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*Attorneys for Defendant Tom Alkazin and  
 Relief Defendant Bethany Alkazin*

UNITED STATES DISTRICT COURT  
 DISTRICT OF ARIZONA

Federal Trade Commission,	)	No. CV-15-01578-PHX-JJT
	)	
Plaintiff,	)	<b>DECLARATION OF TOM ALKAZIN</b>
	)	<b>IN SUPPORT OF RESPONSE TO</b>
v.	)	<b>FTC'S MOTION TO CLARIFY OR</b>
	)	<b>RECONSIDER PRELIMINARY</b>
Vemma Nutrition Company, <i>et al.</i> ,	)	<b>INJUNCTION AS TO DEFENDANT</b>
	)	<b>TOM ALKAZIN</b>
Defendants.	)	

I, Tom Alkazin, declare under penalty of perjury as follows:

1. I am over 21 years of age and I am a resident of the State of California.

2. I am a defendant in the above-captioned proceeding. I make this declaration based on my personal knowledge of the facts or review of the pertinent records. If I had been called to testify at the September 8, 2015 Preliminary Injunction Hearing, I would have testified under oath as set forth herein.

3. I have spent over 40 years in the direct sales business, starting at Amway, then Matol Botanicals, then New Vision International, and, ultimately, Vemma, where I have been since 2004. Over those four decades, I have never been accused of misconduct by any federal or a state regulator. I have never received a cease and desist letter. I have never been sued by anyone for anything apart from this case.

1           4.       I cannot recall one instance in which a Vemma affiliate or potential affiliate  
2 complained that I made misrepresentations or omissions regarding the business  
3 opportunity. I am not aware of a single instance in which a Vemma affiliate or prospect  
4 complained to the FTC or the Better Business Bureau that my presentations or materials  
5 were inaccurate or misleading.

6           5.       From my years of experience in direct sales, I am aware that many affiliates  
7 work part-time and have no business training, and that many affiliates therefore lack the  
8 skills necessary to successfully build their businesses. With that in mind, my approach in  
9 Vemma was to emphasize that every person who expressed an interest in the business  
10 could learn the basic skills necessary to succeed.

11          6.       To that end, I developed the *Roadmap to Success* brochure and website,  
12 materials the FTC cited in its case against me. Both the brochure and the website have  
13 gone through various iterations. The version cited by the FTC in its Preliminary  
14 Injunction materials is from March 2014. The brochure has been updated twice, in  
15 August 2014 and in June 2015, after a review by Vemma's Compliance Department.

16          7.       A copy of the June 2015 version of the *Roadmap* brochure was attached to  
17 the Declaration of Lisa Schuster filed in advance of the Preliminary Injunction Hearing.  
18 No income claims are made in that document.

19          8.       The *Roadmap to Success* is an educational sales tool through which I seek  
20 to coach and motivate others, and provide strategies for engaging with potential  
21 customers and affiliates on a personal level, setting up in-person meetings and events,  
22 and structuring those events in a way to successfully enroll customers and affiliates. The  
23 *Roadmap* provides exercises such as developing a list of aspirational goals (Step 1);  
24 establishing a positive, focused, coachable attitude that recognizes success typically  
25 arises out of consistent hard work (Step 2); learning how to create a list of relationships  
26 (Step 3); setting short-term, long-term, and realistic goals (Step 6); and forming  
27 mentoring and coaching relationships (Step 7). The *Roadmap* provides a two-fold  
28 approach for building business relationships in direct sales by appealing to both

1 customers and affiliates, *i.e.*, by selling both the product and the opportunity (Steps 4  
2 and 5).

3 9. Contrary to the way the FTC has portrayed me and my approach to  
4 business, I have not focused on selling the business opportunity to affiliates at the  
5 expense of, or to the exclusion of, selling the product to customers. I have focused on  
6 Vemma for 10 years because I believe in the products and want to get them into as many  
7 hands as possible. I believe, and teach, that customers are vital to the success of the  
8 company and its distributors.

9 10. Consistent with my personal consumption of Vemma products and my  
10 emphasis on customer consumption generally, I make substantial retail sales of Vemma  
11 products from my home office. In the two and a half years before the court appointed  
12 receiver shut Vemma down, I sold about \$130,000 in Vemma products from my home,  
13 and nearly all of those sales were in amounts of \$75 or less.

14 11. Contrary to the FTC's assertion that I routinely promise that Vemma will  
15 lead to significant income, my presentations largely focus on building skills for affiliates,  
16 not on income. Most of the presentations I gave over the last three years made no income  
17 claims, including, but not limited to, the following:

- 18 a. January 31, 2015, "Marketing the Bode Pro Line."
- 19 b. March 28, 2015 "The Art of Having Purposeful Conversations."
- 20 c. March 28, 2015, "The Importance of a Rank Advancement Culture."
- 21 d. April 24, 2014, "The Successful Vemma Affiliate."
- 22 e. July 31, 2014, the "Key to Duplication-Roadmap to Success."
- 23 f. July 31, 2014, "A Strategic Plan."
- 24 g. September 19, 2014, "Building on the Truth."
- 25 h. January 5, 2013, "Leadership: After the Enrollment."
- 26 i. April 4-6, 2013, "Creating your Momentum."
- 27 j. August 1-3, 2013, "Key to Duplication: Roadmap to Success."
- 28 k. August 1-3, 2013, "Characteristics of Leaders."

1           12. In its Complaint and supporting Memorandum, the FTC falsely asserts that  
2 I hosted a “Super Saturday Business Opportunity” in Pleasanton, CA on February 7,  
3 2015. *See* App. 1030-1046; Thacker Decl. at ¶ 36. While I did speak at the event, I did  
4 not host that event.

5           13. I was not an employee, officer or owner of Vemma. I had no role or input  
6 with respect to drafting Vemma’s corporate formation documents. I was not included in  
7 Vemma’s privileged communications with its counsel.

8           14. I did not have access to Vemma’s financial, sales and operational data. I  
9 did not have access to management reports or other company wide sales and commission  
10 data. I was not involved in preparing the format of Vemma’s annual income disclosure  
11 statements.

12           15. I did not initiate or author Vemma’s marketing plans. I did not structure or  
13 have control over Vemma’s compensation model for affiliates. I had no role in drafting  
14 Vemma’s affiliate agreements.

15           16. I understand that the FTC asserted in its Memorandum in support of its  
16 motion for *ex parte* TRO (at 54) that I was “actively involved in Vemma’s business  
17 affairs.” The only “evidence” the FTC cited to support this statement was an offhand  
18 statement from Defendant Benson K. Boreyko’s that I was “intimately involved in the  
19 creation of Two & Go.” FTC Memorandum at 54, n. 27.

20           17. That characterization is inaccurate. I did not create the Two & Go  
21 Program. I was not meaningfully involved in the development of the Two & Go  
22 Program.

23           18. It is my understanding that Vemma created the Two & Go program with its  
24 own management team and the help of a paid consultant based on a similar concept used  
25 by a competitor. I was included in a couple emails near the conclusion of the project,  
26 when Mr. Boreyko solicited comments from me, a dozen other Royal-level distributors  
27 and hundreds of other affiliates, on the Two & Go program Vemma had developed.  
28

1           19.     On March 18, 2015, Mr. Boreyko sent an email to me and a dozen other  
2 Royal-level Vemma distributors asking for input regarding a draft Two & Go brochure  
3 that was already in existence. *See* Ex. A attached (without attachments).

4           20.     I responded with two emails suggesting (a) that the bonus structure could  
5 be simplified to avoid confusing participants, (b) the program name made more sense as  
6 “Two *and* Go” rather “Two to go,” and (c) correcting a typographical error. *See* Ex. B  
7 and C attached. Vemma did not adopt all of my minor comments. I understand that  
8 other individuals on that email chain chimed in with their own suggestions to Mr.  
9 Boreyko.

10          21.     Mr. Boreyko also sent an email on April 23, 2015 to all Elite-level  
11 distributors, of which there were hundreds, requesting feedback on Vemma’s Two & Go  
12 program before it went final. *See* Ex. D attached (without attachments).

13          22.     Although I was not certain at the time, because I was not a member of the  
14 Vemma management team, I expected that Vemma’s lawyers and Compliance  
15 Department reviewed and approved the Two & Go program. Discovery in this case has  
16 confirmed that Vemma’s counsel and Compliance Department did, in fact, review and  
17 approve the Two & Go marketing materials, including the Two & Go brochure that I  
18 presented in the Two & Go video the FTC cites in its materials.

19          23.     I understand the FTC has also cited my 2011 interview with  
20 Businessforhome.org as justification to further enjoin my actions. *See* Motion for  
21 Reconsideration at 8. The FTC asserts that during the interview I tout my success in  
22 Vemma, never mention selling a product, and focus instead on recruiting other affiliates.

23          24.     That interview took place more than four years ago and was hosted on a  
24 third-party website that is not owned, controlled or affiliated with me.

25          25.     If the Court reviews the content of the interview itself, it will see that the  
26 interview has nothing to do with recruiting affiliates or my purported wealth. To the  
27 extent the FTC is relying on the introductory paragraphs to the interview, I do not believe  
28

1 I provided any such information during the interview, and I dispute the accuracy of some  
2 of the statements.

3 26. I did not draft any Vemma compensation plans.

4 27. I never had any authority to demand or implement changes to compensation  
5 or marketing materials.

6 28. I did not even have approval authority with respect to the Vemma  
7 promotional materials that mentioned me and my family. For example, I did not review  
8 or approve content or copy of the Alkazin profiles including the “This is Vemma Success  
9 Magazine,” the AchieveVemma.com website, or the “Vemma Training Bible.”

10 29. I was generally aware of news stories suggesting that Vemma was a  
11 pyramid. I was also generally aware that some people believe all multi-level marketing is  
12 an illegal pyramid. In the 2013 through 2015 time period, however, I knew that Vemma  
13 had substantially beefed up its Compliance Department and Legal Department in light of  
14 these concerns.

15 30. As part of that, Vemma required me to submit the *Roadmap to Success*  
16 brochure, website, and audio for review by Vemma’s Compliance Department.

17 31. Starting in or around Spring 2014, I (or my assistant) submitted the  
18 *Roadmap to Success* (both the website and the brochure) to Vemma for review by its  
19 Compliance Department. I also submitted the scripts for the *Roadmap* videos I would  
20 then record, which videos would walk listeners through the Roadmap’s eight steps.

21 32. I believed that Vemma carefully reviewed my submissions. Vemma made  
22 changes to my materials, required that I include Vemma’s income disclosure statement,  
23 and generally assured me that my materials complied with the law with respect to health  
24 and income claims. *See* Ex. E (Examples of revisions made by Vemma to the *Roadmap*  
25 *to Success*), Ex. F (the roadmaptosuccess.com website), Ex. G (the *Roadmap* scripts); *See*  
26 *also* Ex. H (examples of communications with Vemma Compliance Department).

27 33. I always followed the direction given to me by the Compliance Department.  
28 I do not recall resisting or arguing over any direction provided by the Compliance

1 Department. Compliance with the law was very important to me, and I welcomed, and  
2 relied on, Vemma's oversight.

3 34. I believed, in good faith, in the truth of my representations and the context  
4 in which they were made.

5 35. I was never put on notice by any regulator or government agency that my  
6 materials might run afoul of the law.

7 36. I declare under the penalty of perjury that the foregoing is true and correct.  
8

9 Respectfully submitted this 15 day of July, 2016.

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12 Tom Alkazin  
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**CERTIFICATE OF SERVICE**

I hereby certify that on July 15, 2016, I electronically transmitted the attached document to the Clerk's Office using the CM/ECF System for filing and transmittal of a Notice of Electronic Filing to all CM/ECF registrants.

s/ Sheri McAlister



**Exhibit A**

**Exhibit A**

## Message

**From:** BK Boreyko [bk@vemma.com]  
**Sent:** 4/18/2015 12:06:22 AM  
**To:** 'Ruth Elliott' (ruth4vemma@yahoo.com) [ruth4vemma@yahoo.com]; Brian McMullen (briantmcmullen@aol.com) [briantmcmullen@aol.com]; JD & Ronni Phillips (jd@wallstreetcapitol.com) [jd@wallstreetcapitol.com]; Cathy & Dan Sarver (sarverwellness@gmail.com) [sarverwellness@gmail.com]; 'Tom Alkazin' [alkazin@aol.com]; 'Brad Alkazin' [balkazin@yahoo.com]; 'Alex Morton' [alexsellsaz@hotmail.com]; Hannes @ POWERHOUSE (hannes@powerhouse.at) [hannes@powerhouse.at]; Harald Maier - Austria [maier-aktiv@aon.at]; Clay Jackson [cjmrbiz@yahoo.com]; Anthony Powell [anthony@iofficeteam.com]; 'Matt Morrow' [mattmorrow@mac.com]; 'peter@vemmaoz.com' [peter@vemmaoz.com]  
**CC:** 'Tomasz Stanislawski' [tomasz.stanislawski@vemmaeurope.com]; Simon K. Grabowski [simon@vemma.eu]; Kenneth Koh [kenneth@vemmaasla.com]; Brad Wayment [Brad.Wayment@vemma.com]; Scott Flatt [Scott.Flatt@vemma.com]; Peter Reilly [Peter.Reilly@vemma.com]; Bridget Bond [bridget.bond@vemma.com]; Sharon K. Patton [Sharon.Patton@vemma.com]; Sandy Nerva [Sandy.Nerva@vemma.com]; 'patrick@vemmanutrition.com.au' [patrick@vemmanutrition.com.au]; Sol Cortes [Sol.Cortes@vemma.com]; 'sandra.perez@vemma.com.mx' [sandra.perez@vemma.com.mx]; San Wu [San.Wu@vemma.com]  
**Subject:** TWO TO GO BROCHURE CONFIDENTIAL  
**Attachments:** TWO TO GO\_041715.pdf

Royals ---

I'd like you to download this and print it out. This is the first draft of our new '2 to GO' incentive brochure. I'll be going public with this information on my May 5<sup>th</sup> call. Until then, please keep this confidential. I really want your feedback on the direction of this piece. The video will have the same look and feel so it's very important to the team that this piece is on target and easy to explain and easier to understand for the new affiliate.

Please respond with your thoughts, ideas and comments and hit reply to all so everyone is on the same page. We want to make this very clear. Please hit us with your honest and open feedback.

Thanks, I appreciate you,

BK

**VEMMA**

BK Boreyko  
 blog: [bkboreyko.vemma.com](http://bkboreyko.vemma.com)

[facebook.com/bkboreyko](https://facebook.com/bkboreyko)

[twitter.com/bkboreyko](https://twitter.com/bkboreyko)

[youtube.com/bkboreyko](https://youtube.com/bkboreyko)

1621 W. Rio Salado Parkway

Tempe, AZ 85281

[vomma.com](http://vomma.com)

truth in advertising.org®

**Exhibit B**

**Exhibit B**

**To:** John D[d@wallstreetcapitol.com]; Tom Alkazin[alkazin@aol.com]; BK Boreyko[bk@vemma.com]  
**Cc:** Simon K. Grabowski[simon@vemma.eu]; 'Ruth Elliott' (ruth4vemma@yahoo.com)[ruth4vemma@yahoo.com]; Brian McMullen (briantmcmullen@aol.com)[briantmcmullen@aol.com]; Cathy & Dan Sarver (sarverwellness@gmail.com)[sarverwellness@gmail.com]; Brad Alkazin[balkazin@yahoo.com]; Alex Morton[alexselisaz@hotmail.com]; Hannes @ POWERHOUSE (hannes@powerhouse.at)[hannes@powerhouse.at]; Harald Maier - Austria[maier-aktiv@aon.at]; Clay Jackson[cjmrbiz@yahoo.com]; Anthony Powell[anthony@lofficeteam.com]; Matt Morrow[mattmorrow@mac.com]; Peter Francis[peter@vemmaoz.com]; Tomasz Stanislawski[tomasz.stanislawski@vemmaeurope.com]; Kenneth Koh[kenneth@vemmaasia.com]; Brad Wayment[Brad.Wayment@vemma.com]; Peter Reilly[Peter.Reilly@vemma.com]; Bridget Bond[bridget.bond@vemma.com]; Sharon K. Patton[Sharon.Patton@vemma.com]; Sandy Nerva[Sandy.Nerva@vemma.com]; patrick@vemmanutrition.com.au[patrick@vemmanutrition.com.au]; Sol Cortes[Sol.Cortes@vemma.com]; sandra.perez@vemma.com.mx[sandra.perez@vemma.com.mx]; San Wu[San.Wu@vemma.com]  
**From:** Scott Flatt  
**Sent:** Mon 4/20/2015 6:57:03 PM  
**Importance:** Normal  
**Subject:** Re: TWO TO GO BROCHURE CONFIDENTIAL  
**Received:** Mon 4/20/2015 6:56:13 PM

Great reading everyone's input and really like the simplification and suggestions on the diagrams – the team is on those as I write this. With Tom and JD's suggestion to change the verbiage inside to "Two and Go", it made me question if we should change the logo/brand to reflect that.

Obviously being consistent with the verbiage on the inside is critical, but I think Two and Go is just easier to say – it rolls off the tongue. For me, Two "and" Go sounds like you're moving, you're in motion, you've started. Two "to" Go gives me the feeling I've reached a plateau, a step or a stopping place.

Agree - Disagree?

**Scott Flatt**  
 Creative Director



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 Tempe, AZ 85281  
 V. 480.927.8685  
[scott@vemma.com](mailto:scott@vemma.com)

[vemma.com](http://vemma.com)  
[facebook.com/vemma](https://facebook.com/vemma)  
[twitter.com/vemma](https://twitter.com/vemma)

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**From:** JD Phillips <[jd@wallstreetcapitol.com](mailto:jd@wallstreetcapitol.com)>  
**Reply-To:** JD Phillips <[jd@wallstreetcapitol.com](mailto:jd@wallstreetcapitol.com)>  
**Date:** Monday, April 20, 2015 at 8:43 AM  
**To:** Tom Alkazin <[Alkazin@aol.com](mailto:Alkazin@aol.com)>, BK Boreyko <[bk@vemma.com](mailto:bk@vemma.com)>  
**Cc:** "Simon K. Grabowski" <[simon@vemma.eu](mailto:simon@vemma.eu)>, "Ruth Elliott" ([ruth4vemma@yahoo.com](mailto:ruth4vemma@yahoo.com))" <[ruth4vemma@yahoo.com](mailto:ruth4vemma@yahoo.com)>, "Brian McMullen ([briantmcmullen@aol.com](mailto:briantmcmullen@aol.com))" <[briantmcmullen@aol.com](mailto:briantmcmullen@aol.com)>, "Cathy & Dan Sarver ([sarverwellness@gmail.com](mailto:sarverwellness@gmail.com))" <[sarverwellness@gmail.com](mailto:sarverwellness@gmail.com)>, Brad Alkazin <[balkazin@yahoo.com](mailto:balkazin@yahoo.com)>, Alex Morton <[alexselisaz@hotmail.com](mailto:alexselisaz@hotmail.com)>, "Hannes @ POWERHOUSE ([hannes@powerhouse.at](mailto:hannes@powerhouse.at))" <[hannes@powerhouse.at](mailto:hannes@powerhouse.at)>, Harald Maier - Austria <[maier-aktiv@aon.at](mailto:maier-aktiv@aon.at)>, Clay Jackson <[cjmrbiz@yahoo.com](mailto:cjmrbiz@yahoo.com)>, Anthony Powell <[anthony@lofficeteam.com](mailto:anthony@lofficeteam.com)>, Matt Morrow <[mattmorrow@mac.com](mailto:mattmorrow@mac.com)>, Peter Francis <[peter@vemmaoz.com](mailto:peter@vemmaoz.com)>, Tomasz Stanislawski <[tomasz.stanislawski@vemmaeurope.com](mailto:tomasz.stanislawski@vemmaeurope.com)>, Kenneth Koh <[kenneth@vemmaasia.com](mailto:kenneth@vemmaasia.com)>, Brad Wayment <[Brad.Wayment@vemma.com](mailto:Brad.Wayment@vemma.com)>, Scott Flatt <[scott.flatt@vemma.com](mailto:scott.flatt@vemma.com)>, Peter Reilly <[Peter.Reilly@vemma.com](mailto:Peter.Reilly@vemma.com)>, Bridget Bond <[bridget.bond@vemma.com](mailto:bridget.bond@vemma.com)>, "Sharon K. Patton" <[Sharon.Patton@vemma.com](mailto:Sharon.Patton@vemma.com)>, Sandy Nerva <[Sandy.Nerva@vemma.com](mailto:Sandy.Nerva@vemma.com)>, "patrick@vemmanutrition.com.au" <[patrick@vemmanutrition.com.au](mailto:patrick@vemmanutrition.com.au)>, Sol Cortes <[Sol.Cortes@vemma.com](mailto:Sol.Cortes@vemma.com)>, "sandra.perez@vemma.com.mx" <[sandra.perez@vemma.com.mx](mailto:sandra.perez@vemma.com.mx)>, San Wu <[San.Wu@vemma.com](mailto:San.Wu@vemma.com)>  
**Subject:** Re: TWO TO GO BROCHURE CONFIDENTIAL

TOM~ Great call out on the wording on the banner ads for Bronze, Silver & Gold:

Step 1 Get Two and Go Bronze

Step 2 Help Two **and** Go Silver  
Step 3 Teach Two **and** Go Gold.

Clean, clear & Simple!

**From:** Tom Alkazin <[alkazin@aol.com](mailto:alkazin@aol.com)>  
**To:** BK Boreyko <[bk@vemmma.com](mailto:bk@vemmma.com)>  
**Cc:** Simon K. Grabowski <[simon@vemmma.eu](mailto:simon@vemmma.eu)>; John Phillips <[jd@wallstreetcapitol.com](mailto:jd@wallstreetcapitol.com)>; "Ruth Elliott" ([ruth4vemmma@yahoo.com](mailto:ruth4vemmma@yahoo.com)) <[ruth4vemmma@yahoo.com](mailto:ruth4vemmma@yahoo.com)>; "Brian McMullen" ([briantmcmullen@aol.com](mailto:briantmcmullen@aol.com)) <[briantmcmullen@aol.com](mailto:briantmcmullen@aol.com)>; "Cathy & Dan Sarver" ([sarverwellness@gmail.com](mailto:sarverwellness@gmail.com)) <[sarverwellness@gmail.com](mailto:sarverwellness@gmail.com)>; Brad Alkazin <[balkazin@yahoo.com](mailto:balkazin@yahoo.com)>; Alex Morton <[alexsellsaz@hotmail.com](mailto:alexsellsaz@hotmail.com)>; "Hannes @ POWERHOUSE" ([hannes@powerhouse.at](mailto:hannes@powerhouse.at)) <[hannes@powerhouse.at](mailto:hannes@powerhouse.at)>; Harald Maier - Austria <[maier-aktiv@aon.at](mailto:maier-aktiv@aon.at)>; Clay Jackson <[cjmrbiz@yahoo.com](mailto:cjmrbiz@yahoo.com)>; Anthony Powell <[anthony@lofficeteam.com](mailto:anthony@lofficeteam.com)>; Matt Morrow <[mattmorrow@mac.com](mailto:mattmorrow@mac.com)>; Peter Francis <[peter@vemmaoz.com](mailto:peter@vemmaoz.com)>; Tomasz Stanislawski <[tomasz.stanislawski@vemmaeurope.com](mailto:tomasz.stanislawski@vemmaeurope.com)>; Kenneth Koh <[kenneth@vemmaasia.com](mailto:kenneth@vemmaasia.com)>; Brad Wayment <[Brad.Wayment@vemmma.com](mailto:Brad.Wayment@vemmma.com)>; Scott Flatt <[Scott.Flatt@vemmma.com](mailto:Scott.Flatt@vemmma.com)>; Peter Reilly <[Peter.Reilly@vemmma.com](mailto:Peter.Reilly@vemmma.com)>; Bridget Bond <[bridget.bond@vemmma.com](mailto:bridget.bond@vemmma.com)>; Sharon K. Patton <[Sharon.Patton@vemmma.com](mailto:Sharon.Patton@vemmma.com)>; Sandy Nerva <[Sandy.Nerva@vemmma.com](mailto:Sandy.Nerva@vemmma.com)>; "patrick@vemmanutrition.com.au" <[patrick@vemmanutrition.com.au](mailto:patrick@vemmanutrition.com.au)>; Sol Cortes <[Sol.Cortes@vemmma.com](mailto:Sol.Cortes@vemmma.com)>; "sandra.perez@vemmma.com.mx" <[sandra.perez@vemmma.com.mx](mailto:sandra.perez@vemmma.com.mx)>; San Wu <[San.Wu@vemmma.com](mailto:San.Wu@vemmma.com)>  
**Sent:** Monday, April 20, 2015 11:12 AM  
**Subject:** Re: TWO TO GO BROCHURE CONFIDENTIAL

Here are my thoughts and suggestions.  
I agree with JD and Simon as to staying with the structural image we have now — the brackets will be confusing for people.

Under the "Additional Bonuses, I suggest we eliminate the names "New Customer Bonus" and "Fast Start Bonus" and just have 1 bonus and name here called the "First Order Bonus." This way we get rid of the confusion that the bonus only applies to "Customers" and in addition there is no need to introduce another name (Fast Start Bonus) that only applies to Builder Packs. To summarize, we would have the First Order Bonus, Builder Bonus and the Frenzy Bonus.

Lastly, the banner for steps 1,2,and 3 should read: Get Two **and** Go Bronze, Help Two **and** Go Silver and then Teach Two **and** Go Gold. This will keep it clear that these actions get **THEM** to Bronze, Silver and Gold as opposed to the way it reads now... it creates the question of who is hitting those levels.

Everything else looks great! Great job by Scott Flatt and his team!

Tom

On Apr 18, 2015, at 1:57 PM, BK Boreyko <[bk@vemmma.com](mailto:bk@vemmma.com)> wrote:

We'll get that adjusted.

Was there anything else you'd like us to change or improve?

<image001.gif>

**BK Boreyko**

blog: [bkboreyko.vemmma.com](http://bkboreyko.vemmma.com)  
[facebook.com/bkboreyko](https://facebook.com/bkboreyko)  
[twitter.com/bkboreyko](https://twitter.com/bkboreyko)

[youtube.com/bkboreyko](https://www.youtube.com/bkboreyko)

1621 W. Rio Salado Parkway  
Tempe, AZ 85281  
[vemma.com](http://vemma.com)

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**From:** Simon K. Grabowski [<mailto:simon@vemma.eu>]

**Sent:** Saturday, April 18, 2015 1:24 PM

**To:** BK Boreyko

**Cc:** John Phillips; 'Ruth Elliott' ([ruth4vemma@yahoo.com](mailto:ruth4vemma@yahoo.com)); Brian McMullen ([briantmcmullen@aol.com](mailto:briantmcmullen@aol.com)); Cathy & Dan Sarver ([sarverwellness@gmail.com](mailto:sarverwellness@gmail.com)); Tom Alkazin; Brad Alkazin; Alex Morton; Hannes @ POWERHOUSE ([hannes@powerhouse.at](mailto:hannes@powerhouse.at)); Harald Maler - Austria; Clay Jackson; Anthony Powell; Matt Morrow; [peter@vemmaoz.com](mailto:peter@vemmaoz.com); Tomasz Stanislawski; Kenneth Koh; Brad Wayment; Scott Flatt; Peter Reilly; Bridget Bond; Sharon K. Patton; Sandy Nerva; [patrick@vemmanutrition.com.au](mailto:patrick@vemmanutrition.com.au); Sol Cortes; [sandra.perez@vemma.com.mx](mailto:sandra.perez@vemma.com.mx); San Wu

**Subject:** Re: TWO TO GO BROCHURE CONFIDENTIAL

There's nothing wrong with pyramid structure. It's the illegal pyramid scheme that is the problem. Let's stick to what works in our industry. I think >o< graph is confusing.

<http://www.allbusiness.com/pyramid-structure-versus-pyramid-scheme-2-5848424-1.html>

= S

Sent from my iPad

---  
**Simon Grabowski**  
CEO  
GetResponse  
+48 604556000

On 18 kwi 2015, at 18:21, BK Boreyko <[bk@vemma.com](mailto:bk@vemma.com)> wrote:

JD,

As far as the graphs go, we were making an attempt to look more like playoff brackets v. a pyramid structure. If you all like the old way, that's an easy fix. The rest of the world is pretty used to seeing a bracket chart. Team, give us your thoughts on this.

Believe BIG!

BK

On Apr 17, 2015, at 8:00 PM, John Phillips <[jdlovesronni@yahoo.com](mailto:jdlovesronni@yahoo.com)> wrote:

BREAUTIFUL COLORS AND THEME. Getting the entire world of Vemma on the same page is going to ignite growth and duplication!!

Couple of thoughts:

The concept on the brochure is great, the **diagram and wording is confusing**. Why not use the diagram that we worked with during our development conversations and beta tests? (see attached)

The wording is cleaner regarding each Rank Advancement on that document and the diagram looks more like the geneology that people will be using in the back office to build their teams. Easier to visualize and creates consistency in our message.

Let's make this **LOOK EASY** to do. If people think they can, the chance of them engaging increases big time!



Love the direction and focus!  
JD & Romi

<Vemma Comp Model - Get TWO.png>

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**Exhibit C**

**Exhibit C**

Message

**From:** Thomas Alkazin [alkazin@aol.com]  
**Sent:** 4/23/2015 8:12:52 PM  
**To:** Ruth Elliott [ruth4vemma@yahoo.com]  
**CC:** BK Boreyko [bk@vemma.com]; Brian McMullen [briantmcmullen@aol.com]; Matt 1 Morrow [mattmorrow@mac.com]; Anthony Powell [anthony@lofficeteam.com]; Dan & Cathy Sarver [sarverwellness@gmail.com]; John D. And Ronnie Phillips [jd@wallstreetcapitol.com]; Brad Alkazin [balkazin@yahoo.com]; Alex Morton [alexselesaz@hotmail.com]; Clay Jackson [inmaul@hotmail.com]; Hannes Sommer [hannes@powerhouse.at]; Harry Meier [hm171160@yahoo.de]; Simon Grabowski [simon@vemma.eu]; Tomasz Stanislawski [tstanislawski@vemma.eu]; Kenneth Koh [kenneth@vemmaasia.com]; Scott Flatt [Scott.Flatt@vemma.com]; Lauren Lynne Boreyko [laurenslyrics@gmail.com]; Karen Boreyko [karen@vemma.com]; Bridget Bond [bridget.bond@vemma.com]; Peter Reilly [Peter.Reilly@vemma.com]; Brad Wayment [Brad.Wayment@vemma.com]; Sharon K. Patton [Sharon.Patton@vemma.com]; Sandy Nerva [Sandy.Nerva@vemma.com]  
**Subject:** Re: TWO & GO BROCHURE

Its strong, really strong!

The same error that Ruth caught is on the 1 page summary at the end —

"QTY (1) CYCLE.... should be QTY (4) CYCLES

On Apr 23, 2015, at 12:59 PM, Ruth Elliott <ruth4vemma@yahoo.com> wrote:

It looks absolutely amazing!!!

On STEP 2 - It refers to earning 4 cycles and in the commission chart is shows QTY (1) CYCLE at \$20 / cycle equals \$80 but it should be QTY (4)

GREAT JOB TEAM!!!

<Screen Shot 2015-04-23 at 2.57.57 PM.png>

On Apr 23, 2015, at 11:43 AM, BK Boreyko <bk@vemma.com> wrote:

<TWO & GO\_042315.pdf>

**Exhibit D**

**Exhibit D**

**To:** BK Boreyko[bk@vemma.com]  
**Cc:** Peter Reilly[Peter.Reilly@vemma.com]; Brad Wayment[Brad.Wayment@vemma.com]; Bridget Bond[bridget.bond@vemma.com]; Sandy Nerva[Sandy.Nerva@vemma.com]; patrick@vemmanutrition.com.au[patrick@vemmanutrition.com.au]; San Wu[San.Wu@vemma.com]; Kenneth Koh[kenneth@vemmaasia.com]; 'Simon K. Grabowski'[simon@vemma.eu]; Tomasz Stanislawski[tomasz.stanislawski@vemmaeurope.com]; Sharon K. Patton[Sharon.Patton@vemma.com]; Lauren Boreyko[Lauren.Boreyko@vemma.com]; Karen Boreyko[karen@vemma.com]; Adam T. Howland[Adam.Howland@vemma.com]; Steve Hooper[slhooper@yahoo.com]; Scott Flatt[Scott.Flatt@vemma.com]; Michael Woodford[Michael.Woodford@vemma.com]  
**Bcc:** Adlbi, Saeed[v.saeed.v@gmail.com]; Anders Karlsson - Sweden[anders@globalopportunity.se]; Anderson, Gilbert & Amanda[gilanderson@shaw.ca]; Bacher, Christian[bacher.christian77@gmail.com]; Blomqvist, Claes[claes@globalopportunity.se]; Brest, Aurelien[aurelien.brest@gmail.com]; Carreiro, Nicholas[najs\_7@hotmail.com]; Charde General Stores[chardestore@indlatimes.com]; Chiang, Yvonne[vemma168@gmail.com]; Chu Chin Kuan[chimy\_978@yahoo.com.tw]; Dongping Li[dgpn0168@gmail.com]; Dörner, Susanne & Herbert[info@positiverleben.at]; Dvoracek, Martin & Nina[nd@trinkdeinvemma.at]; Fadzliah Zakariah[vios6660@gmail.com]; Filicetti, Colleen[cfilicetti@gmail.com]; fink, manuel[fink\_mmanuel@gmx.at]; Francis, Peter & Marie[peter@vemmaoz.com]; Gabriele, Felipe[felipe.gabriele@hotmail.com]; Girard, Danny[danny.girard@live.ca]; Gonzalez, Pepe & Mary[pepegzz70@hotmail.com]; Goyard, Thomas[thomas.goyard.3@gmail.com]; Grenthe, Andreas[grethe.vemma@gmail.com]; Guzelhig, Peter[office@market-solutions.info]; 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Nicholson, Ian[ian@iannicholson.com]; Noble, Josh[joshnob@gmail.com]; Nyhus, Jared & Vanessa[vnyhus@jnyhus.com]; Olave, Milton[miltonolave.com]; Park, Dr. James[james32362@yahoo.com]; Phillips, Ronni & JD[ronni@2senuf.com]; Phillips, Ronni & JD[jd@wallstreetcapitol.com]; Polcyn, Glen & Becki[bgs@sedona.net]; Polcyn, Grady & Chantel[GradyPolcyn@gmail.com]; Polega, Nicholas Ryan[polega8@aol.com]; Powell, Anthony[anthony@iofficeatm.com]; Price, Dan & Trisha[dan.d.price@gmail.com]; Provost, Brett[bretta@joinbretta.com]; Ptak, Nick[nptak07@gmail.com]; Pubillones, Ian[pubillones2@yahoo.com]; Rasmussen, Dave & Kim[drazzy21@q.com]; Rasmussen, Dave & Kim[kimrazzy@q.com]; Reeder, David & Debbie[david@reederteam.com]; Riager, Bev & Keith[bevriger@gmail.com]; Rowe, Rich & Karen[roweaal@yahoo.com]; Sagert, Christian[sagert13@gmail.com]; Sanchez, Pete[afginvestorsgroup@gmail.com]; Sarver, Brad[bradley.sarver@gmail.com]; Sarver, Dan & Cathy[sarverwellness@gmail.com]; Small, Tyler[wmtylersmall@yahoo.com]; Smith, Brad[smithteam@cox.net]; Smith, Cindy & Andy[vemmacindy@gmail.com]; Smith, Rodrick[jocaml@aol.com]; Sorenson, Annie & Nathan[annle.l.sorensen@gmail.com]; Stafford, Amy & David[amystafford24@gmail.com]; Stafford, David[davldstafford24@gmail.com]; Stauffer, Blake Jeffery[blakestauffer@gmail.com]; Stewart, Ken & Ras[kenstewartcalling@hotmail.com]; Tack, Mary & Ralph[maryatack@yahoo.com]; Thelen, Dave[healthyhome11@hotmail.com]; Trimbur, Bruce[bruceatrimbur@yahoo.com]; Varley, Greg[gm123@gmail.com]; Vogel, Thom & Sabrina[vemmaamp@yahoo.com]; Warren, Kailey[Kalls18@yahoo.com]; Welsberg, Jeff[jeff@daddyworksfromhome.com]; Wendte, Cathy[cathywendte@yahoo.com]; Wenig, Adam[adamdwendig@gmail.com]; Wilborn, Luke & Shawnee[luke\_wilborn@yahoo.com]; Yeager, Andrew[yeager.andrew27@gmail.com]; Zartoshty, Sam[sam44courtside@gmail.com]

**From:** BK Boreyko

**Sent:** Thur 4/23/2015 10:16:15 PM

**Importance:** Normal

**Subject:** Vemma Elite CONFIDENTIAL update

**Received:** Thur 4/23/2015 10:16:00 PM

[AFFILIATE STARTER PACK.jpg](#)

[BK LETTER 042015 V3-FINAL.pdf](#)

[TWO GO 042315.pdf](#)

Vemma Elite –

I wanted to get your feedback on these huge announcements we'll be making on the Tuesday, May 5<sup>th</sup> company call/webinar. I apologize for the lengthy email, but these are very exciting topics that I'm going to ask you to keep confidential until I release them on the call. Feel free to talk amongst the Elite about any of this. I wanted you to be briefed and ready for any questions you might receive after the call. If you could please print out the attached PDF's and study them, I'd love any thoughts both positive and constructive.

The '2 & Go' program is the reinvented Frenzy 2.0. We've made the program simpler to understand and easier to achieve for the newest affiliate. It replaces the current Frenzy/Double Frenzy Bonus beginning on June 12<sup>th</sup> in the US markets. International rollout will follow shortly thereafter. This incentive revolves around a single Affiliate Starter Pack. This single choice pack will include products from the three brands (picture attached) and will be priced at \$599. You'll notice the Fast Start has been slightly reduced to \$75, but the volume has been doubled from 250 cv to 500 cv. This is where the additional bonus funds were directed. The huge benefit of almost full volume on this Starter Pack is easier rank advancing and faster success for the newest affiliate. I think the attached brochure will explain things better. In fact, on the last page, you'll see a single page summary on this plan. This is really the first time we've had a one page plan to get a person to Gold in 60 days or less. All other Affiliate Pack options will be discontinued after this release.

What really excites me about this '2 & Go' program is the laser focus on the newest person's success in those critical first 60 days in the business. This is a very understandable and more importantly, doable plan is really the first time someone can get their hands around exactly what they need to do starting from their first 7 days. I really feel this will explode your teams recruiting numbers and give people a clear direction on exactly what they need to do. People love that!

You'll also read an attached letter we'll be inserting into every order for the month of May. It's really the best way I know of telling the story on why Vemma would introduce an encapsulated product for the first time in 10 years. RTD drinks do limit us on what we can offer families and as a wellness company, we do need to sometimes look outside the box. Internationally, not all the markets will carry these products. We'll see first how the US and Canada markets receive this. All I know is for 10 years, I've been sending people to a health food store to get the nutrition these products offer. That stops June 12<sup>th</sup>. The Nutri-Pack will cost \$139.95 with 120 cv and \$10 shipping. If they go on AD, they'll also receive the Coral Calcium product free for every month they're on it. This free product giveaway strategy is something I'm excited about for your retention numbers.

On the \$599 Affiliate Starter Pack, we did have to no longer give away the Success Kit and we added 3 months of Back Office Pro to increase the value on this pack. We will continue to offer the Premier Club qualifications on the \$299 Bode PRO pack, but they won't be able to use that pack to Frenzy after June 12<sup>th</sup>. Lastly, we'll be releasing a \$159 120 cv Variety Pack with a sampling of products. Look for more info coming on that as we get closer to convention.



I'm really looking forward to your feedback on all this. The team at home office has been working very hard getting this ready for the June convention. We made the decision rather than keep it as a surprise for the team, let them have a month of 'pre-launch' to understand it and begin their strategy to finish the second half of 2015 strong. We hope you agree with this approach.

I appreciate you all,

BK

**VEMMA**

**BK Boreyko**

blog: [bkboreyko.vemma.com](http://bkboreyko.vemma.com)

[facebook.com/bkboreyko](https://facebook.com/bkboreyko)

[twitter.com/bkboreyko](https://twitter.com/bkboreyko)

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1621 W. Rio Salado Parkway

Tempe, AZ 85281

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**Exhibit E**

**Exhibit E**

Message

**From:** Michelle Lottner [Michelle.Lottner@vemmma.com]  
**Sent:** 7/15/2014 11:16:38 PM  
**To:** 'Lisa Schuster' [lm.schuster@yahoo.com]; 'Tom Alkazin' [alkazin@aol.com]  
**Subject:** FW: Roadmap to Success edits - Customer Loyalty Program question (pg 29)  
**Attachments:** 1313\_001.pdf

Here you go!



Michelle Lottner, Compliance Manager  
[michelle@vemmma.com](mailto:michelle@vemmma.com)

1621 W Rio Salado Parkway  
Tempe, AZ 85281  
[vemmma.com](http://vemmma.com)  
[facebook.com/vemmma](https://www.facebook.com/vemmma)  
[twitter.com/vemmma](https://twitter.com/vemmma)

**From:** Michelle Lottner  
**Sent:** Tuesday, July 15, 2014 2:50 PM  
**To:** 'Lisa Schuster'  
**Cc:** 'Tom Alkazin'  
**Subject:** FW: Roadmap to Success edits - Customer Loyalty Program question (pg 29)

Lisa,

On the customer loyalty program it should be updated to read:

Six customers each purchasing one case of any Vemmma product (totaling 60 points) qualifies you for commissions and gives you two free cases of any Vemmma products.\*

Bottom of page should state \*See Vemmma.com for details.

Thanks!



Michelle Lottner, Compliance Manager  
[michelle@vemma.com](mailto:michelle@vemma.com)

1621 W Rio Salado Parkway  
Tempe, AZ 85281  
[vemma.com](http://vemma.com)  
[facebook.com/vemmag](https://facebook.com/vemmag)  
[twitter.com/vemmag](https://twitter.com/vemmag)

**From:** Michelle Lottner  
**Sent:** Monday, July 14, 2014 3:50 PM  
**To:** 'Tom Alkazlin'; 'Lisa Schuster'  
**Cc:** Legal  
**Subject:** FW: Roadmap to Success edits

Hi Tom,

The edits for the Roadmap to Success workbook are attached. Below are updated disclaimers. The disclaimers will be dependent upon where the workbook is being used. If it is being used globally, use the worldwide disclaimer. I also included an indemnity statement that needs to be added to the end of the workbook. It does not need to be a full page.

**USA Income Disclaimer:**

*"Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting <https://www.vemmag.com/backoffice/pdf/income-disclosure.pdf>."*

**Canada Income Disclaimer:**

*"Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting <https://www.vemmag.com/backoffice/pdf/income-disclosure-ca.pdf>."*

If marketing piece will be viewed worldwide:

Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting the Opportunity section of [www.vemma.com](http://www.vemma.com).

Combo = Compensation Plan and Income Disclosure Statement:

Your success is dependent on your efforts and leadership abilities. For more information on Vemma's Compensation Plan and to obtain a copy of Vemma's Income Disclosure Statement showing the Company's generally expected results, please visit the Opportunity section of [www.vemma.com](http://www.vemma.com).

Call me if you have any questions.

Thanks,

**VEMMA**

Michelle Lottner, Compliance Manager  
[michelle@vemma.com](mailto:michelle@vemma.com)

1621 W Rio Salado Parkway  
Tempe, AZ 85281

[vemma.com](http://vemma.com)  
[facebook.com/vemma](https://facebook.com/vemma)  
[twitter.com/vemma](https://twitter.com/vemma)

**From:** [VECOPY03@VEMMA.COM](mailto:VECOPY03@VEMMA.COM) [<mailto:VECOPY03@VEMMA.COM>]

**Sent:** Monday, July 14, 2014 3:42 PM

**To:** Michelle Lottner

**Subject:** roadmap to success edits

VEMMA<sup>®</sup>  
*Affiliate*

# ROADMAP *to* SUCCESS

VISUALIZATION ✓

BE COACHABLE ✓

ATTITUDE ✓

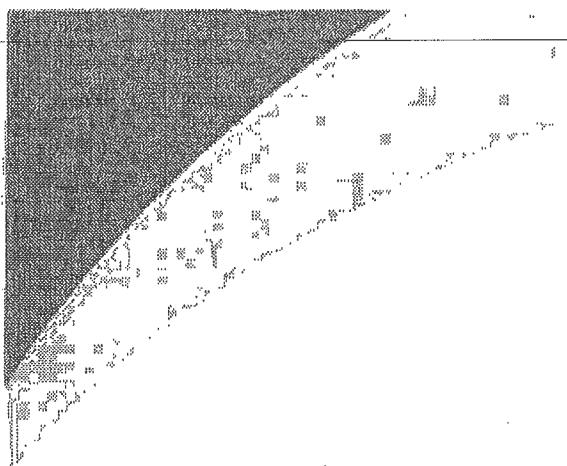
COMMITMENT ✓

STAY PLUGGED IN ✓

DAILY ACTIVITY ✓

.....▶ **FREEDOM** ✓

**YOUR VEMMA ACTION PLAN** ◀.....



# ROADMAP to SUCCESS

A Working Plan For Creating Wealth  
Through the Vemma® Opportunity

*Your Personal Success Coaches:*  
Tom and Bethany Alkazin  
*Affiliate Members*

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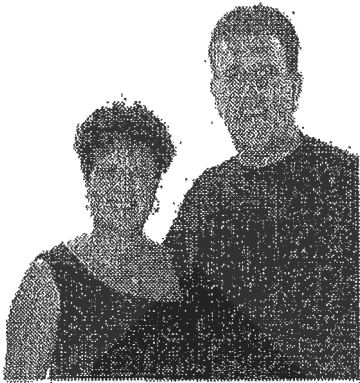
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Welcome! ○

## 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 unique products and a 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 Affiliate 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 Affiliates 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 consistently. We are going to teach you how to do the correct things. In other words, once you learn how to do the correct things, 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 Affiliate that wants to build a business, they must hand them the **Roadmap to Success** workbook 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 with your Vemma business, you will find that activity always comes before results, and income follows the correct activity.~~ As you learn, apply (by taking consistent action), and teach these ~~proven~~ principles and fundamentals over the next few 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 Affiliate. You can go at your own pace. You can build your Vemma business as big as you can dream and work.

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 & Bethany Alkazin  
Star Pinnacle Leaders

Vemma is simple, it's fun, and it's something you can do!!



## Step 1: Your Dreams— The Foundation of your Vemma® Business

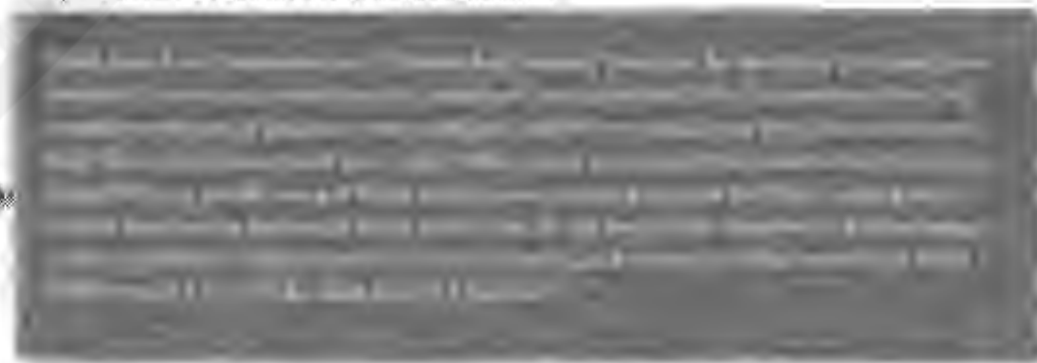
Your first step in the Roadmap to Success is to learn to dream.  
Your dreams will truly provide the foundation for your Vemma business.

Think about it...most of us as children were natural dreamers. One day we wanted to be a doctor, the next day an astronaut or veterinarian or teacher or explorer. Anything was possible, and there were absolutely no limitations! Unfortunately, as we grew up, we all had our share (or more than our share) of disappointments and heartaches. As part of the life experience, we felt personal and professional rejection and disappointment. We had many hopes and aspirations and, of course, many of them did not become a reality. As a result, most people lose the desire and ability to dream. Most people begin to settle for mediocrity for whatever life will give them as opposed to achieving an extraordinary life of their dreams. In fact, it has been said that most people work just hard enough to not get fired, and most employers pay people just enough so they don't quit. Many people go through their adult lives having never given their ABSOLUTE BEST to anything.

*Well, here is the good news...it does not have to be that way! By choosing Vemma and the Roadmap to Success training, you can truly break even of this pattern, break away from mediocrity and design the life of your dreams.*

Learning to dream again means that you spend some time identifying what you want out of life AND what you want out of your Vemma business. Vemma is the vehicle that can take you where you want to go. It has been our experience that Affiliates who clearly identify and envision their dreams are more excited, consistent, and persistent. You will consistently take the steps necessary for success as long as you have enough REASONS why you want to succeed.

Now, we want to take a few minutes to help you begin to shape your dreams. Remember, this is IMPORTANT! Your dreams will fuel your desire, motivation, and efforts as you launch and grow your Vemma business. Take some time with these simple exercises so your business will have a rock-solid foundation.





## "DREAM BIG DREAMS" EXERCISE

Please look at a watch or clock and keep your pen moving for at least 5 minutes. Don't worry about spelling and grammar... just have fun and get started!

*Thoughts become things. If you see it in your mind,  
you will hold it in your hand.*

*Bob Proctor*



Now that you have completed this initial dreaming exercise, remember that you can modify and rewrite at any time. These next several exercises will help you begin to get specific with your dreams and the reasons why you are going to build a successful **Vemma®** business.

~~Next, write down your specific income goals. In other words, what would you like your monthly residual cash flow to be?~~ Don't be afraid to dream big dreams! Remember, we are engaging in "possibility thinking" with no limits. After you identify this income target, write down your top three dreams that this residual cash flow will make possible.



### 3 Year Monthly Residual Cash Flow Goal

\$ \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



### 1 Year Monthly Residual Cash Flow Goal

\$ \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



### 6 Month Residual Cash Flow Goal

\$ \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



### Your First 30 Days

\$ \_\_\_\_\_ (See Step 6, page 29)

Now that you have completed your initial "Dream Big Dreams" exercise, it is important that you continue to focus on them. Visualize with emotion your 3-year dreams, imagine you are living the life you have dreamed about. This will fuel your desire, consistency, and persistence.

One final thought on your dreams... **PROTECT THEM!** Protect them with a passion because they will be attacked. There are many negative people in the world, and they are



trained recruiters! They are focused daily on recruiting others into their world of negativity, pessimism, and complaining. We call them "dream stealers." Sometimes, it is a well-meaning friend or family member who has settled for mediocrity, and they "don't want to see you disappointed." More often, it is someone who does not have the desire or discipline to change their circumstances (they would rather talk and complain than actually do something), and so they don't want to see anybody else step out in faith and make something positive happen.

Remember the saying, "misery loves company." Well, it is true. Protect your dreams with a vengeance. After all, this is YOUR life, and it is NOT a dress rehearsal! We have always been amazed how often it is that the individual who is unhappy, negative, and financially broke, is also the person that claims to have all the answers!

Do not be swayed! Don't follow them and their chosen path. Remember your REASONS. Visualize yourself achieving your dreams and stay away from negative people. Protect your dreams by focusing on them. Each day when you do something positive with your Vemma business, imagine yourself one step closer to achieving your dreams.

It has been said that the journey of a thousand miles begins with the first step. You have just completed the first step in the **Roadmap to Success** workbook. Now let's build on the foundation of your dreams!

Each day,  
after you do  
something  
positive with  
your Vemma  
business,  
imagine yourself  
one step closer  
to achieving  
your dreams.

*Dream big dreams! Small dreams have no magic!*

*Dottie Boreyko*

ROADMAP TO SUCCESS



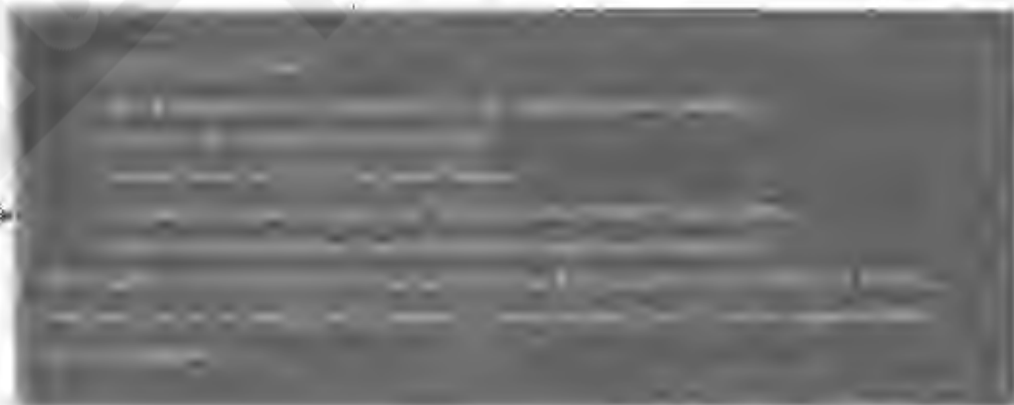
## Step 2: Attitude— Setting Yourself Up To Succeed

You may have heard the phrase, "Attitude is everything" or "Your attitude determines your altitude!" These statements are so true. To set yourself up for success, you must recognize that your personal attitude is a choice. Each day, we have a choice as to what kind of attitude we will have for that day. Your responsibility is to choose to be positive and to expect good things to happen! The key of expectation is to believe that we can actually get from life what we expect. Expect your Venima<sup>®</sup> business to grow! Expect people to have a positive experience with this tremendous product! Expect people to be interested in learning how to create additional income through the Venima opportunity!

You will find that life is a journey in the world of Venima have challenges too. They have good days and they have challenging days. They experience obstacles, setbacks, and disappointments, but they do not let themselves get down. They maintain a positive attitude and a positive expectancy. You must do the same. Expect good things to happen to you each day. If you have a challenge or problem, focus on the solution and ask yourself, "What am I supposed to be learning here?"

In addition, you must have a coachable attitude. Please recognize that we really want you to succeed in a big way! That is why we created this Roadmap to Success training program. These principles and this plan of action are a proven formula for success. Don't get creative and try and reinvent the wheel. Commit to being coachable and learn and apply these proven principles and fundamentals. You will be glad you did!

How do you cultivate and maintain the right attitude? First, remain positive and enthusiastic by continuing to focus on your dreams. (Remember Step 1) Put your dreams with a daily commitment to reading good books, listening to audio programs, and associating with positive people. Log in to your Venima website and subscribe to **SUCCESS Club!** In addition, you must commit to the following two key success principles:







Following these two key principles of staying plugged in and doing something positive every day will help you cultivate and maintain a positive, winning attitude. This will put you in a position to succeed. As you begin to build a team and they stay plugged in and do something positive every day, your business will begin to grow and duplicate. Over time, you will create an organization of positive people who are plugged in and focused on consistent daily activity. With persistence and time, you will build a massive organization as duplication continues and leaders emerge in your group.



One final thought on the importance of the right attitude. Most people like to associate with positive individuals. Therefore, by cultivating a positive, winning attitude, you will attract the right people. As you continue to attract bright, talented people who have a positive winning attitude, you will put your Vianna business on the fast track!

Your dreams  
and your  
attitude will  
determine your  
altitude in life.

Your mental attitude is something you can control outright, and you must use self-discipline until you create a positive mental attitude -- your mental attitude attracts to you everything that makes you what you are. - Napoleon Hill

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### 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) *such as misc energy, weight management*

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





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## Who Do You Know...

Golf Pro  
Tennis Pro  
Physical Therapist  
Chemical Engineer  
Entrepreneur  
Accountant  
Electrical Engineer  
Bartender  
Bank Manager  
Computer Programmer  
Fire Chief  
Business Manager  
Administrative Assistant  
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  
Insurance Agent  
Nurse  
Receptionist  
Musician  
Pastor/Minister  
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 Repair  
Surgeon  
Architect  
Company Executive  
Secretary  
Radio Announcer  
Anesthesiologist  
Contractor  
Electrician  
Office Manager  
T.V. Reporter  
Plumber  
Restaurant Owner  
Journalist  
Photographer  
Artist  
Working Student

## Who...

Was in your Fraternity/Sorority  
Is on your Christmas card List  
Did you go to high school with  
Is the life of the party  
Is considered a leader  
Is looking for a new profession  
Is on your Facebook page  
Is dissatisfied with their current career  
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 or coffee 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 nutritional supplements  
Has influence with others

Is from your old job  
Teaches your children  
Is a fashion model  
Are your golf partners  
Has a booming business  
Is in a new job  
Wants more out of life  
Has a very stressful job  
Is from civic activities  
Is President of PTA  
Rides to work with you  
Edits a newspaper  
Is a friend of the family  
Is health conscious  
Exercises frequently  
Hikes or rock climbs  
Jogs  
Skis (water or snow)  
Often seems tired  
Wants to lose weight  
Is active in local politics



[illegible]





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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:

*may be interested in the opportunity!*

\*\*\*\*\*▶

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

From your initial Contact List, prioritize and write down 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.

**VERY IMPORTANT!** List a specific financial need or desire the person has. This will be very useful when setting an appointment with them.

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



When you implement Step 3, plus 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®, 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 of~~ 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~~ <sup>products</sup> available.
- **Tools** – you need tools for credibility and duplication!

Go to [www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com) and [www.vmatools.com](http://www.vmatools.com) and [www.vemmatoolsstore.com](http://www.vemmatoolsstore.com)

- **Clinical Studies** – go to [www.vemma.com/science](http://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





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### Bod•ē Approach

- "Lisa – If you've ever said to yourself, no more fad diets... they don't work, then you've got to see the new Vemma® Bod•ē Transformation system. You're going to absolutely love the taste."
- "Dave, if you know anyone who struggles with weight loss, then you've got to taste the new Bod•ē shakes. Do you prefer vanilla or chocolate?"
- "I have to tell you about the new Bod•ē transformation system. It's <sup>a</sup> simple weight management program that fits into your lifestyle."

Most will ask: "What Is Bod•ē?"

- "Bod•ē is the new ~~Chris Powell~~ <sup>Chris Powell</sup> approved, healthy weight solution from Vemma. It won the 2012 People's Choice Stevie Award for Favorite Consumer Product! The plan is easy to follow, it tastes great, and people are getting amazing results!"
- "Jenny, let me buy you breakfast. If I give you this Free Shake and DVD by Chris Powell, the TV Celebrity Transformation specialist, will you promise me to try it in the morning and give me your feedback?"

and Vemma Bod•ē Spokesman,

### NOTES

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.

- If they agree it tastes good/great, then you go to Number 2.
- 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 Number 2.

**2. Tell them what it is – Tell the prospect what VEMMA® stands for.**

- Use the ~~Nutritional Brochure~~ *Vemma Product Brochures* to show them the product ingredients. 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 Number 3.

**3. Ask them what they are doing to *enhance their health and wellness* ~~avoid and prevent disease or to reduce stress and increase energy.~~**

- If they tell you ~~they are~~ *one of* 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 Number 4.

**4. Tell your story or the story of someone close to you.**

You must make it personal and not say, "this guy or this girl," but use their names. Connect the prospect to real stories from real people (BY NAME) you know in Vemma. Go to Number 5. *(Do not make any health or medical claims)*

**5. Ask the prospect to "try Vemma" and enroll.**

If they have any objections, then answer the objections and ask them again to "try Vemma." If at any point during the dialogue they ask for price, 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! Every day, hundreds of Vemma Affiliates are adding new people to their group by simply using the simple conversations above!

Try it – it WILL work for you!





## Step 5: Building Your Business—Leading With the Vemma® Business Opportunity

As much as people want to feel better and respond positively to the idea of the Vemma products, many people are looking for ways to do better financially! Many people have a genuine desire for change in their life, and yet, they don't know what to do, or how to do it!

No matter what the desire is — get out of debt, purchase a new car, send their kids to private schools, money for travel, or perhaps even a whole new career — we must remember that the people we are looking for (those with a desire for change) are actually looking for us — they are simply looking for an opportunity!

So when it comes to building your business by leading with the opportunity, here's how some new Affiliates think: "I don't have any success yet" — "I don't know enough to talk about the opportunity" — "I will not know what to say if they ask me questions." Because of these concerns, guess what most Affiliates do when it comes to leading with the opportunity? Nothing! Fear freezes them!

Our goal with this step is to build your confidence and your skills in leading with the opportunity. We want you to be as successful with the business opportunity as you will be with the Vemma, Verve, and Bod-e products!

With all of this in mind, let's get you ready for action!

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### WHAT YOU NEED TO KNOW!

Here's the great news! There is just a small amount of information that you need to know to be able to approach people effectively with the Vemma business opportunity. For purposes of approaching people and following the script below, you simply need to know:

- \* Vemma provides the opportunity to earn full-time or part-time income
- \* Vemma provides the opportunity to earn the opportunity to earn income

To read more about all of the bonuses in the Vemma compensation plan, log in to your Vemma website and click on "compensation plan."

\*\*\*\*\*

### WHAT YOU NEED TO HAVE!

In order to succeed and in order to have duplication in your business, you need to have the tools of your trade! Here are tools that you must have:

- Your favorite Vemma videos
- The "Perfect Business" brochure
- Vemma, Verve, or Bod-e brochures



Please understand that it is important for you to have these tools on hand. You need to be ready to give 1 or 2 of these items to someone after you have had the conversation below! Do not believe that giving them more information is better. The correct method is to give someone small amounts of information and allow their interest to grow!

You can order these tools from: [www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com), [www.vmatools.com](http://www.vmatools.com), and [www.vemmatoolsstore.com](http://www.vemmatoolsstore.com)

## WHAT YOU NEED TO SAY!

The following simple conversation works! If the person you are speaking with has a desire for change, you will see this work almost all of the time! This is not to say that everyone you talk to will join your Vemma® business – but this script will create conversation. Given time, you will become very confident and very successful!

### Direct Approach:

- "Zac, if I could show you how to invest a small amount of money in your family's health and that could turn into ~~\$5000-\$10000 per month most time~~ *billions or millions per month*, what would you say?"

(Stop talking and listen to what he says)

Most will ask, "What is it?" or say "It depends on what's involved," or something like that.

Here's how you respond:

- "I own a business – we teach people *about the opportunity to* how to create additional income."

(Stop talking and listen to what he says)

Most will say "How do you do that?" You respond by saying: "It depends upon the person – some people want to earn ~~as little as \$500 per month, some are looking for \$1000 per month.~~ *a little extra money per month, some want to replace*

Most will ask: "How do you do that?" You respond by saying:

- "We do this through an amazing line of wellness *products* ~~formulas~~. Let me ask you again, Zac, are you serious about wanting to create some additional income?"

If yes, say, "Great. I don't have time now to explain everything. I'll call you about a time to get together. Trust me, it will be worth us getting together."

The goal of the approach is to develop interest and get the appointment.

*\*Income Disclaimer*

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Begin the follow-up conversation the next day by asking this question:

*"Hey, Zac, it was great talking to you yesterday. Are you still serious about ~~the opportunity to~~ earning some extra money?"*

After listening carefully to their response, you should say, "The next step is, I want you to meet/speak with one of my partners."

Check with your upline coach as to how he/she wants to do 3-way calls or 2-on-1 meetings with you when you have an interested person. After the meeting, the most important thing you could do is to get Verma®, Verve, or Bod-e into your prospect's hands.

Other follow-up options for a complete explanation of the business include:

- Local Home Event
- Local Area Event
- Recorded Opportunity Call

### Third Party Approach:

If the person you want to talk to never gives you an opportunity to bring up the subject of your business, try this:

- "David, would you help me?"

(Most people say, "yes.")

- "I own a business, and we are experiencing amazing growth — do you know anyone that would be interested in making \$1,000 to \$5,000 per month to their income on a part-time basis?"

*the opportunity to earn some extra income?*

Remember – it is SIMPLE – it is FUN –  
and it is SOMETHING THAT YOU CAN DO!

You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you. – Dale Carnegie

## NOTES

Handwritten notes on lined paper, mostly illegible due to a large watermark and a dark, curved redaction mark in the top right corner. The notes appear to be organized into several paragraphs or sections, with some lines starting with capital letters or numbers. A large, faint watermark "www.advertising.org" is visible across the page.





## Step 6: Goal Setting — Your First Objectives

Goal setting is a skill and habit that all high achievers have mastered. It has been said that goals are dreams with deadlines. Put another way, we set incremental goals in order to make forward progress toward our big dreams. Goals provide direction and focus. Without them, we are like a ship without a sail just drifting aimlessly.

*In the absence of clearly-defined goals, we become strangely loyal to performing daily trivia, until ultimately we become enslaved by it. — Robert Heinlein*



Here are a few tips for effective goal setting:

1. Goals must be written down
2. Goals must be specific
3. Goals must be measurable
4. Goals must have a deadline (target date)
5. Goals should be reviewed frequently for clarity and focus



Here's what you need to remember:

1. **Your Consistent Daily Activity** – Remember that consistent daily activity creates momentum and growth. Even if you simply achieve one positive business building activity each day, you will be amazed at your growth and results over time.
2. **Your Results** – The only results that really count are the number of new Affiliates and Customers ~~that you add each week~~. If you and your team are staying plugged in and focused on consistent daily activity, you will be adding new Affiliates and Customers each week. Soon, it will be every day!
3. **Your Progress and Advancement** – ~~Please review the specifics of the Vemma Rank Level System following this section on page 30. The Vemma Rank Level System has been designed to give you targeted goals that will ensure the growth of your business. It is your map and gives you a track on which to run.~~ One of your first goals is to become a Bronze. Then, you want to create Bronzes on your team. As you do this, you will become a Silver. As you create Silvers, you will then become a Gold, and so forth. Keep it simple and focus on becoming a Bronze as soon as possible. When you focus on these first three Rank Levels and help your growing team make progress, the higher Rank Levels (and residual cash flow) will take care of themselves! ✱

Very little is gained in life without setting goals. Having goals will help you achieve your dreams and lead you to your ultimate success. Success builds on itself. The level to which you succeed will be determined by the goals you set for yourself personally and for your Vemma business. Set the right goals that are worthy of your focus, time, effort, and energy.

Remember, review your goals often to maintain both clarity and focus. Keep your goals in front of you to stay motivated and consistent. Always remember WHY you are building your Vemma business. As you develop the habit of setting and achieving goals, you will discover for yourself that your Vemma business is indeed SIMPLE, FUN, AND SOMETHING YOU CAN DO!

## NEW VEMMA® AFFILIATE FIRST 30 DAYS

**1 VEMMA AFFILIATE PACK**

☐ Purchase a Vemma Affiliate Pack

☐ You have Vemma products to share

☐ Qualifies you for the weekly Frenzy Bonus

☐ Qualifies you for the Premier Club Bonus



**2 CUSTOMER LOYALTY PROGRAM**

Six customers each purchasing 1 case of any VEMMA product, qualifies you for commissions AND gives you two FREE cases of any VEMMA product\*\*

☐ Customer #1 \_\_\_\_\_

☐ Customer #2 \_\_\_\_\_

☐ Customer #3 \_\_\_\_\_

☐ Customer #4 \_\_\_\_\_

☐ Customer #5 \_\_\_\_\_

☐ Customer #6 \_\_\_\_\_

*Verify*

**3 FRENZY BONUS** you have the opportunity to

Find 3 people (in 1 week) who see what you see and earn up to \$750\*\*

☐ New Affiliate or Customer #1 \_\_\_\_\_

☐ New Affiliate or Customer #2 \_\_\_\_\_

☐ New Affiliate or Customer #3 \_\_\_\_\_

*Find 3 people in 1 week who see what you see and earn up to \$750\*\**

*Make the first 3 people who see what you see and earn up to \$750\*\**

**4 ACHIEVE BRONZE LEVEL**


*all they have to do is*

*42 QV's (1 right, 1 left)*

☐ You are in a distribution team for 120 QV (Qualifying Volume)\*\*

☐ You have 360 QV on either your left or right distribution team

☐ You have 180 QV on either your left or right distribution team

















\* Check the VEMMA Compensation Plan for all the details. [www.vemma.com](http://www.vemma.com)

ROADMAP TO SUCCESS 29

*\* Income Disclosure*



Pfn	Rank	Cycles	Approximate Monthly Income	Approximate # Affiliates on Auto-Ship (Either left or right team)
	Bronze	1	\$25 - \$150	5 / 10
	Silver	5	\$150 - \$500	10 / 20
	Gold	10	\$500 - \$600	20 / 40
	Diamond	20	\$600 - \$1,500	40 / 80
	Platinum	50	\$1,500 - \$2,500	100 / 200
	Star Platinum	75	\$2,500 - \$3,000	150 / 300
	Executive	100	\$3,000 - \$5,200	200 / 400
	Star Executive	175	\$5,200 - \$7,500	500 / 1,000
	Presidential	250	\$7,500 - \$11,000	500 / 1,000
	Star Presidential	375	\$11,000 - \$15,000	750 / 1,500
	Ambassador	500	\$15,000 - \$30,000	1,000 / 2,000
	Star Ambassador	1,000	\$30,000 - \$60,000	2,000 / 4,000
	Royal Ambassador	2,000	\$60,000 - \$100,000	4,000 / 8,000
	Star Royal Ambassador	4,000	\$100,000 - \$175,000	8,000 / 16,000
	Pinnacle	6,000	\$175,000 - \$250,000	12,000 / 24,000
Image coming soon	Star Pinnacle	10,000	\$250,000 - \$300,000	24,000 / 48,000
Image coming soon	Royal Pinnacle	15,000	\$300,000 - \$400,000	36,000 / 72,000
Image coming soon	Legend	20,000	\$400,000+	48,000 / 96,000

30 ROADMAP TO SUCCESS

\* Results not typical, your results may vary. The success or failure of each individual is dependent on their own efforts. The company has generally expected results which can be obtained by visiting [www.vmmis.com](http://www.vmmis.com).

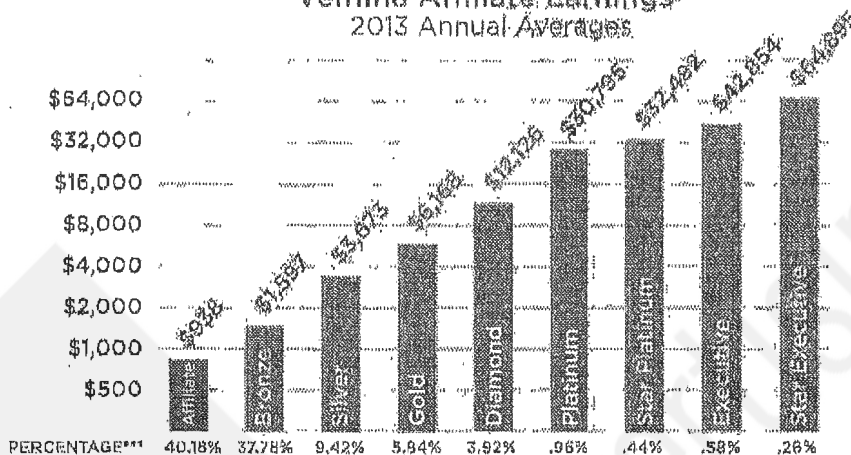
# Vemma Nutrition Company

## 2013 U.S. Disclosure Statement

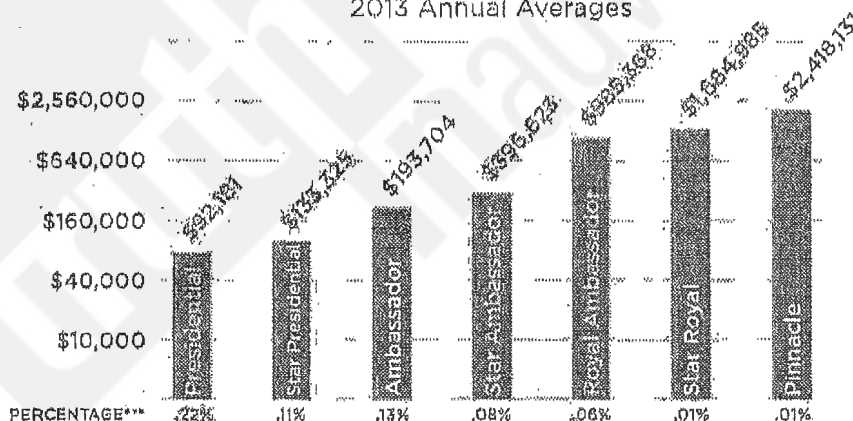
Vemma prides itself on quality, innovative products that provide our customers real health results. In 2013, 246,388 active customers enjoyed the brands that make up the Vemma family of wellness products, and we are thankful for each and every one of them. These customers are the reason we exist. Their families' wellness needs are what drives us to formulate and manufacture the finest, most complete nutritional solutions available anywhere. Brands made in America, keeping hundreds of jobs in the USA.

The Vemma flagship brand, along with Verve and Bod-e brands are promoted through a positive, very social network of Affiliates that have fallen in love with these products and want to share them with the people they care about. These active\*\* Affiliates totaling 105,251 in 2013, are utilizing a business model very similar to the Amazon.com affiliate program, and have the opportunity to earn free product for their customer referrals and customer and Affiliate bonuses for promoting the brands and opportunity.

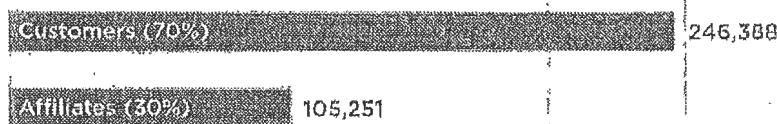
**Vemma Affiliate Earnings<sup>††</sup>**  
2013 Annual Averages



**Vemma Elite Earnings\***  
2013 Annual Averages



**Vemma Nutrition**  
2013 Customer vs. Affiliate Profile



\* The figures stated above are not a guarantee nor are they a projection of a typical Affiliate's earnings or profits. Like any other independent business, the achievement or failure of an Affiliate depends upon his or her skill set, commitment and desire to succeed. At Vemma, the opportunity to earn more is always available to each and every Affiliate. For more information on Vemma's Compensation Plan, please go to <http://www.vemma.com/backoffice/pdf/compensationPlan.pdf>

\*\* Active means an Affiliate has a minimum of 60 reward points every month. Platinum and above Affiliates are considered active if they have 120 reward points every month.

†† Percent of average earnings per 4 week period.

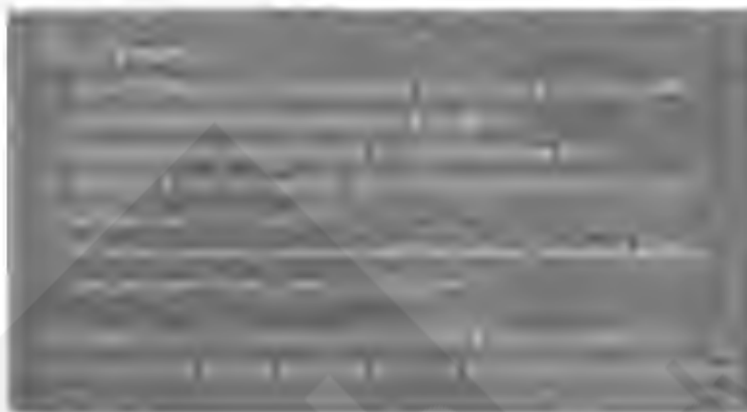




## Step 7: Counsel Upline – Everyone Needs a Coach

When you study people who have achieved success in life, you often find that they had a "success coach." This is true of musicians, athletes, scholars, and most people who achieve great things in the world of business and networking.

Your Vermina business is a team effort and counseling with your sponsor and/or upline is an important key to your success. Success leaves clues, so tap into the experience and wisdom of those who have gone before you. Counsel with the wise and become wise.



As you build and grow your Vermina business, you will find that your success is determined by how many people you can help and influence to become successful. Zig Ziglar says, "You can have anything you want in life if you will help enough other people get what they want." This powerful principle sums up what it takes to be hugely successful in Vermina. Just remember, you cannot want success more for your people than they want it for themselves. You build a winning team by attracting people who have a sincere desire for positive change AND are willing to do something about it!

Your active upline success coach can and will help you determine how often you should sit down to review your business plan and evaluate your progress. Remember, your upline coaches have a vested interest in your success, so respect their time and advice as it applies. Having a built-in consultant that is dedicated to assisting you in your success is just another example of why Vermina can and will work for just about any willing individual. When in doubt, ask questions of your upline. This team approach is a powerful key to success — so stay plugged in to your coach. Learning from the experience of others who have gone before you is wise and will give you the opportunity to grow your Vermina business at a rapid pace!

*You can have anything you want in life if you will help enough other people get what they want. - Zig Ziglar*

## Step 8: Get Started Now It's Time For Action!

Congratulations on working through this Roadmap to Success training! We suggest that you listen to the CD that came with this workbook several times over the next 30 days. Review this workbook often, as well. As we have discussed, success in your Vermina® business is determined by how well you LEARN, APPLY, AND TEACH these fundamentals.

As you get into business-building action, remember that this is an exposures business. Your growth and success will be determined by the number of new people you and your team share Vermina with on a daily and weekly basis. The process is simple:

**Step 1: Invite people to TASTE the products.**

**Step 2: SHARE the tools and information.**

**Step 3: Follow up and email within 24 - 72 hours.**

**REPEAT THE ABOVE STEPS OFTEN!**

Your first task is to share the products with 5 people from your Contact List in the next 24 hours. No excuses! Get into action and have fun. The more you share, the more confident you will become, and your business will grow.

One of the best ways to get off to a fast start as you launch your Vermina business is by hosting a Home Event or Small Group Presentation. We often refer to these Home Events as "Private Business Reception." The concept is very simple; work smarter rather than harder by sharing Vermina/Vermin/Bod-5 and our tremendous business opportunity with multiple people at the same time! The location can be your living room, kitchen, an office conference room, a clubhouse, Skyye, or Vbn, etc.

*The only limits in our life are those we impose on ourselves.*

*- Bob Proctor*



Following are the details that will help you successfully host a Home Event/Small Group Presentation:

**Purpose of the Home Event/Small Group Presentation:** To efficiently and effectively share the Vemma® products with new people in a relaxed, comfortable environment.

#### GETTING READY – Preparation is Key!

- \* **Product:** Chilled Vemma, Verve, and Bod•ē (for tasting and to send home with guests)
- \* **Tools**
  - Company Overview Video
  - Compensation Plan Video
  - Product CDs
  - Product Brochures
  - Business Brochures
  - Extra copies of the Roadmap to Success workbook for those guests who are ready to get started immediately!

#### TV & DVD player that work!

- Chairs, pillows, or a clean floor to sit on
- Attire should be "Business Casual"
- Internet enabled laptop or electronic device
- The tone of event should be relaxed, warm, and friendly
- Light snacks, no alcohol
- Keep it simple and inexpensive -- It's all about duplication!
- Schedule one of your Upline Success Coaches to join you for the event (In-person or via other communication media)

Very Important  
– The invitation process is the only real work that is involved.  
Pay the price with this important step and everything else is easy!

#### HOW TO INVITE

- Pick a date and time for your Home Event/Small Group Presentation  
We suggest a Monday, Tuesday, or Thursday at 7pm (Invite guests to arrive at 6:45pm)
- Set a Goal – How many people do you want at your Home Event? If you invite properly, you can expect a 50% show ratio. Therefore, plan accordingly! If you want to have a minimum of 5 guests, then you need to have 10 guests confirmed prior to the event
- Key Phrases:
  - "What are you doing Tuesday evening at 7 pm?"
  - "The reason I am asking, recently Bethany and I discovered an idea that I believe, *is an excellent business opportunity* together all of us could make a tremendous amount of money."
  - "We have scheduled a Private Business Reception and we are inviting a few key people that we like, trust, and respect... Do me a favor..."
  - "I really would welcome your feedback/opinion, can I count on you?"
  - "Do me a favor; if something comes up, please call me ASAP so I can fill your seat!"

## THE HOME EVENT

Be prepared and set up EARLY. This way you can focus on the PEOPLE as they arrive.  
Relax, smile, and have FUN!

### HOME EVENT PROCESS (Begin promptly at 7:05 pm)

(1) Host(s) welcomes guests and describes evening. (Be relaxed, confident, and keep it fun!)

➤ Sample introduction:

*"Welcome everyone – we're going to get started! Bethany and I are really glad you are here tonight! Anytime you discover something really good, you share it with the people you care about – that's why we invited you! We're going to start with a short video on this company called Vemma®, and its amazing line of wellness products. Enjoy!"*

(2) Play Your Favorite Vemma Video

(3) Host Introduces Upline Success Coach

➤ Sample introduction:

*"We hope you enjoyed the video! As I think you can tell, we are really excited about the potential of Vemma. It's my pleasure to introduce to you (name of success coach) who has committed to help us and coach us in the building of our business. He/she has agreed to come tonight to support us and to explain the possibilities of what can happen for you with Vemma."*

➤ Upline Success Coach shares personal experience and story (in person or via other communication media)

➤ Product testimonials and results are shared (No claims)

(4) Compensation Plan Brief Discussion

➤ Play the Vemma Compensation Plan Video

➤ Brief overview of the system, tools, and resources available to help them build.

*"We have a proven SYSTEM that you will plug into that will help you be successful."*  
(Training, Upline Support, Tools, Events, Recognition, etc.)

(5) Closing Statement:

*"In closing, we are glad you joined us tonight ... We suggest, at the very least, that you make a decision for good health and get started on the products! For those of you that see the opportunity here, we suggest you begin with an Affiliate Pack, which we will discuss with you as we adjourn."*

(6) Product Tasting

➤ Questions you can ask during the product tasting:

*"What did you like best about the presentation?"*

*"Which Vemma product interests you the most?"*

**(7) Ending The Home Event**

• Ask Questions & Answer Questions

• Listen, Listen, Listen!!!

"What did you like about what you saw and heard?"

"Do you see yourself having an interest in the health and energy benefits of

**Vemma**/**Nerve**/**Bod-e** or are you also interested in creating a residual cash flow?"

~~"Do you want to make a little money on the side?"~~

"How fast do you want to build your **Vemma** business?"

"What kind of residual cash flow would you like to create?"

"The next step is...."

- ✓ Place Orders and Set Up Auto-ships
- ✓ Send Guests Home with Product/Tools
- ✓ Establish Clearly Defined Next Steps

*the opportunity to create*

**FOLLOW UP AND DUPLICATE!!**

When you enroll a new Affiliate, immediately put a **Roadmap to Success** workbook in their hands and schedule their **Roadmap Strategy Session**. This is a short 45-minute meeting reviewing Steps 1, 3 & 8 in the **Roadmap to Success**! From this meeting, you can then schedule their first two Home Events or Small Group Presentations!

Don't forget to:

**1. STAY PLUGGED IN****2. DO SOMETHING POSITIVE EVERY DAY TO GROW YOUR VEMMA BUSINESS**

Continue to lead by example. Remember that this business is all about duplication. No matter what you do, those you bring into your organization will duplicate most of your habits and commitments. Make sure you are setting the right example. The leader sets the pace. Each day, ask yourself... "If everyone in my **Vemma** business did what I did today, would my business have grown?"

Keep your business simple and recognize that you will build a team where everyone does a little bit. Through time and duplication, amazing things can happen with your business, so stay the course!

Finally, remind yourself: Actions always speak louder than words, so **JUST DO IT!**

Let's go build  
something  
extraordinary  
together!

Each day, ask yourself.. "If everyone in my **Vemma** business did what I did today, would my business have grown?"



## NOTES

## 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@vemmapro.com](mailto:ms@vemmapro.com)

1621 W. Rio Salado Parkway

Tempe, AZ 85281

### Saturday Quick Start Training Call

Time: 9 am Pacific/ 12 noon Eastern

For the phone number, go to [www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com)

### Tuesday Monthly Vemma Corporate Leadership Call Open to Everyone

1st Tuesday of Every Month

Time: 5 pm Pacific/ 8 pm Eastern

For the phone number, go to [www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com)

Webinar: [call.vemmapro.com](http://call.vemmapro.com)

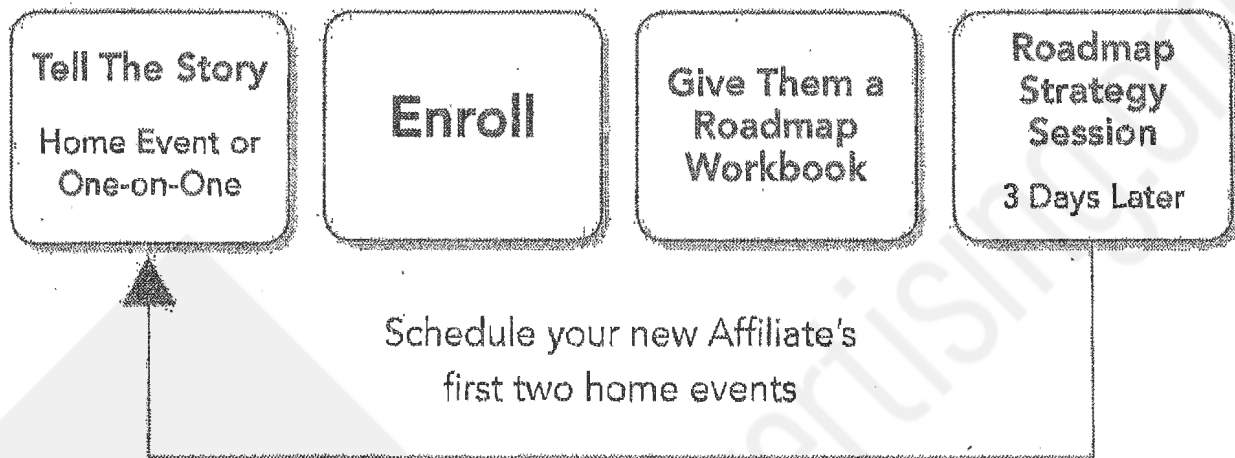
### Marketing and Training Tools:

[www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com)

[www.vmatools.com](http://www.vmatools.com)

[www.vemmatoolstore.com](http://www.vemmatoolstore.com)

## The Enrollment Process



### This is how you duplicate:

1. Tell the story (Home Event or One-on-One)
2. Enroll your new Affiliate in Vemma®
3. Give them a Roadmap To Success Workbook/CD
4. Have a Roadmap Strategy Session 3 days later
5. Schedule your new Affiliate's first two Home Events or One-on-One presentations.



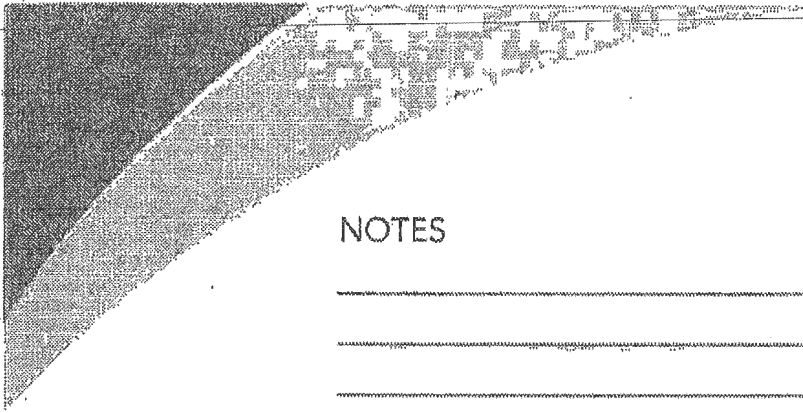
## New Affiliate Checklist

**Goal/Objective:** Get your new Affiliate started correctly.

We want to help them decide what they want, equip them with some effective basic training, and then get them into action!!

- ☐ 1. Place Initial Product Order and Set Up Auto-Delivery *have the opportunity to*
  - a. If your goal is to get off to a fast start and create a meaningful cash flow, then get started with an Affiliate Pack. Remember, your people will do what YOU DO. (It's all about duplication!)
  - b. Set up your monthly auto-delivery and make sure it is for at least 120 QV.
- ☐ 2. Order Marketing and Training Tools
  - a. Go to [www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com), [www.vmatools.com](http://www.vmatools.com), and [www.vemmatoolstore.com](http://www.vemmatoolstore.com) and order the necessary marketing and training tools. Your enroller will tell you the best tools to begin with. Have several additional copies of the Roadmap to Success workbook so you can get your new Affiliates off to a great start.
- ☐ 3. Study and complete the Roadmap to Success workbook. Listen to the Roadmap Training CD and/or watch the video version of the CD at [www.myroadmaptosuccess.com/library](http://www.myroadmaptosuccess.com/library).
- ☐ 4. Become familiar with your Vemma website.
- ☐ 5. Become familiar with your team website at [www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com). Be sure to "subscribe" so you receive all the team messages, special notices, and the "message of the month."
- ☐ 6. Commit to listen to the Vemma Quick Start training call:
  - a. Complete with detailed training and success interviews.
  - b. Live 45-minute call every Saturday 9 am Pacific, 12 noon Eastern. For the phone number, go to [www.myroadmaptosuccess.com](http://www.myroadmaptosuccess.com)
- ☐ 7. Schedule a Roadmap Strategy Session with your upline Diamond (or above) Success Coach. Review your top 20 product prospects list and top 20 business prospects list.
- ☐ 8. Get into ACTION!! Expose and Follow up...Repeat often! Schedule your first two Home Events with your upline Success Coach.
- ☐ 9. Set a Goal and a Timeline to achieve the Bronze Leader level in the Vemma Rank Level System.





## NOTES

Lined area for notes, containing horizontal ruling lines. A large, faint watermark reading "Attorney Advertising Only" is visible diagonally across the page.

### Indemnity Statement

My Roadmap to Success agrees to indemnify, defend and hold harmless Vemma Nutrition Company and its affiliates, officers, directors, agents, employees, successors and assigns from any and all claims, liabilities, damages, settlement payments, actions, fines, losses, penalties, fees, costs and other expenses (including attorney's fees and costs of litigation) arising out of any claim, action, proceeding, determination, finding or other regulatory process asserting or claiming that My Roadmap to Success violates any such applicable laws. In addition, My Roadmap to Success also agrees to refrain from all conduct that might be illegal or harmful to the reputation of Vemma Nutrition Company or its products, including but not limited to, conduct inconsistent with the public interest that is discourteous, deceptive, misleading, unethical or immoral. The making of any such false or misleading statements regarding Vemma Nutrition Company, its products, compensation plan or other opportunities shall be grounds for immediate termination of this Agreement.

The undersigned acknowledges that this program is not affiliated or offered by Vemma Nutrition Company, but is a program created and operated by an independent Affiliate. Vemma Nutrition Company has no liability with respect to The Roadmap to Success program.

*To be added at end of workbook.*

**Exhibit F**

**Exhibit F**

create file for Tom Alkazin  
F

**Michelle Lottner**

**From:** Michelle Lottner  
**Sent:** Wednesday, June 25, 2014 5:52 PM  
**To:** Lisa Schuster; ICE  
**Subject:** FW: Scan from VECOPY02  
**Attachments:** 3617\_001.pdf

Lisa and Tom,

Attached is the first round of changes. Please let me know if you have any questions.

Thank you,

**VEMMA**

**Michelle Lottner**, Compliance Manager  
[michelle@vemma.com](mailto:michelle@vemma.com)

1521 W Rio Salado Parkway  
Tempe, AZ 85281  
[vemma.com](http://vemma.com)  
[facebook.com/vemmag](https://facebook.com/vemmag)  
[twitter.com/vemmag](https://twitter.com/vemmag)

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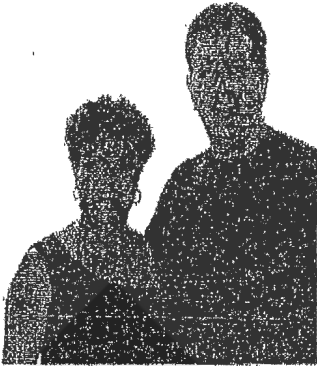
**From:** VECOPY02@VEMMA.COM [mailto:VECOPY02@VEMMA.COM]  
**Sent:** Wednesday, June 25, 2014 5:50 PM  
**To:** Michelle Lottner  
**Subject:** Scan from VECOPY02

223.00  
Alkazin, Thomas



Welcome!

## 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 unique products and a 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 Affiliate 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 Affiliates 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 consistently. We are going to teach you how to do the correct things. In other words, once you learn how to do the correct things, 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 Affiliate that wants to build a business, they must hand them the Roadmap to Success workbook 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 with your Vemma® business, you will find that activity always comes before results, and income follows the correct activity. As you learn, apply (by taking consistent action), and teach these proven principles and fundamentals over the next few 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 Affiliate. You can go at your own pace. You can 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 & Bethany Alkazin  
Star Pinnacle Leaders

*Vemma is simple, it's fun, and it's something you can do!!*

Welcome to My Roadmap TV access

Page 1 of 2

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Make it happen!  
THE  
next level  
LEADERSHIP WEEKEND

July 31, August 1 & 2  
MANCHESTER GRAND HYATT SAN DIEGO

Are you ready to move your Vemma business to the  
Next Level? If so, plan now to be trained by the  
top leaders in the World of Vemma!

*Not approved  
make the sale*

Here is a special offer for you to learn more!



Follow Vemma CEO  
BK Boreyko



Message of the Month



June  
2014 Message



Conference Calls

[Live Q&A Session Training](#)

[2014 Recorded Overview](#)

[Vemma Network Call](#)

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Special Recognition



Alma Luevano

[Read More](#)

New Training Calls



- 1) Dr. John Fennell and Alia
- 2) Ben Foster and Alia
- 3) Jennifer Bussell

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Customer Brochure  
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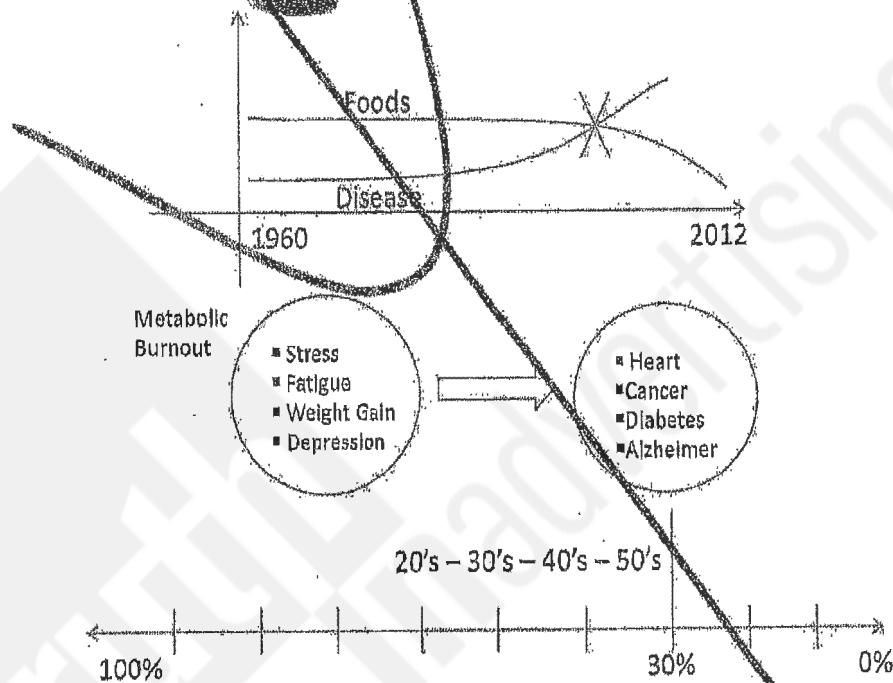
2014 Event Dates	Scopelore	Laurel	Amelia	Dominant River	*All
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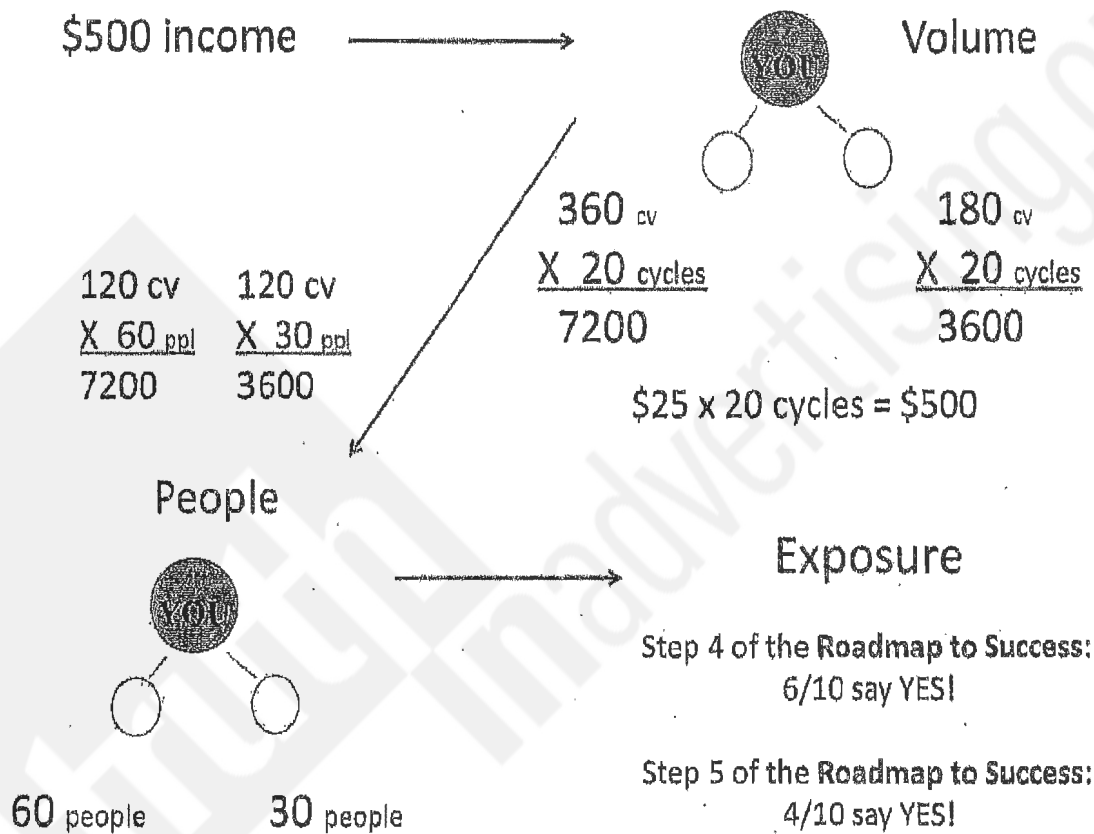


Remove

~~VEMMA®~~



How do you feel over the years?



\* Assuming the hypothetical figures, an individual has the opportunity to earn this ~~money~~ income. The income presented herein is not typical, your results may vary.



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## Vemma Opportunity and Fast Start Training Calls

Presented by Star Pinnacle Leader Tom Alkaziz  
 Star Royal Ambassador Brad Alkaziz,  
 Royal Ambassador JD Phillips and other Elite Leaders

### Message of the Month

#### How To Download and Save MP3's

- June 2014
- May 2014
- March/April 2014
- February 2014
- January 2014
- December 2013
- October 2013
- September 2013
- July 2013
- June 2013
- April 2013
- March 2013
- February 2013
- January 2013
- December 2012
- November 2012
- October 2012
- August 2012

### Special Opportunity Calls

- 24-Hour Recorded Overview
- YPR Opportunity Overview Calls

### Special Training Calls

- Dr. John Edwards and Brad Alkaziz
- Bob Proctor and Brad Alkaziz

3-way phone calls are a powerful tool to build your business. Star Pinnacle Leader Tom Alkaziz teaches you how to do an effective 3-way call! (50 min.)

- Effective 3-Way Calls

Listen to Star Pinnacle Leader Tom Alkaziz do a LIVE Roadmap Strategy Session! (55 min.)

- Roadmap Strategy Session
- YPR "Becoming a Leader" Conference Call Series

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### 2014 Fast Start Training Calls

Fast Start Training 06.14.14  
 Fast Start Training 06.07.14  
 Fast Start Training 05.31.14  
 Fast Start Training 05.24.14  
 Fast Start Training 05.17.14  
 Fast Start Training 05.10.14

Fast Start Training 05.03.14  
 Fast Start Training 04.19.14  
 Fast Start Training 04.12.14  
 Fast Start Training 04.05.14  
 Fast Start Training 03.29.14

Fast Start Training 03.15.14  
 Fast Start Training 03.08.14  
 Fast Start Training 03.01.14  
 Fast Start Training 02.22.14  
 Fast Start Training 02.15.14

Fast Start Training 02.08.14  
 Fast Start Training 01.25.14  
 Fast Start Training 01.18.14  
 Fast Start Training 01.11.14  
 Fast Start Training 01.04.14

### 2013 Opportunity Calls

Opportunity Call 10.14.13  
 Opportunity Call 10.07.13  
 Opportunity Call 09.30.13  
 Opportunity Call 09.23.13  
 Opportunity Call 09.16.13  
 Opportunity Call 09.09.13  
 Opportunity Call 08.26.13  
 Opportunity Call 08.19.13  
 Opportunity Call 08.12.13  
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 Opportunity Call 07.22.13  
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 Opportunity Call 03.11.13  
 Opportunity Call 03.04.13  
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 Opportunity Call 01.14.13  
 Opportunity Call 01.07.13

### 2013 Fast Start Training Calls

Fast Start Training 12.28.13  
 Fast Start Training 12.21.13  
 Fast Start Training 12.14.13  
 Fast Start Training 12.07.13  
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 Fast Start Training 02.25.13  
 Fast Start Training 02.18.13  
 Fast Start Training 02.09.13  
 Fast Start Training 02.02.13  
 Fast Start Training 01.26.13

Fast Start Training 07.20.13  
Fast Start Training 07.13.13  
Fast Start Training 07.06.13

Fast Start Training 01.19.13  
Fast Start Training 01.12.13  
Fast Start Training 01.05.13

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### Live Young People's Revolution Opportunity Overview

Presented by Brad Alkazin and other Guest Speakers

#### 2013 YPR Opportunity Calls

[How To Download and Save MP3's](#)

[YPR Opportunity Call 09.25.13](#)  
[YPR Opportunity Call 04.08.13](#)  
[YPR Opportunity Call 04.01.13](#)  
[YPR Opportunity Call 03.25.13](#)  
[YPR Opportunity Call 03.11.13](#)  
[YPR Opportunity Call 03.04.13](#)  
[YPR Opportunity Call 02.18.13](#)

[YPR Opportunity Call 02.11.13](#)  
[YPR Opportunity Call 02.04.13](#)  
[YPR Opportunity Call 01.28.13](#)  
[YPR Opportunity Call 01.21.13](#)  
[YPR Opportunity Call 01.14.13](#)  
[YPR Opportunity Call 01.07.13](#)

#### "YPR "Become a Leader" Conference Call Series

Success in Vemma can best be described as follows! Become a leader and then develop leaders! Series of Three!

[YPR "Become a Leader" Series 12.05.12](#)  
[YPR "Become a Leader" Series 11.28.12](#)  
[YPR "Become a Leader" Series 11.21.12](#)

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## NEW VEMMA AFFILIATE: YOUR FIRST 30 DAYS

Current Rank Advancement Period

Next Rank Advancement Period

## VEMMA AFFILIATE PACK 1

- ☐ Purchase a Vemma Affiliate Pack
- ☐ Qualifies you for Weekly Frenzy Bonus
- ☐ Qualifies you for BHM, Includes Car Program
- ☐ You have Vemma products to share



## FRENZY BONUS 3

Find 3 people (in 1 week) who see what you see  
and get an extra \$700 (approximately \$233)

- ☐ New Affiliate #1 \_\_\_\_\_
- ☐ New Affiliate #2 \_\_\_\_\_
- ☐ New Affiliate #3 \_\_\_\_\_

VEMMA

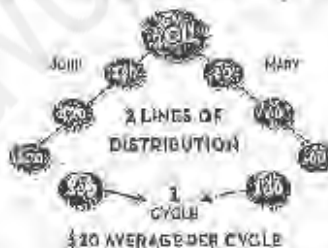
my.vemmaaffiliates.com  
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## CUSTOMER LOYALTY PROGRAM 2

Your monthly auto-delivery of products is FREE  
when you enroll three or more customers who  
use the same volume of products as you.

- ☐ Customer #1 \_\_\_\_\_
- ☐ Customer #2 \_\_\_\_\_
- ☐ Customer #3 \_\_\_\_\_

## ACHIEVE BRONZE LEVEL 4



- ☐ You are on Auto-Delivery for 120 QV (Qualifying Volume)
- ☐ You have 250 QV on either your left or right distribution team
- ☐ You have 120 QV on either your left or right distribution team

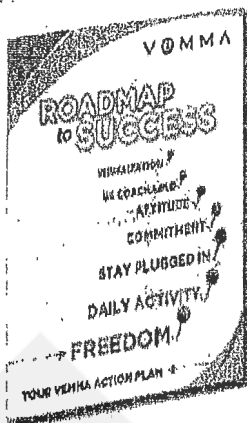
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## What is the ROADMAP to SUCCESS?

Your success in VEMMA is the most important objective of your upline support team! With that goal in mind, it is important for you to understand that **effective duplication** (which means each Brand Partner successfully growing their business) can only occur if there is a proven methodology in place that teaches each person how to build! The **ROADMAP to SUCCESS** is that proven methodology!

What is the **ROADMAP to SUCCESS**? The Roadmap to Success is a 40-page workbook complete with CD that teaches the new Brand Partner exactly what they need to know, what they need to have and what they need to do to see their organization really grow! The most important thing for you to know is that **this system works!** Resist the temptation to "reinvent the wheel!" With the help of your active upline leader, follow the **ROADMAP** and your organization will grow!

What should you do next? If you have a desire for change, if you are coachable and you are willing to work then you are about to begin the most exciting, financially rewarding journey of your life!

Here's what you need to do next:

- 1 Get a copy of the **ROADMAP to SUCCESS** from your enroller or your first active upline leader.
- 2 Read and complete the workbook and listen to the accompanying CD found in the **ROADMAP** workbook.
- 3 Go upline to your first active **GOLD** Team Leader "or above" and along with your enroller, have a "**ROADMAP** strategy session". This session focuses on steps 1, 3 & 8. The most important result of this session is learning how to set appointments and how to invite others to your first Home Event.
- 4 Go to work identifying others who have a desire for change and truly want to do better financially!

4 Watch Step 1 of the Roadmap To Success CD: "**Your Dreams**" - The Foundation of Your Vemma Business

In summary, stay focused on the big picture of how VEMMA can make your dreams a reality! Finding one person on the left side of your business and one person on the right side of your business who really have a desire for change in their lives can be the beginning of your journey to the **Presidential Leader** level and a minimum of \$2000 per week of residual income!

Stay dedicated to **YOUR** dream! Stay plugged in with your upline leadership team and do something positive everyday to grow your business!

You **CAN** do this!

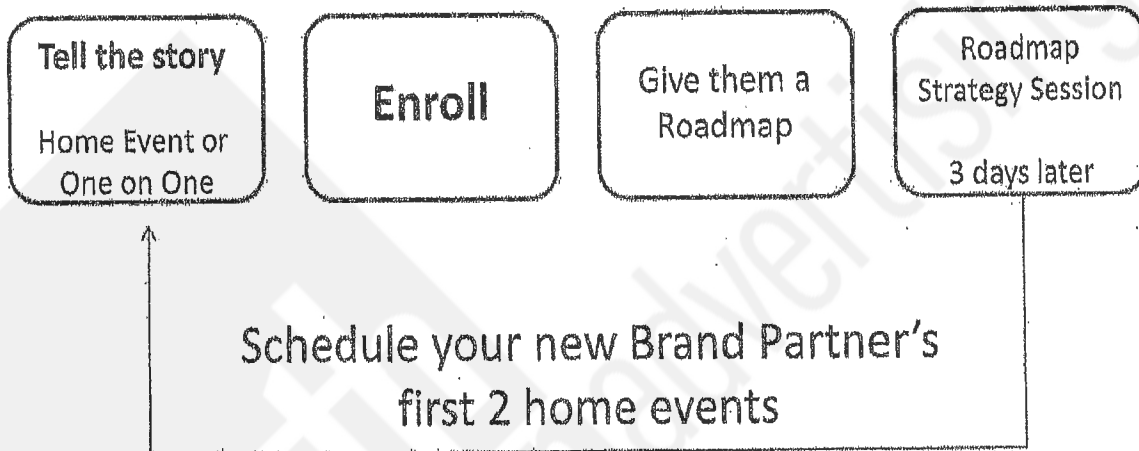
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\* Income Disclaimer

## THE ENROLLMENT PROCESS



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Tom & Bethany

## Star Pinnacle Leaders Tom and Bethany Alkazin's Success Story



### How Vemma Turned Semi-Retirement Into Full Throttle Excitement

#### ► Vemma Insider Special Report

Many networkers dream about joining a promising company, achieving financial freedom, and living the good life somewhere near the beach. Tom and Bethany Alkazin have been there and done that four times. And as Tom Alkazin explains it, their journey to success has always been a family affair.

"We met Dottie and Ben Boreyko, and their kids, Karen, Lauren, BK, and Jason Boreyko in 1980. We were in Amway at the time and often collaborated with Dottie and Ben to help build our different organizations. Bethany and I earned enough to buy our home in Carlsbad, California and enjoy a wonderful lifestyle. However, when some unfortunate things happened, Ben and Dottie knew it was time to look for another opportunity. Dottie found a company that was selling an herbal drink that we think has been best described by BK as - "It certainly wasn't a dessert topping." However, despite its formidable taste, it seemed to work wonders for some folks. So we followed all of the Boreyko family over to that company and once again experienced great success and a lifestyle to match."

"As the story goes, everything was fine until the company CEOs announced they couldn't pay our checks right before Christmas of 1993. Despite the efforts of the Boreyko family, who were now the top paid distributors, the company declared bankruptcy and left everyone out of money, and worse, out of options and hope. That prompted the Boreyko family to start a "new vision of network marketing," which they appropriately named New Vision. Having complete trust in them, we helped them launch the company in March, 1995. Just a few years later, New Vision had done over a billion dollars in sales and was regarded as one of the premiere companies in the Direct Sales industry. Bethany and I were blessed with so much success in New Vision, we were slowly moving toward semi-retirement so we could enjoy our lifestyle fully and spend even more time with our growing children, Chris, Brad, and Amy."

Bethany Alkazin, who may very well be one of the most entertaining speakers in this industry, picked up the story from there.

"Apparently God didn't want us to retire right then - and for good reason. BK talked to us about yet another new concept he had that had never been done before in the industry. He wanted to launch a subsidiary with his two premier products as a single focus, and couple it with a simple, generous compensation plan that would enable anyone to achieve exponential success. The prospect of having successful, debt-free company back a radically new, ground-floor opportunity like this got us so excited we went from semi-retirement to full throttle when Vemma launched. We have to tell you, it is the most exciting thing we've ever been a part of, and it has impacted us personally and professionally in ways we never even dreamed of."

"On a personal level, we have watched all of our kids get actively involved in building their Vemma business. This not only provides passive residual income streams for them, it has also empowered them to become wonderful leaders who are impacting countless lives. It's absolutely great that we got to build something like this as a family, and to travel to incredible places and have Vemma practically pay for it all."

"On a professional level, we have seen the Leadership, business savvy and marketing tools in Vemma grow to a point where they rival some of the greatest companies in the world - both in and outside our industry. We've seen young Leaders come in and bring such powerful energy and eagerness that they are literally transforming our business and super charging everyone else in the process. Lastly, we are seeing people who thought they lost everything in the economic downturn seize this opportunity to create the lives they've always dreamed of, but were too comfortable or afraid to pursue."

Tom talked about why his family and team are so excited about the next years with Vemma.

"The best way we can describe it to people is to have them imagine a jet taking off. It takes a lot of runway for it to get up to speed, but once it's airborne it goes very high, very quickly. Likewise, Vemma spent a couple of years getting off the ground, but now it is in a steady climb and breaking sales records every month. So anyone who gets started now can take advantage of all that preparation, acceleration, and momentum. The products are unrivaled. The comp plan is incredibly lucrative. The marketing tools are without peer. The owners understand and respond to the field's ideas. And there are systems in place like the Roadmap to Success that make the education and duplication process simple."



[http://www.myroadmaptosuccess.com/Tom\\_and\\_Bethany\\_Alkazin.shtml](http://www.myroadmaptosuccess.com/Tom_and_Bethany_Alkazin.shtml)

6/2/2014

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"We can honestly say we have never seen anything like Vemma in all the years we have been in this industry. And we have never seen such an overwhelming demand for viable options to obtain and maintain health and prosperity. So whether you're a college student who wants some spending money, a single parent who needs to pay off some bills, or a seasoned networker who's just tired of all the broken promises, we invite you to become a part of our Vemma family. It can add richness to every area of your life that you never dreamed possible... Until now."

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\* *inc Disclaim*



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## Elites

## Welcome to our Elite Hall of Fame!

### Star Pinnacle Leaders

Tom and Bethany Alkaziz

We are so proud to be partnered with each of these amazing people! Their hard work and dedication to the Brand Partners on their teams is one of the common denominators of their success. Enjoy the stories! Most importantly as you read, realize that if these people can do it, **YOU** can do it!

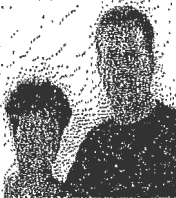
### Star Royal Ambassadors

Brad Alkaziz

### Star Pinnacle Leaders

### Royal Ambassadors

Alex Morton  
Peter and Marie Francis  
Ronni and JD Phillips



Tom and  
Bethany Alkaziz

### Star Ambassadors

Dr. Mike Binger  
Jen Busnagh  
Mike and Eunice Deluch  
Bryce Maidick  
Billy McSwain  
Joni Noble  
Linda Proctor  
Dave and Kim Rasmussen  
Adam Wernig  
Andrew Yeager

### Star Royal Ambassador



Brad Alkaziz

### Ambassadors

Dan Alexander  
Richard & Rebekah Bischoff  
Shawn Bolor  
Aurelien Brest  
Nick Bunn  
Dr. Mike and Cathy Chandler  
Patrick Comer  
Ronnie and Carol Anne Galt  
Colleen Elbert  
David and Wendy Graham  
Mike Hessler  
Lucas (Luke) Kish  
Brock Morton  
Termy and Deena Morton  
Marc and Sarah Morton  
Pete Sanchez  
Amy and David Stafford  
Kiley Warren  
Mike and Shawnee Wilborn

### Royal Ambassadors



Alex Morton



Peter and  
Marie Francis



Ronni and  
JD Phillips

### Star Presidentials

Gilbert Anderson  
Zach Babiarz  
Cody Barton  
Franky and Chervi Baskins  
Joni Bunn  
Anthony J. Camata  
Dr. Kay Teasley  
Li Dongping  
Patricia Gabriela

### Star Ambassadors

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6/2/2014

VEVMA004831

**Exhibit G**

**Exhibit G**

Message

**From:** Michelle Lottner [Michelle.Lottner@vemmma.com]  
**Sent:** 7/23/2014 6:39:57 PM  
**To:** 'Lisa Schuster' [lm.schuster@yahoo.com]  
**CC:** Tom Alkazin [alkazin@aol.com]; Compliance Email Group [ComplianceEmailGroup@vemmma.com]; Legal [Legal@vemmma.com]  
**Subject:** RE: Compliance  
**Attachments:** 1 - Your Dreams\_MLL.docx; 2 - Attitude\_MLL.docx; 3 - Create A List\_MLL.docx; 4 - Leading With The Products\_edits\_MLL.docx; 5 - Leading With The Opportunity\_edits\_MLL.docx; 6 - Goal Setting\_edited\_MLL.docx; 7 - Council Upline\_MLL.docx; 8 - Get Started Now\_mll.docx; A - Welcome\_mll.docx; B - Conclusion\_mll.docx

Lisa and Tom,

My edits are attached and there are not a lot of changes, but a few here and there regarding things that need to be deleted. For future recordings we can go through and edit accordingly when the time comes.

Tom, I discussed with Chris and you'll just need to put the FDA Disclaimer and Income disclaimer on the sleeve of the CD. In addition to that there will need to be a reference to Vemmma.com for details regarding compensation plan, Customer Loyalty Program, Premier Club, etc. The information to be included is below. Let me know if you have any questions.

***Income Disclaimer if marketing piece will be viewed worldwide:***

*Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting the Opportunity section of [www.vemmma.com](http://www.vemmma.com).*

***FDA Disclaimer***

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

***Vemmma.com referral***

For information regarding Vemmma's compensation plan or any of the programs mentioned please visit Vemmma.com for complete details.

Thank you!



Michelle Lottner, Compliance Manager  
[michelle@vemma.com](mailto:michelle@vemma.com)

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Tempe, AZ 85281

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[twitter.com/vemma](https://twitter.com/vemma)

**From:** Lisa Schuster [mailto:lm.schuster@yahoo.com]  
**Sent:** Tuesday, July 22, 2014 2:09 PM  
**To:** Michelle Lottner  
**Cc:** Tom Alkazin  
**Subject:** Compliance

Hi Michelle,

Here are a few more things that Tom wrote relating to the Roadmap that I have. Please go through these and make any compliance edits necessary.

Thank you!

Lisa



Chapter 4 requires an FDA disclaimer as well as a reference to Vemma.com for complete details regarding qualifying for free product. Also see edits below.

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## 4 – Leading With The Products

Step Four says: Building Your Business by Leading with Vemma, Verve, and Body.

Well, folks, are you ready? It's time for action. It's time to share the good news of wellness, and of these products, with everybody that we know. This is an exciting part of the business, and most importantly, it's something that you can do every day – and here's why; tell me any subject that comes up more – every single day, in conversations – than health. People talking about anti-aging; ~~about avoiding and preventing disease; talking about energy; talking about body transformation.~~

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So, why is the Vemma business working so well? People want to be well, physically, more than ever before. The awareness has never been higher. You know, fifteen to twenty years ago, people needed to be educated about the need to supplement; not true anymore. ~~With the rise in disease rates—heart disease, cancer, diabetes, Alzheimer's disease—~~people recognize that we no longer got, in the foods that we eat, the nutrition that our body needs.

So, why Vemma? First, there's tremendous acceptance to the concept of Vemma as a product. People know that they need to supplement their diets, but most do not know what to do. The Vemma product itself, they'll ask you the question – what is it? The answer is, it's the most complete liquid nutrition program or supplement available anywhere today. When you look at Verve – it's the world's first healthy energy drink. When you look at Body – the body line of products incorporates the new science of healthy weight loss. So, when you combine these concepts with the fact that the entire product line tastes great, it's affordable, and it delivers results – it's easy to see why there's tremendous acceptance to the Vemma product line.

So, with these points in mind, let's get ready for action. I want to share with you some thoughts on what you need to know, what you need to have, and what you need to say in order to be successful in building your business by leading with the product. Now, one of the very first goals that we want for you is to help you achieve the Customer Referral Program, and earn the customer referral bonus. In other words, we want to get you to a point where your monthly auto-delivery is free of charge. Well, how do we do that? We do that by teaching you how to successfully introduce – either Vemma, Verve, or Body – to other people.

So, what do you need to know? All you need to understand is that Vemma is simple, convenient, and complete. It's a simple idea. Take two ounces, once a day; providing the best nutritional insurance that you can find anywhere. It's convenient. Pick your delivery system; whether its Vemma, Verve, or Body – we have one formula, but three delivery systems for that formula.

And last, it's complete. Again, when people ask you that all-important question of what is Vemma – the answer is it's the most complete liquid nutrition program available anywhere today.

So, what do you need to have to be successful in leading with the product? First, you need Vemma products. To grow quickly, you have to have acquired a Vemma Affiliate Pack. People want to know first, what does the product taste like? Next, you need tools. You need tools for both credibility and duplication -- tremendous brochures, audios that help give you and explain, not only what the Vemma products provide, but what's contained in them, as well. Next, you need clinicals – the clinical stories that are available. If you go to [Vemma.com/science](http://Vemma.com/science), you can actually read about the two clinical studies – ~~one on the reduction of inflammation; and the second one on the maintenance of antioxidant levels in the blood.~~ And lastly, you need stories! The anecdotal stories of how Vemma, Verve, and Body has benefited other people. As you get around events; as you get around other people; as you talk to your Up-line; as you meet people; as you attend home events – you're going to have the benefit of hearing those stories of how people have been helped physically.

So, what do you need to say to people? You know, I love what B.K. Boreyko, our CEO, says that – this is all about conversations. You know, having conversations with people about health; having conversations with people about opportunity. And so, when it comes to leading with the product, what do you need to say? How do you launch into conversations? Well, think about it. If you know someone that is having a health challenge, it's very easy to say to that person, “Hey, Jackie. I have a question for you. If there was a natural way to help you with the symptoms of what you're dealing with, what would you say?” And of course she's going to come back and say, “Well, I don't know. It depends on what it is.” My response would be is, “I'm curious; what are you doing to avoid and prevent disease? Specifically, what are you doing to supplement? Are you adding anything to your diet?” The conversation continues. You say, “Hey, Jackie. I have to tell you about an amazing nutritional discovery called Vemma.” Very important – phrases are very important – an amazing nutritional discovery called Vemma. That conversation then leads you to the opportunity of allowing her to taste the product and to continue the conversation.

Now, in other situations you may not know anything, per say, about their health. For example, “Hey, Amy. I know your health is important to you. What are you doing to supplement these days?” and it launches you into a conversation about whatever it is that they're taking. Back and forth the conversation goes and you come to the point of saying, “Hey, I've got to tell you, Amy, about an amazing nutritional discovery called Vemma. In fact, you won't believe how great this tastes. You've got to try it.” Now, at that point, it's important to take out a cold V2, shake it up, open it up for them, and allow them to taste it. Make certain that you have the best product brochure – the one you enjoy the most – to be able to, if you will, cause the attention, and the focus, and the conversation to continue on what's in the product.

Let's go on and let's consider Verve. Here's a conversation: “Hey, Jackie. Isn't it crazy how stressed out and tired people are these days? What're you doing for yourself to reduce stress and increase energy?” You stop and you listen. She says, “Well, hey, I'm doing this. I'm doing that,” – whatever it might be. And your response would be, “I have to tell you about an amazing energy discovery called Verve.” And most are going to say, “Well what's Verve?” “It's the world's

healthiest energy drink. I've got to tell you, Jackie, you will not believe how great this tastes – you have to taste it.” And always, at this point, assume that they’re going to want to try the product, and potentially even take it home with them as well.

Well, lastly, how about the Body line of products? “Hey, Lisa, have you ever thought or said to yourself, ‘no more fad diets, they don’t work,’ then you’ve got to see the new Vemma Body Transformation System. You’re going to absolutely love how great this tastes. So, folks, all it is is conversations; opening conversations. Whether you know exactly what someone is dealing with, from a health point of view, or you’re opening the conversation directly; discussing health and wanting to see if, in fact, they have an interest in improving their health. Now, either way the goal after you allow them, number one, to taste the product; number two, you share information with them – either a brochure or the clinical studies – whatever, based on what their interest level might be. And of course, number three, is to then place product in their hands. The goal, of course, is either to enroll them right there or, from your inventory, provide product for them. You know, the questions that are going to come up are *what is Vemma? What is Verve? What is Body?* Key phrases are so critically important. Another key question people are going to ask is *how much does it cost?* My answer with Vemma is, it’s about \$2.40 a day for the best nutritional insurance that you can find anywhere.

In conclusion, imagine your business with, not just a few customers, but hundreds and hundreds of customers. Imagine you receiving your monthly auto-delivery every single month free of charge, because you’re qualified through the Customer Referral Program. As you continue to add customers, people often ask the question, “Well, how can I accelerate this? Can I advertise?” Folks, the best advertising is what I just gave you today. The process of allowing people, number one, to taste the product; number two, share the information with them; and number three, follow up and enroll. Remember this – every time you add one new customer to your team, you have added value, you’ve added equity to your business. People are falling in love with how our products taste. If they stay on them, they fall in love with how they feel. Remember this – sharing the Vemma products with people, it’s simple to do, number one; number two, it’s fun! But listen to this; it is absolutely something that you can do.

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**5 – Leading With The Opportunity**

Step Five says: Building Your Business by Leading with The Opportunity

Now, equally as important as leading with the product, is this concept – this idea – of identifying people that have a desire for change. Now, here's how important it is that we balance both of these skills for you. You know, the analogy is if you've ever been in a rowboat, and you have two oars going, you're going to move ahead, right? But, if you put one oar out and you're only rowing with one oar, you're going to go in circles. Well, we don't want your business in circles. We want your business moving ahead and progressing. So, the goal, here, is to develop your skills and help you become as capable with the opportunity as you are with the product.

Now, here's the step-back, here's the take-away – I want you always to keep this in mind as we go into the training here—are there two people – somewhere in your world, someplace – who have a genuine desire for change? You may know them directly, you may not know them. You may be introduced to them by someone else, but when we identify those two people – one on the left, one on the right – your business is going to be set to explode with new growth. Now, the pushback here, is going to be the thought that you have, “Well, Tom, I don't have any success. I don't have any checks. I don't have any confidence. How am I going to lead with the opportunity?” Well, the answer is if you stayed plugged in with the system – you follow what we're teaching, number one; and number two, you leverage your Up-line team, the team of people with you that are here to help you in this process – you're going to get the desired results.

So, let's go to work. Let's get underway here. Three things we want to cover. What you need to know; what you need to have; and what you need to say when leading with the opportunity. So, what do you need to know? All you need to know, in terms of compensation – or the opportunity in general – is there's a tremendous way to create immediate income and there's a tremendous way to create long-term income. The actual incomes – the bonuses that we have – are beautifully split to create both of those. Do you need to know every detail about every bonus? Not at all – all that's going to come later on. Again, we're looking for people who have a desire for change and that are open to the concept that we're going to share with them.

So, number two – what do you need to have in order to succeed in this process of approaching people and leading with the opportunity? Well, you need to have your favorite Vemma video; you need to have perfect business brochures; you need to have your favorite Vemma, Verve, or Body brochures. In addition, obviously, you need to have product on hand as well.

Number three – what do you need to say in order to succeed once you're equipped, once you have the tools that you need. Let's get underway with some examples. Now remember, the goal here of the approach, what we're trying to accomplish is merely to get an appointment. In other words, to create interest and then put you in a situation with someone in your Up-line team that's going to support you in that process.



Let's say that we're talking with Zach. "Hey, Zach—if I could show you a way to invest a small amount of money in your family's health—and that could turn into a \$1,000 to \$3,000 a month, part-time—what would you say?" Now, at that point, you need to stop talking and listen to what he says. Most will say, "Well, what is it?" or "Depends on what's involved." Or something like that. My response would be, "I own my own business. We teach people how to earn additional income." Once again, stop talking; listen to what he says. He's going to respond and say, "Well, how do you do that?" or "What does that mean?" My response would be, "Some people are looking for as little as \$500 a month, some are looking for as much as \$5,000 a month, depends on the person." He's going to respond and say, "Well, how do you do that?" and my answer is, "Well, we do this through an amazing line of wellness formulas. Zach, let me ask you again—were you serious about wanting to create additional income or were we just chit-chatting?" Now, if he says yes, my response is "Great! Hey, I don't have time right now, but I will give you a call and let's get together. Trust me; this could be the best thirty minutes that we've ever spent together."

Now, remember this—there are three possible questions that could pop up in this conversation—first, the question about time; second, the question about money; third, the question about network marketing. Zach might say, "Well, Tom, you know, I do need to create extra money, but, honestly, I don't have a lot of time." My response would be, "You know, Zach, the idea that I want to discuss with you is all about investing a small amount of hours that has the potential to create full time income. Trust me; it's worth us getting together." Or he may say, "Well, you know, if there's any money involved, I don't have a lot of money." "Well, Zach, just as I had mentioned when we first started our discussion, a small amount of money that has the potential to create a full time income. Trust me; it's worth us getting together." Or he may say, "Tom, does this have anything to do with network marketing?" and I say, "Well, Zach, what do you know about network marketing?" And he's going to respond and possibly that's a negative connotation. I'd say, "Listen, I would never be involved in anything illegal or anything that's improper. If you really have a desire to create additional income—trust me; this could be the best thirty minutes that we've ever spent together."

So, understand this—the goal is nothing more than getting the appointment; creating interest. Either number one, based upon a known need that somebody has or, number two, based upon a compliment that you could pay to someone. So, for example, you could meet someone and discover that this person's friendly; they're tremendously outgoing; they have kind of have a servant's spirit and they just are very, very helpful—and a question to that person could be, "Hey, John, you know, you have an amazing attitude! You have an amazing personality. Let me ask you a question—do you like what you do on an everyday basis?" In other words, we're going to look for a need or desire that this person has. Many people say, of course, at that point, "I don't particularly enjoy it, but it's what I need to do." I'd say, "Hey, are you open to ideas about generating or creating additional income on a part-time basis?" So, both the direct approach and a complimentary approach set you up to be able to identify a need or desire that somebody has and then, ultimately, focus on the appointment.

So, the next step is knowing where you want to get together with your prospect. That means, is it going to be a home event? Is it going to be an area event? Is it going to be a two on one meeting? Is it going to be, perhaps, a three-way call? So, following up the next day or following up

whenever you agreed upon, you call Zach back and say, "Hey, Zach, I sure enjoyed our conversation. You know, I want to get together with you as soon as I can. I've got something, as I mentioned to you yesterday, that we've got to discuss." And then of course, at that point, you're leaning into either the home event – whatever the venue is, wherever you want to get together with them – with the support of your Up-line coach. Now, the possibility is also here that this person is at a distance, okay? You may have had this conversation over the phone, and of course, when you're coming back to them in the follow up process – it might be a three-way call, it might be a Skype, it might be an ooVoo – with one of your Up-line partners.

Well, the last thing I want to share with you is what we call the Third Party Approach. In other words, how do you continue this process of having people to talk to on a regular basis? Well, if you simply ask the question, "Hey, David, would you help me?" Most people always say yes. "You know, I own my own business and we're expanding very quickly – do you know anybody that'd be interested in adding \$1,000 to \$2,000 a month to their income on a part-time basis." In other words, it's not a direct approach; it's an approach that's coming at them, so to speak, from the third party looking to create the interest.

So, whether it's direct; whether it's complimentary; whether its third party – the goal of the approach is the same and it is simply to get an appointment. Stay centered on their needs, stay centered on their desires. You're going to take the hat off, so to speak, of being a salesperson and you're going to put on the hat of somebody that genuinely wants to help someone solve needs and create solutions in their life. If you do it in this fashion, you'll have more appointments than you can ever imagine.

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## 6 – Goal Setting

Step Six says: Goal Setting – Your First Objectives

Let's review where we've come so far. Step One – we talked about your dreams; the life that you'd like to have; life as you'd like it to be. We talked about your three year, your one year, your six month cash flow objectives and, of course, now we're going to talk about *Your First 30 Days*. We talked about your attitude and importance of leaning to the positive. We talked about creating two lists in Step Three. We talked about leading with the product in Step Four and setting appointments for the opportunity in Step Five.

So, let's get underway and let's talk about setting goals. You know, my good friend and personal mentor, Bob Proctor, shared a quote from Robert Heinlein that said, "In the absence of clearly defined goals, we become strangely loyal to performing daily trivia until, ultimately, we become enslaved by it." Well, what does that mean? You know, the details, and the routine, and the speed of our life – if we're not careful, we get caught up in the daily trivia and routine of our life. And so, when it comes to Vemma, and it comes to goal setting for your Vemma business, it's incredibly important that we get clear about your objectives. Think about it. Goal setting is a skill and a habit that all high achievers have mastered. It's been said that goals are dreams with deadlines, but put another way, we set incremental goals in order to make forward progress towards our big dreams.

So, let me share with you a few tips for affective goal setting. First of all, goals have to be written down. You have to commit them to paper. Isn't it interesting that the people that study the mind, who understand how the human mind works, they actually say this over and over again – goals have to be written down. In addition, goals have to be specific. I'm going to give you *Your First 30 Day* objectives and, specifically, you're going to know exactly what we want to help you accomplish. Goals have to be measurable. You've got to be able to see that you've actually made progress. Goals have to have a deadline. We're talking, in this step, about a thirty day objective. And lastly, goals have to be reviewed frequently, for clarity and for focus. We'll talk about that in Step Seven about mentoring with someone Up-line from you on a regular basis.

So, let's take a look at three important principles in terms of achieving this first 30 day objective in your Vemma business. First of all, consistent daily activity – remember that consistent activity creates momentum and it creates growth. All the experts say that if we can do something every day for 21 days, it can become a habit. So, what we want to do is we want to help you do something positive every day to build your Vemma business. Second, your results – think about it – results are really the only thing that matters and when we think about results, in terms of our business, we think about new customers and new affiliates who are on auto-delivery. And thirdly, your progress and rank advancement; as you're going to see in a moment, we want to get you to that first, all-important recognition level known as Bronze Team Leader.

So, let's take a look at the chart that's in your Roadmap called *Your First 30 days*. There are four things that we want to help you accomplish in this short amount of time. Number one; if you have not done so already, you need to purchase a Vemma, Verve, or Body Affiliate Builder Pack. Now, there's three reasons that you need the Affiliate Builder Pack. Number one: product on hand. What do people want to know? They want to know what the product tastes like. This is where we succeed every single day. You know, 95 out of 100 people who taste our products, they like the taste. The conversation is engaging and it opens up. The second reason; the Frenzy Bonus. Now, the Frenzy Bonus is a weekly cash bonus that is allocated only for those people that have purchased an Affiliate Pack. We want you to be qualified for the Frenzy Bonus. And third; we want you to be qualified for the Premier Bonus, ~~which means membership in the Premier club, which enables you to drive a brand new automobile compliments of Vemma. We NEVER claim the vehicle is compliments of Vemma.~~

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Now, objective number two – get you qualified for the Customer Referral Program. Now, what that means is we want to get your monthly auto-delivery coming to you, every single month, free of charge. Your two cases of Vemma, Verve, or Body – whatever your choice is – free of charge except for the tax and the shipping. Well, how do we do that? When you develop 360 points of customer volume, through at least three or more customers, then your monthly auto-delivery the following month is free of charge. We want to get your business to a point where you're in the black every single month.

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Objective number three; we want to get you qualified for the Frenzy Bonus. How do we do that? We're going to help you tell the story, like we talked about in Step Five. Once you gain appointments, we're going to help you tell the story and when we help you enroll three people, in a week, who see what we see; who begin with an Affiliate Builder Pack; you're going to earn up to \$600 to \$700 that week. Now, you can do that twice in that week and actually earn up to \$1200 to \$1400 in that 7 day period of time. So, not only have you recovered your investment from your Affiliate Pack, but you're in the black from your product point of view and you're in profit going forward.

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Objective number four; help you get to the Bronze Leader Level. The first and –what I believe– is the most significant accomplishment in the Vemma Pin Recognition System. What is that? That is cycling one time. A cycle is defined as when you have 360 points in business on one team and 180 points on the other team, you've completed what Vemma calls a "cycle" and you're going to receive a bonus of at least \$20 for that commission period. Now, the beauty of this is some of you may accomplish this in your first month, some of you may accomplish it in your first two weeks, some in a week, some of you might do that the very first night that you begin your business. The Bronze Leader Level is the most significant accomplishment – in my opinion – in our entire Recognition System and here's why; when we can help you cycle one time, we can help you cycle five times. If you cycle five times, you can cycle a hundred times. There is no limitation to what we can do when we get you off to a fast start.

So, in conclusion, make certain that you have clarity on *Your First 30 Days*; your Affiliate Pack, qualified for the Customer Referral Program, Frenzy Bonus qualified in any one of the four weeks, and lastly, the Bronze Leader Level. Remember this; it's simple, it's fun, it's absolutely



something that you can do, and we're going to help you tell that story to get early objectives accomplished in your Vemma business.

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## 8 – Get Started Now

Step Eight says: Get Started – Now is the Time For Action

You know, I want to congratulate you on working through this Roadmap to Success training workbook and, as well, for listening to the CD that came with it. And I would hope that you'll listen to this on a regular basis, numerous times, over the next thirty days. Remember we've said a number of times through the program that our goal is to really get your skills to a point -- first of all, that are good but, ultimately, get your skills to a level that is GREAT. Now, when we talk about skills, remember the most important skills -- the lists, number one; and number two, the approach; number three, the presentation. That's what we're going to cover here. We're going to take a look, now, at the home event. THE most successful venue for creating growth and duplication in your Vemma business is something we call the Home Event. Now, remember our steps. Our steps have been all throughout; to allow people to taste the products -- whichever product it might be, to share tools and information, and to follow up and enroll -- that's what you're going to see happen in this format, in this outline, as far as the Home Event is concerned.

So, let's get underway and let's talk about the details of the Home Event. A successful Home Event or Small Group Presentation -- what is the goal or the purpose? It is to efficiently and effectively share the Vemma products as well as the Vemma opportunity with people in a relaxed, comfortable environment. Now, when we say "environment" what do we mean by that? It could be someone's home, it could be a condo, it could be an apartment, it could be, uh -- gosh, an office, it could be a clubhouse -- it doesn't matter where that is in terms of what location -- as long as it's intimate, as long as it's quiet, as long as you have control of the environment. Now, remember this; you're never ever going to lose a friendship or a relationship in the process of having a home event. We're going to share information with people in such a fashion that's comfortable, it's relaxing, and it is totally driven by what people would like to achieve or what they'd like to change in their life.

So, let's get ready! Preparation is the key. What do you need to have in place for a successful Home Event? First of all, you need to have product on hand -- chilled product; Vemma, Verve, and Body -- for tasting at the event. You need to have tools on hand; your favorite company overview video, your favorite company compensation video, your favorite product brochures, business brochures, and, of course, extra copies of the *Roadmap to Success* for those guests that are ready to get started immediately. You need a TV and DVD player that works. You think, "Well, of course mine works." Well, I can't tell you how many meetings I've done where it didn't work -- so make certain that that works. You need chairs, of course, pillows, maybe a clean floor, obviously, to sit on in some cases. The attire should be business casual. You need a PC or a laptop with internet access. The tone of the event should be relaxed, warm, and friendly. Light snacks, of course, no alcohol. Keep it simple and inexpensive because everything we're doing -- it's all about duplication. And last, make certain that you schedule one of your Up-line success coaches to join you for the event; either in person or via Skype or ooVoo, if this event is being conducted from a distance.

Next, how to invite. Well, the first thing you have to do in thinking about your very first home event is to pick a date and time for this small group presentation. We suggest Mondays,

Tuesdays, and Thursdays at 7pm; it's typically the most, if you will, convenient time for the majority of people. Next, you have to set a goal. How many people do you want at your Home Event? You can expect a 50% -- what we call—show ratio. So, therefore, if ideally you want about 4 to 5 people there -- you have to have about 9 to 10 people that have said and committed that they're going to be with you.

So, let's get to the most important part of setting up the Home Event and that is, of course, having guests there to be with you. Let me give you a sample invitation that we know works. If I called David up and said, "Hey, Dave. What're you doing Tuesday at 7pm?" and, of course, I pause and I listen. And then I'd say, "The reason I'm asking is recently Bethany and I have discovered an idea that I believe could make us all a tremendous amount of money. We scheduled a private business reception and we're inviting a few, key people that we like, we trust, and we respect. Hey, do me a favor. I would welcome your feedback and your opinion -- can I count on you?" When he responds, hopefully positively, I'd say, "Hey, do me a favor. If something comes up, please call me as soon as possible, so I can fill your seat in the event that you're not able to be there." Now, in that process he says, first of all, "Hey, Tom, I'm busy on Tuesday night at 7." I just would come back and say, "Hey, no problem, Dave. You know what we'll do is -- again, like I said, we've got an idea that I'd love to share with you. I'll follow up with you and we'll get together on a one-to-one basis." So, either way, if he's set and he agrees -- we're all set to go. If he's not available, I talk to him about following up and getting with him on a one-to-one basis.

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Now, at that point Dave, perhaps, is going to ask one or two key questions, and again my answers, as I'll do here for you in a moment, are going to circle back to, again, that idea that we have found that is going to make us a tremendous amount of money. So he may say, "Hey, Tom, is there any selling or anything like that involved in what you're discussing?" "Well, hey, Dave, you know, my answer to that is everything in our world is all about selling, but I've got to tell you, when you discover what we've discovered -- trust me -- there's an idea here that would absolutely amaze you with its potential. We'll go over that when we get together." He may ask, "Has this got anything to do with network marketing or any kind of those illegal schemes?" and I'd say, "Hey, Dave, what do you know about network marketing?" And he's going to respond and say whatever he says and my answer's going to be, "Listen, I think you know me well enough, I would never be involved in anything illegal or anything improper. Trust me; when we get together and you see the potential of what this idea can do, I think you're going to get as excited as we are."

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And Lastly, He might say, "Is there any kind of money or investment involved?" and I'd say, "Well, Dave, you know what? The idea that we have found is an idea that, in essence, can turn a small, monthly investment in your family's health into a tremendous cash flow on a regular basis. When we get together we'll explain the details. Again -- I think you're going to love what you see. Can I count on you being here?" Folks, the idea here is the process of practicing this simple approach; using key phrases -- "What're you doing Tuesday evening at 7?" Responding like we did. Talking about a private business reception -- that we like them, we trust them, we respect them, we want their feedback, we want their opinion; can we count on them? And then the simple process and confidence that you need to have in being able to answer one or two key

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questions, and always circling those questions back to the fact that this idea is worth us getting together.

So, here's what we know; we know that if you do the work in the invitation process – inviting enough people and inviting enough people correctly – that the home event itself, as I'll show you in a moment, is going to take care of itself. So, practice, practice, practice the invitation. Do not step into the invitation process without having role played and practiced the invitation with your up-line enroller, your up-line success coach, or whoever is coming to help you with that very first Home Event.

So, let's get the event started. Be prepared, set up early; this way you can focus on the people as they arrive to your home or wherever the meeting's going to be. Hey, relax! Smile and most importantly, have fun. The home event process itself should start promptly at a little bit after 7 o'clock – in my opinion – and it begins, first of all, with the host welcoming guests and describing the evening, such as follows, "Well, hey, everybody. We want to welcome you. We're going to get started. You know, Bethany and I are really glad that you're here tonight. You know, anytime you discover something really good, you share it with the people that you care about; that's why we invited you. We're going to get started with a short video on this company called Vemma and this amazing line of wellness formulas. So, let's turn it on; hope you enjoy the film."

At that point, you're going to play, of course, your favorite video. You're going to come back from that and then after that video concludes, you're going to introduce your Up-line success coach who's there to help you that evening. Here's a sample introduction:

"Hey, we hope you enjoyed that short film. You know, I think you can tell we're really excited about the potential of Vemma. And, you know, it's my pleasure to introduce to you, tonight, John and Mary" or whoever it might be, "they've committed to help us and coach us in the process of building our business. He or she has agreed to come over tonight to support of and explain the possibilities of what can happen for all of us with this Vemma opportunity." Of course, at that point your coach is going to share their personal experiences, their stories. You're going to have product testimonials and, of course, that's going to give you an opportunity, as well, to share your personal feelings about, not only the product line, but about the potential of the opportunity.

Next, comes compensation explanation and you can either play a short compensation plan video, or you can use the perfect business brochure, which I review with people, and the idea is just to explain the concept and the principle that this is not about any one person being a great marketer or a great salesperson. The idea is a lot of people together, just doing a small amount of business.

Next, is the closing statement, when everything is done, from a compensation point of view. You could say something like this, "In closing, you know, we're really glad that you came tonight. We suggest, at the very least, that you make a decision for great health and try out products as a customer. For those that see an opportunity here, we'd love to chat with you, as we adjourn tonight, about our Affiliate Builder Pack and, really, what could happen financially in your life."



So, at that point, you're going to adjourn into the kitchen, or wherever you might be. You're going to do some product tasting and, of course, you're going to be ending the Home Event; you're going to ask questions, answer questions, and something like this, approaching whomever you felt that was really in tune; was really following what was going on and go up to that person and say, "Hey, what did you like about what you saw and heard tonight." And of course, begin that dialog, something on the order of, "do you see yourself having an interest in, not only in the health benefits, but the earning potential of what we discussed?" And of course then, ultimately, suggesting – once all the questions are answered, the best four words that you can use – those are "the next step is –". See, I'm going to assume that he's in the business with me, until he tells me he's not. So, I would say, "Hey, John, the next step is – let's get you in the system, let's get some product on its way to you – number three – let's turn on your free marketing website. Man, you will not believe how cool this website is. And last, but not least, actually the most important thing – let's you and I go to work this week to help you make some money."

This comfortable process of hosting a Home Event and sharing with people what the needs and desires that they have – how they could be fulfilled with this opportunity. This Home Event process is the most successful mechanism in all of Vemma to create massive duplication in your business. So, remember this, you're in a business of your own, but you're not in business alone. You have an amazing support team above you that is going to help you in this process of, not only hosting Home Events, but growing your business to whatever level you should desire. Remember this; it's simple, it's a lot of fun, and absolutely it is something that you can do.

**Exhibit H**

**Exhibit H**

Message

**From:** Michelle Lottner [Michelle.Lottner@vemmma.com]  
**Sent:** 7/1/2014 6:44:57 PM  
**To:** 'Tom Alkazln' [alkazin@aol.com]; 'lm.schuster@yahoo.com' [lm.schuster@yahoo.com]  
**CC:** Compliance Email Group [ComplianceEmailGroup@vemmma.com]  
**Subject:** FW: Ambassador stories  
**Attachments:** 1240\_001.pdf

Tom and Lisa,

Attached are the additional Ambassador reviews you asked for. There are quite a few changes that need to be made as almost all contain some income claims. Also, the 2013 Income disclosure statement needs to be included as part of the booklet you are putting together for your event. It can be included at the beginning or end of the booklet.

The income disclaimer that needs to be included on each individual story is as follows:

**USA Income Disclaimer:**

*"Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting <https://www.vemmma.com/backoffice/pdf/income-disclosure.pdf>."*

I am including the disclaimer below as I am not sure if you are using this outside the US

**If marketing piece will be viewed worldwide:**

*Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting the Opportunity section of [www.vemmma.com](http://www.vemmma.com).*

Please let me know if you have any questions.

Thank you,

**VEMMA**

Michelle Lottner, Compliance Manager  
[michelle@vemma.com](mailto:michelle@vemma.com)

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Message

**From:** Bridget Bond [bridget.bond@vemma.com]  
**Sent:** 5/13/2015 11:13:02 PM  
**To:** 'Tom Alkazin' [Alkazin@aol.com]  
**CC:** 'Lisa Schuster (lm.schuster@yahoo.com)' [lm.schuster@yahoo.com]; Chris Reid [Chris.Reid@vemma.com]  
**Subject:** Finalized version; 2&GO material  
**Attachments:** TWO & GO\_050815-1.pdf

Tom,

Chris mentioned that you need the most current 2&GO material, which is attached. Please use this version which contains the necessary legal disclosures as part of the last page/summary plan sheet.

Thanks,



**Bridget Bond**

Director of Marketing  
[bridget.bond@vemma.com](mailto:bridget.bond@vemma.com)

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Message

**From:** Michelle Lottner [Michelle.Lottner@vemma.com]  
**Sent:** 6/23/2015 4:14:19 PM  
**To:** 'Lisa Schuster' [lm.schuster@yahoo.com]  
**CC:** 'Tom Alkazin' (alkazin@aol.com) [alkazin@aol.com]; Compliance Email Group [ComplianceEmailGroup@vemma.com]  
**Subject:** RE: 9 minute recording  
**Attachments:** Toms 9-min transcript\_update June 2015.docx

Hi Lisa,

The script is attached with a few minor edits.

Thanks!

**VEMMA®**

Michelle Lottner, Compliance Manager  
[michelle@vemma.com](mailto:michelle@vemma.com)

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Tempe, AZ 85281

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**From:** Lisa Schuster [mailto:lm.schuster@yahoo.com]  
**Sent:** Monday, June 22, 2015 6:25 PM  
**To:** Michelle Lottner  
**Cc:** Tom Alkazin  
**Subject:** 9 minute recording

Hi Michelle,

Tom is going to redo his 9 minute Business Overview recording on the 480 line. I was instructed to send his script over to you for approval before he re-records. Please let us know if this script is approved.



Thank you!

Lisa

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