



SECRET GUIDE

GLOBAL MISSION

WE DESIRE TO: CREATE A VIBRANT, HEALTHY AND WEALTHY COMMUNITY. HELP PEOPLE ACHIEVE SUCCESS AND HAPPINESS. ESTABLISH AND MAINTAIN A CHARITABLE FOUNDATION THAT CREATES VALUE FOR EVERYONE.

GLOBAL RULES

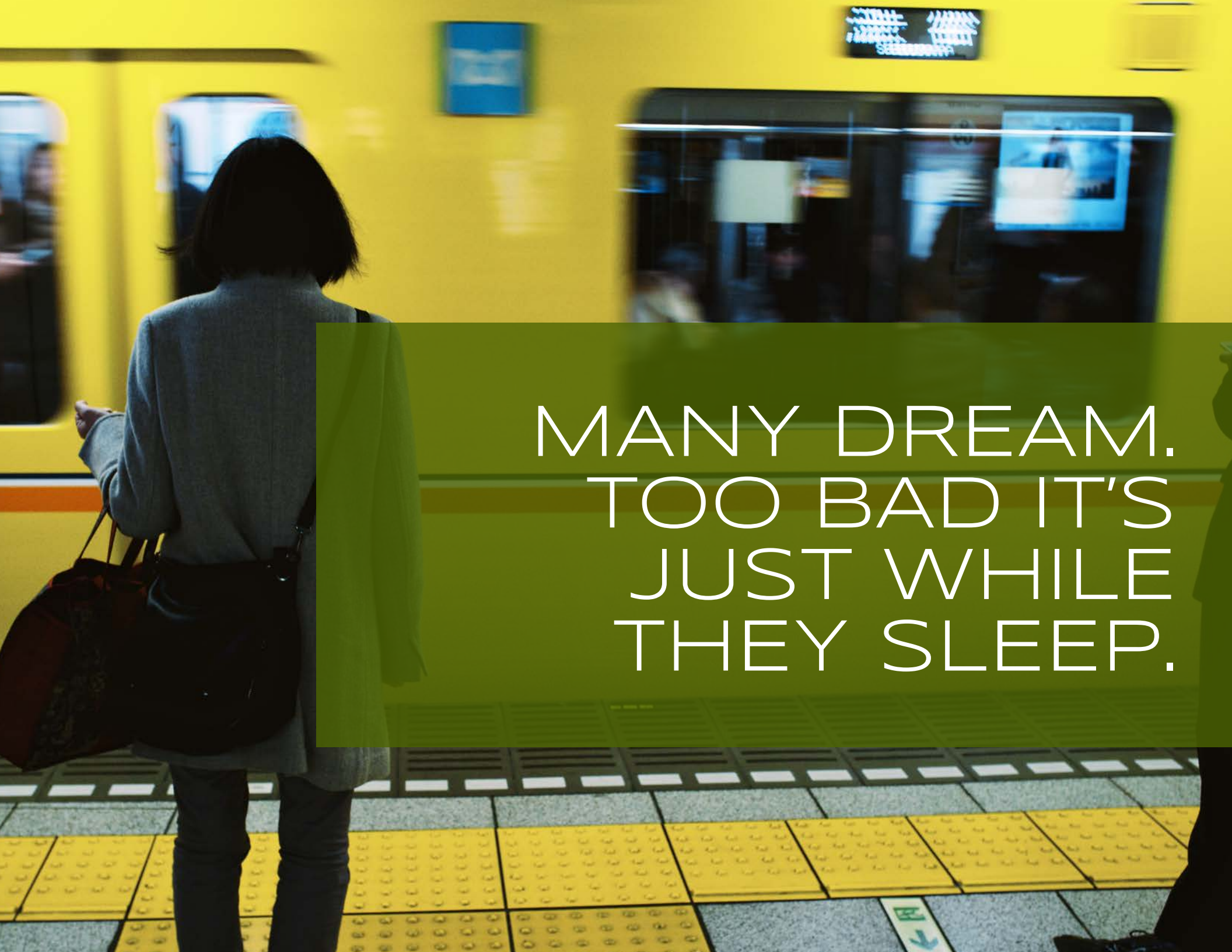
1. NEVER RECRUIT TeamseacretGLOBAL AGENTS INTO OTHER DIRECT SALES COMPANY.
2. NEVER CREATE OTHER TEAM NAMES OR TEAM COLORS.
3. REMEMBER THE GOLDEN RULE: GOOD NEWS, DOWN AND BAD NEWS, UP.
4. NEVER EMBARRASS OR DE-EDIFY YOUR UPLINE OR ANY TeamseacretGLOBAL MEMBER.
5. NEVER COMPROMISE ANYONE'S MONEY, EGO, SPOUSE, RELIGION, POLITICAL VIEWS AND/OR RACE.



STEPS TO SUCCESS

ONE
TWO
THREE
FOUR
FIVE
SIX
SEVEN
EIGHT
NINE
TEN

DREAM IT
DO IT
LIST IT
MOVE IT
SHOW IT
GET IT DONE
WRITE IT DOWN
CHECK IT
IT'S EVERYTHING
TEACH IT

A person with short dark hair, wearing a grey coat and carrying a black bag and a red bag, stands with their back to the camera on a train platform. They are looking at a yellow train that is blurred, suggesting it is moving. The platform has yellow tactile paving and a green arrow pointing right. A green semi-transparent rectangle is overlaid on the right side of the image, containing white text.

MANY DREAM.
TOO BAD IT'S
JUST WHILE
THEY SLEEP.

ONE

YOU CLEARLY HAD A
REASON. TO GO
BEYOND YOUR LIMITS.
TO REACH PLACES YOU
MIGHT NEVER HAVE
IMAGINED. WHAT DO
YOU REALLY WANT
FROM THIS BUSINESS?
THAT SPECIAL
SOMETHING THAT WILL
KEEP YOU RESOLUTE
LONG AFTER OTHERS
HAVE CALLED IT A DAY.

THIS IS YOUR DREAM. MAKE IT BURN.

WHAT'S YOUR SECRET

We call this your WHY. Your DREAM. Because it's why you're in this business in the first place. Is it a new car? Help around house? Paying for your child's college tuition? Control of your life? Vacations? More time with your family? What moves you? Everything you do from this point on is but an outgrowth of your dreams. So think about it.

All you need is a pen. And as much time as it takes to discover your reason. One that will get you into action NOW, and one that will sustain you through the process. Go ahead. Write them down. Don't be vague. Be specific. Why are you in this business?

Now that you've filled out your whys, we want you to fill out one more space. Let's call this the big one. This is your ultimate dream. Your ultimate goal. Your ultimate fulfillment. What is that one thing you want more than anything in the world? To be debt free? To take your family to amazing destinations? To retire your spouse? To work from home? To create a side hustle that provides you with an additional stream of income? Or a whole new path in life. Whatever it is, make sure it's something you're more than lukewarm about.

MY **BIG** DREAM IS

DREAM CIRCLE

YOU HAVE TWO CHOICES:

1. Shrink your dreams to your income.
2. Increase your income to fulfill your dreams.



Now that you have your dreams (Dream Circle), we also urge you to guard your dream. From your brother-in-law. You know, the one who says you can't do it. Or your co-workers. The ones who hope you can't. Just remember. People who think small will never appreciate your desire to dream big!

HOW DO YOU GET FROM HERE TO THERE?

You now know what moves you. You now have your BIG DREAM. But answer this question: Can you see it? Really see it? If you can't, your goals and dreams may well elude you. The truth is, you **MUST** find a way to make them real. Right now! You must find a way to visualize your desires. To make them come alive. And to help them take flight.

So let's get to work. How will you visualize your dream? Let's say you want a new car. You could tape a full color picture to the refrigerator. Or your mirror. Or better yet, you could tape it to the dashboard of your old car.

But why stop there? Why not go down to the dealership for a test drive? Why not pick up a brochure and choose the color? Mentally take possession of it. Imagine it in your driveway. You've heard of immediate gratification. Try practicing delayed gratification. Let the excitement build. Feel it. See it. And, yes...expect it!

However you do it, be creative. Because in order to realize your dream, you first have to imagine it. Can you see your dream? If so, how? Take a moment, or an hour, or a day, and list the ways you're going to bring your dreams to life. And for fun, help others do the same!



BELIEF +
COMMITMENT

Two

JUST DO IT

**THE SIZE OF YOUR DREAM WILL DETERMINE THE SIZE
OF THE NECESSARY COMMITMENT.**

BELIEF + COMMITMENT

When you've got belief, there's nothing you can't do. It's also the thing that helps you build commitment. (That's the thing that helps you CLIMB mountains.) When you have commitment charged by the power of belief, ordinary human beings can achieve extraordinary things. So, you might ask, "how can I build the belief that helps build my commitment?" Listen to inspirational audio, podcasts, and social content. Read inspirational books by inspirational people. Use the products. Attend events. Associate with positive people. Build your belief and you'll have commitment. Build commitment and you build your business. Lastly, commit to your business as if it were, well, a business. You can't give your dream a matter of days or weeks, any more than you'd give a \$200,000 franchise 30 days to succeed. Nothing great was ever built in a day. (Rome took centuries, but you won't have to wait that long.) Our 2-5 year plan will be time well spent. Because if you commit to the plan, you'll have built the foundation of success. Not just for today, but for a lifetime. So go ahead. Take a deep breath and remember consistency and persistency in sharing the business and product is the key. Ready to take that leap?



THREE

BEGIN WITH YOUR CIRCLE OF INFLUENCE

Ideally, a list with 200 names would put you in an excellent position to have a burgeoning business. But wait. You say you don't know anybody? Fine. What if we were to offer \$100 for every name you put on your list? How many names would you be able to think of in the next 48 hours? Yep. We thought so.

This list is your circle of influence. You know, family, friends, co-workers, your second cousin, your best man or maid of honor and everyone in between. Start with those people you would like to be in business with. Those you feel are ambitious, outgoing and friendly. And please, don't pre-judge. After all, how can you say they won't be interested. You were, weren't you?

Remember, this list is just the beginning. In fact, you should make adding to the list your number one priority.

EXPAND YOUR LIST

There's another way to add names to your list. A way to go beyond your circle of influence. Tap into the power of sharing and connecting with people on social media. Because everyone you connect with has a circle of influence too. Work within your list of people you've sponsored and the list of those who love the products. Share Experiences and add names of people who might be interested in trying, buying, sharing.. The adventure all begins with your initial list. The question is: how big can your ultimate list be? Well, how many on earth can you imagine? And how many people on earth do you think they can imagine? The list goes on and on. You better have a lot of paper.

MAKE A
LIST

CHECK IT
TWICE

LET'S REVEAL THE BIG SEACRET RIGHT UP FRONT.

THE SIZE OF YOUR DREAM
DETERMINES THE SIZE OF
YOUR LIST AND THE SIZE OF
YOUR LIST DETERMINES THE
SIZE OF YOUR BUSINESS.

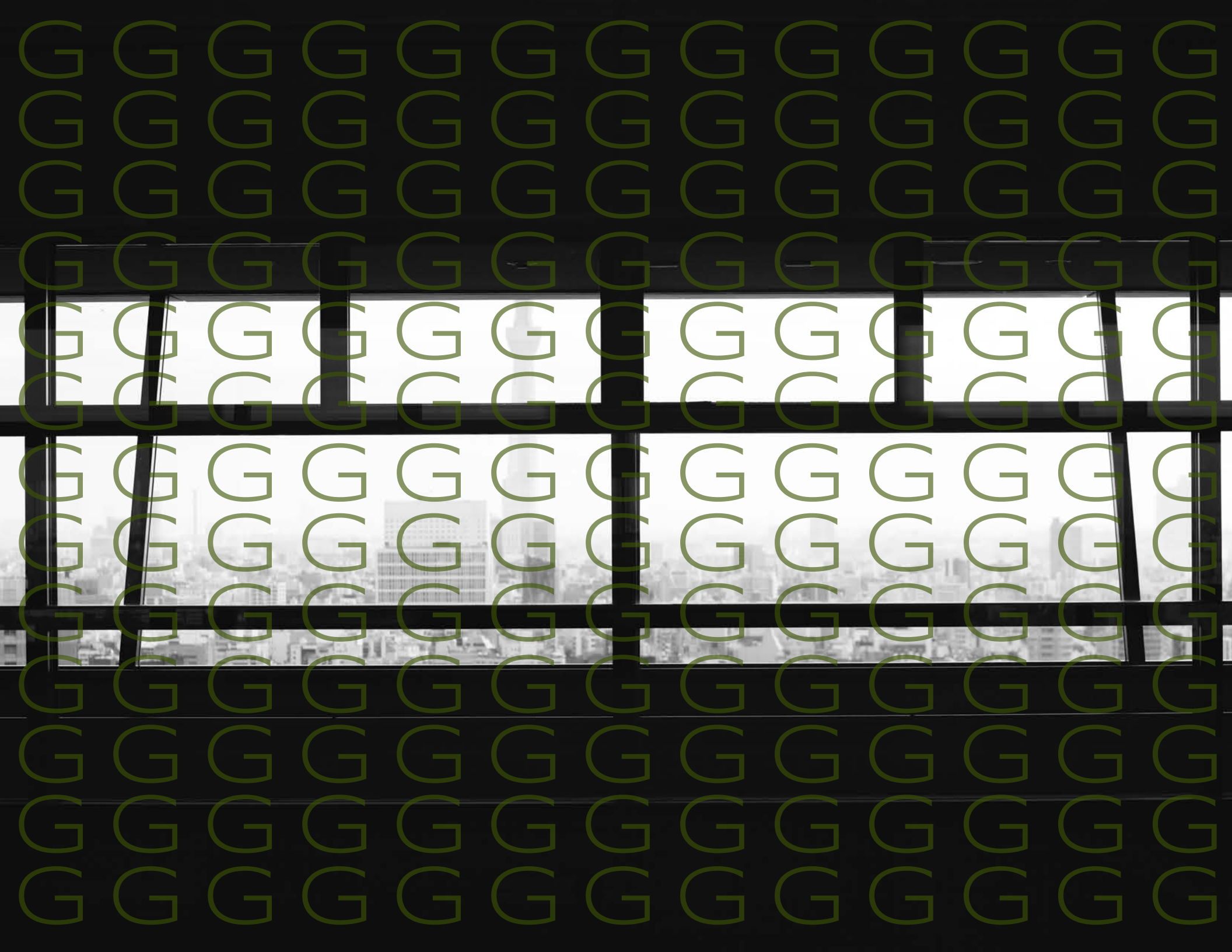
HOW MANY NAMES DO YOU
REALLY NEED? AS MANY AS YOU
CAN THINK OF. IF YOU STOP AT 5,
YOU COULD BE OUT OF
BUSINESS BY 5:30.

Think about the people in your phone. Think about the people you are connected to on social media. Think about co-workers and coaches and college roommates. Think about people from the gym or coffee shop or who live across the street. Think about the person who delivers your Seacret products on the regular. Think about business owners and busy moms and goal-oriented friends. Think about your favorite people, fun people, the people you would like to spend time with and travel with.

SOCIAL CIRCLE
ENTREPRENEURS
ACQUAINTANCES
CONNECTIONS
RELATIVES
ENTHUSIASTIC
TALENTED

THE SEACRET TO A SOLID LIST

TIP: USE A MEMORY JOGGER TO
THINK OUTSIDE THE BOX AND
CONTINUE TO ADD TO YOUR LIST.
"DON'T STOP 'TIL YOU GET ENOUGH!"



FOUR

EVERYONE HAS A
REASON TO GET UP
IN THE MORNING...
B E S I D E S
B R E A K F A S T .

MOVE IT **CONTACT & INVITE**

Is it really necessary to know people's needs? No more than a realtor has to know your price range. Or a doctor has to learn your symptoms. By analyzing their needs, you're showing you care. And people first want to know you care. About them. After all, sponsoring human beings isn't a technique. It's a process. And you can't present their solutions until you understand their desires. Explore their wants. Their hopes. Let them tell you what fuels them. You're going to meet people every hour, every day for the rest of your life. Let their story unfold. Let them tell you about their family, their career. What they do for fun, about their career.

Take mental notes. Then, when it seems perfectly natural, you might call them to get together. Maybe at a coffee shop. Maybe in their den. Or yours.

Plan your first few events in your home if you are comfortable having people over. If that stresses you out, ask your upline to help you with a one-on-one. But wherever you meet, just remember: you've shown more interest in them than anyone has in perhaps the last ten years.

You know what makes their adrenaline pump. What they want to escape, and move toward. As you listen to people, you'll be able to pick up on those with potential for your business. Bearing in mind that people will get in the game based on their timing and needs—not yours. This is a dialogue. A dance. An art. A sport. But it isn't hunting, it is fishing. You are looking for people who are looking. How can you tell if they are looking? Just ask. "I think I have found a way for you and I to have some fun and make some money...ARE YOU OPEN?"

GLOBAL
GUIDE



FIVE

IT'S ALL ABOUT XO

REFER TO PAGES
38-73 IN THE ITBOOK
FOR PRESENTATION
DETAILS

EXPERIENCE OPEN

OPEN your mouth to share SEACRET. Start with an OPEN (using your Obook). From an OPEN you will find AGENTS and CUSTOMERS. From the CUSTOMERS, you will find some that want to host an EXPERIENCE and become AMBASSADORS. From your EXPERIENCES (using your Xbook), you will find AGENT prospects which will lead to more OPENS. Mark your calendar with X and O to create activity then continue those activities. RINSE & REPEAT.

SHOW IT

Add your heart and soul to it. Weave stories around it. Because in the end, it's not necessarily the content they're going to remember. What they'll remember is you. And how you said it. Reflect on that for a moment. The world is going to buy into you. One presentation at a time. So get comfortable with that fact. And when you can show X and O in your sleep, you're going to start showing X and O to real, wide-awake human beings.

Individuals who are looking to you for hope and inspiration. Individuals who will see you one-on-one. At coffee shops. Online. Virtually via Zoom or Facebook or Facetime. Or, in living rooms. The where is secondary. It's the how that matters. Because they're going to be watching and analyzing your enthusiasm and conviction and sincerity. The main thing to remember is this: Whoever shows X and O most, wins. You're going somewhere in the game called life. And all because you shared. It's time to play. Get in the game.

**YOU X AND O.
NOW, PRACTICE PRESENTING X AND O.
AGAIN. AND AGAIN. AND AGAIN. AND AGAIN.**

YOU'RE GOING TO PRACTICE IN THE FRONT OF YOUR MIRROR. IN CARS. AND ON PLANES. AND ON DECK CHAIRS. AND IN BATHTUBS. YOU'RE GOING TO REHEARSE IT WITH YOUR CAT AND POLISH IT WITH YOUR POMERANIAN. AND PRETTY SOON, YOU ARE GOING TO MAJORLY XOXO THE X AND O. AND AS YOU PAINT PICTURES AND SHARE STORIES TO OTHERS, THEY ARE GOING TO FEEL THE LOVE TOO. XOXO.



SIX

You've laid the ground work. You've shown the plan, you're almost home. But wait. This is no time to celebrate. **This is in fact, the most perilous moment of all.** The moment of complacency. Because just when things are going well with your latest prospect, you might just fall a little short. How? By failing to schedule the next meeting during the present one. This is the path of least resistance. But there's a better path. Plan your next meeting with your prospect for some time within the next 72 hours. That keeps the momentum going. Fortunately, there are proven steps to assure continuity.

Let them experience more product. Send them videos of people, of events. Let them capture the vision of the possibilities. Refer to their dream. Often. Send them pictures of it. Remind them.

Give your new person the opportunity to meet your upline. Mention that you're getting together with a group of like-minded people in a few days. Or that you're having a conference call with your upline. Schedule a time to get back together. Or, better yet, to get up and running as a new Agent (book their first presentations) or as a Customer (take their order and ask them to host an Experience).

Never leave without knowing when you're getting together again. This is your bridge to success. Your link to greatness. And yes, your follow through. This moment has untold value. Make sure you spend it wisely.

GET IT DONE



SEVEN

OK, so what will you aim for now? How soon? How vigorously? If you want a worthy first goal, here's the right place to set your sights: Sponsor your first 2 Agents and acquire your first 3 Customers (we call it 2/3). Now, ask yourself. How soon would you like to accomplish this? An hour? A week? A month? Everyone moves at their own pace. But one thing is clear. With drive and determination, you can achieve this goal within 30 short days. Once you've reached the first leg of your climb, let someone know. Call your Upline and celebrate. Brag a little. Call your brother-in-law. You know, the one who said you couldn't do it. But don't get too cocky. Because now it's time to get back to work. Do it again and again and help others that you sponsor to do the same. As your earning power grows, so does your confidence. It's been said slow and steady wins

THE ABILITY TO PUSH ON, ALONE IF NECESSARY, REQUIRES CLEAR VISION. IN ORDER FOR GOALS TO BE REACHED THERE HAS TO BE A STIRRING UP FROM WITHIN, A SPARK THAT LIGHTS THE FIRE OF HOPE, TELLING US TO "GET AT IT" WHEN OUR MINDS ARE JUST ABOUT CONVINCE US WITH "AW, WHAT'S THE USE."

GOALS.

the race. But in this business, nothing could be further from the truth. Fact is, the expressway is the only way. Rule 1: the speed of the leader determines the speed of the group. And the more you push yourself, the more others will push right behind you. You're on the expressway. It pays to be in the carpool lane.

Suggested goals:

SHORT TERM

- Number of Xs and Os this month
- Number of people personally sponsored this month
- Number of Customers this month
- Volume (pin rank) this month

LONG TERM (2 YEARS)

- Monthly income
- Pin rank

**WITH
DRIVE
AND
DETERMI
NATION,
YOU CAN
ACHIEVE
THIS
GOAL
WITHIN
30 SHORT
DAYS.**

WRITE IT DOWN MAKE IT HAPPEN

MY FIRST GOAL



DATE TO ACHIEVE _____
REWARD from the company _____
REWARD that you give
yourself #treatyoself _____



DATE TO ACHIEVE _____
REWARD from the company _____
REWARD that you give
yourself #treatyoself _____



DATE TO ACHIEVE _____
REWARD from the company _____
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元 12-40

ELIGHT

CHECK YOUR PULSE
CHECK YOUR PROGRESS

HOW ARE YOU DOING? NO, REALLY. ARE YOU AHEAD OF SCHEDULE? (YOURS, OF COURSE.) ARE YOU LAGGING BEHIND YOUR EXPECTATIONS? GO TO THE MIRROR. AND TAKE A GOOD LOOK AT YOURSELF. GO AHEAD. SEE WHAT YOU'VE CREATED.

CHECK IT.

Put your organization on a chart. Tape it to the wall. See it. Study it. Watch your group's progress from month to month. See the weak spots. Your strong suits. Are you devoting too much time and effort into one area? Have you sponsored as many people as you would have liked? Where do you want to be 30 days from now? What will your organization look like? Do you need help? Speak to someone who's been there. Your Upline coach. Your Upline Diamond.

Evaluate your present goals. And set new ones. Are you telling old success stories to your group? Or writing new ones? Your business is a reflection of you! Do you like what you see? If not, change it. Set goals each month: for group volume, number of Customers and the number of times you are doing X and O presentations.

You're in business. The business of you. So call a meeting right now with the board of directors located right in your head. It's time to sit down. And maybe do lunch. You know the agenda. And you're the one buying!



NINE

NOTHING CAN STOP
THE PERSON WITH
THE RIGHT MENTAL
ATTITUDE FROM
ACHIEVING THEIR
GOAL; NOTHING ON
EARTH CAN HELP
THE PERSON WITH
THE WRONG
MENTAL ATTITUDE.

ATTITUDE IT'S EVERYTHING.

Giants leave big footprints. (And even bigger legacies.) Giants succeed against all odds. They laugh in the face of adversity. And smile in the face of negativity. You can walk in their footprints. Bask in their wisdom. And emulate their manner. An observation: If there's one thing that separates them from others, it's their attitude. An attitude that allows them to maintain the highest level of enthusiasm and excitement. Always. Whether it's their first day in a venture. Or their twenty-first year. Stay focused. Motivated. And most of all, expectant. If you're excited, let your body show it. Your eyes show it. Your voice show it. And, most of all, your smile show it. And as you go through your day, it's good to remember that no one on the planet can affect your attitude. Unless you let them. Should you ever face adversity, take your concerns Upline. Because your downline looks for your inspiration. Not your problems. Nothing can change a person like other people. Emulate the giants who have preceded you. Listen to their lessons. And every obstacle in your way will seem small.

WORLDWIDE ATTITUDE



TEN

THOSE WHO CAN, TEACH. SOMEONE IS LOOKING FOR YOUR GUIDANCE. BECAUSE WHAT YOU'RE ULTIMATELY SELLING IS YOUR EXAMPLE.

TEACH IT.

You know what to do. Because by this point in time, you've made a point to ingrain it in your heart and mind. Well, now it's time to pass your new found wisdom onto someone else. Someone who just happens to be looking for your guidance. And that's just what you'll give them. Whether you know it or not, you're now embarking on your newest venture: The process of leadership. OR passing your knowledge on to others. Where can you teach these new lessons? Anywhere and everywhere. Barbecues. Business events. Planes. Trains. Hotel lobbies.

If one could describe the truly successful in this business, it would be in this way: Average people with above average desire, seeking above average results. Your new associates need to see you attending Seacret events. Dreaming. Adding to your list. Following through. Goal setting. Reading. Listening. Only in this way can you have a major impact.



teamsecretGLOBALGUIDE

10

POINT BIZ PLAN

ALIGN THE
BIZ PLAN
WITH THE
ITBOOK,
BACKOFFICE
TRAINING,
COMPANY
FOCUS, ETC.

1. WHY—WHAT'S YOUR DRIVING REASON
2. 10 - 20 IN PROCESS—EXPOSURE & ACTIVITY RATE
3. EVENT PROMOTION—BUILD FROM EVENT TO EVENT
4. GET ADDICTED TO THE PROCESS
5. 3 LISTS: LOCAL / NATIONAL / INTERNATIONAL
6. PERSONAL DEVELOPMENT & SOCIAL MEDIA*
7. UNDERSTANDING THE WEEKLY CYCLE OF BIZ**
8. 28 DAY GOALS—DAILY GOALS (\$ AND RANK)
9. CALENDAR BLOCKING—DAILY TO MONTHLY EVENTS
10. SET ACTIVITY SCHEDULE FOR THE FIRST 28 DAYS

* HIGH TOUCH BUILDS THE BASE / HIGH TECH FILLS IN THE BASE

** MONDAY - SUNDAY, CLOSE OF BUSINESS

CLUB

1000

WHEN SHOULD IT START AND END EACH MONTH?

STARTS: 15TH OF THE MONTH.

ENDS: 4TH OF THE FOLLOWING MONTH.

THIS PROMOTION CYCLE RUNS MONTH TO MONTH.

WHEN SHOULD THE DINNER TAKE PLACE?

THE LAST FRIDAY OF THE SAME MONTH THAT THE PROMOTION CYCLE ENDS

HOW TO QUALIFY?

ACQUIRE 1000BV OF PERSONAL VOLUME, MEANING EITHER FROM THE DIRECT NEW SPONSORED AGENTS OR VIP CUSTOMERS.

WHO CAN BE THE HOSTS?

DEPENDS ON THE MARKET STATUS.

MARKETS WHERE WE DON'T HAVE MANY DIAMONDS, THEN RUBY AND ABOVE ARE WELCOME TO HOST. MARKETS WHERE WE DON'T HAVE RANKED LEADERS, THEN ANYONE CAN HOST. ALL THE PARTICIPATING HOSTS ARE RESPONSIBLE TO SPLIT THE TOTAL BILL OF THE DINNER, AND IT DOESN'T MATTER IF THE PARTICIPATING HOST HAS HIS/HER OWN DOWNLINES QUALIFY OR NOT FOR THE DINNER.



COMMUNICATE WITH LEADERS

HOSTS ARE AUTOMATICALLY QUALIFIED FOR THE DINNER SINCE THEY ARE COMMITTING TO SPLIT THE TOTAL BILL. MEANING THERE IS NO NEED FOR HOSTS TO ACQUIRE 1000 PERSONAL VOLUME. THE SPONSOR OF THE CLUB 1000 QUALIFYING AGENT IS ALSO ATTENDS WITHOUT THE 1000 VOLUME AND IS TO PAY FOR HIS/HER CLUB 1000 AGENT'S DINNER (HOST NOT RESPONSIBLE). EVERYONE ELSE MUST QUALIFY 1000 PERSONAL BV TO ATTEND.

HOSTS THAT LIVE IN THE SAME AREA/REGION ARE ENCOURAGED TO BE IN CLEAR COMMUNICATION WITH ONE ANOTHER WHETHER YOU WILL BE PARTICIPATING OR NOT FOR EVERY PROMOTION CYCLE. THIS WILL PREVENT ANY MISUNDERSTANDING THAT COULD ARISE.

THE SPONSOR OF THE HOST WHO DECIDES NOT TO PARTICIPATE IN THE HOSTING CAN ATTEND DINNER BY QUALIFYING 1000 PERSONAL VOLUME. HOWEVER, THEIR DINNER EXPENSE IS THEIR OWN RESPONSIBILITY, AND NOT THE RESPONSIBILITY OF THE HOST(S).

Team
seacret
GLOBAL