



Training Academy
GUIDEBOOK



• Share Your Excitement

- Your goal is 8-10 guests at your first party.
- Facebook
 - Setup an event on Facebook with the details of your party and allow friends to invite their friends.
- Email Messages
 - Send email and Facebook messages to guests telling them where the party will be held, when, and why they should come. Also, tell guests the price of the wrap. See Message Examples (Appendix A) for easy messages to copy and email.
- Text Messages
 - This is a short, quick, and intriguing way to get prospects interested in attending your Wrap Party. See Message Examples (Appendix A) for easy messages to copy and text.
- Common Questions
 - If your guests have questions pre-party, be sure to ease their fears. Use the Product Information: Ultimate Body Applicator document in your eSuite "Documents" tab for questions and answers.

• Preparing for your Party

- IT Catalog: Products
 - The IT Catalog features our four packs that will work with anyone's fitness goals. They vary in price and products. The products in these packs were chosen specifically for maximized results when combined together.
 - Wrap Pack™: Ultimate Body Applicator™ and mini Defining Gel - \$69
 - Skinny Pack™: Ultimate Body Applicator, Advanced Formula Fat Fighter™ and Defining Gel - \$109
 - Fit Pack™: Ultimate Body Applicator, Ultimate ProFIT™ Greens™ Advanced Formula Fat Fighter, and Defining Gel - \$179
 - Ultimate Pack™: Ultimate Body Applicator, Greens, Ultimate ProFIT, Ultimate ThermoFit™ It's Essential®, Advanced Formula Fat Fighter, It's Vital™ and Defining Gel - \$279

STEP 3: GO RUBY

• **The average income of our Ruby is \$599.**

- Get three distributors. Two of these distributors need to be qualified with 400BV. The other distributor needs to be an Executive, which means fully commission and bonus qualified, as well as have two qualified people under them.

• **Scheduling Your Next Party**

- Pick a date and set up your next Wrap Party. Contact prospects who did not attend your first party and let them know when you'll be hosting the next Wrap Party.
 - Put the date on Facebook and schedule an event.
- Use the Blitz Card to get the word out about the It Works! Wrap and recruit prospects. Get your team involved with the Scavenger Hunt Blitz Game (Appendix E).
 - Put 10 Blitz Cards a day in play.

• **Working With New Distributors: Developing Leaders**

- After you enroll a distributor, it is essential to follow up with them and help them schedule their first Wrap Party. Encourage them to use the Training Academy and this Guidebook for reference and support.
- If you do not know an answer to their questions, refer them to the FAQs available in the eSuite "Documents" tab.
- Remind new distributors to continue taking pictures and measuring themselves over that 72 hour period since using the wrap. This helps build their testimony.

• **Goals and Dreams**

- When you set your goals, dream big, write them down, and share them with your team and family. Complete your Dreamboard (included in your Business Builder Kit) and put examples and descriptions to keep you focused.
- Explain to new distributors why this is such a powerful tool—show them what they can accomplish by working hard at their business.

• **DreamMaker**

- Take each new distributor and prospect that is interested in the opportunity through the DreamMaker step-by-step. Be personable as you complete the form together. Show them how completing this form makes their dreams tangible.

We will be adding more information to the Training Academy, so don't forget to come back to learn more valuable tips to build your business.

APPENDIX C: MEMORY JOGGER

MEMORY JOGGER

WHO DO YOU KNOW WHO IS A/AN...

Golf pro
 Physical therapist
 Chemical engineer
 Accountant
 Electrical engineer
 Bartender
 Bank manager
 Computer programmer
 Fire chief
 Business manager
 Word processor
 Police officer
 Car salesperson
 Flight attendant
 Business owner
 Network marketer
 Printer
 Baseball player
 Video store owner
 Attorney
 Pediatrician
 Football player
 Chiropractor
 Bank teller
 Real estate agent
 Nurse
 Receptionist
 Musician
 Actor/actress
 Police chief
 Carpenter
 Emt
 College professor
 Podiatrist
 Plant foreman
 Salesperson
 Airline pilot
 Politician

Teacher
 Social worker
 Financial planner
 Graphic artist
 Veterinarian
 Dancer
 Lab technician
 Telephone lineman
 Surgeon
 Architect
 Company executive
 Secretary
 Radio announcer
 Anesthesiologist
 Contractor
 Electrician
 Office manager
 T. V. Reporter
 Plumber
 Restaurant owner
 Journalist
 Photographer
 Artist
 Working student

WHO SOLD YOU YOUR...

House
 Car/truck
 Furniture
 Boat
 Office supplies
 Business clothes
 Vacuum cleaner
 Computer
 Carpets/tile
 Curtains
 Storm windows
 Aluminum siding
 Vacation package
 Air conditioner

Groceries
 Jewelry
 Telephone system
 Lawnmower business
 T. V./Stereo
 Insurance

WHO IS YOUR...

Optometrist
 Dry cleaner
 Barber
 Supervisor
 Pharmacist
 Dietitian
 Pediatrician
 Neighbor
 Day care provider
 Insurance agent
 Counselor
 Landscaper
 Aerobics instructor
 Accountant


PEOPLE IN YOUR LIFE...

Relatives
 Parents
 Grandparents
 Brothers
 Sisters
 Aunts
 Uncles
 Cousins
 Hairdresser
 Doctor
 Attorney
 Mechanic
 Minister
 Mailman
 Best friend

WHO...

Was in your fraternity sorority
 Is on your christmas list
 Is very ambitious
 Is the life of the party
 Is considered a leader
 Is looking for a new profession
 Is known by everyone in town
 Is a consultant or trainer
 Was in your wedding party
 Is in a high profile job
 Runs a local deli
 Runs a local bagel shop
 Do you play cards with
 Are your college friends
 Is active in your church
 Is a prominent business owner
 Do you respect a great deal
 Are your parents' friends
 Recently had children
 Already takes vitamins
 Has influence with others
 Is from an old job
 Wants more out of life
 Has a stressful job
 Is from civic activities
 Is president of pta
 Rides to work with you
 Edits a newspaper
 Is friends with the family
 Is health conscious
 Often seems tired
 Wants to lose weight
 Is active in local politics
 Likes to exercise


APPENDIX E: SCAVENGER HUNT BLITZ GAME



**EVERY PERSON IS WORTH 1 POINT
BUT YOU CAN GET EXTRA POINTS FOR
EACH THING IF YOU DO THE FOLLOWING:**

- 1 extra point if you book a party
- 2 extra points if you get a loyal customer
- 3 extra points if you can get a picture with any of the listed people wearing the Applicator. They have to pay for it; you cannot give it to them!
- 4 extra points for getting any of the individuals listed to join as a distributor

Be one of the first 10 people to reach 10 points by posting all of your pictures to either Facebook or Twitter (don't forget to tag @ItWorksGlobal and hashtag #GlobalBlitzDay) and you could be a Global Blitz Day winner!



GLOBAL BLITZ DAY SCAVENGER HUNT

- Someone working out/exercising
- Someone in a baseball uniform
- Someone in a green car
- Someone from another state
- Someone with a nose ring
- Someone that lives in a green house
- A mom shopping with her kids
- A married couple
- Salon owner
- Fast food drive thru worker
- Massage therapist
- Chiropractor
- Waitress/Waiter

GBL001-GBDSHF