

TrainingAcademy GUIDEBOOK





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WELCOME TO THE TRAINING ACADEMY

- Introductions: Meet Members of our Executive Team
 - CEO and Founder, Mark Pentecost and his wife, Cindy
 - Pam Sowder, Director of Marketing
 - Wally Neeson, Vice President of Business Development
 - Mike Potillo, Director of Sales

HOW TO COMPLETE, WHAT TO EXPECT IN THE TRAINING ACADEMY

- This Training Academy will give you all of the information you need to help start a successful It Works! business.
 - The Training Academy corresponds with the Steps to Success.
 - Download the It Works! Policies & Procedures, essential guidelines to building a compliant business.
 - Use your support system, your upline, combined with these other tools to build a foundation of success for your business.

CURRENT PROMOTIONS

- G.O.O.D. Bonus: This is a promotion to help all of our distributors Get Out Of Debt (G.O.O.D.)! Now through December 31, 2012, if you achieve the rank of Diamond or above within your first 3 months from enrollment, you've earned the G.O.O.D. Bonus! See the G.O.O.D. Bonus Official Rules in your eSuite "Documents" tab for complete details.
- \$99 Business Builder Kit: Now through December 31, 2012, you can purchase our Business Builder Kit at the discounted rate of \$99 (US/ Canada/Australia only). The EU promotional price is \$108USD.
- SUCCESS from Home Magazine wants to feature YOU, It Works! Global, and the innovative Get Out Of Debt (G.O.O.D.) Bonus! There are four opportunities for you to be featured in the magazine during the months of October and November, 2012. See the SUCCESS from Home flyer in your eSuite "Documents" tab for details.
- FREEDOM 2013 Conference will take place in Tampa, Florida, on January 17-19, 2013. If you are a new distributor, you have 10 days to get the lowest FREEDOM ticket price of only \$179USD. Check your email for details on how to register and visit MissionPossible2013.com.

STEPS TO SUCCESS

- The Steps to Success are the three foundational steps to building your business and maximizing the Compensation Plan.
 - Step 1: Friendships Join, Boost, and Get Ready to Party!
 - Step 2: Fun Party to Profits with your Booster Pack Wraps
 - Step 3: Freedom Go Ruby!







STEP 1: JOIN, BOOST

• Get Plugged In

- Corporate Conference Calls
 - We host Corporate Conference Calls every Sunday and Monday. You can listen to all of the calls live from your computer or on replay the next day! Look at the corporate events calendar for a link to all of our calls: www.myitworks.com/Events.
- Events
 - Meet your corporate executive team, It Works! leaders, and fellow distributors at events around the world! Events vary from training sessions to opportunity meetings to social time. Check out the corporate events calendar for a complete list of all of our events and information on how to RSVP: www.myitworks.com/Events.
 - Do you want to hold an event in your town? You can request an event location by submitting the "Distributor Event Request Form" available in your eSuite "Documents" tab.

Social Media

- Facebook, facebook.com/ItWorksGlobal
 - Read the Message Examples (Appendix A) for fun messages you can copy and paste to your Facebook page.
- Follow us on Twitter for the most up-to-date announcements from It Works!: @ItWorksGlobal
- Learn valuable lessons from members of our executive team and our top leaders by reading the It Works! Blog: TheItWorksWay.com

• Utilize Your Upline

- Your upline is your support system. If you have any questions throughout the Training Academy, don't be afraid to get clarification from your upline.

• Managing Your Business

- The eSuite is FREE your first month! Here are a few of the many features of the eSuite: Training Academy, Document Library, Real-Time Reporting, Order Management, Account Information, and Corporate Announcements.





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• We're Here to Support You

- While you wait for your Business Builder Kit to arrive, be sure to check which shipping method you chose. You can track your order to find out when it will be arriving on your doorstep!
 - Standard Mail: 7-14 business days
 - Ground: 3-7 business days
 - 2nd Day
 - Next Day (If placed before noon, this will ship the same day. All orders placed after noon EST will ship the following business day.)
- Corporate Team Contact Information
 - There are various mediums to contact your corporate team depending on your location.
 - Submit a Support Ticket via your eSuite.
 - Please include your name, ID#, order# and details of your situation, and desired outcome. You will typically receive a response within 1 business day; however, this is based on ticket volume at the time. High volume times include lunch, between noon – 1 p.m. EST (GMT-5), the end of the business day, and the end of the month.
 - You can find all of this information on our Contact Us webpage: MyltWorks.com/Contact Us

Customer Service Contact Information		
North America (Distributors)	1-(800) 581-5469	All distributors can receive Customer Service assistance by submitting a support ticket via your esuite.
North America (Loyal Customers)	1-(800)-537-2395	
Australia	1-(800) 750-398	auinfo@itworksglobal.com
United Kingdom	0-(800) 098-8925	euinfo@itworksglobal.com
Ireland	1-(800) 816-026	euinfo@itworksglobal.com
Belgium	+32-78480292	euinfo@itworksglobal.com
Sweden	(77) +46-770791808	euinfo@itworksglobal.com
Netherlands	+31-858880101	euinfo@itworksglobal.com

- Product of the Products
 - It is important to build your own testimony as you become a product of the products—don't forget to take pictures!
 - Pick your Pack! Choose one of the Ultimate Makeover Packs that best fits your health goals.





STEP 2: PARTY, GET 4 LOYAL CUSTOMERS

• Ultimate Body Applicator

- The It Works! Wrap is site-specific wrap that uses a botanically based cream formula to tighten, tone, and firm trouble areas in as little as 45 minutes.
 - Benefits: easy to use, reduces the appearance of cellulite, and improves skin texture.
- Defining Gel
 - Defining Gel is the perfect product to pair with the Ultimate Body Applicator, because it maximizes your results in between wraps.
- Before & After Photographs
 - Even though we know the incredible results you can see with the wrap, some people need to see it to believe it—so, have Before & After photographs to show at your Wrap Parties and carry with you while blitzing!
- Don't forget to print the Product Information Sheet: Ultimate Body Applicator, which can be found in your eSuite "Documents" tab. It will guide you on important things to say and not to say when selling the wrap.

• Why We Party

- Hosting Wrap Parties is a quick way to get your business to start producing profit. You can have immediate cash in your pocket when you sell wraps between \$25-\$30.
- Hosting three Wrap Parties within your first month will help you gain the Loyal Customers and distributors you need to earn the rank of Ruby.
- Environment: You can host Wrap Parties at spas, salons, or in the comfort of your own home! Wherever you host the Wrap Party, make sure you have enough seating for guests and a private area to wrap.

• Party Essentials

• Look at the Party Essentials: Product Requirements (Appendix B) to ensure you are prepared for your party.

Ways to Earn Cash

- Earn cash in your money jar.
- During your first 30 days, if you gather four Loyal Customers, you can earn a \$120 Product Credit.
- Throughout your time as a distributor, you can earn Wrap Rewards for every two Loyal Customers.

• Who's Invited?

- It's important to use the Memory Jogger (Appendix C) to remind yourself of who to invite to your first Wrap Party and make your guest list!





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



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- Pick Your Pack
 - Wrap Pack: This is a great Pack to get started—don't forget to use the mini Defining Gel everyday to see results.
 - Skinny Pack: Take your health and fitness goals to the next level; decrease some of the fat from your highest fat meal and avoid junk food cravings.
 - FIT Pack: With this Pack, you are taking a proactive approach to your health; it is designed to help your body get and stay alkalized.
 - Ultimate Pack: You are transforming your body from the inside-out. Burn calories, receive all of the vitamins and nutrients you need on a daily basis, and stay satisfied all day long.

• Loyal Customer Training

- Exclusive Membership & Free Standard Shipping
 - Loyal Customer pricing for life after completing the three month auto-shipment agreement.
 - If your Loyal Customer completes the three month autoshipment, they will also receive free standard shipping for life on any auto-shipment order (US orders only).
 - All Loyal Customers receive free standard shipping on orders over \$125.
- Perks Points
 - Perks Points are earned on the Loyal Customer price of the entire order excluding taxes and shipping. The Points will equal 10% of the pre-tax, pre-shipping cost of the order.
 - After six consecutive months of receiving an auto-shipment order, your Loyal Customer will receive 50 bonus Perks Points.
 - After twelve consecutive months of receiving an auto-shipment order, your Loyal Customer will receive 150 bonus Perks Points.
- FIT Tips
 - Your Loyal Customers will receive a series of information-rich health advice from our experts once per week.
 - These FIT Tips are designed to be easily shared with friends and family to spark interest in the It Works! product line.



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• Distributor Benefits

- These benefits are designed to help you be successful as soon as you enroll as a distributor!
 - Distributor Rebate Credit: purchase a Business Builder Kit, enroll 4 Loyal Customers within 30 days, and process an 80BV auto-shipment. By doing this, you will receive a product credit to invest back into your business.
 - Wrap Rewards: For every 2 Loyal Customers that you personally enroll, we will give you a discounted box of wraps.

• How We Party

• Party Set-Up: Welcome Station

- What is here? Your money jar, sign-in sheets, before & after photographs, pricing for the Ultimate Body Applicator and Facial Applicator,[™] and a Success from Home magazine.

• Party Set-Up: Wrap Station

- Choose a designated "wrap person"—this is typically your upline—and remind them to measure. Place before and after photographs around the Wrap Station.

• Party Presentation: IT Catalog—Products

- Utilize the IT Catalog to introduce your guests to our products.
- Remember to weave your story throughout the presentation to make a personal connection.

• Party Presentation: IT Catalog—Opportunity

- This presentation educates your guests on our business opportunity.
- Show your guests where we've been and where we are going with credibility from Inc. 500, Direct Selling News, and show off a Success from Home Magazine.
- Ask your guests, "What's your number?" and show them the average earnings chart for each rank. Talk about the difference It Works! has started to make in your life and your family's life. If someone wants to learn more about the opportunity, give them the option to meet with you later.







• Party Presentation: Product Demonstration

- Fat Fighter

- Pre-crush two Fat Fighter tablets. Pour a few cap-sized servings of cooking oil into tap water in a clear glass/cup. This mimics your stomach. Sprinkle the Fat Fighter on top of the glass and watch the Fat Fighter pull the fat to the bottom and absorb the excess fat.

• Greens

 You can use Greens from the jar or for convenience you can use one Greens on the Go[™] stick. Pour it into a water bottle and allow your guests to see how fine the powder is, and that it is actually green. Pour serving sizes for each individual to taste.

• It's a wrap!

- At the end of your party, hand everyone a clipboard with a Distributor Form and Customer Form, and a pen. Let your guests know the different ways that they can order and tell them about the Loyal Customer program or Distributor Agreement: Terms of Enrollment.
 - By becoming a Loyal Customer, they can save money, earn Perks Points, and get products for free! If they sign-up for a 3 month auto-shipment, we will waive the \$50 membership fee. Ask guests to read the Loyal Customer agreement or Distributor agreement.
 - Sit with each individual and ask them how they would like to purchase the product and give them the options: Retail, Loyal Customer, or Distributor.

• Ultimate Body Applicator Results

- After your guests are given the order forms, it's time to reveal their results. Meet with each person and gauge their results while unwrapping. Only spend about one to two minutes with each person so everybody can receive individual attention. The same person that wrapped your guest should also unwrap them, so they feel comfortable.

Congratulations on Your First Party

- You finished your first Wrap Party and now you're on your way to great success!
- Post Party: Time to Follow Up
 - Follow-up is more important than the initial contact. Stay in contact with new Loyal Customers and Distributors. Check out the Follow Up Examples sheet (Appendix D) for suggestions on how to stay connected.
 - Follow your Loyal Customers results with the products.
 - Get your new distributors plugged in.





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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 A: MESSAGE EXAMPLES

Message:

I just joined this awesome company called It Works! Global – we have a great product line and our signature product the It Works! Wrap will help you tighten tone and firm in as little as 45 minutes! Trust me, THIS is as close to magic as it gets. I am having a party to give everyone more information. If you want to learn more about this great product and company, come to My House: [insert address] on [insert date] at [insert time] to learn more!

Facebook Status:

Do you want to learn how to tighten, tone, and firm in as little as 45 minutes? You can come to an open Wrap Party that I am having at my house! The party will be on _____ at ____. Send me a message if you want more information and to RSVP!

Tweet:

I just joined @itworksglobal and I am ready to Tighten, Tone, and Firm in 45 minutes – want to know more? DM me!

Tweet:

attach picture You too can see results like these in just 45 minutes with @ItWorksGlobal – www.mywebsite.myitworks.com to find out more!

Text Messages:

I have a product that tightens, tones, and firms any trouble spot in as little as 45 Minutes! Try It for \$25 or have a few friends over and I will wrap you for free!

No Pain. No Bruising. No Surgery! And it's fun & affordable. Stop by my house at [insert address] at [insert time] on [insert date] to try it for yourself.

My results with this wrap are as close to magic as it gets and it only took 45 minutes! Call me to try it.





Notes

APPENDIX B: PARTY ESSENTIALS

WELCOME STATION

SUCCESS from Home magazine It Catalog Before and after pictures Money jar Sign-in sheet Pricing Sheet Pens

WRAP STATION

Scissors Plastic wrap Tape measure Camera Watch/cell for time Bottled water

PRESENTATION ITEMS

Defining Gel Oil in water (Fat Fighter demo) Two crushed Fat Fighter tablets Greens or Greens on the Go Small cups for sharing Greens





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







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APPENDIX D: FOLLOW UP EXAMPLES

COMING SOON!





APPENDIX E: SCAVENGER HUNT BLITZ GAME



