



Pro Image International

Business Starter Guide

Special points of interest:

- * Easy as A-B-C Steps
- * The Correct Way to Contact and Invite
- * How to Introduce Your New Business
- * Converting Customers to Business Associates

Inside This Guide:

Frequently Asked Questions	4
Step-By-Step Business Tips to get started	8
Setting Up Your 90 Day Game Plan	19
How to Use Referrals to Build Your Business	23
Pro Image International Terms and Conditions	25
Important Numbers & Marketing Resources	30

Take Time to Learn the Business

There are two types of people in the world. Those that get word-of-mouth advertising bonus money paid to them each and every month... and then there are those that don't.

This is a business; not a job. You have to build the groundwork for getting paid later.

When you sign the application as a distributor, this doesn't automatically mean you now have a PHD in Referral Marketing. What it means is it's the start of your business career. You might have to invest a month, 3 months, 6 months or more in your education to learn how to make this business work. But then . . . you have the rewards! Maybe you will be

earning an extra \$1,000, \$1,500, \$2,000 or even much more every month. But you have to invest the time first in order to learn the skills.

Just like your employer won't automatically give you a \$1,500 per month raise, you just can't sign an application in Referral Marketing and expect an immediate \$1,500 raise with no effort and learning involved. Yet, if you apply yourself diligently, you realize returns much quicker than those starting a new business such as a restaurant from scratch.

It might take a year or more to earn significant income in a "traditional" business venture. A doctor might spend 6 years and \$50,000 before

earning any money.

And Referral Marketing is not like a job where you can expect to be paid after just 7 days. That's an "employee" mentality. You must be committed to building a successful business. Invest in learning and in building a foundation. You're not an employee and therefore you need to have realistic expectations of what it takes to build a business.

If you do that and are smart about it, then you will experience all the rich rewards available to you within Referral Marketing!!

Keep your perspective and goals in sight.

What Is This Business About?

Most people do Referral Marketing every day, they're just not getting paid for it.

Have you ever recommended a movie or a restaurant to someone? Did the theater or restaurant come back to

you afterwards and say, "We, the theater, are going to reward you with a bonus check for all of the word-of-mouth referrals you've given us." Probably not - that's not the way it is. The theater keeps all the money. Well, you did Referral Marketing; you just

didn't get paid for it.

Referral Marketing is nothing more than promoting and recommending what you like to other people.

If you are doing the work, then why not get paid for it!

Commitment, Focus and Your Time

Every day you're making an investment of something extremely valuable - your time. You cannot save time for use later. It must be used as it comes. We all get the same amount of it - 24 hours each day. Success is determined largely by how effectively we use our time.

Get the most out of the time you have. Focus your efforts on doing the things that will have the most significant impact on your life and work. Do the big things first, and stay on task until they're done.

Nothing will make you more effective than the ability to stay focused. Practice it. Work at it. Challenge yourself to stay in focus. When you're

about to become distracted, force yourself back to the task at hand. You'll be amazed at how much more you get done when you actually WORK the whole time you're working.

Your time is precious and cannot be replaced once it is spent. Use it wisely and effectively, by staying focused and getting things done.

Weakness comes from being too spread out. Power comes from concentration. Excellence in any pursuit requires single-minded focus. Focus requires purpose and commitment.

If you're going to do something, then give it all your attention. By

committing yourself in this way, you achieve great things. The power of single-minded focus doesn't just come to you. It is the result of a choice you make to forsake all the distractions of the moment to concentrate on achieving your goals.

Focus requires that you constantly remind yourself of what's important to you, of what you are committed to achieving. With a clear, specific sense of direction, and the discipline to stay on track, your actions will be powerfully focused and effective.

Know what you want, and then choose to focus on making it happen in your business.

Focus your efforts on doing the things that will have the most significant impact on your life and your business.

A Tide in the Affairs of Men

Once someone starts earning \$300+ they're probably in for the long haul. Why? Because when income reaches that point, you not only have momentum, you have concrete evidence of that momentum.

Now here's a critical question: Does it matter how fast you reach this point? Shakespeare wrote: "There is a tide in the affairs of men which, taken at the flood, leads on to fortune." He was right, but the problem is most times you have to create that flood.

Have you heard the expression "slow and steady wins the race"? Nice idea. Doesn't work. "Slow and steady" doesn't make any waves, doesn't create a tide; no tide, no flood. No flood, no fortune.

I've read and heard so many different excellent formulas and recipes for succeeding in this business. They are all, everyone of them, superb. They

are all methodical, logical ways of describing a set of actions that lead to success.

But bottom line? The truth is, following a great recipe doesn't bake a great cake unless you turn on the oven. And not to 130° or 200°. You've got to turn up the heat.

The truth is, everyone I've ever known who created serious success, including myself, did these two things: 1) Decided to do it, and 2) Then went bananas.

Most people are content to reach the \$300 benchmark within six to nine months. To which I will add, 90 days is even better. And I'm counting from the day you really decide you're going to grow, not the day you first joined.

Many big leaders spent their first months, if not years, in referral marketing plodding along at a steady pace. So what happened? At one point,

they just took off and decided to go bananas for a few months.

Ultimately, it doesn't matter whether it took you 60 days or 12 months to get there. But if it took you, say, one year to reach your benchmark, you'll tend to see that 12-months-to-benchmark paradigm replay itself throughout your group, unless you consciously act to change it. Nothing wrong with that, except for one thing.

When you have a whole group of people s-l-o-w-l-y moving towards a goal, it takes a lot of effort to maintain a belief system that you're actually going to get there. And that's energy you all need to be putting into your business - not into convincing yourselves that this business is eventually going to work.

Get with your sponsor and/or upline right away and create your 90-day "Go Bananas" plan of action.

It's as Easy as A-B-C

Step A

USE THE PRODUCTS and become a "product of the products." Nothing works better for you than enthusiasm. And one important factor that drives your own enthusiasm for building the business is your own "why" for doing the business and your own belief in the products and the company itself. A famous saying tells us: "He who has a why to live can bear almost any how."

This may seem basic, but it's the single most important thing to duplicate in your business if you want long-term passive income. You must become a product of your products.

Every expert I've ever read in Referral Marketing has agreed with me on this one point. The people who love the products they represent the most, stay in the business the longest. And everything duplicates in this business. Everything. So how long would you like to have thousands of people using your products?

Order the products that you represent. Use them. Find stories from other people who use them. Tell those stories. Tell your story. Write those stories down. You will never find a more compelling, duplicable system than people telling people stories about something they love!

You also don't have to become an expert on nutrition. Start with the company's brochures, product sheets, web pages, and even books, recordings, or other materials that you can find or is recommended by your sponsor or upline.



Step B

If you are truly serious about building a business, then you need to immediately sign-up in VIP AUTOSHIP Program. It's a vital part of your ongoing investment into your business.

Instead of taking the time to manually place an order each month, your order is automatically shipped to your home on the monthly date of your choosing, and your products will be delivered to your doorstep hassle-free each month.

The advantages of being a VIP?

Savings! From a selection of products, a VIP will get one **FREE** bottle of their preferred product **every month**.

Convenience! You will have your products delivered at the same time each month. There's no need to hassle with re-ordering month after month.

Easy to maintain! The VIP Autoship program is free, and with a telephone call or a click of a mouse, you can easily make changes to the products you want in your monthly Autoship order at any time. It is also easy to change the date of shipment for your monthly order in any month.

Being a VIP Autoship member is required in order to **earn the enroller bonus and leadership bonus**. Maximize your profits by committing to a qualifying order each month and guarantee receiving your products and commissions. This also sets a good example for everyone you bring into the business. Duplicate this without fail.

Step C

You have a company, you have a sponsor - you're ready to go!

What's next? Build your business!! As you grow, you will find that there are hills, valleys and mountains in your business, as there are in ANY business.

Be True to Your Business

One of the attractive things about Referral Marketing is that there is a very low start-up cost; usually a few hundred dollars at the most.

Unfortunately, this will sometimes set the tone for a business. People often treat their Networking business as a hobby - then wonder why they aren't making any money.

Set Goals

How many hours per week will you put into your business?

How will you spend these quality hours?

How many new contacts per week will you make?

How much money would you like to be making in 30 days? in 90 days? in 6 months?

Set up your "Office"

Get business cards, postcards, brochures & product samples.

Establish a comfortable budget for marketing & products.

How will you keep track of your contacts & customers?

Do not wait to "get everything in place" or wait to "get fully trained" before you get started marketing and building your new business. Dive right in and talk to people while you learn. The key is talking to as many people as you can daily. Set a goal.

The people who love and use the products the most, stay in the business the longest and find success.

Frequently Asked Questions

Q) How are commissions paid to members?

A) Each of our members who earn commissions are issued a check on the 15th of each month upon which all commissions will be paid for the previous month, beginning with a member's first qualifying commission.

Q) What is Monthly Autoship Order?

A) A Monthly Autoship is an automated profile that you can create in your ProNet back office, or with our customer service, so that you can be certain to receive your favorite products each month. This ensures the hassle-free delivery of your products, plus ensures your qualification for earning commissions. The products in your autoship profile can be changed or cancelled at any time. You may also change the monthly date of shipment to better fit your needs.

Q) I have friends and family outside of the United States. What countries can I work with in Pro Image?

A) The primary areas of current activity for Pro Image are in the United States and the United Kingdom, with limited service into Canada, select countries in Europe, and in Puerto Rico and Nigeria.

As you may be familiar, the key issues in dealing with countries outside of the United States include shipping logistics and shipping costs, local laws and local business requirements, plus language translation. Pro Image's policy is one of succeeding well in the areas we service, and adding new

areas only when we can support the members in a new country at a high level of service and affordability.

Q) How long has Pro Image been operating, and who owns the company?

A) Tony Shaw opened business in Austin, TX in July of 1995.

Tony, CEO and Founder of Pro Image, has extensive experience in executive management and product development. After graduating from Louisiana State University in Baton Rouge, Tony joined the U.S. Marine Corps and became a Naval Aviator

flying F-4's during the Viet Nam era.

Following his discharge, Tony became Director of Sales Development for Mary Kay cosmetics. Tony served in that position for 10 years before accepting the

role of VP of Sales and Marketing for Arbonne International in 1990.

In 1995, Tony began his own nutritional company and spent the next 12 years formulating some of the industry's leading nutritional products and building a booming, successful business. With decades of leadership and understanding the business and product trends of the health and wellness industry, Tony Shaw has the experience to ensure Pro Image's continued growth and success.

Q) How do I order products and/or sales aids, as well as how do I reach customer service?

A) To make it easy for you, we offer several means to order products and

sales aids: through your ProNet back office, our toll-free order line at (800) 323-3681, or fax an order form to (512) 266-1941. You can talk to a company representative at customer service by calling (512) 266-8433.

Q) What hours are the order line and customer service offices open?

A) All Pro Image offices are open Monday-Friday, 8:00am to 5:00pm Central (Austin, TX). We encourage you to order products and sign-up new associates online 24/7 using our safe and secure websites.

Q) What is the five digit number the customer service representative gave me when I signed up?

A) That is your Member ID number. It is the number that will be used to identify your account in our computer system, and it is important regarding making sure you get credit for those people you refer to the company. When you refer others to Pro Image, they will need your ID number as their sponsor. You will also need your ID number for placing your own orders, accessing your ProNet back office, etc.

Q) Can I sign-up a new member and get them an ID number without them placing an order?

A) No. All newly signed-up members need to place an order to join and obtain an ID number.

Q) When do you pay commissions?

A) Your monthly commissions on products sold in your business group will be paid on the 15th of the month, following the month when the purchases were made. In the case of

(Continued on page 5)

With our VIP Autoship program, you will receive your favorite Pro Image products conveniently and hassle-free each and every month.



FAQs (continued)

(Continued from page 4)

any special weekly bonuses or rebates, these end at midnight on the 7th, 14th, 21st and last day of the month and will be paid roughly 3 to 7 business days later.

Q) What is a VIP Member?

A) A VIP Member is an associate that has committed to and has an active 100cv autoship standing order on file. A VIP has certain privileges, such as receiving one FREE additional product each month. As well, being a VIP is required to earn the enroller bonus and/or the leadership bonus.

It is easy to become a VIP by calling customer service or using your online back office to set up a monthly autoship profile. Changing your VIP monthly shipping date or what products you receive each month can be done easily and conveniently. Also, if you make another order earlier in the month before your autoship order date, you can choose to still have that autoship package ship to you that month or you can have it skip over to the next month, while keeping your VIP membership active.

You can also cancel your standing autoship order at any time. Again, a standing order is an "autoship" profile that you can create in your ProNet back office or with our customer service.

Q) What is ProNet?

A) ProNet is a business information web site that gives you access to information about your own business, including: downline genealogy information, personal purchase information, current group volume, plus commission amounts and details.

You can also place orders and enroll new associates securely in this online back office. ProNet login page.

Q) What method of payment does Pro Image accept?

A) 1. Visa, Mastercard, American Express and Discover. 2. Check by fax (fax a voided check to 512-266-1941) or call Pro Image with the account and routing numbers, along with your bank information (a \$1.00 fee is charged for this service). 3. Cashier's check, Money Orders and Personal Checks. Orders paid for with personal checks or checks by fax are held for 5 working days unless a credit card is on file. 4. By Draft Check. When you place your order online, you have the option of securely filling out a check with your bank information. Pro Image will access the funds directly from your checking account (available in the United States only).

Q) Is there a commission processing fee?

A) There will not be a processing fee for commissions less than \$20. A processing fee of \$3.00 will be deducted from bonus checks that are \$20 or higher.

Q) Can you give a little explanation about the development and quality of your products?

A) Yes, With our products as the cornerstone of a healthy lifestyle, we are committed to the health and well being of our customers. Pro Image International products are the result

of a painstaking process of scientific review and assessment of independent clinical studies.

Each product must perform to a standard of excellence. Each product must deliver the correct dosage of key ingredients. Each product must start with the finest raw materials and be formulated to deliver consistently.

Pro Image stands behind every product with our 100% Satisfaction Guarantee. We take great pride in the fact that anyone using our

products can be confident they are getting the very best quality nutritional supplements available.

Our FDA-inspected manufacturing facility operates under strict Good Manufacturing Practices (GMP), which has earned the coveted NNFA GMP "A" Rating. The kosher-approved facilities have been audited and approved by leading independent bodies as well. From raw material analysis to final product inspection, every production step is carefully monitored and documented, with full accountability and in-process controls.

The Quality Control/Analytical Development Department consists of a highly trained staff of 15 degreed chemists under the supervision of a resident Ph.D. The department performs testing and inspection pertaining to the approval and release of all incoming raw materials and finished products.

Q) What is your business philosophy and mission statement?

(Continued on page 6)



Use ProNet, your online back office, to place orders, to sign-up new members and to view and manage your business.

FAQs (continued)

(Continued from page 5)

A) As The Healthy Lifestyle Company, our mission is to provide you with an honest and viable referral marketing program, utilizing the most recent advances in nutritional science, to realistically improve your prospects for a better quality of life and good health as you age. We assure you that we will never compromise the integrity of the products or the business program we offer, nor the philosophy that stands behind them. Our values are rooted in a members-first tradition.

The Pro Image management team is driven by the knowledge that what makes the distributor successful will make the company successful. They work hard to continually be innovative in their approach to compensation, as well as offering cutting-edge products that focus on quality, effectiveness and value.

The management team tirelessly devotes itself to our vision and values, while reinforcing Pro Image's commitment to what we will call our "member first" philosophy.

If you have a question that is not answered here please first contact your Pro Image sponsor/upline.

Q) Do you have conference calls?

A) Yes. We have weekly calls.

Join Pro Image VP of Sales & Marketing, Don Borba, and his guests as he discusses how our income

opportunity enriches people's lives.

This live conference call where you can listen to people from all walks of life tell how Pro Image benefits health and wellness and especially how it improves the financial bottom line of people around the country.

Every Tuesday evening

6:30pm Pacific / 9:30pm Eastern

605-475-6333 pin number 625594#

Q) What about business training and tips and information about products?

A) We hold a conference call on the 1st and 3rd Thursday each month for leaders who want to build their business and their income to new heights in 2011. Join us for valuable training and team building discussions with other Pro Image leaders.

1st & 3rd Thursday of each month

6:30pm Pacific / 9:30pm Eastern

605-475-6333 pin number 625594#

A network marketing leader doesn't wait until he/she gets a large group before becoming a leader. It can't work that way. Nor does the leader wait until they feel as though they possess the knowledge to lead. Rarely they do. Leaders select themselves by taking on responsibility and getting into action, rather than just the desire to lead. Want to be a leader? Go grab enough responsibility and activity that it makes you feel like quitting every day - then don't quit - congratulations you're a leader. From that basis there are many other attributes you can develop.

Q) Are there recordings of any of the Pro Image conference calls?

A) You can find recordings of recent week's Tuesday evening calls on the Member Support page at your Pro Image Team site (proimageteam.com). You can find the link to it at the bottom of any page on the site.

Q) Can you give a simple overview of your compensation plan for someone just starting out?

A) You need a compensation plan where the average distributor can get in and, instead of having a 10% chance of making money, he or she has a 90% chance. That's what Pro Image's plan offers every Business Associate who actively builds their business.

The vast majority of individuals are not sales people, and a pay plan has to be designed for the average person who refers a product they love, and who isn't a hotshot sales person. If the plan is designed from that perspective, then you have more people making money, and you have more retention and growth. And this is what you will find in Pro Image. Now remember these important numbers: 20/35.

1st Level:

5% + 15% Enroller Bonus: 20%

2nd Level: 35%

20/35 is what you can earn on the first two levels no matter if you're just getting started or you've been with Pro Image for years. All you need to be is an Executive with 100 Personal Volume (PV) and you qualify to earn 20/35. And starting at the next rank of Vice President, the plan begins paying down more levels as your business grows.

(Continued on page 7)

Big pay on the early levels of our pay plan (up to 8%/38%/18% plus a 15% enroller bonus) means big money in your pocket.



FAQs (continued)

(Continued from page 6)

Pro Image is one of only a handful of companies that has created a program of simplicity - it's very easy and inexpensive to have a business and get started part-time. The Pro Image business plan pays you sooner so you can get into profit quickly!

We know you need and want to start earning money now, not later. Do the numbers and look at the facts. We are simply not talking about you having to fill your business with thousands of people in order to earn a great commission check.

An enterprising person is one who comes across a pile of scrap metal

and sees the making of a wonderful sculpture. An enterprising person is one who drives through an old decrepit part of town and sees a new housing development. An enterprising person is one who sees opportunity in all areas of life.

To be enterprising is to keep your eyes open and your mind active. It's to be skilled enough, confident enough, creative enough and disciplined enough to seize opportunities that present themselves, regardless of the economy.

Pro Image was one of the pioneers of this powerful and rewarding style of compensation with the potential

payout on the first three levels alone as the cornerstone of our program -- affording even the newest reps an opportunity to earn as much as four to five times the income for the same effort compared to other programs.

Most companies show you projections of tremendous income. They don't tell you it's after your business has grown to thousands of people, which is often difficult for the average person.

Pro Image gives every new rep, no matter their experience in this business or what walk of life they're from, a real chance to make great money without having an enormously unrealistic network of people!

Fortify your immune system and optimize your health and quality of life!

A STRONG IMMUNE SYSTEM IS NOT JUST YOUR BODY'S FIRST LINE OF DEFENSE - IT'S YOUR BODY'S BEST LINE OF DEFENSE.

Now there's a doctor-created breakthrough that normalizes a deficient, inadequate or hyperactive immune system.

Like nature, your body has the natural ability to protect and heal itself. This happens through your immune system. Research shows a healthy immune system helps prevent most common illnesses. However, stress, poor diet, lack of sleep and even medications can reduce your immune system's ability to work at its best.

In addition, the immune system's effectiveness increases from birth until your teenage years, but then it undergoes a subtle decline throughout the rest of your life. This decline leads to impairment in coping with infectious agents that can cause

disease and illness.

Restore the proper functioning of the defense mechanisms of your body with *Electro Response* (ER). ER is not in itself a cure of any kind. It does, however, have a direct positive effect on your immune system.

The secret to the success of your immune system is an elaborate and dynamic communications network. Millions and millions of cells, organized into sets and subsets, gather like clouds of bees swarming around a hive and pass information back and forth. Once immune cells receive the alarm, they undergo tactical changes and begin to produce powerful chemicals. These substances allow the cells to regulate their own growth and behavior, enlist

their fellows, and direct new recruits to trouble spots.

ER functions at a molecular level redefining the electrical interactions and communication between cells by focusing on one of the key components of the immune system: the macrophage. Activation and regulation of this cell facilitates the imbalances that have occurred with your immune system and in turn provides optimum health.

It is highly recommended that you maintain a healthy, balanced diet and complement ER with a high quality supplement, such as Pro Vitamin Complete, in order to fill your daily nutritional requirements and to enhance the functioning of ER and your immune system response.



In order to help you improve your lifestyle, we will never compromise the integrity of the products or the business program we offer.

Welcome to Pro Image International

We are excited to have you as part of our team.

If you have access to the Internet, you should visit our Member Support website at proimagetraining.com - this will connect you to more training, an archive of newsletters, brochures, recordings and more.

You are given, at no charge, several marketing websites by the company which will allow you to present the Pro Image business and products professionally, as well as have your contacts sign-up and order products online.

You do not have to own a computer with Internet access in order to use these on-line marketing tools provided by the company. You should get familiar with the brochures,

postcards, samples, and other materials that are available for you to market your business and products.

We suggest you call and get to know your upline support team and build a relationship with them. Relationships are very important in any business. You can contact them any time and you should.

Communication is crucial to relationship building. Regular contact with your upline and downline is very important. Each distributor has a responsibility to keep information flowing. If you learn of something, regardless of how important you think it is, your downline has a right to know about it.

Regular contact with your distributors and customers is a

must. Many marketers develop monthly newsletters. Others use e-mail to get the job done. Above and beyond these occasional updates, though, is the need to visit frequently with those in your group who are aggressive, eager, and hungry for more.

Develop a "giving" attitude. The more you give, the more you get. Don't relent until at least two of your distributors are earning a substantial income. And then, challenge yourself to stay "just ahead" of them from now on!

Courage and commitment are the two key ingredients you need to start with in your business.

Business Tip #1 – Step-by-Step Advice

This Business Tip series of advice and guidance is to help guide you toward financial freedom.

It's carefully crafted to give you the philosophies and skills to build financial independence. This is not a "quick hit" training. It's not likely you'll make \$2,000+ your first month ... And probably not within your first year. But you can make \$5,000+/month, or more, for a lifetime if you follow and stick to a good plan.

This can be powerful advice for your business. It can help you add passion, power and financial resources you've only dreamt about until now. The ideas and strategies we'll share with you have totally changed peoples lives, and they can change yours, too.

The Business Tip steps alone will not

be enough, however. It's going to take two things from you: courage and commitment. I mean courage like you've read about, and commitment like you've never given commitment before.

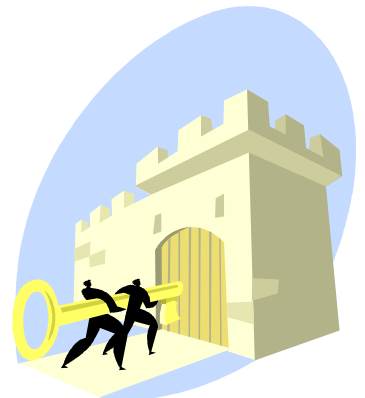
Of course, I'm talking about commitment to your own dreams. I know life gets in the way sometimes. And that's okay. As long as you do what you can do. That's all this program asks.

We'll give you some techniques and strategies, don't worry. But these are meaningless unless you are willing to develop the character it takes to develop financial freedom. This advice has many things you need to develop financial success.

Each Business Tip will require you to

think and take action. We know you can't succeed unless you take action, and we won't let you down. Of course, you are the ultimate decision-maker. You can quit at any time. Lots of people quit. Lots of people just read the Business Tips and don't take action. Maybe that's why only a few make it to financial freedom. Will you be a quitter, or will you commit to making it happen?

By the end of the Business Tip series, you'll have been introduced to many things you'll need to know to have good success in Referral Marketing. From there, we can give you more advanced tips and more specific marketing methods for your business.



Business Tip #2 – Your Reason

So are you ready to create a game plan for building your business and financial freedom?

Here's what I know. Unless you have a reason, I mean one really big reason or a bunch of important reasons that drive you emotionally, financial freedom becomes very elusive. You don't have to know your reason right now, but you need to keep searching for that thing that drives your passion. Remember a time when you were really passionate in life? How'd you like to get that back?

Before I even make sure you've got your paperwork completed, I want to make sure you know why you are doing this business.

Here's your first task:

1. Get a new notebook for your training. Make it a good notebook. Something you'd be proud to plan your life with. This notebook is going to hold a lot of important information you are going to want to refer back to and you are going to have it for at least a year.

2. Once you have that notebook, make a commitment to yourself. Write at the top, "I'm 100% committed to achieving

my goals and dreams." Magic happens when you write things down. Don't just think it, ink it. A year from now, you'll be blown away at how significant it is that you've written that down.

3. Why do you want financial freedom? Here's your first task: write down everything financial freedom would mean to you. Don't stop writing for at least 30 minutes. Yes, I said 30 minutes! Most people will spend hours planning a vacation, but they can't give 30 minutes to writing down their reasons for financial success. Will you commit to your success and do this task, or are you keeping yourself busy building someone else's dreams? This is a goal setting exercise, built on the power of your dreams.

I do this twice a year. And every time I do it, I'm inspired to do more in my life. Go for it. Write down ALL your dreams and goals.

Here are some ideas to get you started:

What kind of house would you live in?

What kind of car would you drive?

What specific vacations would you

take?

What would your relationships be like?

What would your family be like?

How much fun would you put into your day?

What time would you get up in the morning? Go to bed at night?

Would you travel? Where? In what style?

What kind of clothes would you own?

What kind of jewelry would you wear?

What would you do for your community?

How could you give back?

Would you set up a charity? What kind?

Would you go back to school? What would you study?

Keep writing until you are exhausted. It's good to work out with your dreams. The more you work, the better you get at it, too. You'll be doing this again, and we'll take you back to your notebook to see how you've progressed since you wrote all this down. I think you'll be very impressed.

Not everyone is a natural born sales person, but anyone can hand out free product samples and then follow-up.

If you can share a sample, you can build a business

Pro Image International has simplified the process of introducing others to it's products and business opportunity by providing samples of it's popular, impact products – PRO VITAMIN COMPLETE and FRUTA VIDA.

Most successful distributors use these nicely packaged samples as free product handouts. The sample handout vehicle can be a most powerful business-building tool.

Not everyone is a natural-born salesperson, and not everyone feels comfortable leading a presentation meeting or doing other forms of prospecting for building a business.

However, just about anyone can hand out free product samples! This is a simple but powerful method you can use to add new customers and distributors to your organization.

It's called the "try before you buy"

concept with our superior line of life-changing, innovative products. Stock up on samples, carry them with you wherever you go and make an impact with good nutrition!



Business Tip #3 – Underlying Secret to Success

You are probably ready to get started fast, wondering where all the strategies are. And we'll get there, but before you invest YOUR year into this system, I think it's only fair you understand the most fundamental element to success – your philosophy.

First let's look at why a philosophy is so important. (--> means "is caused by")

Lifestyle --> Results --> Habits --> Attitude --> Philosophy

If you want a particular lifestyle, you need to produce certain results. Those results are directly related to the habits, or consistent actions, you take. Habits, as we all know, can only be built if we have the right mental state, or attitude. Your attitude is a result of the decisions you make about what's important, your philosophy.

Do you know your philosophy? It's the foundation of your lifestyle, so you better.

I'll tell you the philosophy of our Business Tips guidance, and then we are going to start to uncover and develop your personal philosophies. Are you ready? This could be some very significant, eye opening training for you. Make sure you are an active participant, not just a reader.

The Philosophy Behind Business Tips

We want you to make excellent money for your efforts and improve your overall quality of life, and be healthy.

Sound good?

We also want you to have fun while you make money. We want you to develop friendships that will last a lifetime. We want you to grow personally and professionally. And we want you to like yourself (live with integrity) while you are making all this money and feeling healthy.

I believe that the income you make in Referral Marketing is directly proportional to the impact you've had on people's lives. The more money you make, the more impact you've had. How would you like to make massive impact?

Besides making more money, we want you to grow and learn. Personal development can be the most rewarding experience of our lives. When you grow personally, you can give more back. Imagine how powerful a world this would be if everyone had gained financial independence and was on a path of growth.

I know it's unlikely that everyone will gain financial independence, but we know it's very likely that you will gain it, if you follow our program. Here are a few things we need you to do, in order to ensure your success:

1) Treat this like a business. If you had paid \$500,000 for a franchise, you'd go to work every day. You'd do whatever it took. The truth is, this business can pay you more than a franchise and it can pay you continual income for life.

2) Develop the Slight Edge Philosophy

- Most top Networkers attribute their success to making small continuous improvement every day. You couldn't see the difference each day, but the compounded effect over the years made an incredible impact on his life.

3) Commit to this business for one year. If you could reach financial independence in five years, would you give at least one year to the business? Most people never make it in Referral Marketing because they quit too early. You don't have to do this for the rest of your life, but if you quit, you'll have to work for the rest of your life. Give it one year. Okay? Write that commitment down in your notebook.

These philosophies will take you very far in this business. And you can go even further when you develop your own set of philosophies.

Here's your action step. Answer these questions in your notebook. The more honest you are, the stronger the results will be for you.

What is most important to you in life?

What is most important to you in business?

What is the one business philosophy you need to develop to have more long term success?

What are your top five values in life?

Don't just write down what you think you are supposed to think. Listen to yourself; the person that no one knows but you. Don't just listen to your thoughts, but to the thinker of the thoughts, as we say. The more intimate you are with yourself, the more conviction you have in your actions.



**Most top
Networkers
attribute their
success to
making small
continuous daily
improvements.**

Business Tip #4 – Our Systems

The marketing and training systems help us with the routine, so we can focus on building people.

Let's talk systems.

Systems are the key to your long-term success in Referral Marketing, or in any business for that matter.

You can get a quick start without the systems, but you'll never reach massive success unless you learn to use systems for almost everything you do in this business.

The systems do not replace the personal element in the business, they enhance it. In fact, these systems give you more time to work with people in a positive way.

We are going to give you a series of

tips that outline different aspects of the system you have available to you. You can review these at any time. Learn these next few pieces of good advice well enough to teach them.

THE BASEBALL DIAMOND

If you've been in business before, had a job, been a parent, or gone to school, you will find this business very similar to what you've done. However,

there are some very subtle differences.

It's as if you were a football player, playing baseball. Your athletic skills

are important, but there are a totally different set of rules you need to learn.

The rules for building your Referral Marketing business are subtle, and

powerful. This is why top sales people can sometimes fail in Referral Marketing and why people with no business experience can make millions. Pay close attention to this advice.

In your notebook, draw a baseball diamond. On first base write "Contact and Invite" On second base write, "Present" On third goes, "3rd Party Follow-up" And on home plate write, "Advance."

Those four steps are the foundation of your business system. You have tools and strategies to help you in each of the areas. Master these four and you've mastered the business. It's really simple.

Mastering these systems means using the tools. Use your skills to develop rapport and trust (more on that later), and use the tools to build the business.

With those gifts, you can change anything for yourself that you wish to change. And I challenge you to do that because you can change. If you don't like how something is going for you, change it. If something isn't enough, change it. If something doesn't suit you; change it. If something doesn't please you, change it. You don't ever have to be the same after today. If you don't like your present address change it - you're not a tree!

If there is one thing to get excited about, it's your ability to make yourself do the necessary things, to get a desired result, to turn the negative into success. That's true excitement.



Doing the Remarkable

When it comes to meeting and conquering the negativity in your life, here is a key question: what can you do, starting today, that will make a difference? What can you do during economic chaos? What can you do when everything has gone wrong? What can you do when you've run out of money, when you don't feel well and it's all gone sour? What can you do?

Let me give you the broad answer first. You can do the most remarkable things, no matter what happens. People can do incredible things, unbelievable things, despite the most impossible or disastrous circumstances.

Here is why humans can do

remarkable things: because they are remarkable. Humans are different than any other creation. When a dog starts with weeds, he winds up with gardens. And the reason is because he's a dog. But that's not true with human beings. Humans can turn weeds into gardens.

Humans can turn nothing into something, pennies into fortune, and disaster into success. And the reason they can do such remarkable things is because they are remarkable. Try reaching down inside of yourself; you'll come up with some more of those remarkable human gifts. They're there, waiting to be discovered and employed.

Systems do not replace the personal element in the business, they enhance it, and give you more time to work with people.

Business Tip #5 – Contact & Invite

Of the four powerful elements in our system, the most critical is contacting and inviting. It's also the one that relies the most on you.

It's true, you can't do this business if you don't talk to people. It's the hardest part of any business and people have done everything they can to automate it.

You'll even see people trying to market a system that will do it all for you. If that system really existed, why do they need you?

The truth is, this part of the business requires you to develop a list of people who know and trust you. We'll show you later how you can use lead generation systems to build your business, but the people who know you need to hear about this first.

AT&T, IBM, McDonalds, and other big companies spend billions of dollars in advertising to do one thing, build your trust in them. They know you'll do business with people you trust. The good news is you don't have to spend that money; there are people who already trust you. And there are people who trust them. You get the idea - networking.

So start with a list of 100 people. You don't care if any of these people get involved; you just want them to see your products and business. They'll make their own decision, just like you did. But make sure they see the entire system. Don't let them say "no" until they really know what they are saying "no" to.

When I contact people, I have only one goal: to get them to look at more information. That's it. I'm not actively selling them on the products or the business at this point.

IS THIS SALES?

When I started at networking, I considered myself a good sales person. In fact, before Referral Marketing, I traveled around the country teaching different companies how to sell more effectively in their industry.

When I got involved in Referral Marketing and nutrition, I was so excited about my company and my products that I couldn't help selling them to everyone I knew. I convinced a lot of people to buy. I was also in for a big surprise. The surprise? Great sales people don't do very well in networking.

My ability to sell was the reason I almost didn't make it. You see, this business is about duplication, not sales. If people think you are amazing, what they are saying is, "I'm glad you can do that, I bet you'll be successful. It's not for me, though." I ended up with a lot of sales and not a lot of residual income. Until I figured out the key.

SELL THE SYSTEM

If you are going to sell anything in this business, you want to sell the system. And you don't even need to sell that, because if you approach people right, they'll get it without you.

And the most important part of the entire process is the very first words you say to someone. These words are critical because from that point on, people are deciding whether they can (or want to) do what you do. People don't want to sell.

THE CRITICAL WORDS

It took me a couple of years to learn the right words to say. These words work. Memorize them. They will make a huge difference in your business the moment you use them.

There are three parts to inviting someone to look at your business. You can call them on the phone, ask them face-to-face, or even write to them. Whatever you do, use these words.

1. I've something I want to show you.
2. You may or may not be interested.
3. It will take about 15 minutes.

Those words are magic. You can use them in any order, and you can put your own style around them. But make sure you don't sell anything. Just get them to meet with you or look at your information.

These words let the people on your list know three things.

1. It's something they have to see. You can't explain it on the phone.
2. It might not be for them, so they are already off the hook. No pressure.
3. It won't take much time.

Everyone feels like they can do that! Don't you?

Think about how many people you can contact this way if you're consistent every day.

If you are going to sell anything in this business, you want to sell the system. And you don't need to sell that if you approach people correctly.



Business Tip #6 – Presentation

Presenting your Pro Image opportunity can be as simple as you want it, or as difficult as you want it.

Of course, you'll be more profitable if you keep it simple. Here's the rule that should NEVER be broken. Don't ever present the opportunity without using the systems.

TOOLS

- Pro Image Websites
- Brochures
- Recorded Telephone Presentation
- Audio CDs
- Conference Calls
- Local Meeting

STRATEGIES

Previously we learned to ask someone for 15 minutes of their time. That is so easy to do. But what do we do when they say, "sure!?" "Yikes! What do I do now? I don't even know this business myself yet" you might be saying to yourself.

That's okay. In fact, you usually have more success when you can't explain it yourself. The people who use the tools have the most success. So we'll show you how to use the tools. This is

so easy you are going to wonder if it really works. It does. Read on.

Your friend says,

"What's this all about?"

That's the one question you are dying to hear. Now is your opportunity not to say a thing. Just point them to one of the tools you have that explains your business.

The key is not to explain it yourself. Your company and upline went through great lengths to develop these tools, so when someone is listening to the presentation they can be thinking "I can do this."

I'll usually have them call our effective recorded telephone presentation that's available 24/7, or I very well might 3-way then into the recording directly with their permission. At times I give them my website and tell them I'll call them back in 60 minutes (or take them through a tour of the site over the phone).

Some people set up a meeting for coffee and go over a brochure. If you know these people will be good if they

listen to it, you might send them an audio CD.

Some people have parties to sell their product. You can also invite them to meet at a local hotel or restaurant.

Do whatever YOU feel comfortable asking. And what you think they'll feel

comfortable doing. It's that simple. That's all I do, even now, after over 10 years of networking success.

When they've seen everything, I ask the simple question, "do you see an opportunity here?"

If they say yes, I ask them, "is there anything stopping you from getting started now?" And then I fill out the forms. HOW you ask is not as important as THAT you ask. But those two lines are very, very effective. Try them.

If they are not ready yet, get them on a conference call or one of the other systems. Usually, people need to know that they are not alone in the business. That's why we use the power of 3rd party validation.



The 3-Way Call

Three-way calling is a valuable tool permitting you to introduce prospects to your sponsor or someone in your upline. The call can help show a prospect that there is a support system to help them succeed when joining Pro Image. It is also a useful training tool for you to listen in on how your sponsor/upline presents the products/opportunity and handles questions.

Use a skilled 3-way partner, even if it's not your immediate sponsor. Become familiar with their schedule.

Imply that a 3-way is standard procedure. It's normal. No big deal. Even to those who tell you it's not necessary. Lead by example and stress that you "always" like your upline to know when someone is "considering" the opportunity. It is

not the art of bringing in the "heavy" to say magical phrases that insure a sign-up. It should be low-pressure.

Listen and learn from your Sponsor and your upline. Even take notes for future reference. Let them talk – that is why you are using them – with a minimum of interruption.

You usually have more success when you don't explain it yourself. The people who use the tools have the most success.

Business Tip #7 – 3rd Party Follow-Up

3rd Party follow-up and validation is perhaps the most important part of the business you are in. It's a subtle, but powerful element of your Referral Marketing business.

Some people call this element social proof. What it means is that people are more likely to do something if other people are doing it too. The more testimonials your prospects hear, the more likely they are going to say "yes."

TOOLS

- Conference calls
- 3-way calls
- E-mails
- Events
- Meetings
- Testimonials

STRATEGIES

Using third party is a simple thing to do. When someone has been presented the business, the next thing you want to do is introduce them to

others doing the business.

After they see your website, for example, tell them you'd like to introduce them to your sponsor in case they have any questions.

After a local business briefing, take your guest around and introduce them to other people in the room.

After they've seen a brochure ask them to listen in on the recorded sizzle testimonial call so they can hear from others who are in the business.

Even if someone wants to get started, get the signing-up step done and then immediately connect them with others who are in the business.

When you watch the professionals in this business, they are constantly introducing people to others. Even at major events, they are

introducing their leaders to other leaders. The third party validation happens throughout the entire life of your business.

Follow-up is a critical factor in your business. Too many times, people get someone to duplicate or go to a meeting and they never contact them again.

It's responsible.

It's professional.

It's accountable.

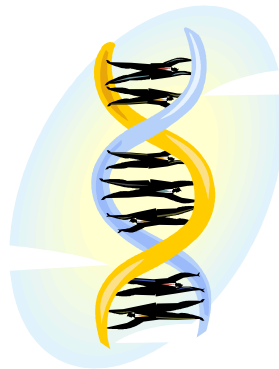
It's critical.

The fortune is in the follow-up.

Remember that. If you are contacting a lot of people, but you are not getting results, it's probably because of your poor follow-up.

Remember all you need to do is invite the person to hear from other people. The third party follow-up will explode your business!

**If you're talking
to a lot of people,
but not getting
results, your
follow-up is poor.
The fortune is in
the follow-up.**



Converting Customers

Your retail customers are the most valuable leads you have. NEVER lose, misplace or mismanage a single retail customer. Once you have their name address and phone number, stay in touch! Unless they say "never contact me again" contact them on a regular basis. Keep these leads organized and in a (computer if you can) database.

Start a newsletter to these friends. Send them testimonials, news on new or existing products, and make them special offers. What "special offers?" Mail to them and suggest they use one of the new product samples, to see

what they think of it. They purchased once, maybe they will again.

The Pro Lean referral program is a BIG WINNER because it allows you to easily get these contacts ordering directly from the company. It is the ideal program to suggest to family members. (Many of us have taken business opportunities to family members with less than great results. DON'T take them the business! Take them the products, and if they like them, make clear to them they can gain the advantage of buying directly from the company at wholesale, and it

has NOTHING to do with "doing the business!" Don't worry, they will contact YOU as you become more and more successful if they have an interest in starting a business of their own. That's a fact.

Why do we, as Pro Image distributors building a business, bother to retail a single bottle of product?

Do we do it for the retail profit? Profit is one reason, but the MAIN reason we retail is to find people who will:

(Continued on page 15)

Business Tip #8 – Advance!

Most business people see the sale as closure. It's dangerous to think that way, especially in your Referral Marketing business. Once someone gets into the business, things are just starting, not closing. So we call it advancing.

When you advance someone into the business, the most important thing you can do is get them success right away. Here's what the best referral marketers do to get someone started fast:

1. Get them to show you their top 20 from their list of 100 people.
2. Have them call those prospects on their own, and absolutely use you on a 3-way call to help when the timing is right. Show them how easy it can be.
3. Get them to start training.

TOOLS

The Pro Image Support website & starter pack

Conference call trainings

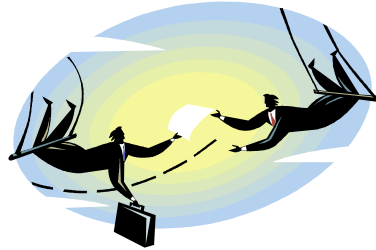
Industry books & tapes

STRATEGIES

It's been said that all of the people at the trainings don't earn \$10,000/month, but all the people earning \$10,000/month are at the trainings.

If you are in constant action and consistently at the trainings, you will find a way to make it happen. Once you get someone involved in the business, get them to a training. And be at the training yourself.

While your new enrollee is waiting for any local training, get them to



conference call training and, of course, get them on the Business Tip series. We'll help them get started quickly. Stay with your new associate until they get some success. This is the most important part of the business.

Not many companies care more about the development of it's people than ours. And with Pro Image, we know we have one of the best programs in the world. However, as good as we are, we are nothing without you. And your business is nothing without your distributors.

Take care of your people after they get started, and your business will flourish.

All the people at trainings don't earn \$10,000 a month, but all the people earning \$10,000 a month are at trainings.

Converting Customers (continued)

(Continued from page 14)

A) Become interested in Pro Image as a business opportunity or a way to get their products for free.

B) Become interested enough to become CUSTOMERS and order at least 3 products from Pro Image International on a monthly basis.

If you want to see your business soar, treat each retail customer to one of the above. How? FOLLOW UP!



In our materials we have the tools to build your business with follow-up. These are good effective tools. Ask any person involved in any business activity and they will tell you, you MUST follow up – and the most powerful form of follow-up is the personal phone call.

We don't sell in the traditional sense – we share, and we sell by sharing and building friendships. Still, what we do is called the "Referral Marketing" or "Direct Sales"

industry. Sales, as a general category is the highest paid profession on earth. So, if it is THAT valuable a skill, wouldn't it be worth your time to learn how to "share and sell" so you can do it right, and learn to have fun at it and actually ENJOY it?

It can be big fun, and is a learned skill. No matter what you have been told, or how reserved a person you are, you can learn to do this well. See our Pro Lean Referral business building system & get started today!

Business Tip #9 – Your Game Plan

Your game plan is your business plan. Putting a game plan in place, and sticking to it, can be one of the most rewarding things you'll ever do. There is something that feels real good about making a commitment, sticking with it, and seeing the results. We're going to help you get those results.



team. You don't even have to be in our business. But if you choose to play, I'm going to expect you to give your very best.

Why? Because I know that my associations affect my behavior. Someone once said that you become a combination of the five people you hang

around with most. Think about your five closest friends -- your character and your income probably comes very close. Is there anything YOU would change?

I want you to know that if you decide to put all your effort behind us, you are on a team that is committed to excellence. When you get to the leadership ranks with us, you'll share in a modern day round table. A round table of excellence.

I don't care at all if you fail or succeed. Only that you gave it your best and you acted with excellence. You see, I've failed many times, and I've succeeded many times. The one

thing that is constant is my commitment to being the best I can be. When I surround myself with a team of people who think the same way, it's an unstoppable feeling. You'll feel the same thing.

Know that the game plan you commit to will set you free if you take action and if you act with your best effort. We'll be there, don't worry. And we'll be doing the same thing.

OUR PLAN

The next few Business Tips will be working you backward from a long-term plan to a daily method of operation. You'll know exactly what you want and how you are going to get it. These will cover:

Your Five Year Plan

Your One Year Commitment

Your Next 90 Days

Your 21 Day Crusade

Your Weekly Method of Operation

Your Daily Method of Operation.

Are you ready?

You don't have to be a part of this team, or be in this business. But if you choose to play, we expect you to give your very best.

WE EXPECT EXCELLENCE

Before we take you on this awesome adventure, I'd like you to know where the business leaders come from and what we expect from you.

It doesn't matter where you start. I don't care if you've been bankrupt twice or if you've been the CEO of a Fortune 500 company, I expect excellence.

First I expect it from myself. Then I expect it from my leadership. And then I expect them to expect it from their leadership.

You don't need to play in our game. You don't have to be a part of our

It's Your Money

The one thing that continues to amaze me is how many people approach their home-business with a "nickel n' dime" attitude – and get disappointed when they don't get rich or even build a decent business.

If you were to invest in a mainstream business of some kind, it would probably cost thousands upon thousands just to get started and might even include a loan or mortgage. Then, you'd have a monthly

expense budget and a commitment to stick with it for 2 to 5 years until you reached your profit benchmarks.

Why then, when starting a home-business, do so many people fuss at every \$10 they must spend to build and expand. Whether advertising, inventory or supplies – it costs to build. You have to spend money to make money. Now, how you spend your money is a personal matter. Seek advice from others who have

experience. Be practical, not wasteful. But, definitely acknowledge that you're going to have to stretch a bit – go out on a limb – tighten your belt. Good things don't happen overnight. It can take some time, patience, and persistence. At the same time, though, the more you put in, the more you can expect. You reap what you sow.

I share all this in an effort to

(Continued on page 17)

Business Tip #10 – Your Five Year Plan

Five years may seem like a long time in Referral Marketing, but think about the last five years. What were you doing five years ago? Doesn't seem that long, does it?

Five years is a good time-frame in our business to reach financial freedom. Some of you will do it much quicker and some will do it slower. It doesn't matter.

I'm going to show you how you can do it in five years. You can adjust these plans to meet your goals and objectives.

YOUR FINANCIAL GOAL

Five years from now, what kind of monthly income would you be satisfied making? Keep in mind that this is an ongoing income. It comes month after month because people are still buying product. People are also still recruiting. Sounds good, doesn't it?

Write the number down in your notebook. Now write down what that

kind of money can bring for you. What is the lifestyle you enjoy? Where do you travel? What can you do for your family?

Are you writing this down, or are you just reading it? It's important you write it down. Really important. I'll wait! good, let's get started again.

I'm going to assume the average person would like to make between \$10,000 and \$20,000 per month. Some of you want much more, some of you are satisfied with less. We can accommodate everyone. The fact is, what most people have done in the last five years is not paying them an ongoing income of \$10,000. (which is the equivalent of having \$1.5 million in the bank) Did you do that in the last five years?



I'm also going to assume you'd like to reach the top position in your company and be recognized for that.

I want you to imagine what it will be like to be in front of thousands of people as they stand in ovation and cheer you for your accomplishments. It's an awesome feeling. One you will deserve. Write in your notebook what that day will feel like, what you see and how it sounds to you.

Excellent! I hope you actually wrote it down. I told you I was going to be on your case about taking action. Writing it down locks the feeling in more than if you just think about it. So go ahead and get that notebook and write it down.

Next we'll bring this ultimate 5 year dream to a one-year commitment.

You have to spend money to make money, yet you will never have to spend the thousands of dollars you would in a mainstream business. Set a budget, keep it simple and stick with it!

It's Your Money (continued)

(Continued from page 16)
encourage you to plan ahead – to have some vision of what you expect from your business, and to avoid being shortsighted. This is YOUR business. It has the potential to change your life – for the rest of your life. It's important! Don't approach it lightly. Be serious. Big business means big money and it has to go out before it will multiply and come back to you.



You will spend only a fraction of the amounts that a mainstream business would require, but frankly, it will take more than \$20 here and \$50 there. Make a concerted effort. Commit to a minimum six bottle purchase each month PLUS a minimum \$100 to \$200 budget for marketing. Invest that money in product samples, brochures and other

items. Run those ads – and keep them running.

Put in a second phone line if that's what it takes. Get on the Pro Image conference calls, attend any meetings, buy those CDs and books. Invest in YOURSELF. Sow the seeds, and reap the rewards!

For example; Imagine spending \$100 on samples and brochures, giving them out, and generating just 10 orders. Assuming you made only \$10 per bottle of product sold (actual

(Continued on page 18)

Business Tip #11 – Your One Year Commitment

Can you imagine a traditional business owner, say a retail shop owner, opening up a shop and saying, "I'm going to give this 30 days?" No way.

If you are going to make big money in Referral Marketing, you are going to need to commit to at least one year. I'm not asking you to do this blindly. Talk to other people who have committed for at least one year. Talk to the company owners. Whatever it takes. And then commit to your success for one year.

The one year is what it will take to get



your education and your business off the ground.

Here's what you can expect in your one year:

You'll make money, You'll make mistakes, You'll make friends, You'll do what it takes.

There is a lot more that will happen, and I'd be lying if I told you I knew exactly what will happen for you. But I know that if you act with excellence, have fun, and stay focused, you will have a real solid business.

A good goal is usually to reach the middle of the company's compensation

plan. If you can do that in one year, you are on track for financial success. Your income can vary depending on your activity level. Some of you will be making an extra \$5,-10,000 per year. Not a bad raise from what you are doing now, huh? And its even better because it's a growing business that can set you up for life.

And some of you won't be making anything. Do nothing, make nothing. Do a lot, make a lot. That's all it is. The formula is clear. The systems are in place. You just need to do it.

Write in your notebook exactly where you'd like to be in 1 year, and then in big bold letters write, "I COMMIT TO THIS FOR ONE YEAR."

Do nothing, make nothing. Do a lot, make a lot. That's all there is to it.

The formula is clear. You just need to do it!

It's Your Money (continued)

(Continued from page 17)

profit can be higher), you would earn \$100 in profit – paying for your initial investment. It's pretty easy to simply break even.

Now, assume that just 3 people sign up as distributors from that effort and duplicate what you're doing. So the next month you spend your \$100 and maybe they do too. Keep doing this every month and remember, you can be up to several hundred dollars in commissions alone with just a very few active distributors in your organization. Not to mention your retail income from selling individual bottles.

Again, this is just an example. I can't guarantee it will work this way. The numbers I used are very average, but let's say you have the worst luck in the world and you only sold 5 bottles and

only signed one person from giving samples. You've still got most of your initial investment back, more experience – and you have a new distributor! So, the next month, just go do it again.

You may sign 10 people, even 20, before you get someone who wants it worse than you do – and thanks to the Pro Image pay plan, even just one HOT distributor can make you a lot of money.

But . . . if you put nothing out – that's how much you can expect in return!

Actually, my challenge to you is this. Spend the \$100 to \$200 per month for marketing. Keep it simple and stick

with it. It is my opinion that you would be unable to keep up with your business within 4 to 6 months. Think about it.

Duplicate yourself by having others do what you're doing. Help them. Get the ball rolling for them. Offer to provide the first 5 to 10 samples and

brochures for them. Help them make that first sale and watch the rest happen.

You can make excuses, or you can make money – you can't do both!



Business Tip #12 – Your 90-Day Game Plan

First, let me say that I'm proud to have you here on our team, still taking in this training. You've already shown you are committed to doing whatever it takes to reach your personal financial freedom.

Now we are going to get your next 90 days in gear. It's going to feel good to have a set plan and stick to it for 90 days. We know it works, that's why we teach it. I've done it. In fact, every 90 days I do it all over again. You are going to love this system.

Here's how it works. The next 90 days can be seen as three 30-day segments. Your general breakdown of activity will look like this:

First 30 days - All out recruiting, 90% of your time will be recruiting for yourself.

Second 30 Days - All out recruiting with your people. 40% of your time will be helping others recruit, 60% will be recruiting more for yourself.

Third 30 days - As much live contact as possible, preferably meetings, but when not feasible, utilizing all conference calls and 3-way calls, etc. 50% of your time is recruiting for yourself, 25% recruiting for others, 25% is concentrated on as much personal contact as possible with and for your people - such as meetings, conference calls or any major live contact that is available or created.

I do this every 90 days. At the end of that time period, I check to see who the leaders in my group are and I spend 10% of my recruiting time with them, and 90% recruiting for myself

all over again with enthusiasm.

THE DETAIL

First 30 Days

Your first 30 days is critical for creating momentum in your organization. Momentum occurs from massive activity over a short period of time. Once momentum is achieved, it's hard to stop.

When a plane is taking off, it uses 70% of its fuel. The throttle is full forward. It's all out, massive energy to get off the ground.

However, once the plane is in the air, the throttle can be pulled back and the plane can cruise to its destination.

The same thing happens with your business. Your first 30 days needs to be all out massive action. Full throttle.

When I say 90% of your time recruiting for yourself, that means: of all the time you put in to your business, 90% of it will be talking to your product and business prospects.

That leaves only 10% of the time to talk to your new downline's prospects, to organize or to get trained. And since talking to your new downline's prospects will take most of that time, training and organizing will have to be done on the job.

Example: Let's say you have 100 people on your list. Can you call 5 new people a day for 20 days? That includes weekends. We are talking all out massive action. Its easy to do the



initial call, and you'll think you can do much more than five, but you are going to have to follow-up with them too. On a part-time basis, 5 a day is a good start. If you are working this full-time, you can contact 15 a day for 30 days.

In the next Business Tip article we'll go into detail on what this might look like for both part-time and full-time people.

Second 30 Days

Once you have people in the business they may need some assistance with their business. Calling with them will help them get started.

It can feel easier to call with your people and help them build their groups, but don't stop building your own team. People will do as you do. If they see you making calls, going to meetings, being on the conference calls, they'll do the same things.

The 3rd 30 Days

Within 90 days of being in the business you want to ensure that you are also getting all your group involved in conference calls and meetings (where possible), whether locally or a company sponsored event. Today, short of traveling out of the area, you (and/or your upline) can create a group conference call for this purpose. This personal contact is the glue that holds your team together.

So no matter what or when the call or event is in your first 90 days, make sure you are there. And do your best to get your new associates there. The more people you have at a call or event, the stronger your group will be.

Your first 30 days need to be all out massive action to get off the ground. Full throttle and don't hold back.

Business Tip #13 – 21-Day Crusade

Most leaders I've met built their business in 21 days.

It wasn't always their first 21 days, but the moment they decided to do the business it was 21 days of pure focus. Total energy. Massive commitment.

You only have to do this once.

And once you do, you will be rewarded for the rest of your life. You'll tell your children's children about these 21 days. As they enjoy an incredible lifestyle in a big beautiful home, you'll reminisce about those 3 weeks where you decided on your destiny, and put into action a plan. Anyone can do this.

The goal is 10 new recruits in 21 days.

There are a few commitments you'll need to make to pull this off:

1. Live outside your comfort zone
2. Act "unreasonable"
3. Eliminate outside distractions
4. Be totally focused
5. Commit to doing "whatever it takes"
6. Stay system dependent
7. ADMA - All Out Massive Action

- PART-TIME**
1. Set a goal of 10 product sales in 21 days
 2. Set a goal of 10 new recruits in 21 days
 3. Make 5 calls per day, minimum
 4. Have 2-4 new guests dialed into a presentation call
 5. Have all associates plug into a

training system

FULL-TIME

1. Set a goal of 21 product sales in 21 days
2. Set a goal of 21 new distributors in 21 days
3. Make 25 calls per day, minimum
4. Have 5-7 new guests dialed into a presentation call
5. Have all distributors plug into your training system

That's all it takes. It's not brain surgery. All it takes is a little courage and a lot of action. You'll do it.

Write down what you are committed to doing, and then sign it.

**Faith without
action serves no
useful purpose.
To make progress
you must actually
get started!**

Action vs. Self-Delusion

Knowledge fueled by emotion equals action. Action is the ingredient that ensures results. Only action can cause reaction. Further, only positive action can cause positive reaction.

Action. The whole world loves to watch those who make things happen, and it rewards them for causing waves of productive enterprise.

I stress this because today I see many people who are really sold on affirmations. And yet there is a famous saying that "Faith without action serves no useful purpose." How true!

I have nothing against affirmations as a tool to create action. Repeated to reinforce a disciplined plan, affirmations can help create wonderful results.

But there is also a very thin line between faith and folly. You see -

affirmations without action can be the beginnings of self-delusion. And for your well-being there is little worse than self-delusion.

The man who dreams of wealth and yet walks daily toward certain financial disaster and the woman who wishes for happiness and yet thinks thoughts and commits acts that lead her toward certain despair are both victims of the false hope which affirmations without action can manufacture. Why? Because words soothe and, like a narcotic, they lull us into a state of complacency. Remember this: **TO MAKE PROGRESS YOU MUST ACTUALLY GET STARTED!**

The key is to take a step today. Whatever the project, start **TODAY**. Start clearing out a drawer of your newly organized desk ... today. Start setting your first goal... today. Start

listening to motivational cassettes... today. Start a sensible weight-reduction plan ... today. Start calling on one tough customer a day ... today. Start putting money in your new "investment for fortune" account ... today. Write a long-overdue letter ... today. **ANYONE CAN!** Even an uninspired person can start reading inspiring books.

Get some momentum going on your new commitment for the good life. See how many activities you can pile on your new commitment to the better life. Go all out! Break away from the downward pull of gravity. Start your thrusters going. Prove to yourself that the waiting is over and the hoping is past -- that faith and action have now taken charge.

It's a new day. With discipline you will be amazed at how much progress you'll be able to make.

Business Tip #14 – Your Methods of Operation

When you get a job, they usually tell you what your responsibilities are. You wouldn't think about not doing what was required of you, because you might get fired.

We'll never fire you, but that doesn't mean you don't have responsibilities.

Your Monthly, Weekly and Daily method's of operation can be seen as your responsibilities. Stay in the game. And if you don't show up, or miss your responsibilities, fire yourself. Then the next morning, re-apply for the same job. But also remember that this is supposed to be a fun business. If having responsibilities is not fun to you, then think of them as options. Either way, get them done.

This discipline will give you what it takes to be successful in your own business. Don't get caught in the "I'm free" trap. Or the "I can do it whenever I want" trap. You are creating a multi-million dollar business; you are going to need to act like it.

Monthly Method of Operation

On a monthly time frame, you are responsible for (you have the option of) attending and/or doing one Training Event. This might be a

local event where a trainer gives you and your prospects the most important elements of success in your particular business. Or it could be



regular participation in a company training conference call. If there isn't a training event in your area, then you can take advantage of audio tape or book training

such as Jerry Clark, Kim Klaver, Tom "Big Al" Schreiter, etc.

Whatever you do, don't miss doing some training every month.

Weekly Method of Operation

You are responsible for attending all conference calls available by the company or your team each week. This could also include a new distributor 3-way call presentation, which is a great way for you to learn - where you and your guest can hear a presentation of the opportunity and meet other distributors in the business.

Daily Method of Operation

You are responsible for calling or personally contacting at least 5 new people every day. That's not 5 calls with your organization, that's five NEW people. I look at my day and if I didn't call any new prospects, I consider that a day I took off from work. When you're the



boss and its your money, you don't take many days off of work.

You are responsible for presenting the business (using the tools) to at least 2 new people per day. If you present to two people a day for 1 year (they all

don't have to be your people), you will have an enormous organization. It's next to impossible for you to fail.

I hope you see these responsibilities as disciplines that will build you financial freedom. Its not easy when you get started, because there is no one there to keep you accountable. Sometimes you are going to have to look at what you didn't do that week, walk in front of the mirror and say to your image, "you're fired!" Walk away, turn back and reapply for the job.

There were times of frustration for me where I would fire myself every day for a week. But every day I would recommit. I wanted it badly. The reasons I wrote down for doing this business kept coming back to me. Financial freedom was going to be mine. I would learn to do whatever it took to build this business.

You have all the systems, the methods and the strategies you need to be successful in this business. Over the next few Business Tip articles, we are going to be showing you ways to find more qualified people.

**I look at my day
and if I didn't talk
to any new
prospects, I
consider that a
day I took off
from work.**

Business Tip #15 – Names, Numbers & Notes

Names are the game.

If you want to be successful in this business it helps never to run out of people to talk to. Over the next few Business Tip articles I am going to show you how to find people for you to put through the simple systems you just learned about.

We are going to start with your warm market. I know many of you don't want to hear this. Do you know how many times I've heard people say, "I don't have any friends", or "I'm not comfortable going after people I know"? I'm going to change your mind on this. I'm also going to show you how to get an unlimited list of qualified names.

A Philosophy on Names

Your list is the reason your company pays you. They have all the other systems, the product, all the support, all the management team, and all the technology they need to run a successful business. The only thing they don't have is your relationship with your contacts. They are willing to pay very big money for you to let your contacts know about their products and their opportunity.

Any billion-dollar company and every million-dollar earner in Referral

Advertising Tips

A successful method is to place ads offering FREE literature or samples, and then ensure that you send what was requested to each and every response. Free offers always out-pull ads that request money, but can actually cost you more because you will generate a lot more inquiries, and many will be "tire-kickers."

Marketing builds their business on warm market referrals - your list. It doesn't have to be your only way to find people, but you have to let your contacts know about what you are doing.

It's called putting your reputation on the line.

That's the kind of confidence it takes to make \$10,000/month or more in business—any business! You can take baby steps when you start, that's not a problem, but when you are ready to make the big money, you've got to put it on the line.

There are two mindsets you need when you approach the people you know.

1. You don't care if they get involved, but you care that they see the opportunity and the products.
2. The products and opportunity are so good, you would feel bad if your friends and family didn't at least know about them.

Numbers and notes: Now that you know how important names are to

your success in this business, remember also that there are 5 billion people on the planet. You'll never run out of names. We'll show you in the next few articles how to find qualified names. You'll also want to develop a system that tracks your leads for follow-up. I use a notebook. You can use a computer system, index cards or anything you are comfortable with. Just make sure it helps you follow-up on a timely basis.

The psychology of numbers: One last thing. You have a significant advantage when your list is big. With only a few names on a list, it can get very depressing when they all say "no." But if you have hundreds to go through, then it's easy to just keep calling. You have so many to get through another "no" is not going to hurt you.

TASK: You've already written down your names in an earlier training. Go do it again. Add more names. Make sure you've called them all. (Note: Kim Klaver has a good sample letter to send to your warm market in her book that's worth checking out. You can also find it on our support website.)

for when you're not there, or use call-forwarding to send unanswered calls into a voicemail service. The more calls that you answer in person, the better. But if you cannot, then with the right out-going message, using a voicemail box is also quite effective for the ads you place. Be creative and be friendly and welcoming to the calls.

The products and opportunity are so good, you would feel bad if your friends and family didn't at least know about them.



Business Tip #16 – Referrals

My favorite method in the world for building the business is through referrals. I do this almost every day. Referrals are very easy to get if you know how to ask for them. And they are the easiest in the world to work, for reasons I'll explain in a minute.

How to Get Referrals

Asking for referrals will become a habit for you. You'll find yourself asking for them at two times during your contact with people.

1. Before they know anything about the business or products.
2. After they've learned everything about the business and products.

You can approach a prospect who has never heard of the business by using the referral approach. "Jim, I've started a new business. I'm opening up this area for a very respectable company. We're looking for some sharp people who want to make a lot of money. There's residual income involved, too. Could you recommend some people who might want to help me out on a part-time or full-time basis?"

Now Jim is going to say one of three things:

1. "No," in which case you thank him and make your next call.
2. "Yes," in which case you take names, numbers and notes about the peoples' backgrounds.

3. "What about me?" - in which case you smile and put him through one of your systems that you feel would be best for Jim.

Can you see the power in asking for a referral that way? You don't have to use the script I just gave. Use your own words. Someone else might say, "I've started a new business that is making people in other states fortunes. Do you know of anyone who would want to help me build this business?"

The other method for getting referrals is after someone has been through the entire system and says something like, "It's a good program. I just don't have the time"

I'll usually respond by saying, "Kate, let me go to work for you. Why don't you get started with our company, and give me the names of twenty people

who you would call if you had the time. I can't promise you they'll get in, but if they do, I'll put them in your group and help them build." You just got 20 more names from someone who wasn't interested. I do this all the time.

WHY REFERRALS WORK

Referrals are the most powerful method of recruiting because of the psychological edge you get.

When you talk to someone you know they trust you, and they also know you enough to not be polite all the time. Sometimes the people we know best

take us for granted. They know our bad side as well as our good side.

When you call someone as a referral, they trust the person who referred them and that brings instant respect for you. And since they don't know your bad side, and they want to be polite, they'll listen to you more attentively.

The secret! Here's an important part of the referral process. When you call someone from a referral, give them a genuine compliment that you received from the referring person. People love to know that other people are talking about them in a positive way. This builds massive rapport, very quickly. Make sure the compliment is genuine and you'll be on your way.

For example, "Jim, I got your name from Craig Ellis. He said you were one of the most successful insurance reps in this area and that you handled your business with integrity. I'm calling about a new business we are starting. Do you keep your options open?"

Referrals are a lot of fun. You get to meet people you never would have met before, and because you are talking to the top of their list, you get to meet exciting successful people.

Always use referrals. Teach referrals, too. You and your group will never run out of names.



Always use referrals to grow the business. Teach referrals and your group will never run out of names.

Business Tip #17 – Advertisements

You can build your network marketing business and make money with ads. But it is more expensive than other methods we've talked about. Up until now, the leads we got were free.

You don't ever have to run an ad to be successful in this business. But if you want to, you can build your business fast with advertising.

One key to remember is that you are better off to run an ad for an extended period of time. In a newspaper, run it for 4 to 8 weeks instead of just 1 week. You should get a better price, too. If it pulls well, run it for another 12 weeks – if not, pull it and run it somewhere else or change the wording.

Besides better pricing, each week that your ad runs increases the return percentages. It's been proven that many people will not pay attention to, or respond to an ad until they've seen it 2 or 3 times.

Many networkers are often unsure whether to run ads for product or for the business opportunity. If you're just getting started, it is best to concentrate on product. The products are typically what bring in 90% of all networkers, and with the advantage of samples, this is the easiest and most effective approach.

There is literally no "salesmanship" involved in promoting our product line. The samples do all the work, and this method duplicates very well.

Once your knowledge level and confidence grows, taking a business oriented approach to ads can also be lucrative. Discuss some of these methods with your upline/sponsor.

As always, simplicity counts. Get the reader's attention, but don't give away the punch line. Ads that include a

personal experience can be effective. This can be a reference to you or someone you know, and a specific quote can help generate interest.

Do not use the company name or the product names without prior written authorization from Pro Image and NEVER make medical or income claims of any kind.

When advertising in newspapers and magazines, less is more. In other words, when trying to be both effective and cost-conscious, it makes more

sense to place smaller, less expensive ads than it does to "shoot your whole wad" on one impressive display ad in a major publication.

As with any aspect of networking, advertising must be approached with a "trial & error" attitude. Be prepared to accept the fact that some ads pull better than others, and so do some publications.

Remember, you don't have to start big. Start smart! Settle in on an ad and a publication that "works" for you, and then branch out with the revenue generated by your original ad. Turn your profits back into your advertising budget so that each month you can increase the NUMBER of ads you're running. Notice I said the number of ads, not the size. Small, simple ads will work. They don't need to be wordy or flashy.

When advertising in newspapers, it does not make sense to run "daily" ads. If you're in a large paper with a daily circulation, save your money,

and **ONLY** run your ad in the Sunday edition.

Do your homework and find some smaller publications that come out weekly or monthly. These will usually cost less, and they always lay around longer before being discarded. It has also been proven that these types of

publications are usually viewed by a higher number of people, passed around family members, friends, waiting rooms, etc.

A suggestion would be to look for and run your ads in "Thrifty

Nickels," "Penny Savers," and other types of free DIRECT MAIL shoppers and grocery store ad sheets.

Magazines are a good advertising source, again because of the fact that they are monthly or quarterly. They lay around longer and are viewed by more individuals.

Many networkers concentrate on "trade" magazines dealing with network marketing. This is okay, but remember, your ad is among hundreds of other similar ads competing for the reader's attention. Consider non-trade publications that target the types of people you're interested in, such as ladies magazines for product or money oriented magazines for the opportunity. There are also "local" free magazines for seniors, parents, etc. that can work well. Get creative!

Look around in your area and compare each paper's circulation numbers to their price. Once you are growing, you can start looking outside your area.



Less is more!
When trying to be both effective and cost-conscious, it makes more sense to place smaller, less expensive ads than one huge ad.

Business Tip #18 – Using the 3-Foot Rule

The 3-foot rule is simple and powerful. It takes getting out of your comfort zone for some people, but it can be a very powerful way of getting new prospects. It's very natural.

Here's how it works: Anyone within 3 feet of you needs to be invited to look at our products or opportunity. In the grocery store, at the soccer game, in the taxi, on the plane, you can talk to someone about your business and products.

THREE WAYS TO APPROACH

I've learned three simple ways to tell someone who you've just met about your company without sounding like a sales person.

This first one is what I most commonly use at every chance I get as I'm out and about.

1. YOU KNOW HOW...

Jay Abraham, the highly successful marketing genius, teaches this method on his classes for developing a **unique selling position**. It's simple, when someone asks what you do, you need to show them that your service solves

a problem. So he uses this method.

YOU KNOW HOW... state problem.

WELL, WHAT I DO IS... solve problem.

You can use this one for Pro Image in any situation. Try this: **YOU KNOW HOW** lot's of people toss and turn at night wondering what they are going to do about money? **WELL, WHAT I DO IS** I give them a realistic option for them to do something about that.

Or, **YOU KNOW HOW** some people seem to lose energy and are dragging in the afternoon? **WELL, WHAT I DO IS** have a product for them that restores their energy and helps them avoid the afternoon slump.

Use these or invent your own. Get creative and put it to use everywhere. It's powerful advice because its so simple.

2. HAVE YOU EVER HEARD?

Here's another way to ask someone. "Have you ever heard of Pro Image?" They answer, no. "It's an opportunity



that everyone is talking about." (explain a little about the company and/or products)

Then go on to invite that person to learn more about the product at another time, or hand them a tape.

3. DO YOU KEEP YOUR BUSINESS OPTIONS OPEN?

The third method I've learned is by asking, "Do you keep your business options open?" Sure. "If I could show you a way to earn some extra income without changing what you are doing right now, would that interest you?"

Yeah. "Let's set up a time to meet, so I can show you the plan. It'll take about 15 minutes."

Pretty simple, huh?

You can use all three of these methods or

focus in on one. I suggest focusing on one until you get really good at it. Just remember to get out of your comfort zone. You'll do fine. And you'll never run out of prospects as long as you can ask people, "What do you do?"

Get out of your comfort zone, and you'll never run out of prospects as long as you can ask people, "What do you do?"

Pro Image International Terms and Conditions

These Member Terms and Conditions are a legally binding contract between Pro Image and Member. I have reviewed and understand the company policies, marketing program, and ethical code which are part of these guidelines. I understand that specific terms are subject to modification by Pro Image at any time. My development rights and responsibilities will be determined by Pro Image publications and I will abide by both the spirit and the letter of

these and any subsequent changes announced by Pro Image.

General Guidelines

I am of legal age within the jurisdiction of my place of business.

There is a minimum of a 40 commission value product purchase requirement on your first order when signing up as a member.

I will, in no way, imply that I am an officer, employee, agent, or owner of

Pro Image. I am an Independent Contractor, and as such, cannot bind or contract the company in any manner. Pro Image reserves the right to terminate this agreement, and all associated agreements (including, without limitation, the marketing incentive programs), upon 30 days written notice, with or without cause.

I will not be treated as an employee in regard to any laws covering

(Continued on page 26)

Terms and Conditions (continued)

(Continued from page 25)

employees, including but not limited to the Federal Insurance Contributions Act, the Social Security Act, the Federal Unemployment Tax Act, income tax withholding at source, or for any federal, state, or local tax laws.

I will conduct all my operations in strict compliance with all applicable laws, ordinances, regulations and other requirements of any federal, state, county, municipal or other government agency. I will obtain all necessary permits, licenses or other consents for the operation of my business, collect and pay all taxes, expenses, debts and other liabilities when due and in all respects operate in a lawful and ethical manner.

I will honor the Pro Image Retail Guarantee and never make false or fraudulent representations about the company, its products, marketing plan, or income potentials.

I understand that no Pro Image Member at any level receives commissions solely for referring new Customers. Furthermore, I acknowledge responsibility for training and supporting the Members I refer into Pro Image.

The Pro Image program is built upon retail sales to the ultimate consumer, although the company recognizes that a Member may wish to purchase products for their personal or family's use. Pro Image's policy strictly prohibits the purchase of product or services for the purpose of qualifying for bonuses or advancement in the marketing program. Failure to abide by this policy or encouraging others not to abide by this policy will result in

termination.

Ownership of a Pro Image Business

Pro Image independent business ownership must be an individual, a lawfully married couple, a legal corporation, tax exempt entities or trusts that are in compliance with the law. Should any of the above joint ownership dissolve or divorce, only one individual may retain ownership of the business. It is incumbent upon the Members of the dissolved entity to advise Pro Image of

the individual who retains ownership of the business. This advice must be in writing and signed by all parties and include a notarized statement or certified copy of the court approved divorce decree or property settlement. Any questions as to the legal ownership of the business will result in immediate suspension. Pro Image has the right to suspend all commissions and bonuses until the ownership issue is resolved in accordance with this policy.

Independent Status

When a Pro Image Membership is accepted, the Member is recognized as an Independent Member (Contractor). Members are not Pro Image employees and should not represent themselves as employees. All Membership applications must be completed and signed. If filled out via the corporate website, the enrollee must choose the acceptance button indicating agreement to these Member Guidelines. U.S. and Canadian

residents must include a Social Security or Social Insurance Number if they wish to earn over US\$600 per year. As Independent Members, neither the Member nor Pro Image has any right to enter into binding contracts or commitments on behalf of the other, nor will Pro Image or the

Member be liable in any way for the debts or obligations of the other. The Member is solely responsible for all liabilities and expenses associated with his or her

independent business activities, including all benefits, wages, taxes, and insurance of the Member and any of its employees.

Independent Members (Contractors)

As an Independent Member you must:

1. Conform to all of the federal, state and local laws governing the running and maintenance of a small business.
2. Obtain any necessary licenses or file any pertinent reports as required by the laws in your area.
3. Be responsible for any federal, state, local or general taxes and fees due in your area.
4. Supply all necessary tools and equipment required to operate your business including but not limited to telephone, photocopies, office equipment and transportation.
5. Determine your own work hours and establish a place of business.

(Continued on page 27)

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover." - Mark Twain



Terms and Conditions (continued)

(Continued from page 26)

Cross Sponsoring

Pro Image Members and all Members of their immediate household are prohibited from the following:

a. Enrolling any Pro Image Members, whom they did not personally enroll into Pro Image, for other business ventures either directly or through a third party. This includes, but is not limited to, presenting or assisting in the presentation of other business ventures to any non-personally sponsored member. It is the Member's responsibility to first determine whether or not the prospect is currently a Pro Image Member before enrolling the prospect in another business venture. It will be considered a violation of this policy to enroll a Member even if their status is unknown.

b. Producing any literature, recordings or promotional material of any nature for another business venture, which is used by the Member or any third party to recruit Pro Image Members for that business venture.

c. Selling, offering to sell, or promoting any competing products or services to Pro Image Members.

d. Members cannot enroll or attempt to enroll a Member from another Pro Image organization into their own organization, nor can they enroll or

attempt to enroll a Member of their own organization that was personally sponsored by another Member within the organization. Violation of this policy is grounds for termination.

e. Members may not introduce other business opportunities to any Pro Image Members whom they have not personally enrolled into Pro Image, even if that opportunity appears to complement our products or the business. It is improper for a Pro Image Member to enroll, recruit or attempt to recruit the guest or prospect of another Pro Image Member. Violation of this policy is grounds for termination of Pro Image Member status.

Violations of any provision of this policy constitutes a Member's voluntary resignation and cancellation of his/her Membership, effective as of the date of the violation, and forfeiture by the Member of all commissions payable for and after the calendar month in which the violation occurred. If Pro Image pays any compensation to the Member after the date of the violation, all commissions and compensation for and after the calendar month in which the violation occurred shall be refunded to Pro Image.

Violations of this policy are especially detrimental to the growth and sales of other Members' businesses and to Pro Image as a whole. Therefore, Pro Image may seek and obtain from the violating Member damages for violations of this policy. If litigation or

arbitration is undertaken to recover compensation, bonuses or damages as specified herein, the prevailing party shall be entitled to an award of attorney's fees and expenses. All legal action will be governed by the laws of the State of Texas in a Travis county court.

Exclusivity of Information

All information such as names, addresses, phone numbers, and email addresses of any and all Members is proprietary information belonging solely to Pro Image. All Pro Image Members agree not to disclose any such information to any third party unless it is for the express purpose of promoting the Pro Image opportunity nor can it be used to promote any other business opportunity at any other time whether or not the person is still associated with Pro Image. Violation of this policy would result in irreparable damage to Pro Image and as such Pro Image would be allowed injunctive relief to stop such a violation. If litigation or arbitration is required to obtain injunctive relief or to recover damages, the prevailing party shall be entitled to an award of attorney's fees and expenses as governed by the State of Texas, in a Travis county court.

Termination

Should a Member be found to be in violation of any of the Policies of Pro Image, Pro Image reserves the right to terminate the agreement between the Member and Pro Image. The procedure for such termination is as follows:

a. Notification of intent to terminate

(Continued on page 28)



"No one will care how much you know until they know how much you care."

Terms and Conditions (continued)

(Continued from page 27)

the agreement will be sent to the Member via the U.S. Postal Service.

b. The Member will have 15 days to respond to the notice, sending any dissenting information, explanation or alternative response in writing to Pro Image.

c. Pro Image's review board will make a final determination as to whether the Member will be terminated.

d. Should the termination take place, the vacancy will be filled according to the normal compression policy as written.

Termination is permanent inactivation of a Pro Image Member. The Member is no longer authorized to sell Pro Image products or enroll any new Members. They can no longer participate in any way in the compensation plan, contests or recognition. They may not re-enroll in the future.

Changes of Enroller or Organization

Pro Image discourages and prohibits any changes in the organizational or enroller structure. The integrity of the compensation plan depends on that structure. Pro Image protects the rights of the enroller. Realignment will only rarely be considered in extreme circumstances. In order to make a change, a waiver must be signed by all applicable parties and approved in writing by a corporate officer.

Sometimes two or more Members will contact the same person. Pro Image does not get involved in settling

disputes of this nature. We will recognize the Member whose name appears as the enroller on a signed application. If more than one application is received in the office, the one we receive first is recognized. Since there are no changes in the enrollment structure allowed, this

area of the application should be filled out very carefully.

Supporting Your Members

Pro Image's compensation plan is based on the sale of products to customers and rewarding our loyal Members. This plan encourages

Members to help other Members who, in turn, help others. Pro Image Members are encouraged to share ways to market the products and promote the opportunity while continuing to uphold the Member Guidelines of the company.

Satisfaction Guarantee for Customers

Pro Image products carry a 100% guarantee. The following are the procedures to follow regarding customer refunds:

Purchases Directly from Pro Image:

If your Customer purchased product directly from Pro Image and is not satisfied for any reason with the product, he/she may return the unused portion or empty container to Pro Image within 45 days from time of purchase and receive a full refund or exchange, minus shipping. Any commissions paid out on the purchase will be deducted accordingly.

Purchases Directly from a Member:

Here is a simple procedure to follow when making refunds to those customers who you personally service.

a. The customer should put in writing why he or she is returning the product. Include the name, address and phone number of the customer, preferably on the retail receipt. If a customer does not want to put the reason down in writing, you, the Member, should make the exchange or refund personally and put the information required into written form with your signature. Be quick and courteous about making the exchange or refund.

b. The Member should place each returned item in a separate plastic bag with a copy of the sales receipt and the written reason for the return attached.

c. When a Member returns a product to Pro Image that a customer has returned, Pro Image will replace the product with a new one for the Member's inventory.

Promotional Materials

All Pro Image literature was created to present the Pro Image products and opportunity in the most professional image possible and abide by the State and Federal regulations governing such literature in regards to claims for both health and income. Therefore, Members may not:

a. Create, sell, display or distribute any literature, audio or video, Internet web site, email or other print, audio, visual or electronic media designed to

(Continued on page 29)

“Even if you're on the right track, you'll get run over if you just sit there.” - Will Rogers



Terms and Conditions (continued)

(Continued from page 28)

represent Pro Image's products, compensation plan or services other than that which is produced and provided by Pro Image without prior approval from the company;

b. Copy or reproduce any material produced by Pro Image without permission;

c. Use the Pro Image name or logos in any advertisements, displays, notices or in any promotion without permission;

d. Produce and/or sell any product, literature, audio or video or electronic media with is deceptively similar to Pro Image products and thus create the impression that such material originates from Pro Image.

e. Present Pro Image's products or opportunity in a manner or environment that is vulgar, profane or which presents Pro Image in an undesirable manner.

f. Make claims for product and/or income potential. No exaggerated or curative claims in regards to Pro Image products or opportunity. Only use approved corporate language in defining the features and benefits of Pro Image products. Never diagnose or prescribe any Pro Image products as a specific treatment for any disease or condition.

In addition, a Member must not make exaggerated or hypothetical claims about the earning potential available with the Pro Image compensation plan.

Telephone Advertising

A Member may list his or her name in their phone book as long as it is clearly stated that the Member is an

Independent Member, i.e.:

John Smith — Pro Image Independent Member — 2222 Main Street — 123-4567

Business Cards and Other Promotional Materials

All cards, letterheads, signs and advertising materials, etc. used by Pro Image Members to promote their businesses must make it clear that they are Independent Members of Pro Image. Members may in no way imply or intimate that they are agents, employees, joint ventures or franchises of the company.

Newspaper

Advertisements

Some Members use classified advertising in the newspapers to find prospects. Here are a few simple rules to follow when placing such an ad:

- Do not imply that a job or position is available.
- Do not promise a specific income.
- Do not include any misleading facts or distortions of the Pro Image compensation plan or products.

Repackaging Products

Repackaging of Pro Image products by Members is not authorized. Products are to be sold in their original packaging only. Under no circumstances are Members allowed to print labels bearing the Pro Image name or logo.

Terms of Agreement

The term of this agreement will not be limited, but on occasion will be revised. Any changes or modifications to this agreement will be made freely available to all members and customers. Pro Image will post notice of updates through normal channels, but it is the responsibility of the applicant, member and customer to review and be aware of any and all changes or modifications.

A member is entitled to cancel this agreement at any time for any reason upon written notice to Pro Image. Transfer or sale of a member status without written company approval is strictly prohibited.

This agreement shall not be effective until and unless it is accepted by the Pro Image Corporate office. Failure to comply with the terms of this agreement, or any other company publications, will result in the immediate termination of this agreement by Pro Image, upon written notice thereof to member.

This agreement shall be governed by the laws of the State of Texas and all claims, disputes or other matters between parties of this agreement shall be brought in County of Travis, Texas, courts. Further, this agreement constitutes the entire agreement between the member and Pro Image and no other promises, representations, guaranties or agreements of any kind shall be valid unless in writing.



You can get everything in life you want if you will just help enough other people get what they want. -- Zig Ziglar



Pro Image International

Customer Service: 512.266.8433
support@proimageteam.com
Order Line: 800.323.3681
Mon-Fri, 8AM-5PM Central
Sales & Marketing Office
Don Borba, VP: 480.246.4105

**Member Support Page
at proimageteam.com**

Business Website:
proimageteam.com/yourID#
Customer Website:
proimagenutrition.com/yourID#
Try Fruta Vida free trial offer:
TryFrutaVida.com/yourID#

With a solid reputation for our commitment to excellence, integrity and unmatched quality of both our products and business program, Pro Image International offers a refreshing integrity-driven approach to referral marketing. No matter what your experience in our industry may be, many people from all walks of life are enjoying the financial rewards of their own business with Pro Image, and our life-changing products are making a significant impact on the health and quality of life for individuals around the globe.



Keep Informed About Our Products & Business

We truly appreciate you being a member of the Pro Image family!

Pro Image Weekly eNews

Keep up with the latest news, offers, and get questions answered with our conference calls and weekly eNews.

Are you online?

Keep up to date with the latest company news, special offers and updates by getting onto our email list. All you have to do is subscribe on our Member Support Page at ProImageTeam.com. You can change or cancel this subscription to our weekly eNews at any time.

Weekly Conference Call

Join Pro Image VP of Sales & Marketing, Don Borba, and his guests as he discusses how our income opportunity enriches people's lives.

This live conference call where you can listen to people from all walks of life tell how Pro Image benefits health and wellness and especially how it improves the financial bottom line of people around the country.

Every Tuesday

6:30pm Pacific / 9:30pm Eastern
605-475-6333 pin number 625594#

Training and Product Call

We hold a conference call on the 1st and 3rd Thursday each month for leaders who want to build their business and their income to new heights. Join us for valuable training and team building discussions with other Pro Image leaders.

1st & 3rd Thursday each month
6:30pm Pacific / 9:30pm Eastern
605-475-6333 pin number 625594#

A leader doesn't wait until he/she gets a large group before becoming a leader. Leaders select themselves by taking on responsibility and getting into action