





## PROVEN FOUNDERS JOSH & JENNA ZWAGIL GUIDE THE WAY

*Josh & Jenna Zwargit*

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# IMPORTANT INFORMATION

## MY SUPPORT TEAM

Keep your important contacts and other information somewhere you can access them quickly:

My Website: \_\_\_\_\_

My Username: \_\_\_\_\_ My ID#: \_\_\_\_\_

## MY ENROLLER

Name: \_\_\_\_\_


Home Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

Email: \_\_\_\_\_

CORPORATE HEADQUARTERS:

## SOCIAL MEDIA

 YouTube @mydailychoiceofficial  
<https://youtube.com/officialmydailychoice>

www.MyDailyChoiceTools.com



# GETTING STARTED

As you build an organization with MyDailyChoice, be sure to teach the principles found in this guide to your downline. By doing this, you will create massive duplication and get to enjoy the fruits of your labor.

- Randy Gage

# YOUR FIRST 48 HOURS

It's crucial to get started correctly. Your first 48 hours are very important. Here are some key activities you should begin doing right now:

- 1. Get Started:** If you haven't enrolled already, enroll as an Affiliate.
- 2. Place Your Product Order:** Don't wait—do it right away!
- 3. Set Up Your Autoship:** You need to become a product of the product! Out of stock = out of business. Go to your settings to set up your Autoship properly.
- 4. Review The Roadmap Booklet:** Read through this booklet and become familiar with it so you can teach this system to your organization.
- 5. Log Into Your Back Office:** Familiarize yourself with the tabs, resources, and tools available in your MDC back office.
- 6. Meet With Your Upline:** If you haven't already, meet with your upline and get their help in establishing a winning strategy!
- 7. Start Building:** Ignorance on fire is better than knowledge on ice. Begin gathering new customers and affiliates.
- 8. Join Our Official Facebook Group:** This is a great way to stay connected with the company and team communications.

# FIND 4 AND DUPLICATE

The principle of duplication in building a successful MyDailyChoice business is crucial. Just become an Affiliate and then create Customers & Affiliates. It's that simple. First, become an Affiliate by purchasing a MyDailyChoice product package. After you've become an Affiliate, it's important to find 4 other people just like you, who want to change their life with MyDailyChoice. When you find those 4 people, you will place TWO of them on your LEFT leg, and TWO of them on your RIGHT leg. When you enroll 4 people, you will work your way into becoming profitable, you will earn a share in our global bonus pool, and you will be ready to duplicate.

You must also maintain a minimum of 40BV, although 90BV will maximize the compensation plan. Your next step is to help your 4 do the same thing you just did! Once you've duplicated this enough times through your organization, you quickly advance in rank and your earnings will gradually increase.

Becoming an Affiliate, finding 4, and teaching your team to do the same is the simplest and most powerful model way to achieve duplication in your organization. If you are consistent with this strategy, you will be on your way to Super Affiliate!



[illegible]

A winning mindset requires commitment to your MyDailyChoice business goals, over a consistent period of time. When you focus on your goals and developing your mindset, the sky is the limit. Imagine living the life of your dreams: A life without any barriers. A life where you have freedom of choice.

A life with financial freedom and security. A life where you can choose who you want to spend time with, where you go out to eat, where you travel to, what charities you want to give back to, what car you want to buy, or what house you want to live in. Imagine a life where you are in total control.

All of that is possible with a winning mindset, and your journey begins now.

**A MINDSET SHIFT**

It's time for a complete mindset shift. As you learn to develop a winning mindset, you will realize your true potential and success. Your health, wealth, and quality of life will start to improve. We are going to show you some of the ways you can develop a winning mindset so you can unlock the secrets to success in this business.

**BE COMMITTED**

It may sound simple, but the fact is that the majority of people in this industry fail. Not because of the industry, but because they quit. Getting started and swiping your credit card to join this business is just the beginning. Staying committed to your goals and never quitting the business is the true secret. Winners never quit, and quitters never win! Starters are common, but finishers are rare. Success in MLM is a 3-5 year plan. Work it for 3-5 years, and look back at the lifetime of success you've created.

**AVOID NEGATIVE PEOPLE**

No matter what you say or do, you will run into negative people. People will try to put you down and discourage you, whether it's about the products, the business opportunity, or network marketing in general. It's all part of the game. We have found that those who align themselves with negative people always wind up falling short. Either they quit the business too early, or they attract more negativity into their business. Those who align themselves with positive and uplifting people, create a healthy business environment, which leads to growth, duplication, and residual income.

**USE THE PRODUCTS**

In real estate, they say "Location, Location, Location!" In network marketing, it's "Product, Product, Product!" Your success is only as good as your own personal story, and the stories of your organization. Make a decision to use the MyDailyChoice products and become a product of the product. Once you've experienced the benefits of our life-changing products, it'll be that much easier to share them with others.

**AUTOSHIP**

Make sure you are set up on an Autoship, and you train your team to do the same. Autoships are important for many reasons; here are just a few: First, an Autoship sends a regular, convenient shipment every month to your doorstep. This provides you with product to use, sample, and sell to others. Your autoship also keeps your Affiliate position active. And finally, your team follows what you do! If your team sees that you are always a product of the product and that you're on Autoship, they will follow your lead.

**BE EXCITED**

Excitement and enthusiasm is one of the best ways to attract others to the business. Whether you're doing a Facebook live stream, a conference call, a home event, or a weekly meeting, excitement sells! Talk about the products with excitement, and talk about the business with gratitude.

**GET INVOLVED**

Do you want to become a professional network marketer? Do you want to be recognized by the top people in this industry? Do you want people chasing after you so they can join your team? Then you have to get involved! Start a team call, home event, or weekly meeting. Participate on social media. Post videos and testimonials. Show your team how involved you are. Get in the trenches, and your people will follow.

**THIS IS YOUR BUSINESS, NOT YOUR UPLINE'S**

When you decided to join MyDailyChoice, you started your own business. You officially become an independent contractor. This is YOUR business; take

ownership of it. It's the same as if you opened up a franchise, or traditional business, except it didn't cost you an arm and leg to get started. Because this is your business, you need to take full responsibility. Your upline is there to support you and help out with 3- way calls. Of course, the more you succeed, the more they succeed. But oftentimes in this industry, people put the majority of responsibilities on their upline. If you want a team call, run a team call. If you want an event to happen, run an event. Remember, your success is dependent upon you, and you only. Never speak poorly of your upline or other leaders in the business. They are there to help you, but it's not their responsibility to build the business for you.

**EXPOSE, EXPOSE, EXPOSE!**

There's only one way to make money in this business, and that's exposures! The more people you expose to the business, the more money you make. If you talk to a lot of people, you will make a lot of money. We always say, "double digits a day keep the commission checks on their way." Make sure you are using your online marketing system and making it a priority to expose NEW people to the business every day. Once you are comfortable talking to one new person a day, then try talking to 10 new people a day, then 100, and so on. Work your way up and teach your team to EXPOSE!

**BE HONEST**

Stive to always be honest in your MyDailyChoice business. It's crucial to your credibility and reputation, as well as to the company's image and reputation. The truth is good enough! You don't need to lie or exaggerate the truth to get others started when you are prospecting. Do not misrepresent the products or business opportunity. Always do what's right, and try not to be deceptive. People will respect that from you, and you'll attract more like-minded individuals.



## This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

It's also important that you share your why and dreams with your wife/husband, your family, and your upline. Put it into existence, and let your close circle hold you accountable. This will help you stay committed, and they may be able to assist you with your goals so you can get closer to achieving your dreams.

[illegible]

Now that you know your WHY, let's set some realistic goals. Setting goals is the first step in turning the invisible into the visible. The truth is, most people avoid writing their goals down. Dr. Gail Matthews, a psychology professor, studied the art and science of goal setting. She rounded up 67 people—men and women from all over the world and all walks of life, including entrepreneurs, educators, artists, lawyers, and bankers. She divided the 62 people into two groups, according to who wrote their goals down, and who did not. She found that you become 42% more likely to achieve your goals and dreams, simply by writing them down on a regular basis.

These goals are going to be broken down into two categories: short-term, and long-term goals. Make sure your goals are specific, measurable, realistic, and date-oriented. Short-term goals are goals that you want to achieve in your first 90 days. A short-term goal example could be finding your first 4 Affiliates in MyDailyChoice, achieving one of the first ranks, calling your prospect list daily, making a certain number of presentations/exposures each week, etc. Long-term goals may take over a year to achieve. This should be related to what kind of income you'd like to earn, the house you want to live in, how many affiliates and customers you'd like in your team, and so on.

MY SHORT TERM GOALS

1.

2.

3.

4.

5.

MY LONG TERM GOALS

1.

2.

3.

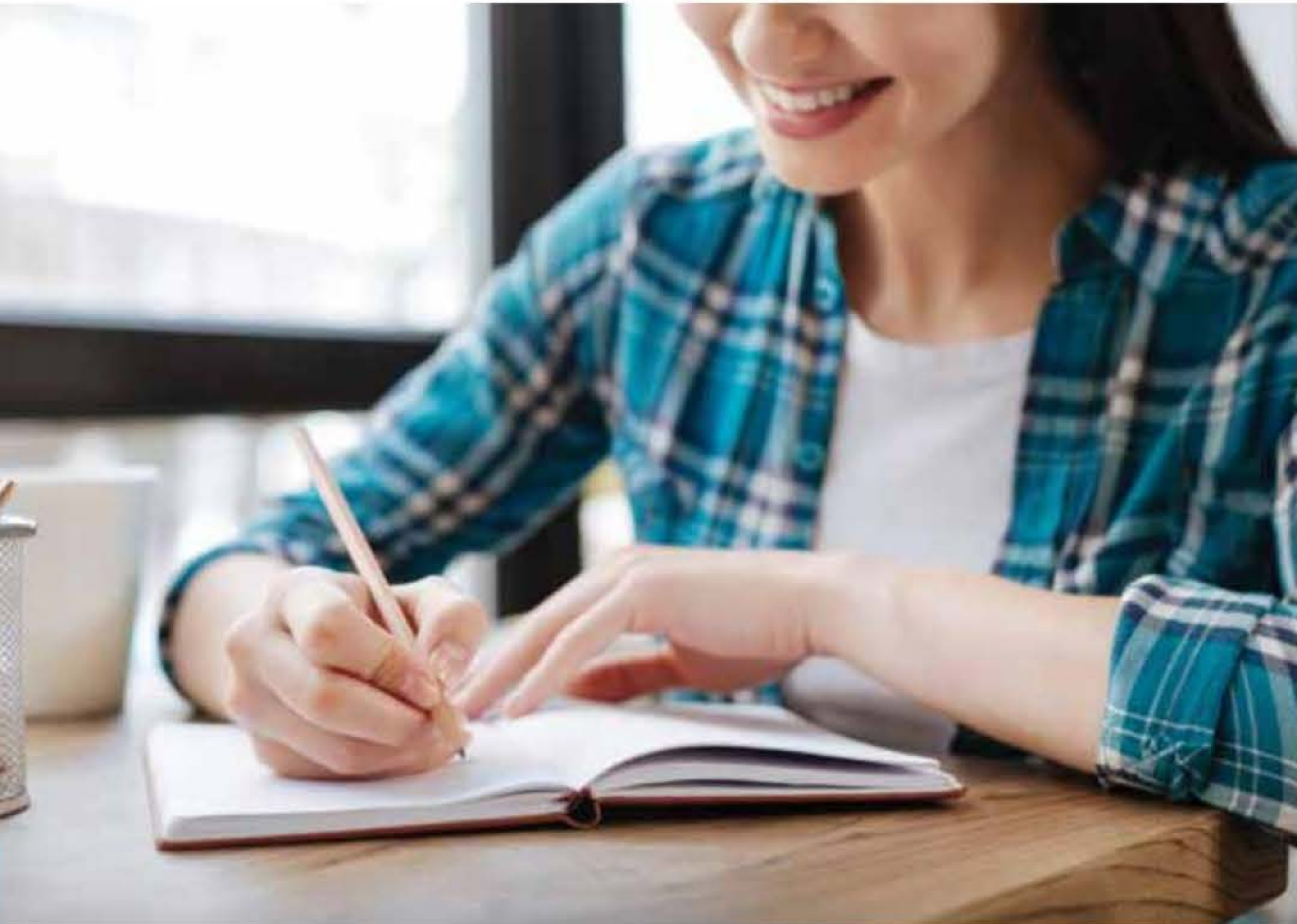
4.

5.

BUSINESS GOALS

ROADMAP TO SUPER AFFILIATE

Achieved Goal	Date	Projected Time
Find Your 4		24 Hours
5K Affiliate		30 Days
10K Affiliate		60 Days
25K Affiliate		90 Days
50K Affiliate		120 Days
100K Affiliate		180 Days
250K Affiliate		210 Days
500K Affiliate		240 Days
Super Affiliate		270 Days



# STEPS FOR SUCCESS

We are going to keep this really simple. When things are complicated, duplication never happens. That's why it's so crucial to keep this easy and simple. Follow these three steps throughout your career in MyDailyChoice, teach this to your teams, and watch the magic unfold! It's as easy as 1-2-3.

Here are your three steps for success:

1. BUILD YOUR LIST
2. USE THE TOOLS
3. FOLLOW UP

## BUILD YOUR LIST

Any time you start a business, you need to tell people you are in business. You can't do that without a list. So it's time to build your list of prospects. Who are the people you want to share the MyDailyChoice business with? As you've joined, you probably have already thought of several people who would be good candidates for what we offer. So now, it's time to put their names on paper.

Here are a few tips to keep in mind as you are building your list:

- Don't prejudge anyone (Put everyone down)
- Use our memory jogger
- Get out your phone and look through your contacts
- Scroll through your email contacts
- Look on social media
- Go after people better than you, richer than you, smarter than you (Recruit UP!)

## MEMORY JOGGER

This is just a tool to help get your juices flowing. When you look at this list, think about who comes to mind and write their names down!

Co-Worker	Inspector	Accountant
Boss	Fired-up male	Teacher
Partner	Fired-up female	Bank teller
Janitor	Parents	Church group teacher
Security guard	Siblings	Realtors
Delivery person	Mail carrier	Former schoolmates
Administrative staff	Neighbors	Business manager
Customer	Friends	Coaches
Parking attendant	Aunt	Actor
Landscaper	Uncle	Bartender
Coffee shop	In-laws	Airline pilot
Personal manger	Niece	Radio announcer
Sales people	Nephew	Financial planner
Your bosses boss	Maid of honor	Golf pro
Repair person	Attorney	Physical therapist

USE THE TOOLS

One of the most powerful and duplicable activities you can do is USE THE TOOLS! Many people in this industry forget how powerful it is to leverage their available tools and resources. We have a lot of resources here at MyDailyChoice, but they don't work if you don't use them. We pride ourselves on having the most powerful marketing system in the industry—and it WORKS.



FOCUS ON GETTING PRE-ENROLLEES

This goes back to exposure. Each time you send someone to one of your MDC capture pages, you create a pre-enrollee in our system. Our marketing system does a lot of the heavy lifting by emailing your prospects, and securing a position for them in genealogy. But the system works with a compounded effect: The more pre-enrollees you have joining, the more notifications will go out on your behalf. This creates more urgency for your pre-enrollees to become paid affiliates and join the business. So make it a priority to get 3-5 NEW pre-enrollees daily.

Here's a list of capture pages for you to use to get pre-enrollees:



<http://www.WinWithMDC.com/username>



<http://www.MDCSuccessLine.com/username>



<http://www.TheMDCILifestyle.com/username>



<http://www.CashBackTravelBiz.com/username>



<http://www.PremierAbundance.com/username>



<http://www.HempWorxBizOp.com/username>

WEEKLY CALLS

If you talk to any top earner in this industry, they will tell you to attend company calls and conferences. It's so important to plug in and promote the weekly calls. We have a system in place that works, and we do the heavy lifting. We will share and educate your prospects every single week on the MyDailyChoice products and business opportunity. All you have to do is invite them to our Weekly Call and teach your team how to do the same. Here is our weekly call, where your prospects can tune in to hear testimonials and learn more about our amazing business opportunity.

**FOLLOW UP**

The fortune is in the follow up!

If everyone knew how powerful our business opportunity is coupled with our amazing products, they would plant their flag here forever! Unfortunately, at the beginning, most people don't. That's why it is our responsibility to reach out and help them see the opportunity.

Our system does a lot of the work in following up with potential affiliates and customers, but many people are skeptical of trying new things. They might have tried other products in the past that didn't work for them, or it's possible they haven't had any results in a home business.



That's why it is crucial to follow up with your people. It keeps them excited, it reminds them about the business, and it's what builds your business long term. Following up could mean the difference between gaining and losing an affiliate/ customer!

**Here are some shocking statistics about following up:**

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and then stop
- 12% of sales people only make three contacts and then stop
- Only 10% of sales people make more than three contacts
- 2% of sales are made on the first contact
- 3% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth to twelfth contact!

The more you follow up, the more people you will enroll. Period.

**MONEY MAKING ACTIVITIES**

It's time to focus on **Money Making Activities!**

We give you an Accountability Calendar so you can hold yourself accountable by taking action your FIRST day in the business!

Have you ever felt like you worked hard all day long, but at the end of the day you felt like you didn't accomplish anything? One of the biggest challenges for many people is recognizing the difference between beign buys and being PRODUCTIVE!

**HOW DO YOU MEASURE PRODUCTIVITY?**

Why is it that some people get more done in a couple of hours than other people get done in an entire day? Productivity is the measure by how many of the important things you do each day and NOT by how many hours you work in a day!

**MAXIMIZING YOUR TOOLS!**

As an affiliate of MyDailyChoice, you have everything you need to build a massive business! So why do people struggle in the business? The truth is... THEY ARE NOT MAXIMIZING THEIR TIME OR THEIR TOOLS! This business was designed to help you generate a substantial residual income in your SPARE time!

**WHAT SHOULD BE MY POINT GOAL EACH WEEK?**

With our accountability tracker, you can now set your goals and track your production activities every day!

Our most successful affiliates have started with a weekly minimum goal of 250 points and go all the way up to 2500 points for our top earners by their first month. shoot for as many points as you can your first week!

ACCOUNTABILITY CALENDER POINTS

LEAD GENERATIONS ACTIVITIESPOINTS PER ACTION

Brochure Handed or Mailed Out	10
Initial Or Invite Email Sent	5
Facebook Post	1
Introductory Phone Call Made	1
Street Sign Put Out	5
Press Release Published	15
Banner Ad Placed	25
Drop Card Dropped	3

LEAD GENERATIONS ACTIVITIESPOINTS PER ACTION

Flip Chart Presentation	25
Follow-Up Email Sent	10
Follow-Up Phone Call Made	10
Brought Guest To Conference Call	50
Brought Guest To Live Event	50
3 Way Calls Initiated	250
3 Way Calls Received From Team	25

LEAD GENERATIONS ACTIVITIESPOINTS PER ACTION

Read Your Why's	10
Attend Company Conference Call	10
Attend Company Webinar	10
Attend Live Company Event	50
Read/Listen 20 min of Self Improvement	20

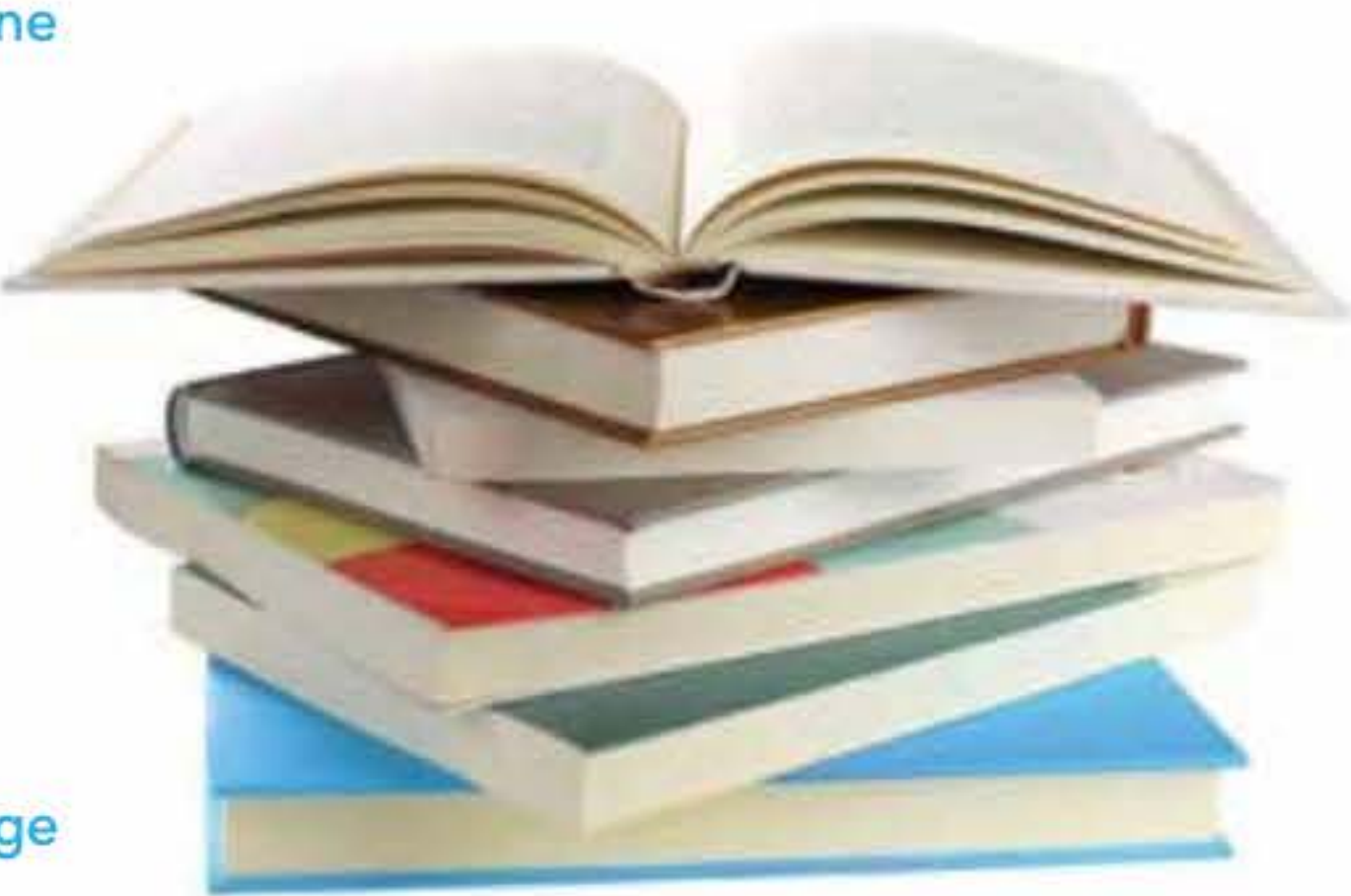
ACCOUNTABILITY CALENDER

DAY 01 Daily Points:	DAY 02 Daily Points:	DAY 03 Daily Points:	DAY 04 Daily Points:	DAY 05 Daily Points:	DAY 06 Daily Points:	DAY 07 Daily Points:  Total Weekly Points:
DAY 08 Daily Points:	DAY 09 Daily Points:	DAY 10 Daily Points:	DAY 11 Daily Points:	DAY 12 Daily Points:	DAY 13 Daily Points:	DAY 14 Daily Points:  Total Weekly Points:
DAY 15 Daily Points:	DAY 16 Daily Points:	DAY 17 Daily Points:	DAY 18 Daily Points:	DAY 19 Daily Points:	DAY 20 Daily Points:	DAY 21 Daily Points:  Total Weekly Points:
DAY 22 Daily Points:	DAY 23 Daily Points:	DAY 24 Daily Points:	DAY 25 Daily Points:	DAY 26 Daily Points:	DAY 27 Daily Points:	DAY 28 Daily Points:  Total Weekly Points:
DAY 29 Daily Points:	DAY 30 Daily Points:	Total 30 Day Points _____				

# ALL GREAT LEADERS ARE READERS

Network marketing is a personal growth journey with a compensation plan attached. We strongly believe that leaders who always work on developing themselves increase their chances of true financial success. We've taken the time to list some of the books recommended by top earners in the network marketing industry. Jot your notes down as you read some of these books and be sure to check with your upline for additional book recommendations. Enjoy!

- Fearless Networking by Todd Falcone (Included In Your Welcome Kit)
- Think and Grow Rich by Napoleon Hill
- How To Win Friends and Influence People by Dale Carnegie
- Rich Dad, Poor Dad by Robert Kiyosaki
- The 5 Levels of Leadership By John C. Maxwell
- Go Pro: 7 Steps To Becoming A Network Marketing Professional by Eric Worre
- The Secret by Rhonda Byrne
- The 10X Rule by Grant Cardone
- Your First Year in Network Marketing by Mark Yarnell
- Building an Empire by Brian Carruthers
- Money Master the Game by Tony Robbins
- How to Build a Multi-Level Money Machine by Randy Gage



DAY 31 Daily Points:	DAY 32 Daily Points:	DAY 33 Daily Points:	DAY 34 Daily Points:	DAY 35 Daily Points:	DAY 36 Daily Points:	DAY 37 Daily Points:  Total Weekly Points:
DAY 38 Daily Points:	DAY 39 Daily Points:	DAY 40 Daily Points:	DAY 41 Daily Points:	DAY 42 Daily Points:	DAY 43 Daily Points:	DAY 44 Daily Points:  Total Weekly Points:
DAY 45 Daily Points:	DAY 46 Daily Points:	DAY 47 Daily Points:	DAY 48 Daily Points:	DAY 49 Daily Points:	DAY 50 Daily Points:	DAY 51 Daily Points:  Total Weekly Points:
DAY 52 Daily Points:	DAY 53 Daily Points:	DAY 54 Daily Points:	DAY 55 Daily Points:	DAY 56 Daily Points:	DAY 57 Daily Points:	DAY 58 Daily Points:  Total Weekly Points:
DAY 59 Daily Points:	DAY 60 Daily Points:	Total 60 Day Points _____ Total 30 Day Points _____  Grand Total Points _____				

# ***SUCCESS IS A CHOICE GET STARTED TODAY!***

So there you have it! At MyDailyChoice, we strongly believe that success is a choice. We've provided you a roadmap to Super Affiliate—the question is, what are you going to do with it? This system is based on time-tested and proven principles. Some of our most successful affiliates at MyDailyChoice have used these principles to create massive success. If you follow the roadmap laid out and commit to this business long-term, you will achieve your "Why."

We know you can do this, and we are rooting for you. So don't wait or hesitate. Get started today! On behalf of the entire MyDailyChoice corporate staff, we'll see YOU at the TOP!

