

Building Your Business

Training Modules for New Brand Partners

- ✓ Enrolling Customers & Brand Partners
- ✓ Building Two Brand Partner Teams

Topics

Enrolling Customers & Brand Partners

- Overview

Welcome Letters

- Orient quickly and easily

Brand Partner Strategy

- Everyone builds 2 teams
- How to change your placement settings



Training is the foundation
upon which you build your success
in this business model.

— John Kalench

Introduction

The first time you view these slides with your new Brand Partner(s), you may want to go through this presentation in its entirety, reading only the headings.

This way you will have the overview before immersing yourself in the details.

- *The idiom 'can't see the forest for the trees' means that the parts are distracting you from seeing the bigger picture (or the end goal)*

There is no right or wrong way to use this presentation. Enjoy the process!

For Full Details about Enrolling

For detailed information about enrolling Customers and Brand Partners, go to LiveYoungerSuccess.com
> *Business Basics* > *Enrolling Customers & Brand Partners*



Business Basics ▾



Enrolling Customers &
Brand Partners

Compensation Plan

Welcome Letters

Weekly Zoom
Schedule

Facebook Groups

Stay Active (qualified)

LifeWave Marketing
Guidelines

Grow Coaching Model

How to Enroll a CUSTOMER: Overview

★ Best to escort someone through the enrollment process

Enrolling Online

- They enroll from your personal website: LifeWave.com/**username** (confirming that your name is at the top before proceeding)
- Select SHOP (or *Buy Now*), choose products, and then follow the prompts
- After clicking *Add to Cart*, the 3 customer benefit options are explained
 - 1) Guest;
 - 2) Preferred Customer;
 - 3) PC+ (Preferred Customer Plus: \$19.95 USD membership fee)
- They select one of the 3 customer options & follow the prompts

Enrolling by Phone with LifeWave Customer Support

- Customer Support will enroll your new customer on your behalf. They will ask for your ID#
- Your new customer must be on the line with Customer Support (either alone or with you)

How to Enroll a BRAND PARTNER: Overview

- ★ Best to escort someone through the enrollment process

Enrolling Online

They enroll from your personal website: LifeWave.com/username (then confirm that your name is at the top before proceeding) before selecting JOIN and choosing an Enrollment Kit

- A Bronze Kit or above is one of the requirements for earning Binary Commissions

Good to Know

- Your 1st BP is automatically placed on the team/leg that you share with your Sponsor (unless you manually change your placement setting). This is the ideal placement for your 1st BP. (More about 'teams/legs' later...)
- Suggest they subscribe to a Monthly Subscription Order during the enrollment process

Brand Partner (BP) Enrollment Kits

					
Enrollment Starter	Enrollment Bronze	Enrollment Silver	Enrollment Gold	Enrollment Platinum	Enrollment Diamond
SELECT	SELECT	SELECT	SELECT	SELECT	SELECT
\$25.00 USD	\$124.95 USD	\$299.95 USD	\$499.95 USD	\$999.95 USD	\$1,599.95 USD

The Silver Kit is Popular for Two Reasons

- The \$25 Enrollment Starter fee is waived for the Silver Kit and above
- The Silver Kit is central to the compensation plan
(Upgrades from one Kit to another are always possible)

Content of BP Enrollment Kits

Receive the following products in a **BRONZE ENROLLMENT:**

1 SLEEVE OF
LIFEWAVE X39

OR

2 SLEEVES OF ANY
OTHER PATCH

Receive the following products in a **SILVER ENROLLMENT:**

3 SLEEVES OF
LIFEWAVE X39

OR

6 SLEEVES OF ANY
OTHER PATCH

Receive the following products in a **GOLD ENROLLMENT:**

5 SLEEVES OF
LIFEWAVE X39
+ 1 OTHER PATCH

OR

11 SLEEVES OF ANY
OTHER PATCH

Receive the following products in a **PLATINUM ENROLLMENT:**

12 SLEEVES OF
LIFEWAVE X39

OR

24 SLEEVES OF ANY
OTHER PATCH

Receive the following products in a **DIAMOND ENROLLMENT:**

19 SLEEVES OF
LIFEWAVE X39
+ 1 OTHER PATCH

OR

39 SLEEVES OF ANY
OTHER PATCH

Send a Welcome Letter

Send a Welcome Letter to your newly registered Customers and Brand Partners.... ideally minutes after they've enrolled! We want everyone to be able to orient quickly and easily.

We've created welcome letters that you can COPY & PASTE into the body of your email and then personalize.

LiveYoungerSuccess.com

> Business Basics > Welcome Letters

Then set a time when you can guide them through the 'Getting Started Steps' mentioned in the Welcome Letter.

- Step 3 helps them plug-in to trainings and communications ★



Business Basics ▾

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Useful Terms

Volume

A measure that represents the value of the products purchased by Customers and Brand Partners. There are two kinds of volume.

Business Volume (BV)

Refers to the product purchases made by members of your team and their personal customers

- One X39 sleeve has a **BV** value of 77

Personal Volume (PV)

Represents the product purchases made by you and your personal customers

- For example, when you purchase one X39 sleeve, it's now 77 **PV** (not **BV**)

Useful Terms

Monthly Subscription Order

- Ensures that you stay **Active**. Best practice... subscribe during the enrollment process
- Your order is automatically shipped to you each month. No worry about forgetting.

Active Status

To be considered **Active** and eligible for Binary (Cycle) Commissions, you are required to have at least **55 PV** (Personal Volume) within your account each month

- Staying **Active** ensures that your volume doesn't flush at the end of the month

Brand Partner Strategy: Everyone Builds 2 Teams (legs)

1. Enroll 2 BPs... Place one on each leg
2. Enroll 2 more BPs... one on each leg
3. Enroll 2 more BPs... one on each leg
(You now have 3 Brand Partners on each leg)

Repeat...



Before You Enroll Your 2nd Brand Partner (BP)...

Change your placement setting to the opposite leg before enrolling your 2nd BP

- Your 1st BP was automatically placed for you
- You want your 2nd BP placed on the other leg*

***Exceptions**

Best to keep people who know one another on the same leg (i.e. close friends or relatives). Ask your Sponsor or UpTeam Member for guidance.

How to Change Your Placement Setting

4 Simple Steps

Step 1

Check to see if your 1st BP is on your left or right leg

From your **LifeWave Back Office**

> *Organization*

> *Personally Enrolled Team*

> Then look for the name of your Brand Partner

Before Enrolling Your 2nd Brand Partner



ORGANIZATION ▾

✚ Enroll new...

Pre Populated Cart Builder

➔ Personally Enrolled Team

Upcoming Rank Promotions

Downline Ranks

Downline's Orders

Downline's Monthly Subscription

Downline's Maintenance Orders

New Distributors List

Recent Activity List

Retail Customers

Preferred Customers

Reps

Binary Tree Viewer

Enroller Tree Viewer

Step 2: Placement

Scroll to the right until you see Binary Side

- This column shows where your 1st Brand Partner was placed... on your left or your right leg/side

Good to Know

- The Status column is where you can track the Active Status of your Customers & BPs
- Binary = 2
- Pronounced *bi-nary* ('baɪ.ner.i), not *bi-a-nary*



Distributor = Brand Partner

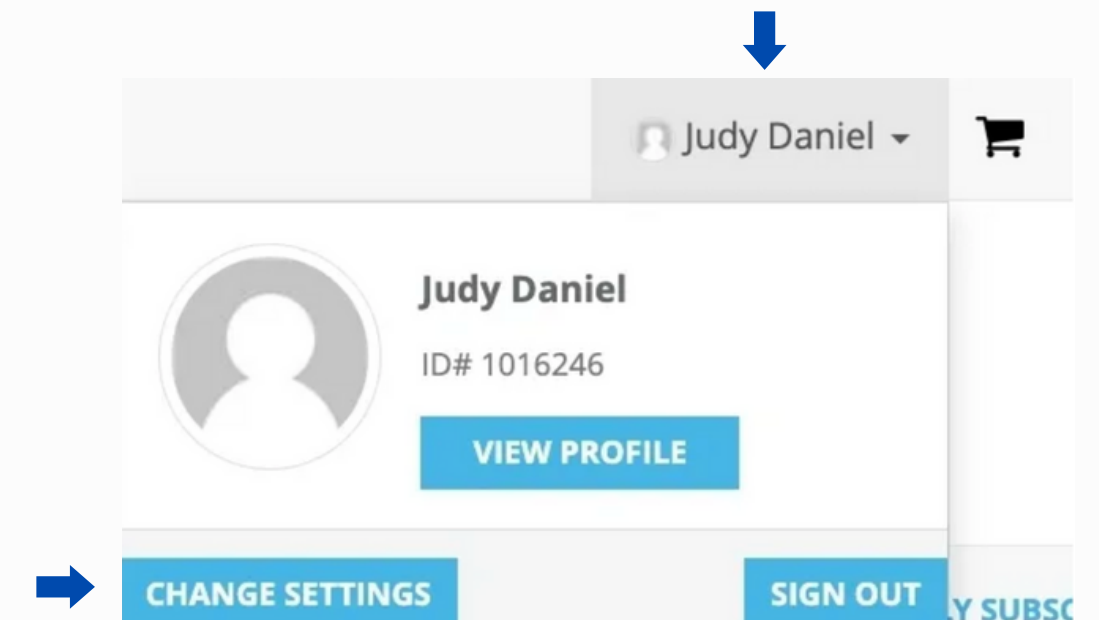
Status	Binary Side 	Type 
✓	Right	Distributor
✗	N/A	Preferred Customer
✗	Left	Distributor
✓	Left	Distributor

Step 3: Placement

Now change your placement setting to the opposite leg

From your **LifeWave Back Office**

- > Click on your name in the top right-hand corner
- > Click **Change Settings**
- > Then scroll to the bottom of the page until you see
What is your Binary Placement Preference?



Step 4: Placement

What is your Binary Placement Preference?

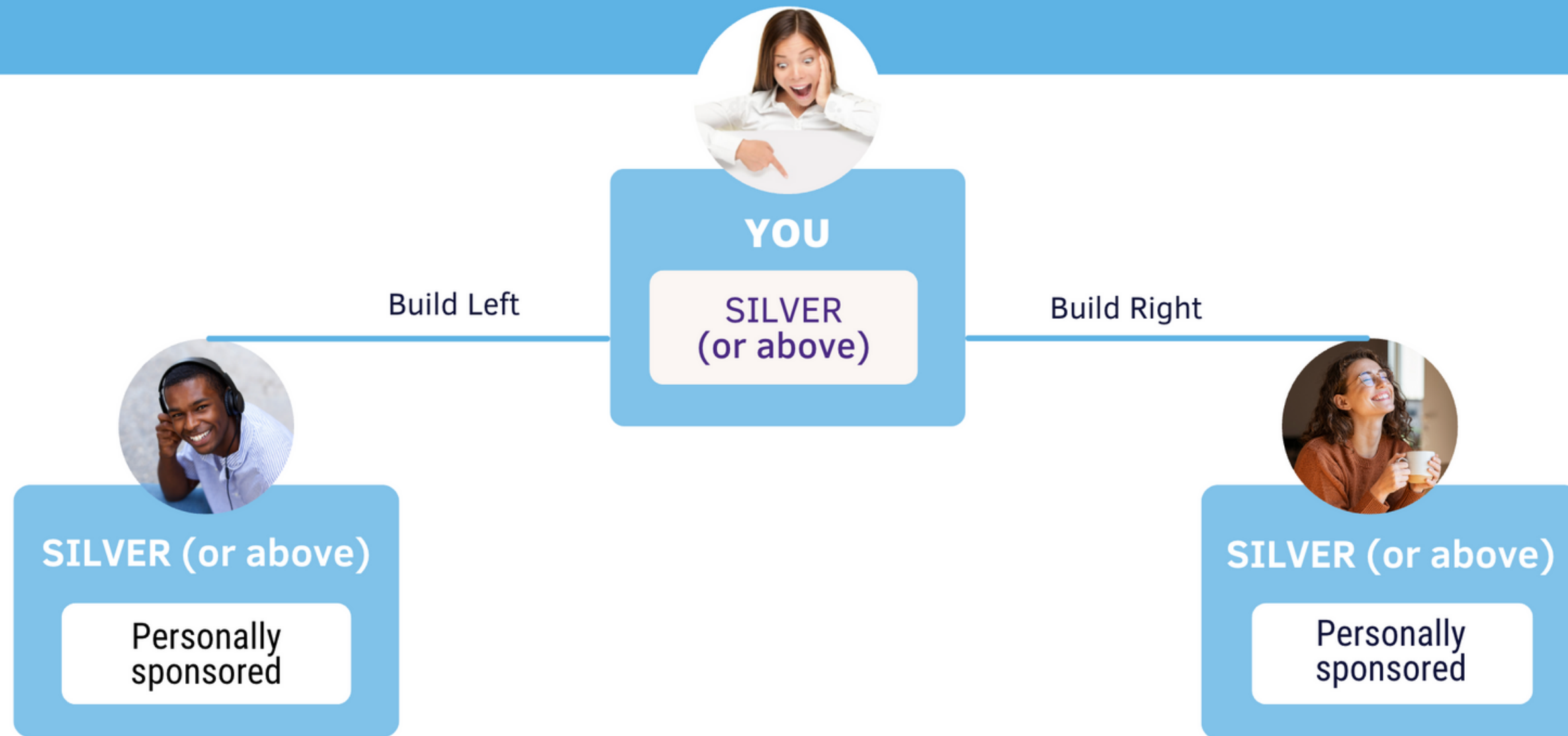
- ☒ Build Left
- ☐ Build Right
- ☐ Strong Leg Outside

- Select BUILD LEFT if your 1st BP is on your RIGHT leg (see above)
- Select BUILD RIGHT if your 1st BP is on your LEFT leg
(Moving forward ignore Strong Leg Outside)

Your 2nd BP will now be placed on the OPPOSITE leg from your 1st BP

Placement Diagram

Personally Sponsor 2 Brand Partners ~ One on Each Leg



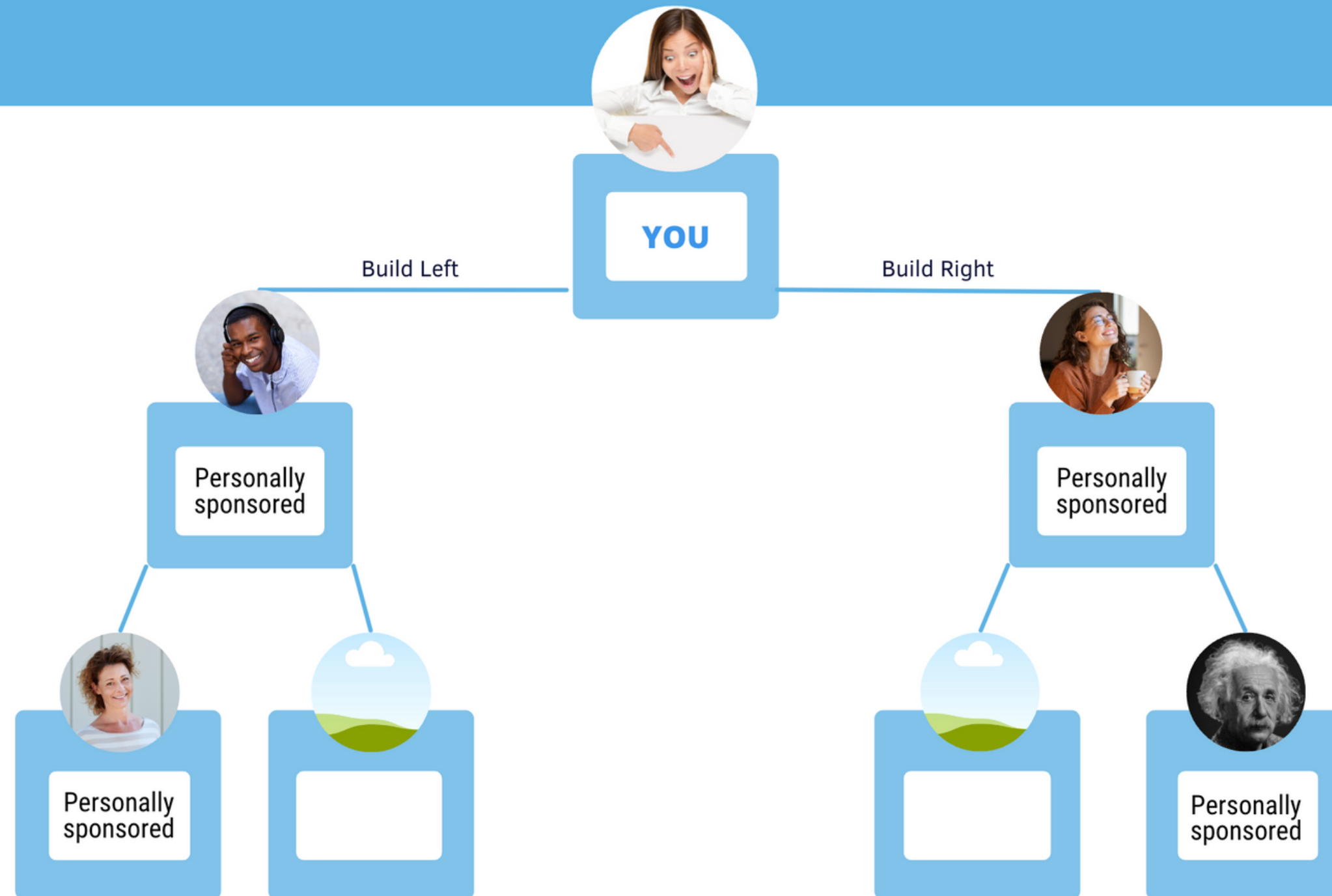
The Silver Kit option is used in this example because it is central to the compensation plan

Change your placement settings
from one leg to the other
as often as required

Enroll 2 more Brand Partners: One on each leg

Placement Diagram

Personally Sponsor 2 More Brand Partners ~ One on Each Leg



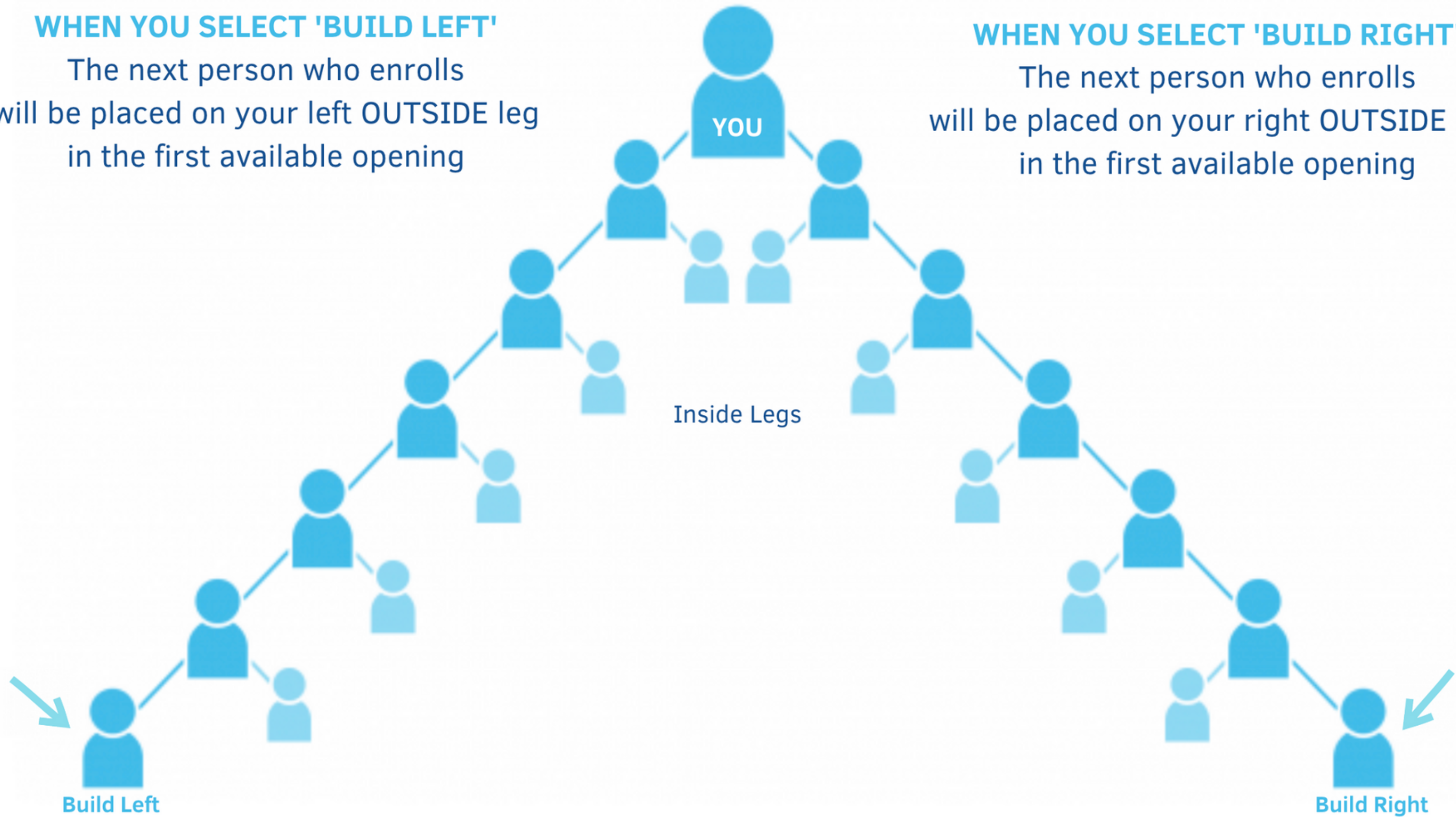
The Silver Kit option is used in this example because it is central to the compensation plan

WHEN YOU SELECT 'BUILD LEFT'

The next person who enrolls will be placed on your left OUTSIDE leg in the first available opening

WHEN YOU SELECT 'BUILD RIGHT'

The next person who enrolls will be placed on your right OUTSIDE leg in the first available opening



How to Move a Brand Partner to the Opposite Leg

You may change a member from your right leg to your left leg (and vice versa) **WITHIN 5 working days** of enrolling a new member. In order to do this, you must contact customer support.

A form or the \$50 payment is **not required** if this is requested within 5 working days. An email from the sponsor confirming this move will suffice.

If you wish to do this **AFTER 5 working days**, you must ensure that the new member has no downline. You can contact compliance@lifewave.com for review and if the change is approved, the form will be sent for completion, and you will be charged a fee of **\$50.00**.



Earn As You Learn

Learn As You Earn

I'm working full-time on my job
And part-time on my Fortune

- Jim Rohn

Summary

Enrolling Customers & Brand Partners

- Overview of the enrollment process
- Brand Partner Enrollment Kit options

Welcome Letters

- Orient quickly and easily

Brand Partner Strategy

- Everyone builds 2 teams
- How to change your placement settings



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- ✓ Building Two Teams of Brand Partners

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