

Life's Abundance®

SELLING & RECRUITING SYSTEM

Using the Life's Abundance Selling & Recruiting System to acquire new customers and Field Representatives is easy to learn and easy to do. Simply by sharing trial-size bags of dry food and following the instructions in this document, you will attract new customers and new Field Representatives.

This system really works. A test group of Field Representatives gave out 545 trial-size bags of Life's Abundance Dog Food to prospects for free over a two-month period, and the results were great. Half of all recipients of Life's Abundance Dog Food trial-size bags became new customers and one-out-of-twelve became Field Representatives.

What could this mean for your business? For example, if you distribute 8 trial-size bags to prospective customers, it is entirely possible that you will sign-up four as new customers and one as a new Field Representative. If you work this system every month and teach those in your group to do the same thing, you could see a dramatic increase in your commission checks.

There are five tremendous advantages to using the Selling and Recruiting system:

1. **Easy to Start a Conversation** – People love talking about their pets and getting free food.
2. **Easy to Sell** – Follow the steps and let the pet food and information help close the sale.
3. **Easy to Teach** – Read the instructions and discuss with your sponsor.
4. **Easy to Recruit** – Use the Opportunity presentation to introduce the company and use the system to show prospects how easy it is for them to sell and recruit.
5. **Easy to Earn Money** – When you and your group work this system, your business will grow and your commission checks will increase month after month.

To learn how to work this system, simply follow the instructions in this document which include:

1. Free Pet Food Giveaway List (including How to Create a List)
2. Talking with Pet Parents (including Pet Parent Information Form)
3. Presenting the Opportunity
4. Following-up and Closing a Sale (including AutoShip Chart)
5. Making Money and Ordering Trial-size Bags & DVD's

This is a person-to-person system. You have to talk to people for it to work. And the more people you talk to, the better you will become at it. It is just that simple. So follow the instructions, participate in a few calls on how to use the system and then go out and do it. After that, teach the Reps in your group to do the same thing and your business will thrive!

It should only take you about 15 minutes to review these instructions.



SELLING & RECRUITING SYSTEM

FREE PET FOOD GIVEAWAY LIST

Make copies of this list. Use the "How to Create Your Giveaway List" on the next two pages to help you come up with people for the list. Then start calling or meeting with everyone on your list. Remember, this is a person-to-person system. You have to talk with people for it to work. That is why we do not recommend the use of email to contact people. Once you have spoken with someone, cross that name off the list. Keep working your list and strive to give out the 8 bags a month. Do not hesitate to call people without pets. Since almost two-thirds of Americans have at least one dog or cat, almost everyone is likely to know someone with a pet, so ask for referrals.

Table with 3 columns: Name, Phone #, Email. Multiple empty rows for data entry.



SELLING & RECRUITING SYSTEM

HOW TO CREATE YOUR GIVEAWAY LIST

Use the chart below to help you create your Free Pet Food Giveaway List.

<i>LIST YOUR WARM MARKET FIRST</i>		
Address book	College Friends	Neighborhood List
Business cards	Current co-worker	School friends
Christmas card list	Former co-workers	Teachers
<i>LIST YOUR RELATIVES NEXT</i>		
Aunts	Grandkids	Other in-laws
Brothers	Grandparents	Parents
Brothers-in-law	Mother-in-law	Sisters-in-law
Cousins	Nephews	Sisters
Father-in-law	Nieces	Uncles
<i>NOW LIST YOUR ...</i>		
Accountant	Doctor's Office employees	MLM friends
Association members	Donut shop manager	Nail technician
Auto mechanic	Dry cleaner	Optometrist
Barber	Favorite waiters	Paper delivery person
Bottled water supplier	Favorite waitresses	Pharmacist
Bowling Team members	Fed Ex driver	Police
Bus driver	Firemen	Postal delivery person
Car salesman	Fishing buddies	Property manager
Card group members	Florist	Real estate agent
Child care provider	Hairdresser	Retired coworkers
Children's friends parents	Housekeeper	Retired friends
Church members	Hunting buddies	Retired relatives
Club members	Insurance Agent(s)	Rug/floor cleaner
Coffee supplier	Isp support person	Sports team members
Computer tech	Jeweler	Supermarket managers
Convenience store manager	Lawyer	Tailor
Day care owner	Leasing agent	Travel agent
Delivery person	Maintenance person	Truck drivers
Dentist Office employees	Minister(s)	UPS driver
<i>LIST THOSE THAT SOLD YOU ...</i>		
Appliances	Fishing license	Telephone/cell phone
Boat	Furniture	Tires and auto parts
Business cards	Glasses/contacts	Vacuum cleaner
Camper	HDTV	Wedding items
Car	House	Motorcycle
Cell phone	Hunting license	Swimming pool
Computer	Office equipment/supplies	Video games
Craft supplies	Television	
Fishing bait	Stereo	



SELLING & RECRUITING SYSTEM

HOW TO CREATE YOUR GIVEAWAY LIST

Use the chart below to help you create your Free Pet Food Giveaway List.

<i>LIST SOMEONE THAT IS A ...</i>		
Antique dealer	Garage mechanic	Pilot / stewardess
Art instructor	Golf pro	Printer
Bank teller	Interior decorator	Realtor
Bus driver	Lab technician	Restaurant owner
Carpenter	Librarian	Seamstress
Chiropractor	Lifeguard	Secretary
Contractor	Model	Security guard
Dietitian	Motel owner	Sheriff
Editor	Music teacher	Student
Electrician	Notary public	Waitress
Fire chief	Nurse	Welder
Fisherman	Office manager	
<i>LIST SOMEONE THAT ...</i>		
Cuts my grass	Is in Rotary, Lions	Sells me gasoline
Delivers heating oil	Is my baby-sitter	Teaches ceramics
Delivers parcels / packages	Is my barber/hairdresser	Teaches my kids
Designed my web site	Is my former boss	Was in my car pool
Dry cleans my clothes	Owns my apartment	Was my armed services pal
Goes Bowling with Me	Painted my house	Was my photographer
Hung my wallpaper	Repaired my television	Was my professor
Is in My Book Club	Sells ice cream	Was my teacher
<i>I ALMOST FORGOT TO LIST</i>		
Agriculturalist	Funeral director	Motel managers
Conservation officers	Gas stations	Speech therapist
Emergency medical service	Hotel managers	Title agent
Farmers	Judges	
Fast food employees	Monument businesses	
<i>THIS IS TOO MUCH FUN TO STOP SO LIST YOUR ...</i>		
Bank teller	Garbage man/woman	Piano/music teacher
Broker	Karate teacher	Scuba instructor
Coffee shop group	Landscaper	Taxi driver
Cub scout leader	Physical therapist	
<i>LIST YOUR PET PROS & OTHERS IN YOUR AREA</i>		
Boarding kennels	Mobile vets	Small pet stores
Breeders	Photographers	Trainers
Groomers	Rescue Groups	Veterinarians
Mobile groomers	Shelters	Walkers
	Sitters	Waste Removers



SELLING & RECRUITING SYSTEM

TALKING TO PET PARENTS

Starting a conversation is easy because people love talking about their pets. And it is non-confrontational because you are giving away free bags of pet food. If at first you feel uncomfortable approaching someone, it's okay. What's the worst thing that could happen? If a prospect is not interested, it's not personal. Just say thanks, ask for referrals and move on. Practice the sample script out loud until you remember the three steps: (1) start and give, (2) get and set and (3) ask and move on. Once you remember the three steps, it will be easy to approach anyone. The more people you talk to, the better you will become at this. It's just that simple. So go out and do it! If you still need a boost, ask your Sponsor for help or listen to one of the System conference calls located in the Business Center.

<p>1. Start and Give... <i>Start a conversation and give a trial-size bag of food + brochure & DVD</i></p>	
<p><u>TALKING TO SOMEONE WALKING A DOG</u> Hi, what a nice-looking dog! <i>Thank you.</i> Is he or she a Terrier? <i>Yes, he's a Jack Russell Terrier.</i> What's his name? <i>His name is Buddy.</i> That's great name. How old is he? <i>He's four years old.</i></p>	<p><u>TALKING TO SOMEONE AT A RETAIL STORE</u> Hi, may I ask you a question? <i>Sure.</i> Do you have a pet? <i>Yes, I have a dog.</i> Oh, what breed? <i>A Jack Russell Terrier.</i> They're great. What's his or her name? <i>His name is Buddy.</i> That's a cute name. How old is he? <i>He's four year old.</i></p>
<p>My name is Pat. I represent a company that sells what I believe is the best pet food on the market today! All of our foods are formulated by a nationally-recognized, holistic vet. We offer very high-quality foods ... at not-so-high prices. Dogs do so great on our nutrient-rich food, but in most cases, people want to see for themselves how much their pets love the food and how well they do on it. So I buy a certain amount of trial bags a month and give them to out to caring pet parents. And I was wondering if you are you interested in trying a bag? <i>Sure.</i></p>	
<p>2. Get and Set ... <i>Get information, fill out form and set a follow-up date and time</i></p>	
<p>Our food is awesome. Just follow the instructions on the back cover of the brochure to switch foods. I know Buddy is going to love it and do great on it. Let me get your name and phone number so I can follow up. Oh, and take a look at The Truth About Pet Foods DVD. It's very revealing. (Use the Pet Parent Information Form. Give the prospect a trial-size bag of food, your business card, a brochure and a "The Truth About Pet Foods" DVD. Your contact info should be on every piece.)</p> <p>I will give you a call next week to follow up and see how Buddy is doing on the food? Is Monday okay or is Tuesday better? <i>Tuesday is better for me. Is 1:00 okay or is 2:00 better on Tuesday? 2:00 PM is better.</i> (Write the date and time on the business card you give to the pet parent.)</p>	
<p>3. Ask and Move On ... <i>Ask for referrals and move on to the next person</i></p>	
<p>By the way, do you know any other caring pet parents that may be interested in a free bag of food? <i>I do.</i> Would you have his/her phone number? <i>Sure, my sister has a Chow and her next-door neighbor has a Terrier.</i> <i>Her number is ... and her neighbor's number is ...</i></p>	
<p>It was nice to meet you and Buddy. Bye.</p>	

PET PARENT INFORMATION FORM

Today's Date _____

Name _____

Phone _____ Email _____

Breed _____ Weight _____ Age _____

Current Food _____

(If the current food is prescription, tell the pet parent that you are more than happy to give him/her a free bag, but we need to get an okay from their vet first. Once the pet parent gets an okay, ask him/her to contact you. Make sure the pet parent has your contact information.)

FOLLOW-UP WITH PET PARENT

First Contact 5-7 Days Later

Date	Comments

Second Contact (schedule a date and time, if necessary)

Date	Comments

Third Contact (schedule a date and time, if necessary)

Date	Comments

- Pet parent became a customer.
- Pet parent became a Field Rep.
- Pet parent gave you referral(s). Write down referrals on Giveaway List.


SELLING & RECRUITING SYSTEM

Retain this document for your records.

PRESENTING THE OPPORTUNITY

People are more willing than ever before to learn about ways to earn extra money. And you can offer them a home-based business with low start-up cost, high-quality products that are in demand and a proven selling and recruiting system. The most effective way to introduce the business is to use The Opportunity presentation, an attractive color document in an easel binder that folds so you can flip through the pages while speaking with a prospect. This professional presentation focuses on the five advantages of becoming a Field Rep:

1. **The Right Industry** ... *Nearly two-thirds of U.S. households have at least one pet and pet food and products are already in their budgets.*

2. **At the Right Time** ... *People are actively looking for other streams of income.*

3. **With the Right Product Line** ... *Our health-promoting pet products have high customer loyalty.*

4. **Supported by the Right Company** ... *We are a solid company with a proven track record.*

5. **With the Right Compensation Plan** ... *We give distributors seven ways to earn a part-time or full-time income.* This presentation is an effective and simple way to speak with prospects about the advantages of becoming a distributor.

The Opportunity presentation easel binder is available for purchase in the Business Center section of your web site, listed under “Sales Aids” and “Selling and Recruiting System”. To learn how to give this presentation, go to the “Opportunity Section” of your replicator site and watch the presentation several times. You may want to take a few notes. Try giving the presentation to a friend. Remember, each person’s presentation will vary. Then go back to the “Opportunity Section” and listen again until you feel comfortable. Like anything else, the more you give this presentation, the better you will become at it.

FOLLOWING UP AND CLOSING THE SALE

This is the most important part of the system. If you do not follow up with a prospect, you will have wasted your investment in that bag of food. You must talk to your prospect and ask for the sale. Practice the sample script out loud until you remember the three steps: (1) start and give, (2) get and set and (3) ask and move on. Use the Pet Parent Information Form to keep track of your progress.

1. Start and Give ... *Start a conversation and give a food order recommendation*

Hi, this is Pat from Life's Abundance. *Hi Pat.*

How is Buddy doing on the food? *He seems to really like it.*

That's great. According to our feeding schedule, Buddy would eat about 1 ½ cups a day. That would cost about \$19.50 a month, which is only 65 cents a day. A 20 lb. bag would last 7 weeks and cost \$31.84 on our Autoship program. In most cases, the shipping cost is the same for one or multiple bags of any size, so you may want a 40 lb. bag that would last 14 weeks. (Be prepared before the call; use the Autoship Chart to determine a food order recommendation.)

2. Get and Set ... *Get an order and set an Autoship schedule*

Which would you prefer to order, the 20 lb. bag or the 40 lb. bag? *The 20 lb. bag.*

Okay, we can put you on a 7-week Autoship program and you'll save \$4.30 off the retail price on every bag, plus your dog food will be delivered to your door so you never have to worry about running out.

(AT THIS POINT, TAKE CONTROL OF THE CONVERSATION AND PLACE THE ORDER RIGHT NOW.)

Why don't we place your order right now. I will conference us into the order department and we can do it together. *Okay.* If the prospect prefers to go to your web site, say ... **Okay, I can walk you through ordering on my web site right now.**

3. Ask and Move On ... *Ask for referrals, present the Opportunity and move on*

By the way, do you know of any other caring pet parents that would be interested in a free bag of food? *Sure, my sister has a Chow and her neighbor has a Terrier. Her number is ... and her neighbor's number is ...*

Actually, if you're interested in getting your pet food for free or earning some great extra money, this is a terrific home-based business. In fact, your sister and her neighbor can be your first two customers. *That sounds interesting.* You would use the same selling and recruiting system I just used. It's easy to do and it really works. *Ok, I would like to learn more.* (Sign up at that moment or, if necessary, make another appointment to present the Opportunity with your Sponsor.) If the customer is not interested, just say ...

Absolutely, no problem. Thank you for your business. I know you and Buddy will be very a happy with our products. Here's my contact information if you have any questions.

Handling Objections

In general, price is the biggest objection. If you run into this objection, say the following, *"Our pet foods are formulated by Dr. Jane Bicks. She is one of the nation's premier holistic veterinarians. In many cases, our foods cost less to feed as compared to other brands on a daily basis. Because our foods are so nutrient-rich, you don't have to feed as much to provide a higher level of nutrition. And because your pet eats the same food every day, providing a solid nutritional foundation can make a profound difference in your pet's life. And as you know, a healthy and happy pet costs less over the years."*



SELLING & RECRUITING SYSTEM

AUTOSHIP CHART

Recommend an Autoship based on the pet's weight and your customer's preference (as shown below). In most cases, the shipping charge for single and multiple bags of Life's Abundance food is \$8.25 an order (excluding non-food products). Therefore, your customer will save on shipping if he/she orders a greater amount of food over a longer period of time. For example, instead of ordering a 20 lb. bag of dog food every month (shipping charge of approximately \$8.25 a month), suggest a 40 lb. bag every two months (shipping charge of approximately \$8.25 every two months). Mention the convenience of home delivery and never having to worry about running out of food.

Life's Abundance for Puppies & Adult Dogs		8 lb. Bag (Save \$2.89 on Autoship)					20 lb. Bag (Save \$4.30)					40 lb. Bag (Save \$6.22)				
		\$14.90 Autoship (\$17.79 Retail)					\$31.84 Autoship (\$36.14 Retail)					\$63.09 Autoship (\$69.31 Retail)				
Wt.	Cups/Feed	Days	Wks.	Mos.	Cost/Day	Cost/Mo.	Days	Wks.	Mos.	Cost/Day	Cost/Mo.	Days	Wks.	Mos.	Cost/Day	Cost/Mo.
3	0.25	116	16.6	3.9	\$0.13	\$3.90	292	42	9.7	\$0.11	\$3.30	584	83	19.5	\$0.11	\$3.30
10	0.66	44	6.3	1.5	\$0.34	\$10.20	111	16	3.7	\$0.29	\$8.70	221	32	7.4	\$0.29	\$8.70
20	1	29	4.1	1.0	\$0.51	\$15.30	73	10	2.4	\$0.44	\$13.20	146	21	4.9	\$0.43	\$12.90
30	1.5	19	2.8	0.6	\$0.78	\$23.40	49	7	1.6	\$0.65	\$19.50	97	14	3.2	\$0.65	\$19.50
40	1.75	17	2.4	0.6	\$0.88	\$26.40	42	6	1.4	\$0.76	\$22.80	83	12	2.8	\$0.76	\$22.80
60	2.5	12	1.7	0.4	\$1.24	\$37.20	29	4	1.0	\$1.10	\$33.00	58	8	1.9	\$1.09	\$32.70
80	3	10	1.4	0.3	\$1.49	\$44.70	24	3	0.8	\$1.33	\$39.90	49	7	1.6	\$1.29	\$38.70
100	3.5	8	1.2	0.3	\$1.86	\$53.80	21	3	0.7	\$1.52	\$45.60	42	6	1.4	\$1.50	\$45.00

Life's Abundance for Kittens & Adults Cats		6.6 lb. Bag (Save \$2.73 on Autoship)					16.5 lb. Bag (Save \$5.87)				
		\$15.53 Autoship (\$18.26 Retail)					\$36.44 Autoship (\$42.31 Retail)				
Wt.	Cups/Feed	Days	Wks.	Mos.	Cost/Day	Cost/Mo.	Days	Wks.	Mos.	Cost/Day	Cost/Mo.
3	0.25	100	14.3	3.3	\$0.16	\$4.80	244	35	8.1	\$0.15	\$4.50
7	0.33	76	10.8	2.5	\$0.20	\$6.00	185	26	6.2	\$0.20	\$6.00
12	0.5	50	7.1	1.7	\$0.31	\$9.30	122	17	4.1	\$0.30	\$9.00
18	0.75	33	4.8	1.1	\$0.47	\$14.10	81	12	2.7	\$0.45	\$13.50

Life's Abundance Weight Loss for Adult Dogs		6.6 lb. Bag (Save \$2.36 on Autoship)					17.6 lb. Bag (Save \$5.33 on Autoship)					35.3 lb. Bag (Save \$8.47 on Autoship)				
		\$16.29 Autoship (\$18.65 Retail)					\$38.09 Autoship (\$43.42 Retail)					\$71.18 Autoship (\$79.65 Retail)				
Wt.	Cups/Feed	Days	Wks.	Mos.	Cost/Day	Cost/Mo.	Days	Wks.	Mos.	Cost/Day	Cost/Mo.	Days	Wks.	Mos.	Cost/Day	Cost/Mo.
3	0.33	94	13.4	3.1	\$0.17	\$5.10	252	36	8.4	\$0.15	\$4.50	503	72	16.8	\$0.14	\$4.20
10	0.75	41	5.9	1.4	\$0.40	\$12.00	111	16	3.7	\$0.34	\$10.20	221	32	7.4	\$0.32	\$9.60
20	1.33	23	3.3	0.8	\$0.71	\$21.30	62	9	2.1	\$0.61	\$18.30	125	18	4.2	\$0.57	\$17.10
30	1.75	18	2.5	0.6	\$0.91	\$27.30	47	7	1.6	\$0.81	\$24.30	95	14	3.2	\$0.75	\$22.50
40	2.25	14	2.0	0.5	\$1.16	\$34.80	37	5	1.2	\$1.03	\$30.90	74	11	2.5	\$0.96	\$28.80
60	2.75	11	1.6	0.4	\$1.48	\$44.40	30	4	1.0	\$1.27	\$38.10	60	9	2.0	\$1.19	\$35.70
80	3.33	9	1.3	0.3	\$1.81	\$54.30	25	4	0.8	\$1.52	\$45.60	50	7	1.7	\$1.42	\$42.60
100	3.75	8	1.2	0.3	\$2.04	\$61.20	22	3	0.7	\$1.73	\$51.90	44	6	1.5	\$1.62	\$48.60


SELLING & RECRUITING SYSTEM

MAKING MONEY
“An Example”

The following example is based on working the system giving out trial-size bags of Life’s Abundance dog food.

Give Out 8 Bags of Food a Month – Get 4 New Customers and 1 New Rep a Month x 12 Months

You give out 8 bags of dog food a month and get four new customers and recruit one new Field Rep each month for 12 months. Each new rep you recruit over this timeframe gives out 8 bags of dog food a month and gets four new customers and recruits one new Field Rep each month. On the 12th month, your commission check would be \$2,882. When you multiply that number by 12, your annualized earnings could equal \$34,587 (paid on you, and your first three levels).

12-Month Investment for Trial-size Bags	\$918 (includes \$100 shipping)
12-Month Earnings Working the System	\$34,587
12-Month Return on Investment	\$33,669

Note: We did not factor the investment for the purchase of The Truth About Pet Food DVD’s, as some Reps ask for the DVD’s back from prospects.

ORDERING PET FOOD TRIAL-SIZE BAGS WITH BROCHURES AND DVD'S

PLACE YOUR AUTOSHIP NOW

In general, the sales aids you purchase are tax deductible, including the trial-size bags. Speak with your tax accountant about all the advantages of being a business owner.

Ordering Pet Food Trial-size Bags with Brochures

Log on to your replicator site. Click on the "My Account" link at the top of the page. Enter your "User Name" and "Password" and click on "Log In". Scroll to the "Field Rep Options" section and click on "Business Center". Go to the "Sales Aids" section and click on "Selling and Recruiting System".

3.3 lb. Trial-size Dog Food 4-Pack – \$34.07

Contains four 3.3 lb. bags of Life's Abundance Premium Health Food for Puppies & Adult Dogs and four "The Path to a Better Life" color brochures.

2.2 lb. Trial-size Cat Food 4-Pack - \$26.52

Contains four 2.2 lb. bags of Life's Abundance Premium Health Food for Kittens & Adult Cats and four "The Path to a Better Life" color brochures.

Go on Autoship

If your goal is to distribute 8 trial-size bags a month, set up a monthly Autoship for two 4-Packs in any combination. Of course, you can set up an Autoship for only one 4-Pack a month.

Single Bags

You can ship single 3.3 lb. bags of dog food and 2.2 lb. bags of cat food to prospects. However, there is a limit of two per order.

3.3 lb. Trial-size Dog Food Single - \$8.51

Contains one 3.3 lb. bag of Life's Abundance Premium Health Food for Puppies & Adult Dogs and one "The Path to a Better Life" color brochure.

2.2 lb. Trial-size Cat Food Single - \$6.64

Contains one 2.2 lb. bag of Life's Abundance Premium Health Food for Kittens & Adult Cats and one "The Path to a Better Life" color brochure.

The Truth About Pet Foods 10-Pack DVD's

Buy one-to-four 10-Packs for \$19.95 per 10-Pack = \$2.00 per DVD.

Buy five-to-nine 10-Packs for \$16.95 per 10-Pack = \$1.70 per DVD.

Buy ten or more 10-Packs for \$13.95 per 10-Pack = \$1.40 per DVD.