

**“Start by doing what’s
necessary, then do what’s
possible, and suddenly you
are doing the impossible.”**

-SAINT FRANCIS OF ASSISI

ASEA[®]
CELLULAR HEALTH

SUCCESS GUIDE

A proven, easy-to-follow guide to quickly establishing your ASEA business and finding success.



Getting Started Essentials

Get a strong start with these proven steps to success. This checklist is for your first 48 hours of joining the ASEA team or receiving your starter kit. Do it, and you'll be armed with the information you need to feel confident in approaching people and to build your business.

- Enroll and order ASEA Builder Pack (includes Welcome Kit)
- Enroll in ASEA autoship program
- Review Welcome Kit
- Complete your ASEA story (step 10)
- Complete your own clarity and conviction statements (step 2)
- Complete your goals for a successful ASEA business (step 3)
- Become familiar with your ASEA virtual office
- Review your top 20 prospect list with your sponsor to schedule invite appointments (step 4)
- Become a Director (step 3)

Eight Steps to Success

Be Your
Own Case
Study

Clarity &
Conviction

Set Goals
& Make
Commitments

Build a
Prospective
Team List

Contact
& Invite

Sharing
the ASEA
Story

Collect a
Decision

Duplicate
Yourself

STEP ONE

Be Your Own Case Study

At ASEA we like to say, “Buy a case, and become your own case study.” To effectively share the ASEA story with others, it’s important that you experience real and personal results from using ASEA. You’ll then have a genuine and compelling reason why others should do the same.

Be your own case study

- Use ASEA's products
- What can you expect?
- The ASEA body inventory
- Your ASEA story

Exercise

In five sentences or less, write down why you joined ASEA and share it with the person sitting next to you.

**“What lies behind us and
what lies before us are
small matters compared
to what lies within us.”**

-RALPH WALDO EMERSON

STEP TWO

Clarity & Conviction

The most valuable thing you could ever offer someone is the chance to join the ASEA team. The drive to offer this product to others requires clarity and conviction.

CLARITY

What Do You Want from ASEA?

- I want to retire with enough money so that I can travel the world.
- I don't want daycare to raise my children.
- I want to develop as a person.
- I am tired of working for someone else's dream.
- I am a hard worker and want to decide for myself when I work hard and when I play hard.
- I want to be my own boss.
- I want more flexibility in my day to spend with family and friends and be part of my community.

CONVICTION

What Do You Believe?

- ASEA products are making a profound impact and everyone in my life deserves products that improve their quality of life.
- ASEA offers me training and support to develop personally, and with that training I can impact others.
- Building an ASEA business will allow me to travel the world with my family and friends.
- Residual and leveraged income improve the ability for me to be more flexible with my time.

Exercise

Take five minutes to write what you WANT from ASEA and WHY you want it, and take five minutes to share it with the person sitting next to you.

STEP THREE

Set Goals & Make Commitments

Specific, defined goals will solidify your plan to share ASEA with others.

Establish S.M.A.R.T. Short- and Long-Term Goals

(Specific, Measurable, Attainable, Realistic, Time Bound)

**Pay for
product**

\$100–\$500

**Part-Time
Income**

\$500–\$5,000

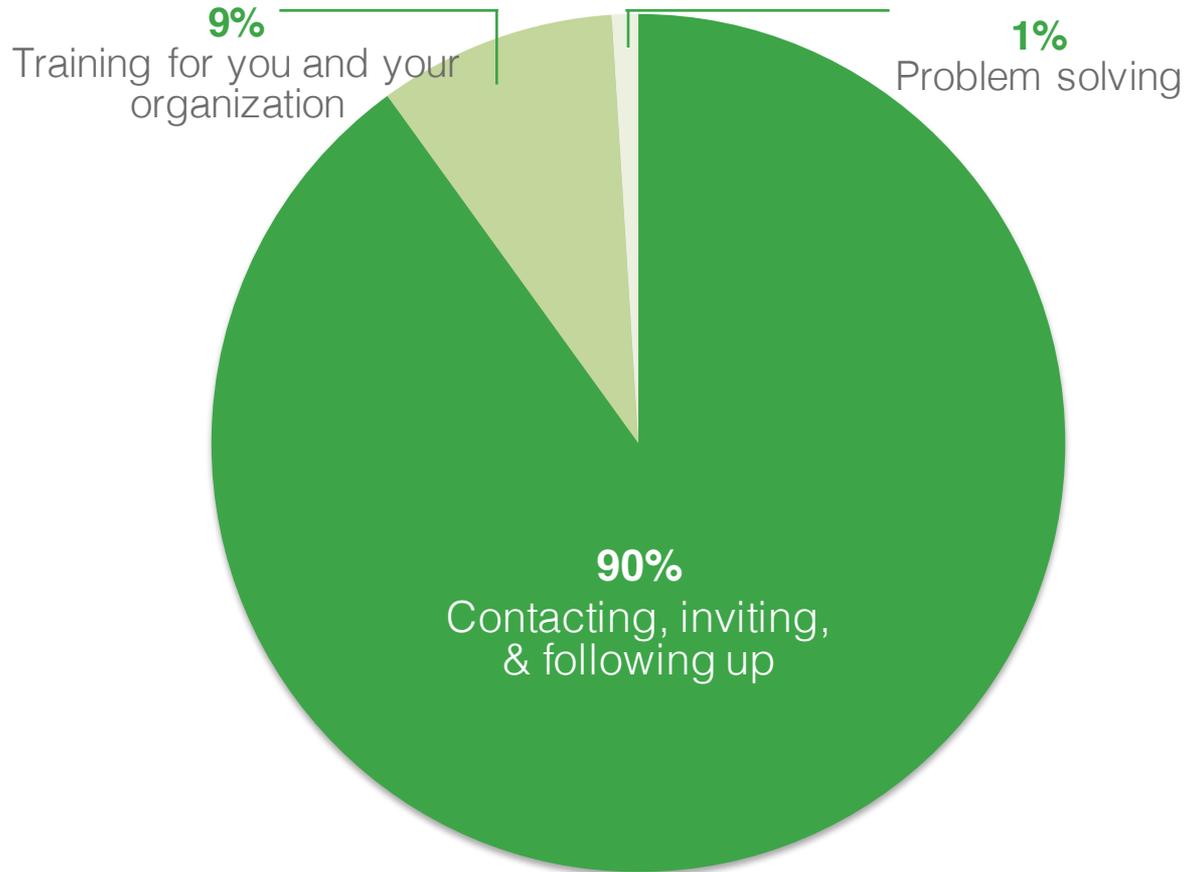
**Full-Time
Income**

\$5,000–\$10,000

**Wealth-Building
Income**

\$10,000–Unlimited

Time Management



**Become Director in
your first 14 days**



**Set a goal to become
a Bronze Executive**



How Will I Accomplish My ASEA Goals?

- I will give out two prospecting tools every day.
- I will do a three-way phone call daily.
- I will attend my local, regional, and national meetings with a guest or member of my team.
- I will reprioritize my time to include daily dedicated business building behaviors.
- I will read or listen to books that build my self confidence or skill set daily.
- I will review my goals daily.

Exercise

Write your 3 – 5 “I will” statements and your next income goal, rank goal, and sponsorship goal, and discuss it with the person sitting next to you.

STEP FOUR

Build a Prospective Team List

Identifying prospective associates with whom to share the ASEA opportunity is paramount to your success.

Strategies for Building an Effective Prospect List

- List everyone you know—no prejudging!
- Remember to network! Although a person may decline, they may know someone who might be interested.
- Identify 100 names using the memory jogger on page 20.
- The top 20 names on your list will be your first contacts.
- Keep your list updated by adding names as you meet new people and checking back in with others after an appropriate amount of time.
- Stay emotionally detached from the potential of your list.

Who do you know that is interested in ANTI-AGING?

Someone who:

- Wants to look younger
- Wants to have more energy
- Wants to sleep better
- Follows current health trends
- Takes care of their mind and body
- Takes supplements and vitamins

Who do you know that enjoys:

- Going to the gym regularly
- Playing golf
- Marathons or triathlons
- Weekend runs
- Hiking
- Biking
- Staying active

Think about your family, friends, and coworkers who:

- Are moms and dads
- Are middle-aged
- Have families with two working parents
- Have hectic and stressful schedules
- Have health or financial struggles
- Are concerned about their retirement
- Enjoy traveling

Who do you know that is business-minded? Someone who:

- Is looking for additional income
- Owns their own business
- Is interested tax savings
- Has an entrepreneurial spirit
- Enjoys healthy competition
- Enjoys building teams

Exercise

Take five minutes to write down as many names as you can think of from the memory jogger. Turn to the person sitting next to you, share three names and why you wrote them down.

STEP FIVE

Contact & Invite

Using your prospective team list, you'll begin contacting and inviting others to learn more about ASEA products and opportunity. For many people, this is the most difficult step in the process. However, with the help of your sponsor, and by following these guidelines, you'll soon be very effective at inviting others to enjoy what you have with ASEA.

Did You Know?

Interested in Anti-Aging:

- In the United States, someone turns 50 every seven seconds.
- People 50 and older spend a lot of money – about \$3 trillion.
- Baby boomers in the United States spend \$230 billion every year on consumable goods; that's 55% of all the consumer goods sold.

Parents and Families:

- Moms influence 85% of all household purchases.
- Moms spend \$2.1 trillion each year.
- 55% of mothers say they rely on recommendations when making a purchase.

Athletes:

- Endurance sports (cycling, triathlon, marathon) are one of the fastest-growing sports segments, with 53% growth over the last 15 years.
- The market of sports supplement sales exceeds \$1.9 billion each year.

Health Minded:

- The global health and wellness market is staggering – over \$800 billion, soon to be \$1 trillion.
- Americans spend \$70 billion a year on vitamins alone.
- Many economists consider the health and wellness industry to be recession-proof.

SIFTING AND SORTING

Ask
Questions

Listen

Pique
Interest
(not a
presentation)

Practice
Practice
Practice

SCRIPTING

HOT



WARM



COOL



COLD

Exercise

Turn to the person sitting next to you and share a product and opportunity invitation for someone in a warm list.

STEP SIX

Share the ASEA Story

After you've invited your prospects to learn more about ASEA, present the full ASEA story with a tool.

Share the ASEA Story

Tools Duplicate; People Do Not

Videos

- Product
- Opportunity
- Company
- Compensation
- Athletics

Live Presentations

- Webinars
- Zooms
- Conference Calls
- In-home parties
- Hotel presentations

Sales Tools

- Brochures
- Booklets
- Flyers
- Tear Off Sheets

Personal Stories

- Your story
- Stories from others

Exercise

Turn to the person sitting next to you and tell them your ASEA Story in three minutes or less.

STEP SEVEN

Collect a Decision

It's often said in network marketing that the fortune is in the follow-up. Most prospects won't commit after receiving one presentation. It's important to follow up with them and answer questions. This will help you collect a decision.

Collecting a Decision

Example Questions

- What did you like best about what you've seen?
- On a scale of one to ten, where would you rate your interest in getting started?
- How much money would you need to earn per month to make this worth your time?
- What additional information would you need to get started?

Your Fortune Is in Your Follow Up

Keep Commitments

- ASEA Business Coach
- Day planner
- Electronic planner
- Be brief
- Respect their time

Collect a Decision

- Three-way call
- Brochures
- Videos
- Conference calls/webinars
- Understand how to enroll through your personal web page

Emotional Detachment

- Learn to let go
- Learn to hear no and move on
- Collect referrals
- Build a drip list
- Be professional and enthusiastic

Ask Qualifying Questions

- Listen more
- Talk less
- Stay on message
- Learn the objectives of the other person

Exercise

Get in groups of three and each take a turn doing a three-way call. Each of you should take a turn as the expert, the guest, and the sponsor (the ABC model).

STEP EIGHT

Duplicate Yourself

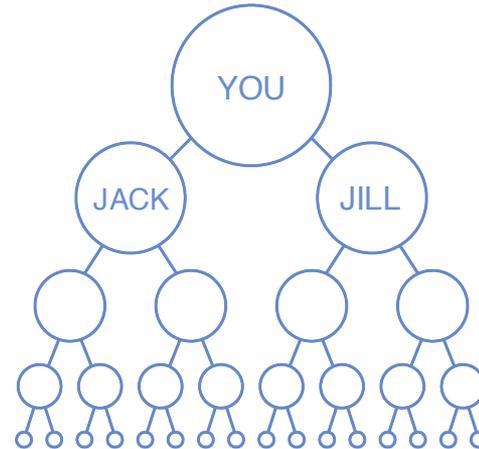
Utilizing duplication in your building efforts will translate to tremendous success for both you and your group.

Duplication

- In network marketing, duplication is the repetition of a certain system to effectively recruit and enroll prospects, and then to have them repeat the exact process with others.
- The more simple, streamlined, and user-friendly your system is, the easier it is to duplicate.
- As you utilize duplication in your efforts with your team, the more motivated, trained, and confident your team will be – which will ensure their success and yours.

Example: Teach 2 to Reach 2

You don't need to personally enroll the world!



Success Activity

Create a list of 20 contacts, contact your sponsor/mentor and set up the next step of duplication for each of the 20. contact, invite or follow up with those 20 in the next four days.

**“I would rather have
1% of the efforts of
100 people than 100%
of my own efforts.”**

-J. PAUL GETTY