Roadmap to Success

A Working Plan For Creating Wealth
Through the Vemma Opportunity

Your Personal Success Coaches:
Tom and Bethany Alkazin
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Welcome and Congratulations!!

Congratulations on your decision to become part of the Vemma Team! You have just taken a positive step in your life that can truly change the future for you and your family. You now have an opportunity to design your own life. You now own your own business and have the opportunity to make your dreams and goals a reality by helping other people. Our mission is to make a positive impact in people’s lives by providing a unique product and business opportunity that can help individuals improve their physical and financial health. We are proud of you for making a committed decision and stepping out in faith. This training and development program was created to set you up for success and give you a track to run on. You now have the opportunity to build a business and pay yourself what you are worth. Your income will match your efforts and commitment because you are in control.

Every new Brand Partner in Vemma has one thing in common; every one of us was a beginner at one time. Often the excitement and enthusiasm is high, but the knowledge is low. This program has been developed to help accelerate you through the learning curve. Keep your excitement and enthusiasm high and we will equip you with the knowledge and tools that you need to succeed. The rest is up to you. Many of our Brand Partners have gone on to achieve success beyond their wildest dreams.

Success in Vemma is not a mystery. The Roadmap to Success removes all mystery and doubt because these principles are a proven pathway to success. The Roadmap to Success is the EXACT roadmap that helped us make our dreams and goals a reality. This proven plan for success is simple and something you can do. This proven plan of action is built on a few simple fundamentals that, when repeated over and over, create momentum and can lead you to the success and results you are seeking. Your job is to learn these principles and fundamentals and put them into action consistently. Please do not try to reinvent the wheel. The plan works; it is your responsibility to work the plan!

It has been said that success comes from doing the correct things, correctly, long enough. Well, we are going to teach you how to do the correct things; correctly...the “long enough” part of this success formula is up to you. In other words, once you learn how to do the correct things, correctly; your success is dependent upon your PERSISTENCE. You must stay consistent and stay the course. Do not allow yourself to get off track or deviate from this proven plan.

As you learn these principles and fundamentals, you will begin to make progress when you consistently apply them. Then, as you begin to assemble a winning team, you will need to teach others these same principles and fundamentals. Teach and train your team that as soon as they enroll a new Brand Partner that wants to build a business, they must hand them the Roadmap to Success training book so they too can learn what to do and how to do it. It is all about duplication so remember these three words; LEARN, APPLY, and TEACH.
As you move forward, you will find that activity always comes before results. With your Vemma business, income follows the correct activity. As you learn, apply (by taking consistent action), and teach these proven principles and fundamentals over the next 12 – 24 months, you have the opportunity to succeed beyond your wildest dreams.

We recognize that everyone who enters our business has different levels of time, energy, self-confidence, desire, and talent. That is why we created this program to be adaptable to every Brand Partner. You can go at your own pace and build your Vemma business as big as you can dream.

Finally, we suggest that you review the Roadmap to Success audio CD and workbook several times. Each time you listen to the CD or review a step, you will pick up something new. We also encourage you to review the CD and workbook every 60 – 90 days to stay plugged into the key principles and fundamentals that will lead you to success.

Remember, Vemma is SIMPLE, it’s FUN, and it’s SOMETHING YOU CAN DO!! May God bless you on your journey and we look forward to seeing you at a Vemma event in the near future.

Tom and Bethany Alkazin
Vemma Royal Ambassadors
Step 3: Create A List
Your Most Valuable Asset

Creating your Contact List is one of the most important exercises in building a successful Vemma business. Remember, this is an exposures business and your results will be dependent on the number of new people that you share Vemma with on a daily and weekly basis. Keep in mind that you are sharing a product and a business that could have a tremendous impact in helping people with their physical and financial health. Your mindset should be “share and expose” NOT “sell and recruit”. We call it SHARING AND CARING! As you share the Vemma or Verve and the Vemma business to individuals, realize that we are in the sorting business, not the convincing business. Simply lighten up, have fun, and “say less to more people”! We will coach you on exactly what to do and how to do it.

Now before you begin sharing and caring, you must first create your Contact List. If you discovered a gold mine with an unlimited supply, who would you tell about it first? Always remember that you are offering people the gift of health and wealth. You are doing something FOR them!

The DOs and DON’TS of Making a List - DO make your list as long as possible.

- It’s your game plan - your greatest asset when starting the business.
- The longer your list, the more confidence you will have. If you have a list of 10 people and the first five (5) say no, you will feel pressure to sponsor the next five (5) and this can put you into the “begging” mode and will greatly reduce your effectiveness. However, if you have a list of 100, and the first five (5) say no, you have 95 other people to contact and a game plan over the next 30 days. Remember, say less to more people.

The DOs and DON’TS of Making a List - DO NOT pre-judge anyone.

- You never know who will do this business. You never know the timing in someone’s life.
- They could end up in someone else’s organization.
- Sift and Sort - You want to give people enough information so they can make a good decision as to whether Vemma is right for them. Do not try and talk people into doing the business against their will.

Steps to Developing your Warm Market Contact List

1. Use the Memory Jogger in this section to make a list of at least 75 to 100 people that you know on a first-name-basis. If you have e-mail addresses, that is even better. In addition, you can use the internet or various social media networks as a Memory Jogger. Start with the letter A and ask yourself, “Who do I know who is an Accountant, a Banker or a Carpenter?”
2. In the left column (the ‘Code’ column), identify those people on your list who:

- Are “Successful” (S)
- Are “People” Persons (P)
- You have strong influence with Or they have a strong influence with others (I)
- Have a special Vemma product need (V)

These are the people you will contact first. Keep in mind, the ones that are geographically closer to you will be the best ones to start with, because you will be able to PLACE the product with them sooner.

Many times you will have the ability to influence people into the business by asking them to join simply based on your judgment. These are obviously strong relationships and may tend to be more local.

**People In Your Life...**

<table>
<thead>
<tr>
<th>Relatives</th>
<th>Uncles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>Cousins</td>
</tr>
<tr>
<td>Grandparents</td>
<td>Hairdresser</td>
</tr>
<tr>
<td>Brothers</td>
<td>Doctor</td>
</tr>
<tr>
<td>Sisters</td>
<td>Attorney</td>
</tr>
<tr>
<td>Aunts</td>
<td>Mechanic</td>
</tr>
</tbody>
</table>

**Who Is Your...**

<table>
<thead>
<tr>
<th>Doctor</th>
<th>Pharmacist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentist</td>
<td>Chiropractor</td>
</tr>
<tr>
<td>Optometrist</td>
<td>Dietitian</td>
</tr>
<tr>
<td>Dry Cleaner</td>
<td>Pediatrician</td>
</tr>
<tr>
<td>Barber</td>
<td>Neighbor</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Day Care Provider</td>
</tr>
</tbody>
</table>

**Who Sold You Your...**

<table>
<thead>
<tr>
<th>House</th>
<th>Computer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/Truck</td>
<td>Carpets/Tile</td>
</tr>
<tr>
<td>Furniture</td>
<td>Curtains</td>
</tr>
<tr>
<td>Boat</td>
<td>Storm Windows</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>Aluminum Siding</td>
</tr>
<tr>
<td>Business Clothes</td>
<td>Vacation Package</td>
</tr>
<tr>
<td>Vacuum Cleaner</td>
<td>Air Conditioner</td>
</tr>
</tbody>
</table>
### Who Do You Know...

<table>
<thead>
<tr>
<th>Golf Pro</th>
<th>Attorney</th>
<th>Financial Planner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennis Pro</td>
<td>Pediatrician</td>
<td>Graphic Artist</td>
</tr>
<tr>
<td>Physical Therapist</td>
<td>Football Player</td>
<td>Veterinarian</td>
</tr>
<tr>
<td>Chemical Engineer</td>
<td>Chiropractor</td>
<td>Dancer</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>Bank Teller</td>
<td>Lab Technician</td>
</tr>
<tr>
<td>Accountant</td>
<td>Real Estate Agent</td>
<td>Telephone Repair</td>
</tr>
<tr>
<td>Electrical Engineer</td>
<td>Insurance Agent</td>
<td>Surgeon</td>
</tr>
<tr>
<td>Bartender</td>
<td>Nurse</td>
<td>Architect</td>
</tr>
<tr>
<td>Bank Manager</td>
<td>Receptionist</td>
<td>Company Executive</td>
</tr>
<tr>
<td>Computer Programmer</td>
<td>Musician</td>
<td>Secretary</td>
</tr>
<tr>
<td>Fire Chief</td>
<td>Pastor/Minister</td>
<td>Radio Announcer</td>
</tr>
<tr>
<td>Business Manager</td>
<td>Actor/Actress</td>
<td>Anesthesiologist</td>
</tr>
<tr>
<td>Administrative</td>
<td>Police Chief</td>
<td>Contractor</td>
</tr>
<tr>
<td>Assistant</td>
<td>Carpenter</td>
<td>Electrician</td>
</tr>
<tr>
<td>Word Processor</td>
<td>EMT</td>
<td>Office Manager</td>
</tr>
<tr>
<td>Police Officer</td>
<td>College Professor</td>
<td>T.V. Reporter</td>
</tr>
<tr>
<td>Car Salesperson</td>
<td>Podiatrist</td>
<td>Plumber</td>
</tr>
<tr>
<td>Flight Attendant</td>
<td>Plant Foreman</td>
<td>Restaurant Owner</td>
</tr>
<tr>
<td>Business Owner</td>
<td>Salesperson</td>
<td>Journalist</td>
</tr>
<tr>
<td>Network Marketer</td>
<td>Airline Pilot</td>
<td>Photographer</td>
</tr>
<tr>
<td>Printer</td>
<td>Politician</td>
<td>Artist</td>
</tr>
<tr>
<td>Baseball Player</td>
<td>Teacher</td>
<td>Working Student</td>
</tr>
<tr>
<td>Video Store Owner</td>
<td>Social Worker</td>
<td></td>
</tr>
</tbody>
</table>

### Who...

- Was in your Fraternity/Sorority
- Is on your Christmas card List
- Is very ambitious
- Is the life of the party
- Is considered a leader
- Is looking for a new profession
- Is known by everyone in town
- Is dissatisfied with their current career
- Is a Consultant or Trainer
- Was in your wedding party
- Is in a high profile job
- Runs a local deli
- Runs a local bagel shop or coffee shop
- Do you play cards with
- Are your college friends
- Is active in your church
- Is a prominent business owner
- Do you respect a great deal
- Are your parents’ friends
- Recently had children
- Already takes nutritional supplements
- Has influence with others
- Is from your old job
- Teaches your children
- Is a fashion model
- Are your golf partners
- Has a booming business
- Is in a new job
- Wants more out of life
- Has a very stressful job
- Is from civic activities
- Is President of PTA
- Rides to work with you
- Edits a newspaper
- Is a friend of the family
- Is health conscious
- Exercises frequently
- Hikes or rock climbs
- Jogs
- Skis (water or snow)
- Often seems tired
- Wants to lose weight
- Is active in local politics
Now that you have created your initial Contact List, keep in mind that this is an ongoing tool and discipline. You are always meeting people and therefore should be adding new people to your list everyday. In addition, you will think of individuals that you left off your initial list. Therefore, keep your list close by so you can add to it daily!

As you created your list, we coached you NOT to pre-judge. Now we do want you to PRIORITIZE who you contact first.

From the initial Contact List that you created, prioritize the **Top 20 people that are having a health challenge:**

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12. 
13. 
14. 
15. 
16. 
17. 
18. 
19. 
20.
From the initial Contact List that you created, prioritize the **Top 20 people who are very successful, good at what they do, and real influencers**. These are the people who have a high degree of credibility and influence with people who know them:

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12. 
13. 
14. 
15. 
16. 
17. 
18. 
19. 
20. 

As you implement Step 3 and teach and train your team this important step; you will never run out of people to share **Vemma** with, and your business will continue to grow and expand!
Step 4: Building Your Business
Leading with Vemma and Verve

Are you ready? It's time for action!

The most important thing we can now do is to get you into ACTION and help you achieve some immediate SUCCESS! The scripts that we are going to teach you in this step are simple and effective. They WORK and they WILL WORK FOR YOU!

First, let us look at why Vemma is growing so quickly:
1. There is tremendous acceptance to the concept of Vemma as a product. This simply means that people know that they need to supplement their diets but most do not know what to do!
2. Vemma is “the most complete liquid nutrition program available anywhere!"
3. Verve is “the world’s healthiest energy drink!”
4. It tastes great!
5. It’s affordable!
6. It delivers results!

With these points in mind, let's get ready for action:

WHAT YOU NEED TO KNOW!
We want you to remember just three key words that will act as talking points when you are in a conversation with someone:
- SIMPLE
- CONVENIENT
- COMPLETE

WHAT YOU NEED TO HAVE!
We want you to become tremendously successful! You must make the commitment to have the tools necessary to succeed:
- Vemma and Verve products - to grow quickly, be certain you have a Gold, Silver, or Bronze Builder Package available.
- Tools - you need tools for credibility and duplication! Go to www.vermamascessstools.com and www.vmatools.com
- Clinical Studies
- Stories - The results people are enjoying are remarkable, go to www.vmastories.com!

WHAT YOU NEED TO SAY!
The following is a simple conversation that you can have everyday with anyone, at any time when the subject of health comes up!

Vemma Approach
“Mary, is your health important to you?” Or another way of saying this is “Mary, on a scale of 1 to 10, how important is your health?”

(Be quiet and listen!)
OR, if you know of a health challenge she is having say, "If there was a natural way to help you with the symptoms of what you are dealing with, what would you say?" (Be quiet and listen!)

“The reason that I am asking is that I am curious — what are you doing to avoid and prevent disease?” If you are talking to a younger person, say “What are you doing to reduce stress and increase energy?”

(Be quiet and listen!)

“Specifically, what are you doing to supplement your diet?”

(Be quiet and listen!)

“I have to tell you about an ‘amazing nutritional discovery’ called Vemma!”

Most will ask: “What’s Vemma?”

“The most complete liquid nutrition program that you can find anywhere — you will not believe how GREAT this tastes — you have to taste it!”

Take out a V2, shake it up, and open it for them and allow them to taste it! Be certain that you have the Nature’s Miracle brochure, the Vemma Voice newspaper with stories and at least 1 product CD.

Verve Approach

“Hey Mary, do you ever find yourself getting tired?”

“What are you doing for yourself to reduce stress and increase energy?”

(Be quiet and listen!)

“I have to tell you about an amazing energy discovery called Verve!”

Most will ask: “What’s Verve?”

“It’s the world’s healthiest energy drink — you will not believe how great it tastes — you have to taste it!”

Take out a chilled Verve, open it for them and let them taste it!

At this point ALWAYS assume that they are going to want to take the product home with them and get started!

“Mary, I know you are going to LOVE what Vemma or Verve will do — if I give this Vemma or Verve to you today, will you PROMISE ME that you’ll take it everyday?”
Here is another tremendously successful dialogue that you can use:

1. **Taste** – Let the prospect taste the product.

   The conversation begins with “I want to share an incredible product with you! It tastes great! I want to tell you all about it, but you have to see how great it tastes first!” Let the prospect taste the product before you go any further.

   A. If they agree it tastes good/great then you go to Step 2.
   B. If they have an adverse reaction to the taste then let them know that most people love the taste. Tell them the taste is not as important as the benefits of the product. Go to Step 2.

2. **Tell them what it is** – Tell the prospect what VEMMA stands for.

   A. Use “Nature’s Miracle” or “Vemma Nutrition for a Lifetime” to show them the ingredients of the product. If they have their arms crossed or are standing off from you, they will draw closer to see the tool and be drawn into the conversation. Go to Step 3.

3. **Ask them what they are doing to avoid and prevent disease, or to reduce stress and increase energy.**

   A. If they tell you they are taking pills, tablets, or capsules, let them know that until now those delivery systems were the best, but now there is Vemma! “The most complete liquid nutritional program that you can find anywhere.” Go to Step 4.

4. **Tell your story or the story of someone close to you.** You must make it personal and not talk about “This guy or this girl” you know. Connect the prospect to real stories from real people (BY NAME) you know in Vemma. Go to Step 5.

5. **Ask the prospect to “Try Vemma” and enroll.** If they give any objection then answer the objection and ask them again to “Try Vemma”. If at any point during the dialogue they ask for price I tell them, “That’s the best part – it’s a little over $2.00 a day for the BEST nutritional insurance you can find!”

**CONCLUSION**

What we want you to know is that this IS SOMETHING THAT YOU CAN DO! Everyday, hundreds of Vemma Brand Partners are adding new people to their group by simply using the simple conversation above! Try it – it WILL work for you!
Stay Plugged In
Important Phone Numbers & Contact Information

Enroller Name: ____________________________________________

Primary Phone Number: ____________________________________

Email Address: ____________________________________________

Upline Diamond Name: ______________________________________

Primary Phone Number: ____________________________________

Email Address: ____________________________________________

Vemma Member Services
Phone Number: 800-577-0777
Email: ms@vemma.com
8322 East Hartford Drive
Scottsdale, AZ 85255

Monday Vemma Opportunity Call
Time: 6:30pm Pacific/ 9:30pm Eastern
Dial-in Number: 218-486-1412 Pin: 10419#
Alternate Dial-in Number: 712-338-8155 Pin: 10419#

Saturday Quick Start Training Call
Time: 9am Pacific/ 12noon Eastern
Dial-in Number: 218-486-1412 Pin: 10419#
Alternate Dial-in Number: 712-338-8155 Pin: 10419#

Tuesday Monthly Vemma Corporate Leadership Call
Open to Everyone
1st Tuesday of Every Month
Time: 5pm Pacific/ 8pm Eastern
Dial-in Number: 712-338-8130
Pin: 222741#

Marketing and Training Tools:
www.vemmasucesstools.com
www.vmatools.com
www.vemmatools.com

Product Testimonials:
www.vmastories.com
THE ENROLLMENT PROCESS

Tell the story
Home Event or One on One

Enroll

Give them a Roadmap

Roadmap Strategy Session
3 days later

Schedule your new Brand Partner’s first 2 home events