

THE WELLNESS CLUB

ONBOARDING & LAUNCH
GUIDEBOOK

-AND-

**FUNNEL YOUR
FOCUS**

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

Version 8.0



TODAY:

Complete the Launch Page!

THE 3 L'S

Low Hanging Fruit

Launch Plan for next 24 hours

Start Your List in Funnel Your Focus

LOW HANGING FRUIT

- [] 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 into the business as a partner.
- [] Enroll BFF, parent, sibling, neighbor, etc. as a customer.

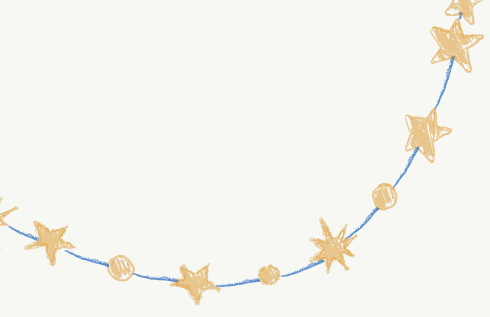
SHARE THESE VIDEOS:

- Customer "Health Protocol" Video



- Partner Intro to Z video





How to Sign Up Brand Partners:

1. Send them your link with the Partner Kit they want to purchase. (How to enroll a Partner + Customer 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 Partner + 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

LAUNCH PLAN

Professionals Launch, Amateurs Start



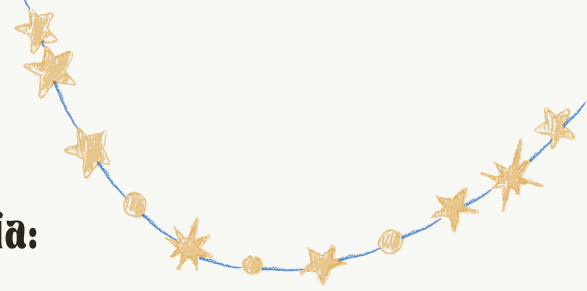
Plan a Business Launch Local Event

- **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 the 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 the “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!





[] SET UP YOUR OWN BOARD FOR PERSONAL LINKS TO SHARE WITH PEOPLE READY TO ENROLL WITH YOU:

- 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

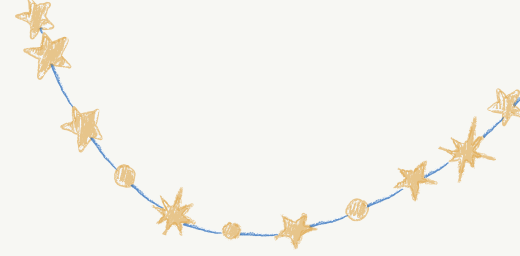
Back Office menu → Finances → WebAccount

- 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, or search Zinzino.play.com videos ("WebAccount" or "Finances").
- Track earnings in Reporting tab.

NOW YOU CAN UPDATE YOUR PASSWORD.



GET TWC CALENDAR ON YOUR PHONE:

Do not skip this step!

- ❏ **Save our weekly call schedule from any calendar application, like Apple**
- ❏ **or Google Calendar:**

Steps:

- Go into your phone's calendar settings
- Find where to "Add Calendar" (In Apple, tap "Add Account", then find "Subscribed Calendar"; In Google it reads "From URL")
- Paste this URL:

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

THE WELLNESS CLUB SPACES & PLACES

FOR PROSPECTS:

Facebook:

- The Wellness Club Facebook Group

Calls:

- The Wellness Club Monday night Wellness Calls

FOR PARTNERS:

Everything for customers, PLUS:

Onboarding:

- Launch Page + Activation Call
- Onboarding Experience

Facebook:

- TWC Partner Group

Boards:

- Shareable Media

Telegram:

- TWC Partner Chat on Telegram
- Your state “event” chat

Text:

- Partner Updates and Announcements

Coaching:

- Team Call Monday @ 12pm CST
- Skills Training Saturday @ 10am CST
- Rallies as announced

FOR CUSTOMERS:

Everything for prospects, PLUS:

Gift:

- The Welcome Gift

Text:

- Customer Drip Campaign

Swag / Merch:

- The Wellness Club Shop

The Wellness Club LIVE Events:

- In-person Events



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

WELLNESS CLUB COMMUNITY WHAT'S WHAT

The Wellness Club Facebook Group:

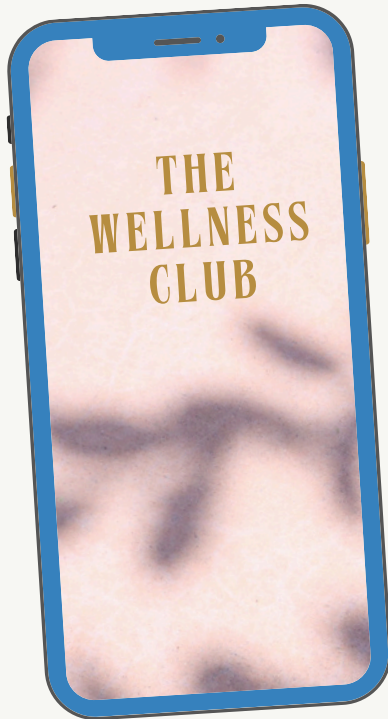
- All product questions or testimonies.

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 where 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.



Team Call Recordings – (PASSWORD: Ambition26):

- **Business Call Replays (Monday Team Call + Saturday Skills Training + Other Coaching Calls):** <https://vimeo.com/reviews/2c1ff543-fd4f-4376-8c57-e82ba0d3d712/users/31042824/folders/29743593>
- **Monday Wellness Call Replays (Also found in Boards):** <https://vimeo.com/reviews/d934e8e5-cd1a-4490-892c-99a8cc1ce5f3/users/31042824/folders/29743612>

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 your UPK refunded and receive commissions.
- ☐ • Confirm your Z4F order is set up! If not, see FAQs.

ZINZINO FOR FREE FOR CUSTOMERS:

- Customers can get their Balance Oil or other products free
- Customers can sign up customers!
- When customers sell 4 products 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.)



FREQUENTLY ASKED QUESTIONS:

- How do I upgrade my basic kit to a UPK for the refund?



- How to do a Vendor Event?



- How to set up a partner Z4F order if not done at enrollment?



- What is a binary structure/organization?



- How to pull reports / navigate the back office?



- How to change a customer auto order?



- What is an ECBx month?



- What's the "team perk" of hitting exec in TWC?



DEEPER DIVE VIDEO TRAINING:

Video Training Link:

<https://vimeo.com/showcase/12312446?fl=so&fe=fs>

Password: Ambition26

JOIN YOUR STATE TELEGRAM CHAT:

Alabama	https://t.me/+2F2XFijxbMI2Mzlh
Alaska	https://t.me/+MLas6lpGxQxNWQx
Arizona	https://t.me/+y24lJXvROYZmNjJh
Arkansas	https://t.me/+im62okql2J83MDI5
California	https://t.me/+5tozvB77dntmYzRh
Colorado	https://t.me/+fgs_Nzt5KIE5OGJh
Connecticut	https://t.me/+ejLW-ZUTaUQIMzlh
Delaware	https://t.me/+29HIGh6ezgliMTQx
Florida	https://t.me/+mIyO9hizTuJkZTAx
Georgia	https://t.me/+2VXircc_bRkON2Ux
Hawaii	https://t.me/+QQQciWBkodw3M2Ix
Idaho	https://t.me/+t3BOfrHeri5iOGM5
Illinois	https://t.me/+6xFd5SfuNcQwM2Mx
Indiana	https://t.me/+baycPdadsqFmMjJx
Iowa	https://t.me/+VFeRHHboy5ZIM2Vh
Kansas	https://t.me/+iOC90NJUZjI4MDdh
Kentucky	https://t.me/+qKZ23b8S6TgxNzE5
Louisiana	https://t.me/+z82F-m62K5w2N2Ex
Maine	https://t.me/+fKQN0pt4eshjNTg5
Maryland	https://t.me/+ZWaRZyjGZGIyYTAx
Massachusetts	https://t.me/+XRDDZo0ki00xZjcx
Michigan	https://t.me/+eWsC5HgxfIAIMDFh
Minnesota	https://t.me/+B5pmiXVPxiUxZDdh
Mississippi	https://t.me/+3R3QtbGAhWNhOTIx
Missouri	https://t.me/+FF3Z8kzY_9RjYTEx

Montana	https://t.me/+LIuy_tzoyH4yYmRh
Nebraska	https://t.me/+CSVl5mXyrKQwMjEx
Nevada	https://t.me/+WJ2gRIOGNhcINWQx
New Hampshire	https://t.me/+s4vyneSihnOzZmVh
New Jersey	https://t.me/+_Ogyaaa4mGUyYzk5
New Mexico	https://t.me/+26iig8loew8xNjJx
New York	https://t.me/+_8NnnXlgyMdlNTkx
North Carolina	https://t.me/+XZexwObScB4wMzUx
North Dakota	https://t.me/+BRlzFqZjo95iMDNh
Ohio	https://t.me/+CxVI_YisUTI2ZTQx
Oklahoma	https://t.me/+bMLDjY28ypo3Njdh
Oregon	https://t.me/+zgOxWOLmJjZjZh
Pennsylvania	https://t.me/+UyPmGtIfSw3N2U5
Rhode Island	https://t.me/+3H2q2pwZIIYxODk5
South Carolina	https://t.me/+E8hbxXltn44NjQ5
South Dakota	https://t.me/+E6_tJzqvvdJjMjZh
Tennessee	https://t.me/+ewCZhw9A5i9kMTFh
Texas	https://t.me/+HJ9ErUjX4Eg5Yzcx
Utah	https://t.me/+m_zltFlhPM0xZjFh
Vermont	https://t.me/+CrEsbwUnTRk4ZDgx
Virginia	https://t.me/+wZWEBBwES3E5Nzxx
Washington	https://t.me/+jl3inw7-edl2ZmFh
West Virginia	https://t.me/+jaWAcOdW444yOTcx
Wisconsin	https://t.me/+GJREEuip9M85YjYx
Wyoming	https://t.me/+ACaW78qZW8k5NTdh



FUNNEL YOUR FOCUS

The key to having a successful Zinzino business is doing direct growth and income-producing activities, consistently, and efficiently, over an extended period of time.

Here are the goals of this workbook:

- The main ideas are: A) that you can keep track of prospects, B) that every customer and every partner has a profile page, and you can move that page to the next chapter when the person moves to the next level of the funnel process. You will always know exactly where someone is on their journey.
- I want to help you be more efficient during your work time so you can be awesome in your other roles in life! I want you to know exactly what to do when you sit down to work so you can do what helps you grow and forget all the rest of the activities that waste time.
- I want you to be able to work smarter so that when you work harder, it creates exponential growth for your team!
- I want to help make your Zinzino business rock so you can rank up, have fun doing it, impact the world and achieve your goals!

PARTNER FUNNEL

PREFACE:

A marketing funnel is not a new concept. Many of us have learned about it in business classes in high school or college. The goal is to try to get anyone you are marketing to in your funnel, which means they are engaging in and eventually purchasing from your business. Once they're in the funnel in a traditional business of any kind, you provide different levels of Customer Service, support, and education to move them to further levels of loyalty which means moving them further down into your funnel. This looks slightly different from business to business, but let's jump into what this looks like for all of us working the Zinzino business.

What is the PARTNER FUNNEL for the Zinzino business?

Level 1: Prospects – everyone you know who is not yet a Zinzino partner is a potential team member in your organization. These people are called prospects. They are not yet in your marketing funnel. (It's literally the whole world).

Level 2: Bought In – these are the people who have bought their Zinzino partner kit, but have still not fallen in love with Z products (and set up their Z customer order) or started sharing and recruiting.

Level 3: Loving – these are the people who are loving their Z products and have set up their personal customer order. They are falling in love with the products and are engaged in The Wellness Club's Facebook group but haven't enrolled any customers.

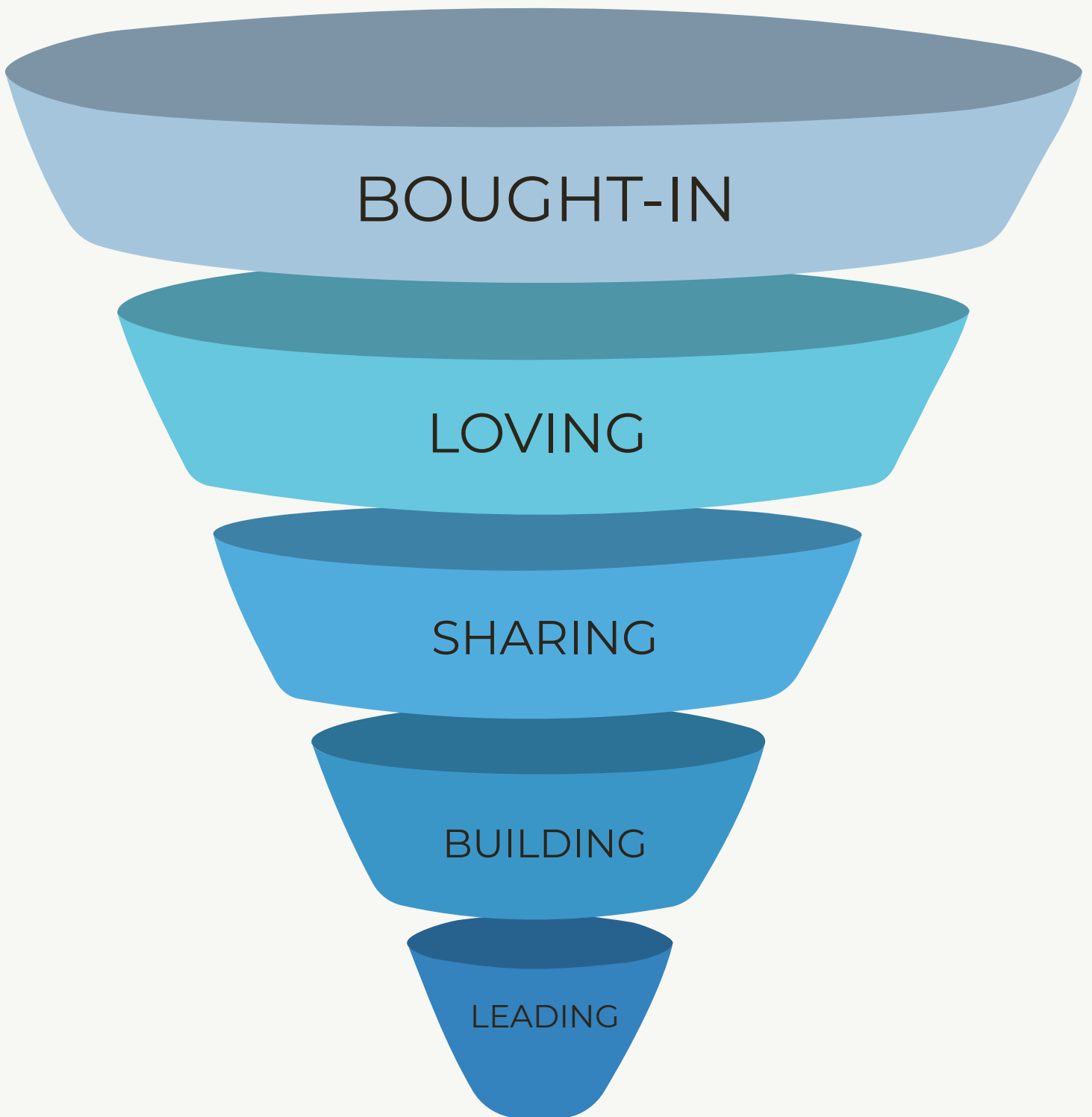
Level 4: Sharing (*Step 1 of the Fast Start Bonus*) – these are the people who have shared the products with a few others, and have enrolled a few customers, but they are still learning the art and science of recruiting to the business.

Level 5: Building (*Step 2 of the Fast Start Bonus*) — these are the people who are super excited about helping others launch a business. They are wanting to host classes, they are attending your events on business training, and they're excited about the opportunity that Zinzino offers!

Level 6: Leading (*Step 3 of the Fast Start Bonus*) — these are the business builders who are helping their partners launch a business. They are mastering the power of their words, actions, and mindset all aligning towards getting themselves and their team to their Zinzino goals and beyond!

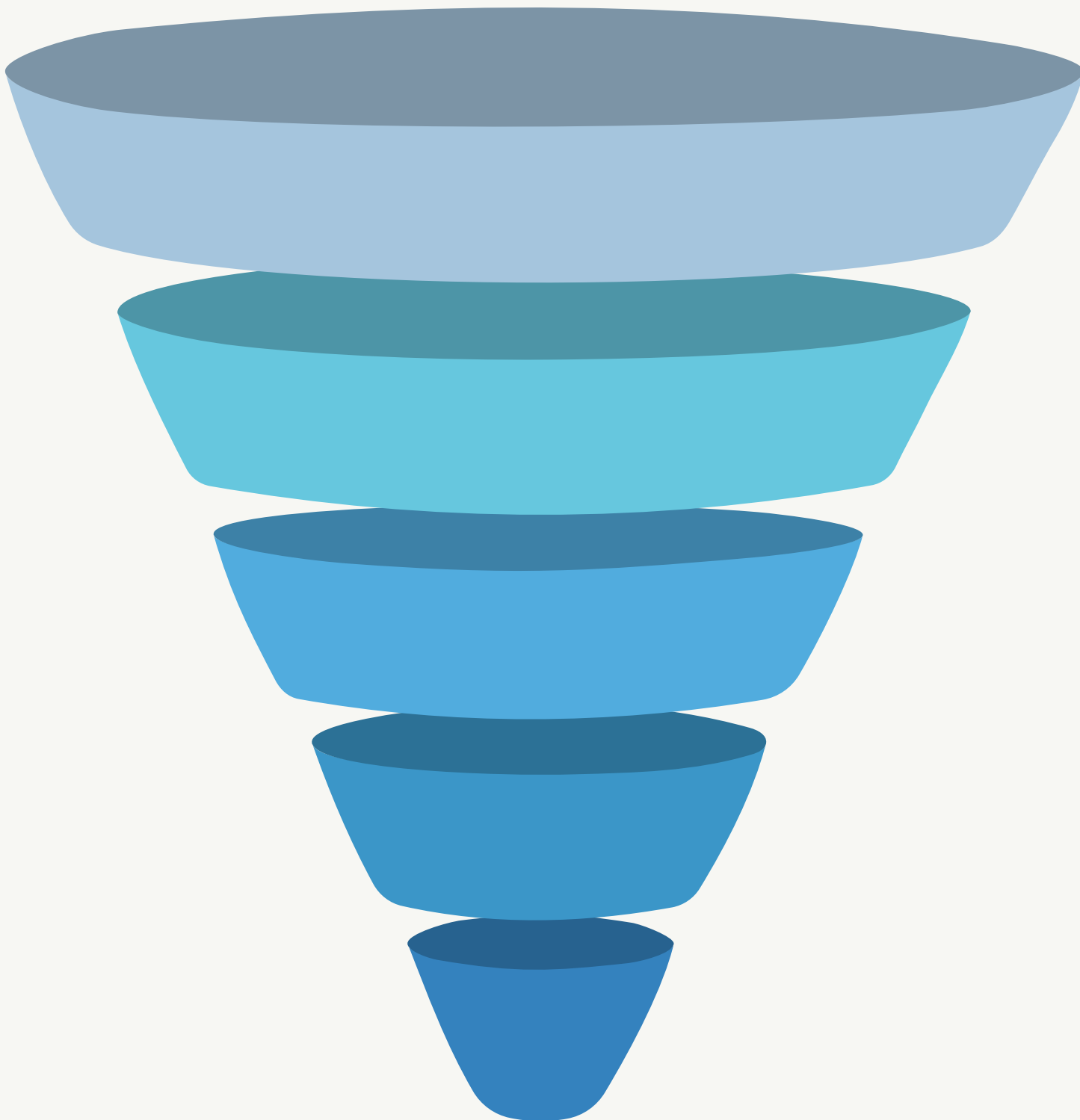
Level 7: Duplicate & Repeat (*Step 4 of the Fast Start Bonus*) — these builders have either completed steps 1-4 of the Fast Start, or they are past the deadline, but have continued to enroll customers and partners and are fully launched and helping their partners hit their fast start bonuses.

PARTNER PROSPECTS



DUPLICATING 

PARTNER LEVEL 1: **PROSPECTS**



Level 1: Prospects

How do I identify these people?

Everyone you know who is not yet in Zinzino is a potential partner under you. These people are called prospects. They are not yet in your marketing funnel.

1. **Get the Convo Started:**

- a. **Post** on socials about launching your business, what you've learned about yourself, your personal story in business, etc. Ask people to comment below to start the conversation.
- b. **Reach out** and start a conversation. Use Boards > Prospecting > Partner Texts and read through a few of those, edit if you want but keep it very short and sweet. This is a teaser... don't send ANY details until they respond saying they want more info.
- c. **Host something** to get the conversation started about the business.
- d. **Meet someone** for lunch or coffee and get to the point that you'd love to build this business with them and our team is exploding and would they be willing to watch a quick overview video?

2. **Engage, Excite, Invite:**

- a. Once the conversation is started and they've said they want more info, send them "the Best Replay" (Boards > Prospecting > Partner Texts) to women or "Men's Replay" to men.
- b. Tell them "let me know once you've watched this and which kit you want".

3. **Send your Link**

- a. As soon as they've replied, send the link to the kit they want. (Make sure you have set up your links in Boards).

4. **Follow Up**

- a. If they don't reply, follow up asap... within a few hours. Again that evening and the next day... something like "so good, right?!" or "were you as inspired as I was watching that?"

5. **Enroll + Welcome**

- a. Help them through the ordering process. Remind them to set up Z4F.
- b. Send them the Welcome Text (Boards > Texts for After Enrollment > Partners > Welcome Text)

How Can I Keep Track of Prospects?

On the next page is an empty list for you to write down all your prospects. Use as a master copy. Please make several copies of this page and keep a running list of all the people you are prospecting, both in person and online.

List of Partner Prospects:

Name:	Notes:	Convo Started	Engage, Excite, Invite	Send your Link	Follow Up	Enroll + Welcome
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
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16.						
17.						
18.						
19.						

SUCCESS TIPS: Moving prospects through the funnel to the bought-in phase

Don't force the process. Prospecting could be a long-term relationship. Enrolling a partner is just a blip on the radar of your Zinzino relationship with people. Remember, the people you enroll will be a part of your Zinzino family for the rest of their life! This is all about relationship building as much as it is selling products or recruiting to the business. Don't rush the process... It looks different for everyone. Some people will sign up immediately, some will wait weeks, months, or even years! Don't burn any bridges rushing someone and pressuring them to buy a partner kit. You're here for the Legacy Build... Worst case scenario they say no, then they see you build and they come and join you in a couple years when you have a huge team. So prospects could be on your list for hours or for a decade. You're committed to the long haul so who cares ... go for no's and don't stress.

Expose them to your message consistently. There is a lot of evidence that suggests that people often commit to something after hearing it anywhere from 7 to 15 times. Be consistent with your message and be authentic. Your consistency comes by being a day-in-day-out "product of the product" and committed to growth in the industry. Talk about the improvement of your life, your mindset, your finances, etc., since joining the Zinzino business. Or at minimum, share the results and stories of others in our team and tell them that you know where you're headed.

Be confident! People aren't just looking at the products or the company or the comp plan as a reason to join the Zinzino business. They're also looking at you. Being neat, clean, and well kept is important... But your confidence, joy, and enthusiasm are even more important! Speak life over yourself, kindle your excitement about the possibilities within Zinzino. Think of the blessing you are to the people struggling for root cause health solutions and solutions in their finances! And get excited about this business! If you are pumped, that creates confidence in you that is very contagious to the people you're around.

Be relevant! It's important that you talk about your prospects' goals, such as getting out of debt, being able to stay home with your kids, etc., more than you talk about yourself and your goals. After discovering their primary pain point for why they would want to build a business, you can also talk about their family, ask them questions about things they're doing, talk about their spouse or their job or their vacations or their holiday plans. Just talk about them and listen carefully and genuinely. The number one goal is to keep the prospect talking while you simply listen. People want to be loved and to feel important. If you do this well then A) it grows you into a more compassionate and caring person and B) it allows you to better meet their needs through the Zinzino business which, in turn, is a blessing to your business as well.

Follow up. The fortune is in the follow up! You must follow up with people if you want to grow your business. Emails, calls, snail mail, text messages, adding people as friends on Facebook, etc.. It's a huge part of enrolling. Don't assume "if they're interested they'll call me" it's simply not true. People are busy and they often are just taking care of and acting on what's right in front of them... It doesn't mean they're not interested. Follow up 2 - 3 times a week.

IDEAS FOR GETTING INTO CONVERSATION WITH PROSPECTS:

1. Make regular posts on social media:

- 7-10 Day Pre-launch Algorithm Strategy in Boards (in the SM Strategy folder)
- Launch
- "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 partners
- Invite to our Zoom meetings OR have your own sales conversation

3. Talk to your local health practitioners.

- See practitioner folder in Boards for follow up videos

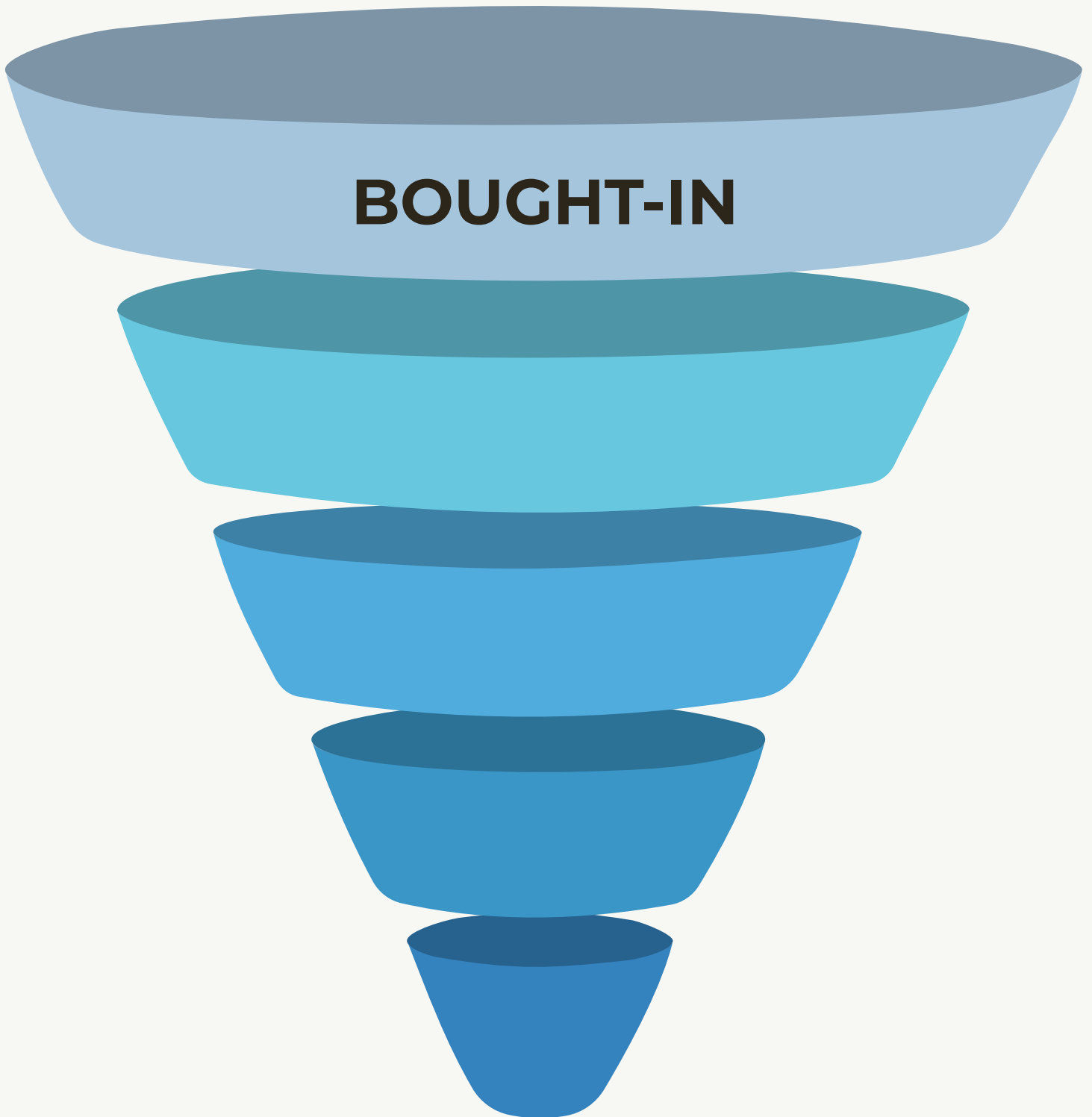
4. ATM Daily:

- Add: Invite prospects to The Wellness Club
- Tag: Tag them on something relevant.
- Message: DM to let them know you tagged them

5. Build Local Community

- Launch Party
- Host a class
- Host an event
- Coffee dates
- Leader Meetings
- Vendor Events

PARTNER LEVEL 2:



Level 2: Bought In

How do I identify these partners?

These are the people who have bought their Zinzino partner kit, but have still not fallen in love with Z products (and set up their Z customer order) or started sharing and recruiting.

How can I keep track of these partners?

Once someone has become a partner (bought in), they are no longer a prospect. They are now part of your team and your Zinzino family.

Action Steps: Your work time for “bought in” partners:

- 1.They must see the value of Z products and business in their life. They haven't yet built the habit of taking products or spending time on a business. This is where they need incremental guidance on how to build a daily product routine around their health goals and a business routine (work hours, etc) around their business goals.
- 2.Make sure they've done all steps of the launch page from the welcome text. (The Launch call with you and Activation call with Jordan, especially!)
- 3.Help them unbox and develop a daily plan for their partner kit. Then identify their main health goals and a product (or a few) that can help them reach those goals. Then help them set up their customer order (personal account in their own name) to get those products.
- 4.If still in their first month since buying a kit, explain again step one of the Fast Start and that their own order could complete step 1.
- 5.Invite them to Wellness Calls Monday nights to keep learning.
- 6.Tag them on all kinds of things in The Wellness Club and let them know you did. (Be sure you're friends on Facebook!)

Partner Profile Form

Name in Back Office: _____ Partner ID: _____

Enrolled On: _____ Enrolled From: _____

City, State: _____ Cell Number: _____

☒ Welcome Text Sent: _____

☐ Facebook Friends/Name on FB: _____

☐ Confirmed in TWC FB Groups and Telegram: _____

☐ Got Kit/Walked through it Together: _____

☐ Developed a Daily Protocol of Z Products for Health Goals (write health goals)

☐ Helped Create Future Z Product Wish List _____

☐ They've attended at least 1 Wellness Call or Accessed Replays _____

☐ They've created their own personal enrollment links for Boards _____

☐ Launched/How? _____

Hit Step 1 of FSB on date _____

Hit Step 2 of FSB on date _____

Hit Step 3 of FSB on date _____

Hit Step 4 of FSB on date _____

☐ **Explain the ACTIVATION SECTION of the Back office before the end of Month 4 when their grace period ends:** _____

Sent Congrats Card for: _____

Additional Notes (Birthday, Anniversary, Books to Recommend, etc):

LAUNCH CALL OUTLINE

1. **Tasks:**

- a. **Launch Page:** Did you complete all steps on the launch page?
- b. **Boards:** Did you set up your own boards links?
- c. **Back Office:** Did you do the back office setup?
- d. **Calendar:** Did you add the TWC Calendar to your phone?
- e. **Recordings:** Did you add the 2 Recordings links to a note on your phone? (Both listed below if you need to share)
- f. **Z4F:** Did you get logged into your back office (check your Welcome Email from Zinzino) and make sure that you have your Z4F oil on your order?
- g. **Training Portal:** Did you add the comp plan / training series to the same note on your phone? Listen while you drive, cook, workout, etc.
- h. **State Telegram:** Did you join your state Telegram chat? (See Below)

9. **Kit Arrives!** Let me know when your partner kit arrives and I'll go through it with you over the phone or by text with some ideas for you...

10. **Schedule:** Let's talk about when you're going to work, how much you're going to work, and setting up your workspace.

11. **Let's get you into ACTION today...** First Enrollments, Start Your Funnel, Print it out, Make your Prospects list, let's plan your launch in the next 24 hours...

- a. **First Enrollments:** Who are your lowest hanging fruit/easiest yesses?
- b. **Spouse?** Did you sign up your spouse and become a customer under yourself?
- c. **Launch!** Remember: Professionals Launch, Amateurs Start. Let's discuss your launch plan. (Event, Social Media, List and start calling, etc)

12. **Goals:** Let's Set Income Goals (See Below)
a. Let's discuss the Fast Start Bonus...

13. **Other Topics Important to This Partner?**

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.

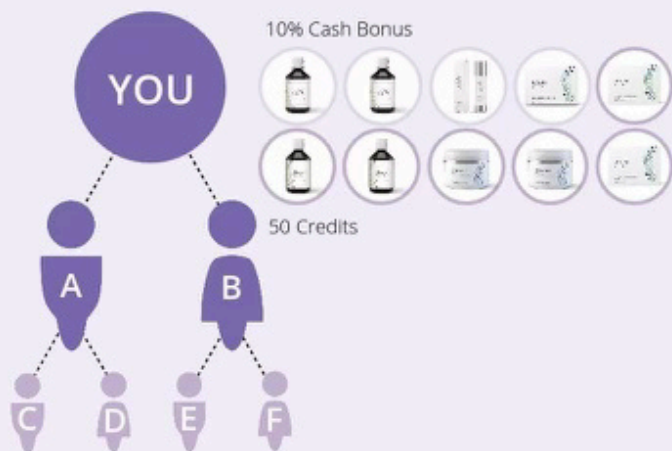
First step: Hit the Fast Start... then after that...

6 MONTH INCOME GOAL:

☐ \$200 - \$500	☐ \$500 - \$1k	☐ \$1k - \$3k
☐ \$3k - \$5k	☐ \$5k - \$10k	☐ \$10k++++

What is your WHY? First, for the next 5-6 months: (start a vacation fund, pay off debt, etc.) and for the next 3 years (move, buy a different home, build retirement, live off your investments, etc)

120 days Fast Start Plan



Go Q-Team - 30 days	100 Pay Points
Enroll 2 - 60 days	400 Pay Points*
Help your 2 Enroll 2 - 90 days	1,200 Pay Points*
Go X-Team - 120 days	150 Pay Points
Potential Fast Start Income	1,850 Pay Points*
Cash Bonus	100 Pay Points
Team Commission	200 Pay Points
Enrollment Bonus	200 Pay Points
New Title Bonus	150 Pay Points
Total Potential Income	2,500 Pay Points*



60-day and 90-day Fast Start Bonuses are increased, see campaign rules.

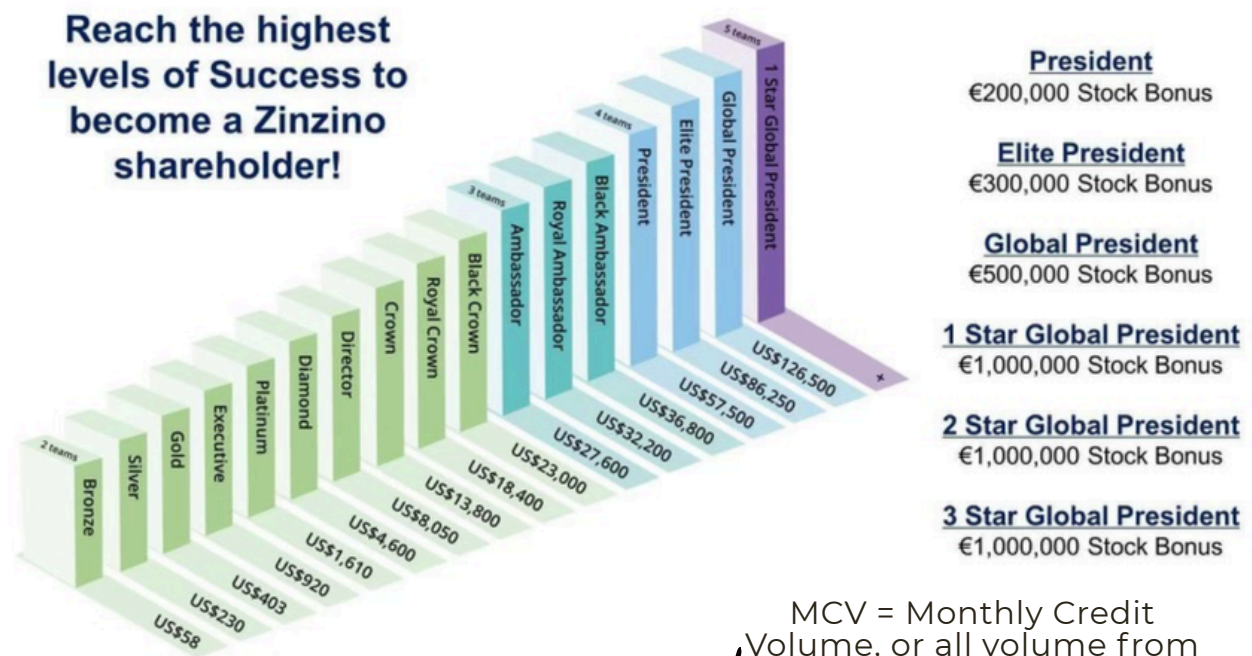
- Note that both you and your spouse can hit the FSB and earn a total of \$6000 out the gate!
- Important video to go watch right now: FSB Overview (Vimeo Folder)
- Also watch: FSB + Placing Partners (Team Training Folder, FSB + Placing Partners Folder)

STEPS TO HIT THE FSB:

- Become Active — Enroll as a Brand Partner with a Partner Kit and a Z4F order.
- 10 total 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

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

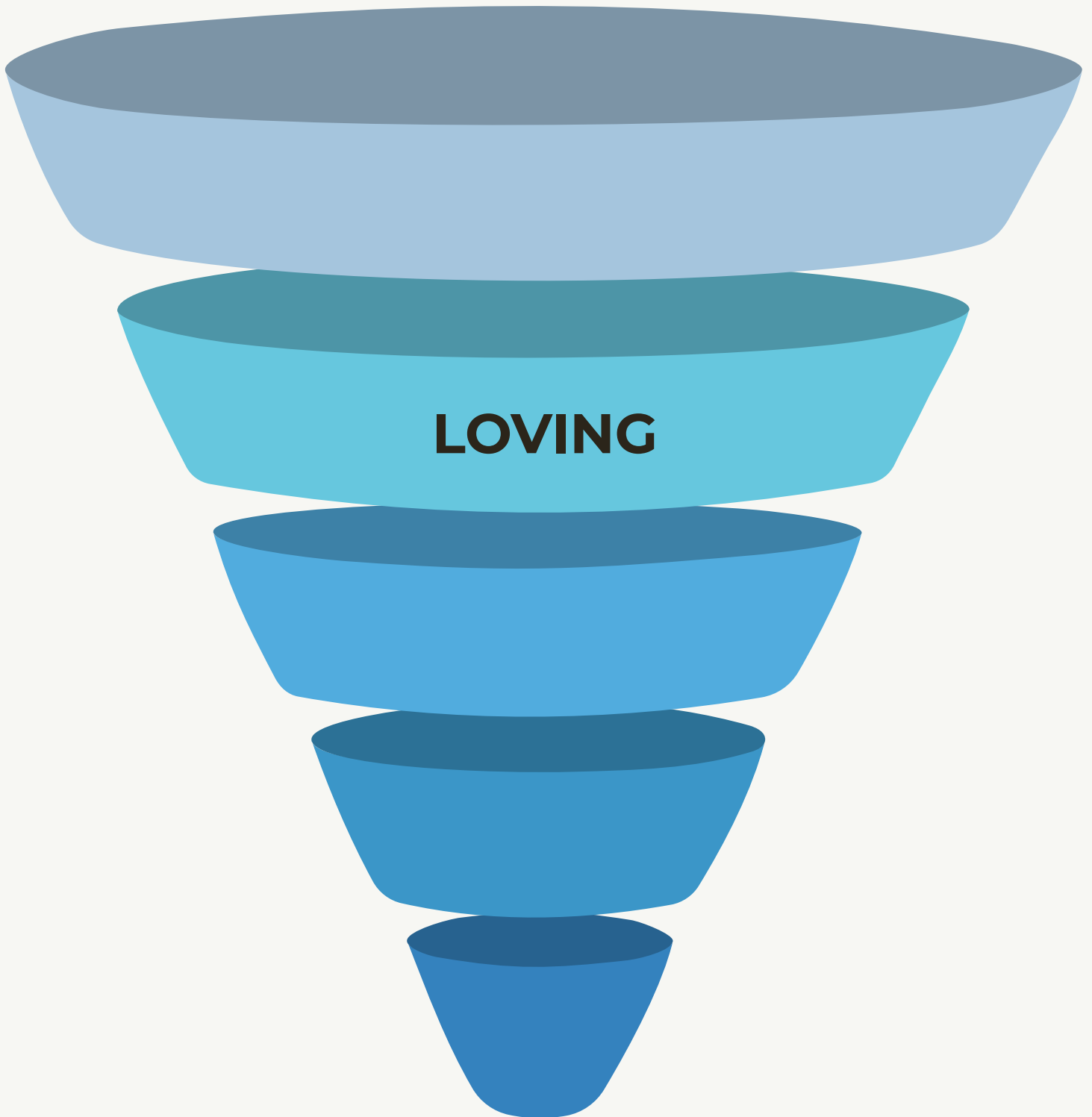
MCV = Monthly Credit Volume, or all volume from all orders together in your team.

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 \$1500 - \$2000 / month
- Rank Goal: Platinum
- 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.
 - RCB qualified - all recurring credits are doubled. You must reach A Team to be qualified (25 products sold on subscription).
- Bring on Builders and Help Them Hit Their Goals:
 - Example: You help 2 people hit Executive
 - One in each leg. Balanced means 50/50 up to a 2:1 ratio.
 - 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 Gold
 - Example 3: You help 8 people hit Silver

PARTNER LEVEL 3:



Level 3: Loving

How do I identify these partners?

These are the people who are loving their Z products and have set up their personal customer order. They are falling in love with the products and are engaged in The Wellness Club's Facebook group but haven't enrolled any customers except themselves.

How can I keep track of these partners?

If this partner recently became a customer of themselves and/or enrolled another customer, you will move their profile page from the "bought in" section to this "loving" section.

Note: If they came in and immediately became a customer of themselves or enrolled a customer, they'll bypass the "bought in" and the "loving" sections, and move right into "sharing".

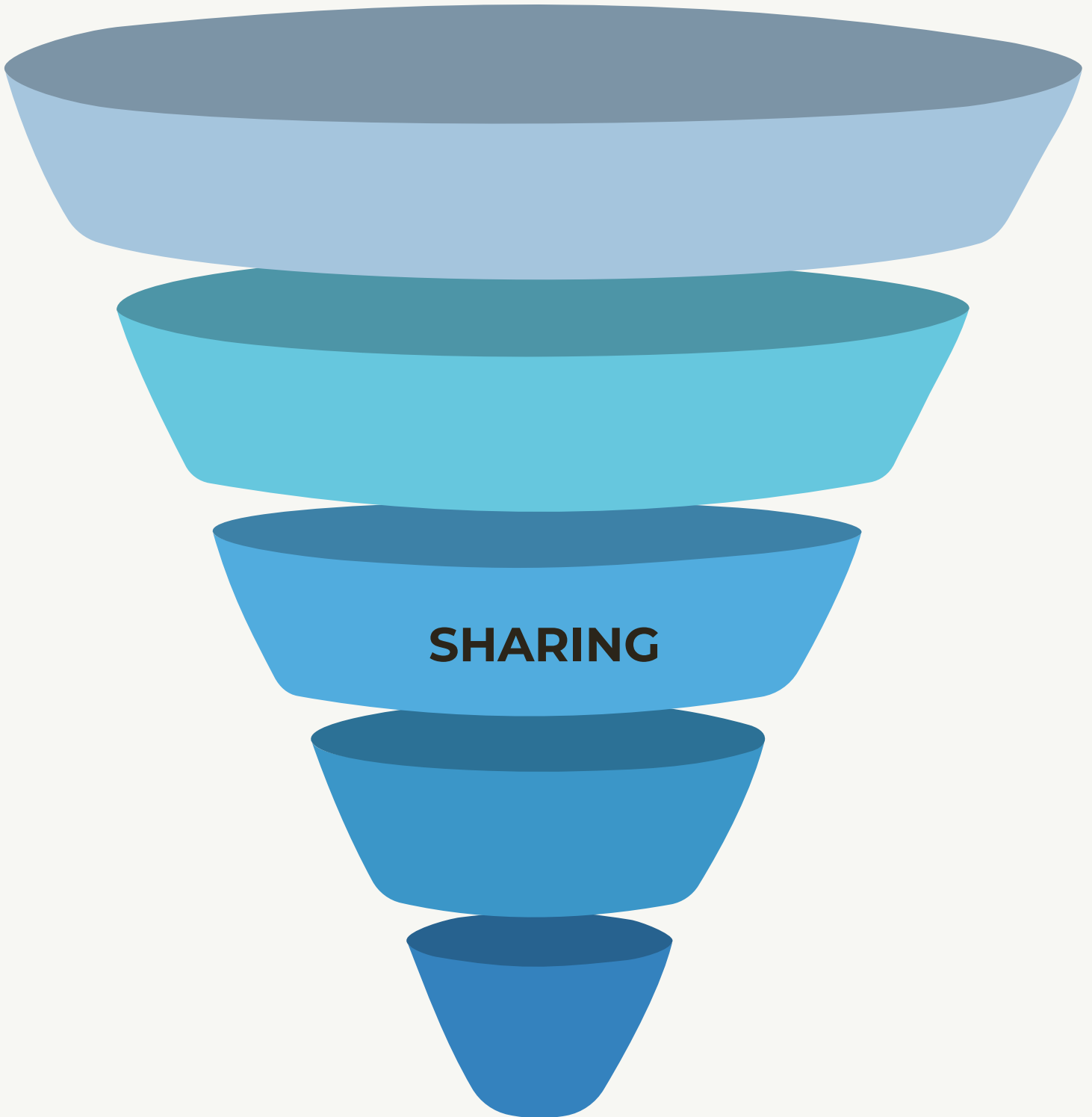
Action Steps: Your work time for partners in the "loving it" phase:

1. They are a customer of themselves, but they haven't acquired any other customers, so the focus is "Who do you know who needs help? Who can we invite to a wellness call?" or "Have you shared the wellness call graphics on your socials each Sunday/Monday to invite to the Monday night wellness calls?"
2. Help them host a "testing party" if they have extra tests. (Buy an ECBx test bundle on the months you can for extra tests!)
3. Help them start convos and share the Health Protocol replay. (Boards > Prospecting > Wellness Call Replays)
4. Encourage them to get plugged into TWC Partner Chat, TWC Partner FB group and print this Guidebook/Funnel Your Focus so they can start writing out their list of prospects.

Tip for Success: The 20-20-20 Plan:

For each hour you work, spend...
20 minutes with prospects
20 minutes with customers
20 minutes with builders

PARTNER LEVEL 4:



Level 4: Sharing

How do I identify these partners?

These are the people who have shared the products with a few others, and have enrolled a few customers, but they are still learning the art and science of recruiting to the business.

How can I keep track of these partners?

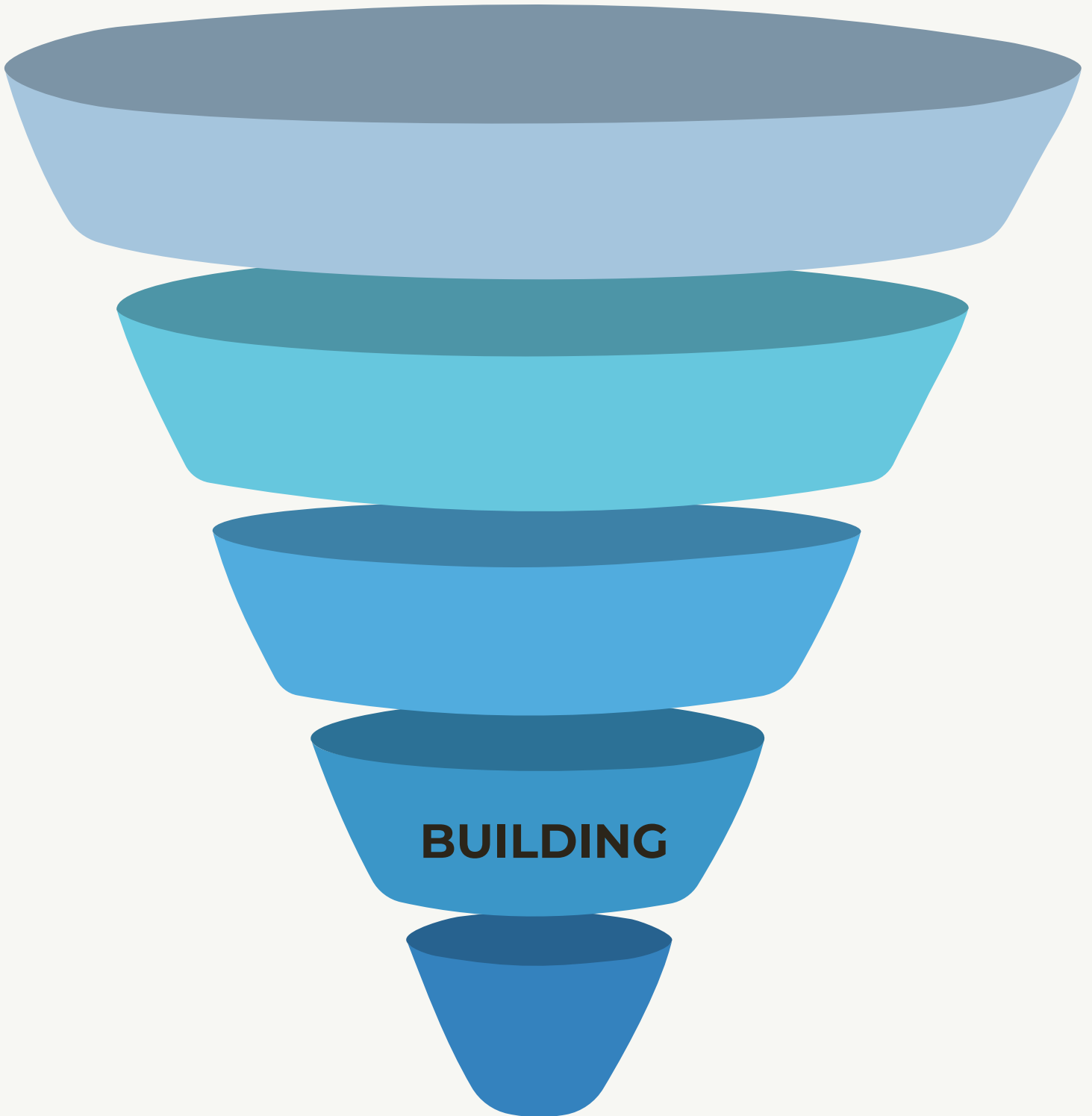
If this partner has hit step 1 of the Fast Start Bonus, add them to this section.

Action Steps: Your work time for partners in the “sharing” phase:

You will need to give a lot of personal attention to partners at this level. This is a critical step in the process of getting a partner off the ground in business. Love on them and take them under your wing.

- 1.They have enrolled a customer, so they understand the process of sharing the products.
- 2.If they bought a UPK, this is the time to help them lock in on consistent sharing to get their UPK refunded by selling 25 products on subscription.
- 3.Be sure they have sent the Welcome Text for customers to all their new customers.
- 4.Be sure their customers have signed up for a Welcome to Zinzino call.
- 5.Help them build a list of prospects for the partner side.
- 6.Help them with their messaging and digging into Boards.
- 7.Help them invite (have them share screen shots for ideas of what to say and reply)
- 8.Help them with social media posts.
- 9.Spend time on the phone, zoom, etc. helping grow their skillset and mindset. Read books together, listen to podcasts, come to all Team Calls (Monday) and Skills Calls (Saturday).

PARTNER LEVEL 5:



Level 5: Building

How do I identify these partners?

These are the people who are super excited about helping others launch a business. They are posting, hosting, sharing, enrolling.... they are showing up for team trainings and they're excited about the opportunity that Zinzino offers!

How can I keep track of these partners?

If this partner has hit step 2 of the Fast Start Bonus, add them to this section.

Action Steps: Your work time for partners in the “building” phase:

- 1.They have enrolled at least two partners, so they know what it looks like to share the business... now the goal is to help them become a leader for those partners and get their new partners sharing and building!
- 2.Make sure they have done the launch call with their new partners.
- 3.Make sure they have filled out the partner profile form for their new partners in their Funnel Your Focus workbook.
- 4.Help them understand the process of duplication. They aren't just enrolling... they're enrolling enrollers! They aren't just inviting (to team calls, wellness calls, online events, and in-person events) they are inviting INVITERS! They want to copy and paste themselves.
- 5.Make sure they're continuously adding to their prospects list and expanding their network.
- 6.Get at least two income producing (volume generating) things on their calendar each week for the next month. It might be a phone call with a prospect or a phone call with a builder to help the builder move forward to their own income producing activities. Maybe they host a class, meet one-on-one with someone, lead a call with their whole team to help them invite to intro to Z calls (with Jordan or Andi), or create a social media post.
- 7.Offer to help with incentives, giveaways, fun campaigns, mailers, etc for their team over the next few months.
- 8.Help them map out their “office time” (at least an hour 6 days a week) and be sure they're implementing the 20-20-20 plan with the help of their Funnel Your Focus 3-ring-binder.
- 9.Read a book together or recommend one, send a training video, encourage a podcast or YouTube channel (Eric Worre is a good start), etc. Help them grow. Personal development has to be part of the process.
- 10.Builders become leaders when they have fully embraced “owning” their organization's growth. Encourage them to always learn to problem solve and find solutions... this gets them thinking like a leader.

Tip for Success: The I.D.E.A. Model

One way to help change your business builders into leaders is to help them implement the I.D.E.A. model into their Zinzino business. This is a critical step to helping them become independent and not waiting on their upline to come up with all the ideas of how to grow.

To become self-sufficient, they'll need to: **Implement. Dedicate. Evaluate. Adjust.** Over and over again. This is what turns a builder into a self-sufficient leader who is rocking their organization and making things happen!

IMPLEMENT.

Implementing an idea is to take any idea and run with it. Whether it's a new method for getting people enrolled, a new class idea, a mailing they want to send out to part of their team, a new method of communication, etc. etc. It doesn't matter what it is; they need to always be thinking of new ideas, reading, and attending trainings to learn new methods to get their organization moving and growing.

DEDICATE.

Dedicate themselves. Once they have developed an idea, they need to be fully committed to it. This means discipline, putting in the work, following through, carrying it out, making it happen. You get the idea. This is where the rubber meets the road and THIS is the hustle.

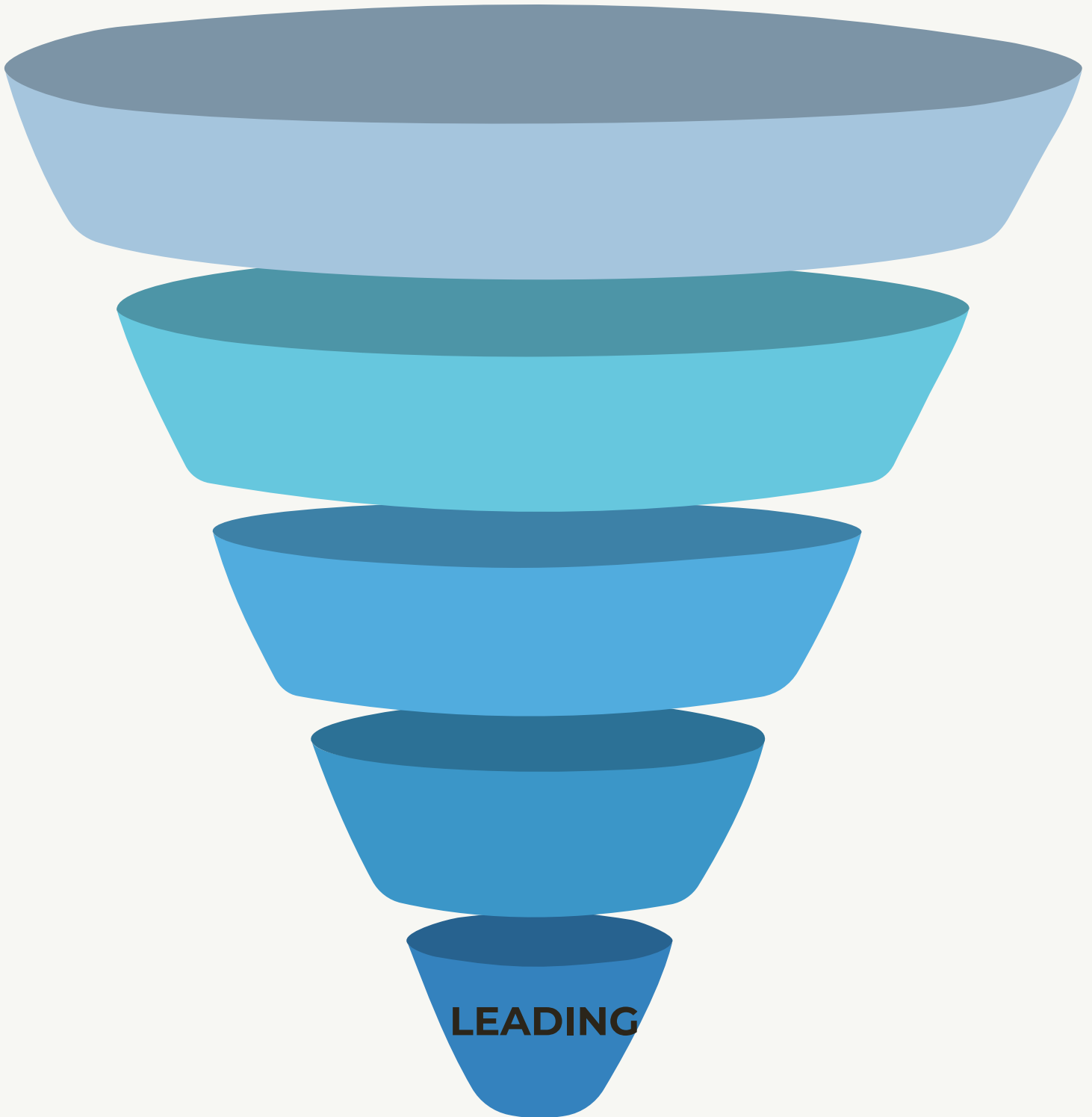
EVALUATE.

Evaluate if this idea worked. Did their volume go up? Did they hit the rank? Did they get more people interested in the business? Did the goal of the idea play out and happen? This evaluation stage is critical for not wasting time and learning to be a better leader.

ADJUST.

Adjusting their methods for the next idea is critical. This means they actually take their evaluation and experiences from previous ideas and adjust how they carry out the plan to make it better the next time around. If what they're doing isn't having great results, they have to adjust.

PARTNER LEVEL 6:



Level 6: Leading

How do I identify these partners?

These are the business builders who are helping their partners launch a business. They are mastering the power of their words, actions and mindset all aligning towards getting themselves and their team to their Zinzino goals and beyond... and doing the same for their partners!

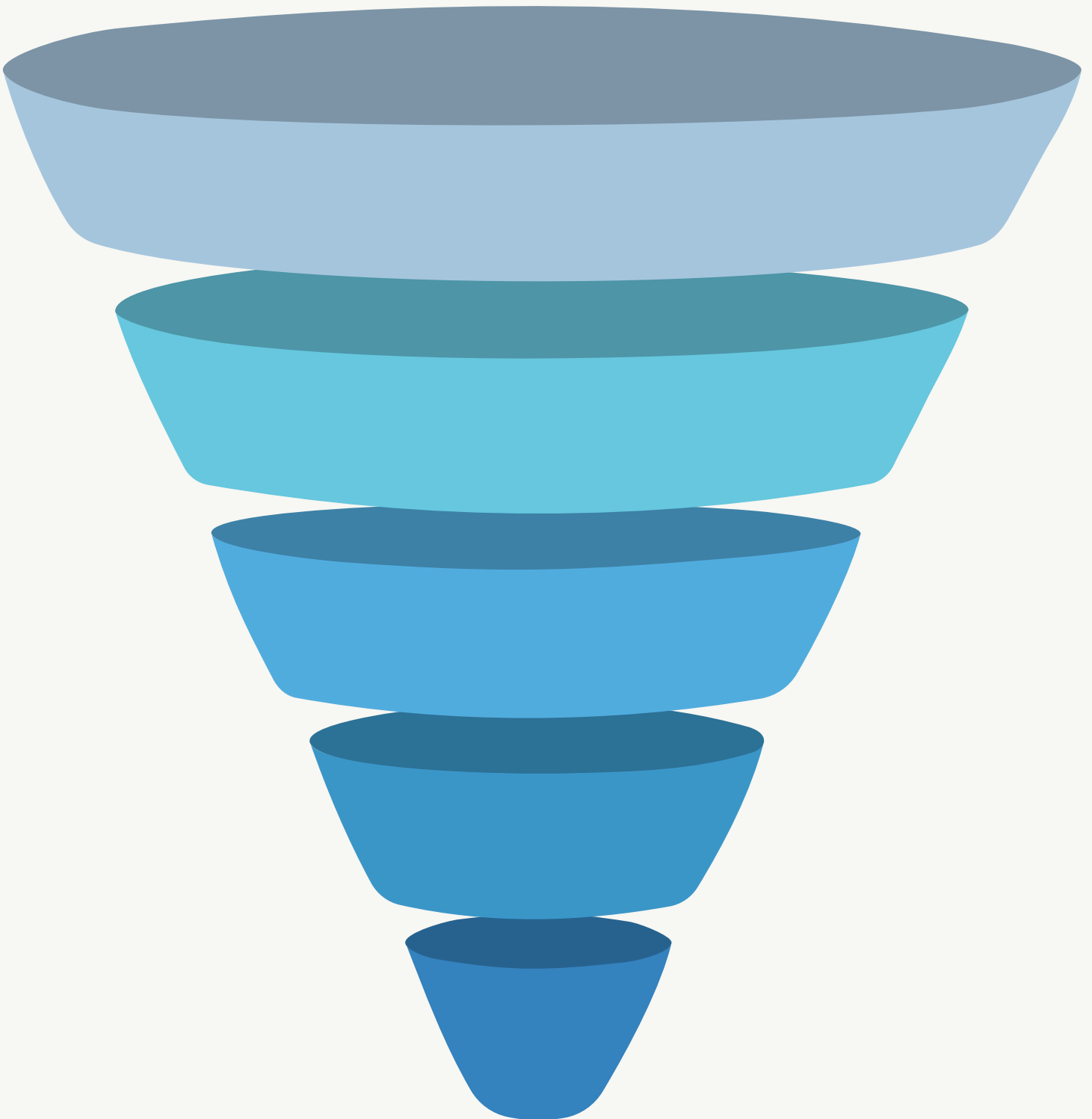
How can I keep track of these partners?

If this partner has hit step 3 of the Fast Start Bonus (FSB), add them to this section.

Action Steps: Your work time for partners in the “leading” phase:

1. **They’re leaders.** These partners have likely helped one or some of their partners enroll others. (Unless they enrolled all partners for Step 2 and 3 of the FSB on their own), so they are starting to lead others to repeat what they just did.
2. **They’re independent.** Leaders are often operating (or beginning to operate) independently of you.
3. **Public Celebration!** As someone moves into the role of leader, they need encouragement, recognition for their work, and their enroller pouring into them and filling their cup. Make sure you’ve recognized them on the TWC Partner FB page for having completed steps 1-3 of the FSB. (Remember people will often do more for recognition than they will for a paycheck!)
4. **Private, sincere support and encouragement.** Go to your leader privately and connect with them about personal and business topics. Encourage them and offer your support and listening ear. Take notes and follow up. Be sincere. Leaders need a lot of behind the scenes cheerleaders who know the inner workings of the pressures they face day to day.
5. **Help them troubleshoot.** If a leader is feeling stuck, take them back to the I.D.E.A. model. Everyone gets discouraged from time to time. Don’t match that energy. Your belief and vision have to be rock solid. Being down doesn’t make someone less of a leader; it just makes them human. Just remind them that the evaluation and adjustment stages of the I.D.E.A. model allow for improvement and creating a fresh approach for themselves and their team.
6. **Funneling Daily:** Make sure all their partners have printed their Funnel workbook and are working with the 20-20-20 plan every day.
7. **Move Leaders into Leadership!** Leaders need to be encouraging their own builders/leaders towards leadership... not controlling the process. Leaders should be helping build their builders/leaders’ skills so they can operate independently and duplicate their behaviors. Help them let go of control.

PARTNER LEVEL 7:



DUPLICATING 

Level 7: Duplicating

How do I identify these partners?

Duplicators are leaders who have explosive momentum and new leaders emerging and growing all the time. Their organizations are full of life and growth. They are ranking up.

How can I keep track of these partners?

If this partner has hit step 4 of the Fast Start Bonus (FSB), and their team is really moving fast, add them to this section. (If they've completed FSB and are building and leading, but not necessarily creating new leaders, don't move them to this section yet until they're flipping leaders, too).

Action Steps: Your work time for partners in the “duplicating” phase:

1. Encourage and troubleshoot privately. Praise publicly.
2. Offer support and ideas.
3. Plan big initiatives, events or projects together.
4. Connect personally once a month at minimum and share your calendar and important dates or plans so you don't have conflicting schedules that could affect the team.
5. Celebrate them on their birthday, anniversary, anniversary-of-enrollment-date, and other important holidays.
6. Plan and collaborate on big team events, annual events, etc.
7. Let them spread their wings and be independent as much as they want to, but ALWAYS roll up your sleeves and do hard things if they need you. (As duplicators, they won't need you much, so be there for them when/if they do!)

CUSTOMER FUNNEL

CUSTOMER FUNNEL:

Now we'll build out the same concept, but for your customers, because most people do not want to build a business, but they are loyal product users for life in your Zinzino business. (Hint: these people are extremely valuable for the longevity, sustainability and stability of your business).

What is the CUSTOMER FUNNEL for the Zinzino business?

Level 1: Prospects – everyone you know who is not yet a Zinzino customer is a potential customer for you. The “BOX” is the easy button in health! Everyone you know should be on this product bundle for optimal health!

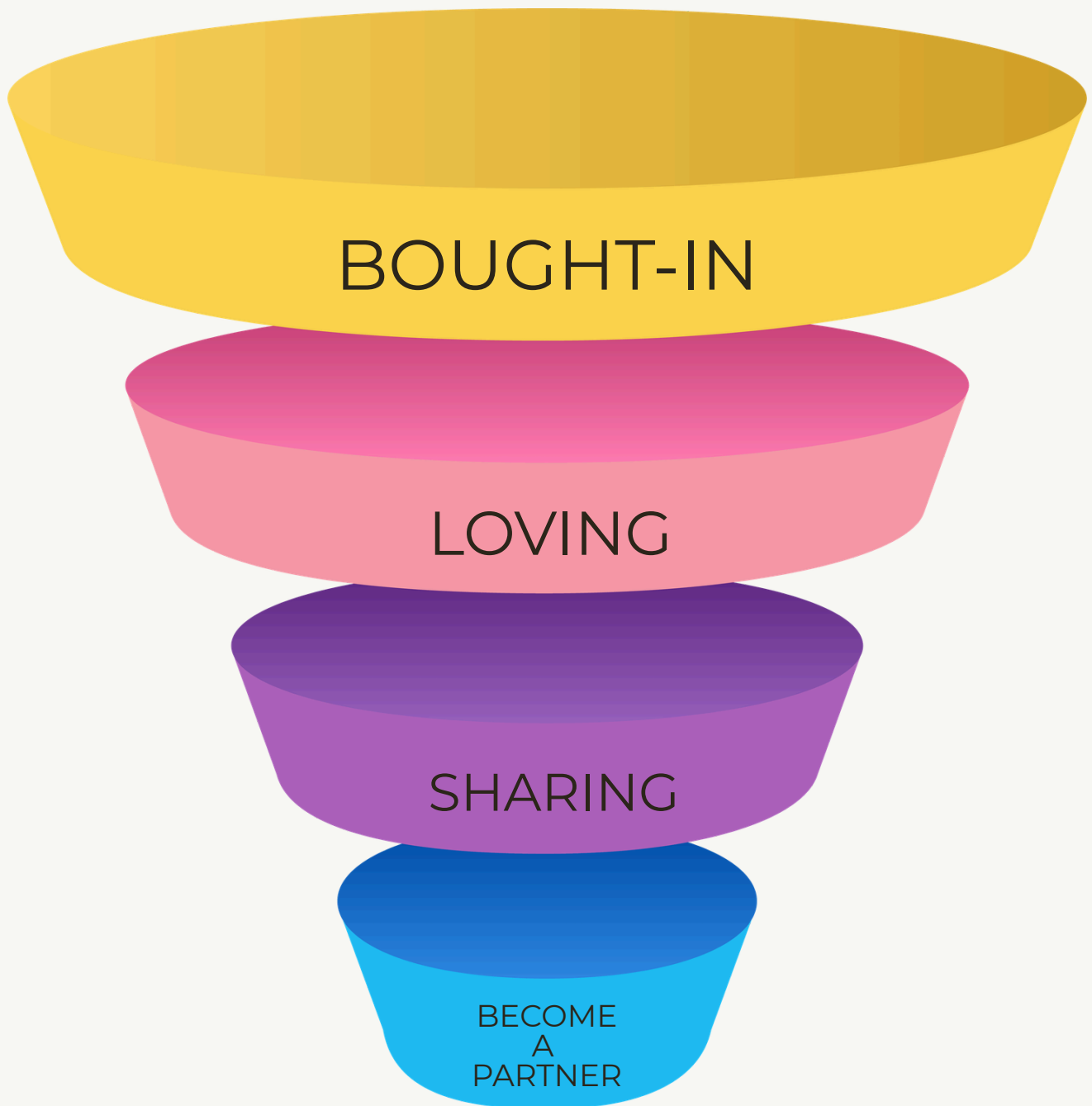
Level 2: Bought In – these are the customers who bought something on “shop” but have not yet subscribed monthly to Z products.

Level 3: Loving – these are the customers who are loving their products, building their own testimonies, active in The Wellness Club and ordering on subscription.

Level 4: Sharing – these customers have enrolled at least one person as a customer and are working towards their Zinzino for Free.

Level 5: Building – these are customers who have “upgraded” to a partner. They have to buy a partner kit from you. This effectively retires them from this chapter and moves them to the partner chapter.

CUSTOMER PROSPECTS



CUSTOMER LEVEL 1: **PROSPECTS**



Level 1: Customer Prospects

How do I identify these people?

Everyone you know who is not yet a Zinzino customer is a potential customer under you. These people are called prospects. They are not yet in your marketing funnel.

1. Get the Convo Started:

- a. **Post** on socials about launching your business, your personal product stories, share others' stories etc. etc. Ask people to comment below to start the conversation - **OR - simply post about our Monday Wellness Calls** and say something like "my health coach is teaching a call on how to address XYZ issue entirely naturally... if you or someone you love deals with this, you should come listen in. Comment CALL and I'll send you the link."
- b. **Reach out** and start a conversation. Use Boards > Prospecting > Customer Texts and read through a few of those, edit if you want but keep it very short and sweet. This is a teaser... don't send ANY details until they respond saying they want more info. For customers, keep it TOPIC focused, like a specific health goal (weight loss, pain, headaches, etc. and NOT "balance your omegas" because no one wakes up thinking "today is the day I'm finally going to get my omegas in balance" LOL – but seriously, no one cares so don't lead with that!)
- c. **Host something** like a testing party, or watch party with the theme of one of the wellness calls (like weight loss) and invite people over to watch. Test everyone. Sign them up as customers. Customers often become partners.
- d. **Meet someone** for lunch or coffee for a health chat ... ask if they want to learn what you've learned about inflammation. "Let's get coffee and I'll download to you everything I've learned. It's so fun."

2. Engage, Excite, Invite:

- a. Once the conversation is started and they've said they want more info, send them "the Health Protocol" or one of the other replays relevant to what they're asking (Boards > Prospecting > Wellness Calls) or get them to a live Wellness Call!
- b. Tell them, "Let me know once you've watched this and I'll send you the link for the XYZ bundle" (such as the weight-loss bundle).

3. Send your Link

- a. As soon as they've replied, send the link to the cart they want. (Make sure you have set up your links in Boards). How to build the cart is on the fifth page of this guidebook.

4. Follow Up

- a. If they don't reply, follow up asap... within a few hours. Again that evening and the next day... something like "so good, right?!" or "were you as inspired as I was watching that?"

5. Enroll + Welcome

- a. Help them through the ordering process.
- b. Send them the Welcome Text (Boards > Texts for After Enrollment > Customers > Welcome Text)

How Can I Keep Track of Prospects?

In a few pages is an empty list for you to write down all your prospects. There are two copies of this page to use as a master copy. Please make several copies of this page and keep a running list of all the people you are prospecting, both in person and online.

SUCCESS TIPS: Moving prospects through the funnel to the bought-in phase

Don't force the process. Prospecting could be a long-term relationship. Enrolling a customer is just a blip on the radar of your Zinzino relationship with people. Remember, the people you enroll will be a part of your Zinzino family for the rest of their life! This is all about relationship building as much as it is selling products. Don't rush the process... It looks different for everyone. Some people will sign up immediately, some will wait weeks, months, or even years! Don't burn any bridges rushing someone and pressuring them to buy a kit. You're here for the Legacy Build... Worst case scenario they say no, then they see you build and they come and join you in a couple years when you have a huge team. So prospects could be on your list for hours or for a decade. You're committed to the long haul so who cares ... go for no's and don't stress.

Expose them to your message consistently. There is a lot of evidence that suggests that people often commit to something after hearing it anywhere from 7 to 15 times. Be consistent with your message and be authentic. Your consistency comes by being a day-in-day-out "product of the product". Talk about the improvement of your life and your health since using Zinzino products. Or at minimum, share the results and stories of others in our team.

Be confident! People aren't just looking at the products or the company as a reason to join Zinzino. They're also looking at you. Being neat, clean and well kept is important... But your confidence, joy, and enthusiasm are even more important! Speak life over yourself, kindle your excitement about the possibilities within Zinzino. Think of the blessing you are to the people struggling for root cause health solutions! And get excited about this company! If you are pumped, that creates confidence in you that is very contagious to the people you're around.

Be relevant! It's important that you talk about your prospects' health goals more than you talk about your stories. Just keep the conversation about them and listen carefully and genuinely. The number one goal is to keep the prospect talking while you simply listen. People want to be loved and to feel important. If you do this well then A) it grows you into a more compassionate and caring person and B) it allows you to better meet their needs with Zinzino products which, in turn, is a blessing to your business as well.

Follow up. The fortune is in the follow up! You must follow up with people if you want to grow your business. Emails, calls, snail mail, text messages, adding people as friends on Facebook, etc.. It's a huge part of enrolling customers. Don't assume "if they're interested they'll call me" it's simply not true. People are busy and they often are just taking care of and acting on what's right in front of them... It doesn't mean they're not interested. Follow up 2 - 3 times a week.

IDEAS FOR GETTING INTO CONVERSATION WITH CUSTOMER PROSPECTS:

1. Make regular posts on social media:

- 7-10 Day Pre-launch Algorithm Strategy in Boards (in the SM Strategy folder)
- Launch
- "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
- Invite to our Zoom meetings OR have your own wellness conversation

3. Talk to your local health practitioners.

- See practitioner folder in Boards for follow up videos

4. ATM Daily:

- Add: Invite prospects to The Wellness Club
- Tag: Tag them on something relevant.
- Message: DM to let them know you tagged them

5. Build Local Community

- Launch Party / Testing Party
- Host a class or watch party on a specific topic
- Host an event. Collab with other local leaders or upline.
- Coffee dates
- Vendor Events – great way to build a list.

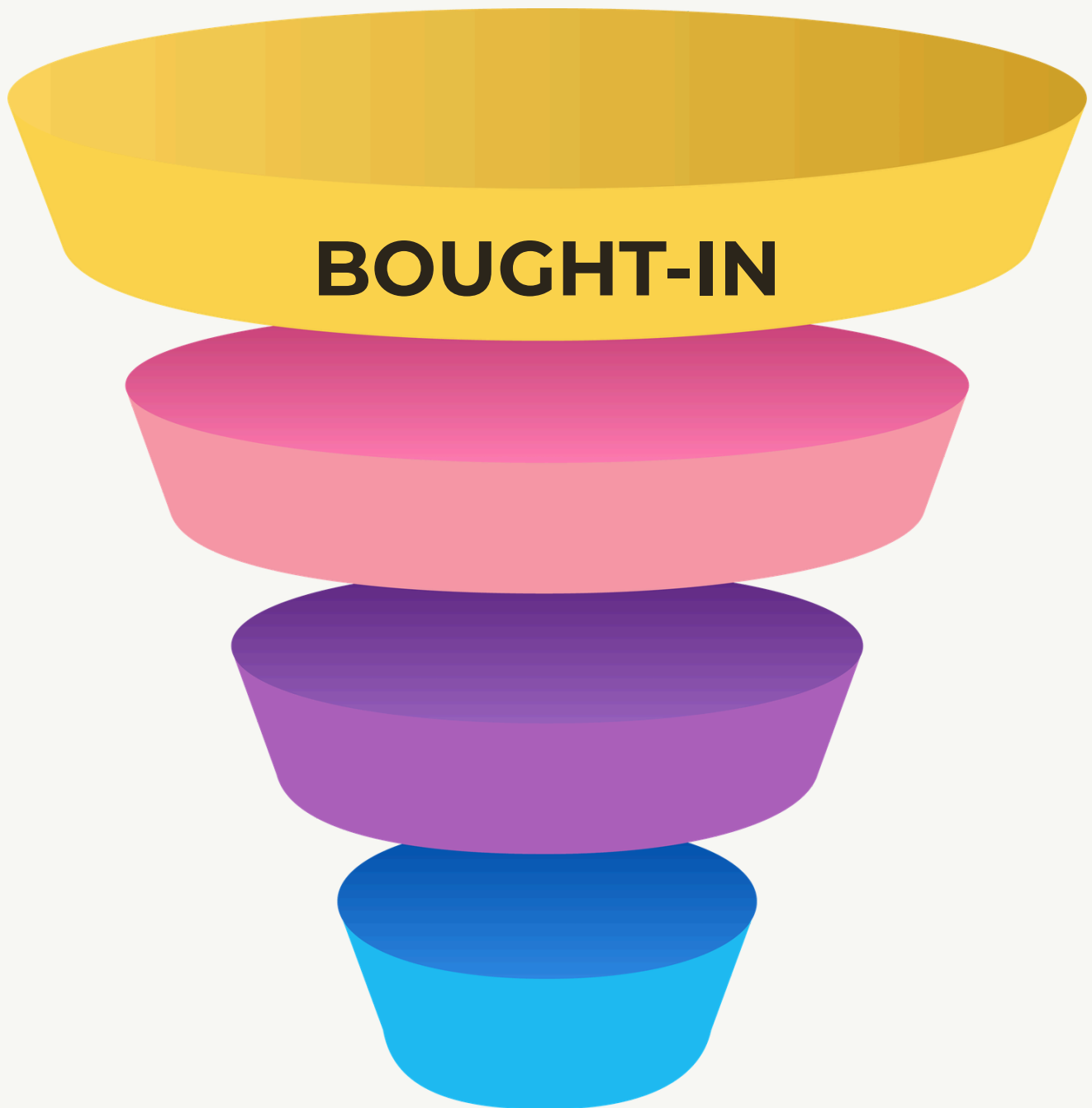
List of Customer Prospects:

Name:

Notes:

	Convo Started	Engage, Excite, Invite	Send your Link	Follow Up	Enroll + Welcome
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					

CUSTOMER LEVEL 2:



Customer Profile Form

Name: _____ Customer ID: _____
Enrolled On: _____ Enrolled From: _____
City, State: _____ Cell Number: _____

- ☒ Welcome Text Sent: _____
- ☐ Facebook Friends / Name on FB: _____
- ☐ Confirmed in The Wellness Club FB: _____
- ☐ Got Products / Walked through it Together: _____
- ☐ Top 3 Health Goals _____
- ☐ Helped Create Future Z Product Wish List _____
- ☐ They've attended at least 1 Wellness Call or Accessed Replays _____
- ☐ Walk through who in their life (parents, siblings, kids, friends, etc) has health goals. Who/what are they? _____
- ☐ They know how to share their customer link _____
- ☐ Explained Zinzino 4 Free to them? Sell 4 products on subscription, get 1 of theirs for free (if the 4 items sold are 4x the amount of one of their subscription items).
- ☐ Qualified for their Zinzino for Free? _____
- ☐ Sent congrats card for getting their first customer or qualifying for Zinzino for Free

Additional Notes (Birthday, Anniversary, Books to Recommend, etc):

Level 2: Bought In

How do I identify these customers?

These are the people who have bought their first Zinzino products on SHOP, but have still not fallen in love with Z products enough to set up their Z auto order monthly.

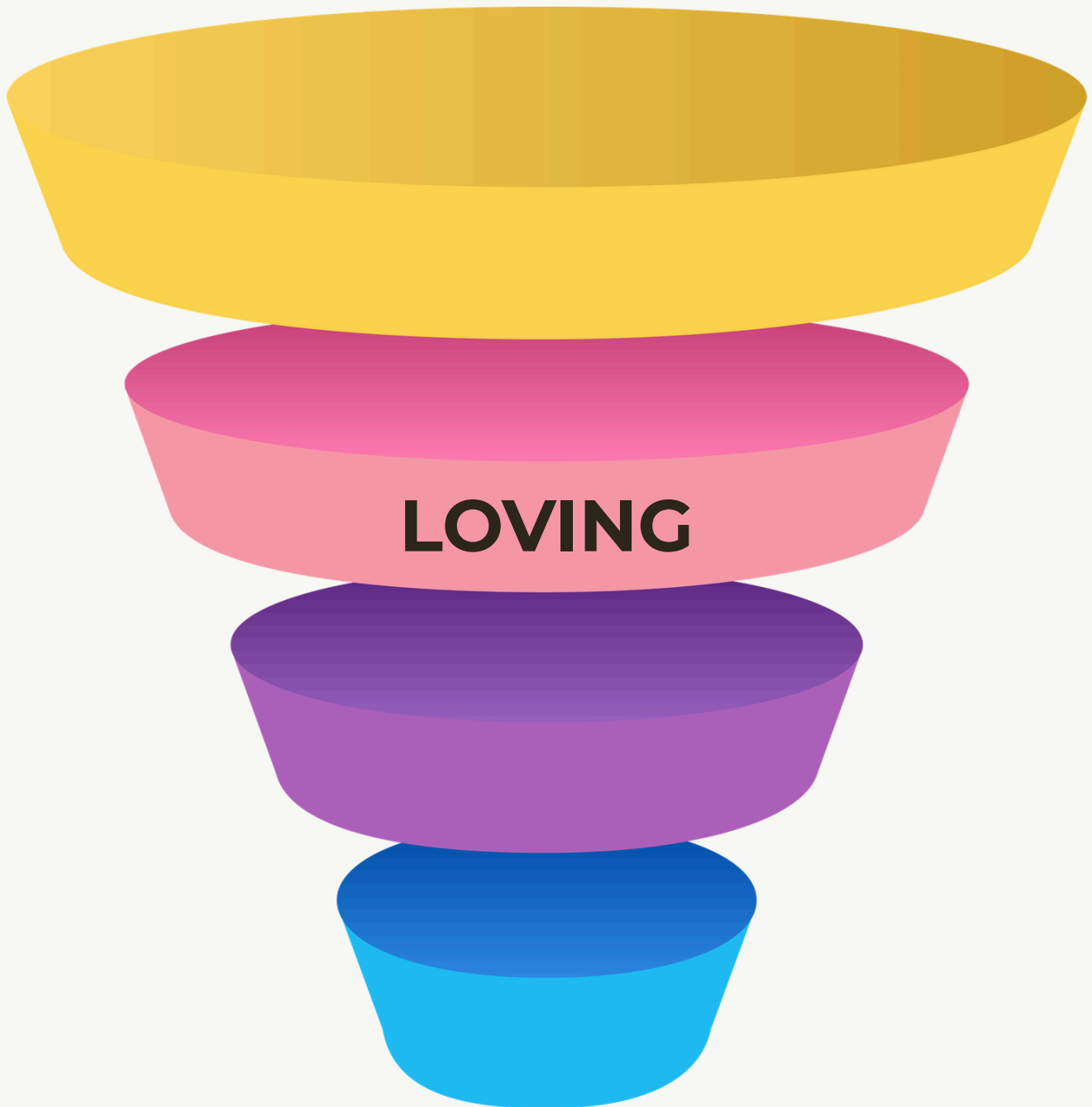
How can I keep track of these customers?

Once someone has become a customer (bought in), they are no longer a prospect. They are now part of your team and your Zinzino family. Fill out the customer contact form on the previous page so you can support them well.

Action Steps: Your work time for “bought in” customers:

- 1.They must see the value of Z products in their life. They haven't yet built the habit of taking products daily or developed a protocol/routine. This is where they need you to give them guidance on how to build a daily product routine around their health goals from what they already bought. (What do they take in the morning? Be sure they add water to their balance shot glass, etc). It's completely inappropriate to ask someone to buy something else if they aren't using what they already have.
- 2.Make sure they've done all steps of the launch page from the welcome text. (The Welcome to Zinzino call with Jordan, especially!)
- 3.Invite them to Wellness Calls Monday nights to keep learning or make sure they know where to find replays each week.
- 4.Tag them on all kinds of things in The Wellness Club and let them know you did. (Be sure you're friends on Facebook!)
- 5.Help them develop a wish list for products they would like to order in the future for specific health goals.

CUSTOMER LEVEL 3:



Level 3: Loving

How do I identify these customers?

These are customers who are on auto order monthly in Zinzino.

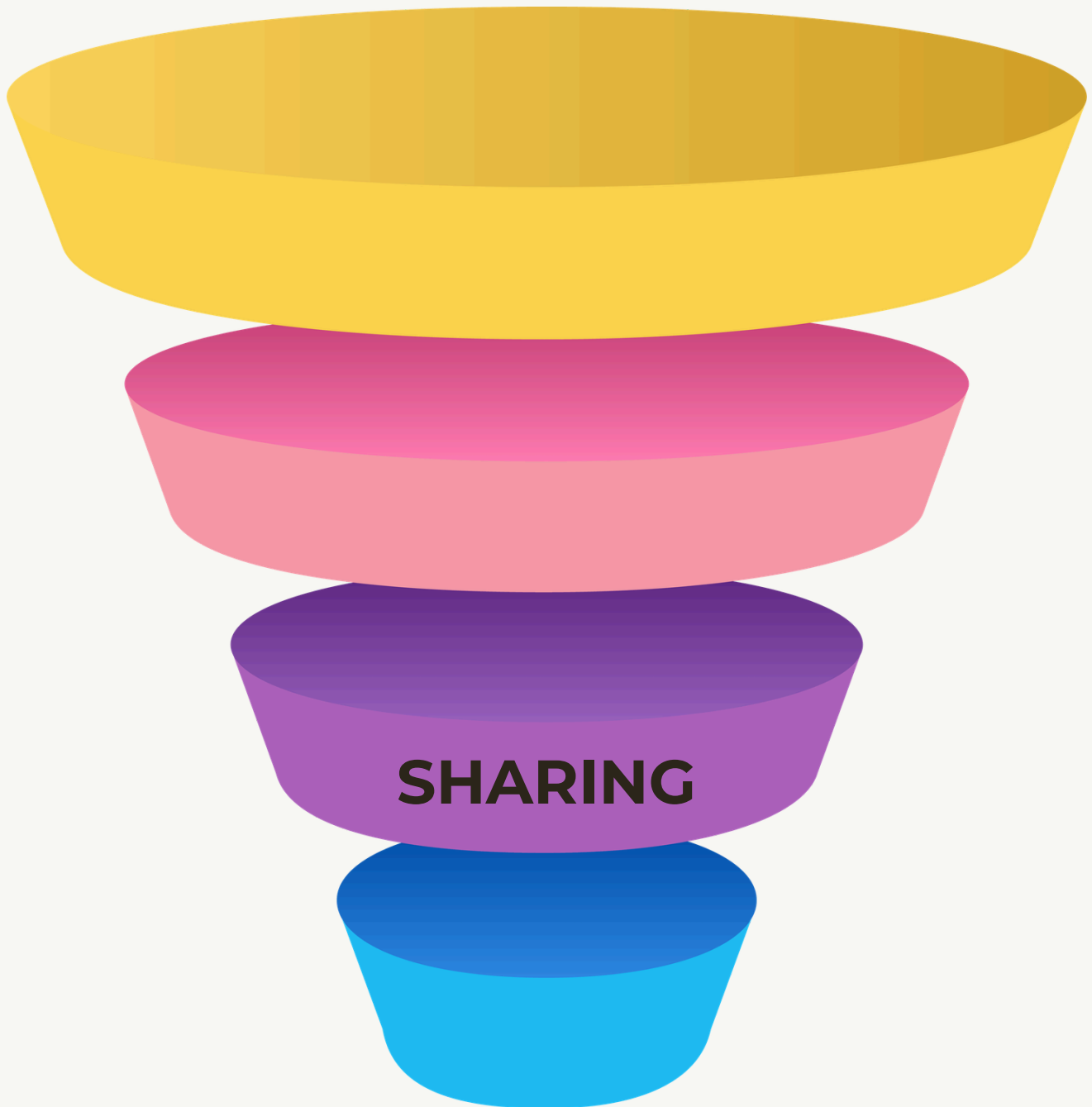
How can I keep track of these customers?

If they're on auto order in your customer list in the back office, add them to this section of your Funnel workbook.

Action Steps: Your work time for customers in the “loving it” phase:

1. These customers love their products, are using things from Zinzino, but don't assume they're loyal for life! This is the time to help them build roots through their own product stories, our community and their connection to you.
2. Make sure they're actively sharing their stories and reading others' stories in The Wellness Club.
3. Continue helping them build their wish list.
4. Help them think of others in their lives who also have health goals that they may want to introduce to Zinzino.
5. Thoroughly explain the Zinzino for Free option to them. There is a simple video in Boards > Texts for After Enrollment > Customers > Zinzino for Free
6. Be sure they have the Monday night Wellness Call graphic each week to invite friends or family if they want to share with someone. Offer GENTLY... don't make them feel pressured to share. They may be just as happy being a long term customer.

CUSTOMER LEVEL 4:



Level 4: Sharing

How do I identify these customers?

These are the people who have shared the products with a few others, and are working towards their Zinzino for Free.

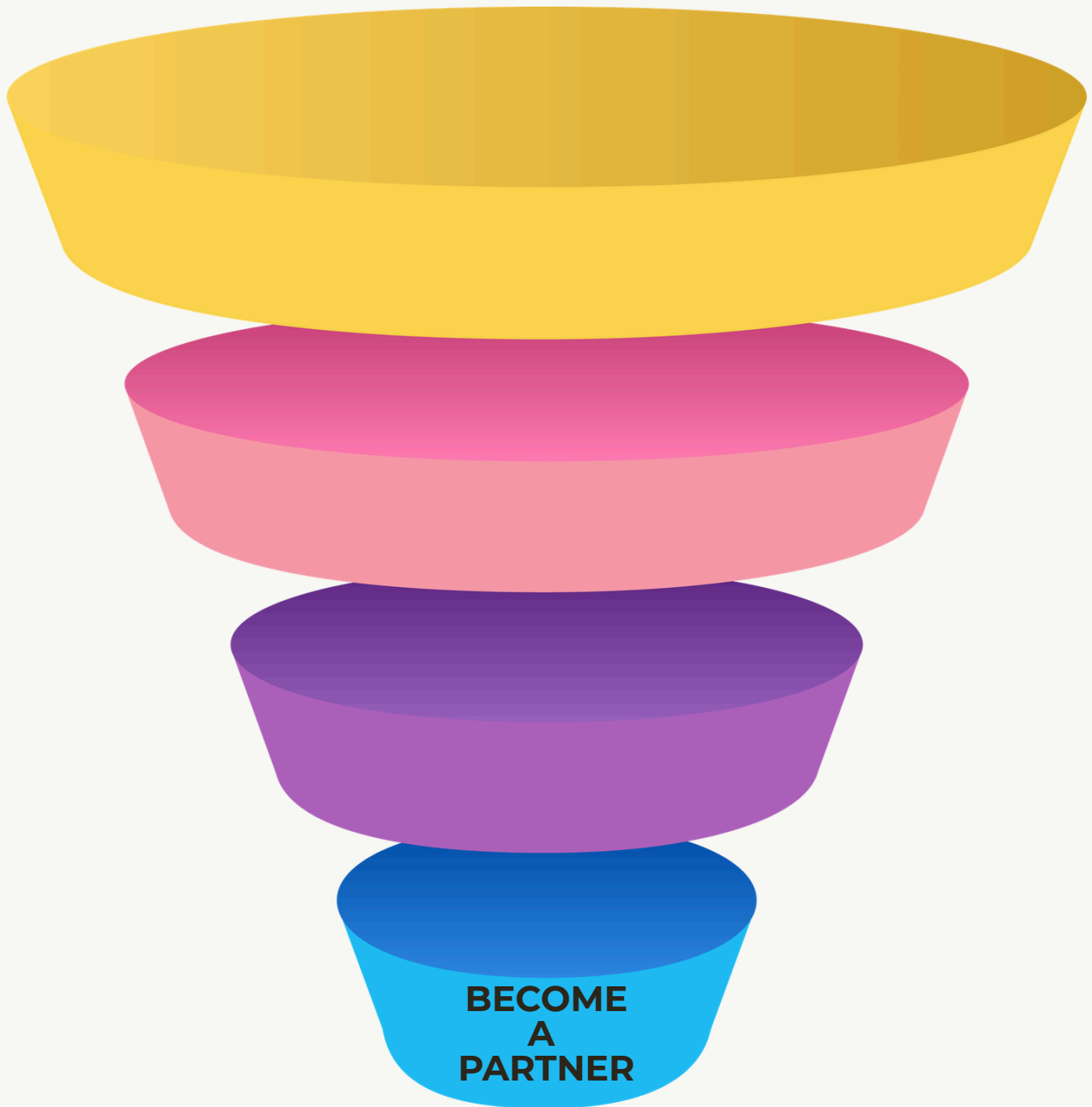
How can I keep track of these customers?

If a customer has signed up someone or sold a product to someone else, add them to this section.

Action Steps: Your work time for customers in the “sharing” phase:

1. These customers are actively sharing their Z product stories with others and signing up other customers, so encourage and celebrate them for that!
2. Be sure they're sending the Welcome Text to all their new customers and that their customers are getting added to The Wellness Club. (Remember that these customers are technically YOURS to care for, not the customer's, because they are part of your customer list, part of your customer career plan commissions, etc.)
3. Offer for them to take a look at the Zinzino business if they're naturally already sharing with others. Invite them to one of the Intro to Z Business Calls live with Jordan or Andi or send them a replay. Boards > Prospecting > Partners > Best Replay (or Men's Replay for men).

CUSTOMER LEVEL 5:



Level 5: Become a Partner

How do I identify these new partners?

These are the people who have bought a partner kit and decided to build a business with Zinzino.

How can I keep track of these new partners?

As soon as someone has enrolled with you as a partner, they are no longer in the “customer” chapter of Funnel Your Focus.

Action Steps: Your work time for new partners in the “Became a Partner” phase:

1. You can transfer their info (plus new business details) to the partner contact form, and throw away their customer contact form.
2. Immediately start them through the steps of the partner chapter of Funnel Your Focus.

Dear Future Zinzino President:

It is my sincerest hope that this workbook will do two things for you:

1. Help you reach every goal you have within Zinzino as you help further the message of bringing the world into balance and help struggling people and families find amazing solutions to their health needs.
2. Help you focus on what matters most in life: Faith & Family. I have learned through the years how to funnel my focus. I often learned the hard way – by focusing on things that didn't matter in business, were a waste of time, and by using methods that weren't effective. You can work more efficiently, get people what they need, and then get back to your home/family.

TIPS FOR SUCCESS:

- Implement the 20-20-20 plan into your work time.
- Use sticky notes as bookmarks for where you leave off day to day and add tabs to the “prospects” and “partner funnel” and “customer funnel” sections so you can easily flip to them during your 20-20-20 work time.
- The last few days of the month, go through your sharers, builders and leaders and see who you can help move to the next level in the funnel or rank up.
- Use the people within each section to target your communication. For example, if we are having an Intro to the Z Business class, connect with and invite all your sharers. If you're sending out Christmas gifts, be sure they go to all your builders and leaders. If you're doing a promotion (or Zinzino is) for auto orders, let all your “bought in” partners and customers know. Etc. Etc. This helps guide your communications so that you're really targeting people and moving them to the next level of the funnel strategically.

All my love, support and prayers,

Jordan, *Founder, The Wellness Club*
Andi Duli + the TWC Admins