GAMEPLAN

JEUNESSE®

Made in the U.S.A. exclusively for JEUNESSE GLOBAL
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Not all products are available in all markets.

REV. 11-2014

THE GAMEPLAN

TACTICS FOR SUCCESS

Welcome to *Generation Young*. You have just joined one of the most exciting, fastest-growing companies in the industry. There's a reason Jeunesse® is growing so fast. People all over the world are benefiting from simple and lucrative ways of generating income. The most important key to your success in Jeunesse® is how you get started. Your first 48 hours to 7 days is crucial—*what you do now* will determine your success in the future.

Your First 4 Steps

1. **Order a Product Package.** This will allow you to begin building your business by providing you with products for personal use as well as additional products to begin sharing with others. To automatically qualify as a Distributor, enrollees must choose the Basic Package or higher. The majority of Distributors choose the larger packages for these key reasons:

    a. You will accumulate the 100 PV (Personal Volume) required to qualify as a Distributor.
    b. You will need to use the products in order to speak about their effectiveness.
    c. You will need to share your products with people so they will try them. These people will likely become your Distributors and Customers.
    d. Your team will do what you do. If you are using the products and giving out products for others to try, your team will duplicate your actions.
    e. You will be paid at a higher rank for a temporary introductory period, during which you will be eligible to receive the Leadership Matching Bonus.

2. **Enroll in the Autoship program.** This will ensure you always have the product you need to build your business on a monthly basis. It will also secure the minimum Commissionable Volume (CV) of 60 points required to earn commissions each month. Distributors who are serious about building a residual income immediately enroll in Autoship.

3. **Take your "before" picture.** The most powerful testimonial you can share is your own. Begin using the products today, and capture yourself in a "before" photo now to compare with the "after" photo you'll take in a few weeks. The results will amaze both you and your Customers.

4. **Connect with Jeunesse®.** Jeunesse® is dedicated to providing our business partners with the most cutting-edge technology and social media marketing training available in the industry today. Plug into the weekly Jworld™ training sessions and learn how to effectively use social media to attract future Distributors and Customers. For the best practices on using social media platforms, check your Back Office—which is filled with useful tutorials and downloadable PDFs. Also, make sure you subscribe to the official Jeunesse® YouTube page, like us on Facebook, follow our Twitter and Instagram, and connect on our Google Plus Circle. Go to jeunesseglobal.com and click on the social media icons in the upper right hand corner of the page to join.

INSIDER INFO

THE PERFECT LAUNCH

Once you are in the system with your 100 or more Personal Volume (PV) product package purchase and Autoship enrollment, it is critical to start creating your success story—and the best way to do this is to position yourself to earn income. Your first 48 hours in the business is the most important time in launching your business. The actions you take in the first 48 hours will greatly influence what happens in your business during the next year and beyond.

- **Identify key people to contact.** In order to create your success story, you must introduce key people to the business model right away.

- **Your 10 Best:** First, identify ten or more people you know who you believe would be the most capable Distributors, should they choose to enroll. Think of people you know who:

    - Could call and invite twenty people to their homes, and all twenty would attend
    - Own their own business
    - Are proactive, charismatic, and are already financially successful
    - You believe would make a very accomplished Distributor
    - Know a large amount of people

  Make a list of as many of your "Best" as possible. It is usually the people on your "Best" list who are the easiest to speak with regarding Jeunesse®, and who are the quickest to join your team. The tools you need to contact these people are already at hand. Check your Facebook and your other social media sites. Connect with them over these channels and of course, email, text, and call.

- **Your 10 Easiest:** You will also want to identify your "Easiest" people—people who you have a close relationship with, and who you believe will be interested in the business. Think of people you know who:

    - Are your closest friends
    - Would come to your house just because you invited them
    - Would want to join the business simply because you did
    - Would meet you right now if you ask them to

  Your "Easiest" people can be influenced the most because of your relationship with them. If you have more than ten "Easiest," list them all.

- **Your Target:** Identify and contact ten or more "Best" people and ten or more "Easiest" people within the first 24 to 48 hours.

MY BEST			
Contact Name	Profession	Phone	Notes
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

MY EASIEST			
Contact Name	Profession	Phone	Notes
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

THE GOAL

TO BECOME AN EXECUTIVE IN 48 HOURS

HOW?

1. Sponsor 2 Distributors
2. Identify 2 Customers in 2 days.

This is your objective. If it happens faster, great. If it takes longer, it's okay. Remember, the goal is to create your success story as quickly as possible, and the best way to achieve this is to position yourself to receive a check within your first seven days. This will capture people's attention, because they will immediately see that the earning opportunity is real.

The fastest method to enrolling two Distributors in two days is by contacting your 10 Best and 10 Easiest in 24–48 hours. Make it your mission to find at least two Distributors and two Customers from this group. If you do not feel confident in approaching these people by yourself, let your upline Distributor know, and they will be more than happy to help you.

Don't presume. If you're like many Distributors, many of those you think will join probably won't. Many of those you think won't—will actually be the ones to help you create your success story.

DURING YOUR FIRST SEVEN DAYS

- Begin using the Jeunesse® Youth Enhancement System.
- Explore the Jeunesse® YouTube channel and other social media sites to familiarize yourself with the marketing materials. The more you know, the more you'll grow.
- Get to know your personalized Jeunesse® website.
- Hold a private business reception in your home, office, or another quiet place. Invite your peers and "Easiest" to come learn about Jeunesse®.
- Continue to identify more "Best" people to contact, and work with your upline to introduce them to the business model.
- Attend at least one business presentation and one training. You will want to attend as many presentations, training, sessions, conference calls, and webinars as possible. Don't stop attending—training is the key to the business!

DURING YOUR FIRST THIRTY DAYS

- Work with your upline to develop and practice a "pique interest" script. Here's an example, but feel free to personalize it:

  "Hi! I don't have a lot of time right now, but I *had* to reach out to you. If I told you there was a way to generate additional income—without changing your schedule—would you want to know about it?" Set up a meeting or coffee date with the person you're speaking to. If you look busy and keep it short, there will be fewer questions and people will respect you as well as your time.
- Continue attending as many presentations and webinars as possible.
- Hold another private business reception for your personal contacts. Hold as many as you can.
- View your Back Office Wallet and learn how it works.

Handling Rejection

The Game doesn't have to end at "no."

Not everyone you speak to will say "yes" to the Jeunesse® opportunity. That's okay. Just move on. But before you do, take the opportunity to ask if they know anyone who might be interested. Obtaining referrals this way can lead to unexpected results. After some time, tips from your sponsors, and practice, you'll be an all-star. For now, take some time to work on your Game. Learn what works for you and what doesn't—and just be conscious of the fact that you'll hear "no" from time to time.

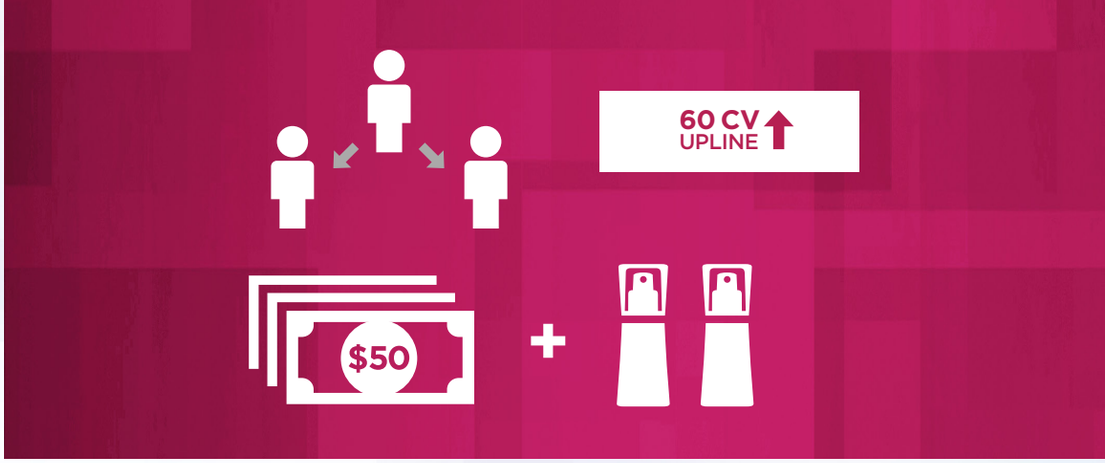
HOW CUSTOMERS CHANGE THE GAME

One of the most powerful ways to maximize your income is to accumulate Customers—friends, family members, and others who purchase products from you. Just look at all the ways Customers increase your earnings:

- You can earn a retail profit of over 35% on every sale.
- As a Jade Executive or higher, the Customer Acquisition Incentive offers an additional 5–10% to your Leadership Matching Bonus on your Level 1 Team Commissions.
- Through the *Get 2, It's Paid for You* program, you can earn $50 every time you sign up two Preferred Customers and get your product for FREE.

Get 2, It's Paid for You

Jeunesse® offers a terrific opportunity to attract Customers and earn cash with the *Get 2, It's Paid for You* program. This program offers cash bonuses, free product, and other great incentives to anyone who joins. Simply send them to your website and have them click on the "Preferred Customer" link on the upper right-hand side of the page.

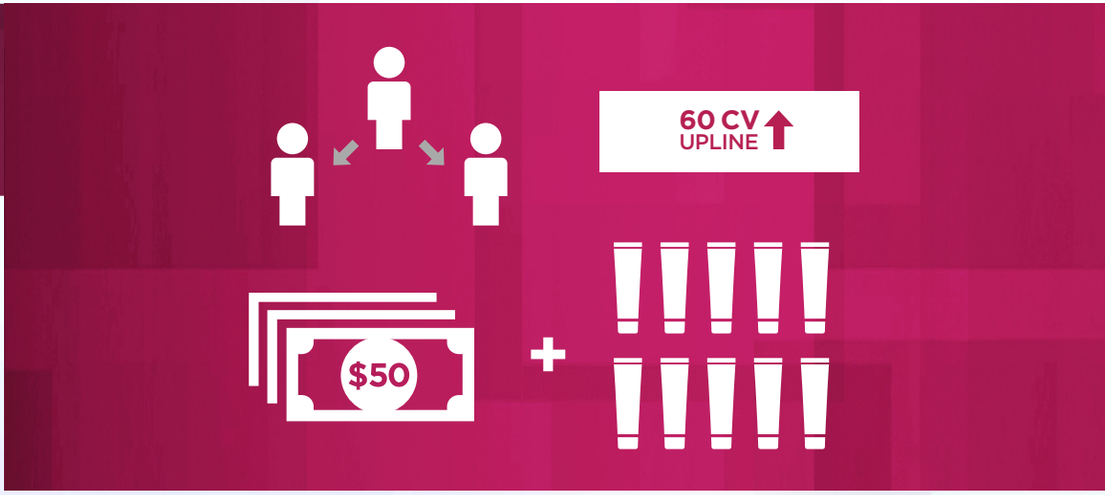


HOW IT WORKS

IF YOU ARE A DISTRIBUTOR,

1. Sign up your first two Preferred Customers (PCs) and get $50.00 USD
2. Automatically become qualified for the month
3. Send 60 CV points upline
4. Get two FREE bottles of LUMINESCE™ cellular rejuvenation serum*

For every additional two PCs you sign up after these first two, you will continue to get another $50.00 USD bonus, remain qualified for the current month, send 60 CV points upline, and get ten of our LUMINESCE™ serum minis for FREE complete with custom-made postcards for you to share with your friends and family. Every month they reorder, you will continue to get the $50.00 USD bonus and free product.



Note: *Each PC (Preferred Customer) must provide the following information upon sign-up, none of which can match that of the Sponsor: billing name (first and last), postal address (entire), and credit card. All three of these items must be different from the Sponsor's. For EVERY month these first two PCs reorder their product, you will get your two FREE bottles of LUMINESCE™ cellular rejuvenation serum!*

Sampling

Another effective strategy for attracting Customers and potential new Distributors is to share product samples—which enables people to discover the remarkable benefits of Jeunesse® products for themselves. Visit your Back Office to learn how to order and ship product samples to your contacts, or to order a supply of samples to hand out.

Once you
SHARE A SAMPLE WITH SOMEONE

BE SURE TO
FOLLOW UP
AND **CONTINUE** YOUR CONVERSATION

1. If the samples are being shipped to the person, let them know when it ships and ask them to start using the product as soon as it arrives.

2. On the expected arrival date, call to ask if they've received the sample, and again encourage them to start using it right away. Don't forget to have them take a "before" picture.

3. Within a few days, call and ask how they like the product. If for some reason they haven't tried it yet, encourage to them start and follow up within several days.

Your Attitude

Your attitude determines your success in life, and will also determine your success at Jeunesse®. It's important to understand that this is a process, and that success does not happen overnight. It takes time to get comfortable knowing what to do and what to say, as it does with any new business or new venture in your life.

You will experience a lot of changes. Change is good, but not everything always goes according to plan.

It only takes a small number of people working collectively to build a global team. Stay focused, keep the result you want in mind, and start working with your team until you reach your objectives. You can achieve all of your goals through patience and belief. The future you're dreaming of is on its way to you already!

Pique Their Interest

How to get a customer's attention and keep it.

The key to talking to people successfully isn't in door-to-door selling, it's in genuine conversation. Acknowledge their needs, align with them by being empathetic, and assure them by telling them about ways you can help them. There are many different approaches when speaking to potential Customers. Keep in mind that Customers might also become Distributors in the future. There's lots of opportunity there, the key is knowing what to say.

HERE ARE A FEW EXAMPLES

Set the tone with urgency:

"I'm just about to head out, but I'm glad I caught you."

Be warm:

"You're one of the most successful people I know, and I've always admired that." Or "You have a real eye for business and you're so positive." Or "You're so sharp—what do you do for a living?"

Invite them:

"I've got something you really just have to see." Or "Know anyone who'd be interested in running a viable business from their home?"

Use the "If/Then Approach":

"If I sent you a video about Jeunesse®, would you watch it?" Or "If I sent you the Culture Book, would you take a look at it?"

Get commitments, make appointments, confirm them, and invite your Expert to help you out.

If you can get an honest conversation going, you'll start interesting dialogue that'll get you places. Don't be pushy. Be respectful, attentive, and focused—that way, you'll create a foundation of trust. Make the person you're speaking to feel comfortable. Be yourself. Make a joke, have a laugh, be real. Magical things will happen that way.

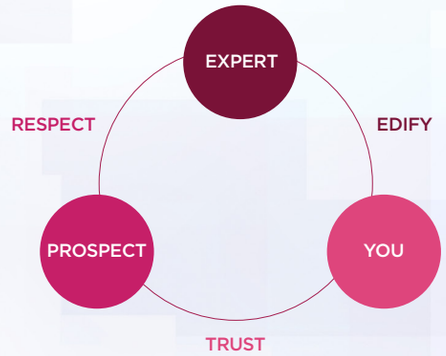
THE IMPORTANCE OF AN EXPERT

USING AN EXPERT TO BUILD YOUR BUSINESS.

When approaching people about Jeunesse®, it is very important to understand the basic principle of how people react in everyday life when approached with a new idea or concept. Perhaps surprisingly, the people closest to us tend to be the least willing to listen to us when it comes to new ideas.

Think about it: How many times have you been excited about something and mentioned it to your closest friends or family, only to have them not take you seriously? Yet, have you ever noticed that a total stranger could say the exact same thing, and those same friends and family would be completely fascinated?

It happens to all of us—and it's the same in building your business. We have found that when an Expert shares the same message with the people you approach, they are ninety percent more likely to listen and seek more information.



The people you're approaching typically trust you because they know you—but if they haven't yet witnessed your success with Jeunesse®, they may not see you as having expertise in the business. That's where the value of a third-party Expert comes in—ideally your upline Sapphire Executive or higher. The Expert is a trusted, experienced source of information that can deliver the message for you.

It's normal for people to want proof that Jeunesse® is a structured, viable business. The simple truth is—an Expert is living proof that Jeunesse® works.

The Power of Edification

Tell your prospect about the amazing colleague you have—the Expert on your team. Set up a meeting or conference call.

The simple way to give your expert credibility is to use the **FOLLOWING FORMULAS**

EXPLAIN THE EXPERT'S:

1. Past success in business/life
2. Current success in Jeunesse®
3. Future success in Jeunesse®
4. Character traits

HERE ARE SOME TIPS

1. Cite their past success.
   Example: "Susan owns an insurance agency with three offices, and is considered the one of the top insurance brokers in the area."

2. Continue by mentioning their current success in Jeunesse®.
   Example: "She's currently one of the top people in the country/world in the company, and is responsible for developing the entire country, as well as other countries globally."

3. Talk further about their expected future success with Jeunesse®.
   Example: "She is one of the leaders who will take the company from $250 million to more than $1 billion in revenue in the next few years."

4. Praise their character.
   Example: "But what's most impressive about Susan is that despite her enormous success, she is extremely humble and fun to be around. She actually cares about people. I know the two of you would get along well."

On the Call with Your Contact and Your Expert

Once you've created respect for your Expert by edifying them properly, remember the following during the three-way call or meeting with your contact:

- **Do not interrupt, or speak.** Simply introduce your Expert and let them do all the talking.
- **Let your Expert close the call,** and simply hang up when the expert is done talking.
- **If your contact calls you back after listening to your Expert,** you're on the right track. Call up your contact and set up another meeting with your Expert to solidify their commitment.

Allow your Expert to do what she/he does best—let them do the heavy lifting in the conversation. Use your Expert, and as your team grows, you will become the Expert for *your* team.

Expert = Success

Using an Expert will typically produce a much higher success rate in introducing new people. Learn from them and show off the results.

TEAM
ETIQUETTE

Whether you are attending a three-way call, conference call, webinar, presentation, training, or corporate event, it is very important that you remember you're part of a team.

T **E** **A** **M** = TOGETHER EVERYONE ACHIEVES MORE

As a Distributor, you want to support the entire team as much as possible. There are several things you should do to be a team player:

- As a courtesy, arrive early.
- Listen to others attentively and wait to speak.
- If you're unsure about something in front of new prospects, save your questions for a private conversation between you and your upline.
- Always say kind things about your peers.
- Stay positive and be uplifting.
- If you have a challenge, talk it through with your upline to find a solution.

If each Distributor plays the Game in this way, everyone's groups will grow much larger, much faster.

REMEMBER:

If you have had a good day, your team needs you.
If you had tough day, you need your team.
If you support your team, it will be there to support you.

Map Your Vision

Picture where you want to be by the end of the year. Do you dream of traveling around the world? Owning a beautiful home or car? This will help motivate you as you move forward.

PERSONAL INFO AND GOALS

My Jeunesse® User Name: _____

My Jeunesse® Password: _____

My Jeunesse® Website: www._____.jeunesseglobal.com

Enrollment date: _____ Autoship date: _____

Initial Package: _____ Upgrade date: _____

Rank Achievement Dates:

Executive: _____ Jade Executive: _____

Pearl Executive: _____ Sapphire Executive: _____

MY SUPPORT TEAM

My Sponsor: _____ Mobile: _____

Home: _____ Skype: _____

Best Call Time: _____ Email: _____

Upline Sapphire: _____ Mobile: _____

Home: _____ Skype: _____

Best Call Time: _____ Email: _____

Upline Ruby: _____ Mobile: _____

Home: _____ Skype: _____

Best Call Time: _____ Email: _____

Upline Emerald: _____ Mobile: _____

Home: _____ Skype: _____

Best Call Time: _____ Email: _____

Upline Diamond: _____ Mobile: _____

Home: _____ Skype: _____

Best Call Time: _____ Email: _____

WEEKLY TEAM COMMUNICATION

MEETINGS

Place: _____ Day: _____ Time: _____

Place: _____ Day: _____ Time: _____

CONFERENCE CALLS & WEBINARS

TEAM CALL

Day: _____ Number: _____ PIN: _____ Time: _____

TEAM WEBINAR

Day: _____ Time: _____ Link: _____

TEAM SIZZLE CALL

Number: _____

COMPANY COMMUNICATION

CONFERENCE CALLS

Day: _____ Number: _____ PIN: _____ Time: _____

WEBINARS

Type: _____ Day: _____ Time: _____ Link: _____

Type: _____ Day: _____ Time: _____ Link: _____

Type: _____ Day: _____ Time: _____ Link: _____

EVENTS

Type: _____ Day: _____ Time: _____ Link: _____

Type: _____ Day: _____ Time: _____ Link: _____

Type: _____ Day: _____ Time: _____ Link: _____

NOTES

BUILDING YOUR TEAM

MAKING CONNECTIONS WITH PRESENTATIONS & MEETINGS

While it's always a good idea to strike up one-on-one conversations about Jeunesse®, learning to connect with larger groups of people more efficiently is crucial to the growth of your business. By developing your presentation skills, learning how to conduct effective meetings, and understanding how to communicate using social media, you will increase your capacity to grow your organization—and, in turn, maximize your income. Whether you're a practiced presenter, or have yet to conduct your first meeting, the following tips can guide you to make the right connections, the right way.

WHO do I present to?

Anyone and everyone you'd like to join your team! Once you've developed your Jeunesse® story and begin sharing it with people you know, a one-on-one presentation or a group meeting is the next step to reaching new prospects.

WHERE do I present or hold a meeting?

A meeting doesn't have to be held in a fancy hotel to be successful, especially when you're starting out. For little to no cost, consider your home or someone else's, your office space during non-business hours, coffee shops, restaurants with private rooms, and civic club facilities.

As your business grows, hotel meeting rooms will become a viable option, and can provide additional benefits in terms of audio-visual support, refreshments, and signage at a higher cost. But you won't need that immediately; for a comfortable, successful meeting, just be sure to find a place that offers:

- Adequate space and seating for the invited number of attendees
- Freedom from unwanted noise and distractions, where you and your group can easily see and hear each other
- Ample power supply and easily accessible outlets
- Available refreshments
- Clean restrooms

WHAT do I present?

Jeunesse® offers a helpful assortment of presentation and marketing materials available for purchase or download in your Back Office. Plus there are plenty of videos you can use when you click the YouTube icon on the Jeunesse® homepage.

HOW do I conduct a meeting?

This simple agenda offers a basic framework for your initial meetings. Revise your approach to suit your style. As you become a more experienced presenter, your future meetings should continue to follow these guidelines:

- Begin within 5 minutes of your scheduled start time. Welcome your guests and share your Jeunesse® story.
- Present the Jeunesse® Opportunity Power Point or show the Opportunity Videos.
- Ask, "Let's open a discussion about what you've seen and heard about today. Is there any reason why you would not want to sign up now?"
- Offer to follow up with each person individually to answer his or her questions. If possible, this may be the ideal time to schedule a conference call with your upline, who can help you answer questions. Sign up those guests who are ready to begin. Do this online or invite them to fill out a printed copy of the Distributor Application & Agreement Form, available in the *Members Only* section of your Back Office.
- Thank everyone for attending. Let all other guests know you'll contact them within 48 hours to follow up.
- Help your new team members schedule their own presentation meetings. This capitalizes on their excitement and builds momentum as they begin, while giving them the opportunity to invite guests who probably know their schedules for the next two weeks (as opposed to a month from now).

REMEMBER:

A key practice in building your business through meetings is to schedule another meeting during the current one. Let your guests know you'd welcome the opportunity to conduct another meeting with their friends or someone they know, and follow up to schedule this as soon as possible.

TIME IS MONEY

Now for the next actions you'll need to take—deciding how many people you'll talk to each day and creating a schedule to accommodate that plan. To begin, complete the following sentences:

Every day I will speak to _____ prospects.
Every day I will follow up with _____ prospects.

Tip: Don't count voicemails, count conversations.

By adopting some basic time management skills, you'll optimize your availability and increase your ability to get things done, whether you're part-time or full-time. Consider these good habits:

Delegate

Identify tasks, chores and projects that others can do, and ask them to do them. You'll be surprised how many people will be willing to help, and how much time you'll free up for your new business. When possible, seek people who can do certain jobs better than you, and ask for their help.

Prioritize

The key to knowing your priorities is to identify the actions that add value to your life and are deserving of your time. Take some time to think about what's most important to you, and how these priorities can be supported by the growth of your business. Write down your priorities on paper and refer to them often.

Learn to say no

This isn't as hard as it seems, once you commit to prioritizing. When pressed by others, explain that you're committed to growing your new business and need to dedicate a certain amount of time to it. If necessary, discuss and agree upon a sufficient amount of time for your business, and stick to it.

Plan your day

Make it a habit to plan your day the evening before. Write down your daily to-do list and keep it in front of you, checking off items as you complete them. Throughout each day, track your time to develop a sense of how long different tasks take; doing so will help you plan accurately in the future.

PLAY THE GAME, LEARN THE RULES

FINANCIAL REWARDS PLAN BASICS

At Jeunesse®, we designed a balanced plan that allows everyone, from top to bottom, the same opportunities to find success. That kind of balanced success creates retention. It's another reason why you can say that Jeunesse® is the most rewarding way to stay young.

There are 3 types of people who will
JOIN YOUR JEUNESSE® BUSINESS.

Customers | **Passive Distributors** | **Active Distributors**

Customers:

These are simply people who will register to purchase products—either at wholesale, preferred, or retail prices. What is important is that you stay in touch with them, answer questions and make sure their monthly re-order is smooth. Always leave the door open so you can introduce them to other products. Many of them may have amazing product testimonials you and your team can share. If they really love the products, there is a good chance that they will at some time become a Distributor.

Passive Distributors:

These are people who have bought a Starter Kit and a Basic Package or higher but are not active in the business—they don't engage with the company's or field leadership's business-building system; nor do they participate in events. They could make two or three purchases a year.

Active Distributors:

These are people who sign up and are active in the business. They follow the company's or field leadership's business-building system; they engage in learning; they take actions to build their Jeunesse® business. *The secret to a successful business is helping people become Active Distributors and keeping them engaged.*

Understand your financial goals:

In order for you to be able to help someone else get started, you need to get yourself started. Which means, you need to understand your financial goals.

1. How many hours a week will you promote your Jeunesse® Business? _____
2. How much money will you make
   per week? _____
   per month? _____
   per year? _____
3. What is your time frame? _____
4. What is your ultimate lifestyle goal?
   _____

See full details about the Jeunesse® *Financial Reward Plan* on our website at http://www.jeunesseglobal.com, and click on OPPORTUNITY > Rewards Plan.

CONGRATULATIONS!

Follow the GAMEPLAN and prepare yourself for a rapid, sustainable winning-streak with Jeunesse®. These steps are merely the beginning. In the coming weeks and months, engage with your team as much as possible, and take every opportunity to learn and grow. Your efforts will be rewarded, and success will be yours—play the Game, enjoy it, and welcome to Jeunesse®.