

# WELCOME TO FDI-YOUNGevity! NOW LET'S GET STARTED!

This guide is a comprehensive outline of key points to building quickly and efficiently. **Follow the FDI-Youngevity system.** This system is a proven method of helping you reach your goals quickly and showing others how to do the same.

My ID# is: \_\_\_\_\_ My Website Address is: www. \_\_\_\_\_

My Password is: \_\_\_\_\_

My Sponsor is: \_\_\_\_\_ My Sponsor's Cell # is: \_\_\_\_\_

My Sponsor's E-Mail Address is: \_\_\_\_\_

***REACH YOUR GOALS... FOLLOW THE SYSTEM  
DON'T REINVENT THE WHEEL***

**GOALS: Why are you building your FDI-Youngevity Business?**

Reason 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Reason 2: \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

Reason 3: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What is your income goal for the next 30 days? \$ \_\_\_\_\_**

# CEO Product Packs



## HEALTHY START NUTRITION CEO PACK - \$399.99

Includes the CEO Training Guide, Welcome Kit and a Healthy Start Nutrition Pack which contains: Beyond Tangy Tangerine® - 420g canister (1), EFA PLUS™ - 90 capsules (1), and Osteo Fx Plus™ - 32 oz (1). An autoship of Healthy Start Nutrition Pack (\$112) will occur monthly. BV 100



## WEIGHT MANAGEMENT CEO PACK - \$399.99

Includes the CEO Training Guide, Welcome Kit and Slender FX Weight Management System - Vanilla which contains: 1 Slender FX PM Cleanse, 1 Sweet Eze, 1 Food Fiber, 1 Meal Replacement Shake - Vanilla. An autoship of Slender FX Weight Management System - Vanilla (\$130) will occur monthly. BV 115



## HEALTH AND BEAUTY CEO PACK - \$399.99

Includes the CEO Training Guide, Welcome Kit, a YGY Botanical Spa Starter Kit and a Mineral Makeup Cataanda African Safari Kit BV 120. An autoship of a Health and Beauty Autoship Pack (\$112.50) will occur monthly. BV 101.50



## ENERGY CEO PACK - \$399.99

Includes the CEO Training Guide, Welcome Kit plus a Beyond Tangy Tangerine® - 420g canister (1), JavaFit Variety Single Serve (30 Count) and Rebound Citrus Punch On-the-Go (30 count). An Energy Autoship Pack (\$112) will occur monthly. BV 100



## PREFERRED BENEFITS CEO PACK - \$399.99

Includes the CEO Training Guide. The Preferred Benefits Package consists of Lifelock, TelaDoc, EquityTRAX, MoneyTRAX and CreditTRAX services. First month services are included and a Preferred Benefits autoship of \$69.95 will occur monthly. ***(Preferred Benefits CEO Pack is only available to FDI IMDs until integration is complete.)***

**WITH THE CEO PRODUCT PACK, YOU QUALIFY FOR;  
FAST START BONUSES, LEADERSHIP CODING BONUSES, CAR BONUSES  
GLOBAL REVENUE SHARING BONUSES, STOCK OPTIONS REWARDS PROGRAM**



## BASIC PACKAGE - \$99.99

Includes a Welcome Kit and samples of Beyond Tangy Tangerine® (15), Pollen Burst (15), JavaFit Variety Single Serve (15) and Rebound FX (15). An autoship of Healthy Start Nutrition Pack (\$112) will occur monthly. BV 100 (Basic Package Enrollee's are NOT eligible for CEO Fast Start or Coding Bonuses.)UPGRADE TO CEO ANY TIME!



**MY MONTHLY  
AUTO SHIP  
IS AT LEAST  
\$150.00.**

# Order Your Pharmacy Cards



Order your **FDI-Youngevity Pharmacy Discount Cards!** Not only are these cards the **PERFECT EXCUSE** to talk to people about your income opportunity, but they double as your **Business Cards**. To order yours, simply log into your back office, click on **FDI-Youngevity Resource Center**, then **Pharmacy Cards** on the left side of the page. You can then print out some temporary cards to use until your new cards arrive.

## Let's Get Promoted!



Your first goal is to become a **Regional Marketing Director**. {RMD}

- You need to have \$150 in Personal Volume. {PV} {Minimum of \$50 personal autoship} The balance can come from personal sales. There's no need to become "salesman of the year", just keep it simple! Your quickest and most loyal customers will be your friends, family and neighbors, it's that simple! Get your PV to \$150 as soon as possible.
- You also need to have 3 IMD's on your first level.

Please understand....that's just the beginning!

As a RMD, you are now eligible to receive a \$15 coding bonus on every new CEO IMD that enters your Regional group, and this bonus is paid to an unlimited number of levels!

Imagine earning \$15 on every new qualified CEO IMD that joins your organization! No matter how many levels deep they are! As you reach new ranks, this bonus can go as high as \$190!



# Prospect List

First, you need to make your prospect list, which will become the backbone of your FDI-Youngevity business. Think about it: You are now part of the greatest financial opportunity in the world! But if you don't have anyone to share it with, it becomes meaningless.

Trust me; you'll want to make a list of everyone you can think of, without prejudging or qualifying anyone. Consider this: Pretty much **ANYONE** can give stuff away for **FREE** and **MAKE MONEY** – the only thing that you want to know is **WILL THEY** do what it takes to get started?

An easy place to start is with your cell phone contacts, then use the memory jogger to maximize your list. Your initial list should be at least 100 names long.

Once you have your list written out, go back and prioritize your contacts using these 3 criteria.

- 1: Put a check mark next to everyone's name that you have a **mutual respect** with.
- 2: Put a check mark next to everyone's name who you consider to be **"looking for something."**
- 3: put a check mark next to everyone's name that has the money to get started **TODAY!**

Anyone with 3 check marks should be considered a hot prospect, which is where you want to start. Simply invite them to look at FDI-Youngevity. The less you say the better, because your only objective at this point is to get them in front of the business presentation.

Don't attempt to explain the opportunity on the phone; because if you Confuse'em, you'll Loose'em! The Business Presentation will answer most of their questions and give them the information they need to get started, just like it did for you!

## Pharmacy Discount Card Approach

The easiest way to introduce someone to the opportunity is to simply ask;

**"If I could show you a way to make money, handing out something for FREE, would you be interested?"**

**Prospect:** YES!

**You:** Next time you get a prescription filled, use this card. It will save you some money.

**Prospect:** I already have health insurance.

**You:** Great, have the pharmacist run your insurance card and then the FDI-Youngevity Discount Card and see which offers a larger savings. It's totally free to use and the card never expires.

**Prospect:** Okay, thank you!

**You:** The best part about this card is, every time you use it, I GET PAID!

At this point show them the back of the card and explain how they can give FDI-Youngevity's Pharmacy Discount Cards away for FREE and make money.

Invite your guest to see the big picture of FDI-Youngevity.

This is a very successful approach.



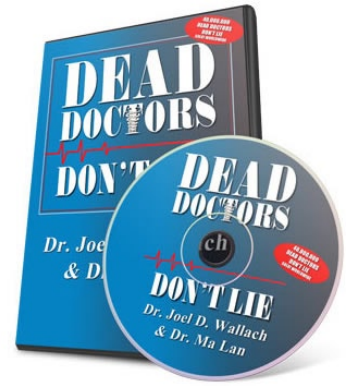
# Dead Doctors Don't Lie CD Approach

Find out what your prospect needs and whatever they say, you can answer with;

“Believe it or not, but I work with a (company or doctor) that specializes in (exactly what they are looking for). If I lend you this CD, will you listen to it?”

If you lead with the Dead Doctors Don't Lie CD, make sure you schedule a time to pick it back up.

Follow up is critical. If you don't follow up, you have wasted your time and lost your CD.



## The Business Presentation

There are several different ways to give a business presentation, but if you're just getting started, put your sponsor to work for you! Your sponsor should be able to do 2-on-1 Business Presentations with you all day long. They are short, informal and very effective.

You can also invite your prospects to the corporate Blitz Calls. The Blitz Calls are LIVE presentation conference calls at 1pm and 9:30pm Eastern Time Monday through Thursday and at 1, Eastern Time on Fridays. That number is 212-990-8000 pin 75555#.

We also have a Recorded Blitz Call available to you 24/7. That number is 641-715-3900 pin 561-661.

You can also invite your prospect to a Home Business Presentation. These meetings are great for groups between 5 and 20 people. Once again these meetings are informal and very effective.

You should plan to do 2 on 1 and Home Business Presentations throughout the week and also attend the big group hotel type meetings and trainings in your area. These larger meetings are very exciting and the top income earners will be there to help build your business and stretch your vision!

## Ask Your Prospect to Join Your Business

After any business presentation, have someone lined up to help you “close” your prospect. This person can be your up-line, down line, sideline... anyone really. It's always helpful to have a “third party expert” to help answer those last minute questions and provide additional credibility, especially if your prospect is a friend or family member.

When the time is right, ask your prospect to join the business. Your goal is to build a team – and if you don't ever ask them to join, they won't, and your business will never grow.

Remember, practically ANYONE can give stuff away for free and get paid... you just want to find the ones that WANT TO and that WILL do what it takes to get started!

# Teach Others To Do The Same

Well then! As far as the business building process, that's pretty much all there is to it! From this point, you simply repeat the process and teach your new business partners to do the same. Each time this process cycles, your team grows! As your team grows, your customer base expands. As your customer base expands, your income explodes! Pretty Simple, huh?

Oh, and before I let you get back to work, I'd like to tell you about a simple way to DOUBLE your MONEY!

When you reach your first rank of RMD, your Pharmacy Discount utilization bonus will DOUBLE from 25 cents to 50 cents per utilization! And that increase is PERMANENT! But don't wait. Follow this simple plan and you can get that done this week!

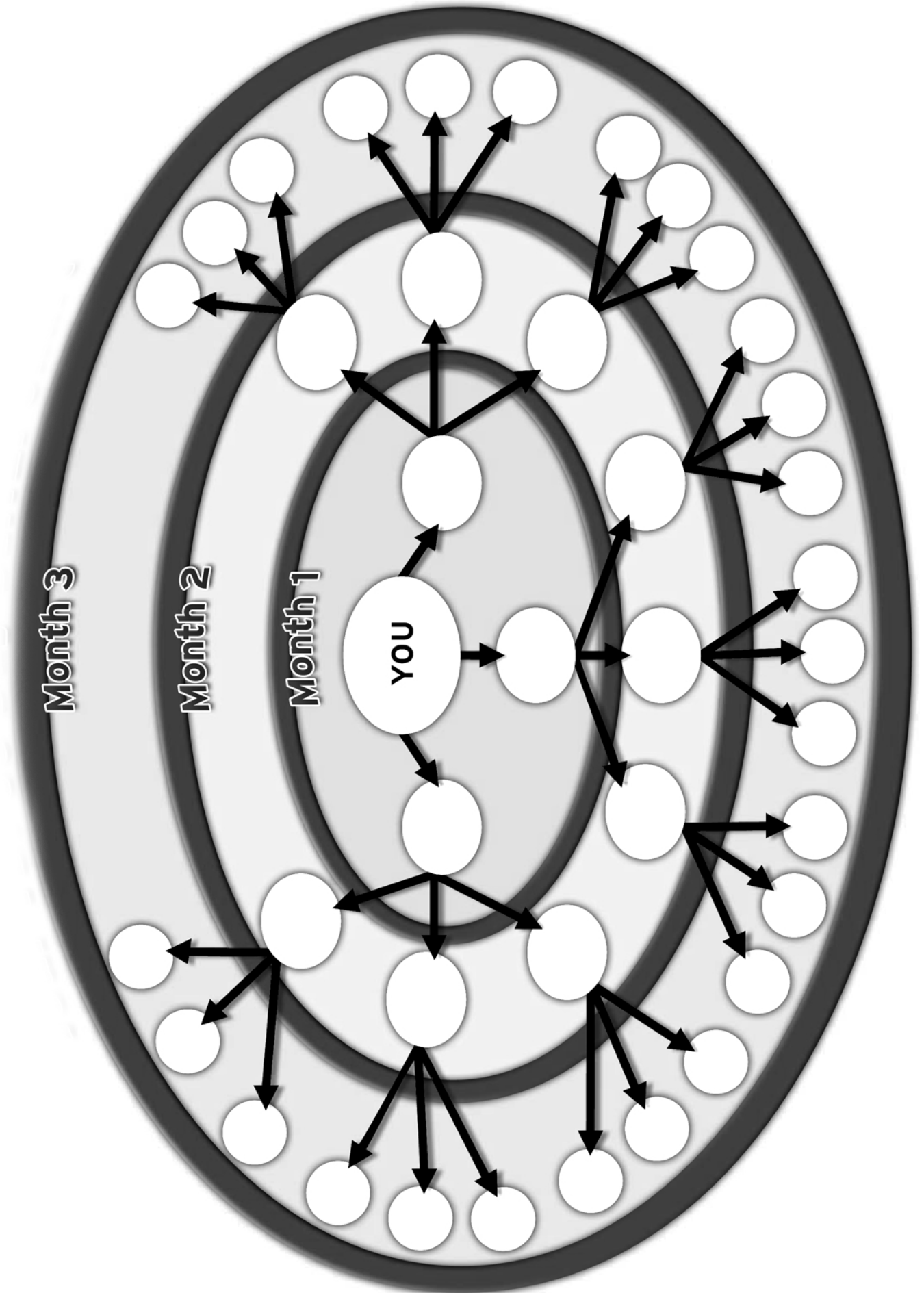
FDI-Youngevity's simple business plan for success has already created Million Dollar Earners. And if you follow the simple plan that I just laid out, you can be next! Make sure you know why you are building your FDI business. Having a very strong reason why creates a desire to make that dream come true.



## Daily Deadline



# Your FDI-Youngevity 90 Day Blitz Chart



# PROSPECT LIST

## Your Prospect List

With the assistance of your Sponsor, make a list of 100 people; use Memory Joggers to increase your warm market contact list. Use the check mark system to identify your prospects. One check mark for people that you have a common respect for; two check marks for people you know who are looking to supplement or replace their current income; three check marks for people you know who can afford to get stated NOW!

✓	Name	Phone	Address	Email
	1			
	2			
	3			
	4			
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✓	Name	Phone	Address	Email
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Ranks	Junior Independent Marketing Director	Independent Marketing Director	Regional Marketing Director	Executive Marketing Director	Senior Executive Marketing Director	Vice Presidential Marketing Director	Presidential Marketing Director	Vice Chairman Marketing Director	Senior Vice Chairman Marketing Director
PV (Personal Volume)	50	100	150	200	250	300	300	300	300
PV = A minimum of 50 BV Personal Autoship Order, additional personal wholesale orders, plus personal retail customer volume.									
GV (Group Volume)				1,000 (1st 2 Levels)	5,400 (1st 3 Levels)	7,500 (1st 3 Levels)	10,500 (1st 3 Levels)	27,000 (1st 3 Levels)	43,200 (1st 3 Levels)
Requirements			3 Jr. IMDs or above (1st Level)	3 IMDs or above (1st Level)	3 EMDs or above (1st Level)	3 SEMD Legs	5 SEMD Legs	6 SEMD Legs	9 SEMD Legs
<b>Global Residual Compensation Plan</b>									
1	5%	8%	8%	8%	8%	8%	8%	8%	8%
2	5%	8%	8%	8%	8%	8%	8%	8%	8%
3		7%	7%	7%	7%	7%	7%	7%	7%
4			6%	6%	6%	6%	6%	6%	6%
5				6%	6%	6%	6%	6%	6%
6					8%	8%	8%	8%	8%
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<b>INFINITY LEADERSHIP BONUS</b> (Paid on Levels 9 through Infinity or until 6 SEMDs from Level 7 or below are reached)									
<b>SILVER MERCEDES CAR BONUS</b> (*SEMD Car Qualification requires Minimum 12 Personally Enrolled Qualified IMDs. )									
<b>GLOBAL REVENUE SHARING POOL</b> (Qualified Senior Vice Chairmen receive proportionate share of company global business volume)									
<b>DREAM CAR BONUS - RECEIVE THE KEYS AND THE TITLE TO YOUR DREAM CAR! EARN A CORVETTE C6 OR FERRARI F430</b> (Corvette C6 - 3 Million GV for 3 Consecutive Months. Ferrari F430 - 6 Million GV for 3 Consecutive Months. See compensation guide for complete details.)									
<b>RECOGNITION AWARDS</b>									
    									
					\$300*	\$600	\$800	\$1,000	<b>GLOBAL REVENUE SHARE</b>