

JEUNESSE

EXECUTIVE LAUNCH GUIDE

Reaching the Executive Rank is the first step in growing your Jeunesse business. It means you've shared your love for Jeunesse products so well, you have two Distributors who share your passion for helping people look and feel younger as much as you do! Use this guide as a map through your journey to Executive.

Step 1: KNOW YOUR MOTIVATOR

Pretty much everyone has something in their life they would change if they could. What motivates you? Take a moment — and whether it's product-based or income-based — jot it down!

Step 2: CREATE YOUR DESIGN

When you think about your future and short- and long-term plans, think about how Jeunesse can help you get there.

Think about it and answer these questions relating to at least one goal you have in your mind. Choose goals you think Jeunesse can be the vehicle to help you achieve and repeat the process!

Short-Term Goal:

How do I see this area of my life being different in the next 3-6 months with Jeunesse?

What changes would I need to make in order to make this happen?

Step 3: WHERE DO YOU GO, WHO DO YOU KNOW?

SHARE

Think about all the places you go in pursuit of entertainment, hobbies, health, socializing, your children's interests and more. These are all places you can share.

Where are your top 3 "Ideal" places?

1. _____
2. _____
3. _____

Think of the top 10 people you interact with most, ones who are likely to be open to hearing about Jeunesse. Who are your 10 "top" people?

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Step 4: CONVERSATIONS & INVITATIONS

There are basically three types of interactions you will have with people as you think about building a team of Customers and Distributors in today's world of quick touchpoints and digital relationships.

Informal Contact: These are those impromptu meetings that can include a grocery store, the mall, or even the bleachers at a sporting event. It's natural to share the solutions that are working for you.

Online Contact: Social media can be one of your most powerful social connections as it allows you to share your story instantly and increase your influence with hundreds — if not thousands — of people. In the space below, identify your top 3 social media settings:

1. _____
2. _____
3. _____

Here are some “Do’s” to keep in mind for successful conversations and invitations.

- ✓ Share your product experience or someone else's with family, friends and acquaintances.
- ✓ When asked, show where they can buy the product.
- ✓ Smile and have fun. Be authentic, be respectful and you'll build trust.

Traditional Contact: These are people you'd like to be in business with who have strong leadership potential. Reach out to your upline, do some role-playing, and work on best ways to approach the person.

Step 5: SHARE THE VISION

INSPIRE

Use the comprehensive sales and marketing tools as you inspire others at four main types of venues.

One-on-One

Try to make a One-on-One connection completely relaxed and comfortable. Share your experience in a 20-30 minute informal conversation. Make it personal and let your passion show. Who can you invite to your first One-on-One?

3-Way Team Call

3-Way Calls offer support and “third-party validation” which can be helpful in establishing credibility. Have a seasoned leader you respect come into the conversation to discuss less familiar elements. Who will you be inviting to your 3-Way Team Call?

Online Webinar

These weekly, and sometimes pre-recorded, presentations normally use the We Live Jeunesse PowerPoint. Sometimes hosted by one key leader, these are great to listen to — even if its just you! My weekly webinar address is:

In-Home Group

Home gatherings, sometimes referred to as Jparties, are fun events in groups of family and friends. Check your Joffice™ for instructions and guidelines for hosting home parties and access to invitations and handouts.

Who will be on your list of attendees for your first home event?

Step 6: FOLLOW-UP: KEEP IT CASUAL

BELIEVE

After you've shared the vision, the time that follows is crucial as the prospect will have various internal conversations, so you won't want to leave them alone with unanswered questions. Be prepared with a Share pack!

Share Packet: Available in your Joffice, the share pack is a necessity to sign up Customers and enroll Distributors when internet access isn't available.

And lastly, but MOST IMPORTANTLY:

Be prepared for the "not now" response. The reason successful leaders say the fortune is in the follow-up is because it can take numerous times for people to decide on a company before they join.

Step 7: TAKE ACTION

After you've followed up with your prospect, it's time to take action! Schedule a get-together on Skype, WeChat, Facetime or in person to spend an hour or two overcoming any final objections and answering any final questions.

Plan time to accomplish three primary goals, should they want to become a Distributor:

- 1) Build their belief in the power of social selling: Help them understand that when they are talking to others, they need to be themselves, keeping it casual and conversational when they introduce Jeunesse.
- 2) Work through the first three success steps: Show interest and understanding of their expectations.
- 3) Complete the Creating your Business sheet on the next page: Take a look at the Executive Model, and assist them with listing the names of the people they intend to launch their new business with.

Step 8: ENGAGE AND DUPLICATE

ACHIEVE

Launching your Jeunesse business with the greatest likelihood of immediate success is dependent upon familiarizing yourself with the Jeunesse Empower System and duplicating your efforts again and again.

Duplicate

- SHARE the Jeunesse products
- INSPIRE with the story and mission of Jeunesse
- BELIEVE in the power of social selling and yourself
- ACHIEVE your ambitions and help others do the same

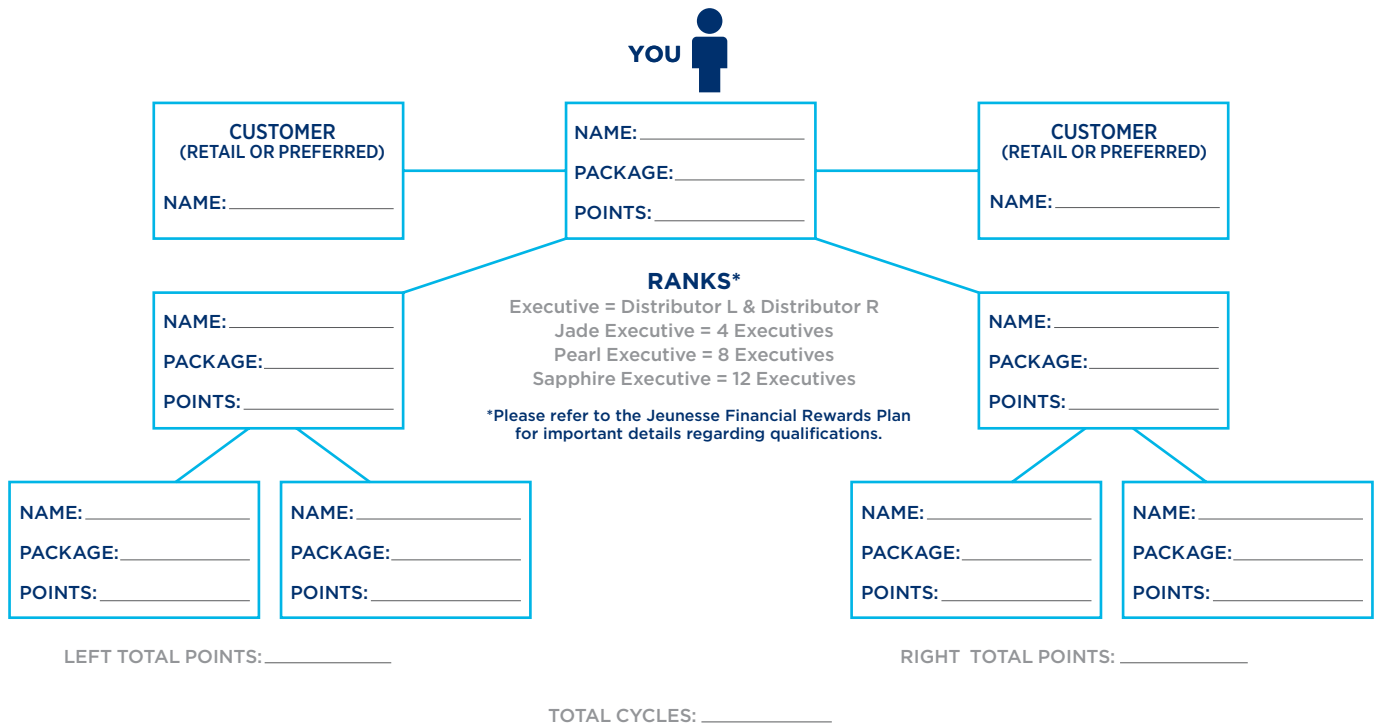
In addition to the New Distributor Checklist, here are three things you'll want to have on your to-do list.

- 1) Complete the Compliance Certification program available online. My date to complete is: _____
- 2) Connect with your local team and Jeunesse: your home team! There are weekly calls, webinars, Google Hangouts, ExecConnects, newsletters and of course, your comprehensive Joffice with resources and reports.
- 3) Lastly, start thinking about the various locations where you can market your new Jeunesse business. There are many ways to get the word out — be inventive and gain some additional exposure!

YOU'VE GOT THIS!

CREATING YOUR BUSINESS

become an Executive



HOW TO GROW AND DUPLICATE YOUR BUSINESS



- Teach your two Distributors to become Executives with two Customers.
- Continue enrolling and developing Executives with two Customers.
- Repeat and duplicate the 8 Steps to Success.

CREATING YOUR SUCCESS FORMULA

NEWLY ENROLLED	RSB*	RC & PC PROFIT \$	FREE PRODUCT	RANK ACHIEVED
TOTAL				

*RETAIL SALES BONUS

I will be a _____(rank) by _____(date)