

BUSINESS START UP BOOKLET



Welcome to YOR Health

Congratulations on choosing one of the fastest growing business opportunities in the world today. YOR Health is the ideal way to help you develop a significant second income, improve your health and achieve financial freedom for yourself and your loved ones.

YOR Health is the future of Direct Sales, and we are already re-writing history in the profession. YOR Health has proven to have an innovative and effective product, the most modern form of compensation, and a strong system and philosophy.

The number of people participating as distributors is growing rapidly. Over 1 in 3 Households actively use products from a Direct Sales / Network Marketing company. Sales have now exceeded \$110 billion annually (Source: DSA).

Along the way, Network Marketing has attracted the attention and praise of the business community and financial press, truly emerging as the last hope in the free enterprise system where the average person can build real financial freedom without a large investment. YOR Health has emerged as one of the leading edge companies; helping those with dreams of a better life to create their own future. In fact, there are so many people starting to reach success through YOR Health, the company has been named one of the Inc. 5000 Fastest Growing Companies and also won a top 3 place in the DSA's Rising Star Company of the Year Awards.

YOR Health's ethics and business practices are of the highest quality in Network Marketing today. With a GMP Certification (Good Manufacturing Practice) of product quality, you can also take comfort knowing you are recommending products that have the highest quality standard in all of nutrition.

The Business Plan will help you launch your business in a fast, efficient, focused, and profitable manner, utilizing the same system that our top earners have tested and proven. You will avoid some of the common mistakes many new people make, and will learn how to accelerate your journey to success in YOR Health.

Right now, you're brand new and we want you to have the most success as soon as possible. What you read here are the most proven and time-tested 'best practices' that work, so we ask you to complete the steps in this plan exactly as described so you will have the best opportunity for success.

Please take your business seriously. Just because you haven't invested tens of thousands of dollars into your YOR Health business, doesn't mean that you cannot earn an income greater than that of many of the top entrepreneurs in the world. If you run your business like a hobby, you will get hobby income. If you run it like a serious business, you can earn a serious income. Don't talk to anyone about your new business until after you have followed the steps outlined in this workbook. It is better if you don't try to explain YOR Health until you know the proper approach, how our system works and what tools to use in the process. Following this advice will set the foundation for your future organizations to build quickly, efficiently, and expand exponentially.

7 Steps To Success

Typically launching your own business would entail a 100+ page business plan, this is the proven YOR Health business plan and system to a successful career in this company.

1 Complete Business Start Up Booklet	
- Create YOR "WHY" through identifying your highest values, vision and mission	
- Create your list & view prospecting options	
- Join YOR Health Facebook Page for updates	
2 Download Business Tools <i>(Also available from your up line on USB)</i> www.runforblue.com.au (business tab)	
- Business Presentation <i>Go through & practice your own</i>	
- Business Start Up Booklet <i>This file</i>	
- Business Basics <i>See step number 4 below</i>	
- Information Packet <i>Read through</i>	
3 Get educated by watching these short videos on the company, products & industry! http://runforblue.com.au/journey-2/	
4 Complete the Business Basics Training with an up line	
- Role play inviting, opening & presenting	
5 Follow the System Plug into the weekly system (Team Trainings, Presentations, Org Meeting & Connect) <i>Ask your up line for details</i>	
6 Set up presentations 5 in your first week is the goal to fast success	
7 Duplicate this with your newly started team	

What to do next? *The Ongoing Weekly Check List*

1. Hit 100% Club each week until Double Diamond - Slow/Part Time = 5 new presentations per week - Fast/Full Time = 10 new presentations per week	
2. Plug into and eventually run YOR own Weekly Org Meeting	
3. Attend connect, trainings and company events	
4. Expand your knowledge in these 4 key area's and become an expert: 1) Industry 2) Company 3) Products 4) Self Development & Skills	

Income Goals (See Compensation Plan At A Glance to find out how to achieve this)

Today's date ___ / ___ / _____

What sort of passive income would you need to make this business worth while for you?

How many hours per week are you willing to put into achieving this?

What would you like to earn in 6 months time ? \$ _____ per week

What would you like to earn in 12 months time ? \$ _____ per week

What would you like to earn in 3 years time ? \$ _____ per week

I am also starting my business for the following reasons:

Early Retirement	Travel Money	Extra Income
To Help Others	Leadership Development	Improve Health
Company Retreats	A New Car	Other

Beware of the naysayers

"Great spirits have always encountered violent opposition from mediocre minds" - Albert Einstein

One of the sad truths of life is that not everyone is ready to be successful. Everyone says they want to be successful, but instead most people are content to play the blame game and make excuses as to why success isn't possible for them. Don't be surprised to find that some of your friends and family members will not join the business, and may even be critical of you doing so. It's unfortunate, but some people feel the need to attack those that are striving for more from their lives. More often than not it is due to a misunderstanding, or lack of financial education.

They may impart onto you the horror stories of people they know that have tried other businesses and failed, and give you all sorts of reasons why YOR Health won't work for you. We must understand that most of these people think they have our best interests at heart, but we also must understand that most of the people that give us their opinions have no experience in any business, let alone Direct Sales. It is best to give these people a smile, thank them for their input, be strong in your own self-resolve, and stay focused on what is right for you and your future. Never let someone's uneducated opinions steal your dreams.

You don't need the approval of anyone, except yourself. Sometimes even your spouse may not approve of your network marketing business, even though your ambition and success will give you more time for your relationship and family ! We cannot let this deter us from our goals. We have seen thousands of people build huge businesses without the initial support of their spouse. However, when you start qualifying and inviting them on trips to Hawaii or Mexico, or qualify for a YOR Health Car Bonus, more often than not they realize your decision to build your business wasn't in spite of them, but for your future together. One thing is certain: when you achieve the success you strive for, those critical views often turn to respect.

Oftentimes a new team member will get involved with YOR Health and receive well-meaning advice from friends and family who have never built a network in their lives. If you want to know how to fly airplanes, ask an expert pilot. If you want to know how to play basketball, ask Michael Jordan.

Likewise, if you want to build a YOR Health business, look at your sponsorship line and find someone who already has accomplished success in YOR Health. Those are the people to listen to and seek out for advice. Never take business or financial advice from broke people. The best coaches are those that have the experience and results to back up their advice.

"If you buy into ones philosophy, you buy into their lifestyle" Michael Mo

"Just because what someone says is sincere, doesn't mean it to be true!" Jim Rohn

List

Start with your top 20

Build to 200 names

The most important tip: DON'T DISCRIMINATE!

You never know who may be looking for a second income, who may be dissatisfied at their current job (no matter how much money they presently make), or who has always internally dreamed of their own business or entrepreneurship. Don't label people. We have COUNTLESS stories of people that neglected to add a contact to their list, only to have them enroll in another company. Don't take that chance ! Your job is to sort, give everyone a chance to see the opportunity, and let them decide for themselves whether or not it is for them. So don't pre-judge, just get down the names.

On your list there will be three or four future Diamond+ Directors, five or six Emeralds, and numerous other Bronze or Silver distributors. There will also likely be 30-40 people who aren't looking for a business opportunity at the moment, but will certainly be interested in the products as a customer. One rule of thumb: we don't know who is who, and it is almost never who you think it will be. Don't be emotionally tied to the outcome. Most people say they want success, but aren't willing to do the work required. This is okay though, because as you go through our list you will discover the most beautiful Law in the Universe - the Law of Averages. Don't worry about the people that say no. Remember, no simply means 'not yet'. Contact those people again in several months, but you're looking for serious people that want to do something with their lives now !

Begin with the Memory Jogger list. Then look through the business cards you may have. Go through your cell phone, your address book, and your online contacts that you may have from Social Networking sites such as Facebook, LinkedIn, etc. Finally, skim through the business telephone directory and scan the occupants as a reminder. Start with accountants, barbers, and contractors, and go to x-ray technicians and zoologists. Trust us: you know FAR more people than you think ! Some of those people are looking for a new opportunity.

Don't make the classic mistake of thinking of five or six people who are certain to be interested and stopping there. You will certainly be disappointed. Make sure to build your list big so we can focus on sorting, not selling.

PROSPECTING OPTIONS

Speak with your up line on the best ways to approach the following:

- **Warm market:** *friends, colleagues, family*
 - **Semi warm market:** *Your accountant, personal trainer, ex co worker etc.*
 - **Cold market:** *People at the gym, book store, shops etc.*
 - **Social media:** *Facebook friends & groups, linkedin, twitter, youtube*
 - **Attraction marketing:** *Blogs, webpage, facebook*
 - **Lead generation:** *websites, squeeze pages etc*
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Final Thoughts

Stick To The Plan

The secret of rapid growth in YOR Health depends on how you spend the 5-15 hours per week you have allocated for your business. You want to include as much real business building activities as you can, minimize 'busywork' and maximize productive work. The key to success in this industry is consistency.

Set up YOR Auto-ship

By setting up your auto ship you can enjoy the convenience of having your essential products delivered to your door each month. A 200 PV (Point Value) order is required monthly to receive full commissions.

Get to Bronze

Your first goal as a YOR Health distributor is to hit the Bronze position, and you want to do this as soon as possible. Ideally this should be done in your first week or two, as it only entails 1,000PV in each of your two networks (1,000 left, 1,000 right). Speak to your up line about this in your Business Basics Meeting.

Don't Give Up

If there is one thing to remember as you go through your journey with YOR Health, it is this: the only way to fail is to quit. Inevitably in life whenever we try to do something big, there will be challenges.

There will be good days and challenging days - good weeks and challenging weeks. If you were to ask any top ranked distributors in YOR Health how they made it, it would be that they persevered through the challenges. By following the steps in this guide, you will certainly limit your challenges - but it is impossible to have none. We are asking for a lot from our lives! To acquire what we seek, we must earn it. If you are struggling, ask for help! We are here to support.

Want to fast track YOR Development ?

Here is some reading / listening material we highly recommend:

- Jim Rohn, Building Your Network Marketing Business (Audiobook)
- Jim Rohn, Take Charge of Your Life (Audiobook)
- Harv Eker, Secrets of the Millionaire Mind (Audio / Book)
- Stephen R Covey, The 7 Habits of Highly Effective People (Audio / Book)
- Robin Sharma, The leader who had no title (Audio / Book)
- John C Maxwell, 21 Irrefutable Laws of Leadership (Audio / Book)
- Dr John Demartini, On Leadership (Audiobook)

Welcome to YOR Health ... Together We Can Accomplish Anything

Example Week of a Diamond

Sunday	10:00am – Connect Leadership Training - Followed by Org Meeting - Plan the week ahead - Set up meetings - Follow up on previous weeks meetings
Monday	- Set Up & attend meetings / Phone Jam
Tuesday	7:30pm – Group Presentation (Business & Product)
Wednesday	7:30pm – Team Basic Training (Skills)
Thursday	- Do all set up meetings & trainings
Friday	
Saturday	

Connect

The weekly event where everyone comes together for a leadership style training / seminar.

Group Team Training

Training topics vary and throughout the month will cover business basics, speaker training, presentation training etc. These can also be done 1 on 1.

Presentations

These can be done in big venues, homes or one on one. The strongest teams will utilize all methods.

Org Meetings

This is the heart beat of our system that creates consistency, structure and high standards. Org meetings can be done in person or over the internet, depending on the make up of the group. See the next page for details on how to build and run an org meeting.

Company Events

Throughout the year, the company and the reps put on a whole range of events from our annual conference in Las Vegas through to our YOR IN Leadership event in Mexico. We suggest all serious reps makes it to all events.

Diamond Station

A Diamond station is a blocked out time frame at a location where you or a team member allows him/herself to be booked in to do trainings, presentations & strategy meetings.

Strategy Meeting

This is a one on one planning and evaluation meeting. Skills training, advice and support will be offered in these.

Setting up your Org Meetings

The Key to Duplication and growing a large organization

As a current or future leader of the company we would like to assist you in developing your own org meeting/s that work around and commit to a weekly system.

Goal:

A) To establish and run a small team/s of 4 - 7 representatives that can commit to a weekly meeting and are interested in creating a successful business with YOR Health. To gain this commitment from our inner circle we need to focus on their wants and values and how this org meeting is the proven system that can get them there.

B) To train and develop this team to eventually branch off to run their own inner circle meetings.

How:

By creating a brand / culture within the team/s and having a very clear vision of where the movement is headed.

What is YOR culture ?

What do you stand for ?

What is YOR Vision for the movement ?

If you want to have multiple teams you need to be a chameleon and work with multiple teams that all have their own differences and cultures. All teams will be slightly different however have the same end goal in mind, creating happiness through health, wealth, friendship and self mastery.

The weekly Org meeting is the centre point of the inner circle and is recommended to be ran on a Sunday or Monday evening. Some leaders will run more than one inner circle meeting if they are running business in multiple cities or countries or have various groups with different cultures. Ideally these meetings take place in person, however in some circumstances phone or skype will be more effective.

The goal is to develop your org group members to a level where they self run their own system. The more teams you have, the faster the duplication, the faster your income can grow.

What do we go through in these meetings?

Org Meeting Run Sheet -

5 Points to cover each week

1. Recognition

100% Club - Recognize (5 presentations for part time reps, 10 for full time reps)

Volume & Positions - Recognize all new positions and standout production.

Qualifiers- Recognize any new qualifiers for upcoming company events.

2. Topic of the week

Topic should be an area that needs addressing or improvement within the team. This is a great time to develop skills or solve any problems within the team.

3. & 4. Schedule & Goals (Document this weekly)

Presentations & Diamond Stations

Set up meetings and make bookings for the team

Trainings

Set up trainings for new reps or anyone requiring further trainings

Business Start Up Booklets

Track progress on the team's completion of this, assist any new reps through this

Connect

Set up and promote upcoming connects

Events

Promote and set up any upcoming company events

Position Run

Plan out potential position runs for your team

5. Vision

This could be a leadership or motivation piece to leave the team with to conclude.
