

# YOUR Agel™ BUSINESS PLAN



Follow your PLAN - Make your DREAMS come true !!

**Do Life**

PREPARED FOR:

**Agel Philippines**

# Your

## agel™ BUSINESS PLAN

This booklet is a modification of the Agel “your business plan”, to adapt it to the Philippines Agel Market. Currently the audio CD that is associated with this booklet is the USA version, and as such does not contain the modifications that appear in this Philippines version. Please read this booklet completely thru first, then, Please read it again along with the audio as you are listening, and you will notice the changes to adapt to the Philippines market. This business plan booklet can be found for downloading on the Agel Philippines web site [www.agelphils.com](http://www.agelphils.com), or purchased at the Agel Philippines office in Manila.

### Important Information

Your Agel ID: \_\_\_\_\_  
Temporary Password: \_\_\_\_\_

*Log in to [www.Agel.com](http://www.Agel.com) and create your own pass word*

Your Sponsor: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Important WebSites:

[www.agelphils.com](http://www.agelphils.com) – Agel Philippines  
[www.geldocs.com](http://www.geldocs.com) – Agel Product Details  
[www.agel.com](http://www.agel.com) – Agel Corporate USA

Weekly Leadership Training: for corp office schedule, go to [www.agelphils.com](http://www.agelphils.com), click on calendar

NMT: \_\_\_ Day: \_\_\_\_\_ Time: \_\_\_\_\_ New Member Training  
AMT: \_\_\_ Day: \_\_\_\_\_ Time: \_\_\_\_\_ Active Member Training  
SLT: \_\_\_ Day: \_\_\_\_\_ Time: \_\_\_\_\_ Senior Leader Training  
ABB: \_\_\_ Day: \_\_\_\_\_ Time: \_\_\_\_\_ Agel Business Briefing

**Agel Philippines Customer Service Telephone: (632) 534 - 2765**

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# Welcome to Agel Enterprises

**C**ongratulations on making one of the best decisions you've ever made in your life! You've chosen one of the fastest growing business opportunities in the world today, ideal to help you develop a significant supplemental income, or even complete financial freedom. Either way, you have shown yourself to be a leader. Someone who isn't happy with mediocrity and the herd mentality, someone who knows there is a better way to live. You've just discovered it.

Agel is a new breed of Network Marketing company, and we're already re-writing history in the industry. Agel has proven that a fresh product idea, an innovative approach to compensation, and a strong support structure offers you the chance to accomplish great things.

The Network Marketing profession has grown dramatically in the fifty-plus years of its existence. Today the business is conducted in more than 100 countries around the world, with more than 56 million people participating in it. Sales have now exceeded \$100 billion annually. *(Source: Direct Selling Association.)*

Along the way the industry has attracted the attention and praise of the business community and financial press, truly emerging as the last bastion left in the free enterprise system where someone can build real financial freedom without a large investment. And Agel has emerged as one of the leading edge companies, helping to create this reality for those who dream of a better life.

This Business Plan will help you launch your business in a quick, focused, and profitable manner, utilizing the same methods that our top earners have tested and proven. You'll avoid some of the common mistakes many new people make and will learn how to accelerate your journey to success in your Agel business.

During your initial phase it is critical that you take action as outlined in this guide. Success always comes to those who are coachable and willing to take action on what they have learned. Please. You can question things later. Right now you're brand new and we want you to have the most success. What you read here are proven and time-tested "best practices" that work. So we ask you to complete the steps in this plan exactly as described, and then you will have the best opportunity for success.

This booklet is designed to go along with the "Your Agel Business Plan" audio CD. We recommend you listen for the initial time at home or someplace quiet, where you can write along in this booklet. You'll get the most out of both resources and achieve the maximum retention.



Please take your business seriously. Just because you haven't invested hundreds of thousands of Pesos into your Agel business doesn't mean that you can't earn an income greater than that of many of the top entrepreneurs in the world. If you run your business like a hobby—you'll get a hobby income. But if you run it like a serious business, you can earn a serious income.

Don't talk to anyone about your new business until you finish this training. It's better if you don't try to explain Agel until after you know what to say and what tools to use in the process. For now, just write the name and contact information of anyone you can think of in the space provided in back of this booklet.

There are several things necessary for success in Network Marketing. But probably of greater interest are some of the things many people think they need—but actually don't. Here are five categories you may believe are necessary for your success—but actually prevent you from reaching it.

## **The Five Things You DON'T Need to be Successful in Agel. . .**

### **1. Education or Credentials**

Thousands of people have been successful in Agel without the benefit of college degrees. Some of our top leaders didn't even finish high school! Since Network Marketing is so unlike other businesses, the rules are different here. It's quite possible, actually quite common, to build a large successful organization without having any credentials or degrees. If you have a degree, or even a few, great! Just know that this is not a requirement for success with Agel.

### **2. Network Marketing Experience**

You do not have to have any experience to reach success with Agel. In fact you could argue that those who come in with no pre-conceived ideas or bad habits, and just follow the system, learn quicker. Your sponsorship line has already "hacked through the jungle" and created a path for you to follow. They have learned the best practices for business building, and discovered the mistakes to avoid. By using the experience of those who come before you, you are able to reach success much faster. We have put a step-by-step system in place, developed the infrastructure to support the system, and created a training program on how to get the best results from both of these. We already have people who have reached the prestigious ranks of Diamond Director, even though they came into Agel with no experience. If you are teachable, not afraid of work and willing to follow the system, you can reach success with Agel.

### **3. Approval of Others**

One of the sad truths of life is that not everyone is ready for success. Of course most everyone will tell you that they want to be successful. But unfortunately some people are content to be "professional victims" and make excuses why success won't work for them.

Don't be surprised to find that some of your friends and family members will not join the business, and may even



criticize you for doing so. It's unfortunate, but some people feel the need to attack those who are striving for more out of life. After all, if you reach success, it takes away their excuses for why it won't work for them.

They will tell you lots of horror stories of people who tried other MLM businesses and failed, and give you all kinds of reasons why Agel won't work for you. It's best to give these "well-meaning" souls a big smile, thank them for their input, be strong in your own self resolve, and stay focused on what is right for you. Avoid negative people, they will steal your dreams.

Some times, the hardest presentation you ever give might be to a family member or best friend. Sometimes you just can't be a prophet in your own hometown. (Which is why you will learn how to use third party tools later.) Other times you will find close friends or families with three generations in the business and it provides a wonderful opportunity to work together toward success.

You don't need the approval of anyone, except yourself. Sometimes even your spouse or significant other may not approve of your network marketing business. This is actually a frequent initial response, but we've seen thousands of people who have built huge businesses without the help of their spouse. However, don't be surprised once you qualify for a free Hawaii trip, cruise, or and Agel bonus car, if they don't come on board enthusiastically and then, things really take off!

#### **4. Cheap Advice**

Oftentimes a new team member will get involved with Agel and receive well-meaning advice from friends who have never built a network in their lives. If you want to know how to fly airplanes, you must get advice from an expert pilot. If you want to climb Mt. Everest, talk to someone who has already done it.

Likewise, if you want to build an Agel business, look at your sponsorship line and find someone who has already accomplished this. Those are the people to seek out for advice. Never take financial advice from broke people! The best coaches are successful people.

#### **5. Perfection**

Don't make the mistake many beginners make, which is to think that they can't do anything until they have tried every single product, read every scrap of literature, and memorized every aspect of the compensation plan. Our system is set up so that you can study, act, and teach simultaneously. You earn as you learn, and you learn as you teach. It's a powerful way to build a strong team rapidly.

The most important thing is to get into action, because how fast you start is going to determine the speed of your team.

# The 5 Things You DO Need to be Successful in Agel. . .

Now that we've talked about what you don't need to be successful with Agel, let's explore what is required to reach the higher levels of accomplishment and rewards in the business:

## 1. Ten to 15 Hours a Week

To effectively build your business, you will need at least ten hours a week to work the business. With Agel just launching in so many markets, you may want to consider stretching closer to 15 hours each week.

This is the one chance you will ever have in this early stage, so you want to make the most of it.

We don't recommend you quit your current job or business to start Agel. Rather we suggest you keep doing what you're doing, but carve out ten to 15 hours a week and begin working part-time. It means



making a short-term sacrifice (like skipping some TV, movies or other things for a while), so you can reap the benefits for many more years later. This is the most duplicable way that your people will be able to succeed as well.

Now notice we used the term "work." For you to have success with Agel, you must be willing to work. And we've found that working at least ten hours a week is necessary to get enough traction to launch your business.

Of course this time investment does not apply to those who are simply interested in using the Agel products and marketing them to their friends neighbors and relatives. Or for example, a personal trainer who just wants to market to his or her clients. If your primary focus is the small business or retailing model, you can do that in only a few hours a month. Because Agel operates the Preferred Customer Program, just a small amount of time can produce the results you want. But if you are reading this business plan, we're assuming you're interested in the big business model of building a large network and creating leverage.

## 2. A Burning Desire

The truth is, we're all busy. Everyone is using all 24 hours of each day already. To reach success with Agel, you must substitute business building for something you are currently doing in those ten or 15 hours a week. And to do that long-term, you must have a reason for doing so. You need a burning desire. You have to be passionate about your WHY. Something that will excite you, and keep you focused on reaching your dream.

This desire will keep you working, even when things don't go as perfect as you would like. That desire could be a new home, a new Mercedes, firing your boss, or giving a million Pesos to a worthwhile charity. Or, all of the above!

### **3. A Positive Attitude**

Getting your head right is the most important thing you will do early on in your career with Agel. Daily self-development time will keep you on the right track. Enthusiasm and a positive attitude are more powerful than any knowledge you learn or any skills you develop. There is a lot of skepticism and negativity in the world today. You'll find no shortage of people who will tell you why this business won't work. Don't let the expectations of someone who has given up on their dreams cloud your chance to achieve your own. These people are the "dream stealers" and they are living lives of quiet desperation.

Often, brand new team members with no training or experience build a group of 20 or 30 people their first month. They don't do this with skill, knowledge, or technique—they just muscle it through with sheer, unadulterated enthusiasm. They show excitement for Agel and that excitement duplicates with their prospects and team members. Approach this adventure with the positive attitude it deserves. Don't "try" it. Make a firm decision, jump in, and DO it!

### **4. A Willingness to Be Coached**

Agel provides a new and unique approach to business. You will discover that the rules are different here. Things that work in the sales or corporate arenas don't necessarily work in Agel. Keep an open mind and listen to your sponsorship line. They have discovered what works and the best practices to follow.

What you will learn is a step-by-step system on how to create the largest business in the fastest amount of time. The most important criteria in all this is duplication. It is important that you resist the urge to create new tools and try other methods. Otherwise success becomes about YOUR skills and it is harder for your people to duplicate. Here, in the Philippines we all follow the same system, which makes Agel work for everyone. If you ever experience a conflict in the system, follow your upline, but make sure you follow a PROVEN system. Do NOT try to re-invent a proven system of success.

### **5. To Take Action**

The biggest downfall new people make is wasting time "getting ready to get ready." The next thing you know, you are sitting around imagining possible reasons why your Agel business won't work. And if you convince yourself of that, that's exactly what will happen. The most successful people in Agel got into immediate action, and began to create immediate results. This begins a powerful cycle of duplication, and continues through many levels in your organization.

You don't have to memorize all the product ingredients to be able to Show the Plan, or understand all the intricacies of the compensation plan to get started. We have business building tools to help you with all that. You just have to follow the simple steps in this business plan and learn as you go along.

It has often been said that knowledge is power. Unfortunately, knowledge is only the potential for power. Knowledge plus action is where the real power comes from.

If you're waiting for the perfect plan — the perfect plan is to take action. Your sponsorship line, the tools and the system will prevent you from making any serious mistakes. Follow their lead and get into action.

**Now let's get started!**

# 1

## **Build The Foundation (3 Steps)**

**T**he three things below should have already been done when you enrolled with your sponsor. Please double check to make sure they are done already.

### **Step 1: Enrollment Completed**

You must fill out an application and pay for your enrollment order. This could have been done online with a credit card payment, or you might have entered your information on a paper application, made your payment by cash or check or credit card, and given it to your sponsor. As long as you have a User ID and password, then this is done. This means you have a spot locked in the enrollment tree, and your positioning is assured, pending confirmation that your payment is cleared..

Please NOTE: If you do not make payment at the time of your enrollment, you will have 10 days to do so. You can make payment online, or at the corporate office. After 10 days, you will lose your position in the enrollment tree, and you will have to re-enroll.



### **Step 2: Activation Order Placed**

This is your first order of the Agel products. As a big business builder, this should always be the Agel Executive Kit. This gives you a good cross section of the Agel products, sets you up with three income centers, and qualifies you to earn in all aspects of the compensation plan.

Starting with the Executive Kit means you have enough products for your own use, samples to provide prospects, and extra inventory you can loan to your new team members while they are waiting for their own Executive Kits.

Always place your activation order at the highest economic level possible.... Make it “a stretch-not a strain.”

### Step 3: Autoship Set Up

One of the most important aspects of your business is the autoship program. This is a program that ensures you never run out of product, and are always qualified for any commissions and advancements you earn. It is the engine that keeps your business operating smoothly. It also allows the company to forecast demand to better ensure that products are in stock and available.

We cannot say enough about the importance of Autoship to the success of your business. Monthly product purchases by every team member represents the “life blood flow” of your organization. Setting this monthly product purchase up to occur automatically, insures that you will receive your commissions on a regular basis. Your residual income is based on this process. If you do it, your organization will do it. Set the example for your team. Make sure to “Activate” your autoship order by entering a valid credit card or payment method.

We recommend strongly that you have a monthly autoship of at least 100 CV. Even though the comp plan allows 50 CV for the first three ways to earn, you will need 100 CV to access all 7 ways to earn from the comp plan.

Larger families will use more products. It is very common to order 4 boxes, 200 CV, per month. It is critical that you use the products yourself and can testify to how amazing they really are. We often refer to this as your “Agel story.” This is your personal testimonial of what the Agel products have done for you personally.

Also, you always want to buy from your own store Agel if they have a product that you can use. . You never want to ever have a “Brand X” product in your home that Agel provides.

Many people think of the monthly product purchase as their “rent” for their new business. It is an investment in yourself. Don’t think of this as an additional expense, because that is really not the case. Many of the products you use are actually “transfer buying” for items you would have bought retail from another store. Other products (like the FIT for example) can actually save you from spending extra money on groceries. And the long-term savings possibilities in medical and health costs can be quite substantial.

If you focus on the principles of the Network Marketing industry innovation... that the independent business owners are the users, you will find that what really matters is what money you take to the bank each month, not the cost of the products that you consume and use for sampling. The cost of the product for sampling or for your consumption, the cost of other business expenses like business cards, travel, purchase of tools, venue, etc, all become small compared to the commissions earned for a well structured and maintained business organization.



	Agel™ EKO: A powerful blend of 22 pure, real, exotic herbs and fruit extracts.	100 CV \$200.00 (PVP)
	Agel™ MIN: A perfect combination of vital daily vitamins and minerals.	100 CV \$200.00 (PVP)
	Agel™ FIT: A natural combination of 100 essential healthy ingredients.	100 CV \$200.00 (PVP)
	Agel™ OXY: A natural blend of essential vitamins and herbs.	100 CV \$200.00 (PVP)
	Agel™ UMI: An antioxidant formula that supports the immune system and provides all the essential vitamins and minerals you need for optimal health.	100 CV \$200.00 (PVP)
	Agel™ FLX: Contains 100 essential vitamins and minerals for the prevention of joint health.	100 CV \$200.00 (PVP)

# Part 2 Get Connected (4 Steps)

## Step 1: Login to Your Agel Back Office

Please log onto your account at [www.Agel.com](http://www.Agel.com) and select “log in” in the upper left corner.



Your username and temporary password should have been assigned to you by your sponsor at the time of enrollment. Look for it in the front of this booklet. Enter them in the login box:

You can change your password and correct anything else after you log in to your back office.



Please enter your bank checking or savings account, or BDO cash card account information so your commissions and bonus check can be electronically transferred to you each month. Go to

**“Profile”, then “My Account”, then “Commission Payout Method.”**

**We encourage everyone to use their BDO cash card, as the BDO cash card can also be used as the payment method for your auto ship order.**

List more than one payment option. That way if there is any problem with the first option, it will automatically go to the second one.

For multiple payment options, go to **“Profile”** then **“My Account”** then **“Change Payment Method”** in the menu. Or alternatively, **“Profile”** then **“My Account”** then **“Edit”** under billing Information. This will take you through a three-step process, in which you may:

1. Choose an existing payment method to edit or select **“New”** to create a new one.
2. Choose your billing country. (This is in cases when the billing address is significantly different than the mailing or shipping address.)
3. Enter billing information, including:
  - a. Name and billing address
  - b. Account information (credit card, bank account, etc)
  - c. Priority. This specifies what priority the payment option will be when processing your orders.

After that, just browse around and get comfortable navigating your back office dashboard through the navigation buttons on the left and the menu tabs at the top. Go to **“Profile”** and click **“Dashboard”** to return to the main back office dashboard at any time.

This is where you will go to manage your Agel business, including enrolling new Team Members, placing additional product orders, and managing your autoship orders.

## **Step 2: Apply for your BDO cash card and/or Agel Debit Card**

Having your own BDO cash or Agel debit card shows you are serious about doing the business in a business-like way and also provides a great way to track your business expenses. To apply for your BDO cash card, fill out the application contained in your enrollment kit. To apply for your own Agel debit card, from your Agel dashboard, simply click on **“Join Agel Visa Debit Card”** and fill out the online application. Having your BDO cash card allows a convenient method to receive your commissions.

## **Step 3: Get Plugged In!**

Please go to [www.AgelPhils.com](http://www.AgelPhils.com), and get familiar with the features available. Be sure to click on News and Calendar to see the most updated schedule for events and training classes. Visit the [www.Agel.com](http://www.Agel.com) website to become familiar with all the information and business information to help you in your business. Visit [www.geldocs.com](http://www.geldocs.com) to become familiar with where to find and send people that want product specific details.

Go to your upline web sites for specific business support and information directly related to you upline.

## Step 4: Book Yourself for the Next Major Event

There are major events taking place three or four times each year to help you grow your business. These events offer you information-dense training on the best ways to build your business. Some are only for the higher rank team members, such as the International Leadership Summit (ILS). Others (like Agel World, I am Agel, Mastermind and Go Diamond Weekend) are for everyone, to help them reach those higher ranks.

**There will be an “I am Agel” conference every four months somewhere in SE Asia. This is a must attend event for all SE Asia Agel team members that are really serious about building a strong organization. You don’t want to miss it.**

These major events are an opportunity for you to connect with the leaders in markets in which you may have some contacts, and where you would love to have a team growing. So, whether you want to only build in your home country alone, or you want a business around the world, you simply must get to the major events..

Frankly the people who attend these events have a serious head start on those who don’t. You simply can’t find any other substitute for being at these events live, talking to top producers and Agel corporate executives personally, asking questions, networking during breaks, and immersing yourself in success programming with the best and brightest people in the Agel universe.

These are the kinds of programs that you would pay thousands of pesos for if you could find something like it in a public seminar. (Which you can’t.) The major events will take many months off of your learning curve. Meet the management personally, hear from the corporate management, learn from the senior diamond field leaders, and join in on the excitement of several hundred team members sharing the growing and building of the Agel business, YOUR Business.



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# Part 3 Make Your Game Plan (5 Steps)

## Step 1: “Go Core”

The people who reach success with Agel are the ones who make commitments and stick to them. Please read and sign the “**The Ten Core Commitments of an Agel Leader**” found on the next page. It sums up the ten key commitments that create a successful business. These core qualities are what separate Agel leaders from the people who drop by the wayside and never reach long-term success in the business. Practicing all the core qualities isn’t easy—it’s not supposed to be. But you must practice them all if you’re truly interested in building a network where others have the same opportunity for success as you.

“**Going Core**” means doing all ten actions, not just the ones you like. It also takes a substantial investment in yourself. But you will discover that the people who invest in “Going Core” reach dramatically higher levels of success than those who don’t. As a leader committed to empowering others—you have a responsibility to go core yourself, and create that culture in your organization.



## The Ten Core Commitments of an AGEL Leader

I \_\_\_\_\_ am making a commitment to my sponsor, Agel, and most importantly myself, to **“Go Core”** and pursue the AGEL opportunity with the fullest intention of success. I am approaching my business with a business mindset. I recognize that my first six months are a learning experience and that the AGEL opportunity is a two- to four-year plan. So I will work at least ten hours a week on my business for one year and then evaluate it accordingly.

### I hereby commit that I will:

1. **Be a Product of the Products.** (Use all the products yourself, be on autoship, develop at least ten customers interested in using the product only, carry my gel packs everywhere)
2. **Stay Connected with the Team System.** ( Attend all SLT (senior leader team meetings), transfer information to my front line people, keep the system sacred for maximum duplication) Connect to all my upline websites and keep up to date on new training information.
3. **Launch my Business with a “Major Blast.”** (Get at least 80 to 100 candidates in my prospecting funnel so I can find some “runners” and create excitement and momentum.)
4. **Get a Workout Partner to hold each other accountable.** (Give them my daily/weekly goals and talk at least once a week)
5. **Expose the AGEL business to several people every a week.** (I can’t control enrollments, but I can control how many people I offer the chance to evaluate Agel.)

I Commit to the 8531 action plan: Every week, I will Expose at least 8 people to the Agel business, give 5 people STP/PBR presentations, get 3 signed up or committed to attend an ABB, and sign up at least 1 that is a serious business builder. I will do this for 12 weeks, 90 days, without fail.

6. **Host or Attend and Support a Regular Agel Business Briefing (ABB).** (If there is not one in my area, I will start one)
7. **Work the “Your Agel Business Plan” with all my Personal Enrollees.**
8. **Attend and Participate in all the appropriate Corporate and Team Events.** (Bring prospects, help out, be on time, sit up front, dress professionally.)
9. **Practice Daily Self Development.** (Start each day with at least 30 minutes of positive personal growth time.)
10. **Do the Right Thing at all Times.** (Tell the truth, edify others, honor other team members’ prospects, do what I promise)

**I commit to “Go Core,” live by these principles, and be here one year from now!**

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

(Make a copy of this page for your sponsor)

## **Step 2: Set Your Goals**

You must decide what you want to do with your Agel business. Are you just interested in getting your products for free? Are you looking to make a few thousand pesos to cover your car payment? Or do you want to develop complete financial freedom? To reach your goals, you must first determine what they are—then set a timetable to reach them.

Because Agel is a wellness company, we also recommend you set a wellness goal. You could decide to lose weight, quit smoking, or start an exercise program. Challenge yourself with a goal that will make you healthier, and be a good example of what results Agel can bring to your prospects.

### **Write them down...**

Goals are a dream with a deadline. That means they must be written down. You also want to make sure they are specific and measurable. The average person, following a system, can achieve financial independence in this business during a two- to four-year time period. Think about what you want to do right away; then think about what you'd like your two- to four-year plan to be.

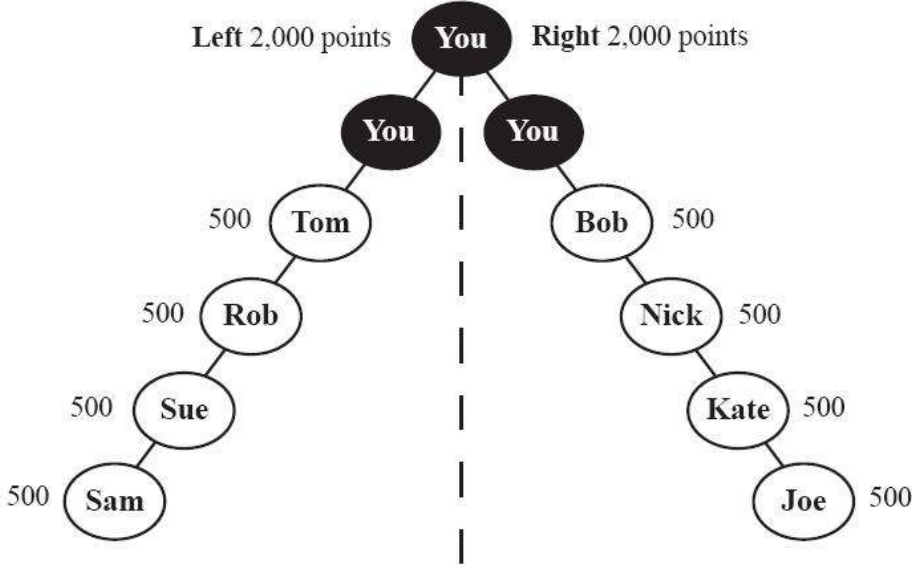
Dream build with your spouse or your sponsor. Reawaken those wants and desires you used to have—but probably got lost somewhere along the way. Sometimes we get so busy in the bustle of everyday living that we lose sight of our dreams. It's important that you discover your “burn”—that smoldering desire that will keep you focused and motivated during the early development stages of your Agel career. Then fill out the goal form next.

### **Rank Advancement...**

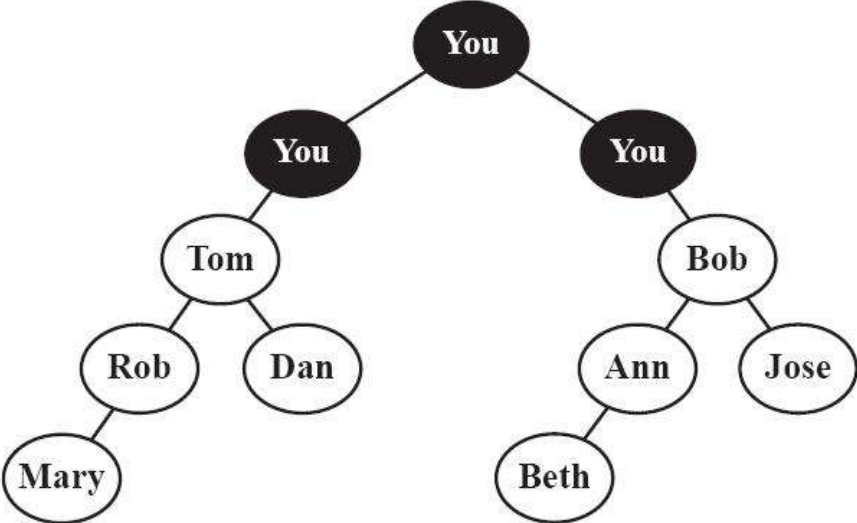
One of your very first goals should be to get to the Manager rank as quickly as possible. 30 days at the latest. Another goal should be to get to Director within 90 days.

To achieve the Manager rank, you must have 2,000 CV points in your lesser leg (refer to the Agel Compensation plan). In your first month, this means at least four new Executives in each side of your business. They do not all have to be sponsored by you. For example you could sponsor one person who sponsors three others, or two people who each sponsor two. Many people will achieve this within their first one to three weeks with a solid Major Blast including a series of Show the Plan (STP's). By achieving Manager in your first month, you set the tone for your team and create excitement and momentum.

Being a Manager can look like this in your first month.



Here is another example of how this can work:



# Goal Worksheet

My wellness goal is

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I would like to use the Agel products to achieve:

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The reason I started my Agel business is

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At the end of my six-month training period, I would like to be earning \_\_\_\_\_  
Pesos a month. .

I will reach Manager rank by:

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I will reach Senior Manager rank by:

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I will reach Director rank by:

---

---

My two-to-four-year plan is:

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(Make a copy of this page and give it to your sponsor.)

### Step 3: Schedule Your Planner!

The secret of rapid growth with Agel depends on how you spend the ten to 15 hours a week you have allocated for your business. You want to include as much real business building activities as you can, and minimize “busywork.” Please mark your calendar for the weekly New Member Training (NMT), Active Member Training (AMT), and Senior Leader Training (SLT) meetings in your area. You will find the time and day listed on the agelphils website. For the bulk of your remaining time, you want to concentrate your activities on business building activities like Showing the Plan (STP’s), getting prospects to Agel Business Briefings (ABB’s)”, handing out info packs, and following up with prospects.

### Step 4: Order Your Business-Building Tools

As with any business, there are certain supplies that you will need in order to operate efficiently and effectively. In Agel you will succeed much more rapidly and better duplicate that success with your team if you utilize our proven tools.

These tools are designed to provide your prospect with authoritative information about the Agel opportunity in a professional manner. By using these third party tools, you do not have to be an expert in order to start having success. Just point to the tool and let it do its job. This allows anyone to do the business effectively without special skills, talents, training, experience, or educational background.

See [www.agelphils.com](http://www.agelphils.com) for the Agel tools available to purchase at the Manila office.

For more recruiting tools, go to the Agel Philippines office, or see [www.AgelBusinessTools.com](http://www.AgelBusinessTools.com)



# Here are the primary recruiting tools you will need:

## 10 of “The Phenomenon” DVD’s

This powerful resource is our primary recruiting tool. It very clearly explains Agel and our Business. This is our “first exposure” tool. Present it in person for best results. Loan it out for viewing if you are not able to have a personal presentation. (note – A loan provides a convenient method for commitment and follow-up)

This DVD is what you will use for your PBR’s/STP meetings. It’s a 35-minute overview of the Agel opportunity, presented in a very compelling manner.

## 1 of The “PLAN”, presentation Flip Book

This powerful resource is our primary recruiting tool for PBR’s / STP meetings. It is the primary tool to use in a discussion meeting after your prospect has seen the Phenomenon DVD, and wants to know more. It very clearly explains the Agel Business, our products, and a very detailed view of the Agel innovative compensation marketing plan. This is a very powerful “first exposure” or follow-up tool. This Plan gives all the fundamentals and BASICS of the Agel business. Be sure to get the basic training during NMT on how to best utilize this tool.

## 10 of the Choosing Success Mag-Packs

This powerful resource is a great recruiting tool if used correctly. It includes the *Choosing Success* magazine, with a *Secrets of the Multi-Million Dollar Producers* audio CD inside. The CD can very effectively be used in “downtime” of the heavy traffic or while on a bus or taxi during heavy commute traffic. Use the Mag Pack to approach prospects, mail it to long distance ones, and give it out with product samples after PBR’s and ABB’s. Loan it out for viewing if you are not able to have a personal presentation. (note – A loan provides a convenient method for commitment and follow-up)

## 10 of the Do Life CD’s

This CD is basically an alternative to the CD in the Choosing Success Magazine. It contains a shortened version of the Mag Pak *Secrets of the Multi-Million Dollar Producers* audio CD, along with a very powerful audio from the Agel Scientific Advisory Board about the Agel products. This CD can very effectively be used as a first exposure tool, and used in “downtime” of the heavy traffic or while on a bus or taxi during heavy commute traffic.

## 10 of the Healthier You magazines

This is the product catalog, that explains what the individual products are, and includes several articles on benefits along with Frequently Asked Questions (FAQs). Use it in your info packs for long distance prospects, and after PBR’s and ABB’s. Use it alone for people that are just interested in being product customers.

**This is a very powerful tool for those that want more information about the products. “Let the tools do the talking”. It is not your job to try and memorize or completely understand all the features and benefits of all the Agel products.**

## 2 of the “Your Agel Business Plan” booklets.

This is the booklet you are working in now, accompanied with the instructional CD. We recommend you have at least two of these to start, one for you to keep and complete all the worksheets and use as a continuing source for review, and one so you can loan one out to your new personally sponsored team members to look at and use until they purchase their own, so they can get started and duplicate fast.

**Important Note:** The seven tools above are the primary recruiting tools. You will need to place a one-time initial order immediately for them, You should check your inventory every month, and reorder often, so that you never run out and so that you can consistently expose people on a daily basis as you are building your business.

**The following are great tools to help compliment the learning and SPONSORINGTOOLS listed above.**

## Order the “Duplication U” Audio Training Album

This is advanced business building training on all aspects of growing your team. Keep the album in your car and play over and over. Duplication U and several additional tools can be ordered at The Manila Agel office.



**Order the following CD's and DVD's to maximize your learning and understanding knowledge of being successful in the business.**

1. Turning Gel into Diamonds.. by Randy Schroeder
2. The Invitation.. by Tara & Randy Schroeder
3. Why I choose Agel.. Randy Gage
4. Agel and You
5. The compensation plan.. by Randy Gage.
6. The compensation plan... by Randy Schroeder
7. Destined for Greatness ...by Randy Schroeder
8. MLM Rock Star .....by Randy Gage

**Order YOUR business cards right away. This is YOUR business. It is your Independent Business Owner responsibility to be professional in every way. Represent yourself with professional, high quality business cards from the very beginning. Your cards can be ordered directly from the Manila office.**

**Step 5: Complete Your Prospect List of at Least 100 Names**

This is one of the most important steps. Do not skip it and don't do it halfway.

Just start writing down the names of everyone you know. Don't try to prejudge: "Well, he makes a lot of money; he won't be interested," "She's not a sales type; she wouldn't look at this," etc. A mistake like that can cost you hundreds of thousands of pesos down the road. So do not prejudge, just get down the names.

On your list of 100 there will likely be one or two Diamond Directors, three or four Corporate and Senior Directors and numerous Managers and Directors. There are also likely to be 20 or 30 people who are not looking for a business opportunity at the moment, but will want to use the products as a customer able to buy at wholesale prices.. We don't know who's who—and it's almost never who you think it is.

Begin with the memory joggers list. Then look through the business cards you've collected. Go through your address book and your holiday card list. Finally, skim through the business telephone directory and scan the occupations as a reminder. Start with accountants, barbers and contractors, and go to x-ray technicians and zoologists.

Don't make the classic mistake of thinking of five or six people who you think will be interested and stopping there. You will certainly be disappointed. Make sure you get down at least 100 names so we can let people sort themselves into the right categories; see the Prospect Memory Jogger next page.

# PROSPECT MEMORY JOGGER

## **People you pay regularly:**

Make a list of the people you pay on a regular basis, such as every week or every month. For starters, list your grocer, service station owner, dry cleaner, hair stylist, personal trainer, etc.

## **People you pay occasionally:**

This list might include your pharmacist, plumber, decorator, clothing store clerk, furniture dealer, carpet cleaner, etc. Include anyone you buy from now and then.

## **Professional people:**

Think of the professional people you deal with frequently, such as doctors, attorneys, dentists, clergy, teachers, etc.

## **Organizations you belong to:**

What about the church, temple, or synagogue you go to, the clubs you belong to, and the association meetings you attend?

## **Friends, neighbors & relatives:**

This is a huge list, probably numbering at least 100 or 200 by itself.

## **School classmates:**

What about the people you went to school with? Don't forget any continuing education, trade schools, or professional schools that you may have attended. With the Internet, all these contacts are now just a click away.

## **Previous Jobs:**

In your last job you have a circle of friends and acquaintances with whom you used to work. Also, you must know people whom you used to think of as competitors, or who were in a competing business at the time.

## **Recreation:**

Do you play golf or tennis, swim or play softball? Are you in a fantasy league? Think of the people you enjoy these activities with.

## **Military:**

If you served in the armed forces, think of the men and women you worked with there. You probably have a strong bond with many of these people.

## **Business cards:**

Go through that collection of business cards you've been gathering in your desk or junk drawer!

### **WHOM DO YOU KNOW...**

- named Joe / Named Moe / Named Curly
- who looks like Tom Cruise
- who just quit smoking
- who just moved away
- in politics
- that you met on a plane
- who flies planes
- in radio / TV
- who looks like Julia Roberts
- who needs extra money
- at the gym

### **WHO IS YOUR...**

- mail carrier
- newspaper carrier
- dentist
- minister/rabbi/priest
- florist
- lawyer
- accountant
- insurance agent
- congressperson
- pharmacist
- chiropractor
- veterinarian
- favorite waiter/waitress
- butcher/baker/candlestick maker
- bank officer
- printer
- travel agent
- hair stylist
- photographer
- architect
- exterminator
- dry cleaner
- mechanic
- landlord
- grocer
- carpet cleaner

### **WHO IS RELATED TO YOU...**

- Parents
- Grandparents
- Sisters/Brothers

- Aunts/Uncles
- Cousins

### **WHO SOLD YOU YOUR...**

- home
- computer
- carpet
- car
- tires
- TV/stereo
- wedding rings
- glasses/contact lenses
- vacuum
- boat
- camper
- furniture
- air conditioner
- appliances

### **WHO...**

- lives next door
- lives down the block
- lives across the street
- lives upstairs /downstairs
- teaches your children
- was your best man/ushers
- was your maid of honor/bridesmaids
- are your babysitter's parents

### **WHO...**

- was a service buddy
- did you go to school with
- used to be your teachers/professors
- is your old boss
- went with you to the beach
- owns a restaurant
- installed your appliances
- is the President of the PTA
- is in the local Chamber of Commerce
- goes to church with you.
- watched the Super Bowl with you
- is a policeman
- is in the military
- works at the video club
- is an actor

# Candidate List

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# 4

## Part 4 Blast Off! (7 Steps)

The most important thing you should do now is get your Major Blast going! You will want to expose as many people as you can to the Agel opportunity using the prospecting tools we have available. Understand that you do not need to be “selling” the products or opportunity.



Let the tools do the talking. If your lips are moving, they should be directing someone to a tool. With each tool exposure, you should have a scheduled follow-up within 12 – 24 hours. The way to get started fast is to conduct what we call a “Major Blast.” This is when you get into serious action and offer the opportunity to look at Agel to a large group of people quickly.

The goal of your Major Blast is to get at least 80-100 candidates for the business into your prospecting funnel. Please understand that this doesn’t mean you have to sponsor 80 or 100 people, or even make that many presentations. Just that you have to give them an opportunity to look at Agel to see if they are interested. It’s important that you get a large number of people looking at the business, to ensure you get enough business builders to get into traction right away.

It sounds ironic, but it is actually easier to build the business fast, than it is to build slowly. When you start fast, you create excitement and momentum that spreads down your group. And by getting into a positive cash flow quickly, you set the tone for your team and create an exciting demonstration of success for prospects. Agel is perfect for a lot of people – but there are people that are not perfect for Agel. Some people are not looking for a business opportunity right now. Timing is an important aspect of your business building activities. Others want an opportunity, but aren’t willing to do the work. Yet others will become product customers, but not do the business. It’s all good. We just need to sort them out. The best approach is a multi-pronged one, creating lots of traction.

Learn and understand how to accept rejection. Indeed, for several reasons, Agel is not for everybody. Many will say no, others will say yes, not wanting to offend you, and then they will do nothing. Do not let other people with bad experience, or lack of knowledge or understanding discourage you. Beware of “DREAM STEELERS”, these are the negative people, those that choose not to participate and then try to discourage you from being involved. Be firm, thankful for their time, and then move on. Capture your dreams!!!

Here's how to have a successful Major Blast...

## Step 1: STP Blast

The foundation of recruiting is to “Show the Plan,” “Share the Product (STP's)”, or as we often refer to them as Private Business Reception meetings (PBR's). These can be formal or informal get-togethers at the Agel office, a local cafe, hotel lobby, your home. This is where you can invite the people to preview the Agel opportunity who you would like to sponsor and to be on your team.

Write out your timetable and plan for your STP Blast:

**I will have my first STP on \_\_\_\_\_ and then I will have my second STP on \_\_\_\_\_. I will have \_\_\_\_\_ STP's within the first 30 days of enrollment.**

STP's are very simple to do, because basically you just welcome people and play “The Agel Phenomenon” DVD. The DVD makes the presentation. If your meeting is located where a DVD player is not available, or appropriate, then you use the “STP” flip book. It is a very friendly, non-threatening way for candidates to see what the Agel business is all about.

For step one of your major blast, you should schedule your “Grand Opening” STP's. Get the first one scheduled within the next three to four days, and then two or three more, several days apart. Having a series of a few like this will allow all of your prospects the flexibility to find a date that works for them. It also ensures that you enroll enough team members to uncover a few serious people who will run with the business in a big way.

Check with your sponsor to see if he or she wants to attend in person. Your goal is to complete at least three STP's in your first seven to 10 days of your enrollment. This is the fastest way to create momentum. So, this means that you need to get trained as fast as possible.

**Here are some guidelines to conducting the most effective STP's and getting started fast:**

### Prior to STP

- Look over your prospect list to determine your best prospects and invite them to your STP. Let them know you are having the “**Grand Opening**” of your new business and want them to see what it is all about.
- Choose your “best” prospects for your first meeting. You want the very best to be with you as you get started. The successful leaders always choose people that they think are even better than themselves. Remember this is a team business. If you are choosing your “baseball team”, you would choose the ones that you believe would work well together, and have great team work spirit. Later on you can choose the members that “need you”, those that you want to help as your business grows. There is a code of success that goes something like this.
- If team skill of attitude and capabilities is rated from 1-10, 10 being the very best. You rank yourself as a 7, then go after the 8-9 & 10's to join your team first.

- Don't get drawn into a lot of questions. If they ask, let them know the name of the company is Agel Enterprises, and that you have a special video presentation that you want them to see. Explain that you are brand new yourself, but the presentation will provide the answers that they are seeking.
- Remove all distractions before the presentation (cell phone off, no pets, no children, etc.) Do not set up the furniture in the home for a meeting. Keep everything normal, and only move chairs in or around as necessary when people arrive. Confirm with your sponsor if he or she will be attending or calling in.
- Provide only beverages (no alcohol).
- Have enrollment packets prepared for each guest, but keep them out of sight.
- Do not set up a product display. Just have one or two packets available for show and tell at the appropriate time during the presentation.

### **The STP, or PBR (Private Business Reception)**

- Welcome people as they arrive and seat them comfortably. Introduce guests to each other and start some friendly social conversation.
- Start within five or six minutes of the scheduled time. Do not talk about people who are late or did not show. Concentrate on those who are there.
- To begin, welcome everyone officially and thank them for attending. Do your 30-second Agel testimonial and let them know they will be watching a presentation from a multi-million-dollar producer, who is an expert in this business. (If your sponsor is in attendance, or will be calling in later, introduce him or her and let guests know they will be available to answer their questions later.
- Play "The Agel Phenomenon" DVD.
- Don't be running around the meeting space, office or house, during the presentation. Stay seated and watch the presentation with your guests.
- If others arrive late, don't start over. Let them know that you will catch them up later privately.
- When the video finishes, hand out one packet for each guest.
  - This should include:
    - A product sample of EXO.
    - Paper application.
    - A product brochure.
- Now is the time to answer questions. If your sponsor is there or calling in, direct the questions to them. If s/he are not there, use the tools for answers. Do NOT present yourself as the expert. **LET THE TOOLS DO THE TALKING.** This is how you will duplicate your team quickly.

For Example: If they are questions about the compensation plan, direct prospects to the appropriate sections in the STP flip book. If they are product questions, use the STP flip book or Healthier You magazine..

- When you see someone is quite interested, ask them if they get it. If they respond positively, ask them if they are ready to get started.
- Sign up those who are ready to get started. Send them home with a borrowed copy of this business plan.
- For those who do not sign up, invite them to listen to the Do Life CD on the way home.
- Remind them that we are building fast and we want them to do their homework fast. Schedule a follow up call, or if there is an ABB coming up within a few days, invite them to that.

### **Following the STP**

- Follow up within 24 to 48hrs for those that want to do research and listen to the CD. Invite them to an ABB.
- Help your new team members schedule their own STP series and start duplicating the process!

### **A few things to create a successful experience:**

- ❑ Start on time and be brief.
- ❑ Don't over talk the business. Let the tools do the work.
- ❑ Be professional and dress the part. Business attire or Agel Logo clothing.
- ❑ Provide notepads and pens for your guests to write with.

### **Write out your timetable and plan for your STP Blast:**

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Show the Plan – Share the Product

## Step 2: The Phenomenon DVD or Do Life CD blast

This step is best for people you don't think will sit down for an STP, but still need to see the business. It is also very effective for casual acquaintances that you don't know that well. It also works well for people who impress you as you go about your day-to-day life, whether it is a helpful retail clerk, courteous taxi driver, or extra friendly waitress. Here are some examples of what you can say. Look through these suggested approaches and see what feels right for you.

### Here are some possibilities for people you know:

*“Peter, the information contained on this DVD is the most important I have ever seen. When do you think you'll have a chance to watch it?”*

*“Peter, I know that you are considered among the best at what you do. I believe that you could be very successful in a new venture I'm involved in. I would like to hear your comments after you review this DVD. When do you think you'll have a chance to watch it?”*

*“Peter I'm launching a new business, looking for leaders, and I immediately thought of you. Please review this DVD and let me know what you think.”*

*“I'm putting together a group of the brightest people I know to launch a new business initiative. Your skill set is perfect for it. Would you take 30 minutes and review this DVD for me?”*

*“Peter, I have recently decided that I wanted to diversify my income and I have launched a new business to accomplish that. My guess is that you will be more than intrigued with the info on this DVD. When do you think you'll have a chance to watch it?”*



### Follow Up...

You will have much more compliance with people reviewing the materials and a better response if you distribute them with a sense of urgency. Let your prospects know that you are moving very rapidly and ask for their commitment to review the materials quickly.

Use an energetic and busy approach, but don't go overboard trying to pressure the prospect. If they really don't seem interested to look at the information, thank them for their time and move on.

Your best results will come when you qualify your candidate and organize a time to get back with them. Here's what that will look like:

After your prospect agrees to watch the DVD, say, *"Great! When do you think you can see it for sure?"* Wait for their response. What time they give you is unimportant. Then say, *"So, if I call you (right after they said they'd see it for sure), you'll have seen it for sure right?"* After they confirm this, ask for the best number to call them.

This way, the prospect has had several opportunities to say they'll watch it and by using this commitment approach (and if you have the proper posture), you will have an 80% view rate or better duplicated throughout your organization.

Without it, you will have a 10% view rate or worse duplicated throughout your organization.

When you follow up when you agreed you would, you simply ask, *"Did you have a chance to view the DVD?"*

If they tell you they have not reviewed the presentation yet, say something like, *"It's really important. When do you think you could see it for sure for sure?"* Wait for their answer and say, *"Great, so if I call you on \_\_\_\_\_ you'll have seen it for sure?"* Just keep repeating this process until they actually review the presentation or tell you they are not interested.

If they did watch it, ask them, *"Did you get it? Did it make sense to you?"* If they say yes, ask them, *"Are you ready to get started?"* If they say they aren't interested, thank them for their time and move on.

If they are intrigued, but aren't ready to go, escalate the process. This can be done by inviting them to an ABB, getting them in a meeting with your upline or sponsor, or bringing them to the Agel Office in Manila.

### **Here are some examples of how to approach people you just met that impressed you:**

*"You know you are too good doing what you do – to be doing what you do. I bet you would be amazing in my business. Can I leave you with some information for you to review? If it looks good to you, my number is on the back."*

*"You know I am very impressed at the job you do here. I believe you would be very successful in the business I am in. Can I leave you with some information for you to review? If it looks good to you, my number is on the back."*

*"You know I am very impressed at the job you do here. Are you familiar with network marketing? I'm in an emerging new company that is looking for leaders. Can I leave you with some information for you to review? If it looks good to you, my number is on the back."*

### ***Always leave a business card.....***

Some of your best leaders may come from people that you don't know right now. So be on the lookout as you go through your day for sharp people. People who are successful in others areas usually are successful with Agel too. So always have some information in your car, purse, or briefcase for when you meet them.

**Write out your timetable and plan for your DVD / CD Blast:**

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**Step 3: Cell Phone TEXT or Phone Blast**

This step works best for people you have influence with, who don't live close enough to get a packet to quickly or can't attend your PBR. Call or TEXT them personally with a sense of urgency. You can say something like:

*“Hey (name), grab a pen. (Wait.) Please write down this website: **www.Agel.com**. It's about a new business I'm launching and I'd love your take on it. Please take a look and I'll call you back at \_\_\_\_\_ to talk about it.”*

*“Hi (name). I'm opening an exciting new business and you're one of the first people I thought of. I believe you could do well with this. Have you got a pen? Please go to **www.GetTheInfoNow.com** and check this out. There's a way to earn free trips, a bonus car, and strong residual income. Check it out and I'll call you back at \_\_\_\_\_ to talk to you about it.*

As an alternative, you may instead send them the Agel Phenomenon video link from **www.AgelMediaOnline.com**. In either event, be sure to schedule a follow-up call for a specific time later that day or the next.

**Write out your timetable and plan for your Text or Phone Blast:**

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**Step 4: Long Distance Blast**

For this step, mail out at least 10 information packs to candidates who live long distance from you. This pack should include the Phenomenon DVD, Healthier You magazine, and three or four product samples (wrapped in bubble wrap or similar to protect them. Put a handwritten post it note saying something like, “URGENT: Please watch the DVD inside, look this over and let me know what you think.”

This step works best for people you know, and they know you, but perhaps you don't have strong influence with, or haven't had close contact in a while. Oftentimes these are old schoolmates, former neighbors, and others on your holiday card list. For best results, give them a quick phone call and let them know you are sending them something important, and when to expect it.

Create a sense of anticipation on their part and get off the phone quickly. Don't get drawn into a bunch of questions. Let them know you just have a minute and that the package will be there soon and explain everything. Also let them know you will be calling back to follow up. For best results, send their packages "Priority Mail" or whatever the equivalent is in your country.

You may also use an online version of the DVD presentation in order to work with long-distance or international prospects. For more information on using the online DVD-Quality, Pay-Per-View version, go to [www.AgelMediaOnline.com](http://www.AgelMediaOnline.com). Use the discount code `agelpromo` in order to receive 2 FREE viewings and to see how it works.

**Write out your timetable and plan for your Long Distance Blast:**

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**Step 5: Email Blast**



This step is perfect for the people you have emails for, but not a physical address. It is also great for your prospects in other countries where sending packets is costly.

Go to the appendix A at the end of this business plan and cut and paste the Two-Step email campaign into an email you can send.

Send out part one. If you customize each message with a few personal comments, your response rate will be higher. Then, for the people who reply with interest, send them part two.

Follow up 24 hours later for best results. If your prospect is interested, but not ready to join, escalate the process. This can be done by sending them a long distance pack, sending them to an ABB in their area, or getting them to visit the Agel Office in Manila.

**Write out your timetable and plan for your Email Blast:**

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## **Step 6: MLM Blast**

Step six is designed for people who are in network marketing or have been involved in the past. It is particularly effective for those who have not reached the success they were hoping for.

For these candidates, give them the *Operation Grinder Rescue* tool. You may also send prospects to the online version at [www.MLMRockstar.com](http://www.MLMRockstar.com). This is a FREE site you may send prospects to. Just remember to follow-up promptly with them. This is recommended if you have a large number of contacts involved with or with experience in network marketing.

**Write out your timetable and plan for your MLM Blast:**

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### **General tips for maximum recruiting results...**

The formula for creating wealth in this business is to follow the formula:

**Get a large group of people, to take a few simple actions, over a consistent period of time.**

Launching your business with a Major Blast as above meets this formula perfectly. Anyone with any experience or education level can follow these simple steps. And you will notice that all of these involve using **third party resources**. This makes sure that the business is not about you, and that anyone can duplicate your results.

Your sponsor and/or your upline, or even an experienced member of your crossline, can be a valuable third party resource. Third party resources, as listed below, are often referred to as TOOLS. “Let the TOOLS do the talking”.

### **THIRD PARTY RESOURCES**

DVD's • CD's • Mag Packs • Stories • 3-Way Calls • Websites  
Leadership Training Calls • ABB's • PBR's • Virtual ABB's

Remember to always use these third party resources and don't try to make a presentation yourself. Be sure to schedule specific follow-up times within 24 hours from the time you give someone a tool. If there is any interest (even if they have questions), then immediately escalate them to another level.

**You = Trust**

**Third Party Resources = Respect**

**Trust + Respect = SUCCESS**

**Third party resources can be People and/or Tools.**

**Read thru this page again, and again. There cannot be enough said about the importance of using Third Party Resources, using the TOOLS, using third party validators.**

## Put your sponsor to work !!!!

The most successful people in Agel have learned how to put their sponsorship line to work for them. Shared meetings are one of the simplest, yet most duplicable ways to do this. They allow you to rapidly and efficiently convert prospects into team members and expand your business.

**Look through the possible approaches below and find one that feels good for you:**

*“Let me show you how this works. I am going to quickly introduce you to my business partner who is very successful and can share his/her perspective on the business.”*

*“You have some excellent questions. Let me call up my business partner who is an expert in this area and we’ll get the information you need.”*

*“You know my sponsor is one of the more successful people in the business. He/she has a lot of insights that can help you. Let me get him/her on the phone with you.”*

The key to all of this is launching your Major Blast and getting a large group of people evaluating your business. Get at least 80-100 people into your prospecting funnel quickly and you’re sure to get some satisfied preferred customers, some casual builders, and some serious people who will run with this in a big way. Then immediately let them borrow a copy of this Business Plan and start duplicating like crazy!

As you go about this Major Blast, maintain a strong posture. Be in a hurry. YOU have the gift. Don’t ever beg. Don’t be emotionally attached to the outcome with your prospect. If they don’t like it, they’re rejecting a third party tool, not you. Understand that rejection is OK....

### Escaping The Rat Race Forever...

To really reach success with Agel, you must decide. Nothing can stop you if you truly decide to make your Agel business a success. You’re about to change your life for the better. Even more, you’re about to empower many others to live a better life as well. You’re embarking on a career of challenge, adventure and growth. There is no final destination, but rather, a continuous journey of contribution. You have a one-way ticket out of the rat race and toward the lifestyle of your dreams.

Your future path will not be easy—it’s not supposed to be. But it is simple. Follow the system, counsel with your sponsor and do the work, ten to 15 hours a week—and you will get to where you want to go. Success is attainable if you know what to do – then consistently approach it step-by-step.

**This Business Plan is your road map for productive action.** Your sponsorship line and Agel have a vested interest in your success. We are here for you and we look forward to helping you live your dreams with Agel. **Welcome to the team!**



## Appendix A:

TWO STEP email campaign for your “Email Blast”.

### **Email Message One:**

Remember to insert their name and yours!

SUBJECT LINE: Residual Income Biz

Hi [NAME],

Are you interested in looking at a side business that can generate a very serious residual income? I'm launching something huge, and I'd love to have you on my team. I am working with several of the Network Marketing Industry's best and most successful people. Eric Worre, Randy Gage, Randy Schroeder, Nat and Chanida Puranaputra, to name a few. These great people, if you don't know them, are multi-million-dollar producers with a long track record of helping people reach success in the business.

This new company has developed into a phenomenon and is one of the fastest growing business opportunities in the world today, and we're looking for leaders in your area.

I got involved because it's a chance to work with two of the most successful people in the industry, and be a part of a company as they enter the exponential growth curve. We're looking for people with good teaching and training skills who want to capitalize on a chance to get in early.

These Industry Icon leaders have uncovered an emerging new company that meets ALL of the criteria to be the next billion-dollar company in the industry. I plan to lock up a legacy position and I'm looking for leaders who want to work with me and lock in their own spots. You could be one of these people.

Here are the factors that make this such a powerful opportunity right now:

#### **#1) You can be in at the beginning!**

The company has launched in the United States and a few other countries, and they're in pre-launch operations in about 40 more. So we have a real window of opportunity to get ahead in the race, before most people even know there is one.

I want my people to own their own areas, before the mass market even hears of the company. We're looking for leaders we can train in our team system to own their local market and springboard from there.

#### **#2) Big Dollar Residual Income Available.**

I'm sure you're aware how important it is to have residual income to create true wealth. With this business the compensation plan offers eight ways to earn, with most of them residual.

More importantly they have pioneered the biggest innovation in compensation of the last 15-20 years, the Leveraged Matching Bonus. If you know anything about how these plans work, you're going to hallucinate when you understand this one!

### **#3 The products are sexy and fill a huge market demand.**

The products are based on an amazing scientific breakthrough that creates an entire new product category, so the market potential is beyond enormous. Yet it is a simple concept that makes so much sense people "get" it right away.

Everyone in the world would benefit from the products and one use makes that clear to them. There are many lifestyle factors and trends that make these products in serious demand right now. This ensures you a stable business and income for many years to come.

### **#4 You can make money while you sleep!**

Because the company is operating in over 40 countries you have a chance to build an international business that the sun never sets on! You can make money across 24 time zones.

Because of the nature of the compensation plan, positioning and timing are important. Right now I am looking for leaders who understand the power of being in at launch. You have a chance to position yourself in a prime spot to create a legacy income for life.

I believe you have what it takes to do something big with this. We have about a two year window when legacy positions will be created. So do you want to hear about this? Or are you too busy with your other stuff to look?

Please get back with me right away.

Thanks,

[Your name]

### **Email Message two:**

Here is the follow up one, to send after they express interest.

Hi [their name],

Glad we had a chance to connect and that you're interested.

I believe you can do great with this because of who you are. We have set up a very simple system that anyone can duplicate.

Please go to [www.agel.com](http://www.agel.com) and review the information.

Then let's talk just as soon as you're done. We're in the window now to create LEGACY positions, and I'd love to have you on my team.

Thanks,

[Your Name]