

YOUR ogel™ BUSINESS PLAN



IMPORTANT INFORMATION

Your Agel ID: _____

Temporary Password: _____

Log in to www.Agel.com and create your own pass word

Your Sponsor: _____

Phone: _____

Email: _____

Team Website: _____

WEEKLY LEADERSHIP TRAINING

Day: _____ Time: _____

Dial-In Number or Website: _____

Agel Customer Service Telephone: _____

PREPARED FOR:

YOUR agel[™] BUSINESS PLAN

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WELCOME TO AGEL ENTERPRISES

Congratulations 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, where you can write along in this booklet. You'll get the most out of both resources and achieve the maximum retention. We have also included this audio and booklet on the team training site. You can find it on your team website in the "Fast Start Training" section.

Please take your business seriously. Just because you haven't invested tens of thousands of dollars 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 and 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 to 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 disparage 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 regale you with horror stories of people who tried other 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 wry smile, thank them for their input, be strong in your own self resolve, and stay focused on what is right for you.



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 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.

6 YOUR *ogel* BUSINESS PLAN

THE FIVE 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. 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 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 that you are passionate about, that will excite you, and keep you focused on reaching it.

This desire will keep you working, even when things don't go as perfect as you would like. That desire could be a bigger home, a new Lamborghini, firing your boss, or giving a million dollars 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 live 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 your mind up, 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 originally. Otherwise success becomes about your skills and it is harder for your people to duplicate. Here at A-Team, we all follow the same system, which makes it work better for everyone.

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, be able to present an Agel Business Briefing, 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 step 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!

PART 1 BUILD THE FOUNDATION (3 STEPS)

The 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

This could have been done online, or you might have entered your information on a paper application 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 structure, and your positioning is assured.

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.

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 recommend strongly that you have a monthly autoship of at least 200 CV. Larger families will use more. 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.

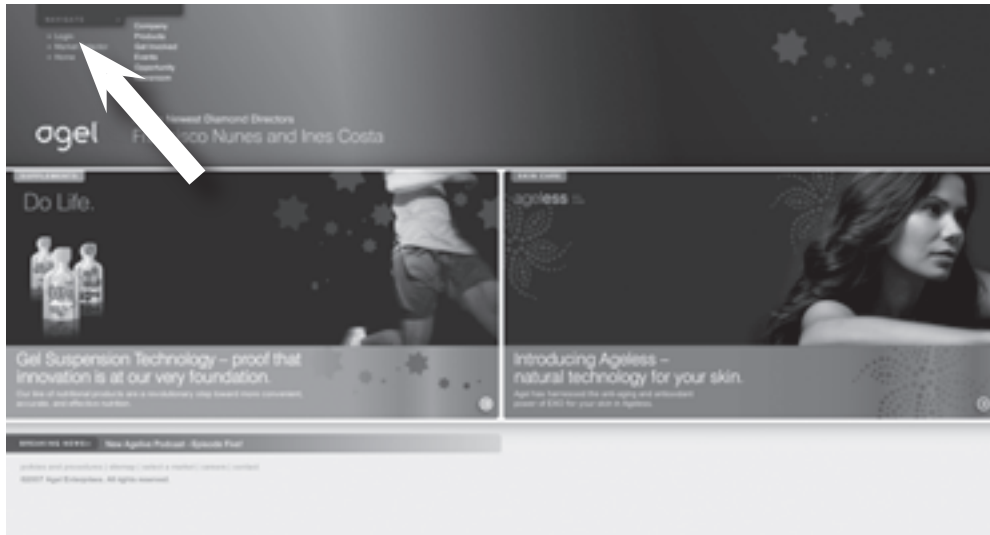
Also, you always want to buy from your own store. You never want to ever have a “Brand X” product in your home that Agel provides.

Many people think of it 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 paid retail for from stores. 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.

PART 2 GET CONNECTED (4 STEPS)

□ STEP 1: LOGIN TO YOUR AGEL BACK OFFICE

Please log onto your account at 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 that and correct anything else when you log in. Also, please enter your bank information so your bonus check can be electronically transferred to you each month. Go to **“Profile”**, then **“My Account”**, then **“Commission Payout Method.”**

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, enrolling Preferred Customers, placing additional product orders, and managing your autoship orders.

☐ STEP 2: APPLY FOR YOUR AGEL DEBIT CARD

Having your own 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 own debit card, from your Agel dashboard, simply click on **“Join Agel Visa Debit Card”** and fill out the online application.



□ STEP 3: GET PLUGGED IN!

Please go to your team training site listed in the front of this booklet and enter your **name** and **email** in the “**Announcements**” box. This means you will get updates, training newsletters and special announcements.

NOTE: You will probably get a confirmation email from the site administrator, to confirm that you have subscribed. It is important that you reply to this email or you will not receive the team updates!

Once you’re registered, browse the site and get familiar with the various sections. This will serve as your main training site. You should visit this site at least several times a week, especially checking the team events going on around the globe. If you know people in these areas, you could send them to the event and begin expanding your business into new markets.

□ STEP 4: BOOK YOURSELF FOR THE NEXT MAJOR EVENT

We have 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, Mastermind and Go Diamond Weekend) are for everyone, to help them reach those higher ranks.

These major events are an opportunity for you to connect with the leaders in markets in which you may have some contacts, and would love to have a group in. 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 these.

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 hundreds or even thousands of dollars, pounds or Euros for if you could find something like it in a public seminar. (Which you can’t.)

While you are on the team site, look for the box on the home page that says “**Next Major Event**” and get registered now. These events will take years off of your learning curve.

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**” form 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 preferred customers, carry your gel paks everywhere)
2. **Stay Connected with the Team System.** (Be on the Leadership Training calls, transfer information to your front line people, keep the system sacred for maximum duplication)
3. **Launch my Business with a “Major Blast.”** (Get at least 80 to 100 candidates in your prospecting funnel so you can find some “runners” and create excitement and momentum.)
4. **Get a Workout Partner to hold each other accountable.** (Give them your daily/weekly goals and talk at least once a week)
5. **Expose the AGEL business to at least ____ people a day, ____ days a week.** (You can’t control enrollments, but you can control how many people you offer the chance to evaluate Agel.)
6. **Host or Support a Regular Agel Business Briefing (ABB).** (If there is not one in your area, start one)
7. **Work the “My 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 you 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 hundred dollars 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.

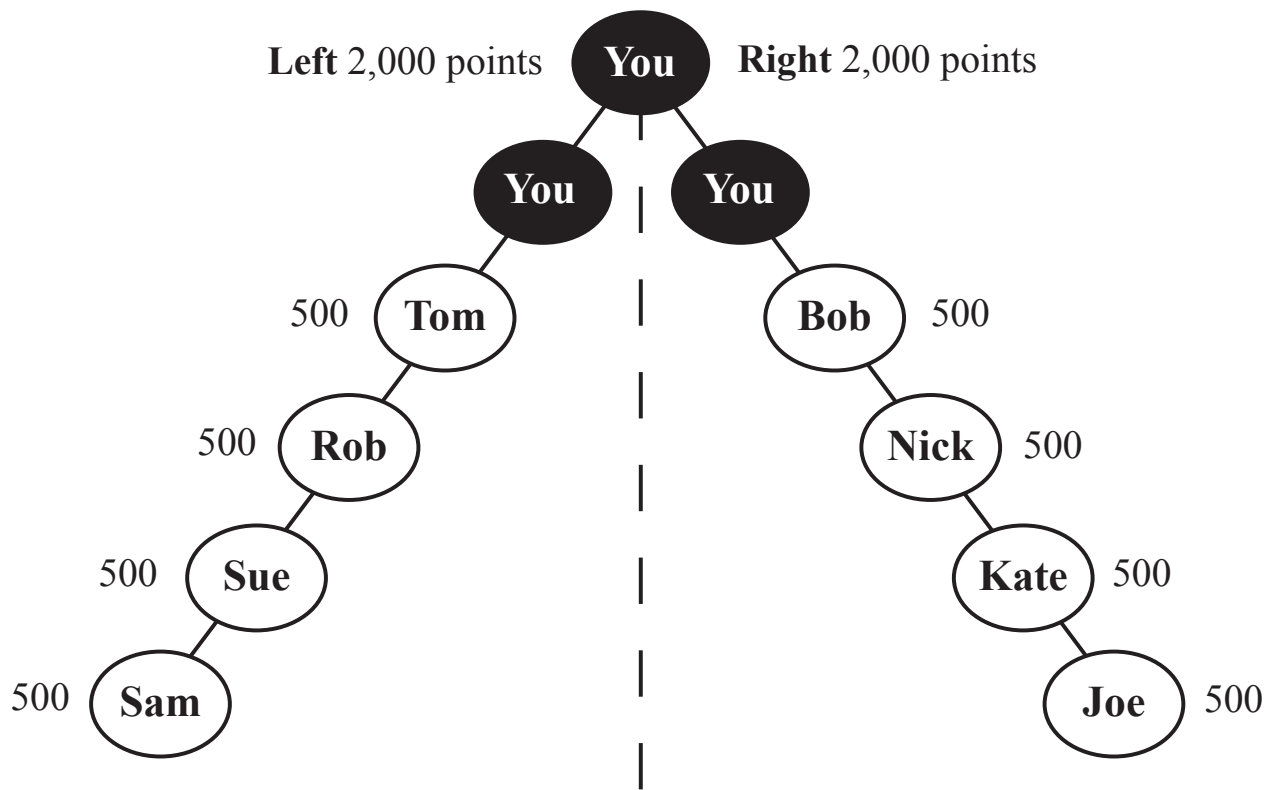
Dream build with your spouse or your sponsor. Reawaken those wants and desires you used to have—but probably got lost somewhere along the way. Sometimes we get so busy in the bustle of everyday living that we lose sight of our dreams. It's important that you discover your “burn”—that smoldering desire 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...

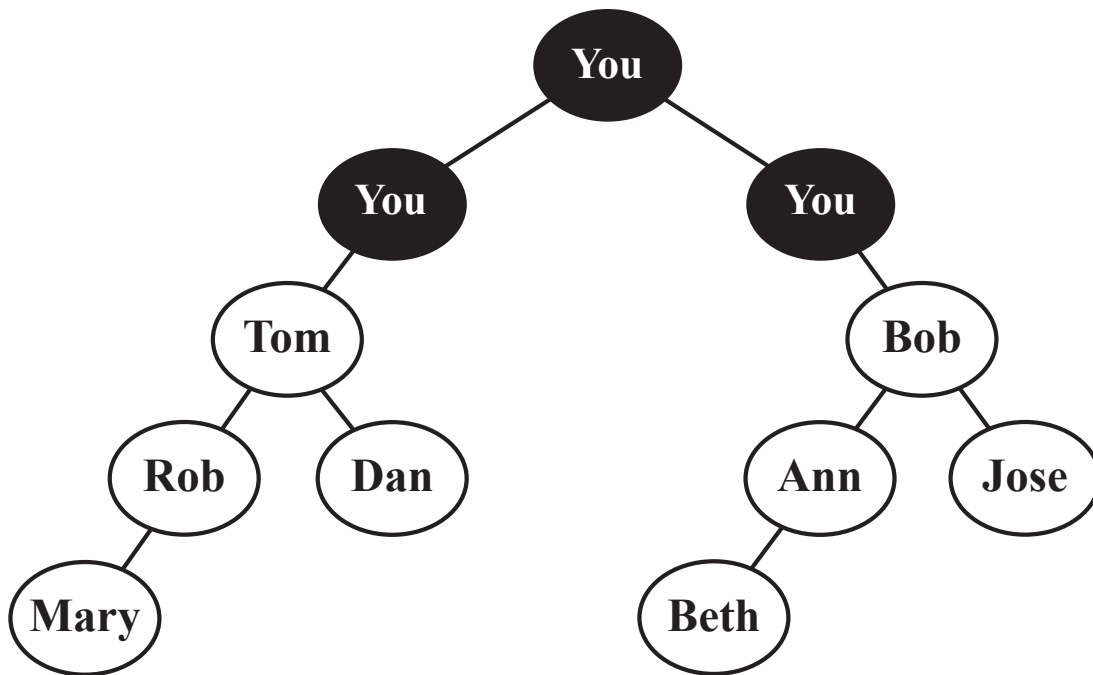
One of your very first goals should be to get to the Manager rank as quickly as possible. To achieve this you must have 2,000 CV points in your lesser leg (refer to the Agel Compensation plan). In your first month, this means at least four new Executives in each side of your business. They do not all 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 Private Business Receptions (PBRs). 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 _____

I would like to use the Agel products to achieve _____

The reason I started my Agel business is _____

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

I will reach Manager rank by: _____

I will reach Senior Manager rank by: _____

I will reach Director rank by: _____

My two-to-four-year plan is: _____

(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 Leadership Training call in your area. You will find the time and number listed on the inside cover of this plan, or you can look it up on the team website. For the bulk of your remaining time, you want to concentrate your activities on business building activities like Private Business Receptions (PBR), getting prospects to 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.

For your recruiting tools, go to www.AgelBusinessTools.com



Here are the primary recruiting tools you will need:

☐ 50-100 CHOOSING SUCCESS MAG-PACKS

This powerful resource is our primary recruiting tool. It includes the *Choosing Success* magazine, and a dual disc, with a *Secrets of the Multi-Million Dollar Producers* audio CD on one side, and *The Agel Phenomenon* DVD on the other. (The DVD inside is what you will use for your PBR's. It's a 35-minute overview of the Agel opportunity, presented in a very compelling manner.

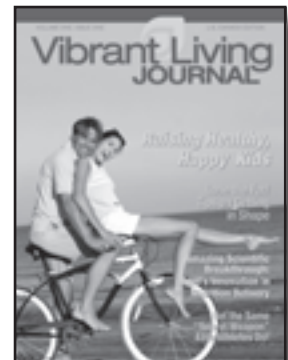
Use the Mag Pack to approach prospects, mail it to long distance ones, and give it out with product samples after PBR's and ABB's. You also use it as a "drop" tool, leaving extra copies in places where people frequently visit and wait such as the car wash, doctor's waiting room, hair salon, airplane seat pocket, etc. Just don't forget to put your contact information on the back!



☐ 50 VIBRANT LIVING JOURNAL CATALOGS

This is the product catalog, that explains what the individual products are in your country, and includes prices, ingredients, and 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.

Important Note: The three tools above are the primary recruiting tools. You will need to place a one-time initial order immediately for them, PLUS you will want to also have a monthly autship set-up, so that you never run out and so that you can consistently expose people on a daily basis as you are building your business. Autship orders will not be shipped until the 5th of the next month, so make sure you place your initial order to ship right away.



☐ 10-20 MLM ROCK STAR PACKS

This powerful tool is created especially for use with prospects who currently are in network marketing or who previously have been in the business. Use it for your MLM Blast.

You may also send prospects to the online version at www.MLMRockstar.com. This is a FREE site you may send prospects to; just don't forget to follow-up with them. If you prefer to have your own replicated version of this site, go to the ATeamCentral.com/store.html (This is recommended if you have a large number of contacts involved in other network marketing companies).





☐ 10-20 “YOUR AGEL BUSINESS PLAN”

This is the booklet you are working in now, accompanied with the instructional CD. We recommend you have at least ten of these to start, and give one to each person that you enroll personally, so they can get started and duplicate fast.

☐ 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 www.AgelBusinessTools.com.



There are a couple more items that will help you build your business fast, and make sure your prospects can find you. You will find these at: www.MyAgelTools.com.

They are your own official authorized Agel business cards, and labels to place on all of your recruiting materials.

☐ STEP FIVE: 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 tens of thousands of dollars 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 preferred customer. 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.

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

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 everybody – but everybody is not perfect for Agel. Some people are not looking for a business opportunity right now. 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. Here’s how to have a successful Major Blast...

□ STEP 1: PBR BLAST

The foundation of recruiting is Private Business Receptions (PBR’s). These are informal get togethers at your home, where you can invite the key people you would like on your team to preview the opportunity. They are very simple to do, because basically you just welcome people and play “The Agel Phenomenon” DVD from the Mag Pak to make the presentation. 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 do is schedule your “Grand Opening” PBR’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, or call in to your first event or two. Your goal is to complete at least three PBR’s in your first seven to 10 days. This is the fastest way to create momentum.

Here are some guidelines to conducting the most effective PBR’s and getting started fast:

PRIOR TO PBR

- Look over your prospect list to determine your best prospects and invite them to your home. Let them know you are having the “**Grand Opening**” of your new business and want them to see what it is all about.
- 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 they are seeking.
- Remove all distractions before presentation (phone, pets, 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) or light snacks.
- Have packets prepared for each guest, but keep them out of sight.
- Do not set up a product display.

THE 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 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:

- Choosing Success* mag pack
- The Agel Phenomenon* DVD
- Vibrant Living Journal* product catalog
- Product samples
- Paper application

- 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. Example: If they are questions about the compensation plan, direct prospects to the appropriate sections in the mag pak. If they are product questions, use the product catalog.
- 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 their own copy of this business plan.
- For those who do not sign up, invite them to listen to the CD in the mag pak 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 PBR

- Follow up within 24 to 48hrs for those that want to do research and listen to the CD. Invite them to an ABB or put them on a three-way call.
- Help your new team members schedule their own PBR 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.
- Provide notepads and pens for your guests to write with.

Write out your timetable and plan for your PBR Blast: _____

STEP 2: "CHOOSING SUCCESS" BLAST _____

You will want to get at least 50 of the "Choosing Success" Mag Packs into the hands of prospects in your first 10 days (average five per day). Emphasize that they should watch *The Agel Phenomenon* DVD in side. Not everyone will watch it immediately of course, but you want to get at least 25-30 quality exposures from this; meaning people who have actually take the time to view the presentation.

This step is best for people you don't think will come to your home for a PBR, 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 a PBR or ABB, getting them on a three-way call, or listening in to a weekly Leadership Training call or Virtual ABB.

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.”

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 Choosing Success Blast: _____

☐ STEP 3: 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 them personally with a sense of urgency. You can say something like:

"Hey (name), grab a pen. (Wait.) Please write down this website: www.GetTheInfoNow.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 Phone Blast: _____

☐ 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 "Choosing Success" Mag-Pack, "Vibrant Living Journal" product catalog, 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. 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: _____



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 www.ATeamCentral.com and cut and paste the Two-Step email campaign from the business building resources section.

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, doing a three-way call with your sponsor, sending them to an ABB in their area, or getting them on a weekly Leadership Training Call, or Virtual ABB.

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

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. This is a FREE site you may send prospects to. Just remember to follow-up promptly with them.

If you prefer to have your own replicated version of this site and some promotional postcards, go to the ATeamCentral.com/store.html and order your own. 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: _____

STEP 7: DROP BLAST _____

Drop five to ten *Choosing Success* mag-packs off at 20 different locations in your local market. Examples include the brushless car wash, hairstyling salons, doctors' waiting rooms, hotel lobbies, coffee shops, etc. This is lower yield than the above methods, but can bring you people you don't know yet, and works for you around the clock.

Write out your timetable and plan for your Drop Blast: _____

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.

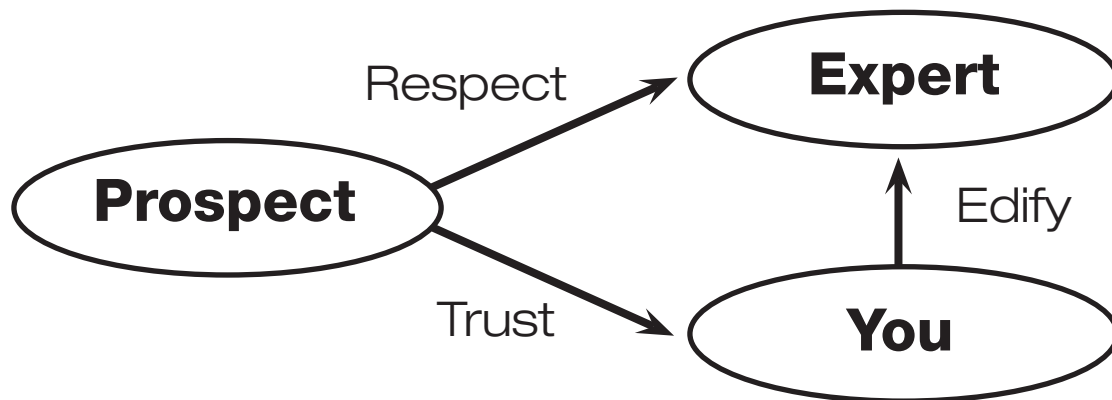
Launching your business with a Major Blast as above meets this formula perfectly. Anyone with any experience or education level can follow these simple steps. And you will notice that all of these involve using third party resources. This makes sure that the business is not about you, and that anyone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

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.

3-WAY CALLING



TRUST + RESPECT = SUCCESS

The most successful people in Agel have learned how to put their sponsorship line to work for them. Three-Way Calls 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. Anyone can do Three-Way Calls. You don't need any special skills other than the ability to make a phone call.

Most people are able to do Three-Way Calls with their existing phone set up. If not you will need to order the service from your phone provider, which is simple and inexpensive. Try it out with your sponsor or a friend before trying it with a prospect.

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 give them their own 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.

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!



**Follow along with the audio CD to get
the best results creating your own
ogel™ BUSINESS PLAN**

agel™

