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 depend 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 products and the Vemma business with 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 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

1. DO make your list as long as possible.
   • It’s your game plan – your greatest asset when starting your business.
   • The longer your list, the more confidence you will have. If you have a list of 10 people and the first 5 say no, you will feel pressure to sponsor the next 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 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.

2. DO NOT pre-judge anyone.
   • You never know who will do this business. You never know the timing in someone’s life.
   • If you fail to contact someone, they could end up in someone else’s organization.
   • Sift and Sort – Do not try and talk people into doing the business against their will. Simply give people enough information so they can decide if Vemma is right for them.

Believe it! High expectations are the key to everything.
- Sam Walton
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.

Sometimes, simply based on your personal credibility, you will find that you have the ability to influence others to join you.

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People In Your Life...

Relative
Parent
Grandparent
Brother
Sister
Aunt
Uncle
Cousin
Hairdresser
Doctor
Attorney
Mechanic

Who Is Your...

Doctor
Dentist
Optometrist
Dry Cleaner
Barber
Supervisor
Pharmacist
Chiropractor
Dietitian
Pediatrician
Neighbor
Day Care Provider

Who Sold You Your...

House
Car/Truck
Furniture
Boat
Office Supplies
Business Clothes
Vacuum Cleaner
Computer
Carpets/Tiles
Curtains
Storm Windows
Aluminum Siding
Vacation Package
Air Conditioner
Who Do You Know...

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

Who...

Was in your Fraternity/Sorority  
Is on your Christmas card list  
Did you go to high school with  
Is the life of the party  
Is considered a leader  
Is looking for a new profession  
Is on your Facebook page  
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 continually updating and adding to it is very important. You are always meeting new people; therefore, you 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 handy 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.
Step 4: Building Your Business—Leading with Vemma®, Verve, and Bodē

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 Vemma products. This simply means that people know that they need to supplement their diet, 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. Bodē “incorporates the new science of healthy weight loss.”
5. It tastes great!
6. It’s affordable!
7. 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 products – to grow quickly, be certain you have an Affiliate Pack available.
• Tools – you need tools for credibility and duplication!
  Go to www.myroadmaptosuccess.com and www.vmatools.com and www.venmatooolsstore.com
• Clinical Studies – go to www.vemma.com/science
• Stories – the results people are enjoying are remarkable!

The common denominator of success – the secret of success of every person who has ever been successful – lies in the fact that he or she formed the habit of doing things that failures don’t like to do.

- Albert E. N. Gray

20 ROADMAP TO SUCCESS
WHAT YOU NEED TO SAY!

The following are simple conversations that you can have every day with anyone, at any time, especially when the subject of health comes up!

**Vemma® Approach**

- “Hey, Amy, I know your health is important to you. What are you doing to supplement these days?”
- 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?”
- “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?”
- “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 cold 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 or other product literature with you.**

**Verve Approach**

- “Hey, Jackie, isn’t it crazy how stressed out and tired people are these days?”
- “What are you doing for yourself to reduce stress and increase energy?”
- “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!**

- “Jackie, 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?”