





ONE DREAM IT

TWO DO IT

THIZEE LIST IT

FOUTZ MOVE IT

FIVE SHOW IT

SIX GET IT DONE

SEVEN WRITE IT DOWN

FIGHT CHECK IT

NINE IT'S EVERYTHING

TEACH IT

THIS GUIDE WAS PREPARED FOR THOSE TEACHING THE 10-STEP TRAINING AT A LOCAL AREA EVENT (SUPER SATURDAY). IT SHOULD SERVE AS A ROAD MAP FOR YOU TO MAKE THE TRAINING FOUND IN THE AGENT'S MANUAL COME TO LIFE AT AN EVENT. MAKE SURE YOU COVER THE MAIN POINTS IN EACH SECTION, AND USE EXAMPLES FROM YOUR OWN EXPERIENCE AS YOU BUILD YOUR BUSINESS.

THE Training SHOULD BE DONE IN TWO HOURS, AND YOU CAN SPLIT THE TRAINING BETWEEN TWO PEOPLE, IF DESIRED. AS YOU BECOME MORE COMFORTABLE WITH THE CONTENT, YOU SHOULD COVER ALL THE STEPS YOURSELF.

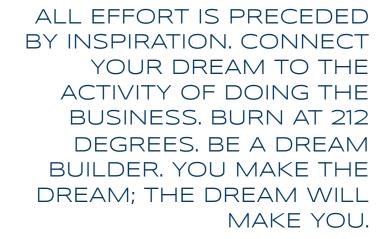
THE revenue producing steps are 4 THYOUGH 6—SO EMPHASIZE THOSE—BUT DON'T OVERLOOK THE IMPORTANCE OF 1 THYOUGH 3, BECAUSE THEY OFTEN DETERMINE THE SUCCESS OF THE OTHER STEPS.

MOST IMPORTANTLY, HAVE FUN YOURSELF, AND MAKE IT SO FOR THOSE IN ATTENDANCE.

#### **RULES FOR CORE DIAMOND TO FOLLOW:**

- 1. NEVER RECRUIT TEAMSEACTETGLOBAL 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.
- 6. NEVER CROSS-RECUIT WITHIN TEAMSEACRETGLOBAL.
- 7. ALWAYS COMMIT TO TDU.







- Why do you need a reason?
- Visualization for your family.
- Visualization for your group.
- Short-term dream (to get you started) vs. long-term dream (to sustain you).
- Only thing that keeps you going.
- Guard your dream from those who don't dream.
- If money were no object... "If I am paying for it..." (open their minds).
- Dream Circle: what are your choices? Shrink your dreams to fit your Income. Increase your income to fit your dreams.
- The WHY gives you leverage with the new person.
- Let your upline know your WHY.
- The longer you stay, the greater your chance of success.
- Your inner child—find it!
- Before you sow the seeds you have to plow the ground = DREAM!
- Don't throw seeds to the wind.—write it down, put up a picture (magic in the magnets).
- Why don't people dream?
  - Fear of not happening / disappointment.
  - Worried people will think you're not happy where you're at.
- Most dig up the seeds before they grow.
- If your WHY is big enough, you'll figure out the HOW. No WHY? The HOW doesn't matter.
- Chicken Run: "If you want to get to paradise, you have to pedal!"
- Puzzle: dream is picture on the box...when you figure out how to put the pieces together, you will have your picture (dream).



## COMMITMENT

- Your level of belief determines your commitment.
- 2-5 year plan (don't limit your dreams) not a 2-5 month plan.
- Don't compare!
- One Saturday a month.
- One weekend a year.
- 8-10 hours per week (2 nights).
- Direct reflection of your WHY.
- Consistency and persistency in share X and O (product and business) is the key.
- Would you want to sponsor you?
- Most important is not the will to win but the will to prepare to win.
- The size of your dream determines the level of your commitment.
- Must open for business every morning.

## COMMITMENT T | M E

- Do not impose your time commitment on others
- · Your time commitment gives life to your dream.
- Set priorities on your time.
- Videos, Streaming Content, Audio Books, Podcasts
- Reading: study a book and apply the principles to your life.
- Attend all functions and events in your area.
- Must treat it like a business.
- All connects back to WHY.
- Ask others: "how many times a week are you tied up?"

## MONE Y COMMITMENT

- Be a product of the product.
- Have tools in your toolbox.
- Invest in books and education.
- Block time weekly and do revenue-producing activities during that time.
- How much for your distributorship? What's the value can't come back in or join networking again... treat it like \$500k not \$50
- 5 birds on a fence, 3 decided to fly off—how many birds on the fence? ANSWER: 5, they just decided, they didn't do it. People "decide" to do the business but that doesn't mean they actually DO IT.
- Many starters, few finishers. Be determined to be a finisher.





SIZE OF YOUR LIST DETERMINES THE SIZE OF YOUR LIST.

SIZE OF YOUR LIST DETERMINES THE SIZE OF YOUR BUSINESS.



- 200+ names. Ask people to go to the bottom of their address book in their phone...how many names?
- If they say, "I don't know a lot of people."
- Check example: \$100 / name
- Who are the people that you know by name?
- No pre-judging.
- Evidence of circle of influence success...turn to your left and right.
- Always adding—meet new people!
- Always prioritizing.
- Start within two hours of your home.
- You'll never exhaust this list...or, you're out of business.
- Making a list is important, but the relationship with the people is the most important. Your first presentations will be to those with whom you have the closest relationship and most influence.



# CONTACTING & INVITING

#### HOW?

- Find a need and fill it!
- Key: ask questions—determining the problem on needs: nurse, insurance, real estate.
- F.O.R.M. to as questions about: Family,
   Occupation, Recreation...and then deliver the
   Message ("we need to get together!") the
   Message = the Invitation.
- Conversation not interrogation.
- Genuine interest.
- Practice makes perfect.
- Think about these questions people are asking: "Do you care?" "Can I trust you?" "How will what you're doing benefit me?"

#### RECRUITING IS A PROCESS! TIME & NEED

- The question to ask: make the connection again.
- EXAMPLE INVITATION: If I could show you how to... (their dream or reason or why) faster than you thought possible, would you be interested?
- EXAMPLE INVITATION: If I could show you a way for you and I to have some fun and make some money, are you OPEN?
- DISTANCE INVITATION: When will you be in front of your computer next?
- LOCAL INVITATION: When's the nest time we can get together?
- TO WHAT... one on one, home meeting (OPEN), hotel meeting, video presentation, internet/zoom meeting"

# HOW DO YOU INVITE FRIENDS?

- RELAX. Remember, they're friends, so think of them as friends not prospects!
- Something exciting to share...
- Found a way for you and I to have some fun and make some money...
- Would you be OPEN to taking a look...?
- Ask questions! Find what their WHY is. Use their reson to invite.

FOR YOUR FIRST
MEETING: IF YOU'RE
USED TO HAVING PEOPLE
OVER, PLAN YOUR
EVENTS IN YOUR HOME.
IF NOT, DO ONE-ON-ONE
MEETINGS OVER COFFEE
OR LUNCH OR AT SOME
COMFORTABLE VENUE.
THEN, AFTER YOU HAVE A
COUPLE OF NEW
AGENTS, HAVE EVERYONE
INVITE PROSPECTS TO
YOUR HOME.

# HOW DO YOU INVITE OTHERS, PEOPLE YOU MEET?

- Remember, you're fishing (attracting) not hunting (selling).
- RELAX. If you're not getting results, change the bait.
- Fish for the kind of people you want in your business.
- Recognize a need and fill it!

# SPONSORING IS A PROCESS. PEOPLE WILL JOIN BASED ON THEIR TIMING & NEED.

- When is the next time we can get together? Clear the date; coffee, experience, home demo. What should I say? Remember, there is no magic language. You can't say the right thing to the wrong person, nor the wrong thing to the right person. Attract, don't sell.
- This is a shot in the dark...would you be OPEN to taking a look at a way to create some additional income without interfering with what you're already doing?
- I've stumbled across a way for you and I to have some fun and make some money together, are you OPEN?
- If you know their WHY, then that's how you invite: If I could show you how to get (their dream) faster than you'd thought possible, would you be OPEN...?





# SHOW THE PLAN

#### Where do we show the plan?

- One-on-One, in person
- OPEN House (O)—launch a new Agent by doing 2-3 Obook presentations with a goal to teach the new distributor how to do an Obook (present to 10 over 3 meetings and create 3-2-1)
- Online / Zoom Meeting
- EXPERIENCE (X)

#### **KEYS TO SUCCESS**

- Only use the X and O books.
- Focus on the new person's WHY.
- You must learn to show the plan—this is when you control your own destiny.
- The ITbook contains details on how to do the X and O presentations.
- Success is based on inconvenience, not convenience.
- You are three people away from Diamond.
- 15-20 times per month.
- Must do this consistently to be successful.
- Looking for three who are serious NOW.
- Have desire and time to do what you are doing.
- How many in your group are committed to this?

COMMIT TO LEARN HOW TO SHOW THE PLAN. COMMIT TO DOING IT 200 TIMES. BY THAT POINT, YOU WILL BE DIAMOND (OR ABOVE).

#### **AN EXERCISE:**

GET TWO JARS AND 200 PENNIES. PUT 200 PENNIES ONE OF THE JARS. MOVE PENNIES FROM ONE JAR TO THE OTHER.



# FOLLOW UP FOLLOW THROUGH

- This is the critical point in the sponsoring process.
- Refers to the actions which immediately follow the presentation of the Obook.
- Continuity—next time you're going to get together.
- Never leave a meeting without setting the next meeting.

#### WHAT TO SAY & WHAT TO DO

#### THREE POSSIBILITIES

#### 1. MORE INFORMATION

- Send some videos
- Try more product
- Date when you're going to get together again—48-72 hours, max.
   Proper follow-through means getting the individual prospect to capture a vision of the possibilities that exist with Seacret.
- Always present an opportunity to meet other people. Any upcoming event.
- Conference or Zoom with Upline.
- Hotel meeting.
- Area Event.
- At the very least, get back together, one-on-one or over the phone, within 48 hours. REMEMBER: people who deliver on their promises reinforce the character and integrity of the opportunity.

# (CONT) WHAT TO SAY & WHAT TO DO THREE POSSIBILITIES

#### 2. I'M READY TO GO / BECOME AN AGENT

- Sign up ASAP with one of our Opening Orders.
- Schedule a time to get started.
- Get them to meet Upline.
- Homework: review STEPS 1, 2, and 3 so when we get together we'll review them.
- Book two or three Obook presentations
- Get them to promise not to talk to anyone about the business without your doing the presentation.

#### 3. I'M WANTING TO BECOME A CUSTOMER/AMBASSADOR

- Set them up as a customer and place order.
- Ask if they would like to Host an EXPERIENCE (X).





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# GOALS REFERENCE THE ITBOOK FOR CHART AND WRITING SPACE

#### Why EXECUTIVE?

- Starting to sponsor.
- \$1000 of volume, including your personal volume. Plan to make it within 30 days.
- Put a deadline on it. How fast can you do it?
- No second chance to the first part of your story.
- Reward yourself!

#### Why BRONZE?

- Building block of the comp plan.
- Define: the goal: three legs with \$1000 in each leg and total volume of \$4000
- Timeframe: plan to make it within your first 90 days.
- Front line strategy: 15-20 personally sponsored to give you the three you need.
- Total group strategy: approximately 30 people (assuming 90 days).

PERSONAL		GROUP	RANK
MONTH 2:	4 AGENTS / 6 CUSTOMERS	10 AGENTS	EXECUTIVE
	6 AGENTS / 9 CUSTOMERS	20 AGENTS	BRONZE
	8 AGENTS / 12 CUSTOMERS	30 AGENTS	ROYALE

- Exposure: what are you willing to commit to, on a weekly basis, for telling the Seacret story and showing the plan (Obook)?
- Reward yourself!



# CHECK YOUR PROGRESS

#### LEARN TO PUT YOUR GROUP ON PAPER

- Draw it out. Names and Volume.
- Draw it out, as it exists.
- Draw it out as you want it to be next month.

#### REVIEW YOUR ORGANIZATION MONTHLY

- With your Sponsor and Upline (Silver or Above).
- Ask yourself if you're satisfied with the progress.
- Show number of legs working volume in largest leg.
- Is your group growing one level deeper each week, in each leg?
- How mnay people do you have showing the plan (X and O)?

#### SET YOUR GOALS EACH MONTH

- Group Volume:
- Personal Sponsoring:
- Exposure Goal (STP):

EVERYTHING CAN BE TAKEN FROM A MAN BUT THE ONE THING—THE LAST OF HUMAAN FREEDOM—TO CHOOSE ONE'S ATTITUDE IN ANY SIVEN CIRCUMSTANCE.

VIKTOR FRANKEL

THE DEFINITION
OF SUCCESS IS
THE ABILITY TO
MOVE FROM ONE
FAILURE TO
ANOTHER WITH
NO LOSS OF
ENTHUSIASM.

WINSTON CHURCHILL



## ATTITUDE

- Maintain the "just getting started" feeling!
- Check the mirror—are you a person people want to be around?
- You cannot control circumstances, you can only control how you respond.
- Facial expressions, body language is important—SMILE!
- No one can affect your attitude without your permission.
- Never take negatives downline.
- Stay around positive people—5 years from now, you will resemble the people you hang around and the books you read.
- Look at any successful person.
- Work on the inside to improve the outside results, health and fitness.
- Suggested reading and listening
- Stay inspired and FIRED UP, people will come from miles to watch you BURN.
- · No committee meeting to make your life better.
- If I had your pin, I'd have your attitude / If you had my attitude, you'd have my pin.
- If anything good is to happen, you have to do it.
- Counsel with active Upline.
- It's easier to act your way into a new way of feeling than to feel your way into a new way of action.

THUS OS



# TEACH THE PATTERN

- Whatever you learn, learn it well enough to teach it to your group.
- Begin the process with the end in mind, and the end in mind is DUPLICATION.
- Review these steps with each new personally sponsored member.
- Where so you teach?
  - Small meeting
  - Home BBQs
  - Monthly Area Events
  - Trainings & Calls
  - Regional Events
- You're EXAMPLE is the best way to teach.
- When they ask "what./how do I do something?" ANSWER: what did I do with you?
- Get your group involved whenever possible—teach others to teach!



