As you read this booklet, you’ll be introduced to Seven Critical Business-Building Activities for succeeding with your Melaleuca business. If you want to achieve your goals with Melaleuca, you need to focus on and repeatedly do these seven activities day after day and week after week.

I want you to notice something about the Seven Critical Activities, the first four in particular. You cannot do Critical Activity 3, Make Overviews, before you do Critical Activity 2 or Critical Activity 1. That’s not how it works. These activities are in the order because that’s the order you’ll need to do them in. Before you can hold a Strategy Session, you need to present Melaleuca: Delivering Wellness Overview and enrol a customer. And before you can do that, you’ll need to invite someone you know to your presentation.

There’s a reason the first Critical Activity is not Set Appointments. Before you invite someone to your overview, you should already have a relationship. The first thing to do is add their name to your contact list and begin establishing a relationship. When the time is right, you can invite them to attend a Melaleuca: Delivering Wellness Overview and make a decision about Melaleuca.

We are a “warm market” company. The right way to build your business is with people who know you, like you, and trust you. So before you approach someone to set an appointment, take the time to build a genuine relationship with them. As you help them reach their goals, you’ll find that those personal relationships can be just as rewarding—if not more so—as your income from your Melaleuca business.

—Frank L. VanderSloot
CEO, MELALEUCA, INC.

There is no secret to how the Senior and Executive Directors got where they are. They understand the Seven Critical Activities and they work at them consistently. There is a magic way to build a large, successful Melaleuca business! It’s called hard work! Doing the simple things! Every day!

1 KEEP BUILDING YOUR CONTACT LIST

Take a look at any successful Melaleuca business and you will always find one thing: a strong and vibrant contact list.

Whether you’re a seasoned Executive Director or a brand-new Marketing Executive, you have to pay regular attention to your contact list—and you have to help others in your organisation do the same.

As the lifeblood of your business, your contact list needs to be constantly nourished (by adding at least one new name every day). Don’t prejudge anyone by thinking they would never be interested in learning about Melaleuca. Many times the people you think would be least interested are very excited to hear about better, safer products for their families and an opportunity to earn additional income.

Be thorough; write down the names of everyone you know. Think of the names of people you invited to your wedding, those on your Facebook friends list, or those you follow on Twitter or Instagram. You never know where you’ll be when you remember an old friend from school or make a new acquaintance at the market, and failing to write down a name in the moment may mean a golden opportunity lost forever. So keep your contact list with you wherever you go to ensure that nobody is forgotten.
Expand Your Horizons to Meet People

The best way to meet new people is to spend time in situations where you can meet, greet, and get to know others. This can be a book club, a yoga class, or a parents association. Or it can be a church group, a professional association, or a community organisation. Attending your kids’ games, recitals, parties, and other events is one of the best ways to meet and strike up conversations with others. Your options are unlimited.

One way to grow your contact list and benefit your community at the same time is to become a volunteer. Volunteering allows you to not only serve, but also to meet a lot of people who are highly interested in helping others reach their goals—making them a perfect fit with Melaleuca!

Build a Relationship

As you attend networking events and meet new people, be sure to make the conversation about them, get to know them, and find out everything you can about them. Take the time to develop a relationship. This may take weeks or even months, and that’s okay. Remember, you’re trying to help them, and unless they know you really care about them, they aren’t likely to listen to you.

Look for those who need the business—who are out of work, caring for old or sick family members, struggling to meet their monthly bills, or looking for a flexible way to earn additional income. Mark those names with stars in your contact list and think about how to best approach them.

Be sure to look for those who could be great business partners. Consider, for a moment, the attributes of your ideal business partner:

- hard worker
- self-starter
- self-motivator
- likeable
- trainable
- cooperative
- interested in others

When you encounter new prospective customers and business builders, determine whether they have these attributes and others you’re looking for in a business partner.
**SET APPOINTMENTS**

If you find yourself feeling nervous before you approach someone to set an appointment, don’t worry; you are not alone. Corporate Director 3 Mark Atha says that before he makes appointment-setting calls, he does a quick exercise to get into the right mindset.

“This might sound silly to you,” he says. “But before I make a call, I remind myself that this person is already some other company’s customer, so I’m really not imposing on them or asking them to buy something they don’t currently buy elsewhere. In other words, they really need Melaleuca products and, in many cases, a Melaleuca business as well. In fact, they’ll be healthier with our products and better off financially should they build a business. Then I tell myself that if I don’t talk to them first, someone else will.”

If you are approaching a member of the younger generation who’s less comfortable with a phone conversation, you might send a text message or a direct message through social media. But ideally, you want to approach someone by phone call.

Your purpose is simply to set an appointment—nothing more and nothing less. Keep your call quick and casual: “Hey, can I have 45 minutes of your time so I can show you what I’m doing? Do you have time tomorrow at lunch or would Thursday night be better?”

When you make an invitation, you’ve just aroused their curiosity, but you don’t want to get stuck trying to explain everything about Melaleuca over the phone. So instead, immediately shift the focus over to when they can meet: “I don’t have time to talk about it right now, but I’ll tell you all about it when we get together. What time will work for you?”

To respond that way, you might make your appointment-setting call when you truly don’t have a lot of time—5 minutes before you walk out your door to go somewhere or just before you walk into another appointment.

**Putting Others at Ease**

If you are feeling nervous as you are calling a friend, Executive Director 8 Rachelle Ferguson suggests saying so at the beginning of your approach: “I’m pretty nervous to call you because you are the first person I’m calling for my new business.” As Rachelle says, “if you lower your walls, they’ll lower theirs.”

If you can hear or see that your contact is feeling uncomfortable, or if they seem disinclined to set an appointment with you, find a respectful way to put them at ease. Here’s another suggestion from Corporate Director 3 Mark Atha:

“It almost doesn’t matter what their concern is. You can just respond, ‘I understand why you’d feel that way, but I tell you what: it’s no big deal to me. Why don’t we sit down for a few minutes, I’ll show you how it works, and if you still feel that way, then don’t do it—fair enough? I’d like to show you anyway because I’m excited about it, and, who knows, you might think of someone you know who would be perfect for me to talk to.’”

Mark’s response—“it’s no big deal”—defuses the tension and releases the pressure. As Mark says, “Your posture is telling them, ‘It’s okay for you to tell me “no” after you see the Melaleuca: Delivering Wellness overview, but how can you say “no” before? You don’t even know what you’re saying “no” to.’”
Sample Approaches

Health-focused Approaches

“Once I’ve gotten to know them, I’ll ask, ‘What supplements do you use that complement your nutrition?’ or ‘What supplements do you use to increase your strength in the gym?’ They might say, ‘Well, I don’t really take any’ or ‘I’m not seeing much results from the ones I’m taking,’ and I can say “Well, I’d love to show you what can help you see better results. I’d like to show you the science behind some really good nutritionals that can improve your fitness level in the gym,’ or ‘aid in your ability to lose weight,’ and that usually opens up the door to a full presentation.”
—NORTH AMERICAN NATIONAL DIRECTOR 9 BROOKE PAULIN

“I don’t know if you know, but I’ve partnered with a company that specialises in helping people get the chemical irritants out of their homes. I think our company could really help your whole family. Would you be open to sitting down with me and having me share the benefits of our products? What might be a good time to connect for about an hour? I can come to your house or you can come on over to mine.”
— NORTH AMERICAN CORPORATE DIRECTOR 4 MICHELLE SMITH

General Approaches

“Hey John, I’m excited about a new business that my wife and I recently started. We love it because we get to work from home. We’re looking for some people to partner with, and I’d love to show you what we’re doing to see if it might make sense for you.”
— NORTH AMERICAN CORPORATE DIRECTOR 3 MARK ATHA

“I have partnered with the largest online wellness shopping club in North America and we manufacture an entire line of products that are addressing today’s health concerns such as metabolic health, heart health, weight loss, and more. We’ll have to get together so I can share more.”
— NORTH AMERICAN EXECUTIVE DIRECTOR 6 STACY BODNAR

“Have you heard of Melaleuca.com? No? It’s a fabulous online shopping club that offers exclusive wellness products shipped to your door at huge savings. I’ve been a member for years and wouldn’t live without it! Only members can refer members, so why don’t we grab a coffee and I’ll show it to you.”
— NORTH AMERICAN EXECUTIVE DIRECTOR 4 SANDI SULLIVAN
Successful Melaleuca business builders use *Delivering Wellness* every time they do a overview because it’s simple and can be easily duplicated.

Remember, what you do duplicates. If you use only a portion of the overview or your own version of it, your team will not be able to duplicate it. Therefore, do what you would like your new Marketing Executives to do.

This is an important and powerful principle. The most successful Melaleuca organisations always give the same *Delivering Wellness* overview the same way every time. Why? Because they know others will follow their examples.

“What the *Delivering Wellness*: Overview does is instill belief in a brand-new business builder. They believe they can do it, and because they believe they can, they can. There are a lot of people who love what they see and leave the room saying, ‘Well, I can do that.’”

— NORTH AMERICAN CORPORATE DIRECTOR 2 JOHN DUFNER

Start by Teaming Up

When you first begin building your Melaleuca business, giving overviews will be a somewhat unfamiliar experience. That’s perfectly all right. Your enroller and members of your support team will be there to help and to give overviews for you until you’re ready. We strongly recommend that you begin by watching them give overviews to your customers. Once you see them do it a few times, you’ll become more comfortable with the process and can take over as the presenter—usually about the time you advance to Director 3.

Know Your Audience

As you begin your overview, try to learn as much as you can about your audience. Ask questions about the following topics:

- What do they do for a living?
- Do they like their current job?
- Are they satisfied with their income?
- Have they ever tried a home-based business before?
- Are they married?
- Do they have children?
- What do they do for fun?
- Would $500 per month help them in a significant way?
- Does more time with their family mean anything to them?
- Are they concerned about their finances?

Use the answers you get from these questions to show each new customer how a Melaleuca business can help them get what they really want in life.

Confirm Attendance

The day before the *Delivering Wellness* overview call those you have invited to confirm the time and location. You are actually confirming their attendance, so call to confirm, not question attendance. This way, they will not be likely to change their minds.

Share the Complete *Delivering Wellness* Overview

Regardless of whether you anticipate that your customer will become a business builder, share the business portion of *Delivering Wellness* in every overview. Often, the only reason some individuals don’t build a Melaleuca business is because they don’t know the opportunity exists. Just as the business is important to share, every other element of the *Delivering Wellness* overview serves a purpose for your prospective customers.
“The Delivering Wellness overview was designed by Marketing Executives with many years of experience. There is no need to reinvent the wheel. Do a complete overview every time and you will duplicate success in your organisation.”
— North American Corporate Director Ed Bestoso,

A Format for Every Situation
The Delivering Wellness overview is available in the following media formats, giving you the option to choose what will work best for you and your audience:

- The Melaleuca App allows you to download and share the overview on any iPad, tablet or Smart Phone. It’s perfect for sharing overviews on the go.

- The Delivering Wellness Overview is available online.

When and Where to Meet for an Overview
You would typically meet at your home, the customer’s home, or some neutral location like a coffee shop, park, or other quiet place that will allow you to talk.

Prepare the Overview Setting
Your preparation can make the greatest difference. The idea behind your room setup should be to eliminate distractions. Turn off the television and place the refreshments in a separate room. Try to have guests sit on hardback chairs instead of couches so they will avoid getting drowsy during your overview. Orient your room toward the presenter the same way most people’s living rooms are oriented toward the television; face chairs toward the front.

Take Your Best Self to Your Presentation
You don’t have to be a great presenter. Share your experience; that will have the most impact on the quality of your overview. Attendees will find you and Melaleuca credible if you bring confidence and a down-to-earth feeling to the overview.
CLOSE AND COMMITMENT

At the end of the *Melaleuca: Delivering Wellness overview*, your potential customer will be wondering what to do next. This is where you ask them what type of customer they would like to be.

**Gain Commitment by Asking the Customer to Choose a Category**

- **Preferred Customer**
  - Shop and save: 20% to 40% discount

- **Supplemental Income**
  - Earn a few hundred to a few thousand dollars per month

- **Significant Income**
  - Earn several thousand dollars per month

As you come to the close of the *Melaleuca: Delivering Wellness overview*, introduce and explain the three categories of participation and ask your attendees which category they fit into: Preferred Customer, supplemental income, or significant income.

When you help your prospective customer choose a participation category, you’ll know better how to help them reach their goals.

**Complete the Agreement Forms**

Filling out forms can seem overwhelming to your new customers. That’s why it’s very important that you help them through it. Be sure to complete each section and double-check spelling for accuracy.

For help on completing the Customer Membership Agreement (blue form) and the Independent Marketing Executive Agreement (green form), visit Melaleuca.com/Enrol and click on “Start Enrolment.”

**Complete the Which Products & Services Form**

This form is a great tool to help your potential new customers understand the wide variety of Melaleuca’s 350+ products. Use this form during an presentation to help new customers understand how easy it is to convert their homes to Melaleuca products.

**Backup Order**

Explain that the Backup Order helps to secure their Preferred Customer Membership Benefits, qualifies them for a 20%-40% discount, adds Loyalty Shopping Dollars, and preserves all other benefits of membership. Melaleuca allows them to personalise their Backup Order with their favourite products. In the event they are unable to shop one month, their customised Backup Order will kick in to ensure they continue to enjoy the benefits of being a Preferred Customer. It’s recommended that you help your new customer set up a personalised Select Pack.
Hand Out Tools

Give your new customers a “take-home” package (the Business Kit) to review. Have them read the Your Preferred Customer Benefits and Building Your Melaleuca Business booklets and begin their contact lists. Encourage them to view Learn to Earn videos and selected business trainings, and listen to the Getting Started CD.

HELP THE CUSTOMER START SHOPPING

Going through the Melaleuca catalogue or product price list, helps your new customer pick out the first products they would like to try. Call Melaleuca at AU 1800 07 33 99 NZ 0800 08 33 99 or go to Melaleuca.com to help place their first order right away. Another best practice at Melaleuca is to have a Value or Home Conversion Pack on hand at the time of enrolment so your new customer can see all of Melaleuca’s exceptional products when they enrol and place their order.

Other Key Melaleuca Overview Tips

1. Start on time and set a professional tone
2. Introduce hosts if needed
   • If you have team members present, introduce them. “I’m excited to introduce my good friend and business partner…”
3. Share your experience
   • Share your Melaleuca experience and touch on your goals with Melaleuca.
   • Just tell the story—don’t exaggerate.
   • Talk to everyone as if you are good friends with them.
4. Schedule a Strategy Session
   • Set an appointment for your Strategy Session within 48 hours, regardless of whether your customer is interested in building a business or just wants to enjoy the products.
   • Ask your customer(s) to make a list of questions to discuss at your Strategy Session.
   • Make sure you have your schedule so you can set dates and times.
   • Give Category 2 and 3 customers their Getting Started Checklist to complete before the day of your Strategy Session.
Building a Melaleuca business is all about enrolling and retaining customers. All of the commissions in the Compensation Plan are based on the purchases Melaleuca customers make.

**Categories 2 & 3: Pacesetter**

Category 2’s and 3’s are valuable to your business because they help you increase the number of Category 1 customers in your organisation more rapidly. So you develop 2s and 3s in order to have more 1s.

If your new enrollee tells you they’d like to earn an income and be a Category 2 or 3 business partner, your goal is to help them start off right by qualifying for the Pacesetter programme with a Value or Home Conversion Pack. **If a Category 2 or 3 purchases a pack and pursues Pacesetter, you should identify a mentor to team up with them and help them reach their goals.**
BUILDING YOUR MELALEUCA BUSINESS

YOUR GAME PLAN

The decisions your new enrollee makes will determine your next steps. At the end of your presentation, be sure to schedule a Strategy Session—if at all possible, for within 48 hours. During the Strategy Session, if they chose Category 1, Preferred Customer, you will want to:

• Show them the Learn to Earn Programme right away, and watch their first Learn to Earn video with them. Customers that watch the Learn to Earn videos stay customers longer, purchase the products they learn about in the videos, and become converted to our better, safer products for life.

• Help them place their first order and answer any questions they may have.

• After two weeks, follow up with them. Which Learn to Earn videos have they watched? What questions do they have? Which product is their favourite so far?

If they tell you they want to earn supplemental or significant income and are willing to commit to working five or more hours each week, they belong in Category 2 or Category 3.

• So, during the Strategy Session, in addition to introducing them to Learn to Earn, you will want to share the importance of getting started with either a Home Conversion or Value Pack.

• If they are unwilling to purchase a pack, that’s an indication that they really belong in Category 1. This information will help you get them off to the best start. Again, focus their attention on Learn to Earn and commit them to watching all the Learn to Earn videos. As they discover why our products are so much better than the competition, they will be happy, satisfied customers for life!

• When a Category 2 or 3 enrollee agrees to purchase one of the packs and commits to working five or more hours each week, that’s a clear indication that they are willing to put forth the effort to build a Melaleuca business. To get these folks off to the right start, follow these simple steps for your Strategy Session:

1. Help Them Identify Their “Why”

Help your new enrollee reconnect with why they are building a Melaleuca business. As with any new endeavor, when they remain focused on the end outcome they can step outside their comfort zone and see past temporary challenges. Perhaps they want to get out of debt, be home with their children, prepare for retirement, or improve their quality of life. You may ask them, “What amount of monthly income would allow you to reach this goal?” That way, they are clear about their end goal.

2. Power of Pacesetter

Commit them to the Pacesetter Programme. Pacesetter is a set time frame with incentives and deadlines for performance. A goal without a deadline is only a wish. Help them see that if they stay on Pacesetter schedule, they can earn double the one-time advancement bonuses. If they haven’t purchased a Value or Home Conversion Pack, this is the perfect time to commit them to do so.
THE SEVEN CRITICAL BUSINESS-BUILDING ACTIVITIES

3. Identify the Contacts to Approach First

Review their contact list and identify the key people with whom they will team up. This is the time for you to set clear expectations for the first step in their Melaleuca business. One clear expectation is to personally refer 20 customers in their first few months. Another is to identify two of those customers to team up with and build a business. Remember—the expectations set will be the expectations met.

As you review the contact list, ask them, “Who are the people on this list who are most likely to team up with you and build a business? Who needs a plan B or a little extra income? Who is hard-working?” Questions like these help them evaluate key members of their team who may want to build a business. Once you have identified two or three people, discuss how you might team up to approach and do a presentation with each as soon as possible.

If they have others working alongside them, they are more apt to be successful. In any worthy goal, teaming up is a key to success. If your new enrollee personally refers 20 customers and helps two others get to Director by doing the same, your enrollee will likely be a Director 3 in the first 90 days. That’s the right way to get started!

4. Schedule Action

The next step is to create your calendar for the first few weeks. Identify the days and times when you will team up to hold Melaleuca: Delivering Wellness Overview. Schedule time for follow up. Schedule the dates and times of upcoming Melaleuca meetings.

Let’s say your enrollee has a goal to personally refer ten customers in the first two weeks. That means you will set five to six presentation times. Some will be group presentations, some will be one-on-ones, and perhaps a few will be held via webcast. Once those overviews are on the calendar, your enrollee can approach more confidently: “On Thursday, I’m having an presentation at 1 p.m. Why don’t we get together then?” If the overviews are on the calendar, your enrollee is more likely to get to work quickly on inviting people to attend.

5. Set Appointments

Practice approaches and set appointments. Some people have never set an appointment. They need coaching. They need you to demonstrate how to set an appointment. Remember E.D.P.E. E stands for explain, D for demonstrate, P for practice, and E for Evaluate. Be sure to use all four tools when helping others make appointments.

Imagine how encouraged your new enrollee will be if they leave the Strategy Session with three or four appointments scheduled. They will have confidence they can build the business and will look forward to the scheduled overviews. Without overviews scheduled, they may not follow through once other pressing priorities in life arise.

6. Commit to Scheduled Times and Ways to Communicate

Establish clear times to communicate and report back. You will likely be talking on the phone several times a day as you begin. In the Strategy Session, you can talk about the best times and method for touching base.

IT’S ALL ABOUT TIMING

When should you schedule the Strategy Session? As soon as you can. The longest you should wait is 48 hours after the overview, especially when your new enrollee told you they’re excited about Melaleuca and want to build a business. A timely Strategy Session is the perfect way to take advantage of that excitement and convert it into action.
Learn to Earn

Since the programme’s introduction in 2014, tens of thousands of Melaleuca customers have watched more than 4.5 million Learn to Earn videos and earned more than $20 million in Loyalty Shopping Dollars.

Data shows that customers who watch Learn to Earn videos are four times less likely to cancel their Preferred Customer memberships and 4.7 times less likely to receive Backup Orders. Customers who watch Learn to Earn videos are over three times more likely to purchase the products they learn about and on average will purchase two more product points each month.

With Learn to Earn, you can earn up to 100 Loyalty Shopping Dollars in the first 5 months as a Melaleuca Preferred Customer! That’s $100 worth of premium Melaleuca products available for you to try, absolutely FREE.
CELEBRATE SUCCESS

Celebrating success is a way to inspire people to set goals and achieve more than they ever thought possible. The mission of Melaleuca is to help people reach their goals. To inspire and motivate people to that end, you must celebrate their accomplishments. Melaleuca thrives on celebration! From the smallest of achievements to the largest ones, from enrolling one customer to achieving Corporate Director, leaders need to feel good about what they’re doing. When that happens, motivation increases, excitement grows, and abilities expand.

Make Your Celebration Effective

How you celebrate should be wholly determined by who it is you’re celebrating. It takes only a few minutes to figure out what people like, what parts of the business they may struggle with, and where they need encouragement. Once you’ve done that, celebrate with them in a serious manner. Tell them what they did that was successful. Be specific. Tell others about the hard work you’ve witnessed. Let them know that you noticed their efforts. Your words and encouragement will likely mean more than any reward you can come up with. Attach a suitable reward on top of that and you’ll create a moment in that person’s life they will treasure for a long time.
**Recognition Is a Proven Motivator**

We all love to be recognised for our accomplishments. Whether it’s a pat on the back, a high five, or a note saying, “Job well done,” all forms of recognition create positive reinforcement. Often, when someone else notices what we’ve done, we are more likely to keep striving and pushing harder than ever. Rewards—whether material or emotional—breed hope and belief, and make hard work worthwhile.

**Sharing Success Builds Team Loyalty**

As a business builder, your goal is to build a cohesive team. A big part of that process is celebrating your team’s success. Through the celebrations, you experience a strengthening of relationships, you feed off one another’s energy, and you create a synergy that helps each of you work more effectively together than you would alone.
ALWAYS BE INVOLVED WITH FAST TRACK

A Melaleuca Fast Track is a results-driven programme designed to help your organisation grow. A series of meetings lasting four weeks, Fast Track helps participants set goals, create action plans, implement those plans, report results, and celebrate success. Team leaders provide motivation, support, and training, and facilitators organise the schedule and recognition awards.

1. Assess the business and set goals. Fast Track participants determine where they would like to be by the end of the Fast Track period. Specific goals include number of enrolments, status achieved, number of Home Conversion and Value Packs sold, number of appointments set, and in-home overviews.

2. Create an action plan. Each participant—with the help of the team leader—creates a detailed action plan for how they are going to achieve their goals. Using a calendar, they determine what days and times they are going to set appointments, hold Melaleuca: Delivering Wellness overviews, report to their team leader, and more.

3. Implement the plan. After the Fast Track meeting, the participants follow through on their action plan, tallying their results and reporting to their team leader on schedule.

4. Report and celebrate success. Each week, team leaders report results for their teams. Most often, the results involve enrolling customers and developing new Directors. Those activities that meet the criteria for success are recognised.

5. Train and develop leaders. Take 10–15 minutes of each Fast Track meeting to conduct training on the Seven Critical Business-Building Activities. When conducting your training, remember to briefly explain, demonstrate, practice, and evaluate.

“Fast Track helps you stay focused week after week. If you ask our leaders about the ‘secret’ to their success, many will tell you that the answer is Fast Track—not only for themselves but for their entire organisation. No one works harder than these leaders.” —MELALEUCA CEO FRANK L. VANDERSLOOT
The Basics of a Successful Fast Track

**TIME:** The Fast Track is designed to run during the calendar month and should be scheduled on the same day and at the same time each week (always start on time). Consistency is vital to success.

**WHO:** Include committed Marketing Executives who work closely with one another in their businesses (e.g. your personally enrolled customers).

**LEADERS:** As a general guideline, team leaders should be Directors 3 or above, as they need to have experience at personally enrolling customers and developing Directors. These leaders should also be organised, accountable, and willing to put in extra energy and effort to keep the team focused on goals.

**TEAMS:** Teams usually consist of 8–10 members. There is no limit to the number of teams, as long as you can manage the group size.

**PRODUCT EXPERIENCES:** You should start every meeting with a product experience.

**GOALS:** Goals should be set the first week and revised or added to each of the following weeks.

**ACTION PLANS:** After participants set goals, they should put an action plan into place to help reach those goals.

**CELEBRATION:** Personal accountability and reporting happen on a weekly basis. The facilitator establishes a recognition system and rewards everyone’s accomplishments. Celebration of success is a key part of each weekly meeting.

**PARTICIPATION:** Once the last week is concluded, participants should be encouraged to attend the next Fast Track.

**FEES:** You may need to charge a fee for participation. This money helps provide recognition prizes and offsets any other related costs. These fees should not exceed $20 per business.
LEAD BY EXAMPLE

Melaleuca business leaders lead by example because they know their actions are usually duplicated by those in their organisations. Are they professional, product-centered, and positive? If so, others will duplicate their actions. Are they disorganised, demanding, and late to meetings? If so, others will observe and duplicate those actions as well.

As a Melaleuca leader, you should set the example by attending Convention and all other Melaleuca meetings. Not only do these meetings offer you inspiration, ideas, and the training you need to grow your Melaleuca business, but they also give you the opportunity to develop a reputation as a supportive, involved Melaleuca leader whom others will want to emulate.

Your first two months as a Melaleuca Marketing Executive are critical. You get only one chance to create the beginning of your story—so make it as great as you can! Later, when you’re referring new customers and trying to encourage them to build quickly, they will want to know how you did it. You will be telling your “getting started” story over and over again, so it’s important to set your sights on reaching Director in your first month, and Director 3 in 90 days. Refer to pages 12–13 of this booklet.

According to actor Will Rogers, “People’s minds are changed through observation and not through argument.”
As you go forward in all your Melaleuca activities, remember that your team members are watching you. Set a good example!

How Do You Convert Your Own Home? It’s Simple.

Dispose of all the products you currently use.

Replace those products with Melaleuca products, and tell people you only use safe and effective products in your home now.

Convert Your Home to Melaleuca Products and Services

What would you think if the CEO of Ford Motor Company drove a Toyota? If your favourite Mexican restaurant cook chose Taco Bell for lunch? Wouldn’t you have a difficult time purchasing the products they represent?

After joining Melaleuca, immediately convert your home to Melaleuca products and services. Learn everything you can about them, and get in the habit of consistently sharing product testimonials with others. The people in your organisation will follow your example and convert their own homes, spreading a powerful belief in the products and building a strong business foundation.
Be Goal-Oriented

The best leaders are achievers who have a clear idea of what they want out of life, and who take the most efficient route to go after it. That means setting clear goals and developing a step-by-step action plan to achieve those goals. Write down your goals—even the smallest of them—and continue to revisit and revise them every month, every week, and every day as needed. You’ll be much more likely to stay on track as your business grows and you lead others by example.

For more information on the Seven Critical Business-Building Activities, go to Melaleuca.com/BusinessCentre and click on “Reference Library.”