act as a mediator. You want to EDIFY your upline leader as much as possible so it is not an awkward transition when you get your friend talking with your upline, you want your friend to be *excited* to get on the phone with your upline leader! You bring the TRUST between yourself and the prospect, and your upline brings the CREDIBILITY.

**Don't say:** Yea I'm kind of doing this thing, I can't really tell you what it's all about, just get on the phone with my friend he'll tell you some stuff about it.

**Do say:** I'm so pumped about this company I'm involved with! I'm gonna call in my good friend Kyle Lokar, he's a really smart guy and has a company paid for 2013 Mercedes Benz and has helped a ton of kids become successful, and he's showing me exactly how he did it!



## **How to Have a Home Event**

A host (typically a new member) invites affiliates to a venue (home, hotel conference room, etc) where their upline helps them make an exposure to new prospects. This business is built upon relationships and trust. The purpose of a home event is to provide space for a culture to form within your team and to establish trust between your team and the new prospects when presenting the Vemma opportunity. Effective and efficient home events are *essential* to your Vemma business because they offer “social proof” that what you are doing is *legitimate, stable and duplicatable*.

Remember: Business partners quit on business partners, but family never quits on family.

A typical home event usually has anywhere from 5-500 attendees and lasts no longer than an hour and a half.

**Host’s responsibility is to make their guests feel comfortable, as well as ensuring that the event is as effective and efficient as possible.**

- Adequate seating
- Wifi access for Skypes, videos, and enrollments.
- Bathroom access
- Timeliness –Don’t be late!
- Cleanliness
- Music playing before and after speakers present the opportunity
- Provide enough parking
- Space for presenters
- Food is optional, NO ALCOHOL.

**\*\*It is not the host’s responsibility to provide cold samples for prospects\*\***

**Speaker’s responsibility is to bring passion and enthusiasm.** It is not what you say that makes the most impact on your audience; it is *how you make them feel*. Remember: You get what you give. If you want your audience to feel excited, then you must feel excited! (We have a lot to be excited about)

- Stand tall with good posture.
- Speak with conviction –have a large belief and opinion.
- Use gestures and inflection
- Feel relaxed and free to interact with your audience.
- Tell a good story
- If you are going to use facts, make sure to have sources ready.
- NEVER make health claims

**Guest’s responsibility is to bring positive energy.**

- Respect the home or venue
- Respect the speakers (i.e. No cell phones, talking, etc. during presentation)
- Respect other affiliate’s prospects –cross-recruiting can be *fatal* to business
- Bring excitement- it’s contagious!
- Bring cold product samples for your prospects.
- Timeliness - don’t be late!
- Be professional
- Express gratitude toward the host - it takes a lot of effort!
- Introduce your prospect to plenty of other affiliates! Remember: The culture sells itself when you do it right.
- Don’t forget to follow-up! *The fortune is in the follow-up!*

**REMEMBER: FAM-BAM – From A Meeting, Book A Meeting.** The only reason to have an exposure is to set up another exposure. This means that before leaving the event the details of the next event are announced to the audience. This is essential for duplication and building the culture.

**To further your education on how to have a successful home event please check out:**

<http://www.vemmatips.com/how-to-have-a-home-event/>

## Predictable Home Event Growth

By #1 Income Earner in Vemma, Pinnacle leader Tom Alkazin

Anyone, who has a minimum of three Members in their organization can do the following. Thus the bigger your organization, the easier the following would be to accomplish.

How would you like to increase your organization by 100 Members next month? Here is how.

Schedule three Home Events (HE) on Mon, Tues & Thurs, every week, over the next four weeks. That would be 12 total.

12 HE's x 4 Members = 48 HE's over the next four weeks.

Average attendance is four prospects with a 50% enrollment average or two new Members per HE.

48 HE's x 2 new Members = 96 new Members over 4 months!

So for ease of this example that would mean 100 new Members/month x 12 months = 1200 new Members in the next year WITHOUT ANY geometric/exponential growth!

So what kind of volume and income would this be at the end of the next year??? 1200 Members x 120 avg QV autoship = 144,000 / 540 = 266 cycles. And what would your rank be? Presidential! And what would your income really be with all of the additional bonuses? \$10,000+ / month!!!



# **Additional Personal Development**

## **Books**

*Rich Dad, Poor Dad.* - Robert Kiyosaki  
*Secrets of the Millionaire Mind* - T. Hare Eker  
*Think and Grow Rich* - Napoleon Hill  
*Rules for Revolutionaries* - Guy Kawasaki  
*Secret to Success* - Eric Thomas  
*The Magic of Thinking Big* - David J. Schwartz  
*Secrets of Power Negotiating* - Roger Dawson  
*How to Win Friends & Influence People* - Dale Carnegie  
*The Pebbles Principle* - R. Donahue Peebles and J.P. Faber  
*The Greatest Salesman in the World* - Og Mandino  
*The Richest Man in Babylon* - George S. Clason  
*The 4 Hour Workweek* - Timothy Ferriss  
*The Four Year Career* - Richard Bliss Brooke  
*Tribes* - Seth Godin  
*Jab, Jab, Jab, Right Hook* - Gary Vaynerchuk  
*First Year In Network Marketing* - Mark Yarnell

## **Individuals**

Bob Proctor  
Les Brown  
Simon Sinek  
Tony Robbins  
John Maxwell

## **Online Articles and Videos**

How We Did It: 21 Tales of Mega-Success - [http://www.inc.com/multimedia/slideshows/content/hidi\\_pagen\\_1.html](http://www.inc.com/multimedia/slideshows/content/hidi_pagen_1.html)  
The Best Life Ever by Jim Rohn - [https://www.youtube.com/watch?v=3a\\_AzFk32oo](https://www.youtube.com/watch?v=3a_AzFk32oo)  
The 'Secret' documentary - Netflix  
Youtube: TedTalks

## **The 3 stages of your Vemma Career**

**Dependent:** this is the stage where you are learning the business, you can't explain it and have no credibility, everyone starts here and your upline's goal is to get you out of this stage ASAP.

**Independent:** This is the next stage where you can share your story with people effectively, and do presentations, you can now teach this business and answer any questions that people have.

**Depended On:** This is where you are building leaders, you are mentoring your downline, and you are holding people accountable and teaching others to teach others.

-Your upline's job is to make you become independent ASAP

- Take ownership of your business, your upline will help you out as much as they can but will not build your business for you. Your own success or failure is completely dependent on YOU

- There is no failing in this business, just learning experiences

*"I haven't failed, I just found 10,000 ways that won't work"- Thomas Edison*



## **Network Marketing: The Business of the 21st Century**

The profession dates back to 1959 when Amway was founded in Grand Rapids, MI. Amway is now an \$11.3 billion giant, along with Mary Kay, Avon, Herbalife, Tupperware, etc. This is amazing growth and these are certainly very reputable companies. However, network marketing has left some people with a sour taste in their mouths. Here's why: The distributors were trying to *network* without the use of cell phones or the internet. Can you imagine how hard it would be to sell mops, soaps, etc. by going door-to-door, sending letters through the mail, or cold-calling? **Extremely difficult.**

So, the network marketing companies of the late 1900s got a bad reputation with many for the simple reason that they would show up on your doorstep uninvited, sell you a big dream of becoming a millionaire, leave and you would never hear from them again. This is why Amway is still to this day called a scam even though they pulled in \$11.3 billion in 2012. In my opinion, those companies were before their time.

**It is important to know where we've been, in order to know where we're going.**

The internet has opened up a new frontier for entrepreneurs. We can now connect with 60 friends in 60 different countries in 60 seconds with the use of cellphones, Skype, oovoo, facetime, Facebook, Twitter, Instagram, etc. This is how networking should be. With the economy moving toward performance-based income, there is no better arena to be a part of than network marketing, multi-level marketing, or affiliate marketing (Vemma). You get to own a business, which a host-company takes care of all the headaches of logistics, production, procurement, branding, employee payroll, distribution, human resources, public relations, and the list goes on. All we have to do is buy the product and share the story! In a recent Gallup poll, it was found that 70% of Americans are negative about their jobs. There has never been a better time than RIGHT NOW to be a part of Vemma!



## **Vemma is NOT a Pyramid Scheme!**

Without a doubt, you will encounter some people that will call this a pyramid scheme because they don't fully understand it. They have no other way to communicate their opinion into words. They are unaware of the terms affiliate marketing, social network marketing, and multi-level marketing. It is especially important to be educated on this in order to have the ability to defend our business in a **respectful** manner.

The Merriam-Webster Dictionary definition of a pyramid scheme: a usually illegal operation in which participants pay to join and profit mainly from payments made by subsequent participants. A **pyramid scheme** is usually started by a con-man that will ask for an investment (could be of multiple thousands of dollars) in exchange for no real product or service, therefore giving no value in return. **Business** is defined very simply as "an individual or a group of individuals giving value to others in exchange for compensation." Furthermore, a **scam** would be defined as "an illegitimate business that obtains compensation in exchange for no real value."

Here are some reasons why Vemma is **not** a pyramid scheme...

- Pyramid schemes do not have a tangible **product** of any value.
  - Vemma was rated #1 overall super juice by Men's Health Journal (Link) in 2012.
  - Miss Fitness Magazine (link) named Verve, "Product of the Year."
  - Verve has been featured on the Dr. Oz show (link).
    - However, Dr. Oz does not endorse Verve
  - Verve is the official drink of the Phoenix Suns with a Verve lounge located in U.S. Airways arena (link).
    - Free for all Vemma affiliates to attend.
  - Verve Bold as named "Best New Health Product" at the People's Choice Stevie Award in 2013.
    - <http://www.prweb.com/releases/2013/9/prweb11087278.htm>
  - Our Bode line was created and is endorsed by fitness expert Chris Powell, who is the host of ABC's hit television show, Extreme Makeover Weight loss Edition. (link)
- Vemma is a member of the Direct Selling Association.
- Pyramid schemes are **illegal** under United States law.
  - Vemma is a member of the Direct Selling Association. (Link)
  - With all of its publicity, Vemma would have been shut down if it were deemed to be an illegal pyramid scheme.
- Pyramid schemes are meant to be quick. The person starts the scheme to get in and out ASAP so they can make their chunk of money without getting caught. Also, a pyramid scheme cannot sustain past a few levels without a customer base reordering the products every month.
  - Vemma was founded in 2004 and will generate over \$200 million in sales in 2013.
  - Clearly, Vemma affiliates are encouraged to produce customer sales.

We encourage you to invest 30 minutes to watch "Brilliant Compensation" (second link in the to do list) about the morality of multi-level marketing. Vemma is affiliate marketing, but the principles still apply.

## **Understanding the Compensation Plan**

<https://www.vemma.com/backoffice/pdf/compensationPlan.pdf>

There are 9 different ways to get paid and we will cover 8 of them.

Some of the commissions are short-term, others are long-term.

### **ELIMINATING OVERHEAD**

#### **Customer Referral Program**

When at least three customers that you have enrolled purchase product within the calendar month and you have generated customer volume that is three times your auto-delivery quantity volume, you will receive your auto-delivery for free the following month. This is your first priority as an affiliate.

Example: 3 Customers ordering 120 qv each (2 cases of Verve)

6 Customers ordering 60 qv each (1 case of Verve)

12 Customers ordering 30 qv each (1 bottle of Vemma)

The above scenarios will qualify you to get 120 qv worth of free product (minimum to be a fully qualified brand partner) thus eliminating all overhead (other than tax and shipping)

### **IMMEDIATE INCOME**

#### **Retail Bonus**

(one time payment)

- This commission is paid to you 1 time every time you find an affiliate to purchase product through your website, or you personally enroll through your my account.
- If they order:
  - 1 case you receive \$10
  - 2 cases you receive \$20
  - Silver affiliate pack you receive \$100

#### **Frenzy Bonus**

(one-time payment, only with a affiliate pack qualification)

When you bring in 3 or 6 people in 1 cycle week you get a \$200-\$800 bonus on top of the retail bonus.

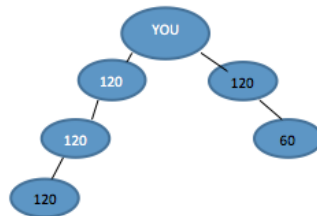
- 3 people on 2 cases =  $\$20+\$20+\$20+\$200=\mathbf{\$260}$
- 6 people on 2 cases =  $\$20+\$20+\$20+\$20+\$20+\$20+\$400=\mathbf{\$520}$
- 3 people on an affiliate pack =  $\$100+\$100+\$100+\$400=\mathbf{\$700}$
- 6 people on an affiliate pack =  $\$100+\$100+\$100+\$100+\$100+\$100+\$800=\mathbf{\$1400}$

### **LONG-TERM, RESIDUAL INCOME**

Residual income is passive income received on a regular basis with little effort required to maintain it.

- The best example of this is if you got paid to get water from a stream to a well.

- Most people would fill up a bucket in the stream and then pour it in the well. Earning money bucket by bucket. This seems like a good idea because you can fill a lot of buckets and choose how much you make. More buckets, more money. But, eventually you will begin to hate that bucket. Some days it will be too cold, you'll want to sleep in, or hang out with friends, but remember, if you don't use that bucket, then you don't get paid.
  - The bucket represents your job. If you don't work, then you don't get paid.
- A smarter way is to build a pipe from the stream to the well. Sure, it will take a lot of time to build the pipe! You probably don't know how to build one so you'll need to get some help and learn. But, once you build that pipe and turn it on, you will get paid on water flow that **never** stops. So even if you're on a beach, sleeping in, or partying with your friends your water is still flowing and you are still getting paid.
  - **THIS IS THE POWER OF RESIDUAL INCOME.**



#### **Cycle Commission (residual)**

#### **Golden Ratio - 360 qv : 180 qv**

- When you bring in a PEQ they will get placed (according to your placement strategy, explained later) on one of your two teams that you need to build.
- All of the products in this business are worth a certain amount of points called QV (qualifying volume) and everyone in your business that is ordering product is worth a certain amount of QV, depending on how much product they are ordering on a given month.
- The points are
  - 1 case= 60qv    2 cases=120qv
  - Silver affiliate pack= 400qv
  - The first month you order the QV is half (because of the retail bonus and money back guarantee) and then goes to full amount when you reorder the next month.
  - The above picture is an example of 1 cycle.
  - 1 cycle= \$20 and you can cycle an unlimited amount of times in a week.
  - To cycle you must reach 360qv on one team and 180qv on the other team. It does not matter which team has the 360 and 180.
  - Once the points are used they go to 0 and don't come back until new orders are placed or that person reorders.

#### **Momentum Bonus (residual)**

(Must have purchased affiliate pack. If not, then reduce each bonus by \$100)

- 500 qv on each team gives you a \$100/month

- If you have a Bronze leader in your personally enrolled lineage on each team of your business you receive \$200/month.
- If you have a Silver leader in your personally enrolled lineage on each team of your business you receive \$300/month.
- If you have a Gold leader in your personally enrolled lineage on each team of your business you receive \$400/month. This then turns into your Luxury Bonus (see below) and if you purchased the affiliate pack the company will put that \$400 towards a college scholarship or the payment for a new Mini Cooper, BMW or Mercedes Benz.



#### **Luxury Bonus (residual)**

-When you have reached the Gold Momentum Bonus, you will then receive that \$400 every month as long as you remain qualified. The \$400 per month will go toward leasing or owning a Mercedes-Benz, BMW, or Mini Cooper. Also, if you can prove that you are a student they will pay the \$400 toward college tuition/student loans.

1. Purchased your affiliate pack within 60 days of enrollment.
2. Maintain Diamond rank (20 cycles).
3. Maintain Gold leaders in your personally enrolled lineage on both teams of your business.

#### **Matching Commission (residual)**

- First-Tier: When you have 4 PEQs you get 10% of their cycle commission
- Second-Tier: If you have 6 PEQs then you get 10% of their PEQs cycle commission.
  - Ex. \$2 every time your PEQ's PEQ cycles.

#### **Rank Advancement Bonus (one-time)**

- Your rank in the company is dependent on how many times you cycle in a 4 week period known as the Rank Advancement Period or RAP. See the rank advancement chart below. The bonus amount is shown as "one-time bonus" directly under the rank name.

# VEMMA Rank Advancement Chart

PIN	REWARD	RANK	CYCLES 4 Week Period	APPROXIMATE MONTHLY INCOME	APPROXIMATE NUMBER OF MEMBERS ON AUTOSHIP Either Left or Right Leg
		<b>BRONZE</b>	1	\$25 - \$150	5/10
		<b>SILVER</b> One-time Bonus = \$100	5	\$150 - \$300	10/20
		<b>GOLD</b> One-time Bonus = \$250	10	\$300 - \$600	20/40
		<b>DIAMOND</b> One-time Bonus = \$500	20	\$600 - \$1,500	40/80
		<b>PLATINUM</b> One-time Bonus = \$750	50	\$1,500 - \$2,200	100/200
		<b>STAR PLATINUM</b> One-time Bonus = \$1,000	75	\$2,200 - \$3,000	150/300
		<b>EXECUTIVE</b> One-time Bonus = \$1,500	100	\$3,000 - \$5,200	200/400
		<b>STAR EXECUTIVE</b> One-time Bonus = \$2,000	175	\$5,200 - \$7,500	350/700
			<b>ELITE LEVEL</b>		
		<b>PRESIDENTIAL</b> One-time Bonus = \$3,000	250	\$7,500 - \$11,000	500/1,000
		<b>STAR PRESIDENTIAL</b> One-time Bonus = \$5,000	375	\$11,000 - \$15,000	750/1,500
		<b>AMBASSADOR</b> One-time Bonus = \$10,000	500	\$15,000 - \$30,000	1,000/2,000
		<b>STAR AMBASSADOR</b> One-time Bonus = \$15,000	1,000	\$30,000 - \$60,000	2,000/4,000
		<b>ROYAL AMBASSADOR</b> One-time Bonus = \$25,000	2,000	\$60,000 - \$100,000	4,000/8,000
		<b>STAR ROYAL AMBASSADOR</b> One-time Bonus = \$100,000	4,000	\$100,000 - \$175,000	8,000/16,000
		<b>PINNACLE</b> One-time Bonus = \$250,000	6,000	\$175,000 - \$250,000	16,000/32,000

For more Information | [www.VEMMATIPS.com](http://www.VEMMATIPS.com)

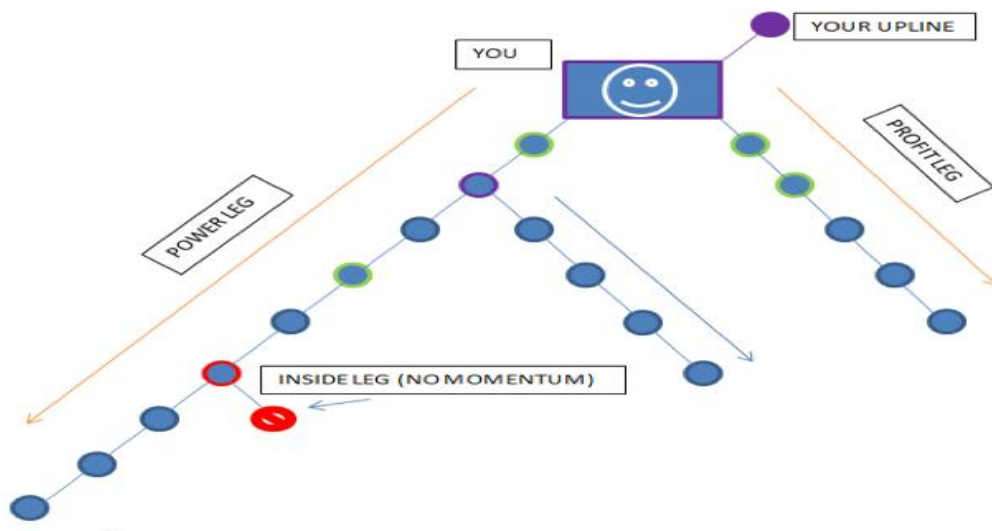
## Understanding Placement Strategy

Placement strategy is very simple, although it may seem complicated at first. While you will have an explanation here, always talk to your enroller and your upline before you enroll any new members, just to be safe. The 'power team' and 'profit team' are arbitrary. Basic rule: Keep your friends from the same demographics/social circles/mutual friends on the same team so that they will benefit each other and build together. The first thing that you want to do for your business as far as placement strategy is concerned is:

Go to your my account  
Hover mouse over the tab that says 'My Account'  
Click 'My Account' under that tab  
Click the dropdown box and set it to 'Power Team'  
Click 'Submit'

Now anyone that orders product from your website will automatically be placed on your power team. When you first start, you should get momentum going on your power team before you start your profit team, because ideally you are going to be building leaders on your power team before you shift your focus to the other team. How do you build leaders? Empower them and help them find success. If you do this with every person that you sponsor into the business and the members of your downline are getting the help that they need and are finding success in their first months, your business will eventually build itself.

**“You build the people, and the people will build the business”**





# Understanding the Value of Vemma Nutrition

## **VEMMA: The Science Behind the Product**

Yibing Wang - Chief Scientific Officer of Vemma

- Studied 8 years in China
  - Equivalent to earning medical degree in Cardiology
- Went on to master the ancient art of traditional Chinese medicine and acupuncture.
- Earned a PhD in Microbiology and a minor in Biochemistry from Louisiana State University.
- Worked 6 years in research before meeting BK Boreyko.
- Oversees the formulation processes from conceptualization to production of all Vemma products, and ensures that all manufacturing practices are strictly adhered to in Vemma's GMP-certified facility.

### **V-E-M-M-A**

**Vitamins-** 12 full-spectrum vitamins

-The body cannot survive without vitamins, and yet the body cannot manufacture them.

**Essential Minerals-** 65 plant-sourced minerals

-Much like vitamins, the body cannot survive without minerals, and yet the body cannot manufacture them. They are required for a multitude of biological and physiological processes necessary for the maintenance of life (organs, bones, tissues, and the immune system).

-Vemma chooses plant sourced minerals because that is where minerals are found in the highest concentration in nature. We as humans are designed to acquire our minerals through plants and in this day in age it is hard for us to get ONLY minerals when eating plants. Unfortunately, due to food processing we ingest an unhealthy amount of chemicals (free radicals) along with our food.

**Mangosteen-** Rare “super-fruit” found primarily in Southeast Asia

-Contains 30 xanthenes, biologically active phytonutrients with antioxidant properties.

-Antioxidants are nutrients that protect cells from oxidative damage resulting from the presence of free radicals. Free radicals are unstable oxygen molecules that attack stable molecules and wreak havoc within the body. They occur in the body when we overexert ourselves, when we get exposed to pollution or intake chemicals from processed foods and other impurities in our environment (all of which are becoming more and more prevalent in our environment)

-Because mangosteen is not readily available in the United States, the best way to obtain this fruit is through dietary supplements such as Vemma.

**Aloe Vera-** Powerful glyconutrient that supports healthy digestion, immune function as well as antioxidant benefits. It also improves bioavailability of Vitamins C and E.

**Green Tea-** Aside from its antioxidant properties, conclusive scientific evidence is now showing that it also has heart-health benefits.

**Bioavailable** = Vitamins/minerals are in a “body-ready” state; immediately ready for digestion. This is important because as we age it becomes harder for our body to absorb pill vitamins and capsules.

Did you know it takes about...



- **2 oranges** to equal the amount of **Vitamin C**
- **9 avocados** to equal the amount of **Vitamin E**
- **3 stalks of broccoli** to equal the amount of **Iron**
- **55 eggs** to equal the amount of **Vitamin D**
- **1 cup of spinach** to equal the amount of **Vitamin A**
- **3 cups of peas** to equal the amount of **Thiamin**
- **19 medium bananas** to equal the amount of **Riboflavin**
- **62 oz of cheese** to equal the amount of **Vitamin B12**
- **5 large potatoes** to equal the amount of **Niacin**
- **61 cups of tomatoes** to equal the amount of **Folate**
- **2 large watermelons** to equal the amount of **Vitamin B6**
- **17 oz of cherries** to equal the amount of **ORAC value (antioxidants)**
- **37 medium mushrooms** to equal the amount of **Pantothenic Acid**

...to provide the vitamins, minerals and antioxidant power of a 2-oz serving of Vemma?

**FACT:** Almost 80% of Americans do not consume the recommended five daily servings of fruits and vegetables that would provide sufficient amounts of key vitamins and minerals needed for a healthy diet.

**Vemma is formulated with the highest level of quality.**

-Maintains and exceeds Good Manufacturing Practices (GMP- Quality System Regulation)

-Each batch of product is tested for purity, potency, and contamination by a third-party laboratory to ensure the quality of every product.

-Vemma products are classified as nutritional or dietary supplements and not as drugs. Because of such a classification, there is no government approval process under which such products go through. This has been made so through the passing of Public Law 103-417, otherwise referred to as the Dietary Supplement Health and Education Act of 1994 or DSHEA. This act is an amendment to the Federal Food, Drug and Cosmetic Act to establish standards with respect to dietary supplements.

### **Bottling Methods Matter**

-It is no secret in the nutrition industry that it is inefficient to “hot-fill” (packaging while liquid is hot) any liquid supplement into its package.

*Here are a few of the problems associated with exposing a nutritional drink to high heat over time:*

- \* Denatures proteins and enzymes
- \* Breaks polysaccharides
- \* Destroys some vitamins
- \* Destroys some phytonutrients
- \* Increases oxidation and neutralizes antioxidants
- \* Changes taste
- \* Changes color

VEVMA practices the “cold-fill” method when packing their products to ensure the highest quality.

### **State-of-the-Art Facility**

-Based out of Tempe, Arizona

-120,000 sq ft building

-Capable of producing in excess of 500,000 units per day.

- Specializes in product formulation, flavor science, custom bottling and blend services.
- FDA registered and inspected
- Approved by National Science Foundation for adhering to Good Manufacturing Practices

**2 studies on the Vemma formula have been published in *Journal of Medicinal Food* and *Journal of Agricultural and Food Chemistry*.**

- The first study, led by Dr. Boxin Ou from Brunswick Laboratories in Massachusetts, entitled “Effect of a Mangosteen Dietary Supplement on Human Immune Function: A Randomized, Double-Blind, Placebo-Controlled Trial,” examined C-reactive protein response and immune-regulatory response in the human body. 30 days, 29 men and 30 women all between the ages of 40-60 randomly divided into two groups; one to be administered the Vemma formula daily and one to receive an identical placebo formula.  
**Conclusion:** Through blood analysis researchers identified markers that enabled them to conclude that the consumption of the Vemma formula resulted in a significant decrease in C-reactive protein and a significant increase in immune system function. Furthermore, ALL participants receiving the Vemma formula reported feeling “a lot healthier”.
- The second study, also led by Dr. Boxin Ou from Brunswick Laboratories, entitled “Bioavailability and Antioxidant Effects of a Xanthone-Rich Mangosteen (*Garcinia mangostana*) Product in Humans”, was designed to determine the overall bioavailability (proportion which is absorbed and utilized by the body) and antioxidant effects of Vemma’s formula in the human body. This trial, which took place over a 24 hour period of time, involved an equal number of generally healthy male and female subjects between 20 and 23 years of age. Subjects were randomly divided into two groups, placebo and the Vemma formula. Collected and compared blood samples both before and after administering the Vemma formula.  
**Conclusion:** The noteworthy nutrients that showed up in the blood serum of the Vemma participants were Vitamins B2, B5, ORAC (antioxidant levels) and alpha-mangostin, each reaching their maximum concentrations. This proves that Vemma is highly bioavailable, which means that the vitamins that you drink will in fact benefit you by entering your bloodstream.

See for yourself -> *Journal of Medicinal Food*, August 2009. Volume 12 Number 4.

[www.vemma.com/science](http://www.vemma.com/science) for clinical studies

[www.VMAstories.com](http://www.VMAstories.com) for testimonials

Dr. John Edwards on Mangosteen! - <http://www.youtube.com/watch?v=CASxEYt0CFI>  
 Doctors on benefits of Mangosteen - <http://www.youtube.com/watch?v=JyTdSrWNSWg>

## **Representing the Brand with Integrity**

*“The best thing is that anyone can do it. The worst thing is that anyone can do it.”*

Word-of-mouth advertising works both ways: positive and negative. Remember, that the brand image (how other people perceive Vemma, Verve, & the YPR) is the sum of ALL of the affiliates choices and actions when it comes to representing the brand. You will be portraying this brand every day, whether you choose to or not. Therefore, it is **critical** to not only your individual success and the success of your team, but the success of the entire company, that we as a collective hold each member of our teams to a higher standard in public and on social media.

### **DO NOT**

- Spam friends on social media with posts like, “Join my team!” “I’m going to be a millionaire!” “If you don’t buy Verve you will die poor, broke, and average!”
- Try explaining the business over a Facebook chat.
  - The ideal way to use Facebook is to reconnect with old friends and then invite to an exposure. Also, staying connected with your team and leaders.
- Argue with idiot people who may give you any resistance or hate. They will drag you down to their level and beat you with experience.
  - It does no good to try to set anyone straight over social media. If you see a “F\*\*\* Vemma!” tweet, then let it go. Beat them with success.
- Burn bridges
  - This is a business based on building relationship, not breaking them. If a friend does not want to be a customer or affiliate, then let it be and try again in a few months. We do not need to sound desperate.
- Post pictures of you with incriminating evidence (drugs, alcohol, etc) and Vemma products. That not only makes Vemma look bad, but you as well.

### **DO**

- Be professional in public and on social media.
  - When people start to notice you carrying yourself in a professional manner (dress, conversation, social media content, etc.), they will be more intrigued by what you are up to.
- Be friendly, motivated, and excited.
  - We are in the business of building relationships. There are people everywhere watching your every move. When they see your personality develop into a friendlier, more motivated and excited individual, they will be more intrigued by what you are up to.
- Give value to others.
  - Welcome people to your home events, encourage others, post motivating/inspirational content on social media, etc.
  - The more you give, the more you get.
- Be proud of your mission!
  - We are creating a *culture of excellence* by helping others to live better lives! You have made the decision to take control of your circumstances and make a positive change in your life! Now, let’s tell the world!

## Power of Duplication

Would you rather have ONE MILLION dollars now, or a penny doubled every day for 31 days?



Most people would say one million dollars, but this is not the best choice!

Day 1 - \$0.01	Day 2 - \$0.02	Day 3 - \$0.04	Day 4 - \$0.08	Day 5 - \$0.16	Day 6 - \$0.32
Day 7 - \$0.64	Day 8 - \$1.28	Day 9 - \$2.56	Day 10 - \$5.12	Day 11 - \$10.24	Day 12 - \$20.48
Day 13 - \$40.96	Day 14 - \$81.92	Day 15 - \$163.84	Day 16 - \$327.68	Day 17 - \$655.36	Day 18 - \$1310.72
Day 19 - \$2621.44	Day 20 - \$5242.88	Day 21 - \$10485.76	Day 22 - \$20971.52	Day 23 - \$41942.04	
Day 24 - \$83886.08	Day 25 - \$167,772.16	Day 26 - \$335,544.32	Day 27 - \$671,088.64	<b>Day 28 - \$1,342,177.28</b>	
Day 29 - \$2,684,354.56	Day 30 - \$5,368,709.12	Day 31 - \$10,737,418.24			

See? It took 28 days to get past that one million dollar mark, but by day 31 you had over TEN TIMES that! This is what we call the power of duplication, and it is the same idea in your Vemma business. If you enroll two people, help them enroll two people, help them enroll two people, and so on; you would not see a huge payout in your first few months. But what about after a year? Two years? This is why it is so important to think BIG and think LONG TERM while you are building your network. If you were to open up any other kind of business, i.e. a restaurant, barber shop, etc., it would usually take at least 3-5 years (if you're doing well) after your initial investment to *just make your money back*! In Vemma, we want to help you make your money back as soon as possible, but as you can see from the illustration of the power of duplication above, if you want that huge payout, you have to put in the long term effort.

# **7 Steps to Go Pro in the YPR**

“You can’t earn a professional income on an amateur skill set.”

\*The following is an outline of the YPR All Access video by Star Executive Leaders Jamie Chirio & Tk Kubvoruno: <http://www.youtube.com/watch?v=saDWp0IKQzE>

## **STEP 1: PROSPECTING**

- Think of people who want change.
  - Want to be healthy? Need a new job? More income? New circle of friends? Success driven?
  - NEVER pre-judge someone -you never know who needs/wants change in their life.
- Make a list of people –write it on paper!
  - Facebook, Twitter, Instagram, Phonebook, high school yearbooks, classmates, relatives, etc.
  - Star your Top 10 prospects – show your upline and give a background story on them, share why you think they would need/want this change.
    - Make a note next to their name with the reason you thought of them. This will tie in later in the process.
  - REMEMBER: The bigger the list, the bigger the business!
- Get creative –always look for new people to meet and connect with so you can keep adding to your list!  
There are billions of people out there waiting to hear about this!

## **STEP 2: INVITING**

- The key is to ask the right questions, keep it simple, and be brief!
- ABCD Method –Works for anybody.
  - A- Where are you at?
    - What is going on in your life right now? College? Major? Work? Etc.
  - B- Where do you want to be?
    - Where do you see yourself in 5 years? What would make you happiest?
  - C- Change
    - When you notice that where they’re at in life isn’t where they want to be, you can promote change.
  - D- Decision
    - 90/10 Method
  - Start with a compliment! Ex. “I’ve always known you to be a (hardworking, social, out-going, etc) person!”
  - “I’m in a business where 90% of it is just having those characteristics. If I could show you the other 10% it takes to be successful, would you be interested in hearing about it? Yes or no.”
- If no, BACK OFF! Don’t be pushy. You’ll lose respect from your prospect.
- If yes, move on to step E for Everything else!
  - NEVER go right in to telling the story. Save it for a later date.
  - “If I were to schedule a three-way video call with my upline (name), then edify, when would you be free to learn about it?”
  - “If I were to send you a short video to help you begin to understand the business, when would you be able to watch it?”
- Confirm the date and time that they set and end the conversation.

### STEP 3: PRESENTING

“People won’t remember what you say, they will only remember how you made them feel.”

- Excitement is the x-factor!
- Must master 5 basic stories
  - Your story
    - Why you chose to start building this business and how much it has impacted your life.
  - Upline story
    - Why they chose to start building the business and how much it has impacted their life.
  - Company story
    - Products, CEO, the vision, resources, etc.
  - Economic story
    - Where the economy is at and the reality of it.
  - Industry story
    - Affiliate marketing and why companies will pay for word of mouth advertising.
    - Commercial ads are dead.

### STEP 4: FOLLOWING UP

“There’s fortune in the follow-up.”

- Remember: The only reason to have an exposure is to schedule another exposure.
  - On average, it takes 5-6 exposures to get a prospect to commit.
- Immediately after they’ve watched the video or been on a three-way call, schedule an appointment to follow up AS SOON AS POSSIBLE.
  - The professionals make sure the exposures and follow up are never more than 24-48 hours apart to ensure that excitement is high.

### STEP 5: CLOSING & HANDLING OBJECTIONS

- “What did you like best?”
  - Avoid “What did you think?” This activates the critical and skeptical part of their brain.
- Whatever answer they give, go with it!
  - Ex. They’re interested in the amazing products. Talk about testimonials and more merits of the products.
  - Ex. They’re interested in earning lots of money. Show them stories of other upline leaders earning a lot of money.
- “On a scale of 1 to 10, 1 being not interested at all and 10 being ready to get started –where do you think you’re at?”
  - 10? Silver-pack or two-pack.
  - If less than 10, say “What I’d like to do is get you to a 10 and I believe what is holding you back is one of these 4 things. Let me know which one it is.”
    - They don’t understand it.
      - Encourage them to ask you questions.
    - They don’t believe it.
      - Must have belief in themselves, the company and the industry. Help them to raise their belief level by showing them credibility and success.
    - They don’t have time.
      - This is a part-time business that is built for busy people because of the flexible hours. If they don’t have time now, are they on track to have more time later in life? Would they like more time?
    - They don’t have money.

- Reallocate dollars they were already spending on similar products from once a day to once a month.
- “If you had the money, would you get started right now?” This tells you if it truly is a money issue, and not another objection. If they need money show them simple ways to earn side cash (mowing lawns, shoveling snow, selling at garage sales, donating blood plasma, etc.)
- “When the WHY is big enough, the HOW doesn’t matter.”
- Once the objections are handled you can say, “If there isn’t anything left holding you back, are you ready to get started?”
- If they are not ready to be closed or want to continue researching, remember to set another exposure date and time!

#### **STEP 6: GETTING THE NEW MEMBER STARTED**

- Help them to find their WHY (reason, belief, purpose, cause, etc.) and set 30, 60, & 90 day goals to make steps toward achieving that.
- Give them a copy of this Vemma Bible
- Let it be known that you are there to help them every step of this journey, but the success or failure of their business is solely on them.

#### **STEP 7: PROMOTING EVENTS**

Events change lives

- If you talk with any leader in Vemma and the YPR, they will point to a specific event that had a profound impact on their business and life.
- There is something called “social proof”. Being in a room with thousands of other like-minded people is powerful and uplifting.
- Vemma International Convention in Las Vegas, NV. (link)
- YPR Kickoff & other regionals

**Below are links to the audio “Go Pro: 7 Steps to Becoming a Network Marketing Professional” by Eric Worre.**

Rated 5-stars on Amazon and #1 in Sales & Marketing, click on each link below and hit the "Download" button...

Disc 1: <https://drive.google.com/file/d/0B62f1QR-W3Jxa0FVOTRUcUNVdkU/edit?usp=sharing>

Disc 2: <https://drive.google.com/file/d/0B62f1QR-W3JxOERoczdLSmNraUE/edit?usp=sharing>

Disc 3: <https://drive.google.com/file/d/0B62f1QR-W3JxYWdSUMh1T003Snc/edit?usp=sharing>

Also, buy your own copy at <http://www.amazon.com/Go-Pro-Becoming-Marketing-Professional/dp/0988667908>

## **Common Questions from Prospects (and your answers)**

What do you do?

**I actually have a really fun business where I get paid to promote healthier lifestyles!**

How do I get more information on that?

**The really cool thing is that most of my business is automated! I'd love to share more information with you, if I sent you a link when would you check it out?**

Is that a pyramid scheme?

**No, and I know how you feel, I actually felt the same thing before I started. After doing some research I found out that pyramid schemes are illegal and don't actually provide real products or services. Obviously we have real products right in our hands!**

Where does the money come from?

**Well instead of spending billions on commercial advertisements, this company just pays affiliates like me instead, about 50 cents of every revenue dollar goes back to us.**

So, you're making money off of me?

**No, the only way that I make long term income is by helping you make money. We are both completely independent, but the company incentivises us to help each other succeed.**

So, am I making money off of other people?

**No, you are making money based on how many products are being purchased in your organization. You don't make money off of people, you make money on product sales.**

How do you get paid?

**We are paid every Thursday, you can get a check in the mail or direct deposit.**

How often do you get paid?

**Weekly, we get paid every Thursday.**

What do I have to do?

**You simply follow the system already established by those who have made it work already.**

What if I don't know anyone?

**You know more people than you think, how many people in the world need to be healthier, have more energy, or make more money?**



## **Quick Product Guide**

**Below is a quick reference guide to our products, separated by our 3 brands: Vemma, Verve, and Bod-ē**

### **VEMMA**

**Vemma** - Original formula, 2 oz liquid multi-vitamin, integrated into all the company's products

- Comes in 32 Oz bottles and 2 Oz to-go bottles

**Vemma Next** - Vemma formula specially made for children (ages 2-12)

- Comes in 32 Oz bottles

**VERVE** - all come in 8.3 Oz cans unless otherwise noted

**Verve (orange can)** - Vemma's first energy drink, full dose of Vemma (2 Oz), 80 mg caffeine\*\*

**Verve Sugar Free (silver can)** - same ingredients as regular Verve, just with zero sugar

**Verve Bold (black can)** - Full dose of Vemma, 120 mg caffeine

**Verve ParTea (red can)** - Verve tea, red can. Contains half dose of Vemma (1 Oz) and 40 mg caffeine

**Verve Energy Shot** - Contains half dose of Vemma and 160 mg caffeine

- Comes in a 2 Oz bottle

### **Bod-ē**

**Bod-ē Shake** - Vemma's meal replacement shake.

Contains: 16g protein, 7g fiber, 24g carbs, just less than half a dose of Vemma, 690mg Omega-3

- Comes in powder form in Chocolate and Vanilla

**Bod-ē Burn** - Calorie burn drink. Contains half a dose of Vemma, 20g protein, 7g fiber, 100 mg caffeine

- Comes in a can (8.3 Oz) or in a small bottle to be mixed with water
- Also comes in zero caffeine version

**Bod-ē Cleanse** - Vemma cleansing formula. Contains half a dose of Vemma. 7 day program to detoxify your body.

- Comes in a small bottle to be mixed with water

**Bod-ē Rest** - Aids in weight loss and preparing the body for sleep. Contains half a dose of Vemma.

- Comes in small bottle to be mixed with water, taken before bedtime

**Bod-ē Thirst** - Vemma's hydration formula. Contains half a dose of Vemma.

- Comes in small bottle to be mixed with water

This guide is intended to just be a brief overview of the product line. For more in-depth product information refer to your product catalogue or [vemma.com](http://vemma.com)

\*\*About as much caffeine as a cup of coffee



## **Congratulations!**

Congratulations on making it through the Vemma Bible! This document contains EVERYTHING that a new affiliate needs to understand and implement in order to build a large, sustainable, and **profitable** organization. It is important to continue to reference this document as you continue your journey to the top. But, it is even more important to ensure that every new member in your organization understands and implements these basic steps as well. The key to earning the freedom you desire from Vemma is **duplication**. That means it is imperative that you forward this document to EVERYONE you bring into the business. Keep in mind that this is a proven SYSTEM (aka Save-Yourself-Time-Energy-&-Money) that has worked for many people. The leaders who created this document did so *in your best interest* to help shorten your learning curve. If you can master these basic principles and take massive, relentless action, you can earn ANY level of income through Vemma.

To your continued success in business & life.

Written and Edited by:

Kyle Lokar, Marco Drayton, Matthew Finsilver, & Luke Hessler.



Credit to:

Jordan Lawson, Evan Schultz, Katie Mac, Brennan Bauer, Chad McMullen, Jamie Chirio, & David Tucker.

## **Affiliate Transition - TERM LIST as of January 1, 2014**

### **Original Terms**

### **NEW Terms for Use**

Associate, Brand Partner, Distributor, Member

Affiliate

Back Office

My Account

Back Office Pro

My Account Pro

Builder Pack

Affiliate Pack

Builder Pack Flag

Affiliate Pack Flag

Customer Referral Bonus Plan

Customer Referral Program

Cycle Bonus

Cycle Commission

Enroller Matching Bonus

Matching Commission

Enrollment Tree

Enrollment Line

Fast Start Bonus

Retail Bonus

Multi-Level Marketing/MLM, Network Marketing, Social Network Marketing

Affiliate Networking

Platinum Club Car Bonus, Platinum Club College Bonus, Platinum Club

Luxury Bonus

Power Leg

Power Team

Profit Leg

Profit Team

Rank / Title / Level

Rank

Recruit

Introduce

Referral Bonus Plan

Compensation Plan

Residual Income

Income

Reward Points

Points

Right Leg/ Left Leg

Right Team/ Left Team

Right Side/ Left Side

Right Team/ Left Team

Second Tier Matching Bonus

Second Tier Matching  
Commission

Side

Team