



## **Steps-to-Success**

Our product line is unique in that there is a lot of research on colostrum, over 80,000 articles. We are taking them from pubmed.gov and peer reviewed journals and placing them at <http://www.colostrumscience.org>. Remember, we are not doctors, nor do we practice medicine, we simply point people to where they can get information and they make the decision. Let them decide whether or not the products can be of benefit.

**This is a relationship business, so do not try to be a salesman. We are simply helping others achieve their goals!**

Share your personal testimonial with the products and share your vision of why you joined and how you want to help people via your business.

People join people, so you must have a solid testimonial and a solid "Why". Your "Why" is your goal and your sole reason for choosing Anovite as your home business. Remember to write it down because until it is written down, it is only a dream and not a goal.

It is important to write out a list of people to contact and do not leave anyone out, again, you don't know if they or someone they know might be significantly helped by our products. We are including a memory jogger tool for you, to help you build your list.

**LOOK BELOW**



# Memory Jogger

Use the Memory Jogger to remind you of everyone you know. Every time a name comes to mind, use the Contact List on the following pages to write it down. Be sure to write down every name that comes to mind. It doesn't matter whether or not you think they'll be interested ... everyone you know is a potential customer but more importantly they are also a potential referral source!

Family Members			
Father & Mother	In-Laws	Grandparents	Children
Brothers & Sisters	Aunts & Uncles	Nieces & Nephews	Cousins
People You See Often			
Friends	Neighbors	People at Work	Church Members
Children's Parents	Civic Groups	School Groups	Hobby Clubs
Lists & People from the Past			
Christmas Card List	Address Book	Church Directory	School Directory
Schoolmates	Home Town Friends	Former Co-Workers	Parents' Friends
People in Other States			
Alabama	Alaska	Arizona	Arkansas
California	Colorado	Connecticut	Delaware
Florida	Georgia	Hawaii	Idaho
Illinois	Indiana	Iowa	Kansas
Kentucky	Louisiana	Maine	Maryland
Massachusetts	Michigan	Minnesota	Mississippi
Missouri	Montana	Nebraska	Nevada
New Hampshire	New Jersey	New Mexico	New York
North Carolina	North Dakota	Ohio	Oklahoma
Oregon	Pennsylvania	Rhode Island	South Carolina
South Dakota	Tennessee	Texas	Utah
Vermont	Virginia	Washington	West Virginia
Wisconsin	Wyoming		
People Associated with Careers, Activities and Products			
Accounting	Acting	Advertising	Aerobics
Air Force	Airline	Alarm Systems	Antiques
Apartment	Architect	Army	Art
Asphalt	Athletics	Auctioneer	Automobile
Baby Sitting	Banking	Barber	Baseball
Basketball	Beauty Salon	Bible School	Bicycles
Blinds	Boats	Bonds/Stocks	Books
Bookkeeping	Boys Club	Broadcasting	Broker
Builder	Business Owner	Cable TC	Cameras
Camping	Crafts	Credit Union	Day Car
Delivery	Dentist	Dermatologist	Designer
Detective	Dietician	Direct Mail	Disc Jockey
Doctor	Driving Range	Dry Cleaner	Dry Wall
Education	Electrician	Engineering	Entertainment
Eye Care	Fax Equipment	Farming	Film Industry

## Memory Jogger (Continued)

People Associated with Careers, Activities and Products			
Fireman	Fisherman	Florist	Food Service
Furniture	Gardens	Gift Shops	Girls Clubs
Golf	Government	Graphic Artist	Grocery Store
Gymnastics	Hair Care	Handicapped	Handyman
Hardware	Health Club	Health Insurance	Hearing Aid
Helicopter	Hiking	Horses	Hospital
Hotel	Hunting	Ice Cream	Ice Skating
Income Tax	Insurance	Investments	Janitor
Jewelry	Judo	Karate	Kindergarten
Laundries	Lawn Care	Leather	Leasing
Library	Lighting	Livestock	Loans
Luggage	Lumber	Mail	Management
Manufacturing	Mathematics	Mechanic	Mental Health
Mobile Home	Mortgages	Motel	Movies
Museum	Music	Mutual Funds	Nail Salon
Navy	Newspapers	Nurse	Nutrition
Office Products	Office Manager	Oil Change	Optometrist
Orthodontist	Pager	Painting	Parking
Parties	Pediatrician	Pedicure	Pension
Perfume	Personnel	Pest Control	Pets
Pharmacy	Phone	Photography	Physician
Piano	Pizza	Plastics	Plumber
Podiatrist	Police	Pollution	Pool
Preschool	Printing	Property Manager	Psychiatrist
Psychologist	Publisher	Racing	Radio
Railroad	Real Estate	Rehabilitation	Religion
Rental Agency	Reporter	Resort	Restaurant
Rollerblading	Roofing	Safety	Sales
Sandblasting	Satellite Dish	School	Screen Printing
Scuba Diving	Secretary	Security	Self Defense
Sewing	Shoe Repair	Shooting	Signs
Singer	Skating	Skiing	Skin Care
Soccer	Social Services	Softball	Software
Spa	Sporting Goods	Steam Cleaning	Stereo
Stocks / Bonds	Surgeon	Surveyor	T-Shirt
Tailor	Tanning Salon	Taxes	Teacher
Telecommunications	Telemarketing	Television	Tennis
Theater	Therapist	Tires	Title Company
Tools	Vending	Veterinarian	Veteran
Video	Volunteer	Wallpaper	Waste
Watches	Water Skiing	Wedding	Wine
Woodworking	Writing	Zoo	



## What Now?

So now that you have a list of names, it is time to contact these people. Nothing says you are more serious than a phone call but that can be very time consuming and some people are just impossible to get on the phone.

We encourage you to reach out to your contacts by any means possible; social media such as facebook/linkedin or via email, skype, text messaging, post cards, written letter etc. No matter how you reach out, it is important that you do not pressure them or seem desperate to get their business.

The “gurus” will tell you this acronym ABS: Always Be Showing! Remember this is a people business and your goal is helping people solve a problem, this will take you much further! Invite people to try your product and don’t make it a sales pitch. Make it about helping them to deal with whatever issue they may be dealing with. An article goes a long way to show that you are just trying to help.

Below is an example of a written letter you can send and feel free to modify it to suit your situation. Most of us ignore emails but everyone reads the mail they receive via the post office and this is a great way to reach out to your warm market contacts.

## Grand Opening Letter

The grand opening letter is designed to be sent to your warm market (the people you already know and have a relationship with) as a way to get product sales and/or referrals.

The quickest way to lose your friends and annoy your family members is to approach them with your opportunity. Not only does it rarely work, but then you also miss out on potential product sales and profits.

### Instructions On How To Complete Your Letter:

1. Text in **orange** are instructions and directions.
2. Text in **red** requires your editing. IE. Date, your phone number, etc...
3. You’ll need to edit the text in order to reflect whether it’s just you, or you and your spouse writing the letter.

Example: I’m vs We’re

[DATE]

Hi [NAME],

As you may or may not know, **I've (my wife and I have)** decided to start **my/our** own business from home.

As you can imagine **I'm/we're** very excited and thought you or someone you know might be interested in some of the great health benefits that our products offer.

Have you asked yourself or looked for information on:

- Irritable Bowel/Leaky Gut Syndrome
- Allergies/Asthma
- Inflammation/Fibromyalgia
- Lupus
- MS
- Crohn's
- Diabetes
- Heart Disease
- Obesity/Difficult Weight Loss

If you answered yes then I think you'll really be excited by all the fantastic benefits that this first food, Colostrum, may provide you.

We work diligently for you, with over 80,000 articles written about colostrum, you can find many on: [www.colostrumscience.org](http://www.colostrumscience.org), where you will find dozens of 3<sup>rd</sup> party editorials written about certified colostrum or its components. Our company owner; Dr. Kleinsmith, is the world's leading authority on colostrum and has dedicated 24 + years to product research & development.

I guarantee you will not find another home business opportunity whose product line has had as much national exposure as we have. We are regularly featured in **Healthy Living** magazine. In fact, we've won the coveted People's Choice Award - not once, but TWICE! People VOTE for products that work! Our **COLOSTRUM6** has been tested and certified by Dr. Don Lein, Professor Emeritus Cornell University, making ours the only 3rd Party Validated source of natural, shelf-stable, 100% bio-available, true Colostrum.

As you can see, the benefits are very exciting and I've personally experienced them on a first hand basis. Here's my story:

***[Write your personal testimony following the simple method I give you in the instructions]***

And because I'm kick-starting my business, I'm also going to throw in a free sample pack so you can try our amazing products.

All I ask is that you answer a few short questions for me when we speak so I can get your sample to you ASAP.

And of course when you do make a purchase there's an iron-clad money back guarantee in the rare case you aren't satisfied.

Just give me a quick call at [**YOUR PHONE NUMBER**] and I'll be happy to get everything to you right away.

You will love the products and when you see how they can help you, you will want to share them with others. I supplement my income from home by sharing our award winning products and I can show you just how easy it is.

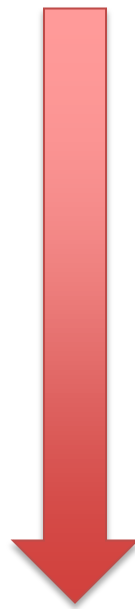
Looking forward to hearing from you.

Talk soon,

***(your name & contact info)***

P.S. This Grand Opening special offer is for a limited time only – so give me a call right now!

**LOOK BELOW**



## **How To Write Exciting Benefits For Your Product:**

There is an old sales axiom about features and benefits that goes: "*Features tell and benefits sell.*"

### **Features:**

There are features for everything – products, services, and even your opportunity and company.

Features are details and facts. For example, a feature of your product is that it comes in three different colors. Or that your opportunity is the "#1 home business in the world".

### **Benefits:**

Just like features, there are benefits to everything and it's the benefits that you want to keep your focus on and share with your prospects.

Usually the benefit will raise or tap into an emotional hot button and get your prospect interested and excited about your product, service or business.

For example:

- This product will help you to achieve your goal of losing weight and will promote you wanting to change in order to feel FANTASTIC!

When explained properly, benefits actually excite your prospect and make them want to buy or get started with you.

### ***Another way to think of it is like this...***

Features describe your product and benefits describe how your prospects life will be different after they use the product or join you in business.

## **How to Write a Great Personal Product Testimonial:**

We've developed a very simple and easy 3 step process that makes writing your personal product success story a cinch!

Here's how it works:

The acronym we've created is "C.A.R." which stands for Challenge, Action, Result.

**Challenge:** What problems do/did you have?

**Action:** What did you do to alleviate or solve your problem?

**Result:** What are your results with using your product?

A testimony that follows this format is a lot more convincing and a lot more real to prospects than short, general and vague testimonials you see all the time. Here's an example of a useless testimonial:



E.g. "I love the product" "tastes great" etc...

## **How To Use Testimonials to Reduce Sales and Recruiting Resistance:**

The great thing about the 'CAR' method is that you can easily use it with your current (and future) customers and downline team. When requesting testimonials from your customers simply make a form for them to fill out that easily leads to a great testimonial.

### **FAQ:**

**Q.** How many testimonials are enough?

**A.** You can never have enough testimonials however the minimum number is dependent on what marketing medium you are using.

If you're doing a person to person presentation, you don't want to spend 5 hours on testimonials. But if you are using print (ex. Sales letters, advertising, etc...), then you want to use as many testimonials as you can – space permitting of course.

Remember, it is vitally important when talking to prospects that you give your personal testimony. People want to know that you actually use the products that you sell and what kind of results you've gotten.

Part of the responsibilities of being a team leader is to always be soliciting new testimonials and referrals from your customers and team.

Keep them fresh and keep them coming because you MUST be consistently reselling the great benefits of the products/service/business back into your team and customers.

You want your customers and distributors reading new testimonies all the time because that keeps it new and validates that yes these products are great and they see that all kinds of people are discovering the benefits of the product.

### **Remember: People have bad days.**

Perhaps your distributor or customer is on the verge of quitting and he reads a new testimonial from a fellow distributor or customer that they can relate to; and because he sees how much the product has helped him, he decides to stay and continue building his business.

Stick with the CAR formula – Challenge (*their problem*), Action (*what action did they take to solve their problem*), Results (*what results did they get*) – and you will have fantastic testimonials for your product and business that really speak to your prospects.

### **Product Guarantee:**

For all Customers we have a 90 day money-back guarantee!

## **Building Your Business With Your Websites**

- All Associate Members will have a company replicated website to use to share our products with friends.
- All Associate Builders will also have a company replicated website that may be used to promote their business.
- All Associate Builders who purchase a Fast Start Pack will also have access to our Lead Capture Page system with sample pack giveaways for the following length of time:
  - Wellness Pack: Lead Generation System is free for 1 month.\*\*
  - Inch Loss Pack: Lead Generation System is free for 2 months.\*\*
  - Total Health Pack: Lead Generation System is free for 3 months.\*\*

\*\*After the free period is over all Associate Builders will be able to continue using the Lead Generation System for free as long as they maintain a monthly autoship of at least 50BV.

Remember to follow up with the leads you bring in via your lead generation system. Your ultimate goal for your follow up procedure is to start a dialog with the prospect and introduce our products and then business opportunity and have them agree to try our product line. Once this occurs you will then be able to send out a Prospect Sample Pack to that person.

## **Qualifying Your Prospect**

The following is a set of questions you will use to help qualify your prospects who ask for a free sample pack. This process should be used to distinguish between those prospects who may be potential Associate Members (Customers) or Associate Builders.

Your goal as an Associate Builder is to attract more Associate Builders and these are the first people you want to send your sample packs out to. Customers are also vital to any business and we do not want to discourage someone from joining us as an Associate Member. For these people you can direct them to your signup link and they can purchase a Starter Pack for just \$21.95 which comes with product samples, product info and a whopping 26-38% discount on our product line. Please note that you can send a sample pack to a potential Associate Member as well. These are just guidelines to help you send your sample packs to the most qualified people.

## **Sample Introduction**

Once you have your prospect on the phone: Thank you for your request for a sample pack of Anovite products. We feel our Colostrum6 or LimuZ6 products to be of the highest quality and strive to get our sample products to potential customers and business builders who will use the product and give us an honest and accurate synopsis of their experience.

#1.) Was it our product line or business opportunity that peaked your interest about our company? **Try to make a distinction between potential customer and business builder as this may change the direction you take with them. Don't be scared to immediately disqualify someone who you feel is just a tire kicker looking for some free stuff. You are under no obligation to send a sample pack to those who won't communicate with you.**

### **If Product:**

#2. **A)** What specific areas of your health are you most concerned with improving? I would like to send you to some information about our products and the benefits of using them. Please visit here: <http://www.colostrumscience.org>

**B)** Based on what you have told me I feel our product line would really help with your medical condition and I will mention to you that you can access our products today for a low cost of \$21.95 and not only will you receive a sample pack but you will be eligible for a 26-38% discount off our products for the next full year. **(Give them your Anovite signup link)**

**C.)** You may opt to send them a free sample pack if you are very confident they will be a regular customer. **(Get their info and verify it)**

#3.) Please indicate your preference for your sample pack.  
Checkmark box: Colostrum or LimuZ

### **If Interested In Business Opportunity:**

#1) What peaked your interest about our business opportunity? **Take notes**

#2) In general what is your reason for looking for a home business and how serious are you about getting started in the near future?

#3) I would like to send you to some information about our products and the benefits of using them and would ask that you check out the video gallery as well. Please visit here: <http://www.colostrumscience.org> for written information or go to: <http://www.vimeo.com/anovite> for videos that may help answer your questions.

#4) If after reviewing our information you feel this is the right opportunity for you, how soon would you be able to get started?

#5) I would like to send you a sample pack of our products with some information so I will need your correct information and mailing address. **(Verify This Info)**

#6) I would also ask that you send me a quick email at (give your email address) when your free sample pack arrives and you begin taking the product. I would like to set up a time for us to speak in approximately 2 weeks after you have finished the products in the sample pack so we can discuss your experience and how we can move forward.

#7) Please indicate your preference for your sample pack: Colostrum6 or LimuZ6

## **Follow Up Questions For Your Prospect**

Once you have sent a sample pack to your prospect it is important to set up a date and time for follow up. Your follow up is vital to your success. Be prepared to answer any questions your prospect may have about your products. Remember to reference the information website: <http://www.colostrumscience.org>.

Here are some things you will want to include in your discussion with your prospect.

- 1.) Have your prospect tell you about their experience taking the products in our sample pack. Was it a positive experience?
- 2.) If it was a positive experience your next action is very simple. Ask your prospect how you can help them to get started with our company and which Fast Start Pack they would be interested in.
- 3.) Offer your support as their potential sponsor in this business. You have given them product info so they know it is backed by science and over 20 years of sales. You have given them a sample pack to try for themselves so they now personally know the products work. By offering your support and guidance you are alleviating their fear of having to build this business without help.

Why is the follow up important? The follow up helps you to eliminate the 3 types of skepticism your prospect will have:

1. Skepticism in the product. You are providing access to Peer reviewed or Government website information written on true colostrum.
2. Skepticism in you. You are offering your support throughout this entire process which gives you credibility as a sponsor.
3. Skepticism in themselves. You begin to alleviate this skepticism by showing your prospect this step by step system which in essence is your way of training them before they even sign up. They see you take them through the process and now have a template for success.