

Getting Started with LifePath Unlimited



Version 1.0
February 17, 2008

Table of Contents

<u>WELCOME TO LIFEPATH UNLIMITED!</u>	<u>4</u>
<u>GET IN THE RIGHT FRAME OF MIND – YOUR SUCCESS MINDSET</u>	<u>5</u>
<u>GETTING STARTED CHECKLIST.....</u>	<u>6</u>
<u>STRATEGY SESSION AND BUSINESS PLAN CHECKLIST.....</u>	<u>8</u>
<u>TAKING ACTION WITH THE LIFEPATH UNLIMITED BUSINESS SYSTEM.....</u>	<u>9</u>
<u>THE 6 STEPS TO SUCCESS.....</u>	<u>9</u>
<u>MARKETING TOOLS AND RESOURCES.....</u>	<u>11</u>
<u>OFFLINE MARKETING.....</u>	<u>11</u>
<u>ONLINE MARKETING.....</u>	<u>12</u>
<u>ONLINE, FREE ADVERTISING.....</u>	<u>13</u>
FREE INTERNET CLASSIFIEDS	14
WRITING ARTICLES	14
WRITING PRESS RELEASES	14
BLOGS	15
FREE BANNER EXCHANGES	15
FREE TRAFFIC EXCHANGES	16
NETWORKING SITES	16
FORUMS	16
SAFE LISTS.....	16
<u>FOR FEE INTERNET ADVERTISING –.....</u>	<u>17</u>
<u>APPENDICES</u>	<u>18</u>
<u>APPENDIX 1 – SIX THINGS YOU MUST MASTER FOR SUCCESS</u>	<u>18</u>
<u>APPENDIX 2 – HOW TO DO A 3-WAY CALL.....</u>	<u>24</u>
<u>APPENDIX 3 - GOAL SETTING FORM.....</u>	<u>27</u>
<u>APPENDIX 4 – LINKS FOR FREE ADVERTISING SITES</u>	<u>32</u>
<u>MORE LINKS AND INFORMATION ON OTHER TYPES OF FREE ADVERTISING WILL BE ADDED TO THIS GUIDE. PLEASE CHECK BACK REGULARLY.....</u>	<u>33</u>
<u>APPENDIX 5 – LINKS FOR PAID ADVERTISING SITES.....</u>	<u>34</u>
<u>\$10.00/MONTH - UNLIMITED IMPRESSIONS.....</u>	<u>34</u>
<u>APPENDIX 6 – RESOURCE LIST.....</u>	<u>38</u>
<u>APPENDIX 8 – ARTICLE WRITING INFORMATION.....</u>	<u>50</u>

APPENDIX 9 – BASIC SCRIPT	51
APPENDIX 10 – COMPLIANCE AND PROCEDURES	53
APPENDIX 11 – COMPENSATION PLAN	66

Quick Start Business Plan and Training Manual

Welcome to LifePath Unlimited!

Congratulations! You've taken the first step to living the life you truly deserve. You have the opportunity to experience life-changing personal growth and financial fulfillment through the LifePath Unlimited products and business. With the support of your new community and our company's automated business systems, you will be able to share your success with others and help them create their own success while creating your own financial freedom.

You have been attracted to this exceptional new opportunity with LifePath Unlimited for a reason. We call it the law of attraction at work. We all experience success because our company has dedicated time and resources to creating systems, support and training that produce results.

Keep in mind that you have chosen LifePath Unlimited as your home-based business. You absolutely must begin treating your new business as a business right away. If you want to grow and reap the financial rewards now available to you, you must devote time and effort, patiently and persistently.

The purpose of this manual is to assist you in taking the proper steps to get your business started quickly and to set some realistic expectations based on the time and resources you are willing to commit to grow your business.

Having a simple step-by-step process to follow in creating a business plan specific to your needs will allow you to engage and build your business at the pace you choose.

You will have access to a weekly schedule of company sponsored training calls to further assist you. It is highly recommended that you immerse yourself in all the training resources available to you as a member of the LPU community. This will shorten the learning curve and accelerate the growth of your business.

You will also work directly with the authorized representative who introduced you to this business and who will assist you in getting started. It is important to work closely together in the training process, as your authorized representative will guide you along the path to building a profitable enterprise. Teamwork is essential to long-term success, and, not only will you learn from your authorized representative's team, but also you will learn what to teach your team as it grows.

Get in the Right Frame of Mind – Your Success Mindset

Your LPU business has the potential to significantly improve the quality of your life; so treat it seriously. Just because it doesn't take hundreds of thousands of dollars to get started like many franchises or small businesses doesn't mean you should take it lightly. You are the CEO of your very own highly profitable Internet Marketing Business that has the potential to give you a lifestyle most people only dream about. So take personal responsibility and accountability as you master the skill sets taught in our training. You'll be glad you did.

Success leaves clues. Anything worthwhile in life takes time, effort, and commitment. Our business is no different. Our plan is fairly simple and is based on extensive experience in our industry. It has been said the easiest way to succeed is to find someone who is already successful and follow in his or her footsteps. That is the purpose of this manual: to show you what has been proven to work. Innovation and creativity can certainly be an asset; however, building from the basics will give your business a solid foundation from which to work.

Let's get started!

You will want to begin marketing your business as soon as possible. Many associates are successful quickly because they market first and ask questions later! Our system is set up to let you do that. Set up your automated system; generate the leads the way we show you to; your authorized representative or another LifePath representative will help you get your new prospects all the information they need to make the decision to join us! You learn everything you will need to know by listening in with the authorized representative. You learn as you earn!

But first - and this will not take you long if you just go right through it – you must get your system set up. Go through all of the items on the "Getting Started" checklist so you will be ready to build your business quickly and efficiently.

Getting Started Checklist

This checklist is designed to help you get started quickly and efficiently. Simply complete the items in sequence and check them off as you go. Set a goal to complete these actions immediately – definitely within your first week after signing up. If you are full time, do not take more than 2 days to complete this list.

- Enroll as an associate at your authorized representative's LPU website and obtain your associate ID, Username and Password.
- Login to your LPU website with your ID, Username and Password.
- Verify your personal information and upload a picture of yourself.
- Go to your Shopping Cart, order your product(s), and make payment to your authorized representative by following the instructions on the order form. Print out and save the order form. *If you have any questions, call your authorized representative.*
- Go to www.lifepathpro.com, and get your marketing system set up.
 - Register using **the same ID, Username and Password you used for your LPU website.**
 - Download call schedule (Under "Training", "Training Calls")
 - Follow the LifePath Pro "Getting Started Guide" to set up your system – click on the "Training" tab, select "Getting Started".
 - Make sure you set up your 800-number for your business cards.
 - You **must** set up your unique web address through the Networx Domains link if you want to use this system. This is required.
- Set up your Phone System:
 - Quality phone with headset.
 - Sign up for unlimited long distance and local service with voicemail, caller ID, 3-Way calling, call waiting, and call forwarding.
 - Set up a dedicated, separate phone line/number for your business.
 - Practice using your phone to have a call with two other people on the line (a 3-Way Call). You must be able to do this.
- Create a contact list (anyone you want to tell about this business), and order leads if you plan to purchase leads (recommended until you are generating enough to yield two sales per week).
- Create a business email account – <http://www.gmail.com> for free accounts.

PAUSE – You may now begin marketing while you complete the rest of the items on this list! Do not let administrative details delay the launch of your business. Start getting leads now!

- If you don't already have one, set up a High Speed Internet connection.
- Set up a 3 ring binder with divider tabs and sections filled in from your back office and the LPU Pro site. Here are the suggested sections:
 - Important Numbers
 - Scripts
 - Call Schedule
 - 3-Way List
 - FAQ
 - Goals
 - Natural Selling
 - Getting Started
 - Comp Plan
 - Policies and Procedures
- Set up your office space – desk, phone, computer, notepad, pens, etc.
- Complete the goal setting exercise form. (Appendix 3)
- Set up an initial strategy session and business plan meeting with your representative.
- Read LPU Natural Selling Manual.
- Attend all training calls. M-Th 10pm EST, M-Sat 11am EST.
- Call contacts and leads with your authorized representative to learn the process.

Strategy Session and Business Plan Checklist

You will have a strategy session with your authorized representative to review your goals and create a roadmap for your success. Complete this checklist before your session with your representative to prepare for your session.

- Income goal - determine and record your monthly income goals.
 - 30 day income goal (e.g. \$10k 1st 30 days)
 - 90 day income goal (e.g. \$20k per month within 90 days)
 - 6 month income goal (e.g. 30k per month within 6 months)
 - 12 month income goal (e.g. \$40k per month by one year)
- Your “why” - Next determine and record your reason for beginning this business – your dream, your mission – call it what you like. You will be refining this as you go through your Discovery process and 56 Days to Destiny.
- Comp Plan review – Review the compensation plan so you will be ready to discuss positioning yourself for maximum results.
- Time Commitment – How many hours per week will you devote to LPU? If possible, set aside actual hours.
- Marketing Budget – Determine a monthly dollar amount (10-20% of desired income) to spend on marketing. Also know how much money you have to get your marketing started.
- Marketing Plan – You will complete this with your representative. Consider what marketing types you feel most drawn to. Pick at least 3 types of marketing to begin with - plan to fish from 3 ponds. You will allocate dollar amounts in your strategy session.
- Schedule daily activity – Remember, you are operating this business either *full-time* or *part-time*, not in your *spare-time*.
- Review basic system steps to generate a sale – leads, contact, follow up.
- Review steps for signing up a new associate – registration, back office set up, product purchase and payment details.

Taking Action with the Lifepath Unlimited Business System

Let's Get This Show on the Road!

Okay – You've gone through and completed the Getting Started Checklist items. You have met with your authorized representative and laid out your goals, set budgets and reviewed the basic logistics involved in your business. You may have even purchased some leads to get started on. Now what?

Now you will need to begin building your business. There are six basic functions in your system. These are the functions that you are responsible for on a daily basis.

The 6 Steps to Success

1) Lead Generation - This is the *marketing skill set* you'll want to develop. There are two ways to generate a lead (a person who is interested in learning more about our products and business). You can **buy leads** from a reputable lead vendor (LifePath Pro has a recommended vendor integrated into the system.), **or you can generate leads** by marketing your business. We will cover this extensively in this guide, as lead generation is the lifeblood of your business. ***"If you're out of leads, you're out of business"***.

2) Contact Leads - This is the *people skills set* or "natural selling approach" that will allow you to communicate and connect with your potential prosperity partners without the high-pressure tactics often associated with traditional selling. You'll find a complete LPU Natural Selling Manual in your back office and we have weekly live training on this key skill.

3) Information System - You will be provided with a variety of company approved sales aids (live business overview calls, recorded calls, online information sites...etc) that will allow your prospects to learn more about LPU, the products, and business opportunity. This system is designed to do the bulk of the selling, explaining, and answering. This leverages your time and makes doing business easy to duplicate.

4) Follow Up - This step is simply following up with people that have been to the information system to gauge their interest, get their remaining questions answered (with the help of your team) and collect a decision. When they choose to buy one or more of the products, you get paid.

5) Training - This is helping your new representatives get started by mentoring and guiding them through the getting started process in which you are now engaged. The LPU Training Team and the available resource materials will do most of the training for you; however you'll want to assist your new representatives to assure they get off to a good start and feel like valued partners. Remember, it's all about teamwork. By helping their businesses succeed, your business will succeed.

6) Duplication - The final step is to help your new representatives to make their first sales or to qualify, if necessary. When an associate purchases Discovery, he or she becomes an authorized Discovery Representative. That representative will still need your support over his or her first few sales. Associates who do not purchase Discovery up front will need to make their "training sales" in order to earn their Discovery product and become Authorized Discovery Representatives.

You will want to make sure that your Discovery Representatives position themselves as soon as possible to reap the rewards of our compensation plan for Breakthrough and Destiny Representatives.

In summary the system goes like this: generate a lead, return a phone call and have a brief conversation (with a specific approach we teach) to qualify the person for your time, direct the person to the information system to learn more, follow up to determine their interest level and invite them to join, help them get started and complete their training and qualification (if required).

This is a simple formula. Once you have mastered these basic steps, you have everything it takes to achieve massive success in your business. LPU supplies the infrastructure, systems, and products. You supply the desire and commitment to consistently apply these action steps.

For more detailed information on each of these Steps to Success, please see Appendix 1.

For now, though, let's generate some leads!

Marketing Tools and Resources

Here are some basic marketing and advertising resources to help you attract new customers and associates. Please refer to the Policies and Procedures document to assure you are in compliance with the advertising guidelines. Associates and Representatives are not permitted to use the LifePath Unlimited name or branded intellectual property in any advertising without written permission.

Your primary marketing tool for your LifePath business is your LifePath Pro system. You have already gone through the “Getting Started Guide” and set up your LifePath Pro system. That means that your system is ready to accept leads. You have a landing page and you have recorded any audio or video and uploaded your personal images. Make sure you go through all of the Getting Started Guide you received from LifePath Pro. It provides valuable information on how your system works.

Now you need to drive leads to that system.

You can drive leads into your LifePath Pro system from both offline and online sources. Below we discuss both types of sources and provide links to potential vendors for each. In the Appendix, we provide a broader list of sources that associates have used successfully. We provide these resources for your convenience. Inclusion in this document does not imply any recommendation or warranty on the part of LifePath Unlimited.

Offline Marketing

Offline sources include magazines, newspapers, post cards, card decks, drop cards, flyers, bandit/road signs, billboards, bumper stickers, radio and television ads, to name a few.

Following is an overview of these types of advertising.

Classified Ads and Display Advertising – This type of advertising can be placed in any print media – magazines, newspapers, etc. It can be as simple as a three line print ad or as complex as a full color, full-page magazine ad. If you want to contact multiple magazines at once use a broker such as – www.wolfenterprises.com. Alternatively, you can call the advertising number listed in the magazine or newspaper you wish to advertise in and ask to speak with someone about placing an ad. The classified ad sales people are often different from the display ad salespeople; so save yourself some time by

specifying with which team you wish to speak. A list of nationwide newspapers can be found here: www.onlinenewspapers.com.

(See Appendix 7 for sample ads.)

Guerrilla Marketing – This term is used to refer to placing ads personally, usually in a low cost way. Some examples would be flyers, road signs or door hangers. These create leads that you can send to an 800 number with your recorded message or to an online landing page – like the one you through LifePath Pro. Either way, you want to ask the prospect for name, telephone number(s) and email address. Two sources for Bandit signs:
www.ssgraphicsco.com
www.signelect.com/customsignbanner/plasticyardsigns.htm

Business cards: LifePath Unlimited business cards are available from www.lifepathtools.com. Post them on bulletin boards; drop them in fish bowls; hand them out to people who look like they would benefit from a fantastic new lifestyle. Make sure you have your phone numbers and web address ready to go on your new cards.

Drop cards: These are business card sized cards imprinted with an ad or more creative, eye-catching pieces of paper such as ones that look like money on one side and have a space for an ad on the back. These are basically cards imprinted with a classified ad and a call to action. The best, quickest, least expensive source we have found for the card type is www.lifepathtools.com. They have many templates.

Flyers: Flyers are more direct and concise and they are placed mostly on cars. If you decide to flyer cars, place the flyer on the driver's side window with the text facing into the car. Most flyers are created by you on your computer and inexpensively copied on brightly colored paper.

Online marketing

This is the market of today and of the future, and it is changing rapidly. LifePath Unlimited has formed a partnership with MelonHead Marketing to teach up to date, hands on internet marketing courses aimed specifically at the needs of LifePath Unlimited associates. Please ask your representative for more information on these classes, or check for information in your LPU back office.

Some useful resources for online marketing:

Online, FREE Advertising.

It is possible to generate a lot of leads through free advertising online, BUT (there's always a catch, right?) it will take time and effort. One reason business owners choose to pay for advertising is that it can save them time. It's just trading money for time. That's the way the market works. We suggest a mix of free and paid advertising, but keep in mind that it IS possible to get your business off the ground with only free advertising. You just have to put in the time.

Because free advertising requires going to many sites and spending time, you are advised to keep a record of each ad you place, where (url) you placed your ad and when that ad will expire or fall so far down the page that you need to repeat the ad.

Also, if you plan to use free advertising, be sure to set aside at least 2 hours per day to place ads. It will bring you traffic, but you must take consistent action. It will be worth the effort.

When you place your ads, look for categories like:

- Businesses for Sale
- Business Opportunities
- Help Wanted – Sales
- Help Wanted – Marketing/Business Development
- Home-based Business
- Income Opportunities
- MLM
- Network Marketing
- Work From Home (be careful with this category – attracts a lot of people who want to stuff envelopes or answer phones for a salary)

Here are some of the types of sites where you can place free ads:

- Community ad listers (e.g. Craig's List)
- Some local newspapers offer online classified free or free with paid ads
- Free Classified sites

You can do an online search on “free advertising”, “free classified ads” or similar search terms to help you find sites that will take your ads. Appendix 4 to this document provides many links to sites that have worked for our associates in the past.

Please be aware that these are not the only sites out there, and we do not recommend or warrant any of these sites. These are provided solely for your convenience and consideration. You will make your own, independent assessment of advertising sources and your own decisions to benefit your independent business.

Free Internet Classifieds

These are the simplest to understand. Links to sites that will take your classifieds and tips for writing Classified Ads as well as prewritten classifieds you can just copy and paste are included in the Appendix 7.

Writing Articles

You write articles to share your expertise so that potential prospects will come to see you as a trustworthy person with useful knowledge. Many people mistakenly believe that writing articles is to highlight their product or business opportunity. Please do not fall into this trap.

Don't try to sell yourself or your opportunity in your article. Just share some useful knowledge. This shows people that they can trust you, and people buy from those that they trust.

Your business exposure in your articles will come solely from links imbedded in the articles that link back to your opportunity site or to some other site that links, ultimately, to your opportunity site. Your signature can also be a link. For details on how to use articles and imbed links, please see the Appendix 8.

When you write an article, you submit it to a directory. Articles are “picked up” from the directories and can be published in multiple places on the web. (Top Article Submission sites and tools are listed on the “Getting Started” page where you downloaded this document.)

Writing Press Releases

A press release is simply a release of information to the media.

A press release announces something new or a new spin on something. (It could be a new event, a new company, a new product, a new business for you, a

new marketing tool, a new focus – you get the idea – there’s always something “new” to talk up.)

The purpose of a press release is to announce your service and/or product to the media. You want to draw your readers into the information about your business/product/service. You want to provide them with enough information that they will want to find out more and join your business. You need to provide links that will take them to your business information sites.

Blogs

A blog is like an online journal or a series of notes that you write about yourself and your business.

Blogs provide several important advantages for your business:

- 1) Search engines reward fresh content, including blogs. Writing to your blog regularly is an easy way to get good search positioning.
- 2) You can write about your business and the benefits to your life.
- 3) You become a person your readers get to know, and you become an expert in the eyes of your readers – all for free.

If you choose to write a blog, make sure to submit your blog to the search engines. Google runs a free blog – previously called www.blogger.com. You can still sign up by going to: <http://www.blogger.com>. You will need to enter your Google account information to sign up. This is your Google email and password. If you have not set up a free email with Google yet, do so while you set up your blog.

Free Banner Exchanges

A free banner exchange is a group of participating Web sites that display each other’s ad banners in exchange for credits; the more impressions you display the more credits you receive. The credits are then converted into ad spaces for you to display your ad banner on participating Web sites. Participating in free banner exchange programs is a great way to drive traffic to your site, especially if you have compelling content and a creative ad banner. This strategy will work for you once you have set up your own branding and informational websites.

Free Traffic Exchanges

On traffic exchanges, members agree to look at other members' sites in exchange for having other members look at their sites. You earn credits for each site you visit. You spend credits to have others look at your sites.

Some traffic exchanges allow members to upgrade for a fee so that they can still display their websites but do not have to look at other websites themselves.

Several of the most popular traffic exchanges are listed in Appendix 6. The rules are fairly self-explanatory.

Networking Sites

Networking sites allow you to network with other business-minded, opportunity seekers. You should sign up for a FREE account and create a profile for yourself. You can then go to others in the network and introduce yourself and leave them your signature file. You will be targeting the exact types of people who you want to work with.

Forums

There are thousands of internet forums. Look first at the home-business, entrepreneur forums. They are great places to advertise your business. You will post (respond to) comments when other entrepreneurs ask a question and post your own original questions/comments. (Some popular forums are included in the Appendix 6.)

Safe Lists

Safe Lists are email campaigns. Members sign up so they can send out emails advertising their opportunity. In exchange, members agree to receive emails from other members.

*If you decide to use safe list make sure that you use a free email address that you create specifically to receive these emails. You do not want these emails going to your business email address. Sign up for your free email address www.google.com or www.yahoo.com.

Do not use safe lists if you are addicted to joining opportunities. That is a waste of your time and money. Safe lists can be a great way to test your email copy. If you want to try safe lists use: www.gotsafelists.com

For Fee Internet Advertising –

Internet Advertising is covered extensively in the training videos on the “Getting Started” page. Internet marketing is also part of the training you will receive through LifePath Unlimited’s partnership with MelonHead Marketing.

For fee internet marketing includes:

- Pay per click advertising
- Banner advertising
- Press releases
- Article advertising
- Classifieds

just to name a few...The possibilities are endless but make sure you know what to do before diving in head first. Check out the resource center in the LPP back office for training programs that will help you tap into both online and offline strategies for using the internet to build your business.

www.thehomebusinesspeople.com/lifepath

www.melonheadmarketing.com

Appendices

Appendix 1 – Six Things You Must Master For Success

Six Steps to Success in Detail

1 - Lead Generation

You want to have a list of 250 names that you can contact about our business and products, and then add to that list with a weekly marketing plan so that you always have a stream of new people to talk to. The quickest way to develop a contact list is to purchase leads from a reputable lead vendor. There are several pre-screened lead companies in your LifePath Pro back office. The idea is that you want to build a large list of interested people in your LPP contact manager so that you can continue to stay in touch with them with the automated system and monitor their activity in the information system. As they say “timing is everything”, and you want to be the person they think of when the time is right.

A lead is a lead, however quality and price vary depending on several factors. Consider the following when putting together your marketing plan:

Freshness – How new is the lead, was it generated today or 30 days ago?

Fresher is better and more expensive.

Exclusivity – How many other people share the lead? The more people that receive the same contact, the less the quality and the price. There is a trade off.

Ad Content – Did the lead respond to a free give-away or did they respond to a targeted ad designed to attract the right type of person that is looking for what we offer? Targeted ads are better and cost more.

Quantity – Generally speaking the larger the order the lower the cost per lead. You may want to test a few smaller batches to compare price to value and determine which companies give you the biggest bang for your buck.

Another quick way to build your contact list is to make a list of people that you know and who know you. We all know 250 people, even though you may not think so. Get out the yellow pages and go through the business listings. Everyone does business with other people and these business owners are entrepreneurs that may be open to an additional income stream or they may know someone to refer to you. Think of people in clubs or associations you may be a member of. There is a warm market wizard in the LPP back office that will assist you in developing your list and special email campaigns set up to send out right away. Some of the best people on your team usually come from your warm market and the best part is these names are free.

The other way to build your contact list is to generate your own leads. These are great because they are targeted, fresh and exclusive to you. Here are some ideas for organic lead generation:

Classified Ads – Simple 3 line ads in newspapers.

Guerrilla Marketing – Business cards, drop cards, flyers, door hangers, road signs, bumper stickers and decals.

Internet Advertising – Pay per click, banner ads, press releases, article advertising, blogs, classifieds, bulletin boards...etc. The possibilities are endless but make sure you know what to do before diving in head first. Check out the resource center in the LPP back office for training programs that will help you tap into both online and offline strategies for using the internet to build your business.

Direct Mail – Post cards, letters...etc.

Display Advertising – In magazines and other print media.

Check the Marketing Tools section of your LPP back office to find resources to generate a steady stream of fresh leads.

2 - Contact Leads

Once you have an abundance of people to talk to, the next step is to contact them. Remember, these people have responded to some form of advertisement and have expressed interest in learning more about what solutions you have to offer them.

You are in the business of helping people to improve the quality of their lives. Learning and developing good communication skills will assist you greatly in helping find solutions for your prospects and to determine if they are qualified to join your marketing team. Keep in mind; you can build a very strong business with just a small group of quality motivated individuals. Look at the contact step of the process as “sorting not selling”. You are simply looking for people you can help and more importantly, people that are willing to help themselves. That means they have a burning desire to make a change in their present situation.

The idea is to sort through your leads by following a simple interview/discovery dialogue that will enlighten both you and the prospect as to the possibility that there is a mutually good fit with our products and business model.

Focus on the activity of making contacts and having authentic conversations while remaining unattached to the outcome of what they decide, will make this step in the system fun and productive. Remember it's not about you, it's about them. You can't say the wrong thing to the right person or the right thing to the wrong person, so relax be yourself and enjoy the process. This step in the process is where you should be spending 80% of your time.

To learn the LifePath Natural Selling Approach go to your LPP back office and print out the document in the Training Center and attend the live training calls on Wednesday nights.

3 - Information System

The next step in the process is to direct the prospect to the information system to learn more about LPU, the products, the business opportunity and the system we use.

Where you send them will depend on how you evaluated their responses to the questions asked in the initial contact interview. During the interview listen for the qualities you are looking for when recruiting people to your marketing team. Make a written description of the characteristics and attributes that the ideal team member would demonstrate and match those to the individual you are speaking with. Does the person have a high level of desire for change, good people skills, and a track record of achievement? Are they open, sincere, and exhibiting a positive attitude? Use your instinct and intuition to determine if this person is going to be someone you'll enjoy a productive working relationship with.

There are a few information system options you may choose from:

- 1) A live Business Overview Call
- 2) A recorded Business Overview Call
- 3) The GAP line recorded system
- 4) Your LPP marketing info site and or your LPU site

The purpose of the information system is to allow your prospects to gather basic information about our business to determine if the LPU solution is a good fit for them. These tools will do the bulk of the selling, telling and explaining for you.

The primary option for a person you feel is qualified for your time is to have them listen to the live call where they can hear an overview and have the opportunity to get their questions answered. Schedule them to attend one of the live calls, confirm they will be there, and let them know what to expect and how the call is designed to help them in making an informed decision. Also schedule a time to follow up immediately after the call while the information and excitement are still fresh on their mind.

If their schedule doesn't allow for them to attend a live call then have them go to the recorded call in your back office conference bridge system. You can assign them an access code that will inform you if they attended and how long they listened. These calls begin at the top of the hour 24/7 so schedule them into the next available time slot and schedule a follow up call.

If you determine that the person is more of a suspect than a prospect then send them to the GAP line and give them instructions to call you back if they want more information. This allows them to gather some information that may elevate their desire level and re-qualify themselves by getting back to you.

Again this is part of a multi step sorting process that is designed to save you time and energy. Say less to more people and let the system do the sorting. Spending too much time with the wrong people is not efficient. Focus your energy on the people that have qualified themselves to the standards you have set.

4 - Follow Up

As the saying goes, “the fortune is in the follow up”. At this point your prospect has answered and is requesting more information, qualified for your time through a brief interview, and reviewed some information about LPU. This next follow up step has three parts; confirm a high level of interest, answer any remaining questions, and collect a decision.

The first part of this step is to find out if the prospect has a high degree of interest about the LPU opportunity and products. On a scale of 1-10 you should set the bar at 7. You are not in the business of convincing, persuading or manipulating people to participate. You are looking for willing customers and productive partners. If the person is excited and positive about what has been presented so far then move to the second part of this step. If they rate below a 7 then politely end the conversation and ask to stay in contact via email. Always leave the door open for them if their circumstances change in the future.

Typically at this stage most people have some questions. The best way to get those questions answered is to do a 3-way call with someone on your team, even if you know all the answers. By allowing someone else to answer questions you are demonstrating 3 powerful things; teamwork, 3rd party validation, and a simple system that helps the “new guy” do the business. By showing your prospects that they won’t have to “know it all” in the beginning goes along way to helping them believe they can do it. Make sure you consult with your representative to have a list of people you can use for 3-ways and then use them. Refer to the 3-way protocol and list form in the resource section.

The final part of the follow up step is to ask for a decision. If you don’t A-S-K you won’t G-E-T. There are many ways to ask and you’ll learn these in the training calls and Natural Selling Manual, however the important point is to simply invite your new people to get started and then allow them to decide. Decisions come in different forms with some people ready to get started now, some within a certain time frame and some not at all. One thing to remember is that whatever they decide, “it is not about you, it is about them”, so stay emotionally unattached to the outcome and take massive action. The more people you talk to and collect decisions from, the more customers and team members you’ll eventually have

and the larger your business will grow. Your thoughts and actions are the only thing you can control, so stay focused on doing the action steps and attracting the right people, and the results will follow.

5 - Training New Representatives

Once your new associates decide to get started and join your team you will want to immediately assist them to get their products ordered and business up and running. The following sequence is a good guideline:

- 1) Help them enroll on your LPU site to become an associate, get their ID#, and personal LPU site of their own.
- 2) Show them how to log on to their site, order their products and make payment to you.
- 3) Direct them to LifePathPro.com and help them sign up for their \$1-30 day test drive on the marketing system. Show them how to log on and where to find the training instruction manuals and resources that are available. Just spend a few minutes surfing around the site to familiarize them with what is there.
- 4) Make sure they print out a call schedule and encourage them to attend as many as possible in the first 30 days.
- 5) Set up an appointment to have an initial strategy session with you to go over their goals and develop a business plan with some realistic expectations for building their business. You'll want to cover their time commitment and marketing budget and teach them the daily method of operation. Have them review the comp plan and policies and procedures documentation. Be clear that you are willing to help them and that they are responsible for their actions and ultimately their success. You are there to guide them and provide support.
- 6) Provide a 3-way list and be clear that you are first on the list to call when they have an interested person with questions. You want to build a working relationship with their new representatives as they are part of your team as well and can potentially improve your bottom line. Treat all team members with respect and care. The more people you help to be successful the more successful you will be.
- 7) Help them create a detailed marketing plan on how they will generate leads and establish an advertising/marketing budget. The important thing is to assist your new associate in developing or acquiring their initial list of 250 contacts. This can be accomplished with little or no cash outlay depending on the strategy they chose. Be sure to show them the Lead store in there LPP back office.
- 8) Use the getting started and strategy session checklists as a guideline for engaging your new associates to begin taking immediate action. Learning by doing is the best way to get through the learning curve.
- 9) Get organized and then get on the phone. Set some goals to have the systems up and running, contact list in hand, familiarize with the basic

script for contacting prospects and then get in the game by calling the contacts and having some genuine conversations within the first week in business. Get on the phone with your new people and make a few calls with them. Demonstrate how simple the process is and help them to be action oriented.

- 10) Teach people to focus on the activity not the results. Massive Action = Massive Results. Simply contact your list, direct them to the information systems we have in place, and then follow up to gauge their interest. Short focused blocks of time doing this basic activity is what will get results and the more you do, the better you get, and the greater your results will be.

6 – Duplication

The final step in the process is to duplicate yourself by assisting your new associates to qualify at each product level. In this process you will benefit from the shared training sales commissions you'll receive and you'll have developed a solid team player that can build depth in your organization which will generate additional bonus income for you.

It is important that you understand the compensation plan and how to maximize it. Teach your team mates these principles and then demonstrate your leadership by example. People will follow the leader, and leading by example is the best way to build your team. Here is what the top producers do:

- 1) Show up consistently by attending all the calls, introducing themselves and their guests. To have guests you must be consistent in your effort of marketing to generate leads and then contacting the leads. When you are producing results your team will follow your lead and do what you do.
- 2) Position themselves in the pay plan by purchasing and then using all the products. Be a product of the product. Take the Discovery course in earnest. You want to be at every BreakThrough and Destiny event and bring your team with you. If you are not there you can't expect your team to be there.

By helping your new people make their training sales they will make some immediate income and realize they can do the business. This will light a fire under them and accelerate their business and yours as well. People are much more likely to truly believe in themselves and the business, and then upgrade to the higher level products, once they see some results.

Having your new associates get off to a good start is well worth the effort on your part and lending them a hand up is the best way to make it happen.

Appendix 2 – How to do a 3-Way Call

3-Way Call Protocol

The 3-way call is an essential part of our system. Use this without fail, teach your team to do the same, and watch your business explode. Here is how it works:

- 1) Follow up with prospective partners after they have reviewed the information system (live presentation call and LPP marketing page). DO NOT bring people on a 3-way that have not thoroughly reviewed the information. 3-Ways are for getting questions answered and demonstrating teamwork not for presenting.
- 2) Confirm that your prospective partner has a high degree of interest (7 or better on a scale of 1-10). DO NOT bring people on a 3-Way that are skeptical, negative or un-excited. Again 3-Ways are for showing the prospective partner they will be part of a team that will help them with their prospective partners by answering questions and lending support, not convincing people to do something they are not interested in.
- 3) Once interest is confirmed and they are seeing an opportunity for themselves, ask if they have any questions. Typically interested people will have questions, and at this point you want to let them know you'll get their questions answered and ask them politely for permission to be put on hold momentarily.
- 4) Put them on hold by pressing the flash button on your phone which will give you a dial tone. Dial the number of someone on your 3-Way list and when they answer ask if they have a minute to do a 3-way with your prospect. If they agree hit the flash button a second time and that will bring all three of you together on the line.
- 5) Next, introduce your prospect to the person you are 3-waying to by edifying the teammate (has lots of experience, been very successful, is a great person, a leader...etc), and let the prospect know this is a demonstration of how you work as a team, and when they come on board they will have the advantage of using a group of seasoned professionals to help them build their team. You may want to tell your teammate a thing or two about your prospect and then just BE QUIET and LISTEN. DO NOT interrupt the conversation until your team mate invites you back.
- 6) The person you 3-wayed to will then tell a little about his/her experience and background (a testimony) and answer any questions your prospect may have.
- 7) Thank your teammate for spending time with you and your prospective partner and hit the flash button to disconnect the teammate.
- 8) Continue the conversation and invite the prospect to get started.

Helpful Tips:

Have a list of several people that are willing to do 3-ways with you. This is a reciprocal arrangement, you help them, and they help you. T.E.A.M = Together Everyone Accomplishes More. As you build your team, build your list. Attend all the live events and meet the community to build your list as well.

Set up an instant message system so that you can see who's available online while you are following up with your prospect. You can IM to confirm availability. Google "Instant Message" to find resources or communicate with your mentor to see what system they use.

Match people with similar interests or backgrounds. For example, if you are talking with a working woman that wants to be a work at home mom, 3-Way to a work at home mom on your list. Similar careers, geographical location, age, gender, hobbies, or other commonalities are great for building rapport and relating to each other. Remember; people do business with others they like, know and trust, people they believe are just like them.

Appendix 3 - Goal Setting Form

Goal Setting Worksheet

This worksheet is presented to help you write down your goals. As you go through the the Discovery Program and complete your 56 Days to Destiny, you will undoubtedly refine and augment these goals. This is a quick goal setting exercise that will help you begin the process of quantifying what you want to achieve with your business. You will use the results from this worksheet to begin your business strategy session with your authorized representative.

LifePath Pro comes with a goal setting/recording/reminding functionality to help you make sure your goals are always the motivation behind your actions. You can find helpful audios and a place to enter your goals on LifePath Pro. Click on the training link and choose "Goals". Follow along with the audios by printing out these sheets and recording your answers.

What must you do if you want to achieve your goals?

- 1) Set goals.
- 2) Write them down.
- 3) Review them often.
- 4) Share them with others – your mentors and peers.

Now we will walk through the specifics of setting your goals. We want to come up with 7 or more goals you would like to achieve.

Use this paper to start recording your ideas.

As a place to start, you will do an exercise of imagining a perfect life as you would define it.

If you had a magic wand that could make your life perfect in each of these areas, what would your life look like? Take out a pen and write a description of what your perfect life would look like in each of these areas.

Include details that are important to you. Specific details.

Area 1 – Your Health (Imagine yourself in perfect health? What goals do you have in this area that will bring you to this perfect health? Stop smoking, lose weight, exercise more, eat more healthily, etc.)

Area 2 - Your Relationships (Imagine your relationships in a perfect life. Consider relationships with family, spouse, family members, friends, God, coworkers, etc. What goals will bring you to this ideal state?)

Area 3 – Your Money (How much money do you want to earn on a monthly basis in 3 months? 6 months? a year? 5 years? How would you spend your money – travel, investment? How much do you work for that money? 20 hours per week? From home, from an office?)

Area 4 – Financial Situation (What do you want for your financial situation? Do you have debt? Are you saving for retirement? Do you have true financial freedom? What goals would you need to accomplish to have no financial worries at all?)

Come up with at least 7 goals.

Record these goals. Try to pick goals you can achieve in the next 12 months.

When you record these goals, use this specific format:

1. Write your goals as if you have already achieved them – as if they are already a reality.
2. Write your goals in the positive.
3. Begin all goals with “I”

Examples:

I'm my own boss and I work full time from home. I weigh 140 pounds. I love my daily workouts and look forward to them. I have energy to get through everything because I eat such healthy food. I live in my dream house. I am debt free. I have savings for retirement.

You know you should have goals. You know you should write them down, but how many actually will? Not very many.

Now enter your goals in the Training section of Lifepath Pro. Set up a schedule for LifePath Pro to remind you of your goals.

Take a look at your Income and Financial goals. Those are the ones you will need to review with your Authorized Representative, the person who brought you into this opportunity. Your Authorized Representative will be able to help you translate those income goals into a concrete plan of action – a marketing budget, a start-up marketing plan, and specific sales goals for achieving your desired income level.

Make sure you have completed the checklist in the main document and you have the answers to the following questions:

What are your income goals?

- 30 day income goal (e.g. \$10k 1st 30 days)
- 90 day income goal (e.g. \$15k per month within 90 days)
- 6 month income goal (e.g. 20k per month within 6 months)
- 12 month income goal (e.g. \$40k per month by one year)

How much are you planning to spend on advertising to get started?

How much of your revenue will you reinvest in your business?

As you learn the business, you will be able to adjust your goals and activities as needed to produce your desired results.

Remember – setting your goals, writing them down, reviewing them often and sharing them with mentors and peers are the crucial steps to achieving your goals. These steps are designed to set you up to take massive action toward these goals.

Good luck, and congratulations on setting your goals!

Appendix 4 – Links for Free Advertising Sites

Where to Post Your Free Internet Classifieds

You will find a list below of 50 popular free advertising classified sites. Basically, you should aim at placing at least 10-15 free ads each day.

First, you need to register with the ad-site. You will then need to confirm your email address.

Make sure to use a "junk" email address for this purpose. You can sign up at Google or Yahoo to obtain a free email account that you use specifically to place free classifieds. The reason for this is that you will get spam when you place free classifieds - you don't want spam coming to your main email address.

www.ablewise.com/
www.adoos.com/
www.adlandpro.com/
www.adpost.com
www.adtrader.com/
www.advertsdirect.com
www.citynews.com/
www.classifiedscentral.com/
www.classifiedclub.com/
www.classifiedsforfree.com/
www.craigslist.org/about/sites.html
www.epage.com/
www.freeclassifiedads.com/
www.free-world-classifieds.com/cgi-bin/
www.free-world-classifieds.com/cgi-bin/
www.highlandclassifieds.com/
www.inetgiant.com/
www.locanto.com/
www.oboards.com/
www.onlineclassified.com/
www.onlineclassifiedclub.com/
www.oodle.com/
www.olx.com/
www.rapidclassified.com/
www.pressmania.com/locationChoice.aspx
www.saleSpider.com/
www.singaporeclassifieds.com/
www.snipplit.com/
www.superads.com/
www.theadnet.com/
www.thefreeclassifieds.net/

www.usfreeads.com/
www.yardsalenet.net/
www.classifieds.yahoo.com/
www.zamzata.com/

Okay, so you can see how putting up these free ads can take some time. Heck, it has taken me a lot of time just to copy these links for you. And, by the way, these sites come and go. I have checked all of these, but they may not be there, or there may be more good ones that I have not found. If you are using free advertising, make a point to search often for new sites. Also, consider purchasing a great software program. One that I was recommended to me as “very effective” is the Power Submitter. You purchase the software and download it onto your computer.

Then you fill out an ad form and SEND it to hundreds of different sites. You are allowed up to 15 different ad forms and you can change them whenever necessary.

To purchase Power Submitter, do a Google search for Power Submitter. If I try it and like it, I will include a link here in future versions.

The purpose of writing classifieds is to bring in prospects, right. Well, you don't have much real estate in a 3 line ad, so you want to get it right.

When writing these three line type ads for classified sites, make sure you are doing the following:

- 1) Offer your PROSPECTS a solution to THEIR PROBLEMS.
- 2) Use PROVEN KEY WORDS AND PHRASES in your HEADLINE:
- 3) CALL your prospects TO ACTION.

For more information on writing your ads, see examples in Appendix 7.

More links and information on other types of Free Advertising will be added to this guide. Please check back regularly.

Appendix 5 – Links for Paid Advertising Sites

Pay Per Click –

www.adwords.google.com
<http://searchmarketing.yahoo.com/as/>

There are others, but those two cover over 90% of the search market.

www.zango.com

Please refer to the training videos for complete instructions and tips on using these pay per click resources. Also, the live training by MelonHead Marketing will go through a hands on set up and campaign launch with you. Watch in your LifePath Unlimited Back Office for details of upcoming trainings with MelonHead Marketing.

Paid Banner Exchanges

In a Banner Exchange, you sign up and create a banner for your opportunity. You then agree to look at other people's banners, and they agree to look at yours.

Although the following sites have FREE options, leaders who use them recommend upgrading and paying for their services - your banner ads will perform much better. In addition, you will not have to look at other banners!

www.1800banners.com/
\$22.95 for 100,000 impressions

www.pearlsofwealth.com/
Banner Ad

\$10.00/month - unlimited impressions

Magazine Ads

Here are four links to popular magazines to get you started:

www.Entrepreneur.com

www.sbomag.com

www.cuttingedgemedias.com

www.homebusiness.com

Flyers

Flyers are inexpensive and highly effective as they tend to grab attention in a very busy marketplace. You want your flyer to stand out in the crowd.

Here are some techniques that will help your flyer get noticed.

1. Write an attention grabbing headline (just like in writing classifieds).
 - Make it memorable, unusual or provocative using a few carefully chosen powerful words.
 - Popular titles contain one or more of these words: Easy, The Secrets to, Unlock, Finally, Insider, Time Sensitive, How to, Free Bonuses, Now You Can, Discover, Proven.
- a) Use colorful or striking graphics.
 - One large image will have more impact than many smaller images.
 - A stunning photo or illustration grabs attention, creates a mood, and supports your story. This image is your "focal point" and will draw your readers in.
 - You can purchase inexpensive but quality stock photos on the Internet. Download individual photos or purchase a CD with hundreds of images.
- b) Focus on the benefits of your product or service.
 - Your prospects will ask the question, "What's in it for me?"
 - Write from the their perspective using the words "you" and "your."
 - Avoid using the following words: we, us, I and our.
 - Be sure to keep your text short and to the point.
 - Some of the most powerful words to use are: free, save, love, new, results, and guarantee.

- Break up long paragraphs with bullet points and place them in a separate box.
- c) Use compelling testimonials and case studies.
- Nothing strikes a chord like an endorsement from a happy customer, especially if it demonstrates the results they've had with your product or service.
 - Be sure to include the first and last name, company name and location of the person providing the endorsement.
- d) Organize your page with boxes, borders and areas of contrasting colors.
- You don't need to fill your flyer with wall-to-wall text and graphics. Incorporate some white space to make certain elements stand out and to make the flyer easy to read.
- e) Make your points easily identifiable.
- Highlight titles and subtitles in bold, but avoid using ALL CAPS because they are more difficult to read.
- f) Don't get too complicated.
- Make it simple with two typefaces, and align items to a grid.
 - Your page layout program will provide non-printing guidelines. Use the "snap to guidelines" function to align items easily to the grid. Be aware of printing margins. Create your layout with 1/2" margins on all sides, or add 1/8" for bleeds on items that print off the edge of the page.
- g) Don't forget to proofread.
- Have someone else proofread your work.
 - Double check your contact information. Dial the phone numbers on the flyer to make sure they are correct, and type in the URL of your website to make sure it is correct, too.
- h) If you are on a tight budget, try this.
- Select bright-colored or unique paper, and print with black ink. Use shades of grey to provide tones and contrasting background areas.
- i) Offer a discount or special limited-time price.
- Design a coupon on the bottom quarter of the flyer.
 - Be sure to clearly state the deadlines and limitations of the offer.
 - If it is a mail-in coupon, be sure to include the payment specifications with areas for filling out credit card information, mailing address, etc.

You don't need to reinvent the wheel when creating your flyer. Use these proven techniques and you will see big results in your marketing efforts.

With acknowledgement to Karen Saunders: Copyright 2006 Karen Saunders

To create your own flyer, or to have a designer create it for you, visit:

www.vistaprint.com

More topics on Paid Advertising will be added to this guide.

Appendix 6 – Resource List

Useful Links:

1. Keyword Tool: www.goodkeywords.com/
2. Google Keyword Tool:
www.adwords.google.com/select/KeywordToolExternal
3. Adbrite: www.adbrite.com

AdBrite, "The Internet's Ad Marketplace", is an e-commerce site. They sell ad space on thousands of websites. Great Place For Banners and other advertising.

4. Perfect Traffic: www.perfecttraffic.com/

Perfect Traffic has packages from \$38 and up. Banner placement, slide in banners, pop-ups, guaranteed traffic, text links, and more!

5. PRWeb: www.prweb.com/

PRWeb is the best place for submitting Press Releases

6. Fast Pitch: www.fastpitchnetworking.com/pr/

Fast Pitch is another great place for submitting Press Releases

Below is a list of places on the internet that you are able to market on. These places allow various types of advertising.

When you visit the site for the first time you will need to be looking for the small link that says "Advertise" or "Advertise Here". Click on that link for the Advertising details that are associated with that particular site.

These sites allow various types of advertising so you will need to look into each site for the details on what type of advertising they accept. (Some of the advertising allowed are: Pay Per Click, Banner Placement, Article Submission, Classified Ads, E-Mail Marketing, Ezine Ad, and much more)

Advertising List:

1. <http://www.DotComMOmmies.com>

Media Types: article, advertorial, text ad, link, newsletter, solo email, button, banner, directory

2. <http://www.yahoo.com>

Media Types: banner, pop ups, online classified, job listing

3. <http://www.imagevenue.com>

Media Types: banner

4. <http://www.veoh.com>

Media Types: banner

5. <http://www.ezboard.com>

Media Types: banner, print classified, online classified, ffa

6. <http://www.zango.com>

Media Types: banner, button, text ad, popup, popover

7. <http://www.yellowpages.com>

Media Types: listing, text ad, banner

8. <http://www.tucows.com>

Media Types: banners

9. <http://www.johnchow.com>

Media Types: sponsored review, business review, article, advertorial, text link, business post, blog, solo email, banner

10. <http://www.problogger.net>

Media Types: text links, banner ads, newsletter placements and RSS feed ads

11. <http://www.handango.com>

Media Types: banner

12. <http://www.yachtworld.com>

Media Types: banner

13. <http://www.ryze.com>

Media Types: networking, article, advertorial, text ad, text link, banner, button, ezine, newsletter, directory

14. <http://www.infoworld.com>

Media Types: banner, text link, email newsletter, podcast

15. <http://www.bizbuysell.com>

Media Types: banner, text ad, display ad, classified, business listing

16. <http://www.kompass.com>

Media Types: banner, text ad, text link, logo, directory

17. <http://www.emarketer.com>

Media Types: banner, text ad

18. <http://www.bizland.com>

Media Types: banner, newsletter

19. <http://www.bizshots.com>

Media Types: text ad, text link, banner

20. <http://www.inetgiant.com>

Media Types: banner, free classifieds, solo email, targeted traffic, guaranteed leads guaranteed signups, search engine optimization

21. <http://www.activerain.com>

Media Types: message board, forum

22. <http://www.careerbuilder.com>

Media Types: advertorial, job posting, newsletter

23. <http://www.ryze.com>

Media Types: networking, article, advertorial, text ad, text link, banner, button, ezine, newsletter, directory

24. <http://www.plugin.com>

Media Types: plug, text ad, advertorial

25. <http://www.entrepreneurs-journey.com>

Media Types: banner, sponsored review, text link, advertorial

26. <http://www.ultra-blogs.com>

Media Types: banner, sponsored review, text link, advertorial

27. <http://www.bizwits.com>

Media Types: banner, text ad, advertorial

28. <http://www.businessstycoons.org>

Media Types: banner, online classified

29. <http://www.sterlingwebtraffic.com>

Media Types: banner, text, paid to click

30. <http://www.business-opportunities.biz>
Media Types: banner, adverticle, newsletter

Appendix 7 – Proven, Effective Classified Ad Copy

The purpose of writing classifieds is to bring in prospects, right? Well, you don't have much real estate in a 3 or 4 line ad, so you want to get it right.

In order to create effective classified and other short advertising copy, you need to follow three simple rules:

- 1) Offer your PROSPECTS a SOLUTION to THEIR PROBLEMS.**
- 2) Use PROVEN KEY WORDS AND PHRASES in your HEADLINE.**
- 3) CALL your prospects TO ACTION.**

This may seem obvious, but if you go and look at the classified ads out there, you will be amazed to see how many do not follow this tried and true approach.

Offer your PROSPECTS a SOLUTION to THEIR PROBLEMS.

Okay – so what problems do people who will answer your ads have?

They want to:

- Make more money
- Have more time
- Have more freedom
- Be envied by friends and family for their lifestyles
- Find a place where they can be a leader
- Enjoy time at leisure
- Be healthier and have a healthier lifestyle
- Get away from the daily job stress
- Get away from negative office environments
- Avoid waking up with financial worries day in and day out
- Be recognized by others as successful
- They want prestige and status (usually manifests as “things” they want)
- To be on the cutting edge
- To be a big thinker – see the big picture
- Attain personal growth
- Be part of a successful community
- Feel like they are not stuck
- Know that they can succeed at this opportunity
- Know that they are making a good choice, not a rash decision based on hype

There may be others, but those are all ones to which this company can provide a SOLUTION.

Use **PROVEN KEY WORDS AND PHRASES** in your **HEADLINE**.

Again, there may be others, but here are some to get you started:

Amazing	Astonishing	Announcing
New	Secrets of	How to
You	Introducing	Life
Hate	Love	Just
Only	The Truth of	How Much
How Would	Which	Advice to
At Last	Breakthrough Discover	
Protect	Free	Here
Do You	Now	Annoying
This	Why	Facts You

CALL your prospects TO ACTION.

Tell your prospects **EXACTLY** what you want them to do:

- Call 800-xxx-xxxx now for a recorded message.
- Fill in your information and you will receive a call from me within 24 hours.
- Fill out this form and you will be given access to the information.
- Fill out this form and I will send you a link in email to my business information

Prospects will only do what you want them to do – take the next step – if you tell them what the next step is.

Sample Ads:

Here are some sample ads from industry leaders for you to use as models. Add your own flair, but follow the 3 steps. If you want unlimited copywriting ideas for your ads, to www.google.com and search on terms you think people would search on when they are looking for a business (e.g. home business, best home business, make money from home, additional income streams, personal growth business, residual income...) You will find many ads when you search on these terms. Don't copy exactly, but use these for inspiration as you create your own ads. Don't forget the three steps!

A Real Business For Real People
Serious About Getting REAL Results!
Call 888-888-8888 www.yourlpusite.com

Top 2008 Home Business
Serious About Changing Your
Financial Situation. Full Training
Call 888-888-8888 www.yourlpusite.com

CEO Level Income From Home
Tired Of Working 60Hrs Per Week?
Earn A CEO's Income From Home
Call 888-888-8888 www.yourlpusite.com

Serious Entrepreneurs Wanted Now
Create The Life Style You Deserve.
Full Training And Support Provided.
Call 888-888-8888 www.yourlpusite.com

Top Tier Home Business
Expanding In Your Area Soon!
Retire In 3-5 Years. Proven System!
Call 888-888-8888 www.yourlpusite.com

Lucrative Home Business
Industry Leaders Looking For
Serious Entrepreneurs. High Income!
Call 888-888-8888 www.yourlpusite.com

Legitimate Home Business
Earn Your Ideal Income From Home
Proven Business Opportunity.
Call 888-888-8888 www.yourlpusite.com

Perfect Home Business
Tired Of Making Someone Else
Rich? CEO Income From Home!
Call 888-888-8888 www.yourlpusite.com

Home Business Fortune
Take Back Your Life. Stop
Working 60+hrs Per Week.
Call 888-888-8888 www.yourlpusite.com

Excellent Home Business
Looking To Triple Your Income
Serious Entrepreneurs Wanted NOW!
Call 888-888-8888 www.yourlpusite.com

Professional Home Business
Top 2008 Home Business Expanding
Make Yearly Income Your Monthly!
Call 888-888-8888 www.yourlpusite.com

2008's Top Home Business
Excellent Money Making Opportunity
For Big Thinkers. Serious Only!
Call 888-888-8888 www.yourlpusite.com

Do You Love Your Life?
Get the Results That You Want – Today!
Free Report – www.YourWebsite.com

Are You a Leader?
Actions Speak Louder Than Words.
Do Nothing or Take Action – www.YourWebsite.com

Find Success Now.
The Next 20 minutes Will Change Your Life
Call 555-555-1212

How Much Leisure Time Do You Have?
Find the Time and Freedom That You Desire!
Free Report – www.YourWebsite.com

Struggling to Make Ends Meet?
Change Your Life Today.
It's Your Choice. Do Nothing or Take Action – www.YourWebsite.com

Make the Best Decision of Your Life
Think BIG make it BIG...
It's up to you to go to www.YourWebsite.com

Stressed? Overworked?
Turn Your Life Around Today
Serious Inquiries Only. Call 555-555-1212

Trying to Make it to the End of the Month?
Dramatically Improve Your Finances.
Proven System. Go to www.YourWebsite.com

Want to Change Your Life?
Unique Home Study System

Sign up Today for FREE Information: www.YourWebsite.com

Are You Ready to be Paid What You're Worth?
Discover the Proven Steps to Success.
No Hype or False Promises. Go to www.YourWebsite.com

It's Time to Take Action
Time is Money, Don't Waste It.
Free E-Course Reveals All: www.YourWebsite.com

Struggling in Your Home-Business?
Turn Your Business Around in 30 days
Find Results not Hype at www.YourWebsite.com

The Truth About Your Home-Based Business
Find Out What 97% of People Don't Know.
Your choice. Do nothing or call 555-555-1212

What Would You Do With 30 Extra Hours a Week?
Learn How to Get the Results You Want – TODAY!
Interested? Call 555-555-1212

Master Your Destiny
Think Big make it BIG
Free Report: www.YourWebsite.com

Are You Ready for a Change?
Free E-Course, Then decide.
Your Life is in YOUR Hands. www.YourWebsite.com

Escape the Rat Race
Your Search is Over
Make a Change Today! Call 555-555-1212

Discover Your True Potential
Proven Success System
Call 555-555-1212

Want to Fire Your Boss?
Take Action Today.
It's Up to You – www.YourWebsite.com

Tired of Money Worries?
Change Your Financial Situation TODAY!
Serious Inquiries Only. Call 555-555-1212

Who Else Wants to Make More Money?
Home-Based Business Expert Offers Free E-Course
Visit www.YourWebsite.com

Join a Team of Elite Professionals
FREE Training and E-Course
Visit www.YourWebsite.com

The Truth About Home-Businesses Exposed!
Find Out What Only the 3% Know.
Visit www.YourWebsite.com

Only YOU Can Change Your Future.
Make the Choice Today to do What it Takes
Visit: www.YourWebsite.com

Astonishing Business Secrets
that Will Change Your Financial Situation – Forever.
Visit: www.YourWebsite.com

Are You Ready to Do What it Takes?
Change Your Life Today.
Visit: www.YourWebsite.com

Worrying About Money?
Take Control of Your Finances and Your Life.
Find the Answers at www.YourWebsite.com

How Much Longer Can You Take It?
Change Your Destiny Today.
It is up to YOU to go to: www.YourWebsite.com

Discover the Secrets of the Top 3%
Learn How to Explode Your Business
Free Report at www.YourWebsite.com

It's Time for a Change
Life is Short – Stop Playing Around
For Real Success go to: www.YourWebsite.com

Do You Wish For Financial Security?
Change Your Dreams into Reality.
Visit: www.YourWebsite.com

Looking for Committed Leaders
Enjoy the Perks of Starting Your Own Business!
Free Details at www.YourWebsite.com

Need Business Help?
Discover What No One Has Ever Told You!
Free E-Course: www.YourWebsite.com

It's Time to Get Ahead in Your Life
Change Your Future – TODAY!
Free Details: www.YourWebsite.com

Committed to a Bright Future?
Stop Wishing and Start Doing
Pick up the Phone and Call 555-555-1212

Ready for Success?
Today is the First Day of the Rest of Your Life!
Find the Answers at www.YourWebsite.com

Astonishing and Proven Results
You Must See it To Believe It
Find the Answers at www.YourWebsite.com

Never Drive to Work Again
Take Control of Your Destiny
Visit: www.YourWebsite.com

Sick of All the Hype?
How About Proven Results Instead....
Call 555-555-1212 Today.

You Don't Have to Live Like This
A Better Life is Just a Click Away
Visit: www.YourWebsite.com
Make a CEO's Salary
From the Comfort of Your Own Home
Find Out How: www.YourWebsite.com

Make a Doctor's Salary
Working Only 10 Hours a Week
Find Out All the Details: www.YourWebsite.com

Life Can Be Wonderful
When You Are Doing What You Love!

Visit: www.YourWebsite.com

Stop Talking About Changing Your Life
Do Something About It!

Visit: www.YourWebsite.com

Discover the Secrets to Success
Free Report Reveals All

Visit: www.YourWebsite.com

Your Life Is In Your Hands
Not Anyone Else's!

It's Up to You to Go to: www.YourWebsite.com

Tired of Living Paycheck to Paycheck?
Change Your Life Today!

Go to: www.YourWebsite.com

Find 5 Short Minutes
to Change Your Life Today!

Go to www.YourWebsite.com

Want to Be the Envy of Your Friends?
Find Out How to Make Them Jealous

Go to www.YourWebsite.com

It's Your Life....

Isn't It Time to Do Something About It?

Find Out How: www.YourWebsite.com

Appendix 8 – Article Writing Information

Top places to submit Articles:

- <http://www.impactarticles.com>
- <http://www.isnare.com>
- <http://www.ezinearticles.com>
- <http://www.ideamarketers.com>
- <http://www.articlecity.com>
- <http://www.articlehub.com>
- <http://www.workathomearticles.net>
- <http://www.articlesfactory.com>
- <http://www.marketing-seek.com/home.php>
- <http://www.goarticles.com>
- <http://www.articlemarketer.com>
- <http://www.published.com>
- <http://www.articleworld.com>
- <http://www.businessknowhow.com>
- <http://searchwarp.com>

Article Submitter Pro: www.articlesubmitterpro.com/

Article Submitter Pro is the only completely "Article Directory Friendly" submission software. This program cuts your time in half when submitting articles.

Appendix 9 – Basic Script

The Quickest Way to 300K Script

Hello, may I speak with _____?

Hello _____, my name is _____. You recently visited one of my internet sites (classified ads; direct mail piece); _____ you then filled out a form (left a voice message) requesting that I call you so you can learn more about our business.

Do you recall doing that?

Great!

What I would like to do is spend a few minutes with you to help you determine if what I have is a fit for you.

Do you have 3 or 4 minutes right now?

Before we start, I'd like you to grab a pen and paper so you can jot down my name and a couple of phone numbers I want you to have.

My name is _____ and my number is _____.

Now _____ I would like to ask you a couple of questions to help me determine if there is a fit for you here.

Is that OK with you?

- What do you do for a living right now?
- How long have you been doing that? Do you still enjoy it?
- Are you looking for a JOB or are you looking for a true home based business?
- Have you ever been self-employed before?
- What is your ultimate goal? (Money, time, stability?)

(Repeat back to prospect what you are hearing. Ask follow on questions about their goals)

Ok, _____ I believe you will like what you will see here and that you will accomplish your goals when you get started.

I represent the hottest home based business program that specializes in home study education in the area of Personal Development. We have a very inexpensive start point; legal, legitimate products that have unheard of guarantees and a simple system that will generate multiple income streams for you. If you like what you hear and you join my Team, I expect you to easily (repeat the goal they have set for themselves); actually I work with people who earn in excess of 25,000 per month every single month, and I will teach you to do that as well. Would that make life fun?

We use a totally **turn key-3 step system** that explains all of the details about the product the program and how the money is made. *Your decision* to join me will be at your own pace.

The first step in the system is just about complete...you have requested more information about working from home; and through this brief interview you have proven to me that you are someone who can do this.

Step number two in the system is for you to get more information about our business. I have all the details available on my website, and I have a live business overview call for you to attend. So, first, write down this website: www.yourwebaddress.lifepathpro.com. Next we will schedule you for a call. It will last about 20 minutes and it will explain all of the features and benefits of this program.

The next call is today at_____. Are you available at that time?

Great, the number for the call is 507-726-3337 the PIN is 32345. Now it is important that you be in a quiet area where you won't be disturbed and have a pen and paper handy so you can write down any questions that you might think of during the presentation. Will you be able to do that?

Great, now the last question I have for you is this.

Is there anyone else who will be a part of the final decision as to whether you will get involved with this?

Great, so (repeat back what they said).

Alright _____ the third and final step in the system is for you and me to touch base after the call. I will answer any questions you have come up with and if you feel good about what you have heard, I will provide you with some more material that will assist you in making your final decision about this business.

Nice speaking with you _____ I will talk to you soon.

Appendix 10 – Compliance and Procedures

LifePath Unlimited: TERMS & CONDITIONS OF AGREEMENT

Last Updated: January 2007

I am of legal age in the state in which I enter this Agreement. I understand that I am not an Affiliate until LifePath Unlimited has accepted and processed the electronic sign-up, at its home office.

I will purchase products only for personal use, and not solely for the purpose of qualifying for commissions or bonuses. Products personally used by me and members of my household, in reasonable quantities, and not purchased to meet sales plan qualifications, are deemed retail sales.

I am entitled to cancel this Agreement at any time and for any reason with written notice to the Company. LifePath Unlimited sells its products and services directly to the end user consumer, where they become used and non-returnable upon delivery. Although products and services are not subject to buy-back, LifePath Unlimited will buy back from a resigning Affiliate unused and currently marketable sales aids purchased from the Company within 30 from the date of receipt of merchandise first ordered at 90% of the Affiliate's net cost, less appropriate setoffs and legal claims. The additional time periods and any additional terms of the buy-back laws of Georgia, Louisiana, Maryland, Massachusetts, Montana, Puerto Rico, Oklahoma, Texas, and Wyoming will be honored.

As an Independent Affiliate I will:

- Provide guidance, assistance & motivation to my Affiliates.
- Study the product literature and promote retail sales.
- Represent the LifePath Unlimited products in an honest manner.
- Honor LifePath Unlimited Customer Guarantees.
- Be professional, courteous, and considerate.
- Not misrepresent LifePath Unlimited's Marketing Program.
- Become familiar with, and abide by, the Policies and Procedures of LifePath Unlimited and other materials as prescribed by the Company.

I understand that Independent Affiliates cannot, under any circumstances, incur any debt, expense, or obligation on behalf of, or for, LifePath Unlimited.

I understand that, as an Independent Affiliate, I will not, for any reason, act as spokesperson for LifePath Unlimited and its products, in any manner, to any media or publication, without prior, written authorization. I will not

create, print, publish, or distribute any literature or materials representing LifePath Unlimited or its products other than those from, or approved in writing by, the Company.

I understand that, as an Independent Affiliate, I have the following rights: (a) to sell the products/services offered by LifePath Unlimited in agreement with the Company Marketing Program and, Policies and Procedures, and (b) to sponsor Independent Affiliates in agreement with the Company Marketing Program and Policies and Procedures.

I understand that I will make no claims or warranties of any kind, including, but not limited to, any claims for earnings or benefits concerning its products, other than those included in LifePath Unlimited's written literature. I will not make product claims which are not stated in official Company literature, and I am not permitted to create my own literature, sales aids, or training materials, without written consent from LifePath Unlimited.

As an Independent Affiliate, I understand that I am an independent contractor, and not an agent, employee, or franchisee of LifePath Unlimited. I understand and agree that I will not be treated as an employee for federal or state tax purposes, nor for purposes of the Federal Unemployment Tax Act, the Federal Insurance Contributions Act, the Social Security Act, State Unemployment Acts, State Employment Security Acts, or State Workers Compensation Acts. I understand and agree to pay all applicable federal and state self-employment taxes, sales taxes, local taxes, and/or local license fees that may become due as a result of my activities under this Agreement.

I understand that my acceptance of this Agreement does not constitute the sale of a franchise or a security, no exclusive territories can be granted to anyone, and that no franchise fees have been paid, nor can I acquire any interest in a security by the acceptance of this Agreement.

The Company may, at its discretion, amend the Marketing Program, the Policies and Procedures, and the terms of the Independent Affiliate Agreement. Notification of such changes shall be published in newsletters, broadcast by Email, written or published material circulated or made available to all Independent Affiliates. I agree to abide by all such amendments. The continuation of my Business by continuing to order products and services from LifePath Unlimited constitutes my acceptance of any and all amendments.

My Affiliate position cannot be sold, assigned, or transferred without prior, written approval from the Company, except that the Affiliate position shall pass by will or intestate succession, as provided by law. LifePath Unlimited will require the successor in interest to sign and be bound by the then current Affiliate Agreement.

I have carefully reviewed the Marketing Program of LifePath Unlimited and the Policies and Procedures, and acknowledge that they are incorporated as a part of this Agreement in their present form and as modified from time to time by the Company. My violation of any of the terms of this Agreement or the Company Policies and Procedures may result, at the Company's discretion, in loss of all or part of my marketing organization, and/or cancellation of this Agreement.

This Agreement constitutes the entire agreement between the parties, and no other promises, representations, guarantees, or agreements of any kind shall be valid unless in writing. If any provision herein is held to be invalid, all other provisions shall remain valid and enforceable.

The term of this Agreement is six months. This Agreement can be renewed Bi-annually on each anniversary date of the acceptance of this Agreement, unless otherwise canceled or extended by LifePath Unlimited. A renewal fee of \$49.00 will be charged.

This Agreement shall be governed by the laws of the State of Nevada, and any claims or disputes between parties to this Agreement shall be subject to binding arbitration under the Commercial Rules of the American Arbitration Association, with one arbitrator, with arbitration to be held in Las Vegas. Louisiana residents may choose jurisdiction in, and arbitrate in New Orleans, Louisiana.

LIFEPATH UNLIMITED: POLICIES & PROCEDURES:

Last Updated: January 2007

Code of Ethics

As an Affiliate of LifePath Unlimited (hereinafter "LifePath Unlimited" or "the Company") I hereby promise and agree that:

- 1) I will be honest and forthright in all my transactions while acting as an Affiliate of LifePath Unlimited, and will perform all activities in a manner that will enhance my reputation and the reputation of LifePath Unlimited.
- 2) I will not engage in any illegal or deceptive practice.
- 3) I will respect the time and privacy of everyone I contact to become retail customers or Affiliates of LifePath Unlimited. I will be courteous and respectful to everyone contacted in the course of my LifePath Unlimited business. I recognize LifePath Unlimited officers have strong personal convictions regarding the ethical conduct of all LifePath Unlimited Affiliates.
- 4) I will make no income claims or representations regarding the LifePath Unlimited marketing program, except those in LifePath Unlimited literature. I acknowledge that a LifePath Unlimited Affiliate's success depends on

- many variables, such as amount of time and effort committed to his or her business and his or her organizational ability.
- 5) I will not make claims for LifePath Unlimited products, services or its income opportunity except as published in official LifePath Unlimited literature. I will remember that even my personal experience of benefits received from LifePath Unlimited products, services or its income opportunity may be interpreted as LifePath Unlimited claims if I use those experiences as a sales device.
 - 6) I will always honor LifePath Unlimited's 100 percent satisfaction, money-back guarantee when dealing with my retail customers.
 - 7) I understand and agree that I am solely responsible for all financial and legal obligations incurred by me in the course of my business as an Affiliate of LifePath Unlimited, including self-employment taxes, income taxes, sales taxes, license fees, etc. I understand that I am an independent contractor for all federal and state tax purposes.
 - 8) I will compete aggressively but fairly, and I will respect the participants of other network marketing opportunities. I will not solicit from the Affiliate lists or customer lists of other network marketing companies, nor focus sales or recruiting efforts solely on the customers or Affiliates of any one other company. I will not use sales materials that are regarded as proprietary by other companies.

Affiliate Statement of Policies and Procedures

LifePath Unlimited reserves the right to decline any Affiliate Application, including the application of any person who has had a financial interest of any kind in any LifePath Unlimited Affiliate position under a different enroller in the preceding six months

All Affiliates are authorized to sell LifePath Unlimited products and services, and to participate in the LifePath Unlimited marketing program.

All Affiliates may enroll new Affiliates.

No person is required to purchase any LifePath Unlimited products or services. The only payment required of new Affiliate is the \$49 administration fee for six months of administrative and sales support.

Married couples who both wish to participate must share a single Affiliate position. Affiliates who marry must maintain separate Affiliate status, unless one is the direct sponsor of the other, or they have the same sponsor, in which case their Affiliate positions may be consolidated. When a couple sharing an Affiliate position divorces or separates, LifePath Unlimited will continue to accept orders as before the divorce or separation until it receives written notice, signed by both parties or by a court decree specifying the

future relationship.

Affiliates and their spouses or dependents may not have a financial interest in more than one Affiliate position without the written consent of LifePath Unlimited. For example, neither a shareholder of a corporation that is a LifePath Unlimited Affiliate, nor a partner of a partnership that is an LifePath Unlimited Affiliate may become an LifePath Unlimited Affiliate individually.

Corporations, Partnerships and Trusts may apply to become Affiliates of LifePath Unlimited only when the Affiliate Application and Agreement is accompanied by copies of:

- a) Articles of incorporation, partnership agreement or trust documents as filed with the State.
- b) Corporate applicants must disclose a complete list of all directors, officers, and shareholders involved in the corporation. Partnerships must disclose all general and limited partners. Trusts must disclose the trustee and beneficiary.
- c) Proof must be provided of a Federal ID Number and a copy of the Annual Certification from the Secretary of State of the State of Trust, Partnership Registration or Incorporation.
- d) Shareholders, partners, beneficiaries and trustees, directors and officers, as applicable, agree to remain personally liable to LifePath Unlimited and bound by its rules and regulations.

A person or entity may not apply as an Affiliate using a fictitious or assumed name.

Affiliates may not bind LifePath Unlimited to any obligation. Affiliates must renew their Affiliate position bi-annually. The bi-annual renewal fee is due on the anniversary of an Affiliate's application to LifePath Unlimited. Although the responsibility for renewing belongs to each Affiliate, LifePath Unlimited will remind Affiliates when their renewal is due. Any Affiliate not renewing by the renewal date shall be deemed to have voluntarily terminated their Affiliate position, and thereby forfeit the position, all sponsorship rights, and purchasing privileges.

Affiliates agree to indemnify and hold harmless LifePath Unlimited, its shareholders, employees, agents, and successors in interest from and against any claim, demand, liability, loss, cost, or expense, including, but not limited to, attorney's fees arising or alleged to arise in connection with the Affiliate position, and any matter related to the Affiliate's performance under the

Affiliate Agreement

All Affiliates shall comply with all federal and state statutes and regulations and local ordinances and regulations concerning the operation of their businesses. All Affiliates are responsible for their own managerial decisions and expenditures, including all estimated income and self-employment taxes. At the end of each calendar year, LifePath Unlimited will issue an IRS Form 1099-MISC for Affiliates as required by law. (Applicable when payments exceed \$600 or purchases exceed \$5,000).

Affiliates are not restricted from selling the products and services of other companies. However, promotion of products, services or income opportunities of other direct selling companies, to LifePath Unlimited customers or Affiliates, is strictly prohibited. Any Affiliate found in violation of this rule risks suspension or termination of their Affiliate position.

There are no exclusive territories for marketing or enrolling purposes, nor shall any Affiliate imply or state that he or she does have an exclusive territory. There are no geographical limitations (within the U.S. and its possessions) on Affiliate enrolling.

If one applicant submits multiple Applications, only the first completed form to be received by LifePath Unlimited will be accepted. LifePath Unlimited reserves the right to resolve such disputes.

Affiliates who choose to enroll are required to assure the adequate training of their enrolled Affiliates. "Adequate training" includes (but is not limited to) education regarding LifePath Unlimited rules and regulations, marketing program, product information, sound business practices, sales strategies, and ethical behavior. An enroller must maintain an ongoing, professional leadership association with Affiliates in his/her organization and must fulfill the obligation of performing as a bona fide sales mentor or sales trainer in the sale or delivery of products to the ultimate consumer. Examples of such supervision may include, but are not limited to: newsletters, written correspondence, personal meetings, telephone contact, voice mail, electronic mail, training sessions, accompanying individuals to LifePath Unlimited training, and sharing genealogy information with those enrolled. Affiliates should be able to provide evidence to LifePath Unlimited upon request of ongoing fulfillment of enroller responsibilities.

A transfer request, without group, will be considered with the notarized signatures of consent from the five immediate uplines. A transfer request, with group, will be considered with the notarized signatures of consent from the five immediate uplines, and the notarized signatures of consent of each

downline wishing to be included in the transfer. All transfers of sponsorship require the final approval of LifePath Unlimited, whose decision will take into account the overall good of the LifePath Unlimited. An administrative fee may be charged for changing the corporate records.

An Affiliate may voluntarily terminate his or her Affiliate position by failing to renew when applicable or upon written notice to LifePath Unlimited. Voluntary termination is effective upon receipt of such notice by LifePath Unlimited at its home office. An Affiliate who terminates his or her Affiliate position may reapply after waiting six months from termination.

An Affiliate may be terminated for violating any of the terms of this Agreement. LifePath Unlimited will give written notice of termination of the Affiliate position of a violating Affiliate, citing evidence of the violation. Should no response be provided by the Affiliate within 15 days, termination will become effective upon final decision of LifePath Unlimited. Notice of the decision will be sent by certified mail to the violating Affiliate's address of record. In instances where applicable state law is inconsistent with the foregoing, such procedure shall be automatically amended for compliance. An involuntarily terminated Affiliate may not make application to LifePath Unlimited for a period of one year following the effective date of termination.

An involuntarily terminated Affiliate may appeal the termination by submitting a letter of appeal, stating the grounds of the appeal. This letter must be sent U. S. Mail or private delivery service RETURN RECEIPT REQUESTED and must be received by LifePath Unlimited within 15 days of the date of mailing of the Company's termination notice. If the Company has not received a letter of appeal by that deadline, the involuntary termination shall automatically become final.

If an Affiliate files a timely appeal, LifePath Unlimited will, in its sole discretion, review and reconsider the termination and notify the Affiliate of its decision. The decision of the Company shall be final and subject to no further review. If the appeal is denied, the termination shall remain in effect as of the date of the Company's original termination notice.

Should LifePath Unlimited deem it necessary to suspend an Affiliate, such suspension could mean that the Affiliate may not have the right to represent themselves as a Affiliate of LifePath Unlimited and that product orders will not be accepted, pending resolution.

In the event an Affiliate is terminated, effective with such termination the Affiliate can no longer sell LifePath Unlimited products and services, or enroll other Affiliates. The Affiliate also loses all rights to commissions,

bonuses, and all other benefits.

No Affiliate shall contact, directly or indirectly, or speak to or communicate with any representative of any supplier or manufacturer of LifePath Unlimited, except as arranged by LifePath Unlimited. Violation of this rule may result in termination of Affiliate benefits and possible claims for damages if the vendor relationship is compromised by the Affiliate contact.

Information contained in any genealogy or downline report provided to an Affiliate by LifePath Unlimited is proprietary and confidential to LifePath Unlimited, and is transmitted to the Affiliate in strictest confidence. The Affiliate agrees that he or she will not disclose any such information to any third party directly or indirectly, nor use the information to compete with LifePath Unlimited or for any purpose other than promoting the LifePath Unlimited income opportunity. The Affiliate and LifePath Unlimited agree that, but for this agreement of confidentiality and non-disclosure, LifePath Unlimited would not provide the information to the Affiliate. Any Affiliate who is found to be in violation of this rule risks suspension or termination. LifePath Unlimited reserves the right to seek damages to the fullest extent of the law.

The name LifePath Unlimited and the names of all LifePath Unlimited products and services are the registered or unregistered trademarks of and owned by LifePath Unlimited. Only LifePath Unlimited is authorized to produce and market products and literature under these trademarks. Use of the LifePath Unlimited name on any item not produced or authorized by LifePath Unlimited is prohibited.

LifePath Unlimited Affiliates are not permitted to use the LifePath Unlimited trade name or any of its trademarks on their business or personal checking accounts. However, Affiliates may imprint their LifePath Unlimited business checks as being an "Independent Affiliate of LifePath Unlimited products."

Affiliates are not permitted to use the LifePath Unlimited trade name in advertising their telephone and fax numbers in the white or yellow page sections of the telephone book.

LifePath Unlimited Affiliates are not permitted to incorporate into their own business card or letterhead graphics any LifePath Unlimited trade name or trademarks. Only the approved LifePath Unlimited graphics version and wording are permitted, and letterhead must be ordered either from LifePath Unlimited directly or from an LifePath Unlimited approved source. Internet and web site policy.

- a) No Affiliate may independently design a web site that uses the names, logos, or product descriptions of LifePath Unlimited without written permission from LifePath Unlimited.
- b) No Affiliate may use “blind” ads on the Internet making product or income opportunity representations that are or can be associated with LifePath Unlimited.
- c) No Affiliate may under any circumstance use the Internet for the purpose of indiscriminate “bulk” or unsolicited mailing, generally known as “spamming.”
- d) No Affiliate may violate any local, state, or federal laws regarding the Internet or any generally accepted ethical codes of Internet conduct.

No endorsements of any kind, including by LifePath Unlimited officers, may be alleged, except as expressly communicated in LifePath Unlimited literature or approved in writing.

Affiliates shall not copy for sale or personal use audio or video taped material detailing the LifePath Unlimited income opportunity or product or service presentations, events, or speeches, including conference calls without written permission from LifePath Unlimited. LifePath Unlimited may seek injunctive relief or damages from the violator for the unauthorized use of LifePath Unlimited copyrights, trademarks, and materials. Video or audio taping of LifePath Unlimited meetings and conferences is strictly prohibited. Still photography is allowable at the discretion of the meeting host.

Affiliates may not answer the telephone by saying “LifePath Unlimited,” or in any other manner that would lead the caller to believe that he or she has reached the corporate offices of LifePath Unlimited.

Affiliates have the responsibility to indicate (a) method and means of shipping and (b) destination address. The methods available are stated on each order form and the prepaid costs, if selected, can be calculated by the shipping and handling cost information also provided. NOTE: Should the receiving party of any order shipped from LifePath Unlimited refuse delivery and the shipment be returned to LifePath Unlimited, the ordering Affiliate’s Affiliate status will be made “inactive” pending resolution of the delivery refusal. Non-accepted delivery charges will be debited to the Affiliate’s account.

The shipping Company is responsible for any damage that occurs after it takes physical custody of the goods. An Affiliate who receives damaged goods should follow this procedure:

- a) Accept delivery.

- b) Before the driver leaves, document on the delivery receipt the number of boxes which seem to be damaged.
- c) Save the damaged products or boxes for inspection by the shipping agent.
- d) Make an appointment with the shipping Company to have the damaged goods inspected.
- e) File a claim with the shipping Company.

LifePath Unlimited will provide all retail purchasers of LifePath Unlimited products with written receipts. Although LifePath Unlimited provides a suggested retail price as a guideline, Affiliates may sell LifePath Unlimited products at whatever retail price they choose.

For purchases made from the Company, LifePath Unlimited collects and remits applicable state tax which may be due on the selling price of those products and/or materials which are subject to tax. The applicable rate of tax due is based on the address to which the product and/or materials is shipped. Affiliates who request a tax-exempt purchase for resale from LifePath Unlimited (not permitted in all states) must provide the Company with a copy of their valid and current resale exemption certificate showing a resale tax number. This number must appear on all orders placed with LifePath Unlimited. The Affiliate must then collect the tax from his/her retail customer and remit it to the proper state and local taxing authority. All Affiliates must pay tax to the Company on their personal purchases made for personal use and consumption. As an Affiliate you agree to abide by the rules and procedures as set forth in the sales tax collection agreements that the Company may enter into with the various states and local jurisdictions.

All LifePath Unlimited product and literature prices are subject to change without notice.

LifePath Unlimited will replace, within 30 days of purchase, any product found to be defective. However, no product should be returned to LifePath Unlimited before prior approval is received. Strict compliance with the following is required:

- a) A written replacement request must be submitted, stating the reason for the request and accompanied by proof of payment and a copy of the purchase order form or packing slip.
- b) LifePath Unlimited will instruct the Affiliate where to ship the product for inventory and verification, and will also provide the appropriate quantity of authorized product return shipping labels. Upon receipt and verification of the product, LifePath Unlimited will ship replacement product as

appropriate.

NOTE: Any return received without prior approval will cause the status of that Affiliate to be made "inactive." Further, there is no assurance that the product will be considered replaceable.

Federal law empowers a buyer to cancel certain sales without penalty prior to midnight of the third business day after the transaction. This rule covers retail consumer sales of \$25 or more that occur away from the seller's main office. The LifePath Unlimited Sales Order form contains all legally required notices. It must be signed by the buyer and two copies must be given to the buyer on every sale. In addition, the Affiliate must orally inform the buyer of the three-day right to cancel at the time the buyer signs the contract of sale or purchases the goods. With regard to products, in all cases where the customer, at his or her sole discretion, deems the Retail Customer Returns policy, stated above, more favorable, that policy shall apply and override this policy. With regard to services, at the end of the three day period as stated herein, all sales of services are final and non-returnable.

If a retail customer mails or delivers to an Affiliate a valid notice of cancellation prior to midnight on the third business day after ordering or purchasing the program, service, and/or product, it must be honored by the Affiliate. If the buyer has taken delivery of any goods, they must be returned with the notice in substantially as good condition as when delivered. Within ten business days after receiving the notice, the Affiliate must refund all payments made under the contract of sale.

To the extent permitted by law, LifePath Unlimited shall not be liable for and Affiliate releases LifePath Unlimited from, and waives all claims for any loss of profits, indirect, direct, special or consequential damages or any other loss incurred or suffered by Affiliate as a result of (a) the breach by Affiliate of this Agreement, (b) the operation of Affiliate's business, (c) any incorrect or wrong data or information provided by Affiliate, or (d) the failure to provide any information or data necessary for LifePath Unlimited to operate its business, including without limitation, the enrollment and acceptance of Affiliate into the income opportunity or the payment of commissions and bonuses.

LifePath Unlimited encourages all its Affiliates to keep complete and accurate records of all their business dealings. A recommended publication is IRS Publication 911 For Direct Sellers, available from any IRS Office, or the IRS web site.

No income claims, income projections nor income representations may be made to prospective Affiliates. Obviously, any false, deceptive or

misleading claims regarding the opportunity or product/service are prohibited. Affiliates occasionally represent hypothetical income figures based upon the power of network marketing as actual income projections. This is counter-productive, and prohibited, since new Affiliates may be quickly disappointed if their results are not as rapid as the hypothetical model.

Federal and state regulatory agencies do not approve or endorse direct selling programs. Therefore, Affiliates may not represent or imply, directly or indirectly, that the LifePath Unlimited program has been approved or endorsed by any governmental agency.

LifePath Unlimited reserves the right to amend this Agreement, its prices, product availability, and marketing program as it deems appropriate. Amendments will be communicated to all Affiliates through LifePath Unlimited publications. Amendments are effective and binding on all Affiliates as of the date of issuance.

No failure of LifePath Unlimited to exercise any power under this Agreement or to insist upon strict compliance by an Affiliate with any obligation or provision herein, and no custom or practice of the parties at variance with this Agreement, shall constitute a waiver of the Company's right to demand exact compliance with this Agreement. Waiver by the Company can only be in writing by an authorized officer of the Company. The Company's waiver of any particular default by a Affiliate shall not affect or impair the Company's rights with respect to any subsequent default, nor shall it affect in any way the rights or obligations of any other Affiliate. Nor shall any delay or omission by the Company to exercise any right arising from default affect or impair the Company's rights as to that or any subsequent default.

If, under any applicable and binding law or rule of any applicable jurisdiction, any provision of the Agreement, including these rules and regulations, or any specification, standard or operating procedure which LifePath Unlimited has prescribed is held to be invalid or unenforceable, LifePath Unlimited shall have the right to modify the invalid or unenforceable provision, specification, standard or operating procedure or any portion thereof to the extent required to be valid and enforceable. The Affiliate shall be bound by any such modification. The modification will be effective only in the jurisdiction in which it is required.

Jurisdiction. All disputes and claims relating to LifePath Unlimited, this Agreement, the LifePath Unlimited compensation plan, or its products, the rights and obligations of a Affiliate and LifePath Unlimited, or any other claims or causes of action relating to the performance of either a Affiliate or

LifePath Unlimited under the Agreement or the rules and regulations, and/or a Affiliate's purchase of products shall be adjudicated totally and finally in Nevada, or such other location as LifePath Unlimited prescribes. Louisiana residents only: In the event of a dispute for jurisdictional purposes, a Affiliate shall be entitled to file an adjudicatory claim or lawsuit in the jurisdiction of Louisiana and the governing law shall be Louisiana law.

To the extent permitted by law, LifePath Unlimited and its affiliates, officers, directors, employees, and other representatives shall not be liable for, and the Affiliate hereby releases the foregoing from and waives any claim for loss of profit, incidental, special, consequential, or exemplary damages which may arise out of any claim whatsoever relating to LifePath Unlimited's performance, non-performance, act, or omission with respect to the business relationship or other matters between the Affiliate and LifePath Unlimited whether sounding in contract, tort, or strict liability. Furthermore, it is agreed that any damage to the Affiliate shall not exceed, and is hereby expressly limited to, the amount of unsold LifePath Unlimited products and services owned or held by the Affiliate and commissions owing.

Appendix 11 – Compensation Plan

You can find a video explanation and written document version of the LPU compensation plan at www.aboutlifepath.com