

## **GETTING STARTED WITH VEMMA**

I'd like to take the time to welcome you to our Vemma team. You have taken a positive step in your life that can change the future for you and your family. My name is Bob DeChiaro. I enrolled in Vemma on November 9<sup>th</sup>, 2007. Since then, we've formed an all-star staff of players to help get this thing off the ground in our area, and we haven't looked back. As a team, we enrolled over 1000 people in our first 6 months in business.

If you are new to this type of networking, congratulations on entering the field of a 100 billion dollar per year, world-wide phenomenon. If you are a veteran of the industry, this should be the last stop you make in your search for the perfect product, with the perfect system, at just the right time. You are sitting right smack in the middle of the health & wellness industry with the greatest marketing and compensation package on the planet. You may not realize it just yet, but you are one very fortunate person. This product is truly in its "baby" stages and we are truly in untapped territory.

I have been in the financial services business for 20 years. I also serve as President of the youth baseball league in my hometown – a full-time, part-time job in itself. Like many of you, I was not "looking" to get involved with anything else. I was content with what I was doing. But when Vemma was presented to me, I thought to myself I had to be insane not to go after it.

I'm going to try to provide you with some tips to help you get off on the right foot. One of the beauties of this business is that true success for every individual only comes when you help others achieve success. We want you to do better than us! When's the last time you heard that? Of course, there are no bosses here, and you can take this business at your speed. We are here to help you regardless of the pace you want to set. I'll assume that most of you want to get this going as quickly as possible, so I'll provide you with important tips with that in mind.

### **BELIEF:**

The first thing you must establish to be a success in this business (and any, for that matter) is to develop a strong belief level - belief in both the product and the business model. How do you develop that belief? There are several suggestions that I would make.

My belief level in the product was almost instant because I already had some basic nutritional knowledge. I was already spending a few hundred dollars a month on supplements. I didn't need to be sold on the concept of why supplements were important. What I did need, however, was confirmation from a couple of my strong sources that this product was legit. My first source was a friend of mine who was responsible for teaching me about nutrition. She's a holistic nutritional therapist. My second source was a licensed MD who works for a drug company - two opposite ends of the spectrum. The results - two thumbs up. Neither ever heard of the product, but both agreed the ingredients were powerful. That's all I needed to get my initial belief in the product.

The belief level for the business side was equally instantaneous. The morning I was introduced to the product, I took one 2-ounce bottle with me to the gym. My intention was NOT to solicit the product. It was to take the shot after I played basketball. And before I could pop the cap open, three guys each requested a case. I knew I had something dynamic in my hands.

And as you begin to see success, both personally and from others, your belief level will continue to grow. Several months later, I still hear stories or I listen to a testimonial that raises it even higher. It never stops, and each time it stretches further, it can't go backwards!

Your belief can come from my story or someone else's at first, but ultimately, you must develop your own story. And it has to be sincere. If you are going to be a person promoting this as a great business, and you don't really believe it to be so, you will not succeed. Success only comes to those that believe in what they do. That's true for any business. You must have a strong belief in this product and what it can do for those that take it, and an even stronger belief in what this business will do for you financially if you work it.

For product belief, start by doing your own research if you must. Investigate the mangosteen, aloe vera, and green tea. Read about the importance of minerals. Go on [www.PubMed.com](http://www.PubMed.com) and type in these items and see the thousands of independent lab studies done around the globe on all of them!

Go through your website thoroughly and read all the product related details and look through the downloads. Download the results of the double-blind random studies done in December of 2007. They provide scientific proof of the positive effects Vemma has on the body. Make sure you read them and understand them.

**ABSOLUTE MUST:** Listen to the Dr. John Edwards AUDIO CD – The Secret Behind Mangosteen and Minerals. IT MIGHT BE THE MOST POWERFUL THIRD PARTY ENDORSEMENT YOU WILL EVER HAVE.

Listen to it online here: <http://www.themiraclemangosteen.com/jukebox.html>.

There are also many other third party credibility pieces as well testimonials out there.


Perhaps the most dynamic and compelling piece hit the newsstands in March of 08. This edition of Esquire magazine has a feature titled: "Ask Dr. Oz" One of the questions that are posed to him is "What is the best multi-vitamin for a man under 60 years old?" I think you have an idea of what his answer might be, don't you?

The December 2008 issue of Men's Journal is a monster piece. An article titled, Super Juices on Trial ranked Vemma as the Best Overall in an independent study. VERY IMPRESSIVE!

And be sure to check out this brief 3 minute news interview with CEO and founder, BK Boreyko, as he talks about Vemma and Verve.

<http://www.insidearizonabusiness.com/player-new.asp?ID=291>

There are also hundreds of product testimonial sites you can look thru: [www.vmatestimonials.com](http://www.vmatestimonials.com) and [www.mangosteenminerals.com](http://www.mangosteenminerals.com).



But, most importantly, take the product and become a living testimonial. There is no greater advertisement or endorsement than a personal testimonial.

To initially build your belief in the business, take a look at some of the following credibility pieces:

The 2008 edition of *Success from Home* magazine. It is entirely devoted to Vemma and Verve .

You can learn more about this publication right here.

<http://www.vemma.com/video/2008/2008-01-SuccessFromHome/>

We also have the 2009 Edition that hit newsstands in February 2009. Inside this magazine is a DVD titled *"Reinvent Your Life"*

Take a few minutes to check it out here:

<http://vemmas.com:80/video/2009/reinventyourlife/default.cfm>

In June of 2008, Women's Fitness magazine hit the newsstands and we are featured on the FRONT COVER alongside Heidi Klum!

**ABSOLUTELY MUST:** You have to get your hands on some of the Vemma Ambassador Training CD's. You can listen to the most successful leaders in the company and learn what they did to get there. **THESE ARE PRICELESS TOOLS THAT YOU SIMPLY MUST OWN.** Check your back office under Vemma Tools and click on Audio CD's to find them.

You can also listen to the newest audio series from the 2008 Ambassador Training Summit absolutely free. Just click on the link in your back office and you can hear the top leaders giving their insight.

Need more ? Be sure to ask your enroller to show you the Verve Press Releases so you can see the amazing growth of this product and the extremely credible entities that have teamed up with Vemma.

Perhaps the most significant an NBA team becoming a distributor with Vemma. **AMAZING STUFF!**

Keep in mind, in the beginning your belief might be low. That's OK. But, eventually, it will need to be high in order to succeed. You took the first step in building your belief by joining. Now take these necessary steps to get it to high level.

# THE RECAP

## MUST HAVE VEMMA TOOLS:

- The Success from Home 2009 Magazine
  - The June 08 Women's Fitness Magazine
  - The March 08 excerpt from Esquire Magazine featuring Dr. Oz (back office Vemma Tools)
  - The December 08 Men's Journal (back office Vemma Tools)
  - The Secret Behind Mangosteen & Minerals CD by Dr. John Edwards.  
You can listen to it online at <http://www.themiraclemangosteen.com/jukebox.html>  
You can order copies of it from [www.vmatools.com](http://www.vmatools.com)
  - The CD Training Set (in your back office website – Vemma Tools)
  - The Memory Jogger to establish your list (I can e-mail this to you)
  - The Member Registration Form (I can e-mail this to you)
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## OTHER VEMMA TOOLS YOU MAY WANT TO ADD:

- The details brochures and the trifold brochure (in your back office website – Vemma Tools)
  - Business Cards (in your back office website – Vemma Power Stuff)
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## OTHER HELPFUL WEBSITES YOU MAY WANT TO BROWSE:

Training website: [www.vmacoaching.com](http://www.vmacoaching.com)

Marketing Tools website: [www.vmatools.com](http://www.vmatools.com)

Training Tools website: [www.vemmasuccesstools.com](http://www.vemmasuccesstools.com)

Testimonial websites: [www.mangosteenminerals.com](http://www.mangosteenminerals.com) or [www.vmatestimonials.com](http://www.vmatestimonials.com)

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## WE ALSO HAVE ACCESS TO OTHER REGULAR CALLS FROM TOP VEMMA LEADERS EVERY WEEK:

### ***Call Schedule***

Corporate Call: First **TUESDAY** of every month - 8:00 PM EST (712) 338-8130 access code 222741#

Training Call: Every **SATURDAY** - 12:00 NOON EST (646) 519-5860 access code 7755#

Business Overview Call: Every **MONDAY** - 9:30 PM EST (646) 519-5860 access code 7755#

MEMBER SERVICES PHONE NUMBER: 800 – 577- 0777 MEMBER SERVICES E-MAIL: [MS@VEMMA.COM](mailto:MS@VEMMA.COM)