

Roadmap to Success

A Working Plan For Creating Wealth Through the Vemma Opportunity

Your Personal Success Coaches:
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Welcome and Congratulations!!

Congratulations on your decision to become part of the **Vemma** Team! You have just taken a positive step in your life that can truly change the future for you and your family. You now have an opportunity to design your own life. You now own your own business and have the opportunity to make your dreams and goals a reality by helping other people. Our mission is to make a positive impact in people's lives by providing a unique product and business opportunity that can help individuals improve their physical and financial health. We are proud of you for making a committed decision and stepping out in faith. This training and development program was created to set you up for success and give you a track to run on. You now have the opportunity to build a business and pay yourself what you are worth. Your income will match your efforts and commitment because you are in control.

Every new Brand Partner in **Vemma** has one thing in common, every one of us was a beginner at one time. Often the excitement and enthusiasm is high, but the knowledge is low. This program has been developed to help accelerate you through the learning curve. Keep your excitement and enthusiasm high and we will equip you with the knowledge and tools that you need to succeed. The rest is up to you. Many of our Brand Partners have gone on to achieve success beyond their wildest dreams.

Success in **Vemma** is not a mystery. The **Roadmap to Success** removes all mystery and doubt because these principles are a proven pathway to success. The **Roadmap to Success** is the EXACT roadmap that helped us make our dreams and goals a reality. This proven plan for success is simple and something you can do. This proven plan of action is built on a few simple fundamentals that, when repeated over and over, create momentum and can lead you to the success and results you are seeking. Your job is to learn these principles and fundamentals and put them into action consistently. Please do not try to reinvent the wheel. The plan works; it is your responsibility to work the plan!

It has been said that *success comes from doing the correct things, correctly, long enough*. Well, we are going to teach you how to do the correct things; correctly...the "long enough" part of this success formula is up to you. In other words, once you learn how to do the correct things, correctly; your success is dependent upon your PERSISTENCE. You must stay consistent and stay the course. Do not allow yourself to get off track or deviate from this proven plan.

As you learn these principles and fundamentals, you will begin to make progress when you consistently apply them. Then, as you begin to assemble a winning team, you will need to teach others these same principles and fundamentals. Teach and train your team that as soon as they enroll a new Brand Partner that wants to build a business, they must hand them the **Roadmap to Success** training book so they too can learn what to do and how to do it. It is all about duplication so remember these three words; LEARN, APPLY, and TEACH.

As you move forward, you will find that activity always comes before results. With your **Vemma** business, income follows the correct activity. As you learn, apply (by taking consistent action), and teach these proven principles and fundamentals over the next 12 – 24 months, you have the opportunity to succeed beyond your wildest dreams.

We recognize that everyone who enters our business has different levels of time, energy, self-confidence, desire, and talent. That is why we created this program to be adaptable to every Brand Partner. You can go at your own pace and build your **Vemma** business as big as you can dream.

Finally, we suggest that you review the **Roadmap to Success** audio CD and workbook several times. Each time you listen to the CD or review a step, you will pick up something new. We also encourage you to review the CD and workbook every 60 – 90 days to stay plugged into the key principles and fundamentals that will lead you to success.

Remember, **Vemma** is SIMPLE, it's FUN, and it's SOMETHING YOU CAN DO!! May God bless you on your journey and we look forward to seeing you at a **Vemma** event in the near future.

Tom and Bethany Alkazin
Vemma Royal Ambassadors

Step 3: Create A List Your Most Valuable Asset

Creating your Contact List is one of the most important exercises in building a successful **Vemma** business. Remember, this is an exposures business and your results will be dependent on the number of new people that you share **Vemma** with on a daily and weekly basis. Keep in mind that you are sharing a product and a business that could have a tremendous impact in helping people with their physical and financial health. Your mindset should be “share and expose” NOT “sell and recruit”. We call it SHARING AND CARING! As you share the **Vemma** or **Verve** and the **Vemma** business to individuals, realize that we are in the sorting business, not the convincing business. Simply lighten up, have fun, and “say less to more people”! We will coach you on exactly what to do and how to do it.

Now before you begin sharing and caring, you must first create your Contact List. If you discovered a gold mine with an unlimited supply, who would you tell about it first? Always remember that you are offering people the gift of health and wealth. You are doing something FOR them!

The DOs and DON'TS of Making a List - DO make your list as long as possible.

- It's your game plan - your greatest asset when starting the business.
- The longer your list, the more confidence you will have. If you have a list of 10 people and the first five (5) say no, you will feel pressure to sponsor the next five (5) and this can put you into the “begging” mode and will greatly reduce your effectiveness. However, if you have a list of 100, and the first five (5) say no, you have 95 other people to contact and a game plan over the next 30 days. Remember, say less to more people.

The DOs and DON'TS of Making a List - DO NOT pre-judge anyone.

- You never know who will do this business. You never know the timing in someone's life.
- They could end up in someone else's organization.
- Sift and Sort -You want to give people enough information so they can make a good decision as to whether **Vemma** is right for them. Do not try and talk people into doing the business against their will.

Steps to Developing your Warm Market Contact List

1. Use the Memory Jogger in this section to make a list of at least 75 to 100 people that you know on a first-name-basis. If you have e-mail addresses, that is even better. In addition, you can use the internet or various social media networks as a Memory Jogger. Start with the letter A and ask yourself, “Who do I know who is an Accountant, a Banker or a Carpenter?”

2. In the left column (the 'Code' column), identify those people on your list who:

- Are "Successful" (S)
- Are "People" Persons (P)
- You have strong influence with Or they have a strong influence with others (I)
- Have a special **Vemma** product need (V)

These are the people you will contact first. Keep in mind, the ones that are geographically closer to you will be the best ones to start with, because you will be able to PLACE the product with them sooner.

Many times you will have the ability to influence people into the business by asking them to join simply based on your judgment. These are obviously strong relationships and may tend to be more local.

People In Your Life...

Relatives	Uncles
Parents	Cousins
Grandparents	Hairdresser
Brothers	Doctor
Sisters	Attorney
Aunts	Mechanic

Who Is Your...

Doctor	Pharmacist
Dentist	Chiropractor
Optometrist	Dietitian
Dry Cleaner	Pediatrician
Barber	Neighbor
Supervisor	Day Care Provider

Who Sold You Your...

House	Computer
Car/Truck	Carpets/Tile
Furniture	Curtains
Boat	Storm Windows
Office Supplies	Aluminum Siding
Business Clothes	Vacation Package
Vacuum Cleaner	Air Conditioner

Who Do You Know...

Golf Pro	Attorney	Financial Planner
Tennis Pro	Pediatrician	Graphic Artist
Physical Therapist	Football Player	Veterinarian
Chemical Engineer	Chiropractor	Dancer
Entrepreneur	Bank Teller	Lab Technician
Accountant	Real Estate Agent	Telephone Repair
Electrical Engineer	Insurance Agent	Surgeon
Bartender	Nurse	Architect
Bank Manager	Receptionist	Company Executive
Computer Programmer	Musician	Secretary
Fire Chief	Pastor/Minister	Radio Announcer
Business Manager	Actor/Actress	Anesthesiologist
Administrative Assistant	Police Chief	Contractor
Word Processor	Carpenter	Electrician
Police Officer	EMT	Office Manager
Car Salesperson	College Professor	T.V. Reporter
Flight Attendant	Podiatrist	Plumber
Business Owner	Plant Foreman	Restaurant Owner
Network Marketer	Salesperson	Journalist
Printer	Airline Pilot	Photographer
Baseball Player	Politician	Artist
Video Store Owner	Teacher	Working Student
	Social Worker	

Who...

Was in your Fraternity/Sorority	Is from your old job
Is on your Christmas card List	Teaches your children
Is very ambitious	Is a fashion model
Is the life of the party	Are your golf partners
Is considered a leader	Has a booming business
Is looking for a new profession	Is in a new job
Is known by everyone in town	Wants more out of life
Is dissatisfied with their current career	Has a very stressful job
Is a Consultant or Trainer	Is from civic activities
Was in your wedding party	Is President of PTA
Is in a high profile job	Rides to work with you
Runs a local deli	Edits a newspaper
Runs a local bagel shop or coffee shop	Is a friend of the family
Do you play cards with	Is health conscious
Are your college friends	Exercises frequently
Is active in your church	Hikes or rock climbs
Is a prominent business owner	Jogs
Do you respect a great deal	Skis (water or snow)
Are your parents' friends	Often seems tired
Recently had children	Wants to lose weight
Already takes nutritional supplements	Is active in local politics
Has influence with others	

Now that you have created your initial Contact List, keep in mind that this is an ongoing tool and discipline. You are always meeting people and therefore should be adding new people to your list everyday. In addition, you will think of individuals that you left off your initial list. Therefore, keep your list close by so you can add to it daily!

As you created your list, we coached you NOT to pre-judge. Now we do want you to PRIORITIZE who you contact first.

From the initial Contact List that you created, prioritize the **Top 20 people that are having a health challenge:**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

From the initial Contact List that you created, prioritize the **Top 20 people who are very successful, good at what they do, and real influencers**. These are the people who have a high degree of credibility and influence with people who know them:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

As you implement Step 3 and teach and train your team this important step; you will never run out of people to share **Vemma** with, and your business will continue to grow and expand!

Step 4: Building Your Business **Leading with Vemma and Verve**

Are you ready? It's time for action!

The most important thing we can now do is to get you into ACTION and help you achieve some immediate SUCCESS! The scripts that we are going to teach you in this step are simple and effective. They WORK and they WILL WORK FOR YOU!

First, let us look at why **Vemma** is growing so quickly:

1. There is **tremendous acceptance** to the concept of **Vemma** as a product. This simply means that people know that they need to supplement their diets but most do not know what to do!
2. **Vemma** is **“the most complete liquid nutrition program available anywhere!”**
3. **Verve** is **“the world's healthiest energy drink!”**
4. It tastes great!
5. It's affordable!
6. It delivers results!

With these points in mind, let's get ready for action:

WHAT YOU NEED TO KNOW!

We want you to remember just three key words that will act as talking points when you are in a conversation with someone:

- SIMPLE
- CONVENIENT
- COMPLETE

WHAT YOU NEED TO HAVE!

We want you to become tremendously successful! You must make the commitment to have the tools necessary to succeed:

- **Vemma** and **Verve** products - to grow quickly, be certain you have a Gold, Silver, or Bronze Builder Package available.
- Tools - you need tools for credibility and duplication! Go to www.vemmasuccestools.com and www.vmatools.com
- Clinical Studies
- Stories - The results people are enjoying are remarkable, go to www.vmastories.com!

WHAT YOU NEED TO SAY!

The following is a simple conversation that you can have everyday with anyone, at any time when the subject of health comes up!

Vemma Approach

“Mary, is your health important to you?” Or another way of saying this is “Mary, on a scale of 1 to 10, how important is your health?”

(Be quiet and listen!)

OR, if you know of a health challenge she is having say, *“If there was a natural way to help you with the symptoms of what you are dealing with, what would you say?”* (Be quiet and listen!)

“The reason that I am asking is that I am curious— what are you doing to avoid and prevent disease?” If you are talking to a younger person, say *“What are you doing to reduce stress and increase energy?”*

(Be quiet and listen!)

“Specifically, what are you doing to supplement your diet?”

(Be quiet and listen!)

*“I have to tell you about an ‘**amazing nutritional discovery**’ called **Vemma!**”*

Most will ask: *“What’s **Vemma?**”*

*“**The most complete liquid nutrition program that you can find anywhere— you will not believe how GREAT this tastes—you have to taste it!**”*

Take out a **V2**, shake it up, and open it for them and allow them to taste it! Be certain that you have the Nature’s Miracle brochure, the Vemma Voice newspaper with stories and at least 1 product CD.

Verve Approach

“Hey Mary, do you ever find yourself getting tired?”

“What are you doing for yourself to reduce stress and increase energy?”

(Be quiet and listen!)

*“I have to tell you about an amazing energy discovery called **Verve!**”*

Most will ask: *“What’s **Verve?**”*

*“**It’s the world’s healthiest energy drink – you will not believe how great it tastes – you have to taste it!**”*

Take out a chilled **Verve**, open it for them and let them taste it!

At this point ALWAYS assume that they are going to want to take the product home with them and get started!

*“Mary, I know you are going to LOVE what **Vemma** or **Verve** will do— if I give this **Vemma** or **Verve** to you today, will you PROMISE ME that you’ll take it everyday?”*

Here is another tremendously successful dialogue that you can use:

1. **Taste** – Let the prospect taste the product.

The conversation begins with *“I want to share an incredible product with you! It tastes great! I want to tell you all about it, but you have to see how great it tastes first!”* Let the prospect taste the product before you go any further.

- A. If they agree it tastes good/great then you go to Step 2.
- B. If they have an adverse reaction to the taste then let them know that most people love the taste. Tell them the taste is not as important as the benefits of the product. Go to Step 2.

2. **Tell them what it is** – Tell the prospect what **VE MMA** stands for.

- A. Use “Nature’s Miracle” or “**Vemma** Nutrition for a Lifetime” to show them the ingredients of the product. If they have their arms crossed or are standing off from you, they will draw closer to see the tool and be drawn into the conversation. Go to Step 3.

3. **Ask them what they are doing to avoid and prevent disease, or to reduce stress and increase energy.**

- A. If they tell you they are taking *pills, tablets, or capsules*, let them know that until now those delivery systems were the best, but now there is **Vemma!** **“The most complete liquid nutritional program that you can find anywhere.”** Go to Step 4.

4. **Tell your story or the story of someone close to you.** You must make it personal and not talk about “This guy or this girl” you know. Connect the prospect to real stories from real people (BY NAME) you know in **Vemma**. Go to Step 5.

5. **Ask the prospect to “Try Vemma” and enroll.** If they give any objection then answer the objection and ask them again to “Try **Vemma**”. If at any point during the dialogue they ask for price I tell them, “That’s the best part – it’s a little over \$2.00 a day for the BEST nutritional insurance you can find!”

CONCLUSION

What we want you to know is that this IS SOMETHING THAT YOU CAN DO! Everyday, hundreds of **Vemma** Brand Partners are adding new people to their group by simply using the simple conversation above! Try it – it WILL work for you!

Stay Plugged In **Important Phone Numbers & Contact Information**

Enroller Name: _____

Primary Phone Number: _____

Email Address: _____

Upline Diamond Name: _____

Primary Phone Number: _____

Email Address: _____

Vemma Member Services

Phone Number: 800-577-0777

Email: ms@vemmasuccess.com

8322 East Hartford Drive

Scottsdale, AZ 85255

Monday Vemma Opportunity Call

Time: 6:30pm Pacific/ 9:30pm Eastern

Dial-in Number: 218-486-1412 Pin: 10419#

Alternate Dial-in Number: 712-338-8155 Pin: 10419#

Saturday Quick Start Training Call

Time: 9am Pacific/ 12noon Eastern

Dial-in Number: 218-486-1412 Pin: 10419#

Alternate Dial-in Number: 712-338-8155 Pin: 10419#

Tuesday Monthly Vemma Corporate Leadership Call

Open to Everyone

1st Tuesday of Every Month

Time: 5pm Pacific/ 8pm Eastern

Dial-in Number: 712-338-8130

Pin: 222741#

Marketing and Training Tools:

www.vemmasuccess.com

www.vmatools.com

www.vemmatools.com

Product Testimonials:

www.vmastories.com

THE ENROLLMENT PROCESS

