

# ADVOCARE

## SUCCESS CURRICULUM

### Module 101

#### ***Welcome To The Exciting World of AdvoCare!***

*Getting off to the right start is just as important as getting off to a fast start. As you begin to take the initial steps in building your AdvoCare business, the first thing to remember is that the growth of your customer base – as well as that of your Distributor team – is not a sprint, it is a marathon. AdvoCare is a methodical work program, not a fast-money concept based upon ‘signing up’ lots of other people who aren’t willing to engage in serious daily activities designed to lead to growing results. What AdvoCare is, however, is a concept of building a business one new customer at a time, one new Distributor at a time. Guided by the elements in the AdvoCare Success System, a synergy is created that leads to results.*

*You are not in competition with any person, other than yourself. By beginning part time, and working mostly from your home, you can build a local, statewide or even a national business. It does not matter what others do, it only matters what you do, and if you learn ‘what to do’ and ‘what not to do,’ you can create business momentum that can bring about profound results in your life and in your lifestyle.*

*This Learning Module contains the basic concepts that, as a new Advisor in AdvoCare, can make sure you begin with the right strategy and focus upon the simple activities that can lead you to extraordinary results. Learn these basics well, and results will begin to occur for you, and as you make progress, you’ll be provided with the next Learning Module that will take you to the next step on the success ladder. So, let’s begin. Familiarize yourself with these basic concepts and the terminology of AdvoCare, and you’ll be laying the foundation that can lead you to where you want to be.*

## **ALWAYS FOLLOW THE RECIPE**

Let's imagine that each time you visited your grandmother's house on special occasions, she would bake a special cake for you that was your absolute favorite. When you grew up and had your own family, your grandmother gave you the recipe. Being part of a nutritionally correct generation, you discovered you didn't like half the ingredients in the recipe, so you decided to change them. Would the cake taste the same? The answer is rather obvious. You might very well decide never to bake the cake again.

In life and in business, if you want a specific result, you have to learn how the system works, and you have to be willing to follow the 'recipe' that leads to a successful result. In AdvoCare, there's a system and a 'vocabulary' of terms that explain what to do and what not to do. Here are some of the often-used terms, tools, and concepts that can help make AdvoCare your solution for finding a better life and enjoying a better lifestyle:

## **ACQUIRING THE ESSENTIAL TOOLS FOR SUCCESS IN ADVOCARE**

While there are many parts in the AdvoCare Success System, the following are the tools that each Distributor who is serious about building a rewarding business should use and master. Each is part of the essence of what makes the AdvoCare business opportunity work. This 'success system' consists of tools, methods and activities that make the major difference in how far your business will go.

### **AdvoLink**

The AdvoLink Communication System is the number one communication tool used by serious business builders for receiving frequent bulletin broadcasts, spoken messages from your upline leadership, and even for having access to newly emerging strategies, testimonies and inspiring messages from the corporate office, and even from cross-line Distributor teams (those not in the line of sponsorship of which you are a part). The monthly fee for this service is modest, and the information you receive is exceptional in preparing you for upward momentum leading to attractive results in AdvoCare.

### **Success School**

AdvoCare offers national centers of learning where Distributors from across America converge to discover and be impacted by the full scope of what AdvoCare is really all about. It's often been said that this spectacular gathering of Distributors at all levels, combined with the full home office team, is an event that must be experienced by each serious Distributor, not explained by others to those who did not attend.

### **Notes on Success (CD Training Program)**

Comprised of several CD's, this is the fundamental AdvoCare training program. It consists of a number of training subjects covered by the Founder of AdvoCare, Charlie Ragus, with substance delivered in a style that can only be provided by the man who gave life to AdvoCare. While the many messages on these CD's, and the subjects offered were recorded several years ago, the content is timeless. Strategies and tactics can – and often do – change, but the basic principles and concepts that are built into AdvoCare never change. So make the information you'll hear on these CD's part of who and what you are, and the progress and the rewards being enjoyed by so many others in AdvoCare can become your own.

## **GAP Information Hotline**

Your two primary points of contact for getting your business momentum started, and for advancing and sustaining momentum are, first, your personal sponsor, and second, your personal upline leadership team member. There are times, however, when you will need advice and assistance, and in those moments neither of those two points of contact may be available.

To supplement the personal guidance the aforementioned people can provide, there is comprehensive information available to you on the AdvoCare GAP Information Hotline. You can access the GAP Hotline by toll-free number at 1-800-348-7806, and it's ready for you to use 24/7! Simply listen to the welcome message, have paper and pencil to copy down the information that's available to you in each of the many channels, and then make your selection. It's so effective and easy to use; it's much like having direct access to a seasoned Diamond Advisor or Hall of Fame member. The GAP Line information is also available 24/7 on our website, [www.AdvoCare.com](http://www.AdvoCare.com) in the "Services" section. As you begin your business building activities, familiarize yourself with all the information – it's a superb source for detailed information and training, and you don't even have to leave your home to acquire it.

## **DebtBuster Strategy —The AdvoCare Award-Winning Debt Freedom System**

The AdvoCare DebtBuster strategy is designed to help those who are burdened by debt as they enter the world of AdvoCare so that they can go to work on eliminating that debt. What this remarkable system has already done for AdvoCare Distributors is remarkable. It gives a specific purpose to the process of merely 'making more money.' It creates a new mindset about money – about how to use it, about how to change the thinking habits that created it, and about how to use the income earned at AdvoCare to make even more money, rather than to continue to accumulate even more 'trinkets.'

## **Your Warm Market List**

The Warm Market List is at the very core of those basic activities necessary for success in AdvoCare. It is a written list of the names of people you know – but that list must be written, not 'kept in the mind.' Make certain that you take the time to sit down with paper and pen and reflect upon all the people you know, and turn to every possible source of recall, including:

- People from your school years
- People on your Christmas card list
- Neighbors, co-workers, former co-workers and relatives

Take nothing, and no one, for granted, and by all means, do not pre-judge. Quite often, those who you may think will show the least interest will turn out to show the most. And remember, it is this list that starts a mental process, and through compiling your list, you set into motion an energy that makes unexpected results possible and helps make new doors open for you.

### **The AdvoCare Website**

With the AdvoCare website, ([www.AdvoCare.com](http://www.AdvoCare.com)), you have access to a world of information, tools, concepts and whatever else you need from your own home. Whether it's reports on your activity and results, product information, inspiration, ordering or testimonies and techniques that can help you build your business; you're going to find it here!

However, always keep in mind that, using the website alone you aren't going to find the customers, the new Distributors to join and stay with your team, or those who become emerging leaders by trying to build a growing business. Results and momentum come from meeting people where they are – person to person. Charlie Ragus knew that AdvoCare had to be – and forever remain – a relationship-building process. But the website enables a business builder to do much of the information-gathering work from home, leaving more time for family-building and principle building within the home.

### **Mental Vitamins**

Imagine waking up each morning and – as you check your e-mails on your computer and have your glass of AdvoCare Spark – being able to go to the AdvoCare website and find a fresh, daily message that addresses an important subject in the area of building your business through the process of personal development. That's just what you have in the daily "Vitamins for the Mind." There are nearly 2,000 such messages written over a 12-year period. One message at a time – and the first Mental Vitamin is just as relevant to your success as the one that was written and posted on the website today. One new concept, read each day and internalized, can – over time – find you performing as you've never before performed, feeling better about yourself than you have ever before felt, and thinking as you have never before thought about the chances for your better future.

### **Solutions For Your Success (Award-Winning DVD)**

The award-winning DVD – "Solutions For Your Success" – is like having top-producing people along with you as you begin the process of sharing your product and business opportunity message. It isn't always easy or comfortable in the beginning to start telling others about your new business, and this exciting business tool makes the job so much easier.

Take the time to view the many messages to be found on this essential tool. You'll find product result stories, income testimonies leading to a complete

shift in the life and lifestyles of other people, and the excitement felt by others who are on their way to becoming debt free by using the AdvoCare DebtBuster system.

You'll also find messages and information from members of the AdvoCare Medical and Scientific Advisory Board, Members of the Sports Advisory Council, and various sports endorsers who are using our products to achieve significant improvement in their athletic and off-the-field performance.

Remember, the more you review the many subjects on this unique DVD as a means of 'preparing yourself', the simpler it will become for you to go instantly to the relevant message at the very moment when you need it.

### **The "Literature" of AdvoCare (The Power of an Outside Voice)**

The AdvoCare sales aids, "Impact" magazine and the "Pulse" newsletter, contain the stories and the personal income and product testimonies of people who have achieved exciting results. They're people just like you and the people you know whose names are on your Warm Market List. The people behind those stories were skeptical and sometimes pessimistic when first approached about our products and the business opportunity those products make possible, but now they are a glowing example of what's possible.

Chances are that a new Distributor may not have yet experienced dramatic product results or an exciting income. Both the power of the products and the potential of our business opportunity are somewhat like a marathon rather than a sprint. But until you have your own story and are comfortable in sharing it, you can turn to the stories of others whose results provide evidence of what's possible. If you'll "point to the pictures and the stories" of others, and if you'll do it persuasively and convincingly, you'll start a process. Then, when your own story evolves and becomes attractive, you will have already captured your own momentum, and that will make the journey simpler and easier for you.

## **IMPORTANT CONCEPTS AND TERMINOLOGY**

### **Understanding Your “Ratio of Results”**

Once you understand the concept of the “Ratio of Results,” you arm yourself with an understanding that will help you through the short-term obstacles, rejection, and the tendency to doubt yourself and your results and to fall into the trap of comparing your progress to the progress of others.

In the beginning, since so many of the component parts of the Success System may be new to you, they tend to sometimes be uncomfortable. The key thought and the major discipline for dealing with that discomfort is to remember that it’s a normal truth in the world of AdvoCare, and for progress in life in general, that we have to be willing to do the uncomfortable until it becomes more comfortable. That’s when progress starts. Accept that as an established probability, and you’ll grow faster and your results are likely to be bigger.

### **One-Out-of-Ten Principle**

The “ratio of results” suggests that you may have to talk to ten people about the products and the opportunity of AdvoCare before one person will purchase the products or choose to become a serious Distributor. But don’t let that statistical possibility overwhelm you!

“One out of ten” is a measurement of your ability to get results, but that early ratio is certainly not permanent. The danger lies in your inclination to assume that those results aren’t going to improve. If you talk to ten more, and get only one positive result, that is relatively meaningless as well. With every attempt, and by ‘playing back the mental tapes’ of what you said, did, didn’t say or didn’t do, you’re planting the seeds for improved skills. Soon, and with enough attempts, you’ll start getting two out of ten, and if you continue on – without being unduly influenced by any failure or setback – you can even get to three out of ten. If even that sounds like an unacceptable ratio, just remember that if you were a professional baseball player, getting a base hit three times out of ten at bats makes you a superstar. You’ll have a ‘.300 batting average’ and that makes you significantly above average.

### **Quantity Has a Quality All Its Own**

If you’re engaged in one of the many ‘impending events’ or incentives going on in AdvoCare, you can effectively compete against someone else who may be ahead of you. If your ratio of results is only one out of ten, and Bill is nine out of ten, you can still win. If he talks to ten and gets nine, you can talk to a hundred and get ten – you win! What you may lack in quality in the beginning can be made up for in quantity, and you’ll be getting better each time because of the more frequent practice.

## **Getting Comfortable With “Lag Time”**

If you aren't aware of the influence of Lag Time, you could very well assume that an early confrontation with only minor results is a permanent situation for you – and it isn't. Things are seldom as they at first appear.

The best way to present this important subject is found in understanding that what you do today, only occasionally produces results today. What you do this week isn't going to always bring results this week, and even what you do this month won't always bring proportionate results this month.

More often than not, what you do today may not show up in the results column until next week, and sometimes until much later. You talk to Bob today about the products, but he doesn't buy any products. In fact, based upon his attitude, you may be convinced that he won't ever buy!

## **The Fortune Is In The Follow-up!**

Joe's mood is going to change. At some point, he's going to look at himself in the mirror and decide, "This is the day I've got to do something about my weight." It's in that moment that he may well call you and say, "Are you still in that vitamin thing you told me about?" You see, at your first meeting, you planted a seed, but it took the 'changing of the seasons' for the harvest to appear.

If you stay in touch, if you leave a piece of literature behind, if you stop by or send a note or e-mail, as Joe's awareness of his need for the products or the opportunity changes and surfaces, your name and your message will be fresh. If you follow up, you assure yourself that the seeds of your idea will come to the surface – not in 'your' time, but in 'due' time. But remember – if you quit, thinking that all you do is run into negativity – someone else is going to end up talking to Joe at a time when Joe is more open-minded and interested. It happens every day – someone inherits the crop planted earlier by someone who gave up, and all because he or she didn't understand Lag Time.

## Checking “The Gauges” of Your Activity

It’s easy to fall into the trap of “mistaking motion for progress.” If you don’t have a clear and consistent DMO (Daily Method of Operation – to be covered in a future Training Module), you could find yourself doing the things you should have left undone, and leaving undone those things you should have done. Quite often, talented and capable Distributors end up doing the things they like to do, but that aren’t going to produce good results.

“Gauges” are the results of various areas of activity in AdvoCare that reveal the progress in what we do, and include:

- *How many people you talked to today and this week?*
- *How many product sales have you made today and this week?*
- *How many new Distributors did you sponsor today and this week?*
- *How many new Advisors have you created in the past month?*
- *What is the amount of your Overrides this period versus last?*
- *How many calls have you made to new prospects today and this week?*
- *How many actual presentations compared to new contacts did you have today, and this week?*
- *How many new names (referrals) did you get this week?*
- *What is your ratio of presentation versus Sale this week versus last week?*
- *How much was your Leadership Bonus this pay period compared to last?*
- *How many Nutritional Mixers have you conducted this week?*
- *How many conference calls have you been on this week?*
- *How many AdvoCare meetings have you attended this week?*
- *How many times have you checked your AdvoLink mailbox today?*

The answers to these and other questions represent the gauges of your business. Either it is growing or it is dwindling. It isn’t the marketing plan or the compensation plan that needs to change, it’s our activity and effectiveness that have to change and improve.

Activity must always precede results!

## **What You “Fight” Often Gains In Strength**

When engaging in conversation with someone about your AdvoCare product and opportunity message, subtle little ‘debates’ can arise, and it’s up to you to know how to measure how far you can go. To illustrate this, find someone around you right now, hold up your hand with your palm facing them and ask the person to put the palm of their hand against yours, until it’s just barely touching. Now, start to push against their hand, ever so slightly – then increase your ‘push’ a little more.

What is the other person doing? Probably pushing back, with a ‘pressure’ that matches your own. That’s exactly what instinctively can happen in conversation with others, and that person can begin disagreeing with you simply because they sense you’re ‘pushing’ them in a direction in which they don’t feel comfortable going right now. Look for the signs, and often you’ll find it in the ‘body language’ of the other person. Learn when to back off just a bit, allowing the other person to feel comfortable again. Don’t get so caught up in the emotion of delivering your message that you ignore your ‘audience.’

## **The Law of Attraction (Personal Development)**

As in any endeavor in life – personal or business – this is rule number one; The Law of Attraction has a simple message – we don't attract what we want, and we don't attract what we need. We attract what we are – we attract what we've become, and for the "things" in life to change, we have to change.

If you always think the way you always thought, you'll always get what you always got. In fact, someone once wrote that the definition of insanity was to want things to turn out better, but to continue doing the same things, in the same way, while expecting a better result. Here are some things we can each go to work on. If we keep doing these things over an extended period of time they will change how we are into what will attract a new and better set of results.

- **Develop a clear purpose for what you want to do, to have, and to become.**
- **Develop the habit of reading every day.**
- **Begin the discipline of writing in a personal journal.**
- **Work on developing some new but simple disciplines, such as making your bed each morning, or forcing yourself to call five people each day and discussing your products and your opportunity.**
- **Work on developing your patience, how effectively you communicate with others, and work on becoming more curious about the life around you.**
- **Start paying attention to what you think about yourself, say to yourself and say about yourself. Those things could be reinforcing some self-imposed limitations that are making real progress difficult to achieve.**
- **Each day, and in every conversation, work on spending more time listening and asking questions of others, and less time on talking – that's how you discover the needs and wants of others, and it helps improve the impact you have with other people.**

## **GETTING YOUR BUSINESS STARTED: WHERE DO I BEGIN – WHAT DO I DO – WHAT DO I SAY?**

### **'Packaging' Your Story**

As a new person, you don't yet have the knowledge or the experience that can help you 'know what to say in every setting and in response to every question or comment.' But there is a place to begin – a message that condenses the AdvoCare product and opportunity story into a 'presentation' that is, at least, a beginning point. That presentation addresses the six major questions a person is almost certain to have when you approach them, even though they may or may not state them to you:

- 1. What is AdvoCare?**
- 2. Do the products work?**
- 3. Are the products safe?**
- 4. Can I really earn money here?**
- 5. How is my timing – am I too early or too late?**
- 6. Will I get any help in doing the things I must do?**

Now, you can take four hours to answer the preceding questions, or you can condense your answer to all six in less than a minute – or, anywhere in between.

When it comes to approaching someone with your story, it's almost always best to answer these important questions in a few minutes, not in a few hours, so here's an example of how to address these questions both quickly and effectively.

*"AdvoCare is a 14-year-old company based in Dallas, Texas, that formulates and distributes nutritional and sports performance products. The products are highly effective and they are safe, and because they're safe and because they work, you can become a part of AdvoCare and earn an income here, working from home on a part-time basis that can lead to a full-time income. With national expansion just beginning, your timing is perfect, and you'll discover that – while you're building a business for yourself – you won't be by yourself. You'll get help and you'll get support."*

What have you just done in this short message? You've answered several of the basic questions the person might have, and have presented an abbreviated package that will let you see either signals of interest or signals of rejection. Just remember, even if a person rejects your message right now, his or her "no" probably does not mean "no" – what it usually means is – "Not right now." To help you learn more insights on packaging your story, go to [www.packageyourstory.com](http://www.packageyourstory.com).

## Solutions And Problems

When sharing your story, be careful about overwhelming your prospect with all of the advantages and attractions of AdvoCare. It's easy to share several product testimonies, income testimonies, debt freedom testimonies, and to tell all about the integrity of the Scientific and Medical Advisory Board, then, to go into ten different stories about our endorsers, followed by the quality and integrity of the leaders, and how big the home office is.

Somewhere within all the downloading of information, however, we have to end the monologue of facts and benefits and engage in more of the dialogue, so you can find what's bothering your prospect – what does he or she wish they could change? What is it about their life – their occupation, their income, their debt, and their relationships that has them concerned? If you can get the person to speak openly about their problems – to the extent that enables you to see how AdvoCare could help change those concerns for the better – then all those solutions you then offer will have more meaning, because you will have first helped the other person recognize that they have a problem. Otherwise, the person you're speaking to about all of our solutions aren't likely to really be attracted to those solutions, because at that moment, they aren't conscious of their emotions regarding their problems.

Discover and recognize what the problems are, and then your solutions will have more meaning, so talk less, ask lots of questions, and listen more. That's a major part of what it takes to build a team of good people – by asking lots of questions, and getting the other person talking, you get a chance to listen more, and in listening, we discover the problems of the other person, and that puts you in a far better position to know what his or her problems *really* are. That's also when your solutions will make much more sense and be far more likely to become accepted.