

# GETTING STARTED

Your USANA Business Workbook

USANA.

# It's as easy as...



**1** Complete the eApprentice online training course (USANAtoday.com). This will give you insight into the vision behind USANA—we offer suggestions on how to set up your business and you'll learn how to send invitations, prepare presentations, follow up with prospects, and more.



**2** Read, understand, and complete the **Getting Started** workbook. This workbook is divided into four sections—Your Business Action Plan, True Health, True Wealth, and Personal Development. In these sections, you'll learn seven skills that can help you achieve success as an independent USANA business owner:

1. Identify potential team members and customers
2. Invite
3. Present
4. Follow up
5. Close
6. Overcome objections
7. Promote events



**3** With the help of your sponsor, set up an appointment with a potential new team member or Preferred Customer.

**THIS IS THE EXCITING PART!**



**4** Get connected to USANA social media: Facebook, Twitter, the What's Up, USANA? blog, and more. They're all resources for you to stay in the know about the latest USANA happenings.

THAT'S IT! **4** STEPS. SO, LET'S GET STARTED.

## First Week

• ADD THESE NUMBERS TO YOUR CELL PHONE:

- Customer Service: (801) 954-7200
- Your Associate ID number
- Enrollment date
- Premier Platinum PaceSetter deadline

• LOG ON TO USANATODAY.COM AND LOCATE AND FAMILIARIZE YOURSELF WITH THE FOLLOWING:

- eApprentice (complete by \_\_\_\_\_)
- Auto Order page
- Shop icon
- Ask the Scientists
- Ask Andy
- Business Tools (flyers, videos, eCards, etc.)
- The Income Maximizer™

• SET UP YOUR BUSINESS

- Create your own USANA website/e-mail account
- Order business cards through myUSANAgear.com
- Open a chequing account with Direct Deposit
- Commit to listening in on weekly conference calls
- Meet with your sponsor to start developing your business plan (and brainstorm ways to approach your contacts)
- Start creating Your Contact List (See page 8.)
- Work toward becoming a Premier Platinum PaceSetter

• SET UP YOUR AUTO ORDER

- Auto Order ensures you have the products you need for you and your customers.
- Use the products daily to become familiar with them and feel your best
- Share Auto Order's features with all of your contacts.



**CONGRATULATIONS!**  
You have completed your first week in USANA.

## First Month

- Become a Premier Platinum PaceSetter, Platinum PaceSetter, or a PaceSetter
- Earn your first USANA cheque
- Consider opening three Business Centres (Earning 200 points on Auto Order is ideal for maximizing your earning potential.)
- Register for the USANA International Convention
- Understand how Initial Order Reward works (ask your sponsor or go to Ask Andy on USANAtoday.com)
- Learn the compensation plan by watching videos and role playing with your sponsor.

**PRACTICE, PRACTICE, PRACTICE.**



**TIP:** You can sell part of your order to family and friends to offset a portion of your cost in the beginning.

## Daily/Weekly Action Steps

- Use USANA® products—develop your own personal product story you can share with others (Remember to stay compliant. Refer to the Policies & Procedures.)
- Go over your goals and visualize your “why” (See page 6.)
- Log on to USANAtoday.com for notifications
- Listen to, watch, or read 30 minutes of personal development material, such as LifeMasters
- Establish a sales volume goal (See chart on page 15.)
- Set up a daily business plan with your sponsor
- Approach two potential customers and team members



Here is an example of what you can do every day to ensure you are making the most of your time as you share USANA with others:

### DAY 1 (Sunday)

- Determine how many people to meet and invite
- Check volume
- Set volume goals
- Check Auto Order report and contact team members to set their goals
- Confirm appointments for the week
- Possibly hold a Health & Freedom Presentation

### DAY 2 (Monday)

- Review unprocessed Auto Orders and connect with those team members and customers
- Possibly hold a Health & Freedom Presentation

### DAY 3 (Tuesday)

- Review Auto Orders that are due next Sunday and connect with those team members and customers
- Possibly hold a Health & Freedom Presentation

### DAY 4 (Wednesday)

- Check in with team members and go over their goals for the week
- Possibly hold a Health & Freedom Presentation

### DAY 5 (Thursday)

- Hold trainings
- Possibly hold a Health & Freedom Presentation

### DAY 6 (Friday)

- Check sales volume before noon mountain time to see if you need to generate more sales volume points with additional product sales
- Last chance to check any unprocessed Auto Orders for the week
- Possibly hold a Health & Freedom Presentation

“I dream of a world free from pain and suffering. I dream of a world free from disease. Share my vision. Love life, and live it to its fullest in happiness and health.”

—DR. MYRON WENTZ  
FOUNDER AND CHAIRMAN  
OF USANA HEALTH SCIENCES,  
MICROBIOLOGIST,  
IMMUNOLOGIST, PHILANTHROPIST,  
BEST-SELLING AUTHOR

## Why is true health important to your business?

You need to know the value of the USANA® products in order to share them with others. The best way to learn is by using them every day.

- Be your own best customer
- Become a product of the products
- Create your own personal story about how these products have benefited you and your family
- Take the USANA True Health Assessment to understand your health goals
- Customize your monthly Auto Order to include the products that you will consume daily
- Become familiar with the products by studying the Product Information Booklet
- Watch USANA health videos, product videos, and testimonials
- Check out *The Comparative Guide to Nutritional Supplements* by Lyle MacWilliam and share it with others
- Refer to Ask the Scientists on USANAtoday.com for health and product questions

Whatever your motivation,  
whatever your “why,”  
keep it close to you.

## Find Your “Why”

Everything worth doing is driven by passion. Though many people start their businesses with only profit in mind, you’ll need something much bigger motivating you if you want to be successful.

The question you need to ask yourself is, what is your “why”? What is your reason for being a part of USANA? What will push you to try your best every day?

There is no right or wrong answer. For some people, their “why” may be providing for their family; for others, it may be spreading the USANA vision; and for someone else, it may be the feeling of accomplishment they receive with every advancement. Ask yourself your reason for seeking true health and true wealth, and make sure it is something that will motivate you even when the going gets tough.

Your “why” will keep the fire burning inside you even when you start to feel discouraged. When you feel overwhelmed, take a deep breath, count to 10, and remember your “why.” When you feel like throwing in the towel, your “why” will remind you of the reason you started your business in the first place. And when you feel rejected, your “why” will make you try again—and try harder.

It’s okay if your “why” evolves over time. In fact, this can be very positive. For example, if your “why” is to help your children pay for college, then your “why” may change after they graduate. Then, your new driving force might be to provide for your own retirement or to finance your travels. But remember: when it comes time to replace your “why,” find something else that will push you just as hard to succeed.



Tell your friends and family about your “why.” Write it down—frame it if you have to! Just make sure you’re always reminded of what you’re working toward so you’ll never doubt that you’re a part of USANA for all the right reasons.

## Goals + Commitment = Results

It’s a pretty simple equation, really. Once you realize what your true goals are, you can turn them into reality through your commitment. Knowing what your “why” is for joining USANA, and what your goals and dreams are for say, the next three to 10 years, will help you figure out the right path to get you where you want to be.

So...what is your “why”?

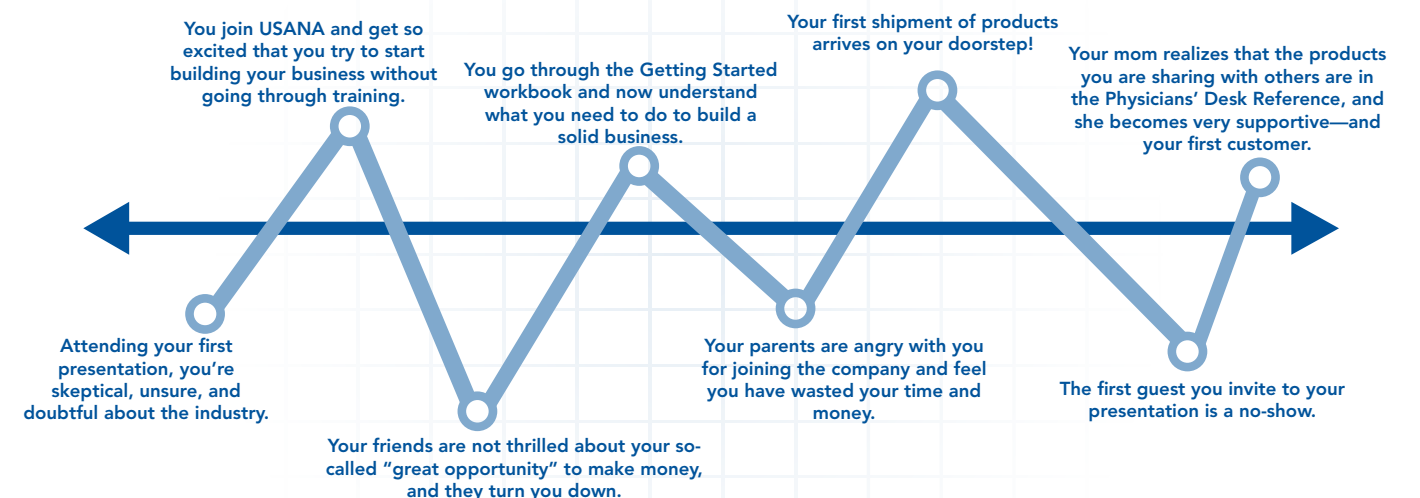
Now, to get where you want to be, let’s set up some commitments.

I am/we are committed to:

1. Working the business \_\_\_\_\_ hours per week.
2. Approaching \_\_\_\_\_ contacts per week.
3. Sponsoring \_\_\_\_\_ Associates per month.
4. Obtaining \_\_\_\_\_ new customers per month.
5. Learning how to give an effective presentation in under one hour.
6. Working with my sponsor for a minimum of 13 months.
7. Creating a dream board by posting a collage of pictures in a place I can see every day.

### YOUR EMOTIONAL ROLLERCOASTER

As a new Associate, you will likely face a rollercoaster of emotions as you get your business off the ground. Don’t give up! Remember your why, your commitments, and your goals—they will bring you back up to where you need to be to find success.



# Seven Skills to Master

## 1 CONTACT LIST

You need to continually develop and grow your contact list. Remember, when someone says “no,” it may just mean “not yet.” Ask them if you can revisit the conversation in the future. Never remove them from your list—reconnect with them later to see if the time is right.

- Write down everyone you know
- Never pre-qualify anyone  
(You do not know if they are looking for more money, time freedom, or have a cupboard full of supplements already.)
- Ask for referrals
- Add someone to your list daily

## Contact List

Name & Address	Contact Info	Notes: (first call, appointment date, results, etc.)
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	

(See page 14 to add more names to your contact list.)

## 2 INVITE

**WHO TO LOOK FOR:** Your best potential team members are solution-oriented people. Find individuals who are seeking to improve their health, finances, and relationships.

**REVIEW YOUR CONTACT LIST:** You can't build a business without a names list. Categorize the names as solid business partners, family/friends, or people who would benefit from the products.\*

**DISCOVER THEIR NEEDS:** Connect with people by asking questions and listening. When you are connecting, you will sense what personality traits they may have. Everyone has certain characteristics that help motivate them. Once you have started your contact list, brainstorm with your sponsor some customized ways to invite them to an appointment.

**PROMOTER:**  
Motivated by fun. Highly social. Life of the party. Likes to stand out with attire, hair, and make-up.

**HELPER:**  
Motivated by helping others. Often puts others' needs/wants ahead of their own. Very giving.

**ANALYZER:**  
Motivated by being accurate or right. Detail oriented, factual, exact. Tends to be frugal and very organized.

**DRIVER:**  
Money is a motivator. Competitive and goal oriented. Usually takes control or wants to lead.

### STRUCTURING THE INVITE

- Ask if he/she has time to talk for a few moments
- Show urgency by mentioning that you don't have much time to talk yourself
- Establish their need (See F.O.R.M. below.)
- Edify the expert
- Use noncommittal phrases to put your contacts in the driver's seat, such as “take a look” and “this may or may not be for you”

### KEY POINTS

- The ideal invite is over the phone or through social media.\*
- Be enthusiastic. How you say it is more important than what you say.
- Give less (information) to more (people). Keep the invitation to five minutes max, and don't try to explain the business in detail.
- Always edify someone else to make him/her the expert, not you.
- Help them identify their why. Talk about the destination, not the vehicle.
- Use professional words, such as “appointment” rather than “meeting,” “presentation,” or “seminar.”

\*The Canada Anti-Spam Legislation prohibits the sending of commercial electronic messages without the recipient's consent (permission), including messages to e-mail addresses and social networking accounts, and text messages sent to a cell phone.

**FORM** is a great acronym to help you remember different categories to bring up in conversation. Ask them questions about their family, occupation, recreation, and message/money.

**F**amily  
How are their friends and family doing?

**O**ccupation  
How do they like their work? Looking for change?

**R**ecreation  
What do they do for fun?

**M**essage/money  
How will you provide a solution to their need?

### 3 PRESENT

#### PRESENTATION OPTIONS

- One-on-one with the Health & Freedom Newspaper
- Health & Freedom Solution DVD
- Group event
- Online webcast



**Remember:** This business is about people. In order to develop a team, you need to take action. Even if you don't have the perfect presentation yet, start sharing the business and products now.

### 4 FOLLOW UP

Following up is staying in contact with someone so they can get all of the information they need to make a decision. Following up can be as simple as sending information they requested\*, sending a video, or setting up an additional appointment.

#### KEY POINTS

- Following up is your responsibility.
- At the end of the presentation, establish a follow-up time for your next conversation.
- Follow up within 24–48 hours.
- Effective follow up requires consistent and organized tracking.
- Following up normally requires five to seven contacts or "light touches" before someone makes a decision.



**TIP:** Immediately after you get home from doing a presentation, send everyone you met a "Thank you for your time" e-mail.\* Include everything you said you would follow up on. You'll look professional and show that you are genuinely interested in helping them meet their health or financial goals, whatever they may be.

### 5 CLOSE

To close is to help someone come to a decision.

- Ask the following questions:
  1. What did you like best about what you saw/heard?
  2. Are you ready to begin your training so you can \_\_\_\_\_?
- You are the expert, so lead them to a decision:
  - Enroll them with a Business Starter Pack
  - Enroll them as a Preferred Customer
  - Encourage them to get a one-time purchase to sample the products
- Set up an additional follow-up appointment

\*The Canada Anti-Spam Legislation prohibits the sending of commercial electronic messages without the recipient's consent (permission), including messages to e-mail addresses and social networking accounts, and text messages sent to a cell phone.

### 6 OVERCOME OBJECTIONS

#### COMMON OBJECTIONS

- No time
- No money
- Not a sales person
- Is this a pyramid scheme?
- I don't know anyone
- I can't do that
- I don't need supplements

#### KEY POINTS

- Expect them.
- Do not get defensive.
- Acknowledge the concern of the objection.
- Ask questions to better understand the person and the source of the objection.
- The first objection might be "why" they need USANA—for example, "I have no time." USANA can give them more time freedom.
- Objections may reveal needs that USANA can meet.



**TIP:** Check out the Ask a Leader videos on [USANAtoday.com](http://USANAtoday.com) to learn how USANA's leaders have dealt with these objections.

### 7 PROMOTE EVENTS

Events are where you build your belief in the company. You can network with other leaders, and you can learn from USANA scientists, doctors, and Home Office management. You get to know the company and the products. You should always attend as many events as possible.

- Register for an upcoming event
- Register your new team members right after they sign up
- Pre-register for all conference calls
- Register early for all local events

## TIME MANAGEMENT

For most people, USANA is a part-time business. That usually means two to 10 hours a week. It is very possible for someone to develop a growing USANA business in this way—but it takes commitment. It's also important to understand the difference between revenue-generating activity and non-revenue generating activity:

### NON-REVENUE GENERATING (10–20 PER CENT OF TIME)

- Sending e-mails
- Designing your website
- Using eApprentice
- Organizing your office
- Planning conference calls
- Listening to educational CDs/podcasts
- Attending live events
- Team building
- Reading personal development books
- Watching USANA videos on YouTube
- Role playing with your sponsor or team members

### REVENUE GENERATING (80–90 PER CENT OF TIME)

- Meeting and building relationships by connecting with new people through phone calls, e-mail, social media, and more
- Making phone calls and setting up presentations
- Giving presentations
- Conducting 3-way phone calls
- Getting referrals
- Bringing guests to USANA events

Although the items listed in the non-revenue generating section are essential to get your business going, once they are set up or accomplished, it's time to move on. Associates who spend 20 hours a week growing their businesses but don't make money are spending too much time on non-revenue generating activities. **This is the difference between being busy and being productive.** Why do people do this? Because revenue-generating activities make us face rejection. It is easier to spend our time planning an event, making slides, or surfing the 'net.

### POWER HOUR

It's amazing what you can accomplish in an hour if you really put your mind to it and focus on what's important. Here are a few things you can do to gear yourself toward a powerful invite, follow up, close, or whatever you're doing to build your business.

- Dedicate a block of time to your USANA business
- Don't allow any interruptions
- Find a dedicated workspace (to keep you isolated from any distractions)
- Ask your family members/significant other for their cooperation
- Organize before you begin
- Get your energy up

- Don't worry about your next cheque
- Remember, this is about helping others. Keep your focus on them.
- Remember to smile—even through the phone
- Display goals and dream boards
- Do not stop until you've exhausted your list or run out of time

**Usually, the first call is the hardest. The second call is still tough, but by the third call, you're all warmed up and on a roll—that's when it becomes fun! You'll feel great, your business will start to grow, and you'll be one step closer to your goals.**

**Building a USANA business doesn't take years of college or thousands of dollars in tuition. What it does take is consistent time and effort. Your results with USANA will directly mirror your ability to work within the four basic pillars of success.**

## 1 PRODUCTS

- Use the products daily
- Learn the basics of each product line (hint: look in your **Jumpstart Magazine**)
- Know which products are in *The Comparative Guide to Nutritional Supplements* by Lyle MacWilliam
- Watch product videos

## 2 COMPANY

- Complete the eApprentice
- Attend International Convention in Salt Lake City, Utah, and other events
- Read *Invisible Miracles* by Dr. Myron Wentz
- Connect with the What's Up, USANA? blog
- Register for all USANA conference calls
- Watch USANA videos on YouTube

## 3 INDUSTRY

Become sincerely enthusiastic and knowledgeable about the direct sales industry. If the concept of leveraged and residual income doesn't excite you, you don't understand the industry! Refer to your **Jumpstart Magazine** for more information.

## 4 YOURSELF

Owning a USANA business will stretch you beyond your comfort zone. You'll experience personal development through your actions each day, and as you grow, your business will grow. **Remember, people are interested in taking a look at what you are doing because of you.** Be confident in that. Be patient. Stay committed to the process.

- Use your car as a mobile classroom—listen to LifeMasters and other motivational and informational recordings
- Surround yourself with like-minded, like-hearted people
- Listen in on weekly team calls
- Listen in on all Home Office calls
- When you're down, call up (to your sponsor), and when you're up, call down (to your team members to motivate and encourage)

**FINALLY, START BUILDING YOUR OWN PERSONAL DEVELOPMENT LIBRARY. GET STARTED WITH THE FOLLOWING:**

- LifeMasters recordings
- *Business of the 21st Century* by Robert Kiyosaki
- *Invisible Miracles* by Dr. Myron Wentz
- *Building Your Network Marketing Business* by Jim Rohn
- *Rich Dad, Poor Dad* by Robert Kiyosaki
- Books by John C. Maxwell
- *Your First Year in Network Marketing* by Mark Yarnell
- *Go Pro* by Eric Worre





THIS IS LIFE. IT'S MEANT TO BE LIVED.  
IT SHOULD BE EXPERIENCED.  
AND I WANT IT TO BE AWESOME.

SO I'M ALL IN.  
LIVING IT.  
CREATING IT.  
IN CHARGE.  
AND

I DON'T TAKE THAT RESPONSIBILITY LIGHTLY.  
I WAKE UP EVERY DAY READY TO IMPROVE

MY LIFE. TAKING CARE OF MYSELF  
TODAY HELPS ME CREATE  
THE TOMORROW I WANT.

BEING HEALTHY IS JUST THE FIRST STEP.  
THE NEXT STEP IS SHOWING THE WORLD WHO I AM.  
SHOWING WHAT I CAN DO. AND SEEING LIFE AS AN

ADVENTURE.

THERE WILL ALWAYS BE UPS AND DOWNS.  
CHALLENGES MAKE ME **STRONGER.**

AND WHEN I'M STRONG, I CAN CHANGE  
THE WORLD AND MAKE IT BETTER.  
I'M NOT INTERESTED IN THE STATUS QUO.  
WALLS AND LIMITS AREN'T FOR ME.

THE FREEDOM TO CHOOSE MY OWN PATH, THE ABILITY TO DO  
WHAT MAKES ME HAPPY, AND THE POWER TO BE TRUE TO MYSELF.

THAT'S WHAT I WANT. AND THAT'S WHAT I HAVE. **LIFE.**  
**MY HEALTH. MY LIFE. MY WAY.**



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Item# 580.020150

Rev. 07/14