

Your 1 Page Playbook

- 1) Get to Advisor (40% discount level) as quickly as possible. Speed **ATTRACTS!**
- 2) Develop your own product story the first 72 hours – get on the products that will help you develop a fast story.
- 3) Make a list of all the people that you want to help with the products and/or the business. Start with your family and closest friends.
- 4) Put your mentor in front of your best family members or friends now!

Retailing

- 1) Wear your colors – t-shirts, sweatshirts, polo shirts – things that will stimulate someone to ask you a question
- 2) Talk to everybody within 3 feet of you – everyday. Be a good listener.
- 3) Sample Spark Packets/Slam everyday – promote it properly – invest in your success
- 4) Arm yourself with Impact Magazines – they are your business card
- 5) Don't play Mr. Molecule – Use the “Bullet Proof Shield” concept at all times.
- 6) Use all the products that you can afford, but only what you can afford. You will naturally sell what you use based on a powerful testimony, and the testimonies of others.

Recruiting

- 1) Arm yourself with all company literature and **ADVOCARE TOOLS!**
- 2) **Arm yourself with the DVD and use it every day**
- 3) 3-way calling – on the job training
- 4) Put your upline team members in front of people – use them daily
- 5) Master the art of promotion – get people to the major events – mixers, meetings, trainings business opportunity calls, etc., etc.
- 6) Learn how each event connects: how a 2-on-1 connects to a mixer; how a mixer connects to Saturday trainings; how a Saturday training connects to a Sunday night call or webinar; etc., etc.
- 7) Put people on the Advocare Business Presentation calls done by corporate or your upline leadership.
- 8) Use the online presentations in order to introduce people to what you are excited about
- 9) Use the presentation book and/or power point presentations to assist you in making a professional presentation
- 10) Learn the marketing plan so that you can present it with confidence

YOU

- 1) Be teachable – follow Advocare's Success System to a “T”, including attending Success School
- 2) Study everything on www.bigbelief.com <<http://www.bigbelief.com/>> password: spark
- 3) Use www.workwithchampions.com <<http://www.workwithchampions.com/>> with your prospects or www.previewadvocare.com <<http://www.previewadvocare.com/>>
- 4) Use www.advocaretraining.com <<http://www.advocaretraining.com/>> to learn everything you can about this business!
- 5) Listen to the Charlie Ragus “Notes on Success” **IMMEDIATELY & REPEATEDLY!**