

Greetings....Let's Help People!

livethesource™ and its leadership team want you to become successful. It has been said that success is the progressive realization of a working ideal. Although important, your success is not merely a result of strong desire; success in this profession comes as a direct result from applying knowledge and information. The knowledge and information provided in the following pages are a compilation from decades of industry experience. The information, while appearing very basic, will help reduce your learning curve by at least two decades.

History has proven that success in this industry comes from duplication; the basis of your success will be discovered through teaching,

- 1) Strong core desire
- 2) Creating conversation, business vs. products
- 3) Excellent listening skills
- 4) Understanding the difference between prospecting and recruiting
- 5) Understanding the ratios
- 6) Teamwork
- 7) Building relationships
- 8) Working with partners
- 9) Presentations skills
- 10) Promoting
- 11) Learning how to serve those in your organization

The purpose of this manual is to outline key components in developing the winning skills that create icons in the glorious profession of relationship marketing...a journey that will change your life forever. The business will test you at every level; joining this team is special to both you as a distributors and to us as a company!

As mentioned earlier, duplication is the key element to success in this business; listen to the CD's over and over again while teaching everyone the fundamentals. Remember, the fortune is in both the fundamentals, as well as, in the follow-up.

livethesource™ is a platform for people helping people. Our founder, Ted Farnsworth, knows with every fiber of his being that having great collaboration between corporate and field representatives will definitely result in rapid growth!

Enjoy the journey and successes you will achieve! Remember to stay connected to your Source and we'll see you at the top!

Roger A. Boger
Master Distributor

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Launching Your Business

What to do after you sign-up

- a. Complete the sign up process
- b. Order a minimum of 3 bottles and commit to a 3 bottle autoship
- c. Order your GO Pak
- d. Order your personalized webpage
- e. Order the liveonline livethesource™ webinar
- f. Order DVD, Brochures and Business Cards

Start Your Business

- a. What is your WHY?
- b. Strategy session with your sponsor
 - * Plan your GO Party!
 - * Develop Short and Long Term Goals
 - * Review the Compensation Plan
 - * Review your Back Office
 - * Review your Presentation
 - * Put your sponsor in front of 10 people and use the liveonline livethesource™ webinar

livethesource™ Story

livethesource™ is a company founded on the principle of “People Helping People.” It is more than a vision, more than a mission. It is a lifestyle, that permeates the entire **livethesource™** culture, which includes the distributor field as well as at the customer and corporate levels. People joining together to boost their physical, spiritual and financial welfare by caring for others and thereby changing their own lives.

How can a company succeed in changing your life? The answer is an incredibly unique product that efficiently supports physical well being. It's called **daily source™**. It is an All Natural Nano Encapsulated Multi-Vitamin, Mineral and Herbal Supplement. **daily source™** isn't just a vitamin supplement. It's a complete cocktail of health and well being. The specially selected vitamins, minerals and herbal compounds in **daily source™** provide a substantial increase in nutritional value. First, due to their combination and second, due to nano-encapsulation. Our All Natural Patented Nanotechnology™ creates a particle size small enough to be absorbed with maximum efficiency.

At the heart of this story is Ted Farnsworth. Ted, a pioneer in the antioxidant beverage business, wanted to release a superior vitamin supplement formulated with the finest and purest ingredients on earth. Research showed that combining these proven ingredients with All Natural Patented Nanotechnology™ would improve performance, utilization and absorption of the vitamins, minerals and herbal compounds within the product. It is this exciting, state of the art technology that elevates **livethesource™** above so many of the run of the mill vitamin and mineral supplements available.

Ted went on to consult with his friend and longtime business associate, Bob Ellis, about getting this special product to the masses. Bob is no stranger to success and innovation himself. In addition to helping develop the careers of music legends Meatloaf and Chaka Kahn, Ellis remains a master of promotion and brand development.

Farnsworth and Ellis immediately decided to fast track the project and engage the vehicle of direct marketing to get our products directly into the hands of the consumers. Ellis, who has contacts in every imaginable industry, contacted his resident experts in direct sales: John Neubauer and Paul Peccianti.

Neubauer and Peccianti, both having long successful business backgrounds, a wall full of degrees between them and years of experience in the marketing of nutraceuticals through direct sales. Farnsworth and Ellis knew they were in good hands.

The four scheduled an initial meeting for one hour that lasted five hours. A surge of excitement pushed the proverbial wheels into motion. Everyone got it. They understood the importance of the product and the mission of “People Helping People”.

Now it's your turn! By combining cutting edge technology, the purest and proven ingredients and a familial approach to business, **livethesource™** gives you the opportunity and ability to market unique, healthful, recession proof, lifestyle products and be part of a company that truly cares - a company that believes that by working together, we can change lives.

As we say: give us one year and we'll change your life **forever**.

Focus # 1: Story Board

Your mind thinks in pictures

1. Cut out photos from magazines that show your potential future.
 - a. Your source connection
 - b. Family activities
 - c. Travel destinations
 - d. Who you want to help
 - e. How you will improve your mind
 - f. Taking care of your body
 - g. Financial aspirations
 - h. Things: home, cars, boat, planes etc.

Important: Put down what you really want, not what is just "cool" or what you want others to think you want.

2. Paste (Affix) them collage style on a 25"x30" piece (2'x3') of cardboard (poster) board
3. Put it in a place where you can see it every day office, bathroom etc.

(WORKSHOP EXERCISE # 1) DO IT NOW!!!

Focus # 2: Action Steps for New livethesource™ Distributors

Write down your monthly income goals:

6 months from now \$ _____
12 months from now \$ _____
3 years from now \$ _____
5 years from now \$ _____

Write them this way: "I am happy and grateful now that....."

Example: I am happy and grateful now that my **livethesource™** checks are " " dollars per week (month)

What does the business structure look like that would create that level of weekly (monthly) income? Work with Sponsor!

Draw out the organizational structure that would potentially produce that income. Work with Sponsor!

- a. The organization
- b. The volume
- c. The duplication training

Review the livethesource™ Compensation Plan (beginning on the next page)

The **livethesource™** compensation plan is designed to allow individuals to work at their own pace and reach financial goals that they may have only dreamed about. With **livethesource™**, you work for yourself but not by yourself. You are surrounded by uplines and downlines that include people with experience, passion and the desire to help people. In the **livethesource™** compensation plan, financial potential is limited only by your willingness to help people and to set goals while creating a company directed and focused business plan.

The objective of the **livethesource™** compensation plan is to help distributors stay active far longer than in other companies. We want the distributors to be able to earn income from the first day along with understanding how 'People Helping People' will truly change their lives. Our plan allows distributors to keep customers longer with customer offers, incredible products and promotions for lifestyle changes. **livethesource™** will also provide state of the art training which will include tracks to run on, effective recruiting, People Helping People leadership training and Diamond Summit Training for advanced leadership skills.

The livethesource™ Compensation Plan Overview

Highlights (Autoship)

- Autoship of 108PV is required at the Silver level and above.
- No minimum Preferred Customer Autoship

Highlights (Placement Feature)

- You may take a first line personally sponsored distributor and move them, their organization and the organization volume, anywhere within your organization you feel it's most needed. The newly sponsored distributor must be moved within the calendar month they join or they remain on your first level. Simply go to MY Organization/Change Personally Sponsored Placement and fill in the appropriate ID numbers". Another livethesource™ feature of People Helping People.

There are four distinct price lists given to each product:

- The Retail price is the price Customers pay.
- The Preferred Customer Program price is the price paid by Customers who are on autoship {10% discount off retail price}
- Distributor price is 20% discount off retail price
- Distributor Autoship (livethesource™ Plan) {25% discount off retail price}
- The autoship amount will be a minimum of 108 PV-per month
- PV reflects all purchases made by the individual distributor as well as any volume from their customers
- GV reflects all the volume (including your PV) from your downline organization
- livethesource™ Plan (autoship) is the monthly order automatically shipped on any business day of the month set by the Distributor.
- Each product has a point or volume amount called business volume (BV). livethesource™ Distributors accumulate BV. Your commissions are calculated on the BV of each product sold or purchased by your downline organization. The greater the BV the higher your commissions.

Product

daily source™	Retail Price	Wholesale Price (20% discount)	Autoship (25% discount)	Preferred Customer Autoship (10% discount)
single bottle	\$48.00	\$38.40	\$36.00	\$43.20
2 PAK	\$96.00	\$76.80	\$72.00	\$86.40
3 PAK	\$144.00	\$115.20	\$108.00	\$129.60
4 PAK	\$192.00	\$153.60	\$144.00	\$172.80

SKU 5203 Bronze PAK	Buy 21 bottles and receive 3 FREE. \$756.00 (save \$108.00)
SKU 5303 Executive PAK	Buy 12 bottles for \$432 (15 DVD's included)
SKU 5403 Commitment PAK	Buy 8 bottles for \$288.00
SKU 5505 GO PAK	Buy 18 bottles and receive 6 FREE. \$648.00 + shipping & handling and sales tax if applicable

Rank Advancement

Ranks	Personal Requirement	Rank Requirement	
Distributor	65 PV	100 GV	
Executive	108 PV	400 GV	
Bronze	108 PV	1200 GV	Must include three (3) Qualified Executive Legs
Silver	108 PV	5000 GV	Must include three (3) Qualified Bronze Legs
Gold	108 PV	20,000 GV	Must include three (3) Qualified Silver Legs
Platinum	108 PV	60,000 GV	Must include three (3) Qualified Gold Legs
Diamond	108 PV	180,000 GV	Must include three (3) Qualified Platinum Legs
Ambassador	108 PV	540,000 GV	Must include three (3) Qualified Diamond Legs with one Personally sponsored Diamond (which could be one of the legs)

A **livethesource™** distributor advances in rank when they:

- Place a personal order of 108PV every month (customer orders count as PV for the distributor)
- Meet the GV (group volume) requirement of the specific rank
- Meet the required number of qualified legs for each rank. (A qualified leg has a required rank anywhere in that leg.)

HOWEVER, THROUGH THE MONTH OF FEBRUARY 2009, BUT ENDING MARCH 1, 2010, distributors in the system prior to January 1, 2010 may choose to use the requirements listed in the former Comp Plan for Bronze and Silver qualification:

Bronze: 2 qualified Executive legs with a 65%/35% split and a GV of 1000

Silver: 2 qualified Bronze legs with a 65%/35% split and a GV of 5000

Seven ways to earn income with livethesource™

• Retail commissions

• As a new Distributor, you will be generously compensated for every sale generated by your customers (You purchase product at wholesale and sell to customers at the retail price-Approximately 20% profit). Distributors on autoship earn a 25% profit.

Retail commissions can pay for your product by:

- Join the livethesource™ autoship program where you can purchase your product for a 25% discount or \$36.00 per bottle.
- Find three families who each purchase three bottles of daily source™ per month.
 - 3 bottles at \$48.00 apiece = \$144.00. As your cost is \$108 you earn \$36.00
 - \$36.00 profit X 3 families = \$108 and your product is free.

• Uni-Level Pay

• Uni-Level Pay is added to Retail Commission to additionally reward you. You can earn Uni-Level commissions down through 4 levels

• The commission levels earned is determined by your rank. Rank is the title given to Distributors upon meeting monthly Personal and Rank requirements. Personal Requirement is all personal business volume ordered on your personal account. Rank Requirement is the combination of total volume by all distributors in your organization. This includes your PV.

• Below is a detailed chart showing the different ranks, the number of levels paid per rank and the percentage for each rank and level.

	Distributor	Executive	Bronze	Silver	Gold	Platinum	Diamond	Ambassador
LV 1	5%	5%	5%	5%	5%	5%	5%	5%
LV 2	5%	5%	5%	5%	5%	5%	5%	5%
LV 3		15%	15%	15%	10%	10%	10%	5%
LV 4			5%	5%	5%	5%	5%	5%

- **Generation Pay**

- As you enroll additional Distributors in your team and support them in building teams of their own, your downline will quickly grow. Generation Pay provides incredible rewards for leaders who help others become leaders. The **livethesource™** approach to leadership is to reward building a significant income with teams of your rising stars.
- Generation Pay is powerful - it contributes toward a majority of the monthly residual income of **livethesource™** leaders. Instead of earning a commission on one specific level, as is the case with Uni-Level Pay, you earn a commission from one rank to the next. For example, Silver Distributors earn Generation Pay on all the Customers and Distributors between them and their next Silver.

Moreover, the percentages are recalculated with each additional leg you have. A leg starts with every Distributor you personally enroll. Therefore, as you add width to your group by enrolling more Distributors, you will earn more commissions. The possibilities are limitless!

The chart below displays all the generations and percentages that correspond with each of the ranks.

	Silver (S)	Gold (G)		Platinum (P)			Diamond (D)				Ambassador			
	S	S	G	S	G	P	S	G	P	D	S	G	P	D
Generation 1	5%	5%	4%	5%	4%	3%	5%	4%	3%	2%	5%	4%	3%	2%
Generation 2	4%	4%	4%	4%	4%	3%	4%	4%	3%	2%	4%	4%	3%	2%
Generation 3						3%			3%	2%			3%	2%
Generation 4									2%					2%
Generation 5									2%					2%
Generation 6														1%

A generation is the position of all the team members between you and a Distributor who has the same or higher qualified rank in your organization. For example, a Silver generation is defined as all the team members between you and the first Silver, Gold, Platinum or Diamond in each leg of your team. This person could be on your first level, 10th level or 100th level. A Silver Distributor earns Generation Pay on generation deep. In the example below, as a Silver Distributor you will earn 5% Generation Pay on all the volume of the Distributors between you and your first Silver. Since the first Silver is on the Distributor's 12th level, the Silver Distributor will earn 5% Generation pay down to level 12. Then you will also receive 4% down to your next Silver.

Example of Generation Pay - Silver Rank

Level	Title	Generation Pay
0	You - Silver	
1	Distributor	5%
2	Executive	
3	Bronze	
4	Distributor	
5	Bronze	
6	Executive	
7	Executive	
8	Distributor	
9	Distributor	
10	Bronze	
11	Distributor	
12	Silver 1	
13	Bronze	4%
14	Bronze	
15	Distributor	
16	Gold 1	
17	Silver 2	

- **Car Bonus**

- livethesource™ will pay up to \$1600 per month in a car allowance. To become car qualified, you must achieve and maintain your title and volume requirements for four consecutive months and have at least four legs with maximum individual leg contribution of 40% from the strongest leg, 30% from the second largest leg, 20% from the third largest and 10% from the fourth largest leg.
- The car program becomes available for Gold and above ranks.

- **livethesource™ Ambassador Bonus**

- Achieving the rank of Ambassador is truly an extraordinary achievement and livethesource™ rewards this accomplishment by paying a 2% leadership bonus every month. The Ambassador Bonus is calculated by taking 2% of total company commissionable volume and dividing it by the total number of Ambassador shares. An Ambassador earns one share for qualifying as an Ambassador and one additional share for each Ambassador leg in their organization. An Ambassador leg is any leg that has a qualified Ambassador in it during the current month.

- **Incentives and Trips**

- **Diamond Summit Training**

- Gold Distributors and above who qualify will participate in several scheduled retreats per year that will include advanced business and leadership training with corporate staff and Diamonds and Ambassadors.

- **Diamond Club**

- Once a year this all expense trip which include:
- Relaxation in one of the world's most luxurious resorts
- Team building with other qualified Diamonds and Ambassadors
- Time with Corporate Executives and Field Leaders

- **Annual and Semi-annual contests and promotions**

- livethesource™ will offer annual and semi-annual contests with winners qualifying for trips to exotic locations. These contests are open for all Distributors and above.

CRITICAL PATH BONUSSES

EFFECTIVE FEBRUARY 1, 2010 FOR ALL livethesource™ DISTRIBUTORS

livethesource™ offers highly rewarding incentives to help you build a successful team with quick bonuses.

Taking the Critical Path route is both lucrative and time-sensitive. The commitment you make to your business and your ever increasing rank can bring excellent rewards – up to \$57,000 in Critical Path bonuses. Remember, that as you increase your Group Volume (GV) to advance further, your monthly Uni-level commissions will increase as well. Through the entire Critical Path process, you must maintain at least a 3-bottle auto-ship. Each Critical Path rank bonus will be paid up to a maximum of 6 consecutive months if the following is met:

You step on the Critical Path when you reach Bronze level. You must achieve Bronze qualification within your 2nd full month with livethesource™. Then, your 3rd month in the business, you must qualify at 2,000 GV to receive a \$100 Bronze Critical Path bonus.

The next step on the Critical Path takes you to Silver. This rank must be achieved no later than your 4th month in your livethesource™ business along with a GV of 7,500. You will receive a Critical Path Silver bonus of \$400, plus the 2nd monthly installment of the \$100 Bronze bonus, a total of \$500.

The next step on the Critical Path takes you to Gold. This rank must be achieved no later than your 5th month in your livethesource™ business along with a GV of 30,000. You will receive a Critical Path Gold bonus of \$1,000, plus the 2nd monthly installment of the \$400 Silver bonus, plus the 3rd monthly installment of the \$100 Bronze bonus, a total of \$1,500.

In month 6 on the Critical Path, you are working to achieve the rank of Platinum. As long as you maintain your Gold rank and GV of 30,000, you receive the 2nd monthly installment of the \$1,000 Gold bonus, plus the 3rd monthly installment of the \$400 Silver bonus, plus the 4th monthly installment of the \$100 Bronze bonus, a total of \$1,500.

Again, in month 7 on the Critical Path, you are working to achieve the rank of Platinum. As long as you maintain your Gold rank and GV of 30,000, you receive the 3rd monthly installment of the \$1,000 Gold bonus, plus the 4th monthly installment of the \$400 Silver bonus, plus the 5th monthly installment of the \$100 Bronze bonus, a total of \$1,500.

The next step on the Critical Path takes you to Platinum. This rank must be achieved no later than your 8th month in your livethesource™ business along with a GV of 100,000. You will receive a Critical Path Platinum bonus of \$2,000, plus the 4th monthly installment of the \$1,000 Gold bonus, plus the 5th monthly installment of the \$400 Silver bonus, plus the 6th monthly installment of the \$100 Bronze bonus, a total of \$3,500.

In month 9 on the Critical Path, you are working to achieve the rank of Diamond. As long as you maintain your Platinum rank along with a GV of 100,000, you receive the 2nd monthly installment of the Critical Path Platinum bonus of \$2,000, plus the 5th monthly installment of the \$1,000 Gold bonus, plus the 6th monthly installment of the \$400 Silver bonus, for a total of \$3,400.

In month 10 on the Critical Path, you continue working to achieve the rank of Diamond. As long as you maintain your Platinum rank along with a GV of 100,000, you receive the 3rd monthly installment of the Critical Path Platinum bonus of \$2,000, plus the 6th monthly installment of the \$1,000 Gold bonus, for a total of \$3,000.

In month 11 on the Critical Path, you continue working to achieve the rank of Diamond. As long as you maintain your Platinum rank along with a GV of 100,000, you receive the 4th monthly installment of the Critical Path Platinum bonus of \$2,000.

Now comes the big pay day on the Critical Path as you achieve Diamond rank no later than month 12 of your livethesource™ business along with a GV of 200,000. You will receive a Critical Path Diamond bonus of \$6,000, plus the 5th monthly installment of the Critical Path Platinum bonus of \$2,000, for a total of \$8,000.

If Diamond rank is maintained in the 13th month along with GV of 200,000, you will receive the 2nd installment of the \$6,000 Diamond bonus, plus the final installment of the Critical Path Platinum \$2,000 bonus, for a total of \$8,000.

If Diamond rank and GV of 200,000 are maintained from month 14 through month 17, you will continue to receive the final monthly installments of the Critical Path Diamond bonus, \$6,000 in each of these months.

**IF YOU WALK THE CRITICAL PATH PER THIS SCHEDULE,
YOU HAVE THE POTENTIAL OF EARNING \$57,000 IN CRITICAL PATH BONUSES**

Distributors who advance multiple ranks within a short period of time will be compensated in their commission check for the month the bonuses are earned. For example, distributors who advance and maintain Platinum in month 6 instead of month 8 will begin to have their bonuses paid two months early.

Distributors who achieve rank sooner than the schedule shows, will still have the entire timeline available to advance to the higher ranks. For example, distributors who advance and maintain Gold in their enrollment month will not need to advance to Platinum until month 8, as scheduled.

Distributors who step off the Critical Path due to non-qualification will not be able to get back on the path. Distributors who do not advance in rank within the given timeframe are not eligible for future higher level bonuses.

Distributors who signed up prior to February 1, 2010 will not be paid Critical Path bonuses for any ranks achieved prior to that date. These Distributors will step onto the path at their current rank and will have the month of February 2010 to bring their GV in line with the program requirements to continue on the Critical Path.

Remember:

Per the current livethesource™ compensation plan, you earn Uni-level commissions down through 4 levels at the Bronze rank and when you reach the rank of Silver and above, Generational pay is added to the mix. All Critical Path bonuses are paid in the commission check for the month in which they are earned. If at any time, you progress to a higher rank earlier than required, the Critical Path compensation plan will be adjusted for this early achievement. If at any point the progression to higher rank does not conform to the plan, you step off the Critical Path with no option for re-entry.

ALL BONUSES ARE SUBJECT TO AUDIT ON AN INDIVIDUAL BASIS

livethesource™ reserves the right to make changes to the Critical Path bonus plan without prior notice

CRITICAL PATH BONUS PROGRAM (Effective February 1, 2010)

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Rank Achieved	Bronze	Bronze	Bronze	Silver	Gold	Gold	Gold	Platinum	Platinum
Required GV	1,200	1,200	2,000	7,500	30,000	30,000	30,000	100,000	100,000
	0	0	100	100	100	100	100	100	
				400	400	400	400	400	400
					1,000	1,000	1,000	1,000	1,000
								2,000	2,000
Monthly Pay Out	0	0	100	500	1,500	1,500	1,500	3,500	3,400

	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	
Rank Achieved	Platinum	Platinum	Diamond	Diamond	Diamond	Diamond	Diamond	Diamond	
Required GV	100,000	100,000	200,000	200,000	200,000	200,000	200,000	200,000	
	1,000								
	2,000	2,000	2,000	2,000					
			6,000	6,000	6,000	6,000	6,000	6,000	
Monthly Pay Out	3,000	2,000	8,000	8,000	6,000	6,000	6,000	6,000	

POTENTIAL CRITICAL PATH CUMULATIVE BONUS PAY-OUT	\$57,000			
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Focus # 3: The Back Office

Go to the back office (Personal Page) with your sponsor

- Learn to Navigate through the site and use it effectively

A. Exercises:

1. How to log in with username and password
2. How to sign up a new distributor
3. How to check your commissions
4. How to research the products
5. How to find information within the back office
6. How to find marketing tools
7. View your team
8. Set up orders and auto-ship

B. What/Who to look for in your back office

1. High volume from down-line distributors
2. Up and coming superstars with high sponsoring and/or volume
3. Distributors who may not have registered for auto-ship
4. Distributors close to their next rank
5. If there is no activity, a possible call to lend assistance

Focus #4: Who Do You Know?

Note: Include / Insert an example of a candidate list

A. When making a list of possible distributors, do not be judgmental about any financial condition. People with lots of money love MLM and people with little money love MLM. After all you did not make decisions for your candidates to achieve past successes.

1. Possible categories might be –

a. People who are successful entrepreneurs

List: _____

b. Who has?

1. A successful business (small or large)
2. Connections with many others
3. Professional network marketers searching for a new opportunity.
4. People searching for multiple sources of income.
5. Stay at home parent who wants a home-based business.
6. Athletes, coaches, trainers etc.
7. Health care professionals
8. General public with focus on wellness and prevention.
9. International connections
10. A strong desire to help others.

Focus # 5: Great Listening Skills

Q: *Is the candidate interested in the product technology and efficacy?*

Q: *Is the candidate interested in the networking business, franchise model and/or retail model? Show model – Draw*

Q: *How did we find out?*

A. By listening to answers from the questions

Examples: The following are 3 “Ice-Breaker” Questions:

1. Have you ever thought about owning your own business? Where do you see yourself? Retail? Franchise? Networking? – Models

2. What importance (Priority) do you place on wellness for you and your family?

3. How is your job security? Do you like your job? or not?

Listening model (Lent by Steve Shapiro)

1. Attendance

a. *Be in attendance refers to not being distracted by others in the surrounding environment. Be totally present. Listen, Listen, Listen. There is a reason you have two ears and one mouth.*

2. Acknowledge

a. *Acknowledge what the person in front of you is saying. You may say, “I understand how you feel. I felt the same way too and what I found was....”*

3. Clarity

a. *Say to the person, “If I am hearing you right...this is what I heard...Is that correct.”*

4. Respond

a. *Respond in a caring manner*

Remember:

Listening is a skill that needs to be postured!

Remember:

It is all about the person in front of you...people do not care how much you know until they know how much you care about them!

Remember:

Listening with your sponsor or life-line person

- **Insert exercise experience**

- Watch body language voice volume and emotion
- Only 8% of the human communication dynamic is verbal so listen to your candidate's heart, soul and other non-verbal cues.
- Learn the technology of the Live the Source products with focus on the benefits of the products...know these things.
- Key words to remember: Encapsulation vs. shearing, nano-technology, synergy of vitamins, bioavailability, American dietary deficiencies, soil depletion of vitamins, minerals and herbs.

Exercise:

Write a short explanation of these and other relevant terms so that you are knowledgeable about the technology.

- Know how to do demonstrations/taste test
- Plug into the medical (professional) advisory committee members and their vast Research and product knowledge.

livethesource™ FAQ

Operating Hours:

Office Hours

Monday through Friday 8:00am - 5:00pm EDT

Closed on Saturdays, Sundays and public holidays

Customer Service Hours

Monday through Sunday 24 Hours a day

800-520-9944

Fax- 888-830-1496

Customer Service Email Address (response within 24 hours):

customercare@livethesource.com

Where is the home office?

livethesource™

110 East Broward Blvd.

Suite 1700

Ft. Lauderdale, Florida 33301

What payment methods does livethesource™ accept?

Currently we accept Visa, Mastercard, Discover and American Express.

Personal Checks, echecks, Cashiers Checks, and Money Orders

PRODUCT – Dietary Supplement

What exactly is Daily Source?

daily source™ is a Multi-Vitamin Mineral and Herbal Supplement made with All Natural Patented Nano Encapsulation.

Working in combination, the specially selected vitamins, minerals and herbal compounds provide a substantial increase in nutritional value than if they were taken individually

What do the vitamins and minerals work in daily source™?

livethesource™ multi-vitamin mineral product has several unique features. First and foremost, all of the vitamins, minerals and herbal food concentrates are nano-encapsulated with a pure food based encapsulation material. This encapsulation greatly enhances absorption and utilization of the active compounds. In addition the encapsulation provides a sustained release affect in the body. This helps to prevent the nutrients from being washed out of the body before they can be used.

How do the herbs work with the vitamins/minerals in daily source™?

Of the nine specially selected herbal food concentrates, three are specific to improving synergy and fighting stress, three are specific for improving the body's immunity, and three are specific for improving heart and cardiovascular health. Taking the herbs alone would greatly enhance overall health and well-being. Taking these herbs along with the vitamins and minerals supplied creates an even stronger synergistic effect and has much more benefit than if you took the vitamins, minerals and herbs separately. All of the nutrients in the herbs enhance the effectiveness of the vitamins and minerals and the vitamins and minerals enhance the effectiveness of the herbs.

How much daily source™ should I take per day?

As a dietary supplement, drink 1 fl. oz. once a day with food. For best results, hold in mouth 15 to 20 seconds before swallowing.

What is the shelf life of daily source™?

daily source™ has an 18 month shelf life if unopened. Once opened the bottle should be refrigerated and consumed within 60 days.

Is daily source™ approved by the FDA?

As a dietary supplement, daily source™ does not need FDA approval prior to introduction into the market, daily source™ is subject to existing food and dietary supplement laws, such as the Dietary Supplement Health and Education Act, dietary supplement good manufacturing practices, and adverse event reporting requirements. As is required by law, livethesource™

has established the safety and purity of all its ingredients through independent laboratory testing prior to launching daily source™

Is the livethesource™ product “daily source” patented.?

livethesource™ nutritional products utilize a proprietary and patented all natural nano encapsulation material. This creates a particle size small enough to be efficiently absorbed yet not so small as to be counterproductively absorbed by the body.

Does daily source™ contain MSG?

No. daily source™ is free of MSG

Does daily source™ contain lactose or dairy?

No. daily source™ is allergen free of yeast, corn, wheat, lactose, dairy, citrus, egg, fish and nut products. It contains no sugar, artificial flavors, colors or sweeteners

Is daily source™ Kosher?

Currently daily source™ is not Kosher

NANOTECHNOLOGY

What is Nanotechnology?

Nano means one one-billionth, so a nano-gram is one one-billionth of a gram. Nano technology is the science of the incredibly small. It covers medicine, food, robotics and virtually any other high tech system. livethesource™ nanotechnology creates a particle size small enough to be efficiently absorbed yet not so small as to be counterproductively absorbed by the body. livethesource™ uses all- natural plant lipids are the basis of our nano encapsulation material. The food grade material not only is absorbed and recognized as a safe substance but also delivers it's payload in a quick, safe and efficient manner. Our nano encapsulation helps to ensure consistency of particle size throughout the solution. In addition, a completely unique aspect of this technology is the benefit of a sustained release of active compounds. This helps to ensure a steady use and benefit to the body of whatever nutrient that is being delivered.

OPPORTUNITY

Why does livethesource™ use Network Marketing to distribute its product?

Network Marketing is the action of bringing an exciting product directly to the people who need it-faster than any other marketing method. It is the word of mouth advertising and sharing the amazing story of livethesource™'s patented nanotechnology delivery system combined with pure vitamins and minerals. Network marketing is the vehicle where an ordinary individual building a unique, individual business with little risk to personal capital. It is the purest form of selling, person to person selling that benefits everyone involved.

What is a livethesource™ distributor?

A livethesource™ independent distributor is a person or entity that has entered into a distributor agreement with livethesource™. livethesource™ independent distributors are able to order products at wholesale prices and resell the products to retail customers for a profit. livethesource™ independent distributors are also able to recruit additional distributors and receive commissions from their product sales under livethesource™'s generous compensation plan

How can I become a livethesource™ distributor?

By completing a livethesource™ independent distributor agreement. There are three ways you can apply for a distributorship. 1) You can mail or fax in a completed application, 2) you can complete an application on the internet, or 3) you can complete an application over the phone. The last two options will require the distributor to send in a signed copy of the printed application within 30 days, which is included in the Distributor Kit. livethesource™ encourages applicants to enlist the help of their sponsors when signing up.

How old do I have to be to be a distributor?

You must be 18 years of age.

Is there a fee to become a distributor?

Yes. The one time entry level fee of \$30.00 provides the privilege to conduct business in any country livethesource™ is currently registered in.

What is my ID# and password?

Please contact customer service at livethesource™.

customer@livethesource.com or
1-800-520-9944

Why do I need my social security number? Can I give you a different number instead?

These numbers are required for tax and social security validation purposes. You can use a Tax ID# for a business name. See Policies and Procedures.

How do I place a product order as a livethesource™ distributor?

An independent livethesource™ distributor can place an order by 1) mailing in the product order form to customer service, 2) by calling distributor service 1-800-520-9944 and placing an order with the representative and 3) by purchasing through the 'back office' on the internet. We accept Visa, MasterCard, Discover, American Express, check, echeck, money order and cash. Please do not mail cash. livethesource™ will not accept a faxed copy of a check or money order.

What skills do I need to succeed as a livethesource™ distributor?

The most successful distributors have a desire to achieve and a positive attitude about the goals they must accomplish to get there. There is no need for a degree or special licensing to build your livethesource™ business.

Is it expensive to own an independent livethesource™ distributorship?

No. The only cost to own your own livethesource™ business is the \$30.00 USD membership fee. This inexpensive fee makes it possible for virtually anyone to become a livethesource™ distributor.

What is livethesource's policy with respect to collecting and remitting sales tax?

Like other similar companies, livethesource™ collects and remits sales tax based on retail pricing. However, if a livethesource™ distributor desires, they can manage this process by 1) registering with their local sales tax agency, and 2) submitting a sales tax exemption certificate to livethesource™'s Customer Service department. If the distributor follows this process, no tax is collected on their orders. For those distributors, we strongly recommend they consult their tax advisor for guidance on complying with state sales tax issues.

Why does livethesource™ collect sales tax on internet orders?

As livethesource™ is registered with local tax agencies to collect and remit sales tax, we have an obligation to collect sales tax on all orders, regardless of their origin. For distributors who are ordering their product online, our policy avoids putting them in the difficult position of managing the tax consequences of the eventual consumption or distribution of that product.

What do I get when I sign up and pay the membership fee?

When you become a distributor, you begin a partnership with livethesource™. Your success is our success, so the partnership is something in which livethesource™ invests heavily. Along with access to livethesource™'s corporate meetings and events and training support, you will receive a distributor Kit containing several sales tools and support materials to help you get started. We also have a well training customer service department and order entry available 24 hours a day for your convenience. We even have an internet site with a back office for your convenience in tracking your business growth and progress.

How much money can I make as a livethesource™ distributor?

As a livethesource™ distributor you determine, based on your efforts and the volume of your organization, precisely how much money you will make.

What kind of investment is expected?

Your initial distributor kit will be \$30.00 and your annual renewal fee of \$25.00 are the only required investments. However, experience has shown that most successful distributors purchase one to two 4 Paks (4 bottles) of **daily source** per month.

Can I purchase daily source™ without being a distributor?

Yes, you will go to www.livethesource.com and select the buy now button and the company will process your order.

Is there a fee to become a Preferred Customer?

There is no fee to become a Preferred Distributor. A preferred Customer receives a 10% discount off retail. You can become a Preferred Customer by signing up for the Preferred Customer Auto ship Program where the company sends your product every month.

What is Auto-Ship? Is it mandatory?

Auto-ship is the option of having livethesource™ deliver your selected product each month and charge you accordingly. This eliminates the hassle of having to order each month. The shipping date can be any business day, you select, of each

month. You can sign up for auto-ship at any time and you can cancel auto-ship at any time. You can decide how much you want your auto-ship to be. If you are at the leadership level (Silver or higher) auto-ship is required.

Is there a penalty if I cancel or modify my Auto-Ship?

No, you may cancel your autoship at any time by contacting customer service and follow up with a fax or letter. Changes can be made within 48 hours of shipment!

Why should I choose Auto-Ship?

For your convenience and piece of mind. Auto-ship means your order is placed and delivered each month whether you remember or not!

You will not miss out on qualifying for your commissions and once you reach leadership levels it is required.

How does the compensation plan work?

The livethesource™ compensation plan compensates distributors for their retail sales as well as for the retail sales and personal purchases of product by their downline organizations. The compensation plan rewards distributors who qualify for uni-level pay, fast start bonuses, generation pay and bonus pools. See the compensation plan for more details.

How many people can I sponsor?

There is no limit on how many new livethesource™ distributors you can sponsor. Typically, livethesource™ distributors personally sponsor three or more people.

Can I design my own website?

livethesource™ will provide you with a very professional self-replicating Personal Page at \$10.00 per month! Personally produced websites will not be allowed to mention or sell livethesource™ products on them, per company policies and procedures.

Focus # 6: Prospecting and Recruiting

Know the difference between prospecting and recruiting

Prospecting:

Is when you do most of the listening after you have delivered your 1 minute commercial.

Practice and write down your 1 minute commercial

A good way to begin is....

1. "Do you know how people are concerned with the (quality) purity of our vitamins, minerals and herbs? "Well, what I do is provide you with the best consumable and beneficial supplements in the world. We provide you with the only patented, all natural nano-encapsulated vitamins, minerals and herbs that have a 90% absorption rate"

OR

2. "Do you know how people are concerned about cash flow during these economic times?" Well, what I do is provide people with a vehicle for multiple sources of Income (MSI's) on a potentially global scale.

Recommendation:

Practice with a partner asking questions and allowing them to respond about their life situations. Be aware of how you can add value to the candidate's life.

Recruiting:

Is when you utilize tools such as CD's, brochures, the corporate website/replicated web site and other media.

You do most of the talking either with your sponsor in an A-B-C (3-way) call, a "one-on-one", or a Business Reception.

Available Tools:

CD's: "The professionals speak about livethesource™" "Is livethesource™/Relationship Marketing for You?"

Corporate Product Brochures:

"If you desire to recession proof your health"

"Business compensation (prosperity) plan

Insert Recommendations:

- Practice your role in a Business Reception
- Practice your entire presentation with your sponsor
- Learn the A-B-C Process
 - A Expert
 - B New Affiliate
 - C Candidate
- Do the first 10 A-B-C calls with your up line.
- Practice – Practice – Practice

The ABC works best in person, but it may be done as a three-way call on the phone.

- The "A" is usually the expert and must be edified by the "B" to the "C".
- After introducing A to C, the "B" stands for "BE QUIET". Never interrupt the "A", since it will disrupt the thought process of the "C".

Role Play Example

- Allow the candidate to conduct his/her due diligence
- Always outline for the "C" that there is a process and we want the "C" to buy products, join the business or refer you to people who would either benefit from the business or the product.

Think of that! You can only get a "Yes" to one or more of these inquiries.

Focus #7 Understanding the Ratios

The Law of Thirds

Of all the people you talk with and listen to...

- 1/3 will agree to go through the information, due diligence process (A.B.C., 3-Way, PBR)

- (of those 1/3 who go through the process), 1/3 will say I am not personally interested and will give you a referral.

- 1/3 will say I like the product and will purchase

- 1/3 will say I will join you in the business

Of Those who say that they will join the business

- 1/3 will not actively participate in the business

- 1/3 will conduct a little amount of business

- 1/3 will conduct the business seriously

Of those who do the business seriously, from their perspective

- 1/3 will do it BIG!

Example:

If you expose 100 people to livethesource™ only

30 will be interested. Of these only

10 will conduct the business.

10 will buy product.

10 will refer you to others.

Of the 10 who say they will conduct business

3 will not

3 will do it to a "minor" degree

3 will really do it

90% of your income will come from 3 people somewhere in the world!

You might think of it this way...

If you know that there is \$1 million dollars in cash between two mattresses at a 500 room hotel and after searching 400 rooms you do not find the money, would you quit looking?

NO!!!

NEVER STOP LOOKING!

Focus # 8: Building Relationships

Q: Who is it that you want to be associated within the **livethesource™** experience?

1. People with whom ***I have*** a great relationship with today.

List:

A. _____

B. _____

C. _____

2. People with whom ***I would like to have*** a relationship with in my business.

List:

A. _____

B. _____

C. _____

3. What are the key elements in building strong relationships?

a. Common interests

b. The Law of Attraction

c. Strong past history

d. Build it with time out of mutual respect

e. You must earn their trust

What happens?

The result is a lifetime of friendship with people who are members in the global community of human kind.

Focus # 10: Working With Your Up line

Why?

Generally speaking, your up-line has the experience to help you succeed. This resource, unlike Corporate America, is free and at your disposal.

Look for your mentors

1. *Who does what you want to do?*
2. *Who speaks and trains the way you would like to?*
3. *Who has achieved in his/her business what you want to achieve?*

Remember this:

The question most asked by everyone looking at Network/Relationship Marketing is:

1. *“Can I do this”?*
2. *“Will I have help”?*

You can do this business with the help of your sponsor and mentors...Don't be a Lone Ranger!

Up line _____

Mentors _____

Accountability Partner _____

Focus #11: Presentation Skills – The Power of Promoting

- *The best in this business become the promoters.*
- *Presentation Skills*
Watch and listen to your favorite men and women presenters/speakers

Examples:

Television Evangelists:

Michael Beckwith

Joel Osteen

Speakers/Presenters

Jim Rohn

Cynthia Kearsy

Laurel Langmaier

Karen Lauderback

Jack Canfield

Cheryl Bassit

- *Learn to Make a Point and Tell a Story*
- *Practice – Practice – Practice*
- *Play i.e.: Examples of Great Speeches*
- *Memorize Quotes*
- *Study the Art of Communication*
- ***Be You:*** *Speak from the heart and tell the truth*

Focus # 12: The Secret to Wealth

1. **The Bible**

Find a way to serve the many

2. **John F. Kennedy**

“Ask not what your country can do for you, but what you can do for your country.”

And who is the Country? The People! “Ask not what your people can do for you, but what you can do for your people!”

3. **Zig Ziglar**

“If you help enough people to get what they want, you’ll have everything that you want.”

Servant leadership has always been a great secret to success.

Example

List the ways that you will serve your livethesource™ Team.

Closing Thoughts

Successful Planning

1. Stay Plugged in and Connected

- a. *Important phone numbers and contact information of Cross-Line/Life-Line*
- b. *Up-line Name – E-Mail – Phone Number*
- c. *livethesource™ numbers*
 - Corporate*
 - Customer Service*
 - Conference Calls*

2. Action Steps for New livethesource™ Affiliates

- o Sign-up*
- o Place your initial order*
- o Create your auto-ship*
- o Get your sponsor in front of 10 Candidates during the first week*
- o Set up your web site and home office*
- o Order Tools (including business cards)*
- o Schedule your strategy session with your up-line*
- o Set up and write down your initial goal(s)*
- o Take Action – Do it Now!*
- o W.I.T. Whatever it Takes*
- o Have fun and help people!*