



BUSINESS PLAN



1. Determine the speed at which you want to build your business; FAST, MEDIUM, or SLOW.

You are in control of you, your mind and your business. Having said that, never forget **"The speed of the leader determines the rate of the pack."** What you do your business partners will do! You control the throttle of your vehicle called AdvoCare.

2. Place your Advisor order based on your speed determined in #1. Strongly suggest using the following orders to maximize distribution of product resulting in higher productivity regarding your time & money

SPEED: FAST		12 Persons Starting STEP 1 & 2			
ADVOCare® SPARK™ Energy Drink	20	\$19.95	399.00		
Herbal Cleanse - Peaches 'n Cream	12	\$29.95	359.40		
Meal Replacement Shake	12	\$29.95	359.40		
CATALYST™ (bottle)	15	\$29.95	449.25		
MNS® Max Appetite Control Kit	10	\$89.85	898.50		
MNS® Max Energy Control Kit	2	\$89.85	179.70		
ThermoPlus	12	\$29.95	359.40		
Discountable Retail Cost			3004.65		
Discount 30% (PROFIT MARGIN)			901.40		
Out of Pocket Expense to Member			2103.25		
Business Volume			1501.91		
Override			105.13		

Advisor Level achieved in one (1) AdvoCare pay period.

LIFETIME 40% Profit Margin

SPEED: MEDIUM		6 Persons Starting STEP 1 & 2			
ADVOCare® SPARK™ Energy Drink	10	\$19.95	199.50		
Herbal Cleanse - Peaches 'n Cream	6	\$29.95	179.70		
Meal Replacement Shake	6	\$29.95	179.70		
CATALYST™ (bottle)	8	\$29.95	239.60		
MNS® Max Appetite Control Kit	4	\$89.85	359.40		
MNS® Max Energy Kit	2	\$89.85	179.70		
ThermoPlus	6	\$29.95	179.70		
Discountable Retail			1517.30		
Discount 30%			455.19		
Running Total			1062.11		
Business Volume			758.44		
Override			53.09		

Advisor Level achieved in two (2) AdvoCare pay periods.

LIFETIME 40% Profit Margin

SPEED: SLOW		4 Persons Starting STEP 1 & 2			
ADVOCare® SPARK™ Energy Drink	7	\$19.95	139.65		
Herbal Cleanse - Peaches 'n Cream	4	\$29.95	119.80		
Meal Replacement Shake	4	\$29.95	119.80		
CATALYST™ (bottle)	5	\$29.95	149.75		
MNS® Max Appetite Control Kit	3	\$89.85	269.55		
MNS® Max Energy Control Kit	1	\$89.85	89.85		
ThermoPlus	4	\$29.95	119.80		
Discountable Retail			1008.20		
Discount 25%			252.05		
Running Total			756.15		
Business Volume			503.96		
Override			35.28		

Advisor Level achieved in three (3) AdvoCare pay periods.

LIFETIME 40% Profit Margin

GOAL

Your speed will determine how fast you can expect results. We will work together to provide rapid dissemination of your product into your friends, family, co-workers and persons you are relatively familiar, create a rapid return on investment (ROI), and lead to future business partners. Your familiar contacts are commonly referred to as your Warm Market List (WML). To obtain full explanation of WML please refer to:

www.virtualsponsor.net → **New Member Files** → **Developing Your Warm Market List**

Your AdvoCare business will grow just like a garden will grow. The more plants you plant in a garden, the bigger your garden. The same holds true for your AdvoCare business. The more persons you start on a Power Pak or Step 1-2-3, the faster your business will grow. You will determine the size of your business based on your activity. For a graphical representation of this information, please refer to:

www.virtualsponsor.net → **Graphs, Charts & Extras** → **Retail Business Flow - Graphically Represented**

We are building a business base of **30 RETAIL CUSTOMERS, NOT 30 BUSINESS PARTNERS!** Your Business Partners will develop over time as a result of great product results and/or great love of the product. This is why we "plant seeds" five days a week because some seeds will be eaten by "the birds". See the DAILY METHOD OF OPERATION below.

• RESPONSIBILITIES

1. Remain teachable at all times especially for the first one to two years. Remember, our goal is multiplication, not addition. We can't multiply until we can add! We can't add until we are taught. We want to help you do things right so you duplicate things right. Your future business partners will heavily depend on you to teach them smart business practices. **BE TEACHABLE FOR YOU AND YOUR FUTURE!!! Remember, you are in business for yourself, but never by yourself!** The more teachable you are, the higher your income and more stable your business!
2. Schedule several AdvoCare Information Meetings (AIM), 3-way telephone calls, and/or appointments to introduce your products to your Warm Market List contacts. Keep in mind, you will not incur heavy advertising expenses like TV commercials, radio advertisements, billboards, etc.; however, you must be responsible for sharing your AdvoCare products and business opportunity.
3. Be aware of team schedule of events to maximize your learning potential and client results. There are several opportunities available like Success School, Leadership Member Events, Corporate Events, etc.
4. Work with your Advisor to build your POWER PACKS IMMEDIATELY!!!

www.virtualsponsor.net → **"POWER PAK" Files** → **Implementation Instructions**

5. Attend next available Saturday Training. Remember, there are no successful athletes without designed training! We are no different!
6. Treating AdvoCare like a business will pay you like a business. Treating AdvoCare like a hobby will pay you like a hobby.

• DAILY METHOD OF OPERATION

START HERE



POWER PAK



**FOLLOW-UP
TO
STEP 1**

REMINDER: Enter follow-up information into your H.E.A.R.T.S.

**FOLLOW-UP
TO
POWER-PAK**

REMINDER: Enter your new client into your H.E.A.R.T.S.

STEP 1



New Advisor Check List

1. Place your AdvoCare Advisor Order. Your mentor/sponsor will be happy to provide you a sample Advisor order as a starting point. The sample order will be comprised of the top-selling AdvoCare products to be sold quickly to regain your investment and introduce your contacts to the AdvoCare product line.
2. Purchase suggested Sales Aids to professionalize and promote your new business. Remember, yesterday you were not in business and today you are! YOU MUST PROMOTE YOUR BUSINESS OR YOU HAVE NO BUSINESS!!!
 - STEP 1-2-3 Weight Management Program** Brochures
 - SPARK Brochures
 - Impact Magazines (2 packages)
 - Product Catalogs (2 packages)
 - H.E.A.R.T.S. Follow-Up System - Visit www.advohearts.com for details.
 - AdvoCare Bags
 - Vehicle Logo
 - Business Cards (Suggested Vendor: B & G Signs, Arlington, TX (817) 483-5054)
3. Familiarize yourself with your AdvoCare information:
 - Your AdvoCare Distributor Number: _____
 - Your AdvoCare Virtual Office UserName: _____
 - Your AdvoCare Virtual Office Password: _____
 - Your AdvoCare Virtual Office Address: www.advocare.com/_____
4. Familiarize yourself with your mentor/sponsor information. You are building a new business and will require experience to get you productive quickly! You are in business for yourself, but not by yourself!



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www.whyw8.com

"In network marketing, the new currency is trust, authenticity, and a good story!"

5. Visit your AdvoCare Virtual Office and personalize your website including your name, email address, picture, and story.
HINT: Spending 10-15 minutes with your mentor/sponsor learning to navigate on your AdvoCare virtual office website will save you 10-15 days learning on your own!
6. Establish a separate AdvoCare bank account. Doing this will help keep your business income and expenses separate from your personal account.

7. Begin to familiarize yourself with two websites that will be vital for helping increase your business learning curve! Basically, these websites allow you to leverage the experience gained from AdvoCare leaders. The websites are a compilation of years of experience. Someday, you will be contributing your lessons learned to this website!

Business Owner Tools Website → www.virtualsponsor.net
Business Promotion Website → www.whyw8.net

8. Label **all** product and sales aids!!! Nothing should leave your possession without your contact information. Some suggestions of label formats may be found at the following location:

Label Size = 1 X 2 5/8" → www.virtualsponsor.net/user/Labels5160-WebsiteTemplate.doc
Label Size = 2 X 4" → www.virtualsponsor.net/user/Labels5263-BusinessCardStickers.doc

9. Assemble an AdvoCare portfolio consisting of before & after pictures, endorser lists, and any other literature that helps you tell the benefit(s) of using AdvoCare products. A great starting place to capture stories and testimonies of persons that have gone before you, is to use the www.virtualsponsor.net website:

Before & After Photos → www.virtualsponsor.net/Page.html
SPARK - Texas Tech University Study → www.virtualsponsor.net/user/SPARK_TexasTech.rtf

10. Print 10-20 copies of the following documents:

STEP 1 Consumption Instructions Sheet → www.virtualsponsor.net/user/Step1-DailyConsumptionGuide.doc
STEP 2 Consumption Instructions Sheet → www.virtualsponsor.net/user/Step2-DailyConsumptionGuide.doc
STEP 3 Consumption Instructions Sheet → www.virtualsponsor.net/user/Step3-DailyConsumptionGuide.doc

Most likely, your Advisor order was organized to sell rapidly using the **STEP 1-2-3 Weight Management Program**. For this reason, you will need to provide and explain these sheets to your purchasing customers.

11. Each Pay Period, you will need to complete a Retail Sales Compliance Form that tells AdvoCare you have made 5 retail sales. This adds new customers to your business and ensures that you qualify to earn your Override and Leadership Bonuses. Remember, "The LifeBlood of Your New Business is Recruiting New Customers/Business Owners".