

Add Song: Freedom for All and Freedom for Life

Craig Keeland, President & Founder:

I'm Craig Keeland, President and Founder of ViaViente. Right now I'm in the studio recording this message to you. ViaViente the company and ViaViente the product are Built To Last. Some companies are designed for people to get in and out quickly. In companies like that, people make a little bit of money, the company goes away in just a year or two, and you end up with nothing. ViaViente is designed differently. ViaViente is designed to last many many years so that you can build residual income and even pass that business on to your children and your grandchildren.

Our focus is to create Freedom for All and Freedom for Life. Freedom for All to achieve your financial goals, whether that is paying for your children's braces, their college education, a new car, getting out of debt, or even paying off a home mortgage. ViaViente is also creating Freedom for Life for those who want to build a business in ViaViente and create residual income for life. We are on the leading edge of Efficiency by using the Internet to communicate globally. This allows us to pay higher sales commissions to our Preferred Customers and Distribution Agents.

When you join ViaViente, you build your business by starting out as a Preferred Customer and generating extra income by gathering together other Preferred Customers. This income level is what we call Freedom for All. When you want to transition into a higher income level by becoming a Distribution Agent, you begin focusing on building residual income and what we call Freedom for Life.

Teri Tomlinson is one of our premiere Platinum sales leaders who can teach you a powerful method of building your sales team. Then you will be able to teach others that same method of building their sales teams. In this way you will create a significant residual income and Freedom for Life. By using this duplicatable system, you are able to build a sales team that is Built To Last. Teri has named this system 3 Square which translated means the same thing as 3 Who Get 3. Your sales team has 3 people under you. These are your Vice-Presidents. Each of your Vice-Presidents will get 3 people under them who will be their 3 Vice-Presidents. So your first level has 3 and your second level has 9 people. It is the responsibility of your 3 people to get 3 more people and make sure that those 3 people get their 3 people. Then you will have 27 people on your third level. This gives you a total of 40 people in your sales team. We call this your Top 40. You will want to work closely with each of your 3 Vice-Presidents so that they get their Top 40 people. This simple system of 3 Who Get 3 is the duplicatable success system that will build your sales team to last, creating Freedom for Life with your Residual Income.

Teri does an excellent job of explaining why this is so important to you.

Before we go live to Teri's presentation, let me tell you a bit about her. Before joining ViaViente, Teri owned and operated a chain of day spas that focused on personal wellness. While she

experienced some success there, she became frustrated with the limited reach of her customer base. Enter ViaViente. With no previous networking or sales experience, she paid close attention to the training provided by her leaders and did exactly what they told her to do. She encourages you to do the same using the success secret she is about to share with you now. Teri is a Master Herbalist, Certified Health Professional and Platinum Sales Director for ViaViente. Let's go live to an event where Teri has just been introduced.

(Applause from live event)

Teri Tomlinson:

Hi everybody. My name is Teri Tomlinson and I am so happy to share with you the things that I've learned since joining ViaViente in July 2003. You know, I started from scratch. I was never in this industry before and I achieved the level of Platinum Sales Leader in March 2006. Many of you know that I am a Master Herbalist and a Certified Natural Health Professional and you're probably thinking, "Well, that's how she did it." The fact of the matter is that was a problem for me. It actually slowed me down. You see I spent months researching our product and trying to convince people that they needed this amazing food in their bodies. But you know what? That is a very frustrating way to do this business.

First of all, you're doing all the work and people are in and out with this product. One month they're very excited and then they see an ad or they talk to someone else and the next thing you know, they stop taking the product before they've even seen what this product can do. I learned that if you can show them how to earn an income, they'll take your product and they'll stay on it long enough to get results; and now, you can really help someone.

So I want to share with you training that we call "3 Square." 3 Square is when you sign up 3 Preferred Customers so you can cross the line into the matrix and then you help them Sign up their 3 so they can join you. In other words, 3 Who Get 3. This is really important, so let me repeat that. 3 Square is when you sign up 3 customers so you can cross the line into the matrix and then you help them sign up their 3 so they can join you. In other words, 3 Who Get 3.

Some companies are intentionally designed to last a only a year or two so that you can come in and make a little money, but then you're out of business and all of your hard work is for nothing. ViaViente is different. ViaViente is "Built To Last". By incorporating our proven method of 3 Square into your business, you will build a Residual Income that will pay you and your children for life. You don't want to

build your business on a quick sales approach where you sign up people who buy three bottles a month for one or two of months and then they drop out. I am going to teach you how to make Your Via Business “Built To Last” with 3 Square.

Before we get started, here are some things that you need to know.

You have to have 4 beliefs in our business in order to be successful. I hope that I can share with you my beliefs enough to help you get started right away.

First, you have to believe in our company. You have to believe in our product. You have to believe in our marketing structure, which is how you share the product with others. And most importantly, you have to believe in yourself. Let me repeat that last belief: You have to believe in yourself.

Now as far as our company is concerned, it began in 1991 and it took 12 years to develop this product – 12 years of lots of time, lots of energy and lots of money. You know our Founder and CEO, Craig Keeland, already made his money in the real estate and banking industries and he decided that he wanted an anti-aging product, something that would slow down the aging process, give him more energy, and be an antioxidant and anti-inflammatory product that would allow him to achieve his optimum health. He wanted this to be a liquid product that every person could take and everyone needed. He set out over a 12-year period developing this product, pulling in a stellar team of doctors and scientists; and so when you really stop and think about it, these people aren’t messing around. They put 12 years of blood, sweat and tears into developing our product-- and because of that commitment they have a long-term goal which is a company and a product that is “Built To Last”.

You can read the entire story of the development of the product, what’s in it and what it is doing for users by reading “12 Weeks to Optimum Health.” Or you can go to www.12weeks.info to access that same information on the web. Let me repeat that web address: www.12weeks.info.

Our product is the most amazing thing I’ve seen in 20 years of studying natural health. I mean I’ve studied every product that’s out there. Many of you have heard about some of the product comparisons that I’ve made and why ViaViente is superior to other products on the market by a large margin. I can honestly tell you there is not another product like ViaViente. Some of the products are pasteurized, which means they’ve used a lot of heat and destroyed the enzymes and healing properties. Some of the products are very high in acidity because they’re just the

juice from the fruit and not the whole fruit. (And you know –disease can only grow in an acid body) Some of the products are packaged in plastic, which leaches chemicals into the product. But ViaViente has crossed every T and they've dotted every i, and I consider the developer of this product, the main scientist involved, Dr. Mark Pedersen, to be a nutritional formulating genius. You know when you take ViaViente, it is providing your vitamins, your minerals, your antioxidants, and anti-inflammatory protection. It's a great-tasting product that's liquid, so there's no more pill fatigue and it leaves alkalinity in the body. It really doesn't get any better than that. It's actually the complete balance of nature.

So you see, ViaViente is "Built To Last."

You know, there was a time in this world when you got your nutrition from food, and that time is gone. We've refined, regenerated, and coated our food with chemicals. We grow them in depleted soils and when you can take a product like ViaViente where they collect the fruits in areas of the world where manufacturing isn't even a conversation. I was actually in Vilcabamba, Equator where we get the mineral water and I saw them plowing the fields with a wooden plow and a donkey. I saw the artesian well that's drilled directly into the mountainside of the Andes Mountains in the rain forest, and I met some of the healthiest people in the world. It's astounding to me that we have been able to come up with technology to put whole food (including skins, seeds and pulp) and cleanest mineral water in the world without any heavy metals into such a great tasting liquid that absolutely anyone can take regardless of their age, health concerns or medications! I would hope that gives you have a lot of confidence in our product and what it is your marketing.

And then, of course, there is our marketing structure. Marketing means how you share the product. You know, this is the part that I didn't understand. It took me a little bit of time because we've always done traditional businesses in our family and so I really didn't understand person to person marketing per se and once I realized that it is a typical corporate structure, the best part about it is the responsibility isn't totally on you. When I owned businesses, I was in charge of everything. I had to hire the employees. The employees had to have licenses in my business, so I couldn't just hire people that I liked. I had to pay the rent. I had to pay the payroll. I had to pay the payroll taxes. I had to gather the supplies and then I had to do the majority of the work; and what I found out after the many years in a traditional business atmosphere, is that when I stopped working the money stopped!

In the past 3 years, I've learned that the way we do business is changing. We have a global market because of the Internet and technology that has come into play and I now realize that the early companies were the pioneers to the way that we can move goods around the world. What happens in this marketing structure is that you're creating a Residual Income that will pay you month after month after month. It doesn't mean that you don't work as hard. It just means that the rewards are tremendous! If you want more information about this marketing structure, you can read a book called *Who Stole the American Dream* and it will teach you about the power of Residual Income.

The final thing that you have to have belief in is yourself! This is the hardest part for a lot of us because you know, sometimes we feel uncomfortable making money and especially if making money comes very easily; The reason is--that we feel like that maybe when we're sharing this product and helping people get well, that we're trying to make money "off our friends" That is not true—if you knew there was a great natural health product that would help your friends and you sent them the local Health Food Store to purchase it – someone would earn a profit for your referral—why not you? You see, it's O.K. to make money. You have to make money to live in this world. It doesn't matter if you work for someone else and they pay you, or if you work for yourself. There is nothing more rewarding than doing what you love—helping others –and being paid for it. Many times people have said to me, "Well Teri, I'm not a sales person." If you're a mom, you are selling to your children every day. If you're a child, you're selling to your parents every day. Husbands sell to wives and vice versa. In fact, every conversation you have, you're either selling something or someone is selling to you.

I want you to know that once I realized that ViaViente could help so many people achieve their optimum health and that sharing the information could create such an amazing amount of wealth –helping others do the same can create the most rewarding experience and offer you and your family and friends Freedom for Life! So to help yourself work on yourself, you can get a book called *The Magic of Thinking Big* and also read *Think and Grow Rich*. Both of these books will really help you understand that it's okay to make money and it's okay to build this organization and be in business for yourself. You see if you can see it, you can believe it and if you believe it, you can achieve it!

I hope that this helps all of you to make this decision a lot quicker than I did. Once you have the 4 beliefs, you are ready to start your business! Building a business requires planning.

To get started, you want to sit down and you want to dream a little bit. Most of you have seen the Commission Plan. You've seen the incomes that can be earned and if you're sitting and looking at that income and you're thinking, "Wow, I would like to earn \$500 a month or \$5,000 a month or even \$10,000 a month," whatever it is you're looking for, sit down and dream what would you do with the money? You see, it's not enough to want the money. That will not motivate you to do whatever it takes to be successful. You have to have specific goals. You have to have an idea of what you want to achieve. Setting goals is # 1 in any business plan.

So sit down and think, is there a new home you'd like to buy? Are you just trying to pay your car payment? Would you like a boat? Is there a favorite charity that you would like to donate to if you had the income that you could afford to do that? Do you have a child that you would love to put through college and not have them come out on the other end with thousands of dollars worth of student loans? Whatever it is, write it down. This is your wish list. These are the things that you would like to achieve by getting involved in ViaViente. Make a list of 20 reasons for doing this business. Pick out your top 3 reasons, the first 3 things that you want to accomplish and write those down and post them where you can see it everyday.

I'm going to tell you a little story about why this is so important. Years ago, when I was 28 years old, I became a single parent. I had two little girls at the time and the car that I owned was a Chevrolet Vega. Now I had had really nice cars through the years and this was a brand new car, but that car was destined, if any of you know about Chevrolet Vegas, for the engine to blow up and sure enough, as soon as I was on my own, that engine blew up. Now, it was covered by warranty, so that wasn't the problem. I got the engine fixed but because they had to tow the car, it altered the frame and every time it rained, the car filled up with water. Well of course, it was the rainy season in Florida and my car was constantly filled with water and every day when I took my little girls to school, they would have to come out with their shoes and socks in hand and climb on the back seat so they didn't get their feet wet. I would roll up my pant legs and away we would go to drop them off to school. Every time I'd put on the breaks, all the water rushed forward and every time I moved forward, the water rushed backward and I was thinking, "Oh my gosh, I really want to get a new car."

Now the problem was, this was back in the 70s and when I became a single parent, my credit stopped as well and it was just the way for the times, so I had no credit. I did make enough money to pay for a car payment. So I tried to get a car, but it wasn't possible. Well, one day I went to a lecture and this gentleman was

lecturing about achieving goals and he said, “You know, if you want something really bad, get a picture of it and put it on your refrigerator and talk to it every day.” And one thing about me is I’ll do whatever it takes. So, I immediately went to the Toyota car dealership because there was a person down the street from me that had a brand new Toyota Celica, and I loved that car; and I test drove the car and then I got a picture of that car and I brought it home, and I taped it to the refrigerator just like that man told me to do, and every day I talked to the picture. Now realize, I know this sounds silly because it sounded silly to me, and I would laugh when I would talk to it and I’d say, “I really want your car, and one day I’m going to have you and it’s going to be soon,” but the reason I’m telling you this story is that every week I went to visit the car and test drove it.

One day I woke up and I thought, “Well how the heck am I ever going to get credit?” I did know the bank president where my checking account was. So, I went to the bank and I said, “Mr. Brown, I need to buy a car.” And he said, “Well okay, do you have any credit?” And I said, “No,” and he said, “Well you can’t buy a car unless you have credit,” and I said, “Well what can I do to get credit,” and he said, “Well, if you have \$100, we could put it in a savings account for you and give you a secured loan for \$100; and if you make the payment every month on time for six months, then you will have established credit.” And I said, “Well okay. Let’s do it,” and that’s what we did. So the very next weekend, I went to visit the car and we test drove it and then the salesman said, “Well Teri, when are you going to get this car?” and I said, “I’m going to get the car in six months because I’m going to have credit then. I just got a bank loan.” So, he said, “Wait a minute. You have a bank loan?” And I said, “Well not a real bank loan,” So, I told him all about it. He said, “No, if you have a bank loan, you can take this car right now.” And I said, “Well I haven’t even made a payment on it.” He said, “It doesn’t matter. If you have a bank loan, you can have the car.” And he said, “Get your stuff out of the car. Put it in the new car and I’ll draw up the papers,” which he did.

Well, I am not kidding you. All the way home, my heart was pounding because I just knew in my heart that the next morning somebody was going to come and take this car away from me, but they never did. The car was mine.

The point of the story is that when you set those goals in front of you, that is how the clearing happens. That’s what keeps it on your mind and when it’s on your mind, thoughts are things and they manifest and the ideas come to you, and that’s how you can be successful. That’s what motivates you to get up every day and do something to achieve your goals! So, you want to have your goals posted on your bathroom mirror. Every time you brush your teeth in the morning, you’re

looking at the things that you would like and you need to be thinking, “What can I do with ViaViente today to achieve my goal?” If you post it on the refrigerator, go talk to it. Put it in the dash of your car and put it right in your wallet. If you have it in your wallet, every time you open your wallet, you’re going to see those goals and there is somebody standing in front of you that can use our product. So you can either say to them, “Wow, I’d love to have you in my business,” and they’re going to take the conversation from there or you could say to them, “You need my product,” and they’re going to ask you what your product is and you will have an opportunity to tell them about Via.

The next thing you want to do is you want to list 50 to 100 people. You want to make a list of everyone you know; and you might think, “Oh, I don’t even know 50 people.” Everybody knows 50 to 100 people. When you start thinking about it, the guy that cuts the grass, the guy at the 7-11, the teacher you had in 7th grade, all your friends, all your relatives, nonstop anybody that you can think of, you want to get them down on paper. You are starting a business and you want to go all out for the first 90 days!!!

This is an important thought--If you were told that if you contacted 100 people in the next 30 days that you would earn \$10,000 a month in residual income, would you do it? The reality is that somebody listening to these tapes is going to do it. They’re going to take their list and they’re going to get busy with that list and they’re going to contact 100 people within 30 days and they’re going to find those three leaders that will eventually take them to \$10,000 a month in residual income for the rest of your life!

When the list is done, you want to get with your enroller, the person that got you involved in ViaViente, and discuss the list. Pick out the top ten people that you think might want to get involved in this business with you. Now understand, it is important when you’re brand new in this business that you get with your enroller and you go over this list so you make plans for the best way to contact your friends and business associates. Your enroller can help you do 3-way calls and get the information to the new people. You are not ready to do this by yourself. You see your friends will trust you, but they will LISTEN to an expert. Your enroller will be able to answer questions and help you get your first 3 people in place. You know, if the person who enrolled you is brand new, that’s okay. Go to the person that enrolled them. We all work together. One thing about this business is, it’s about teamwork –you need to let people help you and I promise you, they will help you.

You're first goal is to get 3 people in place so you can cross the line and go over into the matrix. Here you begin to build your company and enjoy the four other income streams provided by ViaViente.

We have a club in ViaViente called "The 10 Club" and so while you're busy doing everything it takes in the first 90 days of this business, you can also be earning a 10 Club pin. You earn a 10 Club pin when you've enrolled 10 people in a month on auto ship. Every time you enroll 10 people in a month you get another stone added to this 10 Club pin. It's a really prestigious pin that you actually want to have because any time we have corporate events, we always have something special for the leaders and the 10 Club members. In this company, you earn while you learn.

So what are you going to do with the other people on your list after you've pulled out the top ten and worked with your enroller getting some people on board? You want to get busy contacting them using whatever tools are comfortable for you. One great tool is "12 Weeks to Optimum Health DVD" featuring Peggy Fleming. This is my personal favorite because it explains everything about our company vision, the product development, the Andes Children Foundation and it has testimonials. I'm telling you, this is a wonderful, wonderful presentation. Remember, your friends trust you, but they'll listen to an expert and your expert can be a DVD. Your expert can be the "12 Weeks to Optimum Health" brochure or Wellness Report. You can even download the tri-fold brochure right from the web page and have copied. The most important thing is you want to contact everyone on your list and let them know you've started a business and would like for them to look over your information. I was told not to pre judge anyone—and that is so true! The ones you think will get involved—won't and the ones you think won't -- will! That's why it is so important to let everyone know

If you're going to mail it to a person, you might want to put a little sticky look over the information and see if they can think of anyone that may be interested in working with you. Let them know you will check back with them right away! Or tell them you're excited about a new anti-aging product you've found and you thought they might be interested in. Ask them to do you a favor and look over the information and make sure you mention a time that you will get back with them. You want to follow up with them and get their questions answered. The Wealth is in the follow up!

If you want to contact a person on the phone, ask them to go to their computer and go to www.12weeks.info to access the same information they will

find in the “12 Weeks to Optimum Health” DVD or brochure. This is an awesome tool—you’ve got to love technology! They can watch the Peggy Fleming DVD and read the “12 to Optimum Health” and you can discuss it with them right away!

When you follow up with them, you want to have the presentation questionnaire in your hand. This is a form we use in Florida that’s been extremely successful. The presentation questionnaire is very easy, especially if you’re brand new, you can find it on the website: www.gotvia.com under “documents.” You can start at the very beginning and get their information by asking the questions on the questionnaire. And what’s really interesting is if you follow that questionnaire, you will find that you are going to immediately be able to recognize if they’re interested in the product or if they’re interested in the product and the business, and you’re going to be able to get that right away. Once you know how you can help them, then ask them if they are ready to get started with 6 bottles or 3 bottles?” and you can go right from there to the order form. If they want more information, then you either want to get them on a three-way with the person that enrolled you or get them on a live conference call. In the U.S., we have three live conference calls every single day, seven days a week. We also have two live conference calls in Spanish each week. Or, you want to get them to an Overview. If you have an Overview in your area, that’s a great way for them to get more information from a third party, an expert. They can meet the people you work with and hear live testimonies.

When the Overview, is over you can let them fill out the questionnaire and you immediately want to go into your closing statement – you know, “Did you want 6 bottles or 3 bottles? Let’s get you started. Let’s get your paperwork going.” For me, I was taught to say, “Did you want 6 bottles or 3 bottles?” That’s the way I do it. And then as soon as they tell you which they want, you can use the order form. Now, we have an order form that is also right where the questionnaire is on the gotvia.com web page under “Forms,” and this order form makes it so easy for a brand new person to feel comfortable getting the information that they need to place the order; and what this order form does is it puts things in order so that you don’t feel uncomfortable. It asks for the name and the address and the phone numbers and the emails, all the personal information about the person. Then it asks if you want 6 bottles or 3 bottles, and then you get the Visa or MasterCard, which the two ways that you can pay for our product.

Once you’ve gathered that information, once you have that order in your hand, then what you’re going to say to that person is-- “Now listen, I’ve already told you that it’s 12 Weeks To Optimum Health. The body doesn’t heal itself in less than 90

days and to have success with our product, you need to make a commitment to 12 weeks. Our company is going to send you another shipment next month unless you delete it.” And what I tell people is, “If you decide in the next four weeks that you do not want that shipment, then call me immediately.” Now, the reason I want them to call me, even though they can delete it themselves, is because I want one more opportunity to give them information so that they can be successful with this product. See, it’s so important that we help our person be successful with the product and the only way they’re going to be successful with this product is if they commit to taking it for 12 weeks. So when I’m filling out the order form and I tell them that they’re going to get another shipment in four weeks, sometimes they’ll say to me, “Well Teri, I just really want to try it.” I say, “Great. You have four weeks to try it. If at any time in that four weeks you decide you don’t want it, call me immediately. Now in the meantime, we need to get a user name and password for you. Is there something that you prefer?” And we go right into that conversation so that we don’t have to linger on the objection of whether or not they want to get an automatic shipment.

Now, the last thing that I say, especially if it is a product person is, “Listen. Now when you get results with our product and you start sharing it, the company will pay you, and it doesn’t even cost any money,” and they will usually say to me, “Really?” and I say, “Yeah, and all we need to do is put your social security number in with your order and that way, if you decide to share the product, the company is going to pay you for it,” and so usually there’s no problem getting the social at that point.

And now you’ve got to do the follow up. You know, you can create an amazing income if you make sure that you follow up. I can’t tell you how many times in the beginning of my career with ViaViente that it would be six weeks, eight weeks or three months down the road and I would run into somebody and I’d ask them about the ViaViente and they’d tell me it didn’t work. And then months later they would mention in conversation to me that they were only taking a teaspoon full, or maybe they had only used one bottle out of three and of course, there’s no way it will work. So it’s essential, in order to make your customer successful, that you make these calls. You make the first call 3 days after they receive their shipment – let me repeat that, make the first call 3 days after they receive their product – this is really important, and all you do is make a quick call. You’re just like, “Hey, this is Teri Tomlinson. I just wanted to check and make sure you got your shipment okay and that you remembered how to take it. We recommend that everyone take 1-2 ounces twice a day, once in the morning and again in the evening. When you call

them, they're usually friendly. They say, "Okay," and the last thing I say before I hang up is, "I'm going to give you a call in 2 weeks and see how you're doing."

Now you have to understand that you have to make that call in 2 weeks. In 2 weeks when you call them up, you're looking for 2 things. Either they're going to tell you that they haven't really noticed anything yet at which point you're going to say, "Well remember I told you it's 12 Weeks to Optimum Health. Some people see results immediately. Others take a little longer, and you find out if there's any information that they would like to have, any additional information. Also find out how much product they're taking because they may have forgotten. A lot of times they'll tell me, "Well you know I was out of town and I didn't take it for a whole week," and so you want to reiterate, "Listen, you have to take it every day because I really want you to have results." You have to show them that you really care that they get results. And then you end that call by saying, "I'm going to call you back in 2 weeks and see how you're doing." See when you call back in 2 weeks, you're comfortable because you've already told them that you're going to call back.

Now the other answer sometimes is, "Oh my gosh, Teri. You were so right. My elbow pain is gone or I have so much energy!" The minute you hear results, you must say, "Who do you know that we can help with this product? Who else do you know?" because I promise you, they will tell you. "Oh, you know, my sister has trouble with her knee," or "My mom is diabetic. Would this be good for her?" When they have results, they will give you a lead and I'm telling you right now, you could stay in your bedroom and never, ever leave your home doing business just off of the referrals you'll get from the results people get taking this product. But you have to know to ask. You have to ask for that referral. So when you make that call at 14 days, you have to have it in your mind that you are going to ask for the referral if you hear any good results and I promise you, your business will grow and expand and you'll have enough people to constantly keep you busy developing this business.

I have a couple of extra tips for you when you're working this business and the most important tip is that "*Less is More.*" Let me say that again. "*Less is More.*" The less you say, the more money you're going to make. And I find, especially with a new person, myself included, this is one of the hardest things. You see, when we were introduced to the product, it was just a little bit of information. But as we start to study it, as we go to overviews, as we get on conference calls, as we read materials from the company and we get more and more information, we just honestly think that's what we need to tell a person; and I don't know about you but when you spend 20, 30, 40 minutes just dumping all this information on a person,

they are trying to get away from you. So to help you keep it simple, you can go to our training website: www.gotvia.com under training conference calls and go to the Via Blitz trainings. If you go down to the second assignment, it will help you put together the “5 Key Points” of our product, the “5 Key Points” of our business and then help you to make a short version of your personal story.

You know a lot of times I’ve been at briefings and a person doesn’t understand to make it short and sweet. That’s what makes it exciting. That’s what makes a story sell. Like for me, I would tell you, “My name is Teri Tomlinson. I’m a master herbalist. I studied nutrition for over 20 years and when I was introduced to this product, I really didn’t expect anything amazing to happen. I was just hoping to replace the fistful of vitamins and herbs I was taking, but my energy level went up. My digestive tract improved 100% and I actually lost weight. It’s just amazing what food will do to your body.” That’s my testimony. I could go on and on about all the years that I had trouble with allergies and asthma and a heart problem and all the things I did to repair that, but you customer loses interest. You need to make it a 30 to 60 second story and the same thing goes with the points of the product. I mean we have all this information about Vilcabamba. I mean, for myself having traveled over there, I could talk for days about the amazing environment that Vilcabamba has and the water and the people, but you cannot do that with a new person that you’re trying to introduce the product. So if you’ll go to gotvia.com and download that information, you can either use my information just like it is and memorize it, the five key points of the product, the five key points of the business, or you can take that as an example and you can create your own.

Another tip that I want to give you when you’re working with your up line or your expert, is to introduce them to you prospect and then quietly listen—Do Not Talk! I repeat, Do Not Talk! I understand that it is hard not to add information or to think, “Oh gosh. She didn’t say this,” or “He didn’t say that.” Do not talk when your expert is talking for you because if you do, you’re going to ruin whatever the expert has in mind. See, there are stopping points where you’re going to wait for a person to respond and then there are closing points where you’re asking them you make a decision, you know, “Would you like 6 bottles or 3 bottles,” and so many times I’ve had people that will interrupt and say, “Or do you want more information?” What you need to do: If you ask a person to be your expert, if you ask your enroller to get on the line and to help you with this customer, then you absolutely have to understand – Do Not Talk! Let them do it especially because they’re already experienced and what you want to do is listen and learn. Do Not Talk.”

The final thing that I want to share with you is overcoming “Objections.” Now there’s many times you’re going to call a friend and you’re going to say, you know, you’re little thing about our product and our business and they’re going to say to you, “You know what, Teri. I just don’t have enough money to get involved with this,” and your answer can always be, “Well that’s why I called you. I want to help you make that extra money so you can afford number 1, to take this product and get healthy but also, you can afford anything that you want so that you don’t have to tell people you can’t afford it.” Or if they say, “You know what, I just don’t have enough time. You know I’ve got three children. I’m running my business. I just don’t have enough time,” “Well, that’s why I called you because I can help you create an income where you will have more time.”

You see, all Objections go back to the same source, and the same source is they either don’t have enough money or they don’t have enough time. Those are the 2 major excuses for why they feel they can’t do this business and so the answer can always be, “That’s why I called you. That’s why I came over to talk to you. That’s why I stopped you in the grocery store. This is the reason so that I could help you.”

I want to share with you the simplicity of building a ViaViente business. It’s called *3 Square*. 3 Square is when you sign up 3 Preferred Customers so you can cross the line into the matrix and help them sign up their 3 Preferred Customers so they can join you. It’s all about teaching 3 to get 3. 3 Square is such a simple concept and I hope you can visualize this while you’re listening to these CDs; You enroll with ViaViente as a preferred customer and within 48 hours we want to help you enroll 3 preferred customers, so you can cross the line into the Matrix. It cost \$30 dollars to cross the line and you become a distribution agent. Now, we go back and help your 3 preferred customers get 3 preferred customers, so they can cross the line and join you in the Matrix. When you have you’re 3 distribution agents join you, you’ve built the first level of your company. You are the CEO of your own company and some people like to refer to it as your 3 Vice Presidents, Now if you help each of those 3 DA’s to back and help their Preferred Customers cross you’re going to have 9 people on you’re 2nd level and as you can see, it’s all done by the power of 3. If each person gets 3 people, crosses over to the matrix, you’re going to then build another level with 27 and this is how you build a company to last!

I have a team member in South Florida that really understands this concept and you know he works in very simple terms. I mean, he doesn’t even have a computer. He takes a person to the library. He shows them the Peggy Fleming DVD and other information on the www.12weeks.info site and then because you

can't talk in the library, he goes out onto the bench outside and he draws a picture for them. He puts them and the 3 Preferred Customers over in the customer area, and then he draws a line down and he says, "Now what I need you to do is get your 3 Preferred Customers and cross over this line," and he begins to draw out the matrix and he's teaching simplicity. He's teaching duplication, and that's what is so powerful in our industry, is being able to duplicate exactly what you do. He's not out there telling them all about Vilcabamba and seeds and skins and stuff. He lets the DVD do that! He's not going on and on and on. He's doing it very simple, very duplicatable and what's happening is each one of his customers is crossing over the line. What he likes to tell people is, "You know if you drag your feet and it takes you an entire month to get 3 Preferred Customers, that's okay. It'll take you a year to build this out." You can do it fast or you can do it slow, but it is the simplicity of our business."

In review I just want to tell you that it really is all about the "Power of 3." The key to all success is to simply take action. Let everyone know about your business and product. Again, you can earn while you learn. So let's get busy and let's play 3 Square. One more time--3 Square is when you sign up 3 Preferred Customers so you can cross the line into the matrix and help them sign up their 3 so they can join you. In other words, 3 Who Get 3. ViaViente was designed to be Simple, **Equitable and Fun, and it's the most exciting business that I've ever been involved in. Let's start today. And let's make your business Built To Last with ViaViente!**

Craig:

What a Friend we have in Teri. She has a great spirit and wants to help everyone she comes in contact with to achieve great things. Teri started in ViaViente just like everyone else. She has built her sales team To Last by being genuine, caring, loving and teaching her team members how to Build Their Sales Teams To Last. You can have a powerful sales team just like Teri has established by following her proven method which she is teaching you now.

Ladies and Gentlemen, 10 words that changed my whole frame of reference regarding accomplishing my dreams and goals. I will share those with you now. Those 10 words are: If It Is To Be, It Is Up To Me.

What Teri has taught you will allow you to build your Sales Team to Last. 3 Square is so simple. On a sheet of paper, draw a square and write your name in it. Under your name, draw 3 more

squares underneath it. Your job is to fill those squares with 3 other names. Those people will be your Vice-Presidents. Unlike family members, you get to choose who will lead the 3 legs of your business. Then you simply teach those 3 people to do exactly what you did, i.e., 3 Who Get 3. Keep it simple. Choose your Vice-Presidents carefully. Teach them to do the same and teach the same concept to their people.

The next teaching concept that can help you build your long-term residual income is Auto-ship. It's on a CD titled "Securing Your Income." If you don't have this CD, order it now. If you do have it, be sure and listen to it again. 3 Square and Auto-ship is where the money is. Teaching others to do the same is where the BIG money is.

Song: Freedom for All and Freedom for Life.

Announcer:

We would like for you to listen to this CD for 21 consecutive days. Why 21 consecutive days? Psychologists tell us that practicing something for 21 days is required to make it a habit. Whether you commit to an exercise program, decide to take the time to read to your kids or dedicate yourself to learning sales techniques, if you practice something every day for 21 days, it becomes habitually engrained in your mind. What the mind can conceive and believe, you can achieve. ViaViente is a better way of life. Every journey begins with the first step. By listening to this CD for 21 consecutive days, this message will become a part of you.