



ONBOARDING & LAUNCH
GUIDEBOOK

Get started in your first 24 hours with
vision, clarity and focus.

THE WELLNESS CLUB



Facebook Communities



THE WELLNESS CLUB: This group is for anyone curious about the products AND those already using them! THIS CAN HELP YOU ENROLL PEOPLE! Talk to friends, family, and prospects and offer to add them so they can see just how POWERFUL these products really are!



TWC BRAND PARTNERS CELEBRATE! This is our team group—your go-to place for celebration of your team members!



TEAM ZINZINO OFFICIAL: This group is for Zinzino business builders to stay connected with all corporate announcements/updates, and info direct from the corporate office in Norway.



Download & Join Telegram App



Confirm Your Welcome Gift Order



TWC text or WhatsApp contact



Download & Join Boards App

Boards



☐ ☐ Set Up Your Own Board for Personal Links

- UPK
- Advanced PK
- Basic PK
- Basic Oil + Test
- Oil/Test + Zinobiotic
- BOX
- BOX + Collagen
- BOX + ZinoGene
- Collagen

Back Office Setup

All info must match your legal/tax records.

☐ ☐ Step 1: First-Time Login

- Go to your Welcome Email from Zinzino.
- Use the Partner ID and temporary Password (both found in welcome email)
- **WAIT UNTIL ALL STEPS ARE COMPLETE TO set a new password**
- Bookmark your back office for future logins



The Whole Business is Enrolling People

Your Zinzino Partner ID and General Shopping Link 

- Your unique share link is [zinzino.com/\(your partner #\)](https://zinzino.com/(your partner #))
write that below

[] My Zinzino Link: _____

First Enrollments:

- [] Become a Customer of Yourself
- [] Enroll your Spouse for the TOP of your Biggest Leg.
- [] Find your Running Buddy

What is the Z4F for Partners?



- Your monthly partner account order
 - \$79 + test every 4 months
 - FREE once you hit QTeam (4 customer points)
 - Required to get UPK refunded
- [] • Confirm your Z4F order is set up!

What is Zinzino for Free?

- Customers can get their Balance Oil free
 - Customers can sign up customers!
 - 4 products on subscription, their product of equal value is free!
- [] • Note the Customer Next Steps Page so Customers can Share Immediately



Launch Your Business!

Professionals Launch, Amateurs Start

[] PLAN A BUSINESS LAUNCH LOCAL EVENT!

- **Talk** to a few friends who may want to launch a business simultaneously with you!
- The more **early buy in** from others, the more powerful the launch!
- **Watch the training video** in FB (TWC BP group) for more on a successful launch party!
- Food, Fun, Friends! 🥰



[] ZOOM CALL LAUNCH PARTY

- Invite people to take a look at the business.
- Host a launch call explaining your vision.
- Send them to team calls if they need more info (or you can send them ahead of time).
- Enroll new partners!



ANNOUNCE YOUR BUSINESS ON SOCIAL MEDIA!



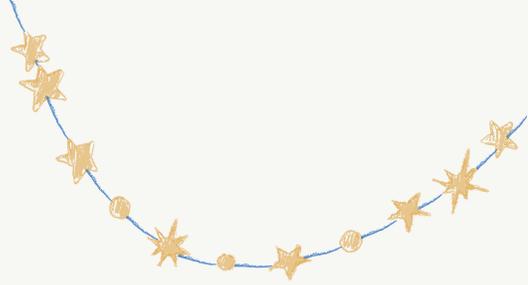
- In the Facebook Group there is a 7-10 Day PRELAUNCH social media strategy.
- This will engage your friends and followers for the week leading up to your launch.
- This makes sure your launch is effective!
- Start this TODAY!



FIRST ORDER UNBOXING

- The day your order arrives, announce on social media that you will be unboxing your order that helps you with XYZ. ***Please keep it compliant!** (Tip: this may be a pic of your box on your front porch). Post ideas are in FB + Boards.
- Go live at the time you announced.
- Talk about what you ordered, why you ordered it, what you will use it for, and why you love it.
- Ask them to DM you to get a link for any of the products.
- At **MINIMUM**, they need a **BalanceOil & Test**. Try not to let someone order **WITHOUT** these products in their first order.





**[] Stay Connected!!! Connect The Wellness Club
Calendar to your Phone:**

- **Monday:**
 - 12pm CST: TWC Brand Partner Coaching Call
 - 8pm CST: Power Hour Call
- **Tuesday:**
 - 1pm CST: TWC Wellness Call (Products & Health)
- **Thursday:**
 - 3pm CST: CST: Power Hour Call
- **Tuesday - Friday:**
 - 12pm CST: Sales / Opportunity Call

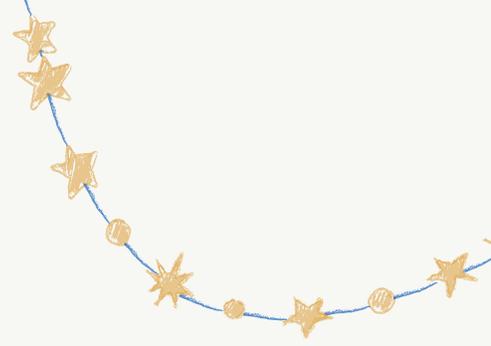
Use this link to view and save our weekly call schedule from any calendar application, like Apple or Google Calendar!

Simply go into your calendar settings and find where to "Add Calendar" (In apple, this is called a "Subscription Calendar"; In Google it reads "From URL") and paste this URL:

<https://calendar.google.com/calendar/ical/ad058e2e26ed27588483ecca606a68c526bec96375200de952b52ab0f2d6220a%40group.calendar.google.com/public/basic.ics>

Use this link to simply access this calendar from any web browser:

<https://calendar.google.com/calendar/embed?src=ad058e2e26ed27588483ecca606a68c526bec96375200de952b52ab0f2d6220a%40group.calendar.google.com&ctz=America%2FChicago>



How to Sign Up a Brand Partner:

1. Send them your link with the Partner Kit they want to purchase.
2. **AFTER CHECKOUT: Send them the LAUNCH PAGE link.**
(thewellnessclub.live/launch)
3. Follow up to be sure they completed ALL steps
4. Confirm they came to the Launch Call

☐ ☐ Sign up your first partner

How to Sign Up a Customer:

1. Send them your link with a pre-filled cart.
2. **Send them the NEXT STEPS link.**
(thewellnessclub.live/customer)
3. Follow up to be sure they joined The Wellness Club on Facebook

☐ ☐ Sign up your first Customer



Work Flow Reminders to Do Everday or ASAP:

1. **Ask Questions** in your **Launch Group** on Telegram
2. **Post** your stories in TWC as often as possible.
3. **Celebrate** EVERYTHING possible for your partners in the FB Celebrate Group
4. **Check** Boards Messages each time you sit down to work.
5. **Schedule** your work time week by week. (Time Block!)
6. **Plan Your Launch** Party + Posts !!
7. **Complete** All Items in this Guidebook ASAP!

Next Steps:

1. Schedule Your Launch Call
2. Watch the “After Onboarding/B4 Launch Call” videos in the folder on Boards.



Let's Go.

Set Income Goals

Let's go over your income goals, what you're hoping to get out of this business, and a few short-term goals to give you direction and focus immediately.

Circle your Pace. Do you want to:

Walk to your goals Jog to your goals Run to your goals 

6 Month Income Goal:

<input type="checkbox"/> \$200-\$500	<input type="checkbox"/> \$500-\$1000	<input type="checkbox"/> \$1000-\$3000
<input type="checkbox"/> \$3000-\$5000	<input type="checkbox"/> \$5000-\$10,000	<input type="checkbox"/> \$10,000++++

What are your short term business goals? (for the next 5-6 months) *start a vacation fund, pay off debt, etc.

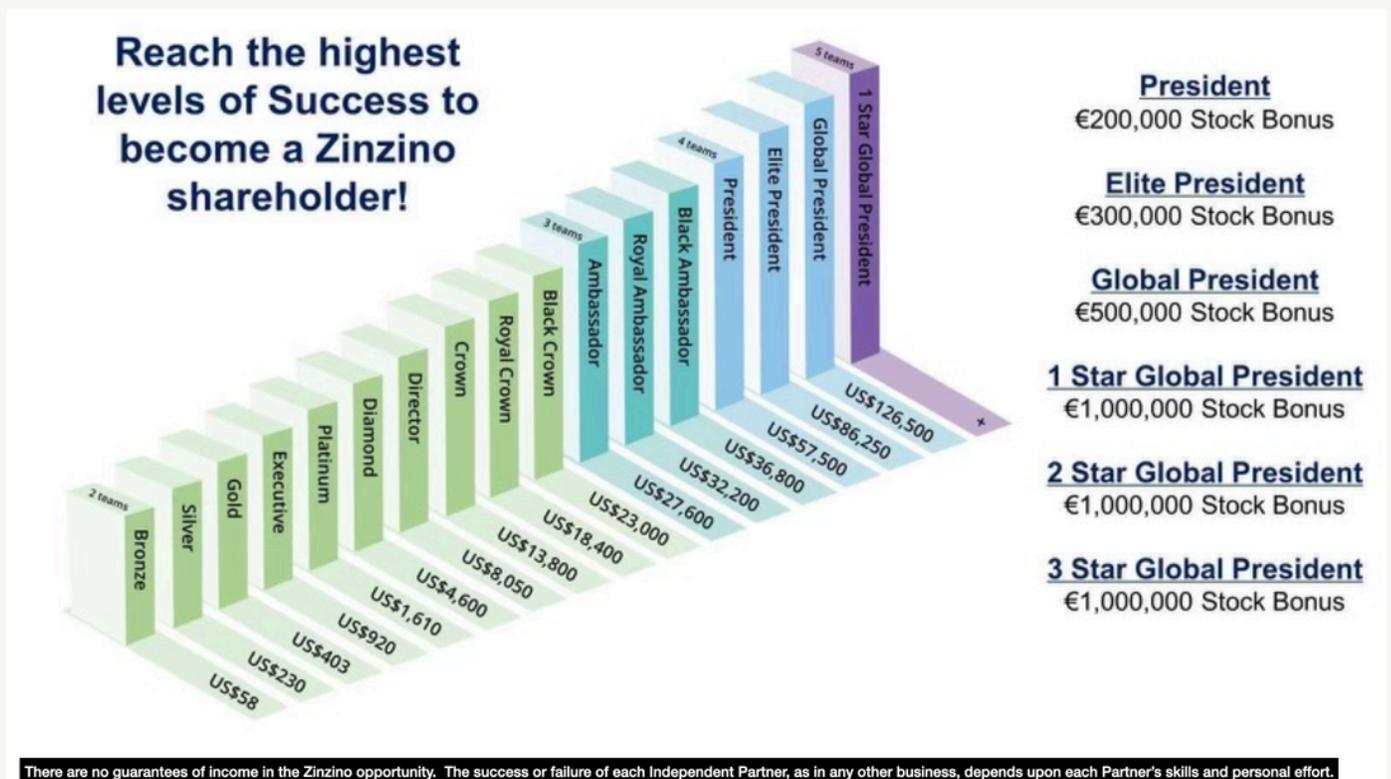
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Reverse Engineer Your Goals:

1. Identify which rank matches your monthly income goals.
2. Determine the breakdown of that rank by customers + partners.
3. Develop a plan of action.



Team Partner titles: Bronze to Black Crown

Partner title	MCV	PCV	Personal Customer Points (PCP)
Bronze	375	20	4
Silver	750	20	4
Gold	1,500	20	4
Executive	3,000	50	10
Platinum	6,000	50	10
Diamond	12,000	50	10
Director	24,000	125	25
Crown	48,000	125	25
Royal Crown	80,000	125	25
Black Crown	130,000	125	25

BREAK DOWN THE MONTHLY CREDIT VOLUME BY PEOPLE:

- For Example: Goal is \$3000 - \$5000 / month
- Rank Goal: Diamond
- People Needed:
 - Example: You need 2 Platinums (one in each leg because there's a 2:1 ratio required, called "balanced credits")
 - Example 2: You need 4 Executives (balanced credits in both legs)
 - Example 3: You need 8 Golds (balanced credits in both legs)
- Credits Acquired:
 - ECB qualified (see next page) = all new credits from partner kits + customers are doubled. (Not recurring orders)
 - ECBx qualified (they only do ECBx a few months/year) = all new credits are tripled.
 - Example:
 - You need 3000 credits in recurring orders from customers (see credits cheat sheet to learn about credits)
 - You need 9000 credits in new partner kits (UPK = 150, Advanced = 90, Basic = 60) ECB qualified AUTOMATICALLY doubles these. For example, that is 30 UPK's.

People Are Your Business

Write out the People You Want to Help within Your First 4 Months



Customer 1

Customer 2

Customer 3

Customer 4

Customer 5

Brand Partner 1

Brand Partner 2

Brand Partner 3

Brand Partner 4

Brand Partner 5

Brand Partner 6

REQUIREMENTS TO HIT FAST START BONUS:

- Become Active — enroll as a Brand Partner with a Partner Kit and a Z4F order.
- Customer Points — sell a total of 10 items on subscription (4 in month 1 with 20 total credits, 6 more by month 4)
 - HOW: Send your pre-filled cart link to your potential customer. Items must be ordered on auto order to count towards your FSB. These 10 items can come from one customer or multiple customers, including you becoming a customer of your site.
- 6 New Brand Partners — these can be your personally enrolled partners or their personally enrolled partners.

How to Get In Conversation with People: (Goal: 1-5 people/day)

1. Make regular posts on social media:
 - “Social Media Rotation for Algorithm” in FB
2. Message people. Reach Out. Use Boards to help you share details and info with potential customers and BP’s.
3. Talk to your local health practitioners. (Text examples in Boards).
4. ATM Daily:
 - Add: Invite prospects to The Wellness Club
 - Tag: Tag them on something relevant.
 - Message: DM to let them know you invited them
5. Build Local Community
 - Launch Party
 - Host a class
 - Host an event
 - Coffee dates
 - Leader Meetings
 - Vendor Events