

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 depend 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** products and the **Vemma** business with 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 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

1. DO make your list as long as possible.

- It's your game plan – your greatest asset when starting your business.
- The longer your list, the more confidence you will have. If you have a list of 10 people and the first 5 say no, you will feel pressure to sponsor the next 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 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.

2. DO NOT pre-judge anyone.

- You never know who will do this business. You never know the timing in someone's life.
- If you fail to contact someone, they could end up in someone else's organization.
- Sift and Sort – Do not try and talk people into doing the business against their will. Simply give people enough information so they can decide if **Vemma** is right for them.

Believe it! High expectations are the key to everything.

- Sam Walton

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.

Sometimes, simply based on your personal credibility, you will find that you have the ability to influence others to join you.

People In Your Life...

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

Who Is Your...

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

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



Who Do You Know...

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

Who...

Was in your Fraternity/Sorority	Is from your old job
Is on your Christmas card List	Teaches your children
Did you go to high school with	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 on your Facebook page	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 continually updating and adding to it is very important. You are always meeting new people; therefore, you 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 handy 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. _____

Step 4: Building Your Business— Leading with **Vemma**[®], **Verve**, and **Bod•ē**

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 **Vemma** products. This simply means that people know that they need to supplement their diet, 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. **Bod•ē** “**incorporates the new science of healthy weight loss.**”
5. It tastes great!
6. It's affordable!
7. 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 products** – to grow quickly, be certain you have an Affiliate Pack available.
- **Tools** – you need tools for credibility and duplication!
Go to www.myroadmaptosuccess.com and www.vmatools.com and www.vemmatoolsstore.com
- **Clinical Studies** – go to www.vemma.com/science
- **Stories** – the results people are enjoying are remarkable!

The common denominator of success – the secret of success of every person who has ever been successful – lies in the fact that he or she formed the habit of doing things that failures don't like to do.

- Albert E. N. Gray

WHAT YOU NEED TO SAY!

The following are simple conversations that you can have every day with anyone, at any time, especially when the subject of health comes up!

Vemma® Approach

- “Hey, Amy, I know your health is important to you. What are you doing to supplement these days?”

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?”

- “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?”
- “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 cold 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 or other product literature with you.



Important!
When you ask a question, be quiet and listen to the response!

Verve Approach

- “Hey, Jackie, isn’t it crazy how stressed out and tired people are these days?”
- “What are you doing for yourself to reduce stress and increase energy?”
- “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!

- “Jackie, 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?”

