



Getting Started Workbook

A step-by-step guide to launching
a successful Promoter business

South Pacific

Welcome to the Family

We're excited to get to know you and we're here to support you.

A little about us...

At NeoLife, we give everyone the power to live healthier and happier lives.

We're a world-wide nutrition company, operating in over 50 countries.

In business since 1958, we are trusted by millions of satisfied customers and business partners.

Our products are the best — they're created by respected doctors and scientists, not marketing gurus.

Together we will end the trend of poor health and financial stress.

Meet the Team

This is the Executive Team dedicated to your support.



**Jerry
Brassfield**
Founder &
Chairman



**Kendra
Brassfield**
Chief Executive
Officer



Marco Taylor
Chief Operating
Officer



Susan Beck
Chief Science
Officer



Simon Whetzel
Vice President,
International
Operations



Bill Jarm
Vice President,
International
Operations



**Jessica
Trautner-Pape**
Vice President,
Marketing



Brian Posalski
Vice President,
Digital



Cheryl Forbes
Vice President,
Information
Services

Our Company Values

1. Absolute Integrity

It's at the core of who we are and reflected in all that we do.
We expect the same from you as a member of the NeoLife family.

2. People Are Number One

We believe in the Golden Rule: Treat others the way you want to be treated.
People are what make this family special and we will never forget that.

3. Products That Work

Unique and superior products, developed and guaranteed by our Scientific Advisory Board. You won't find copycat fad products here. You will find quality without compromise.

4. Equal Opportunity For All

No matter who you are, what you do, or where you came from, you will be welcomed into our global family. You will be treated with respect and given an equal opportunity for success. We celebrate inclusivity and diversity.

5. Long Range Vision

Guides our decisions and actions for the future well-being of both existing and future NeoLife family members so we can continue making the world a healthier and happier place for generations to come.

Get Off to a Strong Start

In the pages that follow, you are going to learn the key fundamentals to building a successful NeoLife business. We believe it is important for you to get your business off to a STRONG START! The very first goal for your business is to get a minimum of 3 Customers and/or Promoters started on products. The faster, the better! The more, the better!

PRO-TIP:

If you want to get off to an extremely strong start, aim for getting 12 Customers and/or Promoters started on products.

Strong Start Tracker

(List your first 12 Customers and/or Promoters below)

#1 _____	#7 _____
#2 _____	#8 _____
#3 _____	#9 _____
#4 _____	#10 _____
#5 _____	#11 _____
#6 _____	#12 _____

Don't stop at 12, keep going!

Table of Contents

Here's what we're going to cover in this workbook:

Why NeoLife, and Why Now?	5
Important First Steps	6
Explore Digital Tools	7
Purpose: Start with Why	8
Goals	9
3 Daily Success Habits	
Become a Product of the Products	10
Package Your Story	12
The NeoLife Success System	13
Share the Products & Opportunity	14
Evaluating Your Network	15
Handling Objections	16
The Art of Closing	17
Personal Development	18
Commit to Success!	19

Company Contact Info

NeoLife South Pacific HQ

Unit 1, 3974 Pacific Highway,
Loganholme, QLD, 4129.
AUS 1800 637 057 | NZ 0800 445 049

NeoLife Emails

Enquiries:
info@au.neolife.com | info@nz.neolife.com

NeoFit90:
neofit90@au.neolife.com | neofit90@nz.neolife.com

Signups:
signup@au.neolife.com | signup@nz.neolife.com

Why NeoLife, And Why Now?

Here's the thing...

The world's biggest problems become the world's biggest business opportunities.

As a NeoLife Promoter, you own your own business and offer solutions to two of the biggest problems — poor health and financial stress.

7 Key Criteria for Evaluating any Business Investment

1. [Product/Service] Do people WANT and NEED what I am offering?

The use of dietary supplements in Australia and New Zealand is growing, but not all supplements are created equal. Educated consumers want the best but, with such a crowded market of cheap and lower quality options they just don't know where to find a quality product... you can change that. Whether it's better health, more energy, weight loss, immunity, you have the answer they've been looking for.

2. [Timing] Is my product/service relevant in today's world?

What's more relevant than the need for better health? Not much. What about the business opportunity? The gig-economy is booming! But what can you offer that most gig jobs can't? That list is really long, so here are just a few big ones... residual income, impact, community, vacation and lifestyle, personal and leadership development, incredible products that transform people's lives.

3. [Durability] Will this business be viable long-term?

Well, it's been over 6 decades and we're just getting started.

4. [Secrets] Is my product/service unique in the marketplace?

Every product has a NeoLife difference that sets us apart. Not to mention over 60 years of experience, results, clinical proof, passion, excellence, community, industry-leading technology, and drive to make a difference.

5. [Profitability] Will it make money?

That's entirely up to you. You're in business for yourself, but never by yourself. There are successful social entrepreneurs around the world who would answer this question with a resounding YES!

6. [Appeal] Is this a business that other people will find fun and interesting?

We are a community of social entrepreneurs, owners of nutrition startups, making money and making an impact, unlocking personal development and paid vacations along the way.
Fun fact: 74% of millennials and gen z have dreams of becoming an entrepreneur.

7. [Impact] Will I make a difference in people's lives? Is it meaningful?

We can work to make a living, and live to make a difference. We can end the trend of poor health, one person at a time, one family at a time, and that is powerful.

Important First Steps



Schedule a business launch meeting with your upline Promoter or leader

Your Upline Promoter is the person who introduced you to NeoLife. The team you joined also has other successful leaders. They are the first and best resources for training and support.

Upline Name: _____ Contact Info: _____

Leader Name: _____ Contact Info: _____

But always remember that this is YOUR business and you have what you need to get started. Use this workbook and the resources listed on the next page to help you.



Fill in your information:

Back Office Login

myoffice.neolife.com

Username: _____

Password: _____

This is your go-to resource for managing your business and placing your own orders.

Referral Website

your personal URL

ShopNeoLife.com/ _____

This is where you'll send friends and referrals to shop and signup so you get credit for their orders.

Explore Digital Tools

When you become a Promoter, you gain access to industry-leading digital tools to help you grow your business.



NeoLife Back Office

Login at myoffice.neolife.com.

This is where you'll:

- Place your own orders and manage your NeoShip
- See real-time performance and business reports
- Access resources like incentives and newsletters
- And so much more...

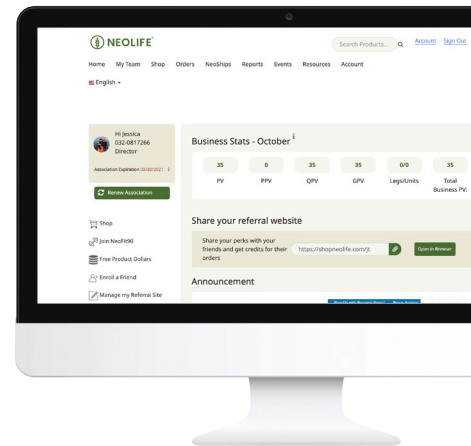
To get maximum value from your Back Office, take these action steps now:

1. Verify your Account information

- Go to 'Account' in the menu and verify that all of your information is correct.
- Upload your photo under 'Avatar'. This will also be displayed on your ShopNeoLife.com/you website. Your referrals will see this when they visit your site.

2. Customise your ShopNeoLife.com/you referral website

- Go to 'Manage my Website' and input the contact information you'd like displayed for your referrals.
- You can also customise the products that are featured on the home page.



NeoLife Backoffice App

The Backoffice app is a mobile version of your NeoLife Back Office, designed to help you grow and manage your business on-the-go. Take a moment to download the app if you haven't already (scan QR code). Use the same login info you use for your Back Office.



Australia New Zealand



Connect with our community on social media



[NeoLifeSouthPacific](https://www.facebook.com/NeoLifeSouthPacific)



[OfficialNeoLifeSP](https://www.instagram.com/OfficialNeoLifeSP)



[NeoLifeSouthPacific](https://www.youtube.com/NeoLifeSouthPacific)



[NeoLifeBlog.com.au](https://www.NeoLifeBlog.com.au)

Purpose: Start with Why



Desire is the starting point of all achievement. – Napoleon Hill

And it's those who start with why, that have the ability to inspire those around them. – Simon Sinek

Why do you want to succeed with NeoLife?

People will ask you 'why?' Why NeoLife? Some will try to challenge your decision, usually because they don't understand it. If they don't have the mindset of an entrepreneur, they may never completely understand. And that's perfectly okay, as long as YOU know YOUR WHY. If you have a strong enough reason, anything is possible.

To get to the core of what motivates you, rate your level of desire for the following from 1 to 10, with 10 being the most important:

*There are more than 10 listed, so some numbers will be used more than once.

- ___ To have a positive impact on people's lives
- ___ To be paid what I'm worth
- ___ To set my own schedule and be my own boss
- ___ To help others be successful and reach their goals
- ___ To be recognised and rewarded for my contributions and successes
- ___ To have economic freedom
- ___ To have a business that can be passed down to generations
- ___ To travel to exotic vacation destinations
- ___ To get out of debt
- ___ To enjoy my work
- ___ To be able to give back to charity and causes that inspire me
- ___ To be able to buy fun things like a new car, boat, etc.
- ___ To pay for a quality education for my children/grandchildren
- ___ To provide for my family and also have quality time to spend with them
- ___ To earn enough money to pay for my products

Now, in your own words, write down your biggest motivating reason why you are seeking success with NeoLife.

Goals

“Goals. There’s no telling what you can do when you get inspired by them. There’s no telling what you can do when you believe in them. And there’s no telling what will happen when you act upon them. – Jim Rohn

Goal #1: Income

Your income is important because it’s a direct reflection of the number of people you’re helping through your business. Write down your monthly income goal and your income target for the next 12 months.

Write your Reasonable goal here:

Avg. Monthly Income _____

Yearly Income _____

Now double your Reasonable goal and...

Write your BHAG (Big Hairy Audacious Goal) here:

Avg. Monthly Income _____

Yearly Income _____

Goal #2: Rank Advancement

Refer to the NeoLife Compensation Plan.

What rank do you need to reach in order to achieve your Reasonable income goal?

Rank Level _____

By date _____

What rank do you need to reach in order to achieve your BHAG income goal?

Rank Level _____

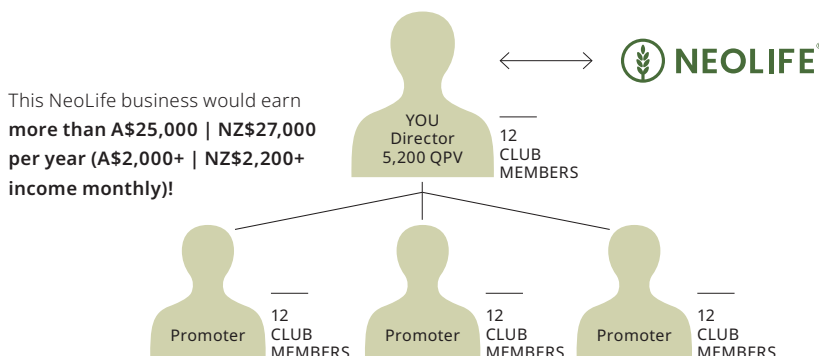
By date _____

Achieving Director is Your Key to Success

Achieving Director puts you in position to maximise your earning potential by earning the highest Sales Volume Bonus of 20%!

Simple Two-Step System to A\$25K | NZ\$27K Part-Time Business*:

1. You find 12 Customers (Club Members).
2. You find 3 Promoters and help them each find 12 Customers.



PRO-TIP:

Maintain Qualified Director or higher for 6 months and you'll be invited to Leadership Summit where you'll learn everything you need to build your business even bigger!



Develop Six Directors and Earn Over A\$11,600 | NZ\$12,500 a Month on Average, A\$140,000 | NZ\$150,000 a Year!

*Income applicable to the individuals (or examples) depicted are not average. For average financial performance data, see the Statement of Average Gross Compensation paid by NeoLife at NeoLife.com.

3 Daily Success Habits

1. Become a Product of the Products

Be an example of the power of NeoLife products.

2. Share the Products & Opportunity

Invite, invite, and follow up. Talk to at least five people a day, every day.

3. Personal Development

Spend 15 minutes a day reading, listening to, or watching content for self-improvement. Mindset matters.

PRO-TIP:

Are you competent in all of the fundamental skills necessary to grow a successful NeoLife business? If not, use some of this personal development time to get there.

Fundamental skills include: finding prospects, inviting, presenting, following-up, closing, helping a new person get started effectively, promoting events, building relationships.

Habit 1: Become a Product of the Products

Do it every day!

In order to be an example of the power of superior quality nutrition, you need to be consistent about using the products every day. Science suggests that we should think of supplements like we do food... eating once a week isn't enough. Do it every day and you'll feel better, look better and live better.

What health goals do you have? (ex. more energy, weight loss, overall health, etc.)

What products will you use daily to reach your goals?

Set up your NeoShip (Convenient monthly home delivery)

Make sure you have a Health Solution on NeoShip to participate in incentives like 3 for Free referral program.

PRO-TIP:

Having a NeoShip of 100 PV or higher is a helpful and convenient way to make sure you are eligible to earn bonuses every month.*

*100 Personal PV is required to earn a Sales Volume Bonus each month. At least 30 PV must come from your own personal orders and up to 70 PV can come from your personally sponsored Club Members and their personally sponsored Club Members.

NeoFit 90

The simplest way to transform your health

Take charge of your health journey with NeoFit90. It's a 90 day commitment to NeoLife's proven products, exercise, and healthy eating habits. Plus access to our transformative online community. You may not like your starting point, but we are confident you will love what you have achieved at 90 days.*

- You can complete multiple cycles per year.
- Complete a 45 day fit check to earn a Free T-shirt.
- Each cycle you're competing for the most inspiring story to win a \$250 prize including cash and swag.

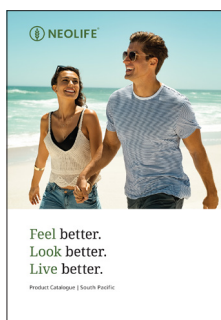
Transform your health.
Join NeoFit90 today!



<https://shopneolife.com/www/home/challenge>



*In the contest quarter (3-month period), you must have an average of 90PV or higher. Use any and all NeoLife products to your hearts desire.



Be your own best customer – NeoLife your home

Why purchase from someone else when you can purchase the best from your own online store? Review the product catalogue with your upline or a leader in your team to get an understanding of the ranges and products NeoLife offers. Then go through your home and replace supplements, bath, and home care with NeoLife products that have a similar function. As you build your product story, you'll be in the best place to share with others and grow your business.

Package Your Story

Your Initial Story

Everyone who joins NeoLife has a story. Even if it's your very first day.

- Why did you come to your first meeting?
- What drew you to NeoLife?
- Who invited you and what was it that caught your attention?

Use these questions to package your Initial Story and as you use the products and build your business you'll develop a 3-Part Story.

Develop Your 3-Part Story

As you use NeoLife products, you'll develop a personal story of how they've impacted your health and your life. As you grow your business, you'll also develop a business story. These are both powerful tools to use when sharing NeoLife.

1. YOUR STRUGGLE – Health/Financial

Health Example:

"I used to struggle with _____" (eg. low energy, poor digestion, weight loss, etc.)

Financial Example:

"I used to struggle with _____" (eg. paying the bills, credit card debt, student loans, unfulfilling career, etc.)

2. YOUR SOLUTION – NeoLife Products/Business Opportunity/Community

Health Example:

"Then I found a solution with _____" (eg. NeoLife products, health solutions, joining the NeoLife challenge, being part of a Wellness Community, etc.)

Financial Example:

"Then I was introduced to _____" (eg. a way to earn extra income from home and the convenience of my phone by simply helping people and sharing products I love and believe in)

3. YOUR SUCCESS/EXCITEMENT – Results you have experienced on Products/Results with Business and your excitement about the future

Health Example:

"Now I have/feel _____" (eg. lost weight, have more energy, feel better, feel fit, in the best shape of my life)

Financial Example:

"Now I have/am able _____" (eg. see a way to get ahead financially, paid off debt, have more time for my family, earn enough to pay for my products every month, can say "yes" to more things for my family)



For helpful guidance on what claims can/can't be used, please see the "Therapeutic Goods Advertising Code 2022 - DSA Guide for Direct Sellers". It is available in your Back Office or you can scan the QR code below.



Habit 2: Share the Products & Opportunity

Sharing is part of our human nature. When we find a great restaurant or book or movie, we tell people. How great would it be if we got compensated for it? That's exactly what happens when you share NeoLife and people buy from your site. In the next few pages you'll learn how to share with both your warm market (people you know) and cold market (people you meet).

Finding your A-players

It's helpful to identify the attributes you're looking for in a teammate so, when you encounter them, sharing is a no brainer.

Traits of A-Players You Want on Your Team:

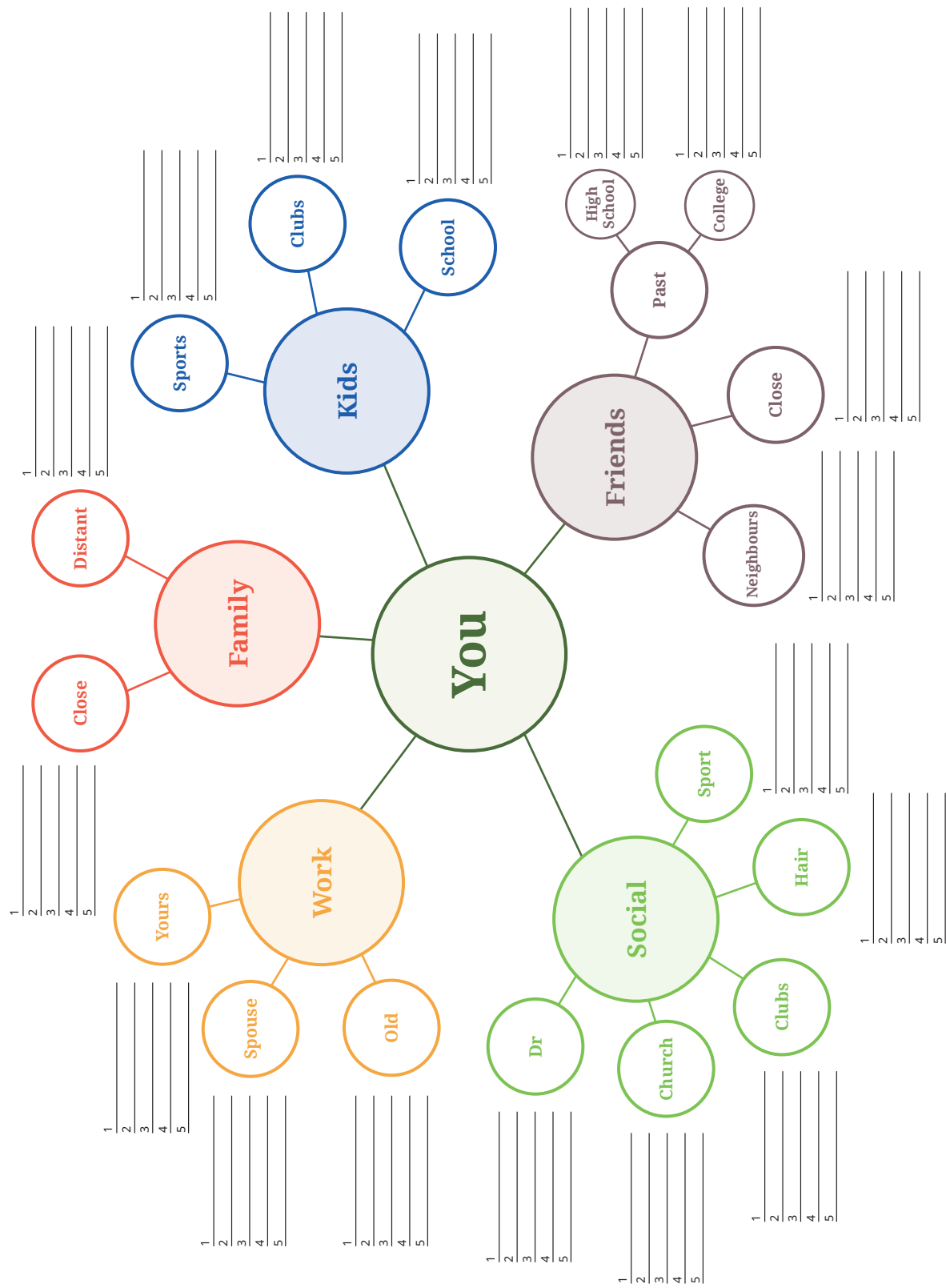
- **High Character**
- **Strong Work Ethic** (maybe someone who is currently working lots of hours or multiple jobs. You are looking for people who are not afraid of hard work).
- **Teachable** (willing to learn new things, get out of their comfort zone and follow proven systems)
- **Positive Attitude**
- **Financially Motivated** (has a strong reason why they want to earn income)
- **Heart to Help People** (want to make an impact in others lives)
- **Determination** (no quit attitude, won't give up at the first sign of challenge)
- **Enjoys working with people and building relationships**

PRO-TIP: Don't prejudge, but DO judge by results. Perfect people don't exist. The way to identify A-Players is by inviting a LOT of people and investing time in those who show potential.

Create your Hot List

Start by creating a list of people you know who might be interested in NeoLife products and/or business opportunity. Include their name and phone number.

Evaluating Your Network



Handling Objections

When making a decision, our brains automatically try to find reasons why we shouldn't do something. It's totally normal and also why it's important to be prepared to handle objections that WILL come up. Your goal is to show them, in a caring and understanding way, that there is a better way to see the situation.

Use the FEEL, FELT, FOUND method:

I know how you FEEL.

I FELT the same way about _____ (their objection).

But this is what I FOUND _____ (share alternative perspective).

Ways to Handle the Three Most Common Objections:

1.) [Money] The products are too expensive / can't afford it

- a. *The company could have made cheaper products, but the owners want them to really work. If this actually helped you with <<NEED>> would it be worth it?*
- b. *I've found that buying the best is always worth it when it comes to health. But tell you what, if I can help you earn your Health Solution free every month through our referral program, would paying for your first order be worth it?*
- c. Business Prospect: *Sorry to hear that. Do you have a plan to fix that?* (Tell your story)
Example: *I felt the same way when I started, I was struggling, but then I found that they have a training system that teaches you step-by-step how to start earning and it's been a game-changer.*

2.) [Time] Doesn't have the time

- a. *It might not be a fit for you, but I've found that the busiest people are often the most successful because you're surrounded by people who want to have more energy, feel better and look better.*
- b. *If you truly don't have any time, you might need this more than I thought. You sound like someone who might want to find a way to generate residual income to help free up your time. I've found it makes all the difference.*
- c. *That's exactly how I felt, but then I thought how will I ever have more time unless I do something that creates residual income. Otherwise, I'll be busy for the rest of my life, and how will I enjoy it? I discovered this is my solution.*

3.) [Belief] I'm not a salesperson

- a. *Totally understand, I felt the exact same way. But I found that all I do is just share, be genuine and people are either interested or they're not. It's been a great experience and honestly, I much prefer doing this with non-salesy people. I can show you how to do it if you want but, if you don't want me to, no worries.*
- b. *Understandable, and I honestly prefer to do this with people who don't have experience in sales. I sure didn't. We have the tools to make it super simple but, if it's not for you, no worries. Do you know anyone who might want to make extra money part-time if we show them exactly how?*



Want to see more objections and how to handle them?
Scan this QR code for 'How to Handle the 16 Most Common Objections'

The Art of Closing

You'll need to help people decide to buy products or join your team.
Here are some DO's and DON'Ts to help you close effectively.

✓ **DO ask for the sale**

You have to follow-up once a person is interested. NEVER assume they are going to go order or join on their own.

Here are some things you can say to help guide your Prospect:

- "If this looks good and feels right, I'll help you get started"
- "Is there anything else you need to know in order to get started today?"

✗ **DON'T close too soon**

Some people will be ready to buy or join you right away and that's great... don't hesitate! But others will need more follow-up and building rapport. Use your judgment and always remember this business is about relationships. That doesn't mean you should waste your time. If they're not interested then move on.

✓ **DO set realistic expectations / DON'T give false expectations**

For the Business – Make sure they know it takes effort to have success, but you'll be there to guide and help them along the way. Allowing them to have a 'get rich quick' mentality is dangerous for your reputation and ours.

For the Products – Yes, our products work but results will also depend on factors outside of your control like lifestyle, habits, and daily use. Overpromising on results will set them up for buyer's remorse.



88%

of wealthy people read
30 minutes or more daily¹



Habit #3: Personal Development

In this business personal growth and development is critical towards achieving success. Our most successful business owners spend at least 15 minutes a day reading, listening or watching content for self-improvement. The saying is certainly true, “quality of input determines quality of output”.

Books to Read:

1. *How to Win Friends & Influence People*
by Dale Carnegie
2. *Go Pro: 7 Steps to Becoming a Network Marketing Professional*
by Eric Worre
3. *How I Raised Myself From Failure to Success in Selling*
by Frank Bettger
4. *Go for No! Yes is the Destination, No is How You Get There*
by Richard Fenton & Andrea Waltz
5. *Compound Effect*
by Darren Hardy



Events to Attend:

1. **Discover More Virtual Webinar**
Weekly/monthly, [NeoLifeEvents.com](https://www.neolifeevents.com)
2. **Business Training Webinar**
Monthly
3. **Leadership Summit & Presidential Pursuit**
By invitation only
4. **World Team Vacation & Diamond Lifestyle**
Annually, if eligible to attend, [NeoLifeVacations.com](https://www.neolifevacations.com)

1. Corley, T. (2016, September 8). 16 Rich Habits. <http://www.success.com/article/16-rich-habits>

Commit to Success!

If you're serious about succeeding in your NeoLife business, fill out and sign this form. Take a photo and text it to your upline sponsor and someone you respect, then ask them to hold you accountable.

Write Your 'Why'

"Desire is the starting point of all achievement" – Napoleon Hill

Write down the biggest motivating reason why you are seeking success with NeoLife:

Plan of Action

This year I am making the commitment to take action and achieve the following:
(write a check mark next to each goal you are committing to)

- | | |
|---|---|
| ☐ Implement the 3 Daily Success Habits | ☐ Work my business_____hours per week |
| ☐ Join NeoFit90 | ☐ Invite_____people every day to look at NeoLife |
| ☐ Schedule at least one event every week | ☐ I will follow up with_____people every day |
| ☐ Help three friends get their products free | ☐ Attend Weekly Webinar |
| ☐ Ask for referrals from friends and customers | ☐ Connect with NeoLife via social media and blog |

3 Daily Success Habits

1. Become a Product of the Products

- ☐ Be an example of the power of NeoLife Products.

2. Share the Products & Opportunity

- ☐ Invite, Invite, Invite & Follow Up.

3. Personal Development

- ☐ Spend 15 minutes a day reading, listening or watching content for self-improvement.

Get Plugged In

See NeoLifeEvents.com for next webinar

Weekly/Monthly

Can't Miss Events!

- | | | |
|---|-----------|---------------|
| ☐ Next NeoLife Business Call | Date_____ | Location_____ |
| ☐ Next NeoLife Product Call | Date_____ | Location_____ |
| ☐ Team Event | Date_____ | Location_____ |

My short term sacrifice to turn my dreams into reality is...

I will advance to _____ by (date) _____

(Ex. Sapphire Director, Ruby...)

By signing below, I acknowledge that I am making a serious commitment to be my best and put forth the time, energy, and perseverance necessary to take action and achieve these goals.

Print Name: _____ Signature: _____ Date: _____

For more information, call NeoLife Field Support
Aus 1800 637 057 | NZ 0800 445 049, or visit NeoLife.com



This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

NeoLife South Pacific HQ

Unit 1, 3974 Pacific Highway,
Loganholme, QLD, 4129.
AUS 1800 637 057 | NZ 0800 445 049

NeoLife Emails

Enquiries: info@au.neolife.com | info@nz.neolife.com
NeoFit90: neofit90@au.neolife.com | neofit90@nz.neolife.com
Signups: signup@au.neolife.com | signup@nz.neolife.com



[NeoLifeSouthPacific](#)



[OfficialNeoLifeSP](#)



[NeoLifeSouthPacific](#)



[NeoLifeBlog.com.au](#)

NeoLife.com

