

**THE WELLNESS CLUB**  
**ONBOARDING & LAUNCH**  
**GUIDEBOOK**

Version 6.0

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



## Connect with Us

### For Prospects:

Facebook:

- The Wellness Club Facebook Group

Calls:

- Replays of:
  - Intro to Z Products
  - Intro to Z Business
- The Wellness Club Topic Calls

### For Customers:

Everything for prospects, PLUS:

Gift:

- The Welcome Gift

Text:

- Customer Drip Campaign

### For Partners:

Everything for customers, PLUS:

Onboarding:

- Launch Page + Call
- Onboarding Video + Doc

Gift:

- Welcome Gift EXTRAS

Facebook:

- TWC Partner Group

Boards:

- Training & Resources

Telegram:

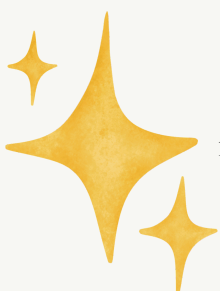
- Launch Group Coaching Chat for 60 Days
- TWC Partner Chat on Telegram
- Your enroller's chat

Text:

- Partner Drip Campaign

Coaching:

- Team Call Monday
- Power Hour Monday
- Coaching Calls M-F



This symbol represents a resource you'll find in Boards.

WELLNESS CLUB

# COMMUNITY WHAT'S WHAT

## **The Wellness Club Facebook Group:**

- All product questions or testimonies.



## **TWC Partner Facebook Group:**

- For coaching, inspiration and guidance in your Zinzino business.
- To CELEBRATE our people and their wins!!!
- To share updates, launches, events and info relevant to our team!

## **TWC Partner Telegram Chat:**

- Feedback or questions about TWC systems and continuous improvement.
- A live support chat that you can ask or answer questions at any time.
- Questions about the comp plan, growth strategies, asking for or sharing specific ideas about the Z business.
- Sharing your socials to follow and support each other.

## **Launch Group Chat:**

- Entry level questions.
- Questions about fundamentals like “what is where”.
- Community building with people starting the same time as you.



## **[ ] Set Up Your Own Board for Personal Links**

- UPK
- Advanced PK
- Basic PK (Xellis)
- Basic Oil + Test
- Premium Oil + Test
- Oil/Test + Zinobiotic
- BOX
- BOX + Collagen
- BOX + PhycoSci
- BOX + ZinoGene
- BOX + Collagen + PhycoSci
- 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



## [ ] **Step 2: Update User / Partner Information**

Back Office menu → User Information

- Full Legal Name (First / Middle / Last – must match bank & IRS records)
- Email (primary business email)
- Phone (with +1 country code)
- Full US Address (street, city, state, ZIP – no PO boxes for payouts)
- Profile photo (upload clear headshot)
- Preferred language: English
- Enable email notifications for commissions
- Check box “Share my business data with Upline partners”
- Save

## [ ] **Step 3: Set Up Payouts**

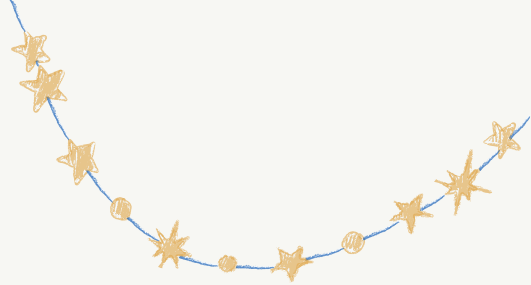
Back Office menu → Finances → WebAccount

- Create your personal Security Code (you set this – encrypted, keep secret; needed to access/withdraw funds)
- Date of Birth
- SSN or EIN (for tax reporting – required for US partners)
- Add Bank Account
- Bank Name
- Account Holder Name (must match your legal name above)
- Account Type (Checking preferred)
- Currency: USD (or your country currency)

## **USA Market Quick Tips**

- Stuck? Use Back Office Support chat (Mon-Fri), email [partnersupport@zinzino.com](mailto:partnersupport@zinzino.com), or search [Zinzino.play.com](https://Zinzino.play.com) videos (“WebAccount” or “Finances”).
- Track earnings in Reporting tab.

NOW YOU CAN UPDATE YOUR PASSWORD.



## **Get TWC Calendar on your Phone:**

### **[ ] Save our weekly call schedule from any calendar application, like Apple or Google Calendar:**

Steps:

- Go into your calendar settings
- Find where to "Add Calendar" (In apple, this is called a "Subscription Calendar"; In Google it reads "From URL")
- Paste this URL:

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

### **Access this calendar from a web browser:**

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

## Z4F for Partners:



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


## Zinzino for Free for Customers:

- Customers can get their Balance Oil or other products free
- Customers can sign up customers!
- 4 products sold on subscription that equal 4x the credits of their own item, their product is free!
- There is no limit on free items.
  - Example:
    - Customer has 4 items on subscription equaling 20 credits.
    - Customer signs up 5 friends with orders totaling 80 credits, the first Customer's entire order worth 20 credits is free!
- [ ] • Note the Z4F Customer Text, Video and Graphic in Boards so Customers can Share Immediately (More info on that on the upcoming "How to Enroll a Customer" page.)

# LAUNCH YOUR BUSINESS!

Professionals Launch, Amateurs Start

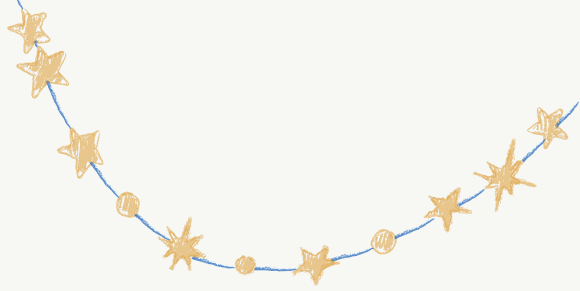
## ☐ ☐ **Plan a Business Launch Local Event**

- 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 Boards App 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!



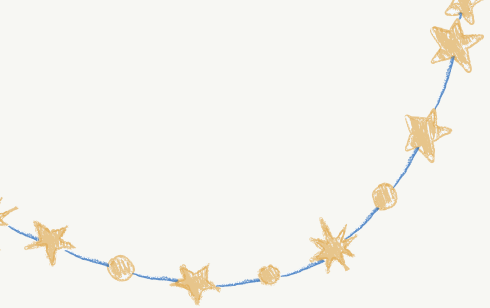
## [ ] **Announce your New Business on Social Media:**

- In Boards under “SM Strategy” folder (SM = Social Media) 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!
- Once you’ve “warmed up” your audience and you’re getting several comments + likes on each post, MAKE YOUR ANNOUNCEMENT!
- Announcement Idea Posts are in Boards under “SM Strategy” ✨

## [ ] **First Order Unboxing as a Launch:**

- The day your order arrives, announce on social media that you will be unboxing your order that “helps you with XYZ health goals.”
  - Tips:
    - Use a pic of your box on your front porch in your preliminary post.
    - Don’t use the name “Zinzino” in your posts to keep people intrigued.
- 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.
- Keep it to 5 mins or less!





## How to Sign Up Brand Partners:

1. Send them your link with the Partner Kit they want to purchase. (How to enroll a Partner Video is in “Start Here” Folder on Boards.) ✨
2. **AFTER CHECKOUT:** Send them the Welcome Text found in Boards in the “Texts for AFTER Enrollment” and then the Partner Folder. It’s called “Welcome Text” ✨
3. Follow up to be sure they completed ALL steps on the Launch Page.
4. Confirm they came to the Launch Call and joined a Launch Coaching Group

📌 Sign up your first partner!

## How to Sign Up a Customer:

1. Send them your link with a pre-filled cart. (How to enroll a Customer video is in the “Start Here” Folder on Boards.) ✨
2. **AFTER CHECKOUT:** Send them the Welcome Text found in Boards in the “Texts for AFTER Enrollment” and then the Customer Folder. It’s called “Welcome Text”
3. Follow up to be sure they joined The Wellness Club on Facebook.
4. Send them the “Once Order is Received” and the “Z4F for Customers” texts found in Boards in the “Texts for AFTER Enrollment” and then the Customer Folder. ✨

📌 Sign up your first Customer

## Your First Enrollments:

- [ ] Become a Customer of Yourself (with your share link). This is where you'll place your personal monthly product orders.
- [ ] Enroll your Spouse for the TOP of one of your two legs.
- [ ] Enroll a Running Buddy ASAP.

## Work Flow Reminders:

1. Post your personal testimonies and stories and daily Zinzino or health habits in TWC as often as possible.
2. Celebrate EVERYTHING possible for your partners in The Wellness Club PARTNER Group
3. Check Boards Messages each time you sit down to work.
4. Schedule your work time week by week. (Time Block!)
5. Plan Your Launch Party + Posts !!
6. Keep this Guidebook as a reference for your business tools.

## Next Steps:

- [ ] Schedule Your Launch Call
- [ ] Watch the "Start Here" videos in the folder on Boards. ✨



# LET'S GO.

(The Next Section is for your  
Launch Call)

# 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 - \$1k	<input type="checkbox"/> \$1k - \$3k
<input type="checkbox"/> \$3k - \$5k	<input type="checkbox"/> \$5k - \$10k	<input type="checkbox"/> \$10k++++

What is your WHY? (for the next 5-6 months) start a vacation fund, pay off debt, etc.

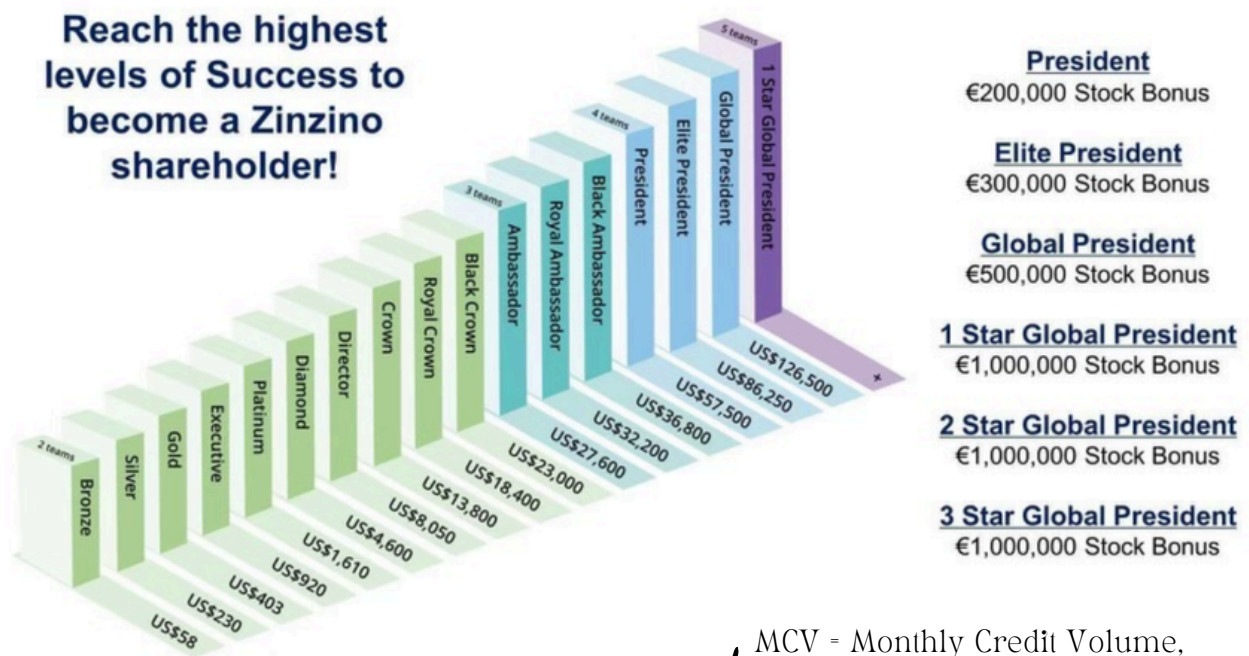
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# BREAK DOWN YOUR GOAL

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



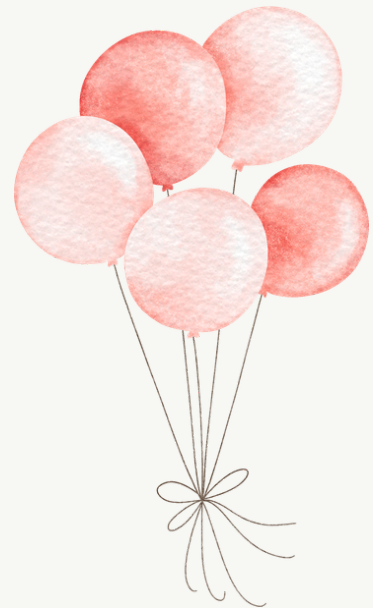
## Team Partner titles: Bronze to Black Crown

MCV = Monthly Credit Volume, or all volume from all orders together in your team.

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:

- For Example: Goal is \$3000 - \$5000 / month
- Rank Goal: Diamond
- Credits Acquired By:
  - Credits are from partner kits and customer purchases.
  - ECB qualified = all new credits from partner kits + customers are doubled. (Not recurring orders). You're automatically qualified in your first 4 months in company. After month 4, ECB qualified if you are X Team (10 products sold on subscription).
  - ECBx qualified (they only do ECBx a few months/year) = all new credits are tripled.
- Bring on Builders and Help Them Hit Their Goals:
  - Example: You help 2 people hit Platinum
    - One in each leg. there's a 2:1 ratio required, called "balanced credits" so one would actually need 8k.
    - The 2k you don't use from the smaller leg banks for next month. If you don't use them, you don't lose them.
  - Example 2: You help 4 people hit Executive
  - Example 3: You help 8 people hit Gold



# HIT THE FAST START BONUS

Use this page to take notes or write down questions you have about the Fast Start Bonus (FSB). Reminder that the overview videos explaining the FSB are in Boards as:

- FSB Overview (Start Here Folder)
- FSB + Placing Partners (Team Training Folder, FSB + Placing Partners Folder)

Note that both you and your spouse can hit the FSB and earn a total of \$6000 out the gate! -

- **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)

- **New Brand Partners Buying Partner Kits** —

- These can be your personally enrolled partners or their personally enrolled partners.
- Required to get 18 Enrollment Points:
  - Ultimate Partner Kit (UPK) = 3 points
  - Advanced Kit = 2 points
  - Basic Kit = 1 point

# HOW TO GET IN CONVERSATION WITH PEOPLE:

1. Make regular posts on social media:

- “Social Media Rotation for Algorithm” in Boards (in the SM Strategy folder) ✨

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.

- See practitioner folder 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

THIS IS THE  
MAGIC OF  
THE WHOLE  
THING



**TODAY!**

Join Your “Coaching Group Chat”  
+  
“The Wellness Club Partner Chat” on Telegram.

**THE 3 L’S FOR THE  
NEXT STEPS:**

Low Hanging Fruit

Launch

List



**LOCK IN.  
LET'S GO.**