



V **e** M M A<sup>®</sup>  
AFFILIATE ACTION PLAN

**8** STEPS  
TO YOUR SUCCESS

# WELCOME TO VEMMA

## TABLE OF CONTENTS



- STEP 01 DREAM BIG DREAMS 04
- STEP 02 SUCCESS: SETTING YOURSELF UP 07
- STEP 03 YOUR LIST: FUEL FOR YOUR BUSINESS 10
- STEP 04 TAKING ACTION: HOW TO LEAD WITH PRODUCTS 18
- STEP 05 TAKING ACTION: LEAD WITH BUSINESS OPPORTUNITY 22
- STEP 06 GOAL SETTING: YOUR FIRST OBJECTIVES 26
- STEP 07 LEADERSHIP: CONNECT WITH A COACH 31
- STEP 08 GET STARTED: IT'S TIME FOR ACTION 32
- ▶ THE VEMMA ENROLLMENT PROCESS 40
- ▶ NEW AFFILIATE CHECKLIST 41

I'd just like to take a moment to say thank you for believing in the mission Vemma is on to make a positive difference in the lives of families around the world! As you may have heard, my passion for what this company is all about is rooted in the loss of my parents to cancer and heart disease way before their time. It's funny how, in life, there are so many things pulling at you, so many distractions, so many things that demand your attention. All of that changes when you hear those words...you or someone you love has cancer. Everything changes, priorities change instantly and getting healthy becomes your main goal. It happened to me and I've made it my mission to help people avoid or delay that sobering experience.

### UNMATCHED PRODUCTS

Well, at Vemma, our main goal is to keep families healthy. We do that the best way we can through a line of clinically tested, doctor-formulated wellness products; products so innovative, you'll likely never see anything like them anywhere else in the world; products designed to make great health one less thing to think about. You see, I'm a CEO that gets excited when people experience Vemma's brands for the first time. I'm proud of what we've created and I'm counting on you to help me tell the world about them!

### THE AFFILIATE APPROACH

Vemma is different. And our approach to business is different as well. Vemma is a customer acquisition model. We acquire our Customers through satisfied Customers who want to earn Customer rebates and free product. We also discover Affiliates who wish to generate part-time income by promoting and selling these brands. We offer these amazing products through something called affiliate marketing. This is a business model that can truly create a win-win scenario for both of us and add a new income stream to your life. Tens of thousands of people just like you are reaping the rewards with Vemma, from creating part-time incomes that take a little of life's pressure off to replacing their full-time incomes. They're even driving the cars of their dreams with Vemma paying bonuses to help them make a huge chunk of the monthly payments.

This is an opportunity offered to our Affiliates around the world who take action. This is your plan to learn from other successful Affiliates, to shorten your learning curve and help you become more successful, faster! This is your Affiliate Action Plan: 8 Steps to your Success. Be sure to check out the accompanying eight videos on [VemmaVideo.com](http://VemmaVideo.com) and throughout this book.

Just as our products are different from what you can find out there, I am proud that we are unlike any other affiliate marketing programs out there. We offer a lucrative compensation plan that pays you bonuses for sharing Vemma products with new Customers who purchase products, or helping others discover affiliate marketing with Vemma. On your journey with Vemma, you'll have the opportunity to enjoy free product, have the opportunity to travel to the Vemma Home Office as a new Gold, and then arrive at the Premier Club, driving the kind of car that turns heads. Along the way, you'll help others get connected to our clinically studied Vemma Formula so they can transform their health and discover the power of residual income thanks to affiliate marketing.\*

This is your time and Vemma is ready to help you achieve your dreams! Study success and follow the Affiliate Action Plan detailed in this book, and you'll be on the pathway to true freedom.

Thanks again for choosing us,

BK Boreyko  
Founder & CEO  
Vemma Nutrition Company

P.S. Please connect with me on social media. Every day I try to bring value and inspiration to you and also throw in a few family pics.



\*Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of [vemma.com](http://vemma.com).

## GO BEYOND THE PAGE!



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Download the free Layar App



Scan the page where you find the 'Layar' icon



Discover interactive content







# CREATE YOUR PERSONAL ACTION PLAN

A goal is said to be “a dream with a deadline.” With your dreams in mind, it’s time to put the milestones in place to create actionable steps that lead you to achieving them.

That’s where Vemma comes in. Even if you don’t have the specifics worked out, you don’t have to be an acclaimed mathematician to sketch out what financial freedom looks like to you on your pathway to dream achievement.

## SO WHAT DOES EACH STEP OF THIS JOURNEY LOOK LIKE FROM A FINANCIAL PERSPECTIVE?

**IN YOUR FIRST 3 YEARS** ▶ **HOW MUCH MONEY ARE YOU MAKING WITH VEMMA?**  
WHAT ARE **YOU** DOING BECAUSE OF THIS INCOME?

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**IN YOUR FIRST 1 YEAR** ▶ **HOW MUCH MONEY ARE YOU MAKING WITH VEMMA?**  
WHAT ARE **YOU** DOING BECAUSE OF THIS INCOME?

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**IN YOUR FIRST 6 MONTHS** ▶ **HOW MUCH MONEY ARE YOU MAKING WITH VEMMA?**  
WHAT ARE **YOU** DOING BECAUSE OF THIS INCOME?

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**IN YOUR FIRST 30 DAYS** ▶ **HOW MUCH MONEY ARE YOU MAKING WITH VEMMA?**  
WHAT ARE **YOU** DOING BECAUSE OF THIS INCOME?

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# STEP 02

# SUCCESS: SETTING YOURSELF UP



People like to win and people like to hang out with winners. The effort you put in, you will get out. So, that means practice is a critical element if you want to be one of those “winners” attracting other “winners.”

Daily, consistent, persistent action is the only way you create the new habits and strategies for success.

## SO, WHEN IT COMES TO YOUR BUSINESS, EVERY DAY YOU HAVE CHOICES TO MAKE.

WHAT WILL **YOU DO** TODAY TO MAKE IT A GOOD DAY?  
WHAT ATTITUDE WILL **YOU CHOOSE**?  
WHO WILL **YOU POSITIVELY IMPACT** FOR THE BETTER?

## IN YOUR FIRST 60 DAYS...

### 1 BUY YOUR AFFILIATE PACK.

Purchasing an Affiliate Starter Pack in your first 60 days as an Affiliate is the best option for creating success.

#### THE AFFILIATE STARTER PACK:

- i** **PRODUCT TO SHARE AND SELL**  
People need to taste the product, so it’s important you have a variety on hand to share with others. Also, 70 percent of those to whom we sell are Customers. Having product to share immediately is important.
- \$** **FRENZY BONUS READY**  
You’ll also be Frenzy Bonus ready, which means extra money in your pocket for helping other Affiliates join your business.\*
- e** **OPENS DOOR TO THE VEMMA® PREMIER CLUB**  
Once you qualify for this prestigious club, you’ll earn a bonus for college tuition or to get you into the car of your dreams.\*

\*Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.





## 2 GET ON AUTO-DELIVERY.

Remember to “Click It to Ship It,” be a product of the product and always have product on hand. Remember: “If the product ain’t flowin’, you ain’t growin’,” as our Founder and CEO BK Boreyko likes to say.

### PURCHASE PRODUCT

**EXAMPLE:** Buy four of the Vemma® Variety Pack and teach your new Affiliates to do the same so they’re prepared every month to share Vemma and have enough on hand to enjoy as well. The Variety Pack features our most popular Verve® and Vemma products along with a stellar marketing tool.

### BONUS-QUALIFIED

Plus, that monthly delivery means you’re bonus-qualified and ready to earn that month!

### BEST PRICE

You can enjoy the lowest price on Vemma products and other incentives when you “Click It To Ship it” with your monthly order.

## 3 PLUG IN.

### GET COACHED

Soak in the experience and knowledge of the people who have trail-blazed and done this before. Lean on your upline coach for guidance, but not for the action and results in your business. That part is up to YOU.

### LISTEN IN

Tune in to all of the coaching conference calls you can so you know what’s going on. You never know how one tip will transform you and your business.

### GO TO EVENTS

Events build belief and give you the tools and inspiration you need to fuel your business. Go to the annual Vemma Convention, your local events and regional events.

### CONNECT WITH OTHERS

You need other people to succeed. It takes a team! Avoid isolation and instead, find the person who really gets you excited and keeps you accountable for your actions with your business. Iron sharpens iron!



## 4 DO SOMETHING POSITIVE FOR YOUR VEMMA BUSINESS EVERY DAY.

### DON'T LET A DAY GO BY

Consistent, persistent daily action is what creates habit and ultimately success for you and your business. Do something every day to further yourself and your Vemma business.

### SHARE THE PRODUCTS

Commit to making sure at least ONE new person experiences and tastes the Vemma products every day.

### GIVE A TOOL A DAY

Give away a tool every day; maybe it’s your favorite brochure, flyer or DVD. Whatever it is, give someone a strong takeaway.

### ATTEND A SMALLER EVENT

You don’t have to be the speaker to attend a local meeting or home event; just go to the event to learn a new skill! It all adds up to making you a more seasoned professional.

## MY 30 DAY COMMITMENT

WHAT CAN YOU COMMIT TO DOING EVERY DAY, WITHOUT FAIL, FOR YOUR VEMMA BUSINESS FOR THE NEXT 30 DAYS?

WRITE IT DOWN HERE! START WITH 5 TO GET THINGS STARTED. EVERY DAY FOR THE NEXT 30 DAYS, I WILL...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

YOUR MENTAL ATTITUDE IS SOMETHING YOU CAN CONTROL OUTRIGHT, AND YOU MUST USE SELF-DISCIPLINE UNTIL YOU CREATE A POSITIVE MENTAL ATTITUDE— YOUR MENTAL ATTITUDE ATTRACTS TO YOU EVERYTHING THAT MAKES YOU WHAT YOU ARE.

- Napoleon Hill

WATCH THIS VIDEO> Step 2: “Set Yourself Up for Success” layar

STEP  
**03**

# YOUR LIST: FUEL FOR YOUR BUSINESS



You'd be surprised by how many people you know. Just scroll through your phone!

You'd also be surprised how many of them will want exactly what you have with Vemma®. And the only way they'll know about Vemma products and this new, exciting opportunity is if you talk to them.

Growing an affiliate marketing business is all about exposing as many people as possible to our products and opportunity.

Now it's time to think of as many people in your life as possible and write them down. Whether it's your hairstylist, your best friend or the successful friend-of-a-friend who lives across town, you never know who will say "yes" until you ask.

**▶ IN AFFILIATE MARKETING, IT'S ALL ABOUT SHARING THE VEMMA PRODUCTS AND BUSINESS OPPORTUNITY TO GAIN CUSTOMERS AND VEMMA AFFILIATE BUSINESS PARTNERS.**

A FEW THINGS TO REMEMBER AS YOU START THINKING ABOUT THE PEOPLE WHO BELONG ON YOUR "LIST."

**1 DO MAKE YOUR LIST AS LONG AS POSSIBLE.**

**PEOPLE ARE FUEL FOR YOUR BUSINESS**  
Customers and Affiliates are like the fuel that keeps your business' engine running. Fill pages. Add pages. Keep going! This should be exhaustive and include anyone and everyone you come in contact with on a regular basis.

**DRAW FROM A DEEP WELL**  
The more people on your list, the more encouraged you'll feel as you begin contacting people about our products and business opportunity. Remember, some will and some won't. Your "job" is to simply share the products and opportunity and connect with people who desire the same thing you do.

**2 DO NOT PRE-JUDGE ANYONE.**

**YOU NEVER KNOW**  
Remember that millionaire friend-of-a-friend? Include him/her! You never know who will be interested in our products or building an affiliate marketing business.

**IF NOT YOU, THEN WHO?**  
Ask yourself that. If you don't ask the person to consider our products and opportunity, then what happens when someone else does and they accept? You just lost a stellar partner for your business.

**SIFT AND SORT**  
Do not try to "convince" anyone to start a Vemma affiliate marketing business. Provide information, let them try the products, answer their questions and let THEM decide if Vemma is right for them. If they decide it isn't, move on.

**▶ HOW TO CREATE YOUR LIST**

Ever heard of your "warm market?" That's basically the circle of individuals you already know. It's a great place to start as you create your list to fuel the engine of your business.

Use the list of individuals and occupations listed on the next page and in your phone to jog your memory. Fill in as many names as you can and include their email and phone numbers. Aim for at least 100 names for a solid start.

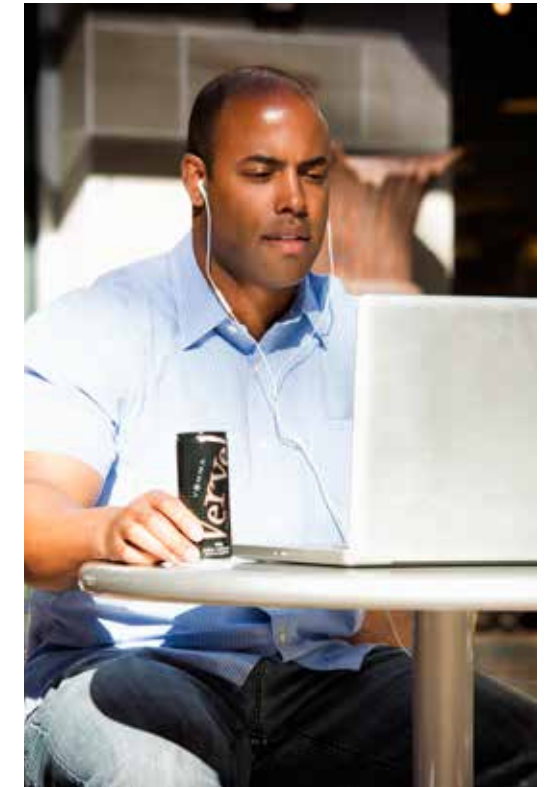
**▶ A FEW MORE TIPS — USE CODES:**  
MARK AN "S" NEXT TO THEIR NAME IF THEY'RE **SUCCESSFUL** AT WHAT THEY DO.

MARK A "P" NEXT TO THEIR NAME IF THEY **ENJOY PEOPLE** (AND PEOPLE ENJOY THEM!).

MARK AN "I" NEXT TO THEIR NAME IF THEY HAVE A **STRONG INFLUENCE** ON OTHERS.

MARK "V" NEXT TO THEIR NAME IF THEY HAVE A SPECIFIC **PRODUCT NEED VEMMA** ADDRESSES.

These specific "codes" will help you sift and sort so you can identify who you should contact first.













## ▶ FOCUS ON THE FRONT RUNNERS

You've just captured the names of the people in your life and identified how the Vemma products and/or affiliate marketing opportunity would be a good fit for them. Now it's time to take a look at your list and the codes you assigned to each so you can prioritize who you should contact first.

Remember, you will be adding to your contact list and making changes frequently. Use pencil and refer back to your list often.

### ▶ TOP PRODUCT USERS FOCUS LIST

YOUR PRODUCT USER FOCUS LIST SHOULD FOCUS IN ON THE 20 PEOPLE YOU BELIEVE WILL BE THE MOST INTERESTED IN THE VEMMA PRODUCTS.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

### ▶ TOP INFLUENCERS FOCUS LIST

YOUR TOP INFLUENCERS FOCUS LIST SHOULD INCLUDE THE PEOPLE WHO ARE VERY SUCCESSFUL, GOOD AT WHAT THEY DO AND HAVE A STRONG INFLUENCE ON PEOPLE BECAUSE OF THEIR HIGH DEGREE OF CREDIBILITY.

**ALSO CONSIDER THIS:** WHAT IS THEIR FINANCIAL NEED OR DESIRE? OR, HOW COULD VEMMA CHANGE THEIR EVERYDAY SCHEDULE TO PROVIDE THEM WITH MORE FREEDOM? WRITE IT DOWN!

NAME	FINANCIAL NEED OR DESIRE
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____

STEP  
**04**

# TAKING ACTION: HOW TO LEAD WITH PRODUCTS



**FIND OUT WHAT PEOPLE ARE LOOKING FOR**  
VEMMA®, VERVE® AND BOD•Ē® ADDRESS THE MAJOR PROBLEMS PEOPLE RUN INTO TODAY:

- 1** They know they need better nutrition and more than they currently get in their diet (Vemma is the product for them).
- 2** They know they want more energy, but they don't want unhealthy ingredients to gain it (Verve is the product for them).
- 3** They know they want to manage their weight and feel great about themselves (Bod•ē is the product for them).

**WHAT YOU NEED TO REMEMBER**  
KEEP THESE THREE WORDS IN MIND WHEN YOU'RE TALKING WITH SOMEONE ABOUT VEMMA PRODUCTS:

- **SIMPLE**
- **CONVENIENT**
- **COMPLETE**

**WHAT YOU NEED TO HAVE**  
You don't need to know everything to be successful in this business. You just need the right tools to fit the need of the person you're speaking with. That's why it's important to have the tools that answer the key questions.

- VEMMA PRODUCTS**  
You should already have your Affiliate Starter Pack and Auto-delivery set up so you have products on hand to share and personally consume. Always have product chilled and ready to share.
- TOOLS**  
Marketing tools are important for credibility and validation. Visit [VemmaSwag.com](http://VemmaSwag.com) for all the tools you need!
- CLINICAL STUDIES**  
Vemma and Verve have both gone through the highest standards of clinical research—four independent, randomized, double-blind, placebo-controlled studies to demonstrate the benefits for overall wellness. Check them out on [Vemma.com](http://Vemma.com)!
- STORIES**  
Stories are a powerful way to connect with someone and help them see a bigger vision of how Vemma can help them achieve their dream. Share someone's story to make the connection!

**CHECK OUT THIS WEBSITE>**  
Vemma Clinical Studies  
[layar](http://layar.com)

## WHAT YOU NEED TO SAY

CHOOSE A CONVERSATION STARTER THAT YOU CAN USE EVERY DAY WITH ANYONE, AT ANY TIME, ESPECIALLY WHEN SOMEONE BRINGS UP THE TOPIC OF HEALTH.

### SAMPLE SCRIPT ▶ VEMMA APPROACH

"Hey, Amy. I know your health is important to you. What are you doing to supplement your nutrition to make sure you're getting everything you need?"

If you're talking to a younger person, say, "What are you doing to reduce stress, increase your energy and set yourself up for health success in the future?"

"I have to tell you about an amazing nutritional discovery called Vemma!"

Most will ask: "What is Vemma?"

"One of the most complete liquid nutrition programs you can find anywhere! You will not believe how great this tastes—you have to try it!"

**TAKE ACTION!** Take out two cold V2 (Vemma 2-ounce bottles), shake them up, open theirs and allow them to taste it! Be sure to have a Vemma brochure handy to walk them through more of the product's details.

### SAMPLE SCRIPT ▶ VERVE APPROACH

"Hey, Jackie, isn't it crazy how tired people are these days?"

"What are you doing for yourself to increase your energy?"

"I have to tell you about this amazing, ultra-premium energy drink I found called Verve!"

Most will ask: "What is Verve?"

"One of the world's healthiest, most clinically studied energy drinks you can buy—you will not believe how great it tastes. You have to try it!"

**TAKE ACTION!** Take out a chilled Verve, open it for them and let them taste it!

"Jackie, I know you are going to love what Verve will do—if I give this Verve to you today, will you promise to drink it and give me your feedback?"

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.







STEP  
**05**

# TAKING ACTION: LEAD WITH BUSINESS OPPORTUNITY



Most people could use extra money or more time freedom in their lives. Whether they're struggling to make ends meet or they simply don't enjoy their jobs, the big result is STRESS. Vemma addresses stress in two ways: healthy products and a solid income opportunity.

Knowing that the need for more money exists, you have the chance to take action and give people the opportunity to earn the income they want and the freedom they're looking for.

But, FEAR often keeps us from sharing.

So, how do we overcome this fear? Build your confidence in Vemma and the incredible products you represent!

### ▶ WHAT YOU NEED TO REMEMBER

HERE'S THE GREAT NEWS! THERE ARE 2 WAYS YOU CAN EARN MONEY IN THIS AFFILIATE MARKETING BUSINESS:

- THROUGH AFFILIATE BONUSES
- THROUGH RESIDUAL INCOME

### ▶ WHAT YOU NEED TO HAVE

MARKETING TOOLS ARE CRITICAL FOR SUCCESSFULLY SHARING VEMMA. HERE'S WHAT YOU SHOULD HAVE:

- 1 Your favorite Vemma videos—they're likely on the "This is Vemma" DVD, which is available on VemmaSwag.com or you can watch them for free on VemmaVideo.com.
- 2 Vemma®, Verve® or Bod•ē® brochures

Always have these tools on hand. You need to be ready to give one or two of these items to someone after you've had the following conversation with them. Do not believe that giving them more information is better. The correct method is to give someone small amounts of information and allow their interest to grow.

Visit VemmaSwag.com for these and more marketing materials.

**WATCH THIS VIDEO>**  
Step 5: "Leading with the Vemma Business Opportunity"

## WHAT YOU NEED TO SAY

CHANGE BEGINS WITH DESIRE.

Consider if the person you're speaking with is in that place and use the "direct approach" script below. And remember, not everyone will want to create their own affiliate marketing business; that's okay! Start the conversation, repeat this process and your confidence will grow.

### SAMPLE SCRIPT ▶ DIRECT APPROACH

"Zac, if I could show you how a small amount of money can support your family's health and could turn into part-time or full-time income, what would you say?"

(Stop talking and listen to what he says.)

Most will ask, "What is it?" or say, "It depends on what's involved," or something like that.

Here's how you respond:

"I own a business—we teach people how to create additional income."

(Stop talking and listen to what he says.)

Most will say, "How do you do that?" You respond by saying, "It depends on the person—some people want to earn as little as \$500 per month, some are looking for \$5,000 per month.\*"

Most will ask, "How do you do that?" You respond by saying:

"We do this through an amazing line of wellness products. Let me ask you again, Zac. Are you serious about wanting to create additional income?"

If they say "yes," say, "Great. I don't have time right now to explain everything. I'll call you about a time to get together. Trust me; it will be worth getting together."

**THE GOAL:** The goal of this approach is to develop interest and get the appointment.

\*Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.





# STEP 06

## GOAL SETTING: YOUR FIRST OBJECTIVES

### NEW VEMMA® AFFILIATE FIRST 30 DAYS...



#### 1 PURCHASE YOUR AFFILIATE STARTER PACK

GET THE BEST OPTION FOR STARTING YOUR BUSINESS, THE AFFILIATE STARTER PACK. THIS PACK MATCHES WHAT YOU PLAN TO LEAD WITH IN YOUR BUSINESS

- You have products to share
- Makes you eligible for the weekly Frenzy Bonus\*
- Makes you eligible for Premier Club\*

#### 2 GET ON AUTO-DELIVERY AND "CLICK IT TO SHIP IT"

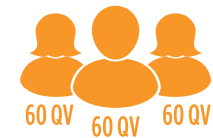
THIS IS NECESSARY SO YOU CAN:



- Stay qualified every month to earn an income and bonuses with Vemma\*
- Always have product on hand
- Receive free product as part of our Customer Referral Program; only pay for taxes and shipping\*
- Get the best price on your products every month.

#### 3 USE THE CUSTOMER REFERRAL PROGRAM

THREE CUSTOMERS EACH PURCHASING 60 QV (OR ABOUT 1 PACK OF ALMOST ANY VEMMA PRODUCT) OR MORE\*



- Earn up to 1 Pack FREE on your monthly Auto-delivery\*
- Earn up to two free cases (max of 120 QV) by getting three more Customers who each order 60 QV

CUSTOMER #1 \_\_\_\_\_ CUSTOMER #4 \_\_\_\_\_

CUSTOMER #2 \_\_\_\_\_ CUSTOMER #5 \_\_\_\_\_

CUSTOMER #3 \_\_\_\_\_ CUSTOMER #6 \_\_\_\_\_

#### 4 FRENZY | DOUBLE FRENZY BONUS

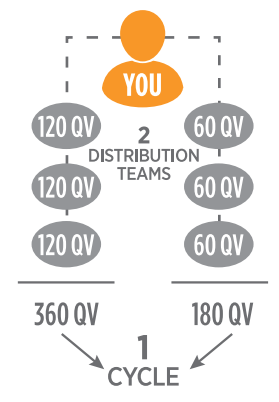


FIND THREE NEW PERSONALLY ENROLLED AFFILIATES: who see the potential of this business as you do and each purchase an Affiliate Starter Pack, help them join within your first week with Vemma with the required sales volume. You could earn up to \$700 in Double Frenzy and New Customer Bonuses!\*

NEW AFFILIATE OR CUSTOMER #1 \_\_\_\_\_

NEW AFFILIATE OR CUSTOMER #2 \_\_\_\_\_

NEW AFFILIATE OR CUSTOMER #3 \_\_\_\_\_



#### 5 ACHIEVE BRONZE LEVEL

- You are on Auto-delivery for 120 QV (Qualifying Volume)
- You have 360 QV on either your left or your right distribution team
- You have 180 QV on either your left or right distribution team

#### 6 BALANCED TEAM BONUS

BE ACTIVE AND QUALIFIED: with 120 PV (Personal Volume) every month along with two personally enrolled, active Customers/Affiliates, one on each team, to earn a special bonus!\*

- Make sure you have 500 points consisting of Auto-delivery, Customer and/or Affiliate Starter Pack orders from enrollership volume on your left and right team



WATCH THIS VIDEO> Step 6: "Goal Setting: Your First Objectives" layar

### NOTES

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\*See Vemma.com for complete Vemma Compensation Plan and Customer Referral Program details. Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.







### NEXT UP: YOUR GOLDEN OPPORTUNITY

In order to take action, you need to have your plan set with achievable milestones that move you along the path to your ultimate goal. Each of these milestones sets you up for success by encouraging consistent action with measurable outcomes.

If one of your big goals with your Vemma® business is to experience exciting results and success, then Premier Club is the way to go.

### FOLLOW THIS PATH TO PREMIER TO GET STARTED!

#### 1 MILE MARKER 1: GO FOR GOLD

GET TO "PAID AS" GOLD AS QUICKLY AS POSSIBLE. GOING GOLD UNLOCKS THE DOORS TO SEVERAL IMPORTANT MILESTONES ON YOUR PATH TO PREMIER.

To go "Paid As" Gold, get 10 cycles in a rank advancement period. Then, to ensure you can earn a spot at the next Go for Gold event, make sure you have 500 points consisting of Auto-delivery, Customer and/or Affiliate Pack orders from enrollership volume on your left and right teams.

#### 2 MILE MARKER 2: STAY "PAID AS" GOLD

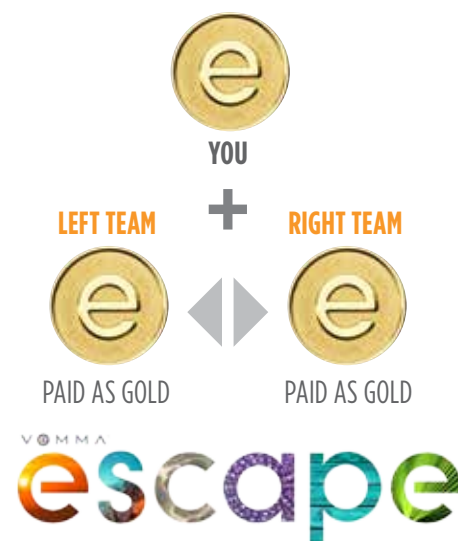
NOW IT'S UP TO YOU TO BE "PAID AS" GOLD TWICE IN THE DESIGNATED TIME FRAME FOR THE NEXT GO FOR GOLD EVENT. REMAINING "PAID AS" WILL GIVE YOU CONSISTENT INCOME AND ENCOURAGE CONSISTENT GROWTH.

To go "Paid As" Gold, get 10 cycles in a rank advancement period. Then, to ensure you can earn a spot at the next Go for Gold event, make sure you have 500 points consisting of Auto-delivery, Customer and/or Affiliate Pack orders from enrollership volume on your left and right teams.

Once you've hit "Paid As" Gold twice in two consecutive, four week periods in the time frame (based on the next Go for Gold event), you've officially qualified to attend the Go for Gold event at the Vemma Home Office in Tempe, Arizona!

#### YOUR GOLDEN OPPORTUNITY INCLUDES:

- Two Nights' Hotel Stay
- Training from Top Leaders
- Tours of the Home Office & Manufacturing Plant
- Recognition Dinner Honoring Your Accomplishments



#### 3 MILE MARKER 3: YOU AND TWO

NOW THE GROWTH CAN REALLY BEGIN! YOU'VE HIT "PAID AS" GOLD AND NOW YOU NEED TO TEACH IT.

Have new personally enrolled "Paid As" Gold on each team of your business so you can qualify for something BIG. This is "You & Two." Once you've enrolled two new "Paid As" Gold Affiliates, you are qualified for the Vemma® Escape trip!

#### YOU GET A GREAT TRIP THAT INCLUDES:

- A Voucher for Your Airfare Costs
- Hotel & Food
- Fun Adventures and Time to Celebrate Your Success!

#### 4 MILE MARKER 4: GRIND TO DIAMOND

KEEP TEACHING "YOU & TWO" TO YOUR TEAM MEMBERS. CREATE MORE "PAID AS" GOLDS TO REACH 20 CYCLES IN A FOUR-WEEK PERIOD TO ACHIEVE DIAMOND, THE FIRST LEVEL OF THE PREMIER CLUB!

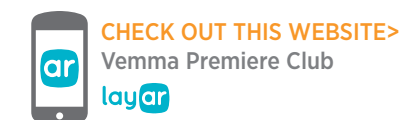
#### 5 MILE MARKER 5: CHOOSE YOUR RIDE OR THE COLLEGE TUITION BONUS

CONGRATULATIONS ON HITTING DIAMOND AND BECOMING AN OFFICIAL MEMBER OF THE PREMIER CLUB!\*

#### TO GET THE FRENZY BONUS & THE PREMIER CLUB BONUS, MAKE SURE YOU'VE DONE THE FOLLOWING IN YOUR FIRST 60 DAYS OF BECOMING AN AFFILIATE:

1. Purchased an Affiliate Pack  
OR
2. Helped 6 Personally Enrolled Customers order 60 QV in a single order

Now you get to enjoy your Premier Club car or college tuition bonus!\*



\*Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com. See PremierClub.Vemma.com/Qualify/ for full details and rules.



PIN	RANK
	Bronze
	Silver
	Gold
	Diamond
	Platinum
	Star Platinum
	Executive
	Star Executive
	Presidential
	Star Presidential
	Ambassador
	Star Ambassador
	Royal Ambassador
	Star Royal Ambassador
	Pinnacle
	Star Pinnacle
	Royal Pinnacle
	Legend

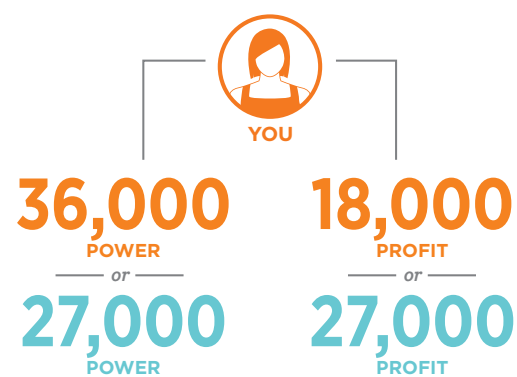
**BRONZE** 1 cycle



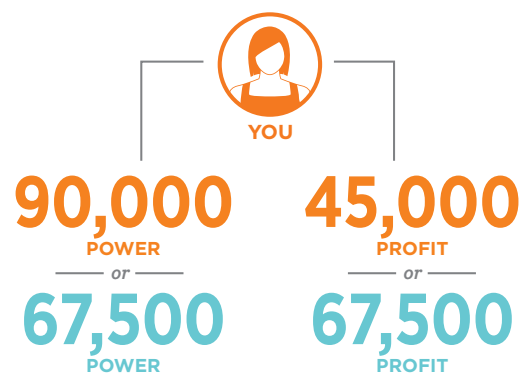
**DIAMOND** 20 cycles



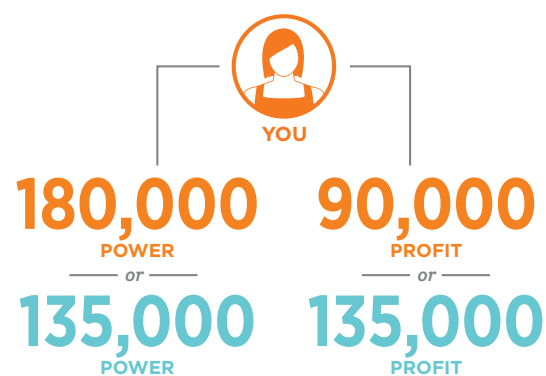
**EXECUTIVE** 100 cycles



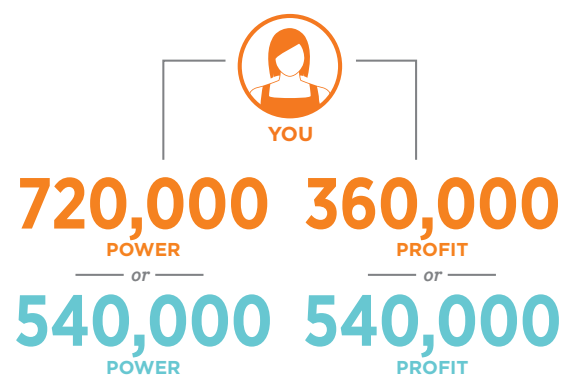
**PRESIDENTIAL** 250 cycles



**AMBASSADOR** 500 cycles



**ROYAL AMBASSADOR** 2000 cycles



STEP 07

**LEADERSHIP:  
CONNECT WITH A COACH**



Top professional athletes, business leaders, musicians and scholars all typically have one thing in common: they each have a “success coach” who mentored them to help them capitalize on their potential and achieve success.

It's no different with your Vemma® affiliate marketing business. Your Vemma business is a team sport and counseling with your enroller and/or active upline is an important key to your success. Success leaves clues, so tap into the experience and wisdom of those who have gone before you.

**▶ HERE'S WHAT YOU SHOULD DO:**

- IDENTIFY YOUR COACH**  
The person should be a Diamond or above in your upline.
- REVIEW YOUR COMMITMENTS**  
How much time are you committing to your business and “money-making activities,” such as attending and hosting events, sharing Vemma with others and your personal development.
- ASK QUESTIONS**  
Get together with your coach and go over any questions you have as well as any challenges you're encountering.
- SCHEDULE A STRATEGY SESSION**  
Make an appointment and Skype or get together with your upline leader to come up with the right strategy for you to grow your business.

You are ultimately responsible for your own success, but you are part of a team that will help you as much as you're willing to allow. Ask your coaches for answers and then follow through!

\*The maximum percentage withheld is twenty percent (20%). If you do not meet the Balanced Building requirements for your “Paid As” rank and you do not meet the requirements for the lower ranks, the contribution will be the combined percentages up to a max of 20%. For example, if someone is “Paid As” Ambassador and does not meet Balanced Building requirements for Ambassador and Presidential ranks by their grace period, the total percentage withheld will be twenty percent (20%). Those Affiliates “Paid As” Ambassador and higher who meet the Presidential rank requirements, but not the Ambassador rank requirements, will contribute ten percent (10%) of their Cycle Commission earnings.

These requirements are individual and not cumulative. For example, if someone is growing quickly and reaches Presidential and then advances to the Ambassador rank the next four (4) week qualifying cycle, that does NOT waive the twelve (12) weeks to develop a Star Platinum. Additionally, the clock will start for the Ambassador requirement twenty-four (24) weeks from that rank advancement date.

PLEASE NOTE: Maintaining the leader ranks in both teams means that although an Affiliate may meet the highest achieved pin rank requirement, if the qualified “Paid As” rank is not MAINTAINED on a monthly basis, the Affiliate will be treated as if the level was not attained and forfeit the corresponding portion of their Cycle Commission income until it becomes qualified again.

**WATCH THIS VIDEO>**  
Step 7: “Connect with a Coach”  
layar

STEP  
**08**

**GET STARTED:  
IT'S TIME FOR ACTION**

You've done your homework; you've found a mentor; now it's time to get into action!

Check out the VEMMA NEW AFFILIATE CHECKLIST at the back of this book and be sure to complete the checklist. Use it often and keep it in front of you to make sure you are positioned for success. Be coachable and do not skip any steps!

**REMEMBER TO DO THE FOLLOWING DAILY AND WEEKLY**

**STEP 1: TASTE**

Invite people to TASTE the products.

**STEP 2: SHARE**

SHARE the tools and SHARE the product stories.

**STEP 3: FOLLOW-UP**

FOLLOW UP and enroll within 48-72 hours.

Repeat the above steps often! This is your system for duplication success.

**TAKE ACTION:**

**1 SHARE VEMMA IMMEDIATELY**

Share the Vemma products with five people from your contact list in the next 24 hours. Get into action and have fun! The more you share, the more confident you will become.

**2 HOST A HOME EVENT**

One of the best ways to get off to a fast start is to launch your Vemma business through a Home Event party.



**4 STEPS TO PREP FOR A HOME EVENT...**

**1 SET A DATE FOR A HOME EVENT**

CHOOSE A DATE WITHIN A WEEK OF READING THIS AND ASK YOUR ENROLLER OR UPLINE LEADER TO ATTEND OR HELP YOU GET STARTED.

Choose a Monday, Tuesday or Thursday around 7 p.m. with guests arriving at 6:45 p.m.

**2 REVIEW YOUR LIST & START INVITING**

LOOK THROUGH YOUR TOP "FOCUS LIST" CONNECTIONS AND START INVITING THOSE WHO ARE LOCAL TO ATTEND.

Set a goal for the number of people you want at your event. Expect about 50 percent of the number you invite. Send a text message and say:

"Hey, I'm having a get together to talk about a really great opportunity I'm pursuing and I'd love your support and your feedback. I don't have time to explain it now, but would you come to my party on X (DATE) at X (TIME)?"

OR

"What are you doing Tuesday evening at 7 p.m.?"

**3 WATCH THE VEMMA HOME EVENT VIDEOS**

GET FAMILIAR WITH THE VEMMA HOME EVENT VIDEOS.

Choose which product you will lead with. You can purchase the "This is Vemma" DVD with all of the Home Event videos at VemmaSwag.com or watch them on VemmaVideo.com.

- **BOD•Ē®:** If you're a Bod•Ē fan and planning to help others get started with this system, lead with the Bod•Ē Home Event video.
- **VERVE®:** If you're all about Verve, share the Verve video.
- **VEMMA®:** If Vemma is your go-to, show that video at your Home Event.
- **OPPORTUNITY:** Show this video at the end after you've introduced the products, and share how the income opportunity with Vemma has impacted your life.



**<WATCH THESE VIDEOS**  
layar





**4 GET READY.**  
PREPARATION IS KEY

- **SET UP EARLY:** Make sure you're prepared 30 minutes before people plan to show up to your event. If you requested that they show up at 6:45 p.m., that means having everything set up by 6:15 p.m.
- **PRODUCT:** Have chilled Vemma®, Verve® and/or Bod•ē® for tasting. Be prepared to have extra cans of Verve, packets of Bod•ē or 2-ounce Vemma bottles to send home with guests.
- **STOCK UP ON MARKETING TOOLS:** Go to VemmaSwag.com and purchase marketing tools, such as product brochures and business brochures.
- **PRINT THE HOME MEETING FORM:** Get a feel for what people are interested in by passing out the Product Form for the product you plan to focus on at your event. If it's Verve, print out plenty of Verve forms, which can be found in your Back Office or on page 43 of this workbook.
- **PREP YOUR TECH:** Make sure your technology is in working order and do a practice run if need be with your TV, DVD player, laptop and any other electronic device you plan to use.
- **MAKE YOUR LIVING ROOM COMFORTABLE:** Have plenty of chairs, pillows and a clean floor for people to sit on.
- **KEEP IT LIGHT:** Light snacks, no alcohol and a fun, relaxed atmosphere. Remember, your team members will host an event the way YOU do, so keep it simple.



**HOW TO HOST YOUR HOME EVENT**  
YOU'VE SET UP AND NOW YOU NEED TO BEGIN YOUR EVENT PROMPTLY AT 7:05 P.M.

**1 WELCOME GUESTS & DESCRIBE THE EVENING**

- Be relaxed, confident and keep it fun!
- Start with a script such as the following ▼

**SAMPLE SCRIPT**

"Welcome everyone—we're going to get started! Jane and I are really glad you're here tonight. Anytime you discover something really good, you just want to share it with the people you care about; that's why we invited you all here today. We're going to start with a short video about one of our favorite products."

- Tell your short story about the product and pass out the Product Home Meeting Forms you printed out highlighting what you'll be focusing on.

**2 SHOW THE HOME EVENT PRODUCT VIDEO**

- Show the product video of your choice: Vemma, Verve or Bod•ē.

**3 HAVE YOUR GUESTS FILL OUT THE PRODUCT FORM**

- See what your guests are most interested in: the product, the income opportunity or both! Use page 43 to make copies of the forms for your meeting.

**4 SHARE MORE ABOUT THE COMPANY**

- Share a few things you like about the Vemma culture and what you appreciate about the company.
- Show the "This is Vemma" video.

**5 INTRODUCE YOUR UPLINE SUCCESS COACH**

**SAMPLE SCRIPT**

"We hope you enjoyed the videos! As you can probably tell, we are really excited about what we are doing with Vemma in our lives. It's my pleasure to introduce to you (name of upline success coach), who has committed to helping us and coaching us in creating a business. He/she has agreed to come tonight to support us and explain the possibilities of what you can do with Vemma."

- Upline success coach shares personal experience and success story (in person or via other communications media like Skype).

**6 INTRODUCE YOUR UPLINE SUCCESS COACH**

- Play the "How Vemma Pays You" video.
- Provide a brief overview of the Affiliate Action Plan and resources available to them to help them build their Vemma business.

**SAMPLE SCRIPT**

"We are here to help you be successful. Vemma's provided a solid system for success with the Affiliate Action Plan, and remember, you're not alone in this! We provide training, team support, tools, helpful events and more to give you everything you need to be successful."



**WATCH THIS VIDEO**  
Step 8: "Time for Action: Home Events & Your Checklist"











## THE VEMMA® ENROLLMENT PROCESS

1



**TELL THE STORY**  
Home Event or One-on-One

2



**ENROLL**  
As a Customer or as an Affiliate  
with an Affiliate Starter Pack  
and Set Up Auto-Delivery to Get  
the Best Price

3



**GIVE WORKBOOK**  
Hand Them this Affiliate  
Action Plan Workbook

4



**STRATEGY SESSION**  
3 Days Later

### ▶ THIS IS HOW YOU DUPLICATE

- 1 Tell the story at a Home Event or One-on-One.
- 2 Enroll your new Customer with a Vemma Variety Pack or your new Affiliate with the best option, the Affiliate Starter Pack, and help them set up their monthly Auto-delivery.
- 3 Give them the Affiliate Action Plan workbook and watch the videos.
- 4 Have a strategy session with them three days later.
- 5 Schedule your new Affiliate's first two Home Events or One-on-One Presentations.

### ▶ NOTES

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## NEW AFFILIATE CHECKLIST

▶ **GOAL/OBJECTIVE:** Get your new Affiliate off to the best start by showing them the specific steps to take right away so they can create the success they're looking for.

- AFFILIATE PACK & AUTO-DELIVERY SET UP**  
THE BEST ALTERNATIVE IS TO PLACE AN INITIAL ORDER FOR AN AFFILIATE STARTER PACK & SET UP PERSONAL AUTO-DELIVERY.
  - If your goal is to get off to a fast start and create a meaningful cash flow, then we suggest you get started with an Affiliate Starter Pack. Remember, you need products to be in business and your people will do what YOU do—it's all about duplication.
- TOOLS**  
ORDER MARKETING AND TRAINING TOOLS.
  - Visit VemmaSwag.com to order marketing tools to support you and your goals. Purchase a few extra Affiliate Action Plan workbooks to keep on hand for your new Affiliates.
- AFFILIATE ACTION PLAN WORKBOOK**  
STUDY AND COMPLETE THE AFFILIATE ACTION PLAN WORKBOOK.
  - Watch the 8 Step videos of the Affiliate Action Plan by scanning the pages in this workbook with the layar app logo with your smartphone (see Table of Contents for instructions) or going to VemmaVideo.com.
- VEMMA WEBSITE**  
BECOME FAMILIAR WITH YOUR VEMMA AFFILIATE WEBSITE.
- STRATEGY SESSION**  
SCHEDULE A STRATEGY SESSION WITH YOUR UPLINE SUCCESS COACH.
  - Review your top 20 prospects list and top 20 business prospects list.
- FOLLOW U**  
GET INTO ACTION BY SHARING VEMMA AND FOLLOWING UP.
  - Repeat often!
- SET GOALS**  
SET A GOAL AND A TIMELINE TO ACHIEVE THE BRONZE LEADER LEVEL TO SET YOURSELF UP FOR SUCCESS.



**CHECK OUT THIS WEBSITE>**  
Order your tools here  
 **layar**



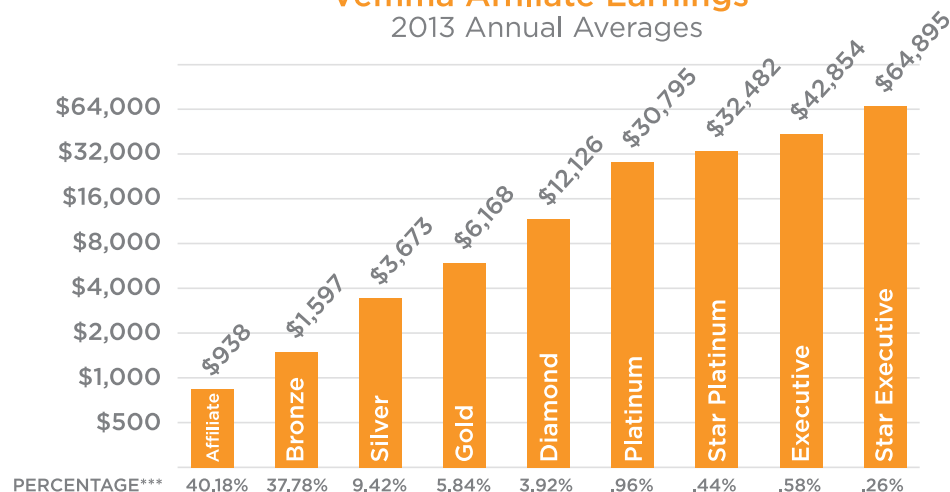
# Vemma Nutrition Company

## 2013 U.S. Disclosure Statement

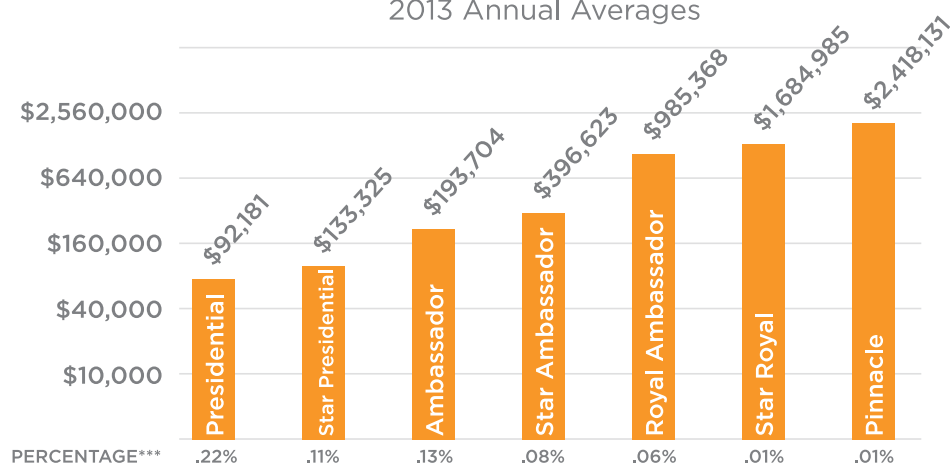
Vemma prides itself on quality, innovative products that provide our customers real health results. In 2013, 246,388 active customers enjoyed the brands that make up the Vemma family of wellness products, and we are thankful for each and every one of them. These customers are the reason we exist. Their families' wellness needs are what drives us to formulate and manufacture the finest, most complete nutritional solutions available anywhere. Brands made in America, keeping hundreds of jobs in the USA.

The Vemma flagship brand, along with Verve and Bod•ē brands are promoted through a positive, very social network of Affiliates that have fallen in love with these products and want to share them with the people they care about. These active\*\* Affiliates totaling 105,251 in 2013, are utilizing a business model very similar to the Amazon.com affiliate program, and have the opportunity to earn free product for their customer referrals and customer and Affiliate bonuses for promoting the brands and opportunity.

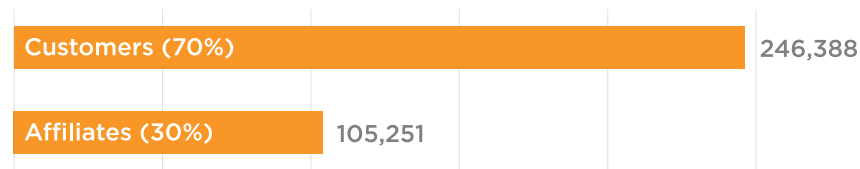
**Vemma Affiliate Earnings\***  
2013 Annual Averages



**Vemma Elite Earnings\***  
2013 Annual Averages



**Vemma Nutrition**  
2013 Customer vs. Affiliate Profile



\* The figures stated above are not a guarantee nor are they a projection of a typical Affiliate's earnings or profits. Like any other independent business, the achievement or failure of an Affiliate depends upon his or her skill set, commitment and desire to succeed. At Vemma, the opportunity to earn more is always available to each and every Affiliate. For more information on Vemma's Compensation Plan, please go to <http://www.vemma.com/backoffice/pdf/compensationPlan.pdf>

\*\* Active, means an Affiliate has a minimum of 60 reward points every month. Platinum and above Affiliates are considered active if they have 120 reward points every month.

\*\*\*Percent of average earners per 4 week period.

QUITE POSSIBLY THE MOST POWERFUL LIQUID ANTIOXIDANT

I'm interested in Vemma products.

I'm interested in making money with Vemma®.

I'm NOT interested in health or money.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

POWELL PERFECT PROTEIN AND CARB BALANCE

I'm interested in Bod•ē products.

I'm interested in making money with Bod•ē®.

I'm NOT interested in health or money.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I'm interested in Verve healthy energy drinks.

I'm interested in making money with Verve®.

I'm NOT interested in health or money.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**COPY THESE HOME EVENT FORMS SO YOU'RE PREPARED FOR YOUR EVENT!**

Visit your local print shop and have COPIES MADE ON NICE PAPER STOCK. They'll even trim them for you!

