

ASEA ESSENTIALS

A New Associate Orientation



**Presented by
Amazing Molecules Training**

ASEA Essentials

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Welcome

Dear Team Member

Congratulations on taking your ASEA business seriously enough to visit the Amazing Molecules Training website and printing off this *ASEA Essentials* Document. You have taken a big step in the right direction. You are treating your ASEA business like a business and not like a hobby or even worse, a lottery. ASEA is being hailed as one of the greatest health breakthroughs of our time and this means massive opportunity for those who take the action necessary now.

“There is nothing better than making a living while making a difference”

With the ASEA product you have the potential to change lives physically. With the ASEA opportunity you can achieve true financial freedom while helping others do the same. A few years from now, people you know might declare how “lucky” you are. You will be able to look them in the eye and say...

“Luck is nothing more than opportunity colliding with preparation. I was prepared!”

To enable you to use your time and efforts effectively, be sure to watch the *New Associate Orientation* on the team training website. This training goes hand in hand with this *ASEA Essentials* document and together they will lay a solid foundation for your success.

Wishing you all the success you deserve,

Alan Noble

Founding Diamond Associate
www.amazingmoleculertraining.com

ASEA Essentials Checklist

- 1. **Sign Up** - Become an ASEA Associate, \$40 Enrollment Fee. You get a position in the compensation plan, starter kit and a teamasea.com website
- 2. **Activate** - With at least 1 case of ASEA. The heavily discounted 4 (save \$110) and 8 case (save \$190) packs are only available at time of enrollment.
- 3. **Autoship** - Set up your monthly autoship to remain active and eligible for commissions. You must have 100PV every month.
- 4. **Training** - Visit www.amazingmoleculestraining.com and go through the *New Associate Orientation* and print off the *ASEA Essentials* document as an at-a-glance guide
- 5. **Newsletter** – Sign up for the *Amazing Molecules Newsletter* which will keep you up to speed with everything that is going on in the team.
- 6. **Back Office** - Make sure you know how to login into your back office and place new enrolling associates in your left and right teams.
- 7. **Tools of the Trade** – Review all the tools of the trade that are available to help you build your ASEA business. Order some tools from The ASEA Store to assist you with offline marketing.
- 8. **Get Charged Up** – Start listening into the daily Monday thru Friday Charge-up calls either live at 11am EST or recorded
- 9. **Upline Support** - Make sure you have the contact information of your sponsor and at least 2 additional members of your upline support team. Get any remaining questions answered!
- 10. **Why?** - You must discover your WHY? Why are you building an ASEA Business? Then give yourself permission to succeed! Do not under estimate the importance of this.
- 11. **Top 20** - Write out a list of your top 20 warm market contacts. This is the best way to get your business of to a fast start. Prioritize but never prejudge!
- 12. **Qualify Your Business** - Sponsor your first 2 associates, one in your left team and one in your right team. This is the basic building block of the business. Congratulations, you are now an ASEA Director.

PART I - BELIEF

When you are in a state of absolute certainty and rock solid belief, when you know that you know that you know, that is when you will start to achieve the success that you deserve.

Belief #1 – ASEA The Product

You will develop your belief in ASEA in 3 possible ways

1. Your own personal experience – Health Assessment and User's Guide
2. The experience of others – Tune into Charge up calls and Vision Calls
3. The Science of Redox Signalling - *"The Science of Healing Revealed"* by Dr Samuelson

Belief #2 – The Industry of Network Marketing

"Network Marketing is, has been and always will be a 3-5 year business plan where the average person, with little or no investment can learn some basic skills, work part time, weave the business into their busy schedule, and build a solid 6-figure residual income."

Belief #3 – YOU

"Focus on the BECOME as the OUTCOME and the INCOME will follow." - Tyler Norton

Sometimes we have to work more on ourselves than any other aspect of this business. It has been said that where you will be 5 years from now will depend a lot on the people you hang around with, the books you read and the CDs you listen to. **Good stuff in....Good stuff out!** Saturate your mind with positive, uplifting can-do thoughts by engaging in some personal development by reading at least 1 empowering book every month for a year.

The Success Flow = Thoughts → Attitudes → Action → Results → Destiny

Top 12 Recommended Reading List

1. *As a Man Thinketh* by James Allen
2. *Man's Search for Meaning* by Victor Frankel
3. *Think and Grow Rich* by Napoleon Hill
4. *The Magic of Thinking Big* by David Schwartz
5. *Develop the Leader Within You* by John Maxwell
6. *The Slight Edge* by Jeff Olson
7. *Owning Yourself* by Paula Pritchard
8. *How to Win Friends and Influence People* by Dale Carnegie
9. *Beach Money* by Jordan Adler
10. *Your First Year In Network Marketing* by Mark Yarnell
11. *The Power of Positive Thinking* by Norman Vincent Peale
12. *You Were Born Rich* by Bob Proctor

What is ASEA?

The 3 Irrefutable Truths of ASEA

Truth #1 – We Live and Die at the Cellular Level

We live and die at the cellular level. If our cells are healthy, then so are we. You could say that the quality of your life is determined by the health of your cells.

Truth #2 – Redox Signaling is foundational to Cellular Health

For years scientists have known about a group of molecules made inside your cells called Redox Signaling Molecules. However they thought they were just an unnecessary by-product of your cells producing energy. It's only in the last 5 years or so that scientists have figured out that these Redox Signaling Molecules are in fact absolutely foundational to your cellular health.

Truth #3 – ASEA is the World's First and Only Redox Signaling Supplement

Starting with nothing more than salt and water - similar to what's found inside your cells – and passing it through a complex and heavily-patented process - the scientists behind ASEA achieved one of the greatest breakthroughs in health. For the first time ever, they created and stabilized Redox Molecules in perfect balance- as they are found inside healthy cells. As a result, ASEA is the world's first and only Redox Signaling supplement... and it's having an astonishing impact on people's health, as well as athletic performance.

Share your testimonial, but do not make any health claims!

ASEA goes beyond nutrition and ingredients and impacts your cells at a depth no other supplement has ever come close to achieving.

ASEA empowers your cells to achieve their full health potential.

ASEA Disclaimer:

ASEA is NOT a treatment for any disease or health condition. We are simply feeding our bodies more of these powerful Redox Signaling Molecules in the same perfect balance as they are found in healthy cells. What your body does with them is up to your body!

Health Assessment

Identifying your current state of health is key to improving it! This worksheet helps pinpoint where you are today and helps track your progress. Rate your experiences, plus list any additional things you notice. Fill out the "After ASEA" in 14 days and compare the results. Adjust the amount of ASEA taken if necessary. Repeat every 14 days so you can accurately track your progress. (see *ASEA User's Guide* – page 6)

Question	Today	After ASEA
Energy? (10 is through the roof)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Mental Clarity (10 is laser like focus)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Endurance? (10 is go all day)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Sleep? (10 is like a baby)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Stress? (10 is relaxed)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Skin? (10 is clear)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Muscle and Joints? (10 is pain free)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Overall health? (10 is excellent)	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
How important is good health to you	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10

Other issues you want to track

How is _____?	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
How is _____?	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
How is _____?	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
How is _____?	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10

What is the most important thing you would like to improve about your health?

ASEA User's Guide

- * Refrigerating can lessen the taste, although it is personal preference.
- * Many notice taste often disappears as their cells regain 'balance.'
- * Do not drink from the bottle as saliva will "activate" molecules.
- * Do not mix with other fluids or juices – will "activate" molecules.
- * Do not let ASEA touch metal – will denature the molecules.
- * If ASEA freezes, you must let it thaw naturally and completely before use.
- * ASEA has a shelf life of 1 year.
- * Start with 4oz daily. It's okay to split ASEA servings (2 x 2 oz).
- * Results vary for everyone, anywhere from 3 days to 3 months.
- * After 30 days, adjust consumption according to your results.
- * Many associates have found it beneficial to spray ASEA on their skin.
- * Children can take ASEA, however it is not recommend as a daily supplement.
- * ASEA has been shown to have zero levels of toxicity even in large amounts.
- * If you are on a 4000 mg Sodium restricted diet, you can feel safe to know that ASEA has 123 mg of sodium per 4 ounces. One serving would be 3% of your daily allowance.
- * If you experience "feeling worse before feeling better," your body may be trying to remove stored toxins. Reduce to 1 oz first thing in the morning and increase slowly over time.

**PLEASE BE CERTAIN TO DRINK PLENTY OF WATER
WHILE INTRODUCING YOUR BODY TO ASEA.
8 GLASSES A DAY IS BEST.**

PART II – WHY?

Why did you become an ASEA Associate? What do you want out of this business? It is time to re-evaluate your Dreams and Goals.

Quick Multiple Choice

- a) Pay for product (\$50/week) b) Replace a payment (\$100-400/wk)
c) Replace an Income (\$1000-\$2000/wk) d) Financial Freedom (\$2000/wk +)

Write out a powerful and motivating WHY. Make sure it is backed by a burning desire to achieve it.

1. **MY ASEA WHY?** Write out where you want to be 3-5 years from now!

2. **NO FREE LUNCH!** What are you willing to do in exchange for achieving your why?

3. **PERMISSION TO SUCCEED.** You must give yourself permission to succeed. *You must believe that you deserve to be successful.* If you don't, then what you want and what you think you deserve will CONFLICT and as a result you will create more challenge than necessary when it comes to building a successful ASEA business.

Commitment

"The moment you commit and quit holding back, all sorts of unforeseen incidents, meetings and material assistance will rise up to help you. The simple act of commitment is a powerful magnet for help." – Napoleon Hill

PART III - CONNECT

You are like a coal in the ASEA fire. ASEA may be burning bright but if you roll away from the fire you will go cold and your chances of achieving your Dream and Goals from step 2 will gradually fade away.

It is vitally important that you plug into all the support and training systems that have been put in place to enhance your success in the business.

1. Amazing Molecules Team Site - www.amazingmoleculestraining.com

Sign up for the weekly newsletter (sent from newsletter@amazingmolecules.com)

Also sign up for another other upline newsletters. Better to be over-informed than under!

2. Daily Charge Up Calls - www.chargeupcall.com

Live Mon-Fri (11am EST) (712) 432-0075 pin 635808#

Recorded Charge Up Call (712) 432-1085 pin 635808# (available till next call)

3. Your ASEA upline

You have a whole team of ASEA associates ready to answer questions, support and encourage you. Make sure you get connected to the team!

	Name	Telephone	Email
Sponsor			
Bronze			
Silver			
Gold			
Platinum			
Diamond			

If your sponsor has failed to introduce you to your upline support team then do not be shy in asking for this information. It is your right to have as much support as you deserve!

Note: If necessary you can request assistance at support@amazingmolecules.com

PART IV - TOOLS

Every good professional studies and masters using the tools of their trade. In Network Marketing it's not what you do...it's what you *duplicate*! So let the tools do the talking!

Corporate Web Tools

- Main Website: www.username.teamasea.com
- Back office: Login from your main website with your username and password

Corporate Conference Calls @ (605) 475-4376 Pin 86531#

- ASEA In-Touch Call: First Monday of the Month @ 9pm EST
- ASEA Vision Call: Every Tuesday 9pm EST - Great for Associates and New Guests!!!

Amazing Molecules Tools

- Recorded Presentations: www.amazingmolecules.com
- Live Webinars: www.amazingmoleculeswebinar.com (check calendar at team training site)
- Team Training Site: www.amazingmoleculestraining.com
- 3 Minute Sizzle Calls: (800) 444-6918 Ext.700 (Health) – Ext.701 (Athletes) – Ext.702 (Business)
- Product and business documents (pdf) available on the team training site (resources)

Charge Up Calls – Give Your Business A.L.I.F.T. www.chargeupcall.com

- Monday - Friday (11am EST) (712) 432-0075 pin 635808#
- Recorded Charge Up calls (712) 432-1085 pin 635808# (available until next live call)

Other Recorded Calls

- The ASEA Vision Call - (712) 432-1085 pin 496216#
- ASEA Essentials Call - (712) 432-1085 pin 457827#

3rd Party Tools - www.aseastore.com

- *The Science of Healing Revealed* by Dr Gary Samuelson – Health and Wellness Newsletter – Road Bike Action Reprint – Prosper Magazine – Brochures – DVDs – CD – Pique Interest Cards

ASEA Video Channel – www.youtube.com/aseavideo

ASEA Associate Support - (801) 973-7499 Mon-Fri 9am-5pm MST (Saturday 6pm -10pm)

You can use this number to sign up new associates and customers. This is also the number to call if you have a question concerning a particular order or autoship, a commission check or are requesting a placement change. (NOTE: Please call your upline support team with product, business building or comp plan related questions.)

Your Team ASEA Back Office

1. Visit www.username.teamasea.com - Click the *Login* Button (top right)
2. Type in your username and password and hit submit

Your Team ASEA Back office offers a whole series of useful tabs that allow you to track your business as it grows. Here are a few of some of the most important and widely used.

Welcome - This is the first page you see every time you log into your back office. There is a business summary, which includes your volume for the week and any carry over volume. You can also see information on your personally sponsored associates.

Profile - This is where you can switch your Placement Preference so when new associates sign up from your teamasea.com website they will be positioned in either the outside left or outside right leg of your business.

My Order – Need more ASEA? This is the simplest way to place a New Order.

Autoship – All Associates are advised to place a recurring autoship order of at least 1 case/mo to ensure you remain “Active” in the comp. plan, and bank any unused volume. Autoships are your baseline pay. Lead by example and make autoships a consistent habit in your team.

Customers – Track customer activity and autoships. Includes contact information.

Genealogy – The Graphical Genealogy will show a tree view of your organization either as the binary tree or as a personal enrolment tree. Advanced Genealogy allows you to perform rank and other searches within your team. The Volume Totals page offers a breakdown of all your weekly volume. Click on the blue numbers for associate specific information.

Commission Tab – It’s always nice to know how much money you are earning. See SmartWallet totals, as well as more in depth breakdown from My Earnings. Click on the totals and get associate specific information. Bonus Qualifications show you what’s needed for next rank advancement. Director 300 page shows you which personally sponsored lines are Dir 300 qualified while Current Director 300 pages help you determine who is close!

Resources – Looking for a specific corporate pdf document. It’s probably here!

Leads – If someone requests more information from your website, they will show up here. You can also add your own prospects and use as a lead management system

Calendar – You should check the corporate calendar weekly for momentum meeting updates.

PART V - ACTION

We developed a great acronym to help you remember a simple but highly-successful business building process. Are you ready to give your business **A-LIFT**? Listen to the Charge-up call!

A = Attitude

Attitude is that little thing that makes such a big difference. Always start your ASEA day with an attitude of gratitude and of positive expectations. Stand tall and be confident!

L = List

This is where it all begins...*who are you going to talk to?* You want to start with a minimum of a Top 20. Aim for even more, and always be adding people to your list... every day!

I = Invite and Use a Tool

Now you know *who* you are going to talk to the next question is... *what are you going to say?* Invite people to learn about the ASEA product and opportunity by PROSPECTING. Sifting and sorting looking for people who want what you have, rather than convincing and selling people that they need what you have. How do you sift and sort? Ask Questions! Make sure you use a tool to present the information. Remember, let the tools do the talking. This is why it is so important to know the Tools of your Trade!

F = Follow Up and Collect a Decision

The fortune is in the follow up. You have planted the seeds so why not harvest the crop! Sometime it might take a series of follow ups before being able to collect the decision. Use your upline for some great 3rd party credibility.

T = Teach your team to do the same

Be a great sponsor and help your new associates get started right. Connect them with the training and support they deserve and answer any remaining questions.

2 Powerful Keys to Success are "The Blitz" and Consistency.

Consistency is the marathon. It's the 1 a day club. Talk to 1 new person every day about ASEA. Consistency is the how long term success is built. It's a sustainable pace. It's how water wears away the rock. 1 day at a time. *"Simple disciplines repeated daily over time"* – Jim Rohn

The Blitz is the sprint. Going at Mach 4 with your hair on fire! Building at maximum intensity. Compressing more effort into less time. You can't sustain this pace forever... but you can for a short period of time! *The space shuttle burns up 80% of its fuel just getting off the ground ...the remaining 20% can take it to the moon!* **TAKE THE 7 DAY CHALLENGE. Top 20 in First 7 Days!**

7 Principles of Prospecting

1. **Sifting and Sorting** - Prospecting is sifting and sorting looking for people who want what you have. It is not convincing and selling people that they need what you have. Master the art of asking questions. Then listen.
2. **Become Indifferent** – Perhaps the biggest mistake networkers make is they become emotionally attached to the outcome rather than staying engaged in the process of prospecting. “No” is not failure, it is simply a result! - Think “NEXT!” - Focus your emotions and energy on what you have control over... not what you don't. You have no control over whether your prospect yes or no. You only have control over contacting and inviting...so become emotionally attached to the activity...not the result!
3. **Don't Prejudge** – Don't prejudge down! You never know what your neighbor is thinking. Plus it's not just about who *you* know...it's more about who *they* know. “Every Dud knows a Stud,” so give everyone an opportunity to say YES. And while you are at it... don't prejudge up... “My friend Bob would be great in ASEA!” How do you know? Has he built an ASEA business before? Be careful not to put too much hope on any one prospect. In this business everyone is created equal. The ones you think will won't and the ones you think won't will.
4. **Excitement** – It's not what you say it's how you feel about what you say. Not the words that you speak but the song that you sing. Let people feel your excitement.
5. **Curiosity** – Your job is not to explain the details, but to develop curiosity and interest in ASEA. Then you let the tools do the talking.
6. **F.E.A.R.** – False Expectations Appearing Real. Too often we let our imagination get the better of us. We hear our prospects saying “no” to us in our heads so we don't ever ask.
7. **SINALOA** – Safety In Numbers And Law Of Averages. At the end of the day it's a numbers game. Talk to more people. Make more money! Simple!

Print off the Law of Sowing and Reaping by Jim Rohn
Available in the Resource Section of Amazing Molecules Training

Scripts and Phrases

These scripts and phrases are designed to give you some ideas as to what to say during the business building process. They are not designed to be read word for word with every prospect.

1. Prospecting - sifting and sorting, looking for people who want what you have. It is not convincing and selling people that they need what you have. **Big Difference!!!**

Question: How do you sift and sort?

Answer: Ask questions...then listen!

Example of Health Question

"Bob, if I knew of a breakthrough technology that was having an astonishing impact on people's health, would you want to know about it?"

Example of Athletic Question

"Bob, if I knew of a breakthrough technology that was having an astonishing impact on athletic endurance and recovery, would you want to hear about it?"

Examples of Business Question

- *"Bob do you keep your options open when it comes to making money?"*

- *"If I knew of a business where you could earn an additional 2-5K/mo and it didn't get in the way of what you are currently doing, would you invest 10 minutes to check it out?"*

Example of Question to a Network Marketer

"Are you 100% emotionally attached to what you are currently doing, or do you keep your options open?"

Prospecting Statement with 3 possible questions:

"I was recently introduced to a breakthrough health technology that is creating huge opportunity for people."

Direct – *"Would you be open to looking at it?"*

Semi Direct- *"It may not be for you, but I would love you to take a look before you say no"*

Indirect – *"It may not be for your but you might know the kind of person I am looking for."*

2. Preview – "what is it?"

ASEA is not vitamin or mineral supplement. It's not an antioxidant or herbal product and its most certainly not a juice from fruits and berries from around the world. ASEA It goes beyond all that and contains the very molecules which are absolutely foundational to healthy cells and it's having an astonishing impact on people's health and athletic performance.

3. Present – Let the tools do the talking!

Scripts and Phrases cont...

The Fortune is in the follow up! You have planted the seeds. Now harvest the crop!

Sample Follow Up Question

"Hey Bob. Did you get a chance to watch the videos / presentation / listen to the call? What did you like best about what you saw (or heard)?"

Sample Decision Question

"Where do you see yourself on a scale of 1-10... 1 being you are just not interested and 10 you are ready to get started today?"

6 or below

"Bob, I really appreciate you taking a look at this and it may not be for you at this time, but are there any areas of your health that you or anyone you know might like to improve? Do you know anyone who might be interested earning additional income?"

7 to 9

"GREAT – Well I would love to work with you. What questions do you need answered to move you to a 10! "

10

"GREAT – we are going to have a lot of fun working together. How do you see yourself getting started...the 1,2 4 and 8 case pack?"LISTEN"The 4 case is a really popular pack as it gives you a huge discount on the product – it's almost like buying 3 and getting 1 free. It's only available at time of enrollment. Does that sound good?"

The Power of the 3 Way

"You may be in business for yourself... but you are certainly not by yourself!"

You have a whole upline support team who are dedicated to your success. Put them to work! 3-way calls are great to establish credibility, answer prospects questions and get them started!

Collect a Decision – Enroll a new Customer or Associate

"How do you see yourself getting started...as a preferred customer or as a business builder?"

Explain all the enrollment options and discounted packs to your prospect. Don't prejudge!

Make sure your placement is set correctly in the back office before your new associate joins.

Personally enrolled associates should always be placed "OUTSIDE" left or right (Binary Basics).

Enrolling ASEA Customers

Your customers will visit your teamasea.com website or your product landing page and click on the *BUY* tab. They will purchase ASEA at the retail price of \$150/case or as a preferred customer (autoship) at the discount the price of \$120/case.

NOTE: The ASEA Autoship is very user friendly and can be cancelled or altered at any time by calling ASEA support @ (801) 973-7499.

Enrolling ASEA Associates

To become associates your prospects will visit your teamasea.com website or the opportunity landing page and click on the *JOIN* tab. They will fill out a short registration form and enroll.

Sign Up	Enrollment = \$40 Placement position must be set in your back office BEFORE new associate enrolls
Activate	1 Case ASEA = \$120 2 Cases ASEA = \$240 4 Cases ASEA = \$370 (save \$110) – only available at time of enrollment 8 Cases ASEA = \$790 (save \$190) – only available at time of enrollment
Autoship	1 Case min - Autoships are the lifeblood of your business. Lead by example!

The ASEA Retail Pack

The ASEA Retail Pack is perfect for associates who like to have product on hand to retail, as well as for gyms, doctor and chiropractic offices, wellness centers, etc.

10 cases for price of 8 = \$960 + S&H

If the Retail Pack is placed as an...

- a) Associate ... the associate earns 800PV (personal volume)
- b) Preferred Customer ...the associate gets 400PV + \$200 Preferred customer commission

By placing the order as a preferred customer and getting the additional \$200 commission the price per bottle comes down to \$20! Sell it for \$35 and make \$15 a bottle retail profit! WOW!

NOTE: The retail Pack is not available online and must be placed with ASEA support

PART VI - NEXT

1. **Sign Up - \$40 enrollment fee**
 - a) Associate Status – ID Number and Username
 - b) New Associate Starter Kit
 - c) Team ASEA Website and Back Office

2. **Activate** – with at least 1 case of ASEA
 - a) Eligible to receive Customer and Fast Start Commission
 - b) Bank volume in your Binary Tree. (Left and Right Teams)
Autoship – set it and forget it! Get on MONTHLY autoship for at least 1 case. As long as the computer identifies 100 PV within the current 5 week period, you remain active.

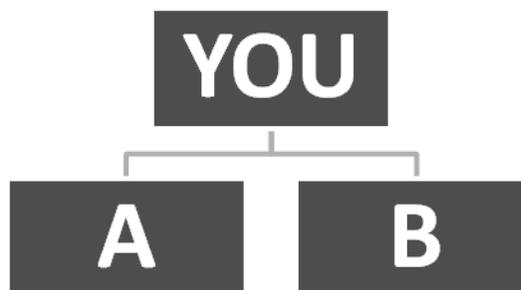
3. **Qualify** – Sponsor 2 Active Associates. One on the left and one on the right.
 - a) You become a Director (instead of Associate)
 - b) You become eligible for Director Bonuses and Team Commissions
 - c) This is the basic building block in creating an organization of any size!

The Power of 2!

“If everyone just found 2 we would all be millionaires”

1 – 2 – 4 – 8 – 16 – 32 – 64 – 128 – 256 – 512 – 1024 – 2048 – 4096 – 8192 - 16,384 etc

This is where it all begins. Sponsor your first 2 associates. Become a Director!



You are going to build your ENTIRE ASEA business under these first 2 people. Remember both A and B must remain ACTIVE for you to remain a qualified Director. If either A or B fail to remain active then you must personally sponsor an additional person on that side. So don't stop with 2.....sponsor as many associates as you can!

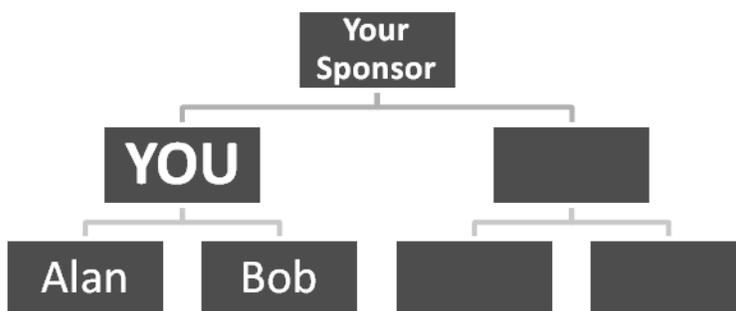
My Director Date is: _____

Compensation Plan Basics

The ASEA Compensation Plan is a Hybrid Plan. In other words it is a combination of both a binary plan and a unilevel plan.

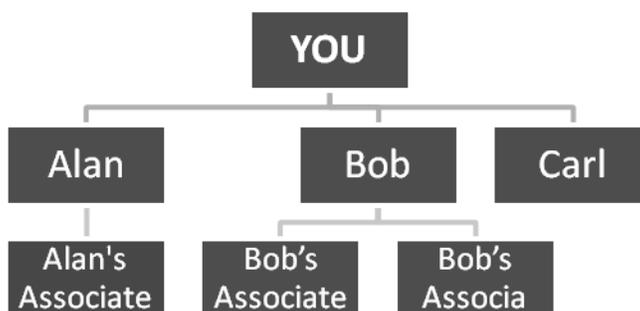
Binary Basics

Binary means 2! In our case, you are building 2 teams, a Left team and a Right team. In this example you are placed in your sponsors Left team, and you have sponsored Alan on your Left team and Bob in your Right team. You become a *Director* (and your sponsor earns a \$50 Directors Bonus) Note that your Left AND Right teams are all part of your sponsors Left team.



What is a Unilevel Plan?

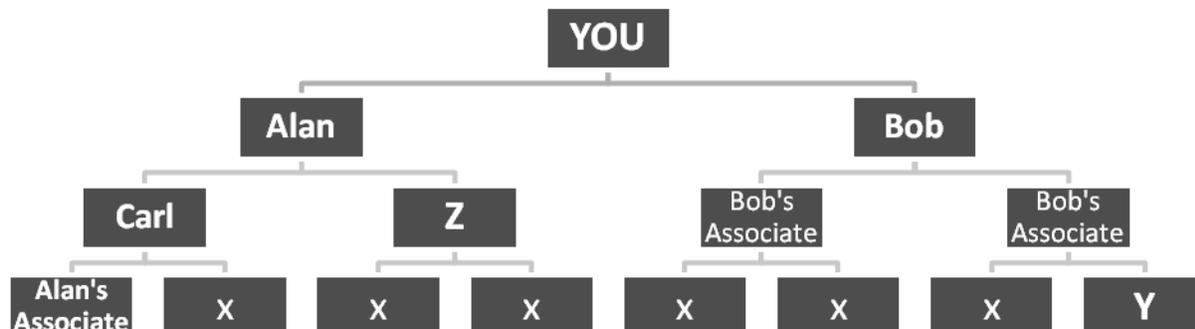
In the Unilevel everyone you personally sponsor will appear on your first “level.” Everyone they sponsor will appear on your second level and so on. In this example YOU personally sponsor Alan, Bob and then a 3rd person, Carl. Then Alan has sponsored 1 person, Bob has sponsored 2 people and Carl has not yet sponsored anyone.



In ASEA, the Fast Start and Matching Check bonuses all run through a Unilevel compensation plan. The only difference is that the Fast start pays on “levels” as above, whereas the Matching Check Bonus pays on “generations,” where a generation is from one Bronze or above to the next Bronze or above. Generations can be made up of many levels.

Important Binary Concepts

Lets take the Unilevel example above and see how it might look in the Binary plan.



So in the example above....

1. You sponsor Alan in your Left team
2. You sponsor Bob in your Right team
3. Bob sponsors his first 2 people, placing 1 in the Left team and 1 in the Right team.
4. Then you sponsor Carl. Since the binary only has 2 “legs” and this is your 3rd person, Carl must fall into the next available spot on the Left or Right leg. In this case Carl is placed on the Left leg. If he had been placed on the Right then he would be in Y position.
5. Note that Carl has “spilled over” into Alan’s Binary organization on Alan’s Left side. So Carl shows up in Alan’s binary tree but NOT his personal sponsorship tree.
6. Alan then sponsors his first person. He places him in HIS Left leg. Since Alan has only sponsored 1 person he does not have anyone in his Right team. The next person Alan sponsors will go in Z position.
7. Alan’s Associate has spilled over into Carl’s Left team. Again the associate will count in Carl’s Binary tree but not appear in Carl’s Personal Sponsorship tree.
8. As a rule you always want to sponsor your first person in the “Team” leg. Since you were placed on your sponsor’s Left...your Left is considered your Team leg...and so this is where you sponsored Alan. Therefore Alan’s Team leg is also his Left, so even though he already has Carl in his Left he places his first associate in Left.
9. Alan, Carl and Alan’s Associate are considered your “outside” Left. As a rule you NEVER personally sponsor an associate on another associate’s inside leg. In this example x and Z represents associates inside legs. Y is still considered your outside leg.
10. If you personally sponsored a fourth person, Dave, and you wanted to place him in your Left team, he would be placed in the next available spot ... Alan’s Associate’s Left

The Golden Rules!

Golden Rule of Prospecting

Sift and sort looking for the people who want what you have.
Never try to convince or sell people that they need what you have.

Golden Rule of Sponsoring

It's OK to believe in someone more than they believe in themselves, but you must never want this business more for someone that they want it for themselves!

Golden Rule of Leadership

Leaders are self motivated, self responsible and will build this business with or without you! In order to develop leaders you must first become the leader that people are looking for!

The #1 Mistake Made in the Industry

Not talking to enough people.

The #2 Mistake Made in the Industry

Spending too much time with the wrong people.

ABCs of Network Marketing

Always Be Contacting