



The **YOUNGEVITY**  
Getting Started  
**TRAINING**



# Experience the Products



To live younger, longer, create vibrant health and be able to share Youngevity products with passion and excitement, you need to **experience the products**. We call this being a “product of the products”.



[Read the inspiring story](#) of Dr. Joel Wallach, a pioneer of health and nutrition, whose research and findings have completely changed an industry and helped millions of people.



To learn about our products, [visit our product pages on our website](#).



[Watch this video](#) from “Coach Jeevers”, Sanjeev Javia, on how to become a “product of the products” without having to be an expert. Sanjeev is a member of Youngevity’s Scientific and Athletic Advisory Boards.



Join Sanjeev’s weekly Healthy Body Challenge call for more great product information and training. It can be found [here on our calls page](#).



For more information on how to get the most out of our products, review [this Youngevity “How to get the most out of your product experience” quick reference guide](#).



Sign up for our convenient Autoship program, which offers FREE shipping on qualifying orders.\* You can sign up for Autoship by contacting Customer Service or logging into your online back office.

\*Some countries and markets have different rules for free shipping. See Youngevity’s Policies and Procedures or speak with the office in your country.

# Develop Your **WHY**, Commitment, and Set Your **GOALS**



Your “why” is your ultimate reason for joining Youngevity and building a successful business. Your “why” will be a source of inspiration for you and will carry you through your challenges and keep you moving forward in your successes.

**DEVELOP YOUR WHY:** What are you focused on achieving with Youngevity? What will change for you and how will that feel? (Examples: pay off credit card debt, money for retirement, flexibility to afford trips and vacations, tuition for children, more control of your time). You have to get clear on the question: **“What’s going to motivate me to work on my Youngevity business every day?”**

## Some questions that can help you determine your WHY:

What do you absolutely love to do?

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What do you worry about, both now and about your future?

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What would you do with an extra \$500 a month?

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If money were no object... What would your perfect day look like? Describe it in detail from morning until bedtime.

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My “Why” is:

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To help inspire you, watch the Youngevity Betterment video [here](#).

Develop Your **STORY**

**Facts inform but stories inspire!** Stories are memorable. Stories build belief. Stories allow others to come to their own conclusions and “sell” themselves by relating the possibilities to themselves. Your product and business story will become your most effective marketing piece when sharing Youngevity with others.

As you begin to get results, you will naturally want to share those results with others. Master one thing in this business: how to tell your story. Remember, your story has the power to inspire others!

Take the perspective of “Who can I help today?” when approaching people. When you focus on helping others instead of selling others, you will be more comfortable and confident when speaking to people.

**REMEMBER THESE  
TWO THINGS:**

1. Facts tell, but **stories sell!**
2. The **number one reason** people will join your business or try the products is **YOU**.

### Your Story Basics:

- Never exaggerate – be sure your story is accurate
- Never over complicate your story – keep it short and simple
- Never state or imply that any Youngevity products cure, treat or prevent any disease
- Don't give too much information
- Keep it to about 30 seconds and you will be able to share it anytime!

## 4 Basic Steps to Developing and Telling Your Product/Business Story

### 1. What was going on in your life prior to finding Youngevity?

**Examples:**

- “I was \_\_\_\_\_ lbs overweight and couldn't fit into my clothes. I was so frustrated.”
- “I always felt tired and had a tough time getting through the day. I just didn't have much energy.”
- “I knew I wasn't getting all the nutrients I needed in my busy, on-the-go lifestyle. I felt like there was another level of health I could achieve.”

**OR, if Business Story:**

- “Before finding Youngevity, I was really concerned about my financial future. I was in a dead end job and just didn't have a plan to feel hopeful about where I was heading financially.”
- “I was working yet never felt like I could get ahead. I knew I needed another source of income so I could pay off debt and create savings.”

### 2. How did you hear about Youngevity?

**Examples:**

- “My friend Sue from work told me about Youngevity and their 90 for Life nutrition. She said it helped her sleep better and have more energy.”
- “I was introduced to Youngevity by my brother Tom who thought I could benefit from the products.”
- “Our neighbor said Youngevity's line of pet products could really help our dogs live longer, healthier lives.”

### 3. What action did you take and what were your results?

#### Examples:

- “I’ve been using Youngevity’s FitShake for 2 months now and have lost 20 lbs. My clothes are loose on me now and I have so much more energy than I ever imagined.”
- “All I did was put on the Mialisia jewelry whenever I left the house. I got compliments and was asked where I got it.”
- “I’ve been using these 90 for Life products for 3 months now and have noticed that I sleep better and my blood sugar levels are back to normal!”

#### OR, if Business Story:

When it’s applicable, share your business story: “I got excited about the Youngevity products and just felt it was natural to share them with other people. I’ve been sharing Youngevity with others now for 5 months and have made some great extra money in my spare time. Creating another income source has been a great stress reliever!”

### 4. Where are you headed now? Here is a chance to paint a picture of the future.

#### Examples:

- “After losing this weight, I’m looking for people who want to do the same.”
- “I now see how I can pay off debt and save for my children’s college education. Do you know anyone who might want to create another stream of revenue?”
- “All I do is share these great essential oils and jewelry with people and the company pays me when someone orders. It’s great! Let me know if you know someone....”

## Tell Your Story - Put it in Writing (and practice with your upline support team!)

What was going on in your life prior to finding Youngevity?

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How did you hear about Youngevity? Who introduced you to Youngevity?

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What product(s) did you start using, for how long and what has been your experience/result?

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Where are you headed now? What is the vision for your Youngevity business?

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# Commit to Your Youngevity Business



Being consistent and persistent in your actions is one of the most important concepts to understand to achieve your goals. Your daily activities will define your success over time so the key is to make the commitment upfront, stay focused on your why, and take action each day.

## My commitment to myself, my family, my team, and my future:

I will work my Youngevity Business \_\_\_\_\_ hours per week as follows:

**SUNDAY** from \_\_\_\_\_ to \_\_\_\_\_

**MONDAY** from \_\_\_\_\_ to \_\_\_\_\_

**TUESDAY** from \_\_\_\_\_ to \_\_\_\_\_

**WEDNESDAY** from \_\_\_\_\_ to \_\_\_\_\_

**THURSDAY** from \_\_\_\_\_ to \_\_\_\_\_

**FRIDAY** from \_\_\_\_\_ to \_\_\_\_\_

**SATURDAY** from \_\_\_\_\_ to \_\_\_\_\_

- I will use the Youngevity Products on a daily basis to look better, feel better and increase my belief in the business.
- I will check Youngevity's Official Corporate Facebook Page each day to stay up-to-date and inspired on news and information.
- I will commit at least 20 minutes per day to personal development.
- I will review my WHY on a daily basis to keep it clear in my mind and keep me focused on the exciting possibilities instead of challenges.
- I will share Youngevity with at least 2 people per day, at least 5 days a week. I will set up 3-way calls with my upline to help.
- I will commit to at least one full year of my Youngevity business. I will be here in a year!

## Set Some Goals:

**I will** earn my first \$100 with Youngevity, through Quick Start and other bonuses, by: \_\_\_\_\_.  
(within your first month)

**I will** get to the rank of Senior Associate by: \_\_\_\_\_.  
(within your first full calendar month)

My monthly income goal with Youngevity in the next 90 days is \$ \_\_\_\_\_.

I will earn my first \$1000 and earn the rank of 1 Star Executive by: \_\_\_\_\_.  
(within your first 90 days)

# Create Your Prospect List



## Write down people you can help.

Think about it... How many people do you know who are looking to get in better shape, look better, feel better, and could benefit from more income or more time freedom? Nearly everyone you know could say YES to one of those benefits! Youngevity can work for everyone. Whether your prospects are interested in nutrition, coffee, pet products, memory keeping, or jewelry or also interested in developing a secondary source of income, you can empower people to positively change their life with Youngevity! So why wouldn't you want to tell everyone you know about what we're all a part of and let them decide for themselves how Youngevity can fit into their life?

One of your most valuable assets is a list of people that you know. This list is something you will always be working on. Keep it with you so every time a name comes to your mind, you can add it to your list.

### HELPFUL TIPS

- **Never prejudge anyone.** Don't think about whether the person would be good at the business, needs the products, or anything else. Just write down names.
- **You're offering the gifts of good health, high quality, and abundance.** Be confident as you develop your list!
- **The more people you have on your list the better.** If you have a few people on your list, you may feel more pressure to try to "sell" someone. You want to be natural and simply leave people better than you found them, whether they join or buy from Youngevity or not.

### HOW TO CREATE YOUR PROSPECT LIST

Write down your close friends and relatives. These should come off the top of your mind easily.

- **Start with your current "era" of life and work backward.** "Eras" are based on places you have lived, worked, ages of your kids, etc.
- **Ask yourself questions based on each "era".**

For example:

- Who did I go to church with?
- Who did I know from my community organizations?
- Who were my close friends?
- Who were my children's friends and did I know their parents?
- Who owns a business?
- Who has desire and drive?
- Who is health conscious?
- Who is looking to lose some weight?

- **Go through your phone contacts**
- **Go through your Facebook friends and other social media contacts**
- **Go through old planners and journals**
- **Go through your holiday card list**
- **Go through a list of occupations that you do business with or know such as:**

“Who do I know who is an Accountant, a Realtor, a Chiropractor, a Dentist, an Engineer, a Florist, a Fitness Trainer, a Graphic Designer, a Hair Stylist, a Nutritionist, a Police Officer, a Salesperson, a Teacher, etc. . . .”

This is not a one-time effort. You'll be adding to your list on a daily basis, as new names come to mind and as you meet new people during the normal course of your day.

**Let's start your contact list!**







# Sharing Youngevity - 5 Simple Steps to Successful Inviting



This simple 5 Step Inviting process brings the people you know together with the Youngevity products and opportunity. Your goal is to have your prospect take a look at Youngevity. You want to create curiosity but you don't want to answer many questions in the inviting process because you won't want to try to explain Youngevity in one or two quick sentences.

Remember, your goal is to simply have your prospects take a look at Youngevity. If it's not for them, that's okay. It might not be the right time in their life. By giving too much information in the inviting process, your prospect may make a judgment on Youngevity without having all the information. That would be a disservice to them.

You are not alone! Make sure you **use your upline** support network to help you invite people to hear more about Youngevity.

## Contacting Your Prospect List

Take your list and begin making calls or sending text messages to invite prospects to take a look at Youngevity. Do not prejudge. Be brief in your invite. Your goal is to get an appointment. Remember to use your upline's help!

## Inviting by Phone

### 1. BE BRIEF

Again you want to make sure your prospect gets a good look at Youngevity. That will come from getting together. So keep your initial contact brief and set that expectation upfront as follows:

- "Hey Sue. This is \_\_\_\_\_. How are you? (F.O.R.M.\*) I'm in a bit of a hurry but I wanted to touch base."
- "Hi Tom. This is \_\_\_\_\_. How's it going? I only have a minute but I'm glad I was able to connect with you."

\* F.O.R.M. stands for Family ("How's the Family?"), Occupation ("How are things at Work?"), Recreation ("How was your vacation?"), Motivation ("What's New?") Be genuine when you ask these questions.

### 2. COMPLIMENT

- "I've always admired your ambition and work ethic"
- "You have such great business sense that I really respect"
- "You're always such a positive person and I've always wanted to work with you"
- "You really have a great way with people which is something I really admire"
- "I've always been so thankful for your support in everything I do"
- "You're a very health conscious person and so I immediately thought of you"

### 3. INVITE

"I recently came across something that I'm very excited about. It may or may not be for you but would you be open to:

- "other sources of income without having to give up your current job?"

- “giving me your opinion on my new business that I’m really excited about?”
- “looking at something that can provide a secondary source of income?”
- “looking at a business you can start from your home on a part-time basis and make some great extra money?”
- “helping people get a lot more energy, better sleep and just feel great overall?”
- “natural wellness as a way to stay healthy and looking great?”

**If your prospect asks “What is it?”** simply say, “I’m working with a 20-year-old, growing company expanding in the area that is helping a lot of people improve their health and some are also earning some great additional income. It’s highly visual though and that’s why I want you to:

- “watch this quick video”
- “get together with me so I can show you why I’m so excited”
- “come to my home meeting Thursday night so you can get the complete picture. Again, I’m not sure if it’s for you, but it’s something I think you should just take a look at.”

#### 4. INITIAL APPROACH

“Would you be available now or tonight to take a look at a quick video before we meet?”

After your prospect watches the video, ask “What interested you the most?” OR “What did you like best about the video?” This will give you insight into whether your prospect wants to be a Customer or Distributor with Youngevity.

You can then invite interested prospects to a 1 on 1 meeting with you, a 3-way call with you and your upline, or a local meeting.

1 on 1, 3-way call or small group meeting: “I would love to get together for 30 minutes today or tomorrow so I can give you more details of what I’m talking about. Which day works better for you?”

#### 5. CONFIRM

“So I’ll see you on (insert date) at (insert time) for sure right? Great, we’ll talk then.”

#### Inviting by Text

Research has found that 90% of text messages are read within the first 3 minutes of being received. Texting is becoming the new popular way to contact people and get responses. The main objective of texting is to simply set up an appointment. Follow the 5 easy steps below to start prospecting by texting and filling up your calendar with appointments!

**1** Set up several session times during the week for a text blitz. You can even set up team text blitzing event.

**2** Have a list of 50+ prospects you will send a text message to. Text messages should be short and sweet! You are simply trying to schedule an appointment and fill up your calendar!

Examples of text messages to send:

- Get together for coffee next week?
- What does your schedule look like?
- Can we get together at break time during the middle of the day?
- Can we get together after lunch?
- Happy New Year, would love to grab a bite to eat this week and catch up, what day is best?
- What does your schedule look like this weekend?
- Want to grab lunch tomorrow?

- 3** Once you have set the appointment with your prospect you can send a warm text to give your prospect a subtle expectation that you want to share something with them.

Example messages:

- I have something really exciting to share with you
- I have a project I've been working on and I want to share it with you (or get your opinion on)
- I have this awesome video I want to share with you when we meet
- I have this amazing transformation story I want to share with you when we meet
- Can't wait to tell you about this exciting new venture I've started

- 4** At the appointment you will want to keep it casual. First catch up with your prospects and find out what they have been up to. Then let them know what you have been up to and use this as an opportunity to share the opportunity using one of the tools!

- 5** Make sure to follow up with your prospect after the meeting no matter what the outcome was. It usually takes 5-12 impressions or exposures before someone buys or joins. This is why we say **“the fortune is in the follow up”**.

**Your job is to discover what people are looking for  
and to see if Youngevity is a fit.**

**The right people are out there waiting for you!**

# Start Earning Income



[Watch the Compensation Plan training videos](#) with VP of Distributor Relations, Alex Theis. The bonus types are broken down into several digestible modules for you to watch as many times as you'd like.

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It's important to note that you do NOT need to be an expert on the Compensation Plan. It will pay you no matter what! It's interesting that our aptitude for learning how the bonuses work grows as we actually start earning income. Our Compensation Plan will reward you for your hard work.

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[Click here](#) to download the Compensation Plan Summary chart, which shows each of our ranks, how the residual bonuses pay for each rank, and the recognition and rewards that go along with it.

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[Visit the Opportunity section](#) of the Youngevity website for more information and great success stories.

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Go back to your why and your goals. It's important to reflect on them often and focus on making your first \$100 and rank advancing through the plan. Make sure to work with your upline support team for strategies on growing your income.

# Help People Get Started Right



Help your new Youngevity Distributors get started the right way by following the Youngevity Success Flow.



# Stay Connected



Staying connected to Youngevity helps you and your team achieve your goals much more quickly!

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**Get social and get plugged in to the Official Youngevity Corporate Group Page.**



**Be sure to follow the Youngevity home office team:**



Steve Wallach,  
CEO



Michelle Wallach,  
COO



Dave Briskie,  
President & CFO



Sunshine Briskie,  
Director of the  
Be The Change Foundation

**Other Social Media Accounts:**



**Use the Resource Center**

The [Youngevity Resource Center](#) is the place to check for the latest news, updates, events, and promotions.

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**Don't Miss the Newsletter**

Don't miss the email newsletter for the latest company news and updates. Check your email.

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**Attend our Events**

Learn how to build your Youngevity business and lead our organization to great success! Plus celebrate with us as we empower you to take your business and life to a whole new level! We always have events happening throughout the world, from local Roadshows, Doc Wallach events, and our annual Convention.

# Your First 30-60-90 Days



Your first 90 days in Youngevity are critical to your success, and to the success of every business builder you bring into Youngevity. Here are some tips and reminders during this fun, exciting time starting your business:

Your first

## 30

Days

- Follow the Youngevity Workflow
- Get into action by sharing Youngevity with others
- Earn your first \$100 in the Compensation Plan
- Rank advance to Sales Associate, then Senior Associate

Your first

## 60

Days

- Use your upline and events
- Get your new people started right
- Set your sights on rank advancing to 1 Star Executive
- Earn your first \$500

Your first

## 90

Days

- Help three of your team members advance to Sales Associate
- Advance to 1 Star Executive
- Earn your first \$1,000 (or your next income goal)
- Create goals for your next 90 days!

Congratulations on getting started with Youngevity!  
Make sure you get on Autoship and watch the short video below.



Watch this short video from Alex Theis about the importance of your first 30 days in the business